



Swiftly for 50...

Checker



THE 1950 CHECKER

MODEL A-4 TAXICAB

MODEL A-5 LIMOUSINE

The New 1950 Model Checker Taxicabs are completely redesigned for beauty, comfort and increased net operating revenues. A host of improved features give you a cab which costs less to operate and maintain . . . provides maximum driver and passenger comfort. Best for beauty, best for safety. Models A-4 and A-5 are the only vehicles built exclusively for taxicab service. Model A-4 is the Partition Type Cab with single driver's seat; Model A-5 is the Suburban Limousine Type with full width front seat.

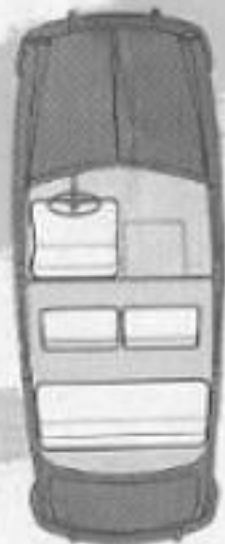
small car outside
big car inside!



hefty **SIZE**

The New Checker is designed to give the greatest vehicle space inside, ample to hold five forward riding adults in Model A-4 and 7 forward riding adults in Model A-5, driver and luggage. Yet outside dimensions are held to the minimum for safer driving in heavy traffic.

ROOMY COMFORT
makes passengers say,
"I'd rather ride in a Checker"





COMPLETELY NEW DRIVER COMFORT

Millions of tiny air bubbles in this newly designed foam rubber seat and backrest cushion the day's run. Unique, simple adjustment device makes possible 156 seat positions. The most comfortable driving position is assured every driver of any size or girth.



HANDSOME NEW INSTRUMENT PANEL

Redesigned instrument panel has all instruments and controls conveniently grouped for efficient operation. Controls of dash design combine beauty with safety. Parking brake is quick acting and easily accessible.

for greater
driving



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NEW FEATURES

comfort

(and more profitable operation)



LUGGAGE COMPARTMENT

New, larger, more accessible luggage compartment with improved deck lid closure.

NEW BROADVIEW WINDOWS

Greater visibility all around. Increased windshield area, narrow corner posts, and lowered hood all combine to give driver relaxed and safe visibility.



EASIER STEERING

New Boss roller bearing mounted Cam and Lever Type Steering Gear.

Drivers handle the new Checker with unrestrained ease. Actual scientific tests prove that less driver effort is required to make turns. (See Table A)

TABLE A
STEERING EFFORT

Car	Model	Lbs. Effort Required
CHECKER A-4	1950	12.4
Pleasure Car A	1948	14.7
Pleasure Car B	1948	15.0
Pleasure Car C	1948	15.4

The above figures were obtained by measuring steering effort required with each car through the use of the Ross Torque Motor.

TABLE B
MINIMUM COMPLETE TURNING CIRCLE

Car	Diameter of Complete Circle
CHECKER A-4 & A-5	39' 6"
New York Cab A	40' 8"
New York Cab B	45' 1"
Pleasure Car A	44'
Pleasure Car B	41' 10"
Pleasure Car C	40' 4"



hasty

NEW FEATURES

for greater passenger comfort
(and more profitable operation)



LARGE NEW AUXILIARY SEATS

Improved design features flat spring steel supports for greater strength and deeper cushions for greater comfort.

NEW VENTILATING REAR WINDOW

Smoke and stale air are whisked away through the new ventilating rear window. Automatic vacuum operation is controlled from the driver's seat. Operated in conjunction with the air conditioner it provides maximum cooling for warm days or hot climates.



EASILY CLEANED

All plastic material protects scuff points on lower door, rear seat heel board and lower back of partition — outlasts any fabric — washes with soap and water.



FLAT FLOOR

In rear eliminates bothersome hump. Gives more passenger room and reduces danger of tripping. New Blue-Moresque rubber non-slip safety floor mats.

SAFETY FINGER SHIELDS

Along door edges protect from pinched fingers. Smart two-tone vinylite imitation leather trim throughout.

FOAM RUBBER PASSENGER CUSHION

New seat design reduces the possibility of passengers being thrown forward in case of sudden stop. Seat is engineered to stay put, yet is easily removable.

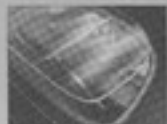
Features of the

Whiffy for 50 CHECKER

the **NEW** built for the purpose **TAXICAB**



Spring Return Arm Rest, Glove Compartment, Ash Tray, and Fixed Grab Handle



Defogging Rear Window



Front Guard Safety Straps



Decorative, Wide Beautiful Strappings



Shift Spring New Base Case and Lever Steering



Full Front Seat Model A-1



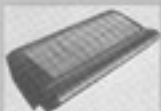
24" Adjustable Drivers Seat - A-4 Seat Cab



New Seat Ornaments



Heavy Duty Battery - Model A-1



Front Rubber Seat Cushions



24 Cubic Foot cooler with Year-Around Signal to stop produce waste



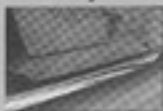
Big Chrome Wheel Guards



Improved Auxiliary Seat



Non-slip Blue-Maroon Floor Mat



Full-length Chrome Roll Bar Fender to Fender



New Flash Instrument Panel with back controls, and Tool Box Liner, wipeable interior, wheel, Rear Doors are air closed.



Full I Beam Type Front Axle



Balanced wheels with long wear type tires.



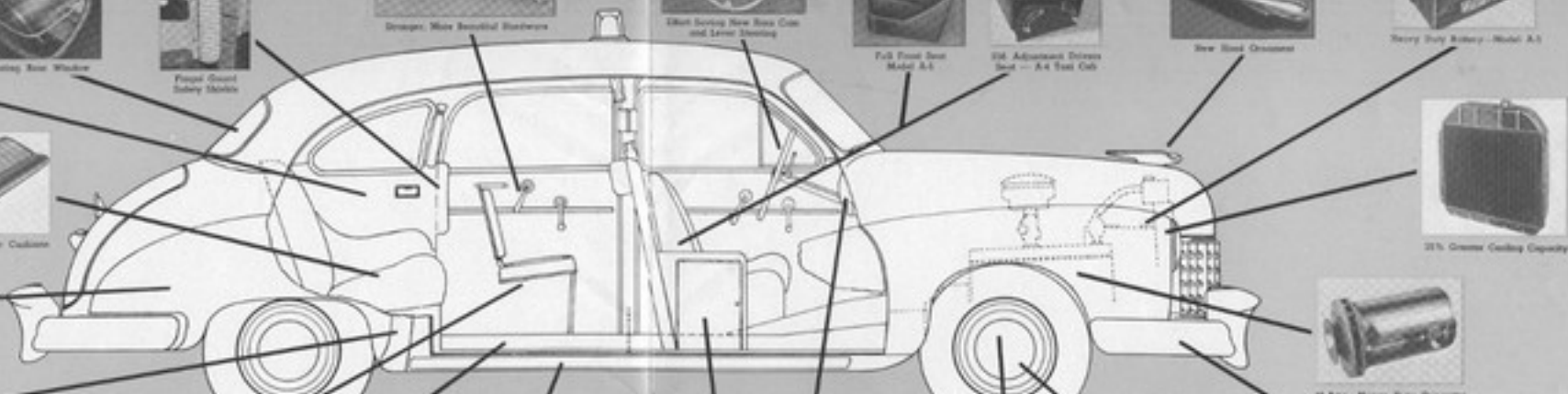
4-Rap Heavy Duty Disc Brake



Chrome Bumper Protection



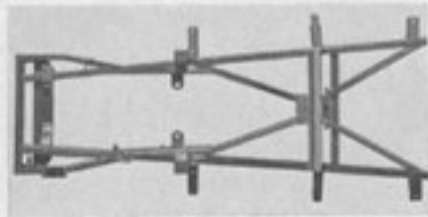
25% Greater Cooling Capacity





MONOCOQUE BODY—The frame, girders, sides, top and floor are all welded into a single, substantial unit. This construction is rigid, strong, safe, and reduces the possibility of body noise.

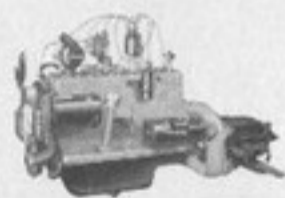
X-MEMBER FRAME—Sturdily cross-braced frame relieves twisting strains. X-members are welded into a box section at center.



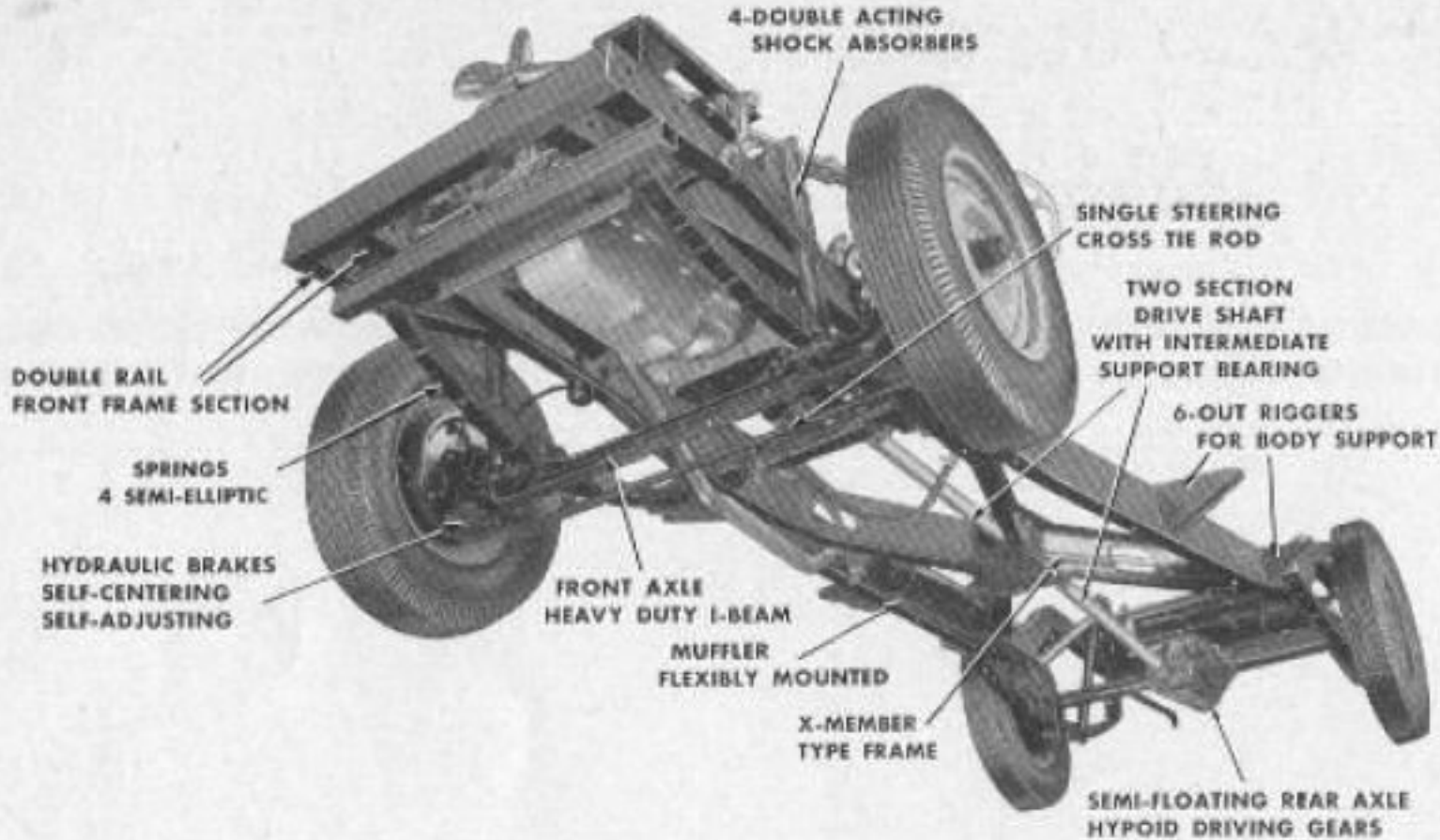
PROPELLOR SHAFT—Needle bearing type made in two sections. Center support ball bearing is mounted at the X-member in rubber pillow block. Means less shaft "whip" and longer rear axle life. Permits lower rear floor without a hump.



FORWARD MOUNTING—Power plant and transmission are centered over the front axle giving passenger load the desirable between-the-axles ride.



HORSEPOWER TO SPARE—Dependable engine develops maximum power at low speeds for maximum fuel economy. Accessories and fittings located for quick service or easy replacement.



Specifications

of the Thrifty 1950 Checker Models A-4 and A-5

GENERAL

Wheelbase	124"
Overall length, bumper to bumper	208½"
Turning radius, right and left	20'
Tread front	60"
Tread rear	62½"
Shipping weight	3350 lbs.

TRANSMISSION

Warner Gear, latest type, three speed. Synchronesh type shift on second and third drive. Operation of shift is through lever on steering column under wheel.

ENGINE

Continental precision-built 6-cylinder, I-bead type, SAE rated HP 25.3. Silent chain cam shaft drive.

CLUTCH

Borg and Beck 10" diameter with special thermoid heavy duty woven asbestos facing.

REAR AXLE

Spicer semi-floating type. Hypoid ring gear and pinion with two pinion differential mounted on Timken bearings. Ratio 4.09 to 1 — other ratios optional.

BRAKES

Wagner hydraulic, self-centering, self-adjusting shoes automatically adjust to compensate for lining wear.

SUSPENSION

With power plant placed over the front axle the weight distribution with passenger load is evenly balanced between front and rear wheels. The passengers ride between the axles. This permits using springs with rates which give "flat ride."

FRONT AXLE

Reversed Elliot Type Main Beam S.A.E. 1040 steel heat treated. Full front axle

provides constant front end alignment resulting in greatly increased front tire wear.

WHEELS

Bugd Steel balanced with drop-center type rims, either 15" or 16".

TIRES

6.50-16, 6-ply balloon type, front and rear.

PROPELLER SHAFT

Spicer needle bearing type made in two sections with center support ball bearing, mounted in rubber at X-member. This permits a lower flat floor with no tunnel.

STEERING GEAR

New, effortless roller mounted Ross cam and twin lever type. Steering wheel, 17" diameter.

OPTIONAL EQUIPMENT at extra cost

Winter front — maintains coolant at uniform temperature. Overdrive. White side wall tires.

FEATURE EQUIPMENT at no extra cost

Tell-Tale Light mounted on dash to signal when rear doors are not closed.

Back Up Buzzer signals when vehicle is in reverse gear.

Vent-Alarm signal warns when gasoline tank is full.

Choice of 6.50-16, 7.00-15 standard tires or 7.60-15 low pressure tires.

“CHECKER” builders of taxicabs since 1922



You can't make a taxicab out of a pleasure car by putting in a motor. Because pleasure cars aren't built with the ruggedness, maneuverability and safety that cab service demands. Checker is the only cab, with all these important features, built especially for tough urban service. It is designed for taxi service. It is built for taxi service. As a result, Checker has none of the shortcomings existent in conversion packages.

For profitable Taxicab operation, your best buy is CHECKER

ARISTOCRATS IN THE TRANSPORTATION FIELD

world famous
CHECKER TAXICABS

nationally known
TRANSIT BUSES

MANUFACTURED BY

CHECKER CAB MFG. CORP., KALAMAZOO, MICH.