

The New

CHECKER

BEAUTY
LUXURY
RIDER APPEAL
POWER
ENDURANCE
ECONOMY

"Of such advance design, that it cannot become obsolete for years to come"

America's Greatest Business Getting Cab

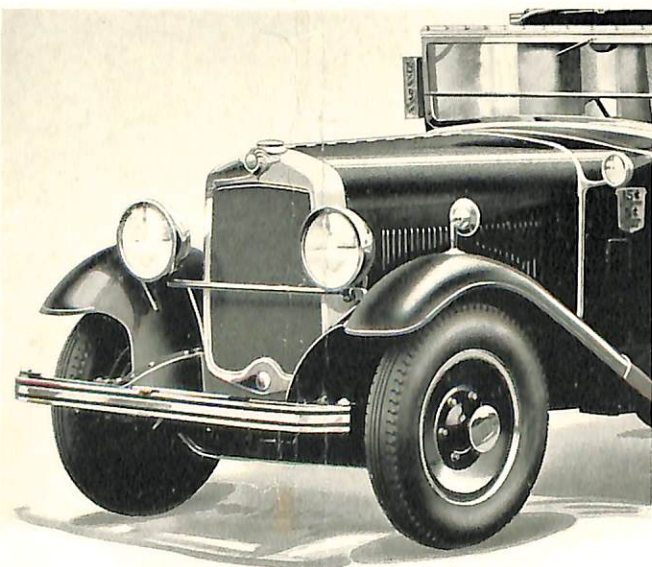
THE NEW CHECKER CAB for New York is here. It combines magnetic beauty and distinctiveness which compels patronage. The proven CHECKER units assure great endurance, economical operation and low up-keep.

It is a money getter. It radiates those qualities that sell more miles and create larger profits.

Look at the pictures appearing below; note the snappy private car appearance; the suggestion of limitless power, speed and reliability; the master craftsmanship embodied in every detail and appointment; the bright Chromium trim that will not tarnish; the inviting passenger compartment beautifully upholstered in leather provides luxurious comfort — *never before was there a cab like this.*

The NEW CHECKER establishes a new standard for cab service in metropolitan New York. It supplies the public demand for a smarter, more exclusive cab. It gives the CHECKER operator a *decided advantage* over his competitors and makes more money for him.

To appreciate the New CHECKER you must see it. This will convince you of its dollar-earning power. We invite you to come in and see it.

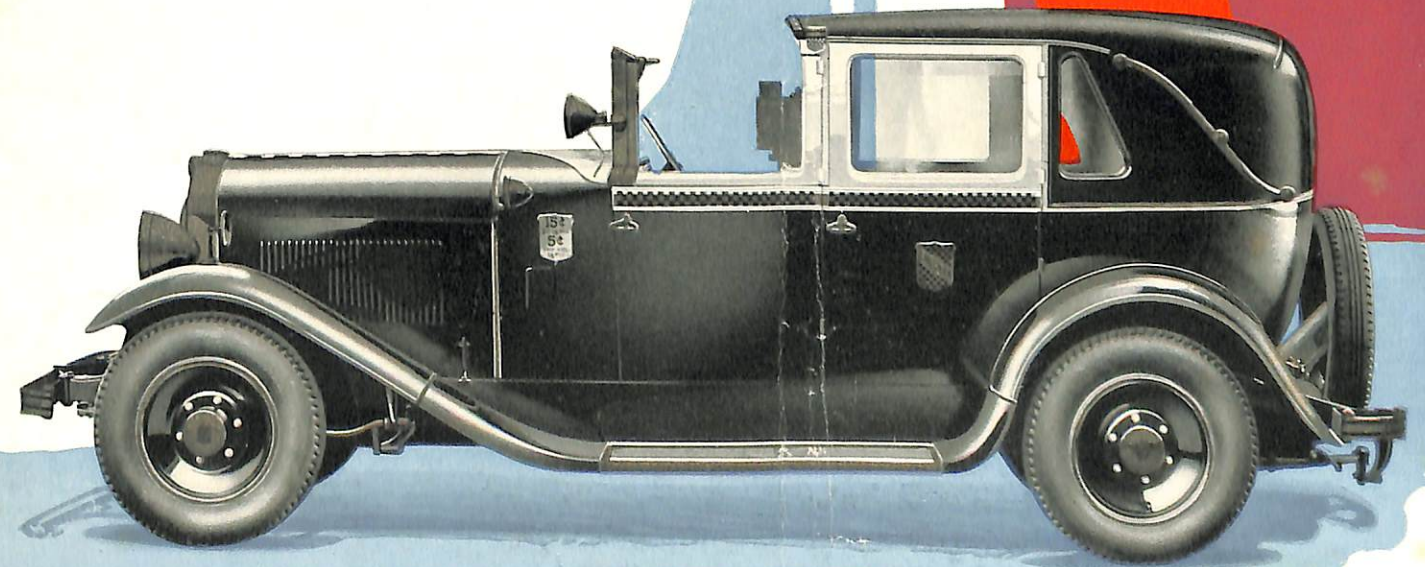


OVER 8,000 CHECKER CABS have been purchased by New York operators — *more than any other standard make.*

The NEW CHECKER incorporates all the time-tested features of previous models *plus* definite improvements, both mechanical and in appearance, to meet the new era in the merchandising of miles in New York City.

It is equipped with a six-cylinder CHECKER MOTOR built by The Buda Company, of Harvey, Illinois, under the guidance of CHECKER engineers. For safety and ease of control in traffic, it provides internal *hydraulic four-wheel brakes*. It has Spicer Universal joints. The Belflex Spring Shackles, which are now demanded by New York operators, are furnished with the new cab.

CHECKER has pioneered in the creation of fine cabs. The New Model "K" is the result of billions of miles of operating experience, from which is gleaned a broad knowledge of what a cab should be to win the riding public and make money for the operator.



The New Checker is emphatically America's greatest business-getting cab

SPECIFICATIONS

Engine

C. S. 6 Checker motor is built expressly for Checker Cab, to their specifications and under their supervision. This motor is the outgrowth of long experience and combined knowledge of Checker Cab and Buda Engineers. Designed to give greatest power, smoothness of operation, acceleration, low operating costs.

Clutch and Transmission

Same as Checker has used for years, only improvements and refinements have been made, such as — Positive Lubrication to Pilot and Clutch Throw-out Bearings.

Propeller Shaft

Heavy Spicer Design which needs no introduction to those who have a close knowledge of the automotive industry for the past ten years.

Front and Rear Axles

Major units which have proven themselves under Checker for years. The New Model "K" cab carries lapped gears for silence and perfect meshing. These axles are safe for the operator as they have been tested through years of hard cab work.

Springs

With the same resiliency and comfort in ride as heretofore. Checker Springs are Super Quality. The Belflex Spring Shackles give free action of springs and eliminates 12 points of lubrication.

Frame

Still using the 8-inch heavy pressed steel construction, with additional improvements, to make it stronger and better. The improvements lie in better designed cross members and in the box type reinforcement which gives it more ability to withstand the bumps in traffic and collision. Examine it! This will convince you that a better frame has not been made.

Running Boards

The old Checker heavy steel bumper type is still used for protection. It has been revised, however, to blend in with the luxuriousness of the cab. It carries the same protection with a great deal more refinement.

Steering Gear

Ross Cam and Lever Type, no changes from the old Checker standard, only for additional refinement. A real steering wheel that does not cramp the hands and which carries the gas and spark throttle for convenience to the driver.

Emergency Brake

External type on a drum that is mounted on the rear of the transmission and which makes a positive emergency brake.

Lockheed Hydraulic 4-wheel Service Brake

Greatly over-sized internal four-wheel Brakes that give ability to stop in emergencies and a wonderful protection to property and life, especially so, when street conditions are bad. The relining of brakes at short intervals is over. They are almost fool-proof. One of the greatest adopted mechanical changes Checker has made for years, but not until a wonderful experience was obtained from their use over an eighteen month period.

Carburetor

A new design Zenith carburetor, especially adapted to the Checker Cab Motor for performance and economy.

Gasoline System

20-gallon tank, to accommodate two shifts on one filling. Sight filter. Vacuum tank.

Ignition

Semi-manual control, automatic advance, most approved type and fool-proof battery ignition system, which assures easy starting, perfect idling, and greatest performance.

Fenders

The same 14-gauge steel fender as previously used on Checker Cabs. However, they are formed into a beautiful crown fender and attached to the running board in a greatly improved manner, which beautifies this rugged construction.

Wheels

Checker design Budd wheels that give additional strength and beauty over the stock wheel previously used.

Turning Radius

20 feet, 5 inches.

Wheel Base

127 inches

Outside Metal Trimmings

Chromium plated. Head lamps. Pillar lamps. Cowl lamps. Spot lamp. Lamp saddle. Windshield. Radiator shell. Rate or vacant sign. Door handles, Hub caps. Tire rings. Fender mirror. Bumpers.

Standard Equipment

Speedometer. Head lamps. Cowl lamps, saddle design. Stop light. Spot lamp. Dome light. Dash light. Vacant lamp. Radiator guide lamp. Windshield wiper. Extra wheel. Tool kit. Lug wrench. Jack. Oil gauge. Ammeter. Oil purifier. Air cleaner. Rubber mats. Double cowl ventilator. Lever operated windshield. Gasoline quick filler cap. Steering wheel lock. Beautiful, group instrument board, invisible lighted with door tell-tale light. Hot air heater. Fender mirror. Chromium bumpers, front and rear.

CHECKER CAB MFG. CORP.

KALAMAZOO, MICHIGAN

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