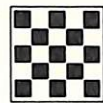


The only
real
taxicab!

CHECKER



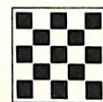


Exclusive! Checker Comfort

Total comfort for 5 passengers in rear compartment. No other car can provide the comfort that Checker does. No other car offers interiors . . . 30% larger than an ordinary 4-door sedan. This is possible through Checker's exclusive design. Less overhang in the rear, less unusable space in front . . . more room inside.

Only Checker has the rear floor that is virtually flat! This means your patrons have more legroom, more hiproom. Deeper, wider seats have been designed for longer rides and greater passenger comfort. Checker, through 44 years of automotive know-how, has created the passenger compartment that is perfect for passenger comfort.

No other car . . . no stock car . . . no car masquerading as a cab, offers the total comfort that Checker does.



Exclusive! Checker Convenience

No other car is built like Checker! No other car can provide the interior room, comfort and ease of entering and leaving that Checker does. Taxi operators recognize Checker's outstanding maneuverability and handling ease, too. Whether on country roads or in downtown traffic, Checkers are built to take your passengers where they want to go—faster, safer, and with utmost convenience.

Wider door openings mean your customers enter and leave quickly, with dignity. No contortions, no bumped heads, dented hats or clothes! Only Checker Taxicabs are built for the purpose—to provide convenience for your passengers.

Checker's exclusive auxiliary seats provide room for two extra passengers (depending on local ordinance). A Checker has room for 8 adults!

Checker can turn in a street only 38 feet wide.

Checker has eliminated the useless overhang in both front and rear for better handling ease, and city traffic driving.

Checker has created a higher car with a more commanding presence and visibility.

Checker has a "wide track" and has perfected its performance, better cornering and steering.

Checker is only *one real taxicab* . . . a Checker!



Why a Checker

For more than 40 years, Checker has engineered and built the only real taxicab . . . the only vehicle created and manufactured expressly for the purpose it was intended: **TO MOVE PEOPLE COMFORTABLY, EFFICIENTLY, ECONOMICALLY.**

Operators throughout the country who have chosen the Checker Taxicab have recognized this Checker concept. These same operators have wisely concluded that the stock car with its many inconveniences, its miniature passenger compartments, low-bridge narrow door openings and other shortcomings, is meeting with an ever increasing amount of resentment and resistance from the taxicab-riding public.

In many cities, taxicab riders are staging silent protests against the inadequacies of the stock car by turning to other forms of transportation and using taxicabs only in emergencies or in inclement weather.



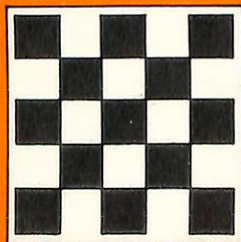
The failure of the taxicab operator to provide roomy, comfortable and totally reliable taxicabs may well be responsible for declining revenues and profits.

The taxicab industry is a public utility in the same way that airlines, bus lines and railroads are public utilities. Yet the airlines, bus lines and railroads are constantly striving to improve their services by providing the **NEWEST, SAFEST, MOST COMFORTABLE EQUIPMENT AND FACILITIES POSSIBLE.**

Can the taxicab industry offer less to that segment of the public that is willing to pay more for personalized transportation?

Can the taxicab industry afford to wait until the public opinion and public resistance forces them into better equipment?

Each day, more operators from all over the country are reaching this decision: the single biggest responsibility they have is to the public . . . for, in the final analysis, it is the public that pays the bills! And each day, operators are turning to the one obvious answer to their problems of providing *maximum service, maximum comfort and maximum economy*—**the Checker Taxicab.**



Checker is the only vehicle that can provide the degree of safety and comfort that the public is entitled to AS A MATTER OF PUBLIC POLICY. Checker is the only vehicle that will produce greater patronage and a higher return through the good will it will generate. Checker is the only vehicle that has been designed, engineered and built to satisfy both the public and the operator.



The Checker Taxicab costs a little more; first class, top quality service always does. But, in the long run, a Checker costs less! Here's why:

■ No Checker Cab driver ever had a "pass-up"—a customer who took a stock car instead of a Checker.

■ No Checker Cab driver ever had a complaint about sardine-size passenger space or lack of room or low seats.

■ No Checker Cab operator has ever heard a complaint about the contortions necessary to get in or out; about door openings being fitted for pigmies rather than people or designed to knock off hats or glasses.

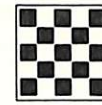
■ No Checker Cab operator has experienced loss of revenue due to extended downtime.

■ No Checker Cab operator has ever lost customer volume through dissatisfaction with the taxicab.

■ No Checker Cab operator has ever had to apologize to a rider for lack of comfort, room or convenience.



In the long run, Checkers cost less because they are built for passenger satisfaction, driver satisfaction and operator satisfaction. Checker Taxicabs cost less because they can be used more, because they last longer and because there are no pass-ups with resulting revenue losses. In the long run, the Checker Taxicab has no equal as a vehicle for taxicab service.

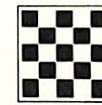


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Higher, wider door openings mean your customers enter and leave quickly, easily and with dignity. No contortions, no bumped heads, dented hats or dropped glasses! Only Checker Taxicabs are built for the purpose—to provide total convenience for your passengers.

JUMP SEATS. Checker's exclusive auxiliary seats provide room for two extra passengers (depending on local ordinance). A Checker has room for 8 adults!

- A Checker will U-turn in a street only 38 feet wide.
- Checker has eliminated the useless overhang in both front and rear for greater maneuverability, handling ease, and city traffic driving.
- Checker engineering has created a higher car with a more commanding view of the road for greater safety and visibility.
- Checker pioneered the use of "wide track" and has perfected its performance which means greater stability, better cornering and steering.

No other car is built like Checker! There is only *one real taxicab* . . . a Checker!

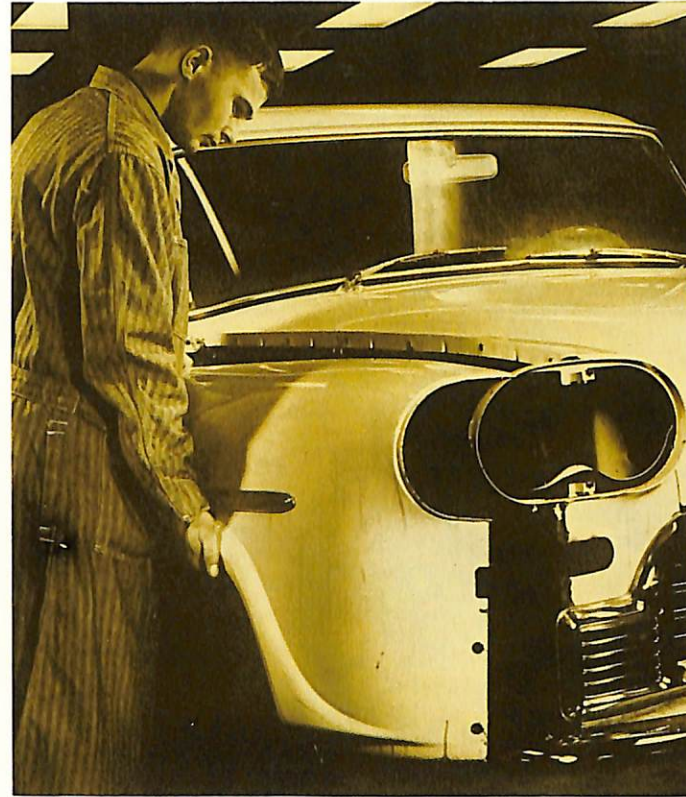


**Exclusive!
Checker
Safety**

DOUBLE CHANNEL X-BRACE FRAME . . . the backbone of a Checker taxi. The Checker Double Channel X-Brace Frame is built to absorb the most damaging shocks and outlast any other frame. Checker's frame utilizes three tubular and two cross members . . . for the taxi operator this means a "doubly rugged, doubly rigid" construction. The body is bolted to the frame creating an even stronger and more durable unit. This exclusive Checker feature costs more to build—but only Checker has it.

STRAIGHT LINE DOOR DESIGN. Helps eliminate pinched fingers. **PASSENGERS SIT BEHIND THE REAR DOORS;** this means greater safety for riders. **EXTRA LONG LIFE SURE STOP BRAKES** proven in billions of cab miles.

Exclusive! Checker Economy



FENDERS, BUMPERS EASILY REPLACED. Front and back bumpers are interchangeable! Fenders come off in minutes—are replaced in minutes at a fraction of the cost of the ordinary stock car.

ECONOMY ENGINES. Now, choose a superthrifty, 140 h.p. overhead valve six or a fast-moving, high-spirited 195 h.p. V-8—both engines designed to operate best on regular fuel.

LOWER MAINTENANCE COSTS. Proven, every day, by taxicab maintenance records all over the world! A Checker costs less to operate—has a lower downtime record than any stock car.

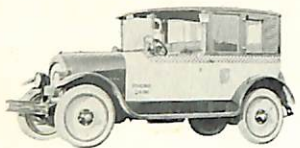
Exclusive! Checker Long Life



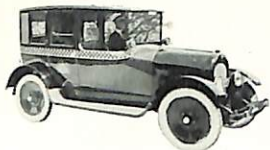
It costs more and takes longer to build a Checker Taxicab. This is evident in every detail of superb craftsmanship and manufacturing excellence. Checker believes in producing the finest quality vehicle it is possible to make, utilizing the skills, knowledge and operational know-how gained in working with taxicab operators all over the world.

Checker's experience in maintenance, in parts supplies, in operational expense—in every element of taxicab operation, is reflected in the quality, longevity and satisfaction built into every Checker Taxicab. Yes, it takes longer and costs more to build a Checker Taxicab, but a Checker is a taxicab without an apology—a taxicab built to take it.





1922



1924



1924



1925



1925-1926



1926



1926



1927



1927-1928



1927-1928



1929-1930



Armored 1929-1930



1932



1938-1940

Checker Motors Corp.



1948



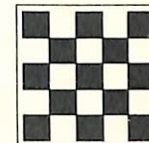
1952

Specifications subject to change.

Photographs made at O'Hare International Airport, Chicago, and Checker factory, Kalamazoo, Michigan.

The Checker history is the history of the taxicab industry and Checker is proud of its heritage. Forty-four years of automotive know-how . . . of taxicab excellence is behind every Checker product.

For more information, write: Checker Motors Sales Corporation Kalamazoo, Michigan



CHECKER