



P R E S E N T S



A Book of Solid Experience

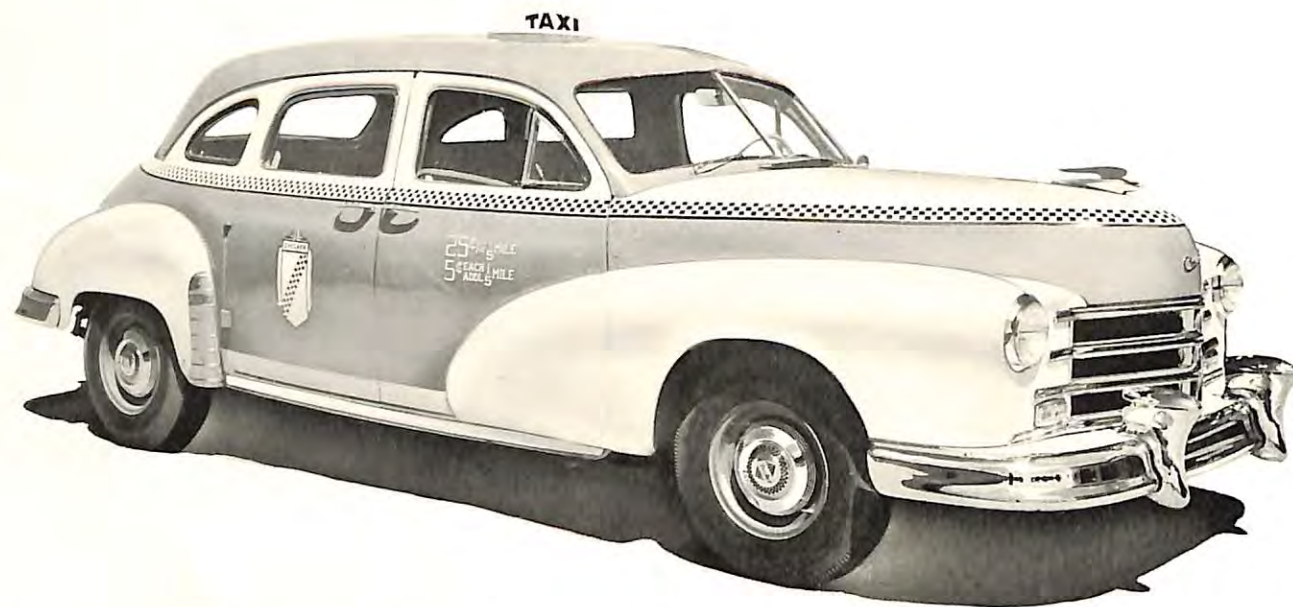
by

Operators Who Know

T A X I C A B S

The Model A-6 Six-Passenger

CHECKER...



America's Finest, Sturdiest Taxicab

Tried and proven over billions of miles of rugged taxicab service, the Checker A-6 Taxicab is the sturdiest, most economical vehicle on the American road today. The favorite of scores of cost-conscious operators (see testimonials in this book), the Checker Taxicab consistently turns in performance records not equalled by any other taxicab in service. In addition to its rugged performance, the Checker A-6 offers the operator every taxicab refinement proved necessary by Checker's more than 30 years of taxicab "know-how."

- Roomier Driver Compartment. ● Ample Passenger Head-room
- Twenty-Seven Position Adjustable Driver's Seat Eliminates Fatigue
(See Illustration on Back Cover)
- Full Driver Vision in All Directions: No Passenger Interference
- Ample Luggage Room Beside Driver Saves Loading Time
- Passenger Compartment With Larger, Improved Safety Padding
- Knee-High Passenger Seat for Safe and Comfortable Riding
- "Hold-Fast" DuPont Fabrilite Upholstery for Short-Stop Safety
- Built-In Directional Signals and Back-Up Buzzer for Safety
- Flat Rear Floor. No tunnel hump. Eliminates Tripping and Leg Cramping.

For More Information or Demonstration, Write or Wire

Checker Cab Manufacturing Corp.
Kalamazoo 13F, Michigan

Checker Cab Sales Corp.
315 West 68 Street, New York 23, N. Y.

Presenting CHECKER'S GREATEST TAXICAB

In more than 30 years of building taxicabs, Checker has been striving constantly to put more and more **taxicab** value into its product.

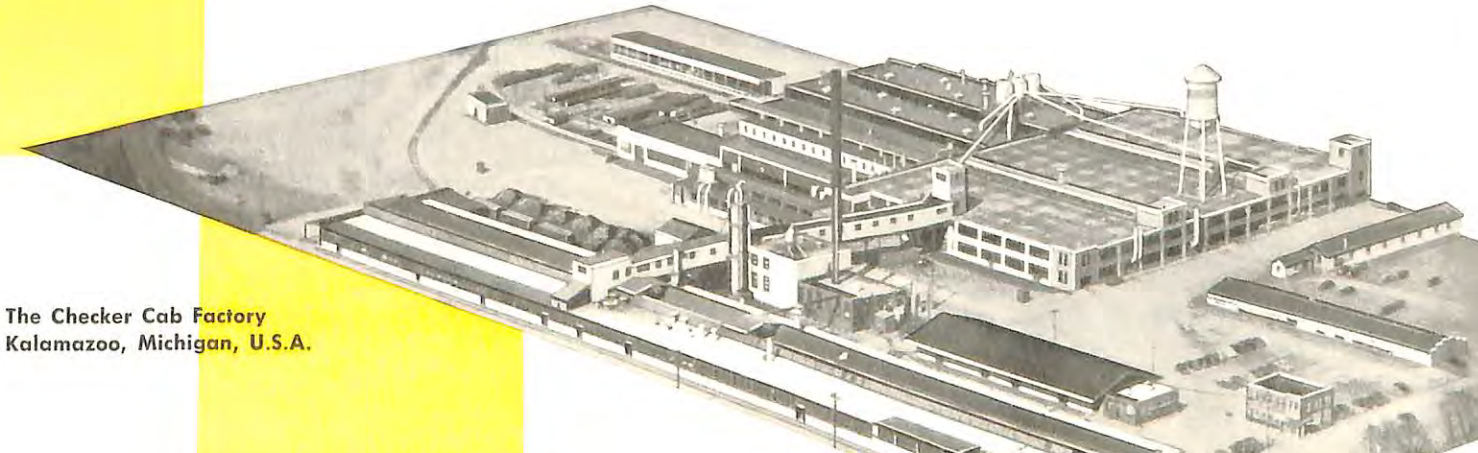
We have studied taxicab operations under every possible condition — both from the point of view of the individual who owns and drives his own cab as well as fleets operating as many as 2,000 cabs. The results of these intensive studies have been analyzed and incorporated into the construction of a tried, tested and proved product—the Checker built-for-the-purpose taxicab. Thus, Checker's 1953 Model A-6 Taxicab and A-7 Limousine truly represent the end-result of all these years of exhaustive research, experience and testing over billions of miles of taxicab operation.

We could tell you of all the **taxicab** values of Checkers in all the glowing words like "super" and "colossal" and "terrific." However, we prefer to let those who should know — the operators of Checker cabs — speak for themselves. Here are the true thoughts and words of just a few of the Checker cab operators — men who have used Checkers before, who are using Checkers now and who are buying Checkers for the future. Only limitations of space have compelled us — with considerable regret — to print just a few letters from our many satisfied customers who are our most effective "salesmen."

We ask you to read their letters on these pages — to ask questions if you wish — to study the many Checker features which mean **more profit** to a taxicab operator.

We think you will be convinced — and you will agree that

THE BEST CAB FOR THE JOB IS A CHECKER



The Checker Cab Factory
Kalamazoo, Michigan, U.S.A.

POST CAB COMPANY

FORT KNOX, KENTUCKY

December 19, 1952

Checker Cab Sales Corporation
315 West 68th Street
New York 23, New York

Gentlemen:

We operate a fleet of 35 Checker Cabs, Model A-4.

Most of these cabs have now reached 100,000 miles.

Upon reaching 90,000 miles we replaced all clutches and transmission bearings as a preventative measure.

Out of our complete fleet we have repaired only one transmission (other than bearings). The new part was furnished, at no cost to us, by Cab Service & Parts Corp.

As a comparison with other makes of cabs used by us in the past we have found that the life of the clutches and transmission bearings is approximately double. On the other makes of cabs we not only replaced clutches at 40,000 miles per cab but had to overhaul transmissions as well.

We wish to extend our thanks to both Checker Cab Manufacturing Company and Cab Service & Parts Corporation for their kind cooperation and splendid service.

Very truly yours,

POST CAB COMPANY, INC.

Arnold E. Davis

Arnold E. Davis
Manager

AED:DY

Tel. EVERgreen 7-2603

Joart Cab Corporation

259 HAVEMEYER STREET

BROOKLYN 11, N. Y.

Jan. 5, 1953.

Checker Cab Sales Corp.
315 West 68th Street
New York 23, N.Y.

Gentlemen:

Beginning with July 1950, we began replacing our fleet of 33 DeSoto cabs with the Checker model A4. Replacement was completed March 1951.

To date our first 13 cabs have averaged 185000 miles. Balance of 20 cabs, purchased March 1951, have averaged 133,000 miles.

The outstanding performance of the various units in the Checker A4, I.E. transmission, clutch, differential and engine has amazed us. Too, it has always been a great comfort to know, that when ordering replacement parts at Checker, our requests have always been filled.

We have increased our gasoline mileage with this cab by 22% over make cabs, previously operated by us.

We also wish to state, that due to the safety features in this cab, we have definitely lowered our liability insurance costs.

In view of our experience with the Checker A4 it is with pleasure that we have placed our order for 33 Checker A6 cabs.

Very truly yours,

Joart Cab Corp.
Morris D. ...
Treas.

"Clutch and transmission bearing life approximately double."

"We have increased gasoline mileage by 22% with this cab."

CAB TRANSPORTATION CORP.

1440 39TH STREET
BROOKLYN, N. Y.
PHONE WINDSOR 8-1100

October 30, 1952

Checker Cab Sales Corporation
315 West 68th Street
New York 23, New York

Gentlemen:

In reply to your request for a Steering Post assembly requiring repair which you wish for display purposes, we are happy to report that we cannot comply since we have not removed any Steering Posts for repair.

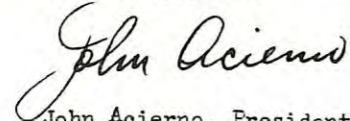
It is also a matter of record that in our fleet of 45 Model A-4 Checker taxicabs which were first placed into operation in March 1951 - or 110,000 miles ago - we have had no transmission nor rear end failures; and only 2 clutches were replaced at very high mileages.

The only maintenance program work we have been doing is reringing of engines, and we still have ten engines that have not yet been touched.

We are glad to state that the Model A-4 Checkers have given us the best performance of all the makes of cabs we have operated during the past 25 years.

You have our authorization to announce publicly that we have placed an order with you for a full replacement of our fleet with the new Model A-6 Checker taxicabs.

Very truly yours,



John Acierno, President
CAB TRANSPORTATION CORP.

"No transmission or rear end failures in 110,000 miles."

BELL TRANSPORTATION



SYSTEM, INC.

"Ride in a Bell Cab"

629 WEST 57TH STREET
New York City

COLUMBUS 5-6878
December 16, 1952

Mr. Nat Friedman, Pres.
Checker Cab Sales Corp.
315 West 68th Street
New York 23, N.Y.

Dear Mr. Friedman:

We are pleased to submit to your company statistics and general information concerning our fleet of Model A4 Checker Cabs, which is now in operation.

Our fleet consists entirely of 225 units of Checker Cabs.

The total miles of service per checker as at October 31, 1952 is an average 125,390 miles.

Gasoline mileage experience has been 10.32 miles per gallon average throughout the history of operation.

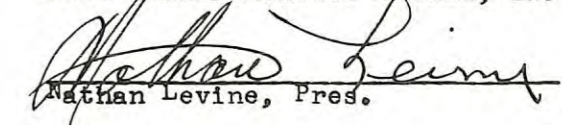
We are happy to reveal the fact of a maintenance cost of .0124 cents per mile.

We have only used one transmission and have averaged 70,000 miles before installation of a clutch.

We cannot speak too highly of the service of your parts and supply department which has always been cooperative and never failed to have replacement parts available even during periods of shortage.

Very truly yours,

BELL TRANSPORTATION SYSTEM, INC.



Nathan Levine, Pres.

NL:ts

"A maintenance cost of .0124 cents per mile."

CHECKER CAB COMPANY OF COLUMBUS, GEORGIA

810 SIXTH AVENUE

"Checker Taxicabs are Designed for Your Purpose"

December 20, 1952

Checker Cab Sales Corporation
315 West 68 Street
New York 23, New York

Gentlemen:

Checker Cab of Columbus is an operation consisting of twenty-one units. They consist of company owned and privately owned vehicles. The company owned compliment is usually fourteen Checkers. During the past year we have retired our A-2 models after over three hundred thousand miles of service per cab. These will be replaced with A-7 Model Checkers during the coming year as they are available. The models A-4 and A-5 now being operated are not expected to be retired until after over four hundred thousand miles per cab.

There are many features built into the Checker which are most desirable by a taxi operator. Here I will only mention a few along with certain unusual experience. The "I" beam front axle, and the chassis speak for themselves immediately upon first sight. At the rear end we have made certain minor adjustments and replacements, but we have never had to replace a ring gear or a pinion. We have never replaced a clutch disc because it was worn out, or pressure plate because it had spent its serviceable life. Actually how long they will last we do not know. Whenever these parts have been in service over a hundred thousand miles we go ahead and replace them anyway if we happen to be working on some unit in their vicinity that makes replacement convenient. The transmission is the most rugged, and is capable of taking more punishment than that found in any vehicle I know of suitable for taxi service. The engine is tops with us. Taking advantage of Checkers service and advisory policy we are now operating some engines which have nearly two hundred thousand miles and have never been rebored.

If the value received is weighed against the purchasing price I believe that Checker is the best taxi buy from any standpoint.

Very truly yours,

CHECKER CAB OF COLUMBUS

Walter T. Lunsford

Walter T. Lunsford

TEL. INGERSOLL 2-2500

*Flatbush Cab Co., Inc.*2222 TILDEN AVENUE
BROOKLYN 26, NEW YORK

October 31, 1952

Checker Cab Sales Corporation
315 West 68th Street
New York 23, New York

Gentlemen:

Our fleet of 35 Model A-4 Checker taxicabs has been in continuous operation since August 1951.

Average fleet mileage per cab has now reached 94,000 miles.

As you requested, we are sending you for inspection the only Clutch removed from our entire fleet. This clutch was in service for 91,010 miles.

For the record, you may state publicly that we are entirely satisfied with the results obtained with the Model A-4 Checker. Your claims for low maintenance cost and gasoline economy have been more than amply justified.

You have our authority to use this statement in any way that will help the sale of your fine taxicab.

Very truly yours,

FLATBUSH CAB COMPANY, Inc.

Henry Rink
Henry Rink
President

*"Engines operated 200,000 miles and never re-bored."**"Economy claims more than amply justified."*

YELLOW TAXI SYSTEM, Inc.

750 RIVER AVENUE BRONX 51. N. Y.

CYpres 2-3177 2-3176

December 5, 1952

Checker Cab Sales Corporation
315 West 68th Street
New York 23, New York

Gentlemen:

Over the period of years that we have been in business, our cabs have always been Checker Taxicabs. At present, our complete fleet consists of one hundred and thirty-five, Model A-4 Checker Taxicabs. Since their purchase our cabs have done over 100,000 miles.

One of the greatest factors governing our use of the Checker Cab is the fabulous performance of moving parts. This includes the clutch, transmission, motor, drive shaft, front end and rear ends. Our cost in maintaining the above is so small that it is the dream of any fleet operator.

To site an example of comparing maintenance cost between a checker and a competitive taxicab, take the case of a fleet operator who told me that some of his cars have gone between 40,000 and 50,000 miles and have had three different clutches changed. Our original clutches are still being used after going 100,000 miles. This seems to be the same when comparing all other important parts of our cabs.

The high mileage per gallon and low cost of maintenance operation which has always been an important factor in our business, is such, that it cannot be duplicated by any other competing Taxicab Manufacturer in the country.

The above statements made, can be verified by me personally at any time it will help further the sale of your wonderful product.

Very truly yours,

YELLOW TAXI SYSTEM, INC.


Jack Levitt,
General Manager

JL:nb

Beekman Cab Corp.

319 EAST 38th STREET · NEW YORK 16, N. Y. · MURRAY HILL 5-4539

December 12, 1952

Checker Cab Sales Corporation
315 West 68 Street
New York City, New York

Gentlemen:

In reply to your letter of December 2nd, the following is our experience with Model A-4 Checkers.

We are at present operating 41 taxicabs which have gone approximately 150,000 miles per car.

Our records indicate that we have changed the first clutch after the car had done 75,000 miles.

A transmission after about 100,000 miles.

A front end after about 80,000 miles.

We overhauled our engines at about 70,000 miles.

Our mileage record is about 10 miles per gallon.

We have found our maintenance cost and parts at a low figure.

Trusting that the above information is what you desire.

Cordially yours,

BEEKMAN CAB CORP.



Max Fishman

"The dream of every taxicab operator."

"We changed a transmission at 100,000 miles."

CHECKER TAXICAB

Features

- **REMOVABLE FENDERS.** All fenders and fender guards easily removable for quick, inexpensive repair
- **REPLACEABLE GRILLE SECTIONS.** Each radiator grille section made of sheet metal, quickly removable for repair or replacement
- **ADJUSTABLE DRIVER'S SEAT.** Twenty-seven positions to fit any driver. Eliminates dangerous driver fatigue
- **ROOMY DRIVER'S COMPARTMENT.** Bigger than ever. New, modern "Easy-Glance" instrument panel with built-in money changer rack
- **MODERN VENTILATION.** Forced-draft under cowl and underseat cooling with suction fans pulling fresh, clean air from large cowl vent
- **SOLEX WINDSHIELD.** Non-glare Solex glass windshield cuts glare and keeps out Summer sun. A safe-driving aid
- **LARGE PASSENGER SPACE.** Roomy compartment carries six fares comfortably. More headroom than ever before
- **PASSENGER DOORS.** Big doors swing wide for easy entrance and exit
- **MODERN HEATING SYSTEM.** Regulated forced draft heat in Winter and cool air in Summer keeps cab comfortable
- **REAR-WINDOW OPENER.** Vacuum-operated, driver-controlled open rear window is a passenger favorite. Optional at slight extra cost
- **DEFROSTER.** Large heavy-duty, dual-purpose defroster unit can direct forced air draft to windshield and to driver's feet simultaneously
- **OTHER CHECKER FEATURES.** New, modern glove compartment. More crash pad area on partition. Tell-tale light warns of open doors. Back-up signal buzzer. "Stay-Tight" hub caps. Directional signals. Complete under-and-over anti-rust floor protection coat. **AND REMEMBER. LOW MAINTENANCE COST AND GASOLINE ECONOMY ARE STANDARD EQUIPMENT ON EVERY CHECKER TAXICAB!**

THE RUGGED CHECKER CHASSIS

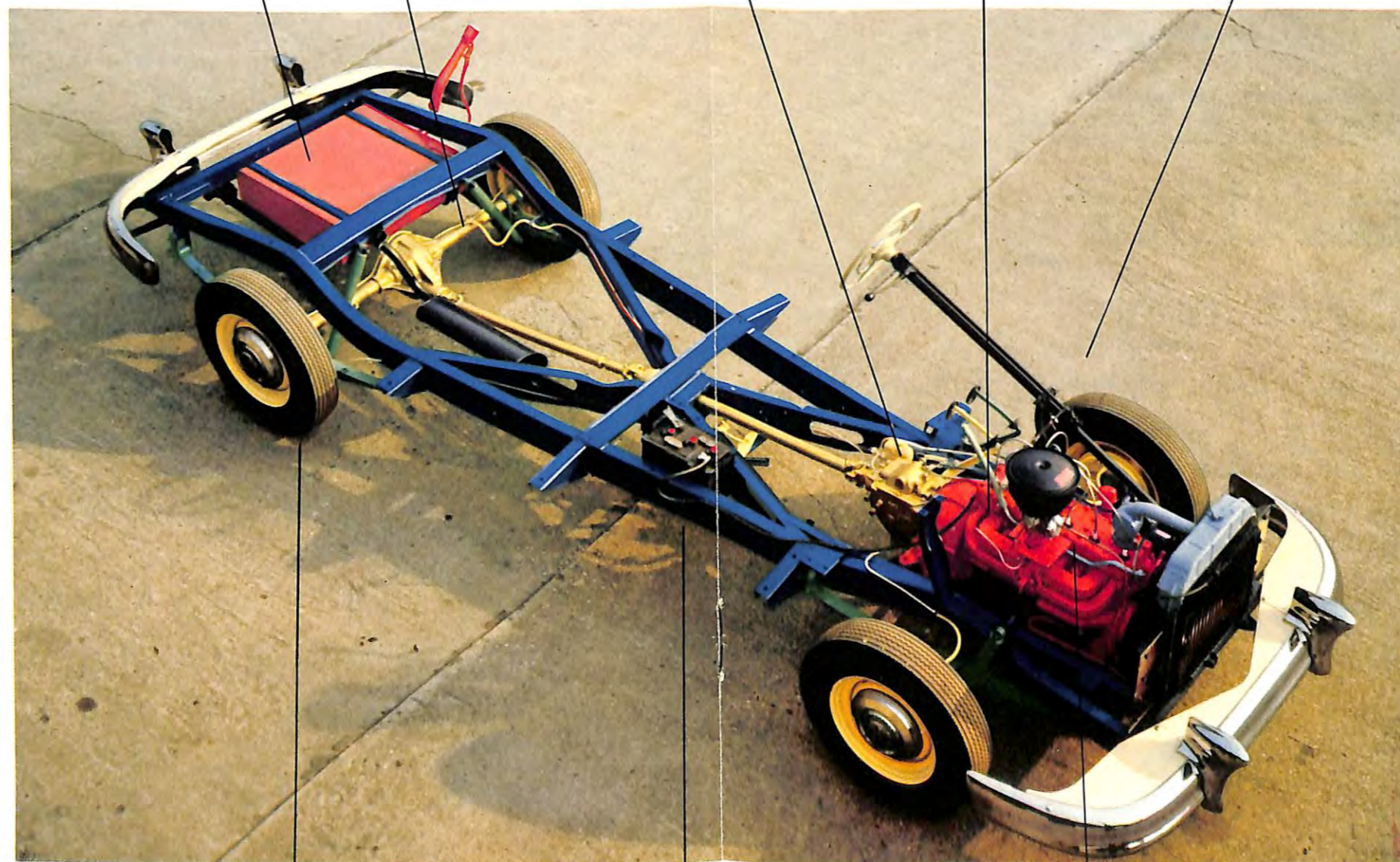
FUEL TANK. 25 gallons for once-a-day fuelling. Vent-Alarm built in to prevent costly, dangerous gasoline spillage

TRANSMISSION. Warner Gear three-speed. Synchro-mesh type shift on second and third drive. Estimated service life 200,000 miles*

REAR AXLE. Spicer semi-floating type. Hypoid ring gear and pinion with two-pinion differential mounted on Timken bearings. Ratio 4.09-1. Other ratios optional. Estimated service life 200,000 miles*

CLUTCH. Borg and Beck ten-inch diameter with special Thermoid heavy-duty woven asbestos facing. Estimated service life 90,000 miles*

STEERING. Effortless roller mounted Ross cam and twin lever type compares to best power steering. 18" steering wheel. Estimated service life 200,000 miles*



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

X-MEMBER FRAME. Sturdy, crossed brace construction relieves twisting strain. X-members welded into box section at center. Double rail front frame protection

ENGINE. Continental precision-built six-cylinder L-head type. Develops 80 hp at 3200 rpm. Silent chain cam shaft drive. Five ring pistons. Positive oil pressure on all moving parts. Operates efficiently on low-octane gas

CHECKER TAXICAB

Specifications

- **DIMENSIONS.** 208 3/8" Bumper-to-Bumper. 66" High. 75 1/2" Wide. Shipping Weight 3840 lbs. Wheelbase 124". Turning Radius 20'. Front Tread 60". Rear Tread 62 1/2"
- **BODY.** Frame, girders, sides, top and floor welded into single rigid, strong, safe unit. Body noise reduced
- **FRONT AXLE.** Reversed Elliot type. Main Beam SAE rated 1040 heat treated steel. Full front axle gives constant front end alignment, thus reducing front tire wear. Estimated service life 100,000 miles*
- **SUSPENSION.** Power plant over front axle gives load balance between front and rear. Passengers ride between axles. Four semi-elliptic springs
- **PROPELLER SHAFT.** Spicer needle bearing type in two sections with center support ball-bearing mounted in rubber at X-member. Estimated service life 200,000 miles*
- **GENERATOR.** Auto-Lite heavy duty generator with 45 ampere output
- **BATTERY.** Heavy-duty Willard taxicab battery
- **CARBURETOR.** Zenith 1 1/4" down-draft carburetor with oil-wetted air cleaner and air intake silencer
- **STARTER.** Six volt with clockwise rotation at drive end. Four poles, four brushes, three absorbent bronze bearings. Solenoid key type starting switch
- **WHEELS.** Budd steel, balanced with drop-center rims. Either 15" or 16". **TIRES.** 6.50-16 six-ply balloon type front and rear. 7.60-15 low pressure or 7.00-15 standard tires optional
- **OPTIONAL EQUIPMENT.** (Small extra cost) Thermostat-controlled winter front to keep coolant at uniform temperature. White side wall tires

**"Estimated Service Life" does not mean that the unit will fail when estimated mileage has been reached. It means that replacement of some small components may be advisable at that time as Preventive Maintenance*

PHOENIX TAXI CORP.
900 GRANT AVENUE
BRONX 56, N. Y.
JEROME 6-8704

October 29, 1952

Checker Cab Sales Corporation
315 West 68th Street
New York 23, New York

Gentlemen:

Our fleet of 22 Model A-4 Checker taxicabs has been in continuous operation beginning June, 1950.

Average fleet mileage per cab has now reached 145,000 miles.

I have operated all makes of cars during the past thirty years and my records prove that the Checker Model A-4 has been the most economical with breakdowns practically non-existent.

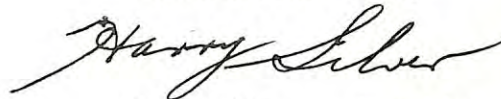
You have my authorization to announce publicly that we have placed an order with you for a full replacement of our fleet with the new Model A-6 Checker taxicabs.

As requested, we are sending for your inspection, a Model A-4 Rear End assembly which has been in continuous service for 143,000 miles. This assembly was removed because of a noisy bearing, and it is the only Rear End assembly we have found necessary to repair in our entire fleet.

You have our authority to use this statement in any way that will help the sale of your taxicab.

Very truly yours,

PHOENIX TAXI CORP.



Harry Silver, President



NATIONAL TRANSPORTATION CO., INC.

1790 BROADWAY · NEW YORK 19, N.Y.
TEL. CIRCLE 7-0500

December 23, 1952

Mr. Morris Markin, President
Checker Cab Manufacturing Corp.
2016 North Pitcher Street
Kalamazoo 13 F, Michigan

Dear Mr. Markin:

I know that you have received many testimonials from highly enthusiastic operators attesting to the fine performance of the model A-4 cab produced in 1950.

I believe that you would have asked us to write about our experience but did not do so because you felt that others would consider this company a prejudiced source because of our close affiliation.

Well, frankly speaking, we are prejudiced! Such feeling stems from the remarkable experience had with our fleet of 1600 model A-4 cabs. These cabs have traveled almost two hundred million miles or about 118,000 miles per vehicle. Here are some pertinent facts regarding mechanical performances:

Transmission: No failures except a few bearings after 85,000 miles.

Clutch: No failures up to 90,000 miles.

Differentials: No gear failures to date.

Steering Gear: No replacement of any component part.

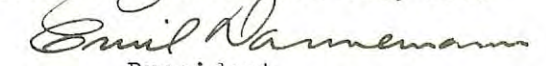
Front Ends: No replacements until after 80,000 miles and then only king pins and bushings.

Engines: No reringing until 75,000 to 90,000 miles. Cylinders in excellent condition with little wear. Other components equally satisfactory.

Never in my more than thirty years in the taxicab business have I seen the equal of this cab. And your new model A-6 I know will give even greater performance because of further improvements in body design and functional units.

Yours sincerely,

NATIONAL TRANSPORTATION CO., INC.



Emil Dannemann
President

E.A.Dannemann/emw

"Most economical with breakdowns practically non-existent."

"200,000,000 miles with no major replacements."

SACRAMENTO 2-5133

SPEEDWAY CAB CORPORATION

409 EAST 94TH STREET
NEW YORK 28, N. Y.

October 7, 1952

Checker Cab Sales Corporation
315 West 68th Street
New York 23, New York

Gentlemen:

Our full fleet of 70 Model A-4 Checkers have been in continuous operation since July, 1950.

Average mileage per car has now passed 140,000 miles.

Checker's low maintenance cost and high gasoline mileage have established a record beyond our fondest expectations.

We are happy to authorize you to announce publicly that we have placed an order with you for a full replacement with your new Model A-6 Checkers.

We are sending for your inspection, a transmission which has been in continuous operation for 130,406 miles.

In our entire fleet, there have been repaired nine (9) transmissions (bearings only) at a total cost to us of \$95.76 (material and labor).

Very Truly yours,

SPEEDWAY CAB CORPORATION

James Moynihan
James Moynihan
President

Phelps Radio Cabs

At Your "Beacon" Call

PHONE 137
STERLING, ILLINOIS

January 12, 1953

Checker Cab Sales Corporation
315 West 68th Street
New York 23, New York

Dear Sir:

We would like to offer our warmest thanks to the Checker Cab Corporation for keeping us in the cab business. Don't get us wrong, we had been in the cab business for many years, using regular passenger cars as cabs. Our maintenance, replacement of parts, etc. had drained our company until we felt we would soon have to discontinue operation.

In 1948 we took a plunge, as we thought, and replaced two of our cabs with Checker Cabs, on an experimental basis. We kept strict records, and on the basis of these, in May of 1951 we replaced our entire fleet, with the exception of the two Checkers, which are still in service, with an entire Checker fleet. We found that our Maintenance on the Checkers had been at least 35% less than that of the regular passenger cars we were using.

This replacement has stopped the flow of dollars that were draining our company. For instance we have never replaced nor repaired a rear end of any Checker, either A2 or A5. We found that with the I beam axle there were fewer parts to wear, and alignment was only a matter of minutes, which cut our tire costs considerably. We have never replaced or repaired a transmission on an A5. At 150,000 miles we are now replacing rings and find cylinder wall wear at a minimum. We have never had a crankshaft failure. Add to all this the fact that we are getting eleven or twelve miles per gallon on gas and you can see why our maintenance costs have dropped.

Irregardless of maintenance, another item of primary importance to us has been something we can not figure in percentages. We seem to belong to a company that really gives a damn what happens to its cabs and customers. No matter what problem that confronts us. They will help us solve any maintenance problem, or if we need parts they are here by the fastest transportation. We feel that this is one company that doesn't walk off when the sale is completed. They sell on service, and believe us, they fulfill the bargain.

This year we are placing an order with the Checker Corporation for Model A sevens to cover our expanded business. We do this with the knowledge that these cabs are of the same high standards as those we have, and with the knowledge that the Corporation will maintain their excellent degree of service, and that we ARE IN THE CAB BUSINESS.

Sincerely,

PHELPS RADIO CABS

Jack Phelps

Jack Phelps, President

jm/JP

"At 140,000 miles, our total transmission cost is \$95.76."

"No matter what problem, Checker will help us solve it."



CAPITOL CAB CORPORATION

1028 FREEMAN STREET
BRONX. 59. N. Y.

December 8, 1952

Checker Cab Sales Corporation
315 West 68th Street
New York 23, N. Y.

Gentlemen:

As you know, we've operated Checker Cabs since 1940. You've given us no reason to change; your Parts and Service has been the best - with no difficulty in getting parts and service at any time.

On our present fleet of 14 Model A-4 Checkers which were placed into operation during July, 1950, there is an average of 160,000 miles per cab. For this A-4 fleet, it means a total of 2,500,000 miles and we haven't found a weak unit in any part of the car. We'd like to point out the fact that we haven't had any transmission, driveshaft, universals nor water pump failures during this time.

In summary, we find that the Checker is the best mechanically engineered automobile in taxicab service as well as the easiest to maintain.

A word about gasoline mileage: Average during the life of this fleet has been 11 miles per gallon.

As soon as the new Checker Model A-6 is available, we will take delivery.

Cordially yours,

CAPITOL CAB CORPORATION

Carl Gottlieb Pres.

Carl Gottlieb,
President

MELROSE CAB CO.

RADIO DISPATCHED

New Special Built 8-Passenger Taxi's

MELROSE PARK, ILLINOIS

January 5, 1953

Checker Cab Sales Corporation
315 West 68th Street
New York 23, New York

Gentlemen:

In November of 1949 we took delivery of our first Checker cabs after having operated stock cars. Since this date we have acquired still later models of Checkers and have on order at the present time eight new model A-7's to replace the original cabs obtained in 1949.

Our fleet of eighteen Checkers has an average of 170,000 miles and during the operation of the model A-5's, which have mileages in excess of 120,000, we have had no transmission, differential, or clutch failures, nor have we had to re-ring any of them. The gasoline mileage on these cars average 11.5 miles per gallon.

With reference to maintenance, our stock of replacement parts is at an absolute minimum on account of the wonderful service we obtain from Checker's local maintenance division. This factor alone has saved us a large investment in our maintenance department.

In conclusion, I wish to state that because of the dependability and economical maintenance of Checkers the Melrose Cab Company will be composed entirely of BUILT FOR THE PURPOSE Checkers.

Very truly yours,
MELROSE CAB COMPANY

R. Bauma
R. Bauma, President

RB/h

FILLMORE 3-0142

"At 2,500,000 miles, we haven't found a weak unit."

"No transmission, differential or clutch failures."

Yellow Cab Company

408 Wisconsin Avenue
RACINE, WISCONSIN

"The Thinking Fellow Calls a Yellow"

Phone Jackson 6000

L. S. RITTER
M. B. RITTER
J. M. BROWN, MGR.

December 26 1952

Checker Cab Sales Corporation
315 West 68th Street
New York, N.Y.

Gentlemen:-

We like Checker Cabs.

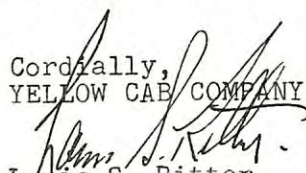
We purchased our first Checker in November 1948 and it is still a "Drivers Favorite" after over 222,000 miles of travel.

We now have forty-three Checkers.

They are rugged. Stay out of the shop and on the street. They are economical to run.

Again we say - We like Checkers.

Cordially,
YELLOW CAB COMPANY OF RACINE.


Louis S. Ritter.

"A Drivers' Favorite after over 222,000 miles."

STANDARD CAB SERVICE

39 So. Washington St.

HINSDALE, ILL.

1/13/53

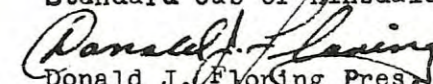
Checker Cab Sales Corporation
315 West 68th Street
New York

Gentlemen:

We have in our fleet of taxicabs five Checker Cabs. It has been our experience that these cabs can be driven approximately 100,000 miles before a valve job is needed. At about 125,000 to 150,000 a ring job was needed. So far we have had no failure in ether transmission of differential, an item which has been very costly in passenger cars we have used for cabs in the past.

We at Standard Cab feel that with the all around ruggedness of Checker Cabs a cab operator would be foolish to use any other car. We will be watching for the new model to come out.

Standard Cab of Hinsdale


Donald J. Floring Pres.

"An operator would be foolish to use any other car."



NOSTRAND GARAGE and SERVICE STATION

2205 NOSTRAND AVENUE
BROOKLYN 10, N.Y.



BOB-NET TRANSPORTATION CORPORATION

October 16, 1952

Checker Cab Sales Corporation
315 West 68th Street
New York 23, New York

Gentlemen,

Our fleet of Model A-4 Checker taxicabs has been in continuous operation beginning June 1950 and completed July 1951.

Average fleet mileage per cab has now reached 125,000 miles--and some of the first cabs have passed 190,000 miles.

By any yardstick--whether it be Checkers low maintenance cost and high gasoline mile, or Checkers capacity to develop high revenue-- the Checker taxicab has proved entirely satisfactory.

We are happy to authorize you to announce publicly that we have placed an order with you for a full replacement with your new Model A-6 Checkers.

As requested, we are sending for your inspection one Model A-4 engine which has been in continuous operation for 140,000 miles.

Our first engine was re-rung at 90,000 miles, and we are pleased to state we have fifteen engines averaging 120,000 miles that we haven't touched yet.

Except for ring jobs, no Checker engine required head gasket replacement.

You have our authority to use this statement in any way that will further the sale of your taxicab.

Very truly yours,

BOB-NET TRANSPORTATION CORPORATION

Arthur Surasky
Arthur Surasky Vice-Pres.

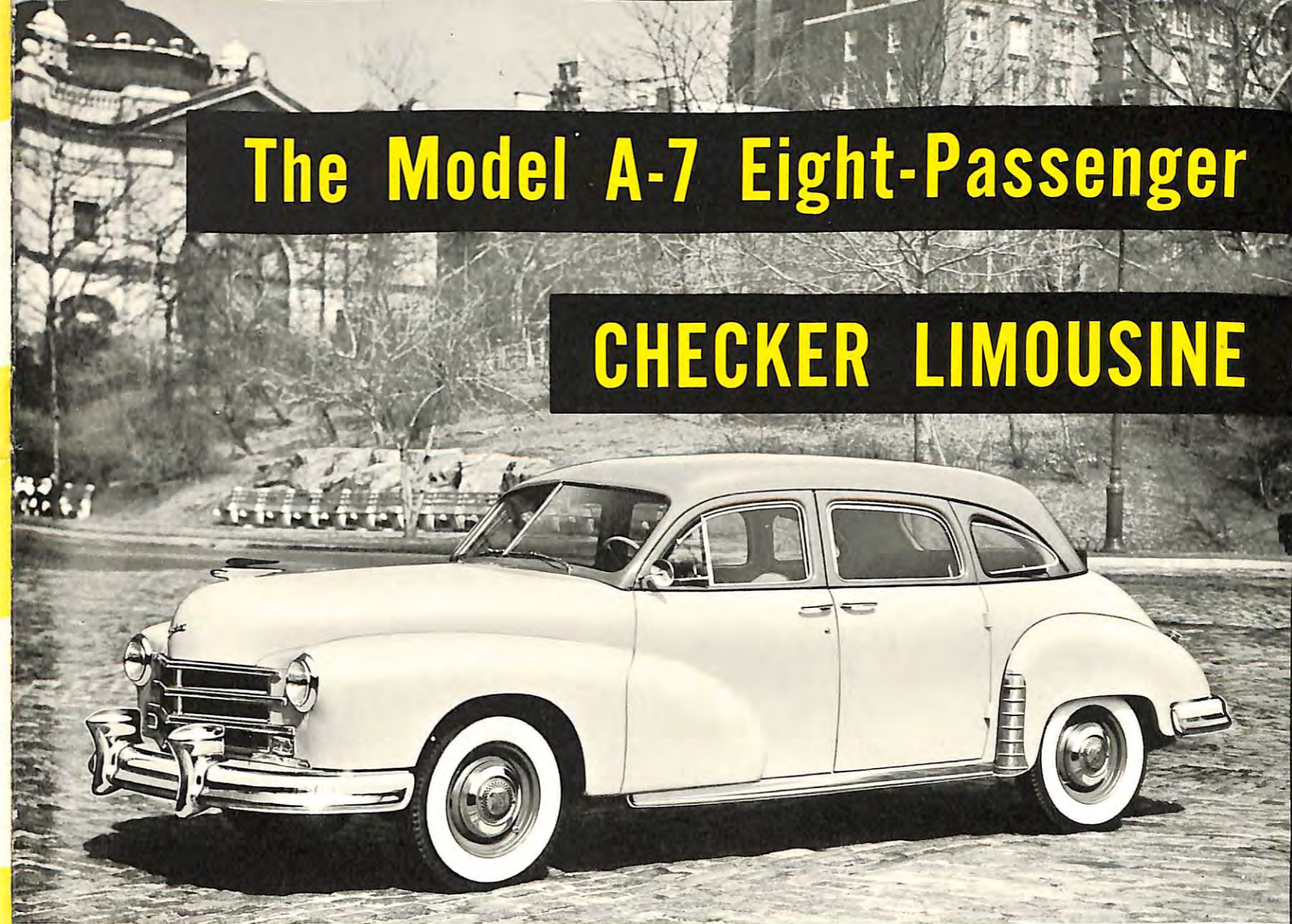
Sidney Surasky
Sidney Surasky President

From "Minor Repair to a Major Overhaul"

"15 engines not yet re-ringed at 120,000 miles."

The Model A-7 Eight-Passenger

CHECKER LIMOUSINE



A Perfect All-Purpose Limousine

Ideal for suburban service, airport and railroad work is the luxurious, roomy, versatile Checker A-7 Eight-Passenger Limousine, a truly fine limousine for every use. Built for long and economical service and with all the values of the Checker A-6 Taxicab, it has many exclusive features which make it the perfect all-purpose livery limousine.

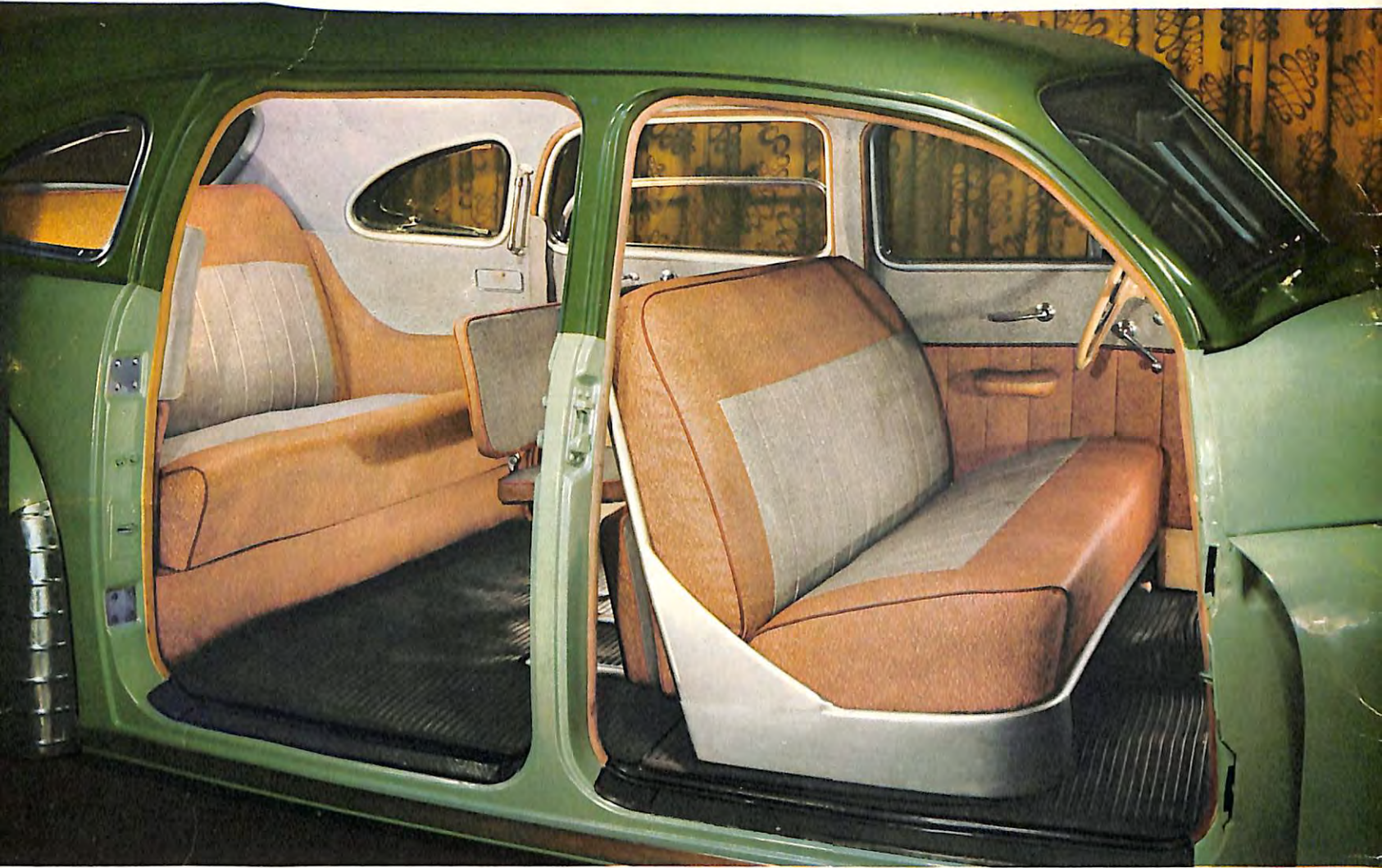
- Full Front Seat Takes Two Fares Beside Driver
(See Illustration on Back Cover)
Six Fares Ride Comfortably and Safely in Rear
- Fully-Adjustable Front Seat
- Ample 16.5 cubic ft. Rear Compartment for Luggage
- Sufficient Room in Driver Space for Radio Equipment, Thus Reducing Vibration and Tube Breakage
- Rich, Tasteful, Washable Du Pont Fabrilite Upholstery
- Dignified Jet Black Body with Chrome Trim
(Or Any Taxicab Color Scheme You Wish)
- No Center Partition
- Marbellized Lifetime Washable Floor Mat Over Insulating "Hush Mat"
- Luxurious Modern Interior Appointments, including Arm Rests, Finger Guards and Chrome Plated Door Pull Handles and Assist Handles

For More Information or Demonstration, Write or Wire

Checker Cab Manufacturing Corp.
Kalamazoo 13F, Michigan

Checker Cab Sales Corp.
315 West 68 Street, New York 23, N. Y.

Luxurious, Roomy Comfort and Safety



CHECKER CAB INTERIORS and seating combine luxurious beauty with comfort and safety for both passenger and driver, with plenty of room for both.

THE A-7 LIMOUSINE (Above). Note the roominess and beauty of the Limousine interior, with its full-front seat, wide rear seat and two folding seats which—together—will carry three fares in comfort. All surfaces covered with long-wearing, easy-to-clean Du Pont Fabrilite "Hold-Fast" upholstery.

THE A-6 TAXICAB (At Right). The roomiest taxicab driver's compartment available today, allowing full vision in all directions without passenger interference. Three three-position adjustments allow 27 possible seat positions to accommodate drivers of any shape and size. Note the simple "Easy-Glance" instrument panel and modern, functional glove compartment.

And remember

**LOW MAINTENANCE COST AND GASOLINE
ECONOMY ARE STANDARD EQUIPMENT**

on all Checker Taxicabs



LITHO IN U. S. A.

JUL 2 5 1953