

CHECKER CAB *Innovations*

Attract More Rides

... Cab Rides CAN Be Merchandized More Effectively

Millions of dollars are spent every year in making people want to buy — and the PUBLIC PAYS THE BILL, and likes it. Take, for example, one branch of business with which you are familiar — Retail Stores. They, alone, spend millions, and it must prove profitable because they continue to luxuriously retrim their display windows — to dramatize their service — to provide comfortable, inviting and spacious places for rest and relaxation. By so doing they make people feel it is a pleasure to patronize them by offering more than just merchandise of good worth.

Then why not apply some of these proven methods — why not stress certain appeals that interest people — in the merchandising of more cab rides?



THE *New* CHECKER CAB

The Riding Public wants Comfort, Safety, Pleasure—with Transportation—and the New Checker Cab provides them

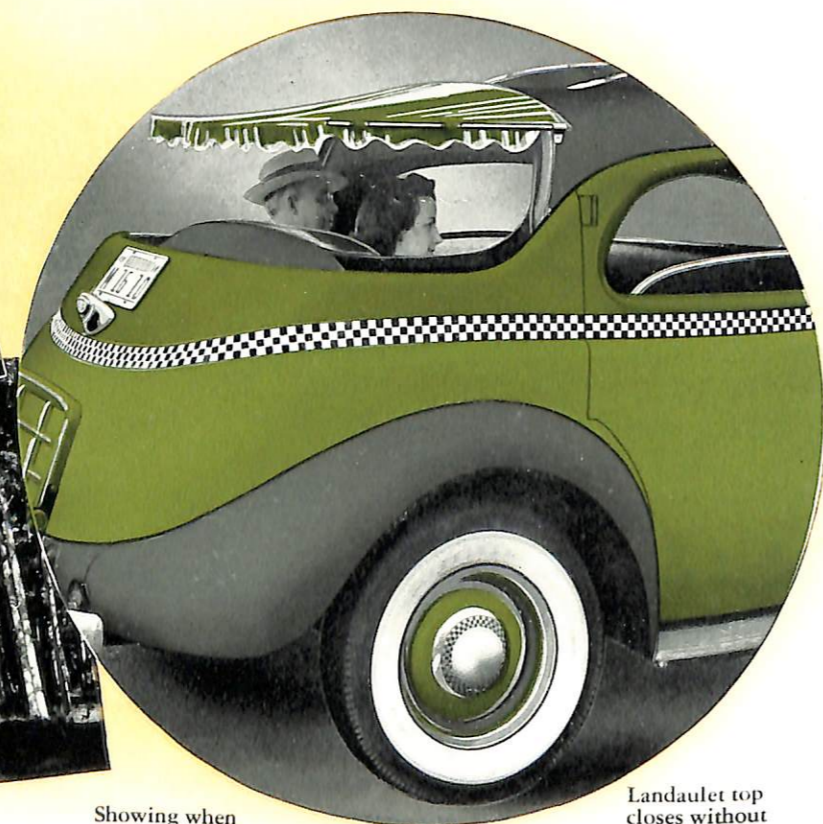
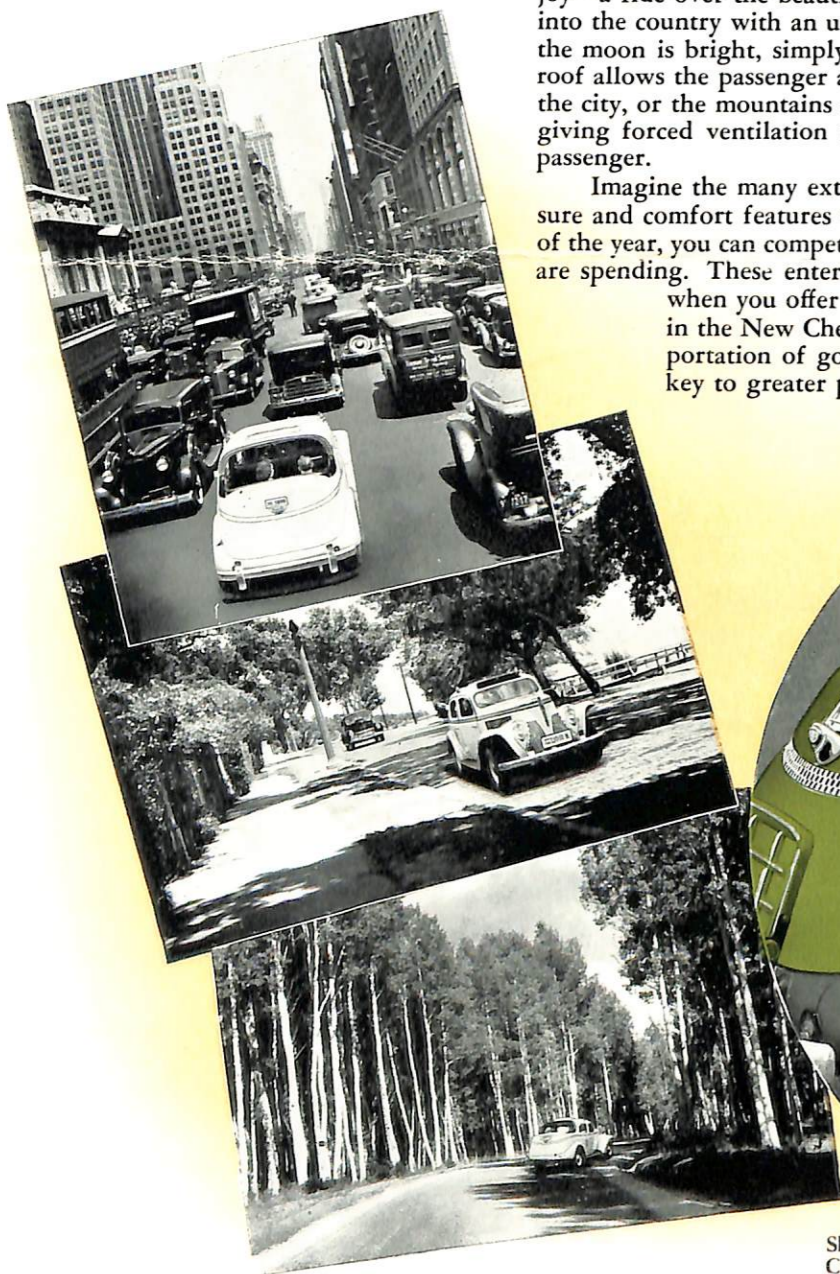
Transportation of a passenger today from one point to another is not enough if you really want to build up volume. Transportation is the one and only thing the industry has offered in the past—and it has not materially increased volume for those in the business.

For greater ride-volume, people should be made to feel that transportation service is more or less incidental—that the pleasure, the comfort, the convenience, the relaxation of the ride is paramount. When cab-riding becomes a real desire, then cab-rides will double and triple.

Cab-riding volume has not gained much over a period of years—yet businesses selling pleasure, entertainment and comfort have flourished. Why is it? Is it not because they are offering people what they want, and they are buying it. Then does it not indicate that the cab industry should change its sales-appeal by offering MORE OF A COMMODITY PEOPLE ARE BUYING.

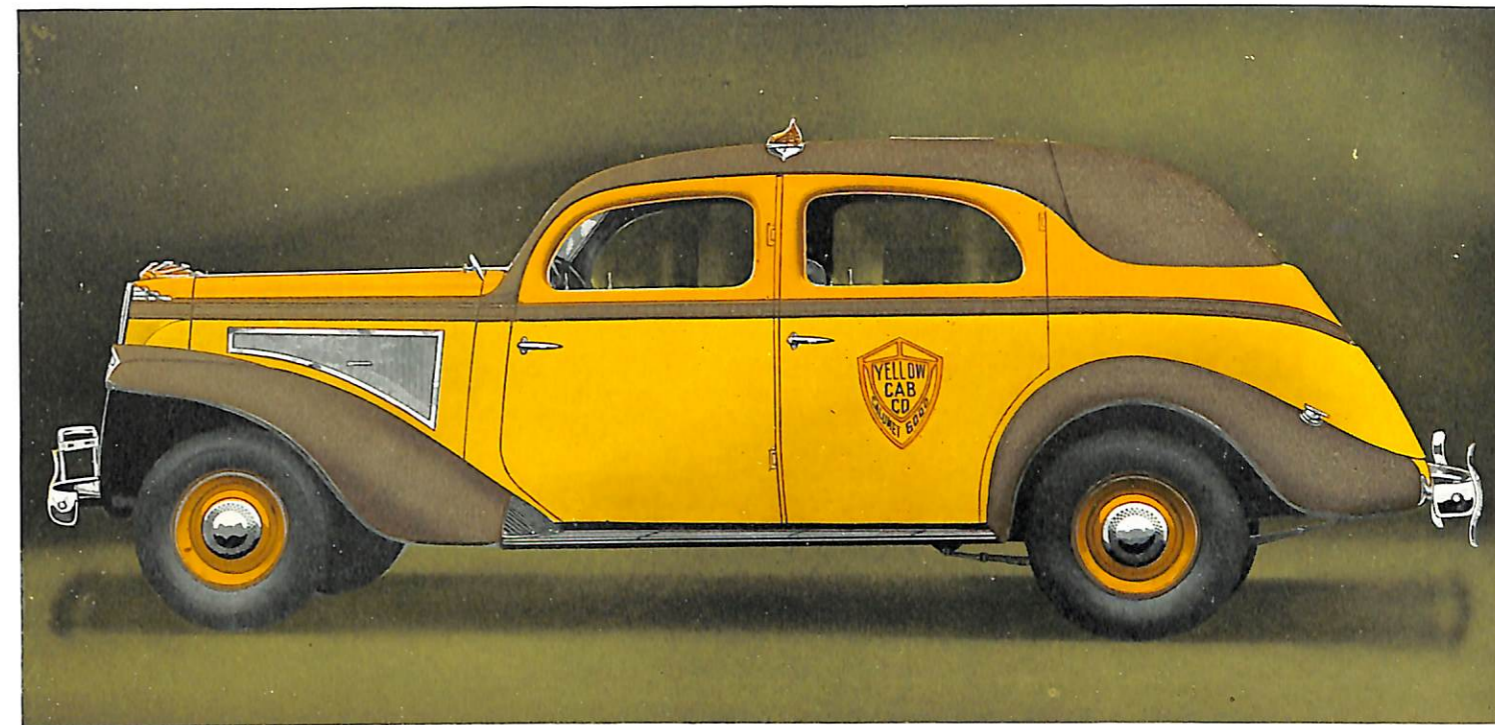
Checker Cabs, as built today, with many new and original innovations for comfort, pleasure, convenience and safety, will attract and retain for you a greater share of the dollars now being spent for other pleasures. With the Landaulet top lowered on a warm evening, a swing through the park or along the beach is a real joy—a ride over the beautiful boulevards is relaxing beyond words—a trip out into the country with an unobstructed view of nature's natural beauty, or when the moon is bright, simply is heavenly. Then, again, the Air-N-Lite glass cab roof allows the passenger a wonderful view of the close-up of tall buildings in the city, or the mountains and spreading trees of the country, at the same time giving forced ventilation to the exact degree desired for the comfort of the passenger.

Imagine the many extra rides you can attract with these outstanding pleasure and comfort features of today's Checker Cab. No matter what the season of the year, you can compete for those entertainment and comfort-dollars people are spending. These entertainment and comfort-dollars are vulnerable dollars when you offer people the many new, ride-appealing features found in the New Checker Cabs. Now, you can offer more than just transportation of good worth. Now, you can provide yourself with the key to greater profits.



Showing when Canopy is used

Landaulet top closes without removing canopy



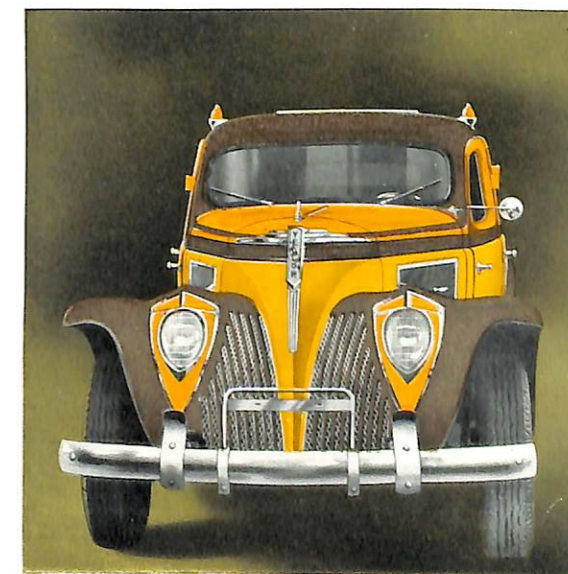
Outstanding In Appearance

Streamlined and graceful—yet sturdy and luxurious—sparkling chromium blended with a balanced distribution of color—all combined make the New Checker favorably outstanding in appearance in any setting. Checker maintains its leadership with this fresh approach to styling and appointments in the cab field.

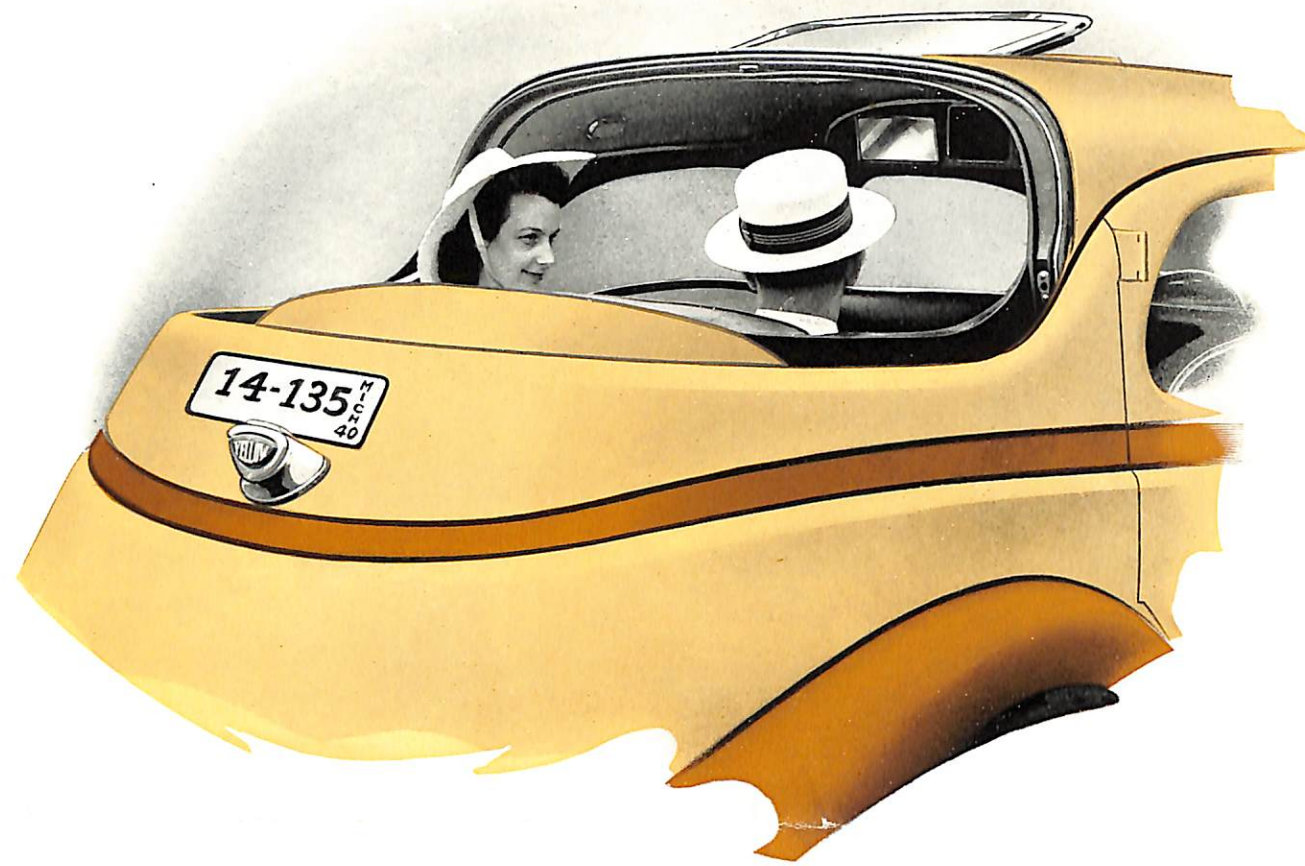
Distinctive

from Every Angle

Look at this New Checker Cab from any angle, and it gives one a definitely favorable impression. It stands out from the usual run of traffic and is an invitation to ride and enjoy yourself. The design, while distinctively different, blends with the color treatment resulting in a finished Cab with a flash, a refinement, a suggestion of safety and comfort that impresses one. Every detail has been carefully studied with the one end in view—a cab that will attract attention and make people feel that it is designed for service, pleasure and convenience. No matter what the season—a cold blizzard blowing in Winter, or a hot, sunny day in Summer this New Checker Cab gives one the impression of satisfying comfort. It appeals to the most fastidious society matron, the debutanté or the practical business executive. It looks a part of today.



The New Checker Cab—Model A—Has Many Rider-Merchandising Features



"Finger-tip Control" of the New Checker *Landaulet* Top

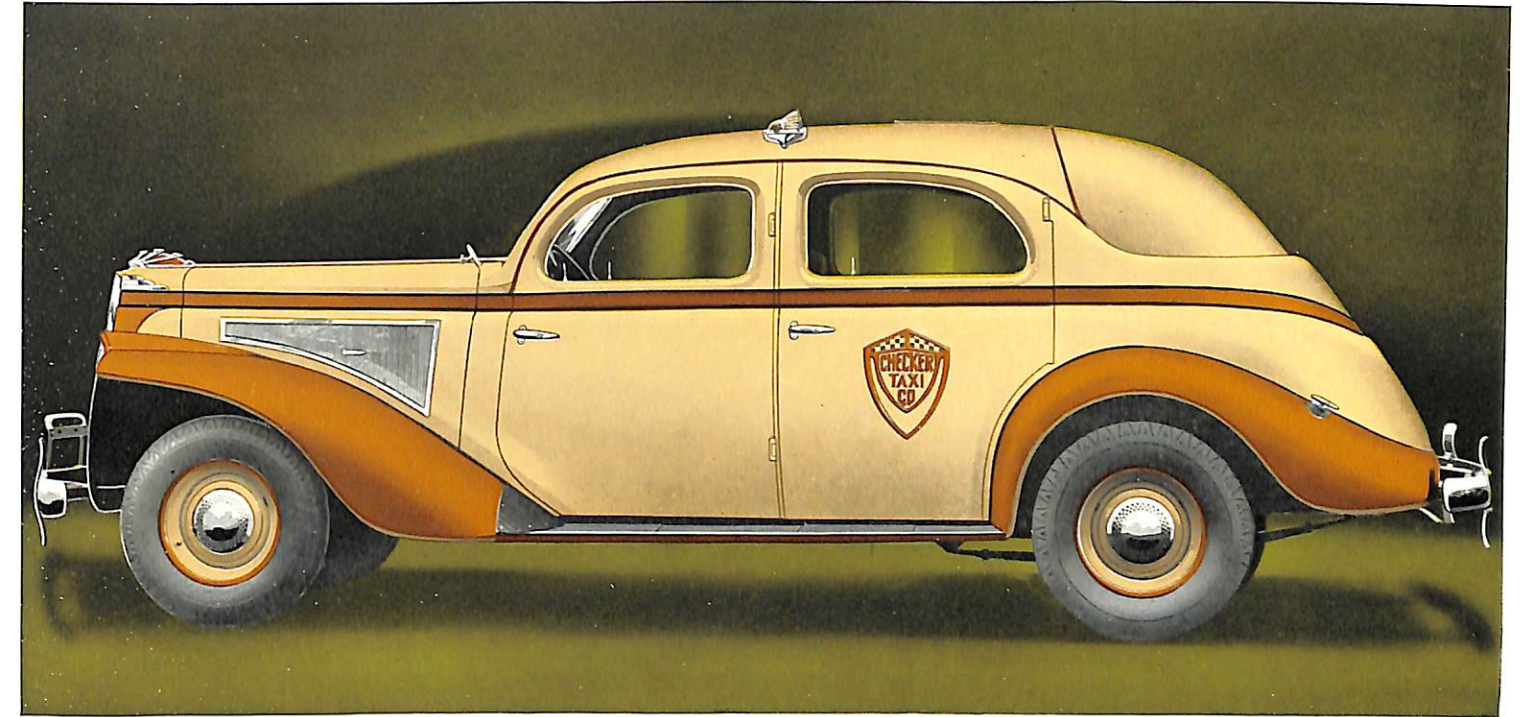
The all-steel Landaulet top is operated electrically, by the driver merely touching a button. It opens or closes in mere seconds and can be stopped at any desired opening. At all times the driver is at the passenger's command to supply just the right amount of sunshine or ventilation for the passenger's greatest comfort. Imagine the rider-appeal in this new Landaulet top with

the "Finger-Tip Control." Only a few seconds lie between riding in stuffy discomfort and riding out in the delightfully-balmy air and sunshine with a clear vision enabling the rider to enjoy the beautiful scenery and attractions of the city. Then the Landaulet closes perfectly tight, enabling the cab to be heated just as effectively as if it were a conventional limousine.

Super-Visibility

During inclement weather the Air-N-Lite glass roof always is available to afford the passenger an unusual view of the city's tall buildings, or the mountain peaks, not ordinarily enjoyed from an automobile. Forced ventilation, light and sunshine are available, to any degree of intensity, any season of the year, through the Air-N-Lite roof. Daily weather changes can be

met with "Finger-Tip Control" and it no longer can be said that the rider of a taxicab cannot be made more comfortable than in any other automobile regardless of cost, when a New Checker is called. Success to any business comes through being able to offer more to the customer than he is accustomed to receiving.



Proven Features Still Retained

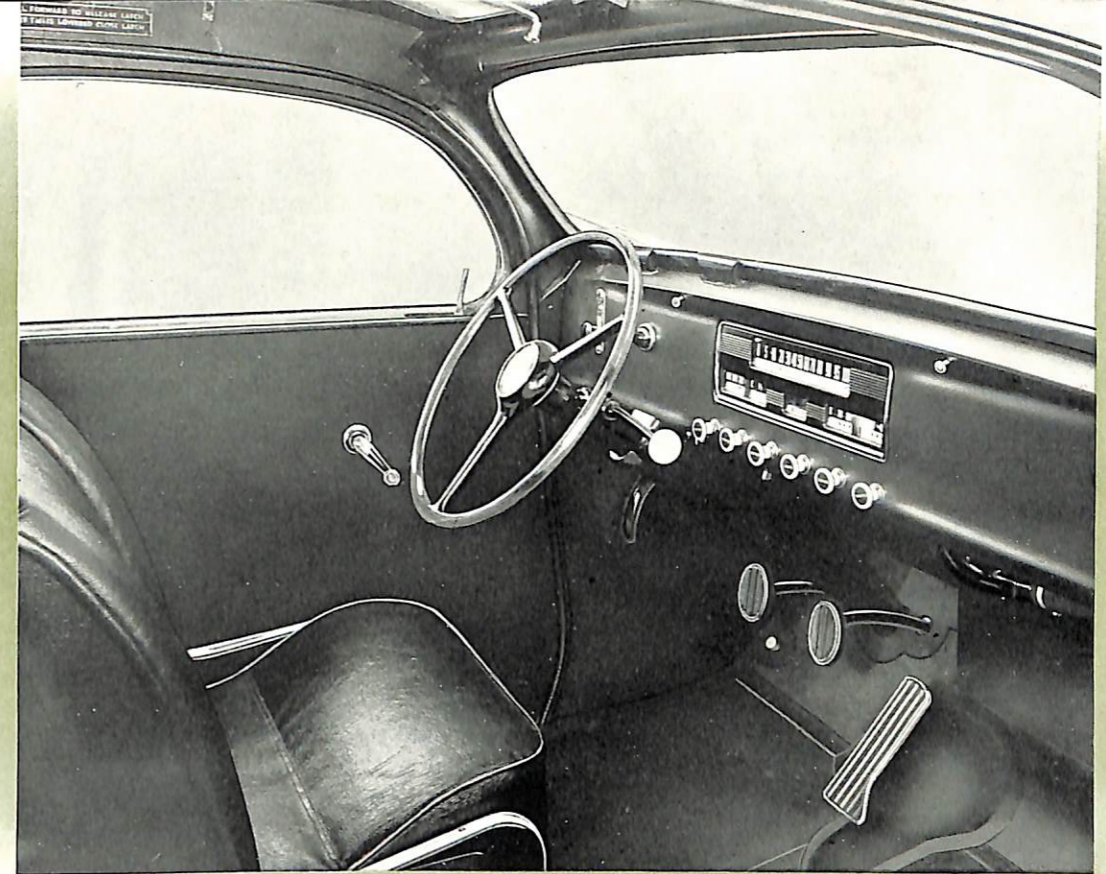
With all the refinement, luxuriousness and fine styling of this beautiful Limousine Checker, the mechanical features of the new Model A still are the rugged and sturdy construction of the past many years. Many improvements have been made, of course, but the long-lasting, punishment-taking, and low-cost operating qualities still are synonymous with Checker Cabs. You cannot help being thoroughly convinced, after seeing and testing the new Model A Checker, that it has the necessary features to make it the profitable cab for you to operate.

Rider Comfort and Convenience

With the first glance at the passenger compartment one is impressed with the unusual spaciousness, luxuriousness and comfort designed into it. The deep custom-built cushion and back-rest, built from the very finest spring and sponge rubber, definitely suggests maximum ease of ride and relaxation.

On the doors and lower inside, decorative plastic paneling, with its attractive and glass-like surface, is used — assuring utmost cleanliness with little care. Mirrors are provided for "My Lady's" casual glance to attend to her make-up and to her critical adjustments before arriving. All of these are additional features for your customer's comfort, convenience and vanity. The New Checker's unique but practical innovations have tremendous ride-selling appeal. They interest and satisfy the customer, and bring repeat business. Greater volume of rides is the answer to greater profits for you. Wistful thinking will not do it — proper cab equipment will.





Modern Safety and Rider-Protection

Accidents are costly and to a large degree avoidable. Removing the causes is the first fundamental step toward prevention. With the many safety features that the New Checker Cab offers, accidents can be cut to a minimum. You undoubtedly can recall accidents that could have been avoided with cab safety features such as the New Checker Cab offers.



1. No Roll — to help prevent cab rolling backward on hills.
2. Backup Signal — to warn pedestrians.
3. Sponge Rubber Head Bumper — to help protect passengers in emergency stops.
4. Finger Shields — to help prevent mashing fingers.
5. Tell-Tale Lite — to warn when doors are not completely closed.
6. Location of Door Handles — to prevent door opening accidentally.
7. Floor Mat (sponge rubber underneath) — to help prevent passengers slipping.
8. Floor Wells (eliminated)— which is conducive to safety.
9. Gasoline Tank Tell-Tale Warning — so tank will not be overflowed.

The Public is entitled to these protective features as soon as they are available. Besides, you will be benefited in dollars, and public goodwill, by being first to announce to the riding public your endeavor to serve it with safer cabs.

Driver-Comfort!

If the driver can operate his cab with less fatigue, he naturally will be more alert to getting additional business, will drive more safely, and will make a better risk to handle a cab investment. The New Checker offers a number of notable features for the driver's comfort and convenience:

- 1 — No less than 15 different seating positions are available, making it possible for a driver of almost any stature to be comfortable.
- 2 — The shift-lever is mounted on the steering post in such a position that it eliminates excess motion. A driver can go through the thousands of shifts daily with little fatigue.
- 3 — Two separate hot-air defrosters, independent of the heater, are built into the cab. It is no longer necessary to operate the heater to clear the windshield.

- 4 — The driver enjoys a heated compartment the same as the rider. He can regulate the heat to his own requirements, independently of the passenger compartment.
- 5 — Neither have we forgotten an abundance of ventilation for the driver. He has for his comfort two windows, a large cowl ventilator and forced-draft ventilation from the roof that can be graduated to his liking.

With comfort-features not offered in the most costly automobiles, is it mysterious that a Checker driver can turn the many miles of a long shift and finish the day with the same smile and "Thank You" that he started with? Is it mysterious that he can out-book a competitor's driver and in general be more productive? Isn't it logical to assume that you have the same merchandising problems of other businesses that render personal services? We believe you have. Then remember that your driver is your salesman.

LUGGAGE SPACE

With the shift-lever mounted on the steering post, the service-brake close to the left wall, and all other controls mounted convenient for the driver, a greater amount of clear floorspace is available at the right side of the front compartment for luggage. You will find both the front and the passenger compartments, in this New Checker Model A Cab, more spacious than in any

previous model. This makes it possible to conveniently take care of the additional luggage people are carrying today, without crowding either the driver or the passengers. Any photographs we could take do not do justice to this new cab — it will pay you to see it and check for yourself the many new innovations that tend to build rider-volume.

The Value of Unusual Color Combinations

The limited space in this piece of literature permits us to reproduce only four combinations of color now being used by some of the large operators of these New Checker Cabs, such as the National Transportation Company of New York, which operates the world's largest fleet of cabs. Another of the color-combinations shown is used by the Yellow Cab Company, of Chicago, which is perhaps the world's oldest large cab company. Then there is the Yellow Cab Company, of Minneapolis, using Checker Cabs with silver tops — instead of gold. Other large users of Checker Cabs having distinctive color-combinations are the Yellow Cab Company, of Pittsburgh, and the Checker Taxi Company, of Chicago. Also very distinctive are the color-combinations used by the smaller fleet operators in New York and the individual operators in New York . . . in all totaling many thousands of Checker Cabs.

All of the color-combinations selected are equally refined and appealing — harmonized to satisfy the most fastidious person — possess the individuality and unusualness to attract the eye — all of which helps to get many more "pick-ups." If you do not already have a satisfactory and established operating color for your fleet of New Checker Cabs, we will be pleased to assist you in developing a color that will be pleasing and distinctive.

Complete Specifications Will Be Sent Upon Request!

Believing that the cab operators today are decidedly more interested in what this New Checker "Model A" cab will do for them, and how it will build up their business, because of the many new innovations developed for passenger Comfort, Pleasure, Convenience and Safety, we have not taken up any of the limited amount of space in this literature for mechanical specifications. This detailed information, however, gladly will be sent upon request.



CHECKER CAB MFG. CORPORATION

KALAMAZOO, MICHIGAN