

***For your taxicab business—
use the only real taxicab***



CHECKER

From Bumper to Bumper from Roof to Road

CHECKER

builds a TAXICAB First and Then a Car

A Checker is built for taxicab service. Every important feature found in a Checker is there because it will add thousands of miles of trouble-free operation, because it will increase passenger comfort and safety, and because it will save money. Checker's latest model offers the up-to-date engineering features and classic styling that make sense. Checker designs, researches, engineers and builds taxicabs... no other manufacturer can make this claim.



Comfort Up Front

Checker hasn't forgotten the driver. The driver's seat is chair high and firm. Temperature control is uniformly efficient. Larger windows, mirror and windshield area promote safer, easier driving.

Practical Instrument Panel

Easy-to-read, functional arrangement of direct reading instrument gauges enables driver to get all important information in seconds—lets him concentrate on driving.



Easy In—Easy Out

Checker's higher, wider doors offer passengers exceptional ease in getting in and out. No stoop—squat or squirm—even the tallest passenger enters and leaves a Checker without loss of dignity. Only Checker has it!



Exclusive Auxiliary Seats

Sturdy auxiliary seats increase passenger seating—permit transport of five passengers in the rear with maximum comfort. Only Checker has it!

Flat Rear Floor

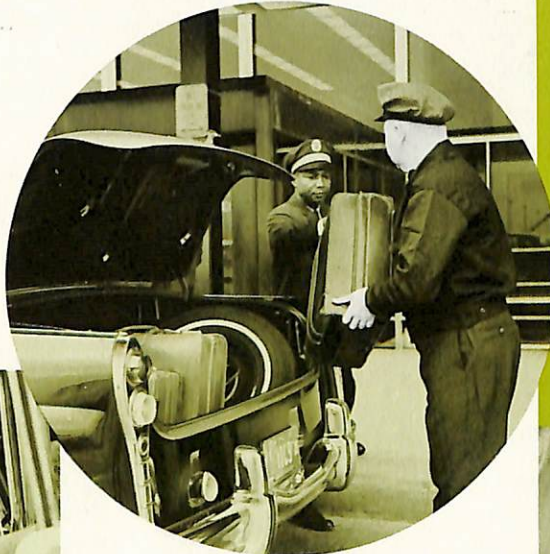
The Checker has a really flat rear floor, which means more leg room—more hip room. There're no annoying drive shaft humps to cut passenger space and comfort. Only Checker has it!



Double Channel X Brace Frame... the foundation of Checker's heavy-duty construction. Doubly rugged—doubly rigid—the sturdiest money can buy—outlasts any other frame used in car manufacturing today. Only Checker has it!

More Interior Room

There's extra space in the Checker—more head room, more leg room, more shoulder and hip room than is found in stock cars. Only Checker has it!



Spacious Luggage Compartment. 20 cubic foot capacity, 22½ cubic feet without spare tire in place, provides more than enough room to carry luggage for a full load of passengers.

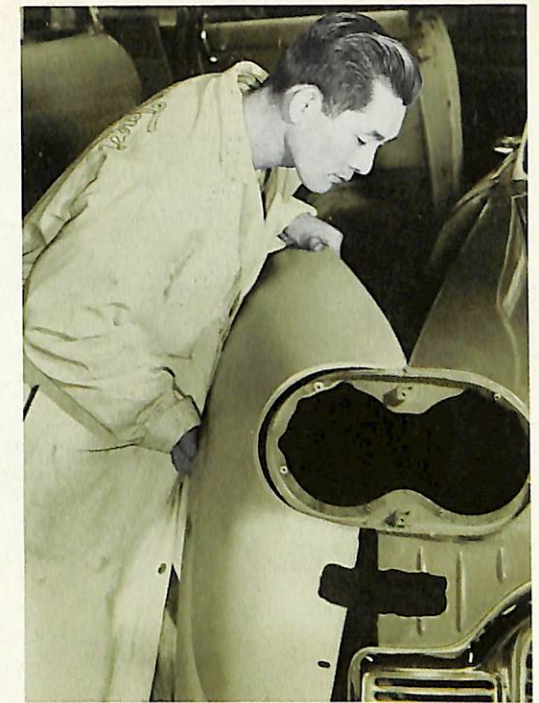


Here's why a CHECKER is your best TAXICAB investment

Checker saves you money Facts gathered from the operating records of many companies operating fleets in all parts of the country prove Checker savings over stock cars . . . as much as \$250 on the first 50,000 miles alone . . . a whopping \$1,000 on 200,000 miles.

A Checker is built for long life. When repairs are necessary, they cost less because of Checker's taxi engineering . . . planned for minimum downtime.

The Checker engine is precision-built for long life and dependable operation. Gas consumption is lower. Company records show *more miles to the gallon in gruelling stop and go city traffic.* Checker is built to save money—to *make more money for the owner!*



Low Cost Replacement of Fenders

All four fenders bolt on all around, can be removed in minutes—and exclusive, practical two-piece construction allows for the removal of the outer half of any fender for immediate repair or replacement.

Low Cost Maintenance

Door panels and grille are quickly and inexpensively replaced. Engine parts are easily accessible so that repairs are completed quickly and with a minimum of cost . . . a minimum of downtime.

Built-To-Last

From bumper to bumper—and roof to road, Checker is built-to-last longer . . . to take more punishment . . . to perform where stock cars fail. Every part, every feature in the Checker helps deliver thousands of miles of trouble-free operation.

CHECKER BEGINS with the RUGGED, PERFECTLY BALANCED CHASSIS

STEERING

Re-circulating ball-type gear box is precisely engineered for frictionless steering control.

SURE-STOP BRAKES

Extra long life and safer, more positive stopping power. Larger brake lining area; long wearing, heavy-duty linings.

HEAVY-DUTY X-FRAME

Double channel X-Brace frame has 3 tubular and 2 channel cross members for extra rigidity, extra strength.

FRONT SPRING SUSPENSION

Independent coil front suspension is matched to the engine, matched to the car weight for a smooth, floating ride.

PRECISION-BUILT ENGINE

Efficient 6-cylinder engine is engineered for maximum serviceability, with fewer trips to the repair shop virtually assured.

LONG LIFE CLUTCH

Heavy-duty, ten-inch, single plate type with specially woven, tough asbestos facings.

HEAVY-DUTY TRANSMISSION

Taxi-proven Synchro-mesh transmission has extra large bearings for longer service, trouble-free maintenance. Tough spur gears in First and Reverse. Automatic transmission optional.

PROPELLER SHAFT

2-piece propeller shaft has intermediate bearings mounted in rubber at frame's X member for quiet operation, long life.

HEAVY-DUTY MUFFLER

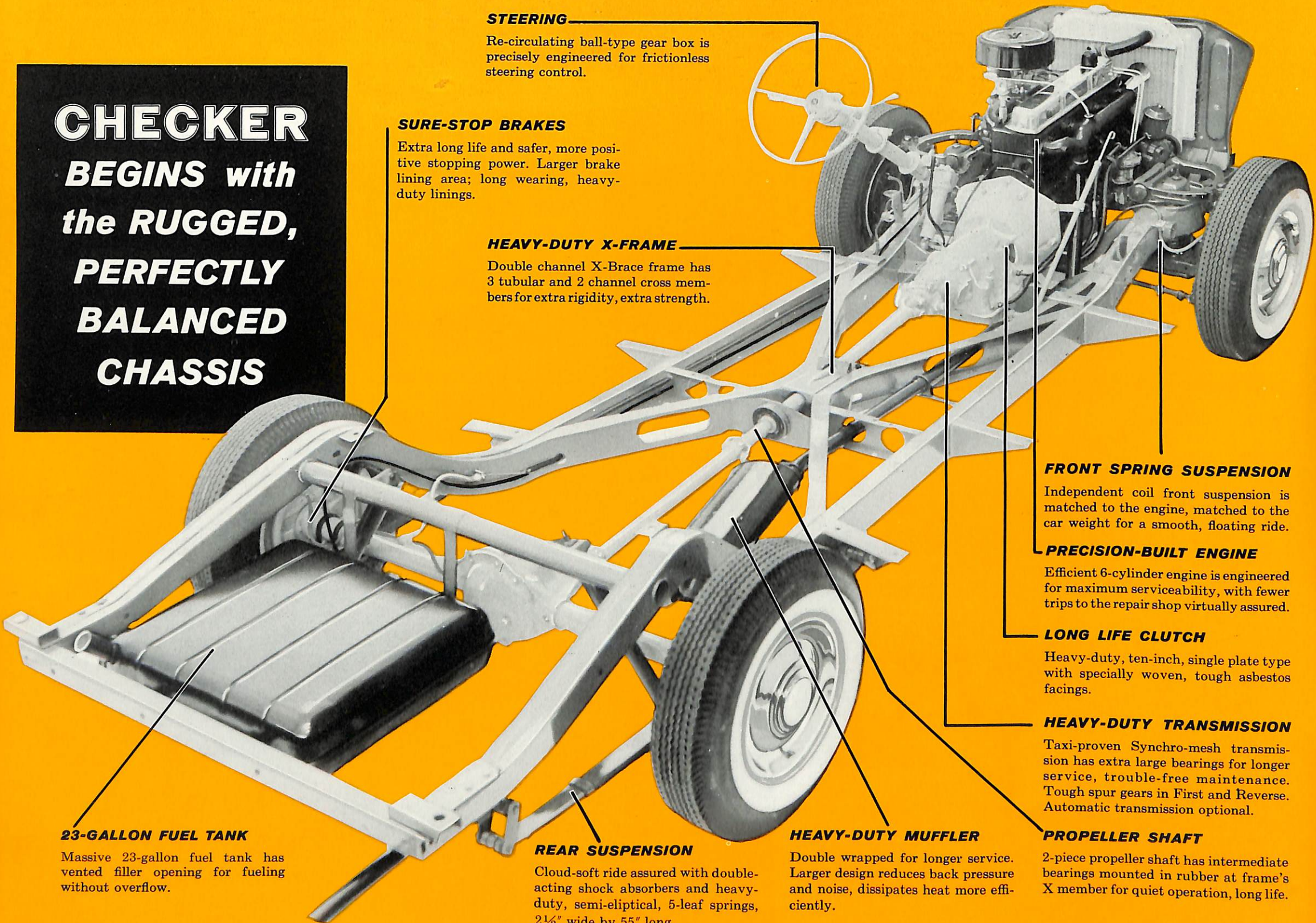
Double wrapped for longer service. Larger design reduces back pressure and noise, dissipates heat more efficiently.

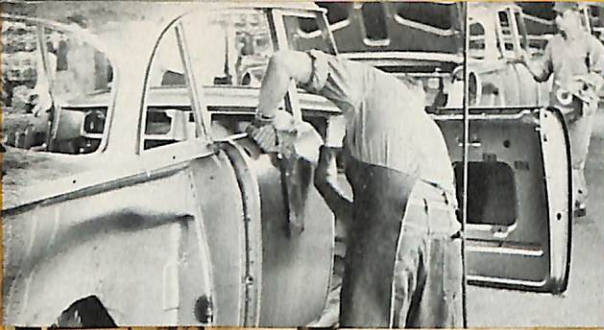
REAR SUSPENSION

Cloud-soft ride assured with double-acting shock absorbers and heavy-duty, semi-elliptical, 5-leaf springs, 2½" wide by 55" long.

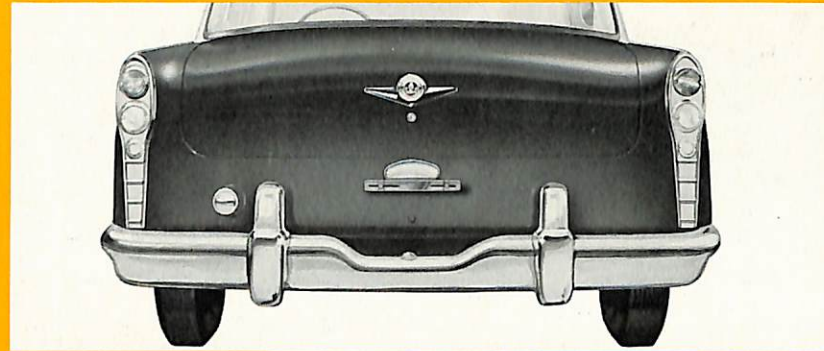
23-GALLON FUEL TANK

Massive 23-gallon fuel tank has vented filler opening for fueling without overflow.

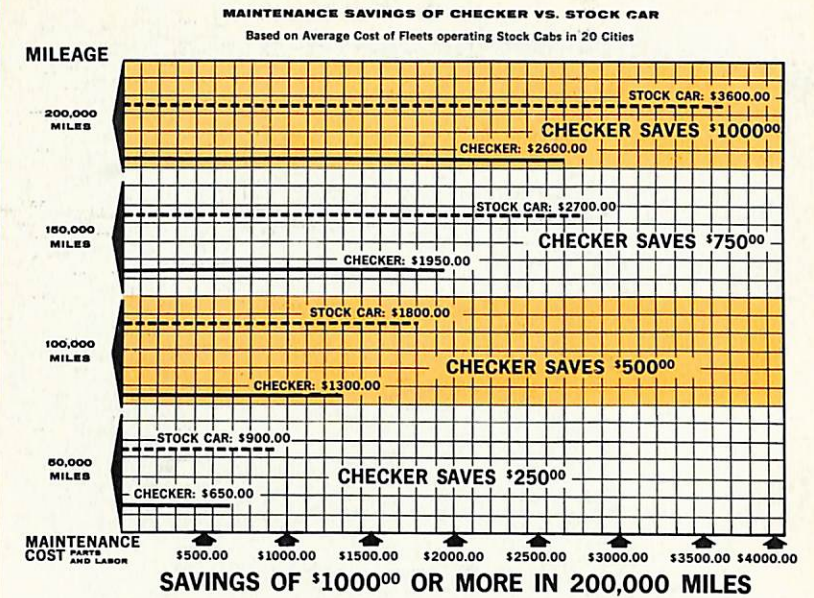




DEPENDABILITY—It takes longer and costs more to build a Checker, but Checker's reputation for dependability and quality is evident in every important detail. You can depend on the Checker to stay on the street—running at top taxicab performance day after day.



WIDE TRACK—Checker pioneered the use of wide track and has perfected its performance. This means greater stability on turns—a smoother, more comfortable ride.



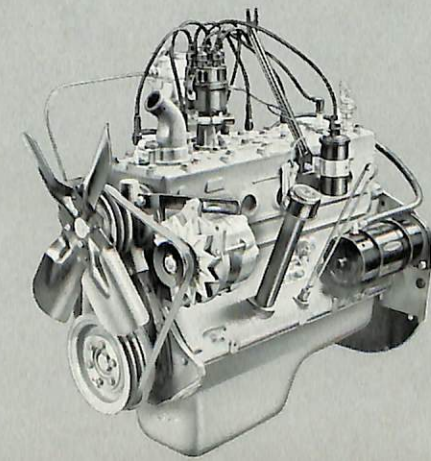
CHECKER SAVES MONEY—Here's proof positive of Checker's extra savings. Just look at what Checker saves over stock cars . . . \$250.00 on the first 50,000 miles alone . . . a whopping \$1,000.00 on 200,000 miles.

CHECKER *Proven Best* for all around TAXI service



INTERCHANGEABLE BUMPERS—Heavily chromed front and rear bumpers are interchangeable—provide maximum protection to fenders, head and tail lamps.

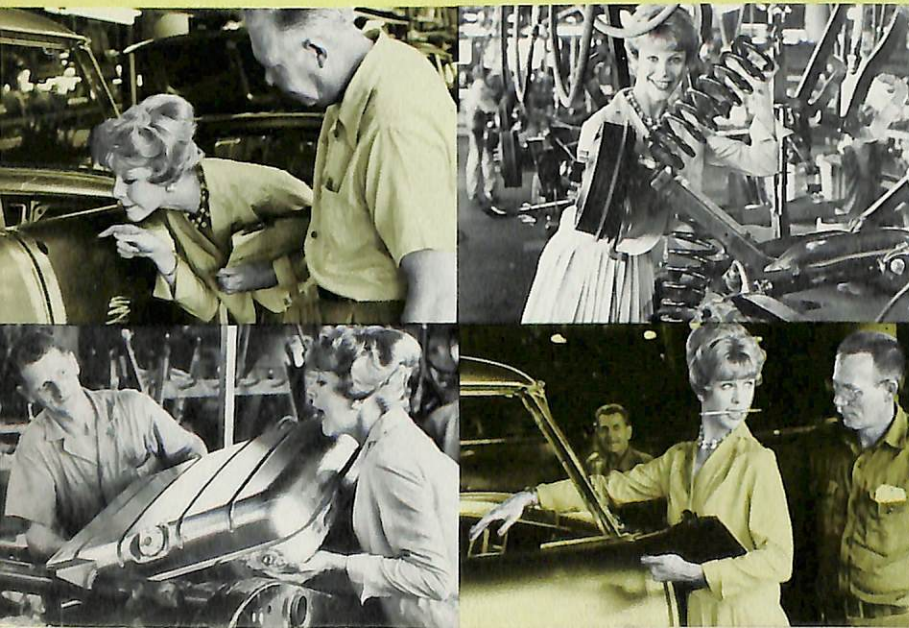
L-HEAD ENGINE—The dependable L-Head engine has proven itself through billions of miles of grueling use by taxi companies all over the world. Horsepower is rated at 80 at 3100 rpm . . . more than ample under all driving conditions. Engineered for maximum energy with lowest possible gas consumption. The L-Head engine performs dependably even after years of continuous use. (Overhead valve engine is available as an extra cost option.)



100-100

ENGINE SPECIFICATIONS

	L-Head	Overhead Valve
Type	6 cylinder L-Head	6 cylinder Overhead Valve
Horsepower	80 BHP @ 3100 RPM	122 BHP @ 4000 RPM
Compression Ratio	7.3 to 1, 8 to 1 optional for LP gas	8 to 1
Bore and Stroke	3 $\frac{5}{16}$ " x 4 $\frac{3}{8}$ "	3 $\frac{5}{16}$ " x 4 $\frac{3}{8}$ "
Piston Displacement	226 cu. in.	226 cu. in.
Pistons	Cast aluminum alloy	Cast aluminum alloy
Ring Set-Up	Top ring, $\frac{3}{32}$ " wide, chrome plated. 2nd ring, $\frac{1}{8}$ " taper face, compression. 3rd ring, $\frac{1}{8}$ " taper face, compression. 4th ring, $\frac{1}{4}$ " oil ring with expander. 5th ring, $\frac{5}{32}$ " wiper, below piston pin.	Top ring, $\frac{3}{32}$ " wide, chrome plated. 2nd ring, $\frac{1}{8}$ " taper face, compression. 3rd ring, $\frac{1}{8}$ " taper face, compression. 4th ring, $\frac{1}{4}$ " oil ring with expander. 5th ring, $\frac{5}{32}$ " wiper, below piston pin.
Carburetor	1 $\frac{1}{4}$ " downdraft, with automatic choke.	1 $\frac{1}{4}$ " downdraft, with automatic choke.
Fuel Capacity	23 gallons	23 gallons
Recommended Fuel	Regular	Regular
Cooling System	13 qts. with heater	13 qts. with heater
Lubricating System	Full pressure to main bearing and lower end of rods. 5 qt. capacity.	Full pressure to main bearing and lower end of rods. 5 qt. capacity.
Torque (lb ft @ RPM)	180 lb. ft. @ 1400 RPM	192 lb. ft. @ 1800 RPM
Firing Order	1-5-3-6-2-4	1-5-3-6-2-4
Recommended Idle Speed (Neutral)	375 RPM (manual) 425 RPM (automatic)	375 RPM (manual) 425 RPM (automatic)



THESE **CHECKER** SPECIFICATIONS ASSURE **LONGER LIFE,** **MINIMUM OPERATING EXPENSE** AND **MAXIMUM GAS MILEAGE**

THE ELECTRICAL SYSTEM. Checker's 12 volt electrical system is engineered for more dependable ignition performance in cold weather, better generator output, and more than ample power for all equipment. The entire ignition system is water-proofed, insulated, and protected by circuit breakers. Powerful 80 amp battery (optional at extra cost) at 20 hour rate. Heavy-duty double coil type starting motor. A high efficiency low cut-in alternator (optional at extra cost) produces ample, constant voltage at all speeds.

PROPELLER SHAFT. Two-piece propeller shaft has intermediate bearings to eliminate "whip" and vibration. Bearings are mounted in rubber at frame's X member for quieter operation. Hard-wearing journal cross bearings and splines.

CLUTCH. Extra rugged, single plate 10" clutch. Facings are a special heavy-duty woven asbestos with spiral-inserted copper wire on spring-cushioned type driven member.

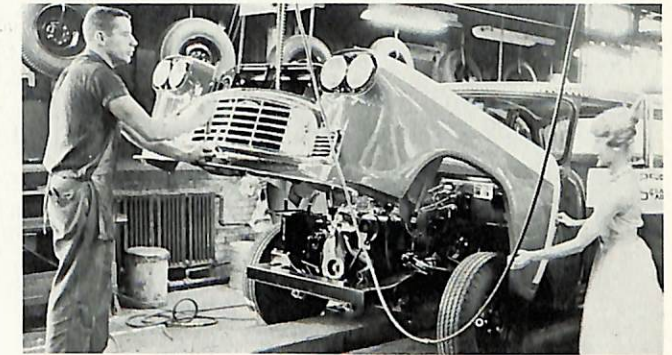
TRANSMISSION. Synchronous meshing between 2nd and 3rd gears eliminates clash and grind. Extra large bearings for long service. Helical gears and Synchro-mesh for second and high. Spur gears for first and reverse.

OILING SYSTEM. Full pressure feed to all main connecting rods and camshaft bearings, as well as tappets and timing gears. Minimum pressure of 20 PSI @ 375 rpm. Five quart crank case capacity. Direct connected oil pressure sending unit gives more accurate oil pressure reading.

THE FUEL SYSTEM. Diaphragm type mechanical fuel pump features a vacuum booster pump for a constant vacuum source to the manifold and for dependable windshield wiper performance. Cadmium plated baffle and air scoop prevent vapor lock. 1 $\frac{1}{4}$ " downdraft carburetor has built-in automatic choke, dry type air cleaner. Fuel tank has 23 gallon capacity.

COOLING SYSTEM. Spring pressure of 4 pounds is applied against the radiator cap. Oil temperature control is uniform and maintained by full length water jacketing in the cylinder block. Cylinder expansion is minimum and moving parts are subjected to less heat. Centrifugal water pump is V-belt driven. Radiator is fin and tube type.

REAR AXLE. The semi-floating rear axle has differentials employing a hypoid ring gear and pinion. Excellent stability and traction. Axle shafts 1 $\frac{1}{4}$ " dia. Axle tube 2 $\frac{3}{4}$ " dia. Spring seats 49 $\frac{1}{2}$ " centers. Standard transmission ratio 3.73 to 1, optional 4.09 to 1, and 4.55 to 1. Automatic transmission 3.31 to 1, 3.54 to 1. Powr-Lok axle optional in all ratios.



BRAKES. Long life, self-adjusting brakes (optional at extra cost) with extra hard lining eliminates downtime for brake adjustment. Sure-stop brakes (standard) offer larger brake lining area; long wearing, heavy duty linings.

STEERING. Recirculating Ball-type Gear box is precisely engineered for steering control with minimum friction. Gear box ratio is 24 to 1. Steering geometry is mechanically exact. Turning diameter is only 37' 6".

WHEELS AND TIRES. Checker pioneered the use of the wide track. Wheels are steel with heavy-duty 15 x 6L rims. Bigger, 15" wheels mean larger brakes, more brake lining area, and longer life to brakes and tires. Hard-wearing Tyrex tires keep sure grip on all road surfaces. Recommended tires are 6:70 x 15, 4-ply. White side-wall or nylon cord, or 7:10 x 15, 4 or 6-ply tires are optional.

THE DOUBLE CHANNEL X-BRACE FRAME . . . THE BACKBONE OF A CHECKER TAXI. The Checker Double Channel X-Brace Frame is built to cushion the most damaging shocks and outlast any other frame. Checker's frame utilizes three tubular and two channel 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.

BODY. Checker constantly improves its taxicab with the most up-to-date technological advances, but it doesn't try to make last year's model obsolete with artificial "face-lifting." This means added savings for you. Door panels, bumpers, and window frames are readily transferred from one model to another, and only slight modifications are necessary for hood, deck lid, and fenders.

GRILLE. Ruggedly constructed, the grille is a functional, well-integrated unit. Easily removed, repaired and replaced without disturbing other parts.

FENDERS. Sculpture rib construction increases the strength and rigidity of the fenders. All four fenders are easily removable in minutes. Practical, two-piece construction allows removal of entire fender or just outer half without disturbing the other parts. Repairs are cheaper, easier. Fenders bolt on securely all around.

HOOD. The hood assembly is easily detached from the body by loosening four bolts. Alignment is virtually automatic. Single-action hood lock is a compact design with a built-in safety catch.

FRONT AND REAR BUMPERS. Maximum protection is offered to fenders, head and tail lamps. Both bumpers are heavily chrome plated to resist wear and maintain their sparkling appearance. The chrome used on Checker taxis has more nickel in it, and all chrome plating is done right in the Checker plant.

HEATER. Cowl-mounted heater with centrifugal blower is exceptionally efficient. Abundant heat is distributed to front and rear compartments even on coldest days. Fresh air is introduced through air intakes. Rapid, continuing, and more thorough defrosting is provided by a windshield defroster that operates through the cowl-mounted heater. It runs the full width of the windshield, spreading an even blast of hot air across the entire windshield area.

WINDSHIELD AND WIPERS. Large, semi-wrap-around windshield gives an unobstructed view for safer driving. Windshield wipers are driven by vacuum pump. Direct drive by rods without cables.

DOORS AND WINDOWS. Doors are of two-piece construction, permitting easy removal of door panels or window panes and frames for repair. Door posts and rear doors have reinforced design for greater structural rigidity and longer life. Body is shimmed and tightened on frame before doors are hung. Hinge arrangement allows wider opening for passenger entrance and exit. Window frames are anodized aluminum to resist rust and corrosion. Door hinges are equipped with a built-in door check and hold-open

device. Door locks are operated by push buttons on exterior.

INSTRUMENT PANEL. The entire panel is welded into the body for maximum strength. Mounted on a removable sub-panel for easier service. Direct-reading, calibrated gauges are integrated in simple, classic arrangement.

SEATS. Both front and rear seats are fully foam rubber padded, deep spring construction for a smooth, comfortable ride. Upholstery is scuff-resistant, washable vinyl. Driver's seat has a manually operated mechanism which permits a selection of front seat positions for maximum comfort.

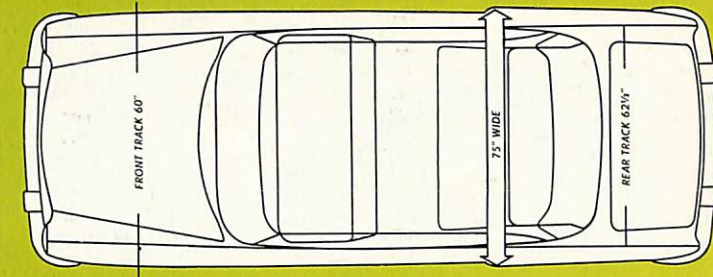
FLOOR MATS. Non-skid rubber type with extra padding for additional insulation from heat and noise. Provide maximum passenger safety for entrance and exit. Lifetime linoleum with skid strips is also available (at extra cost).

DRIVER-MATIC AUTOMATIC TRANSMISSION. For use with the L-Head and Overhead Valve engines. Smooth shifting with minimum noise or slippage. Proven in billions of miles of taxicab service. Positions are Neutral, Drive, Low, and Reverse. Quadrant light for night time illumination. Optional at extra cost.

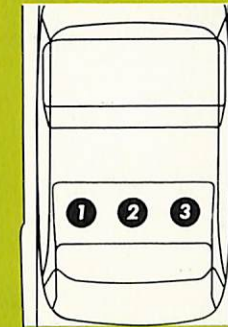
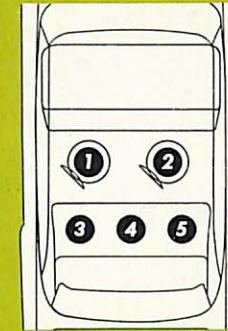
POWER BRAKES. Self-Contained vacuum suspended, direct coupled Master-Vac brakes. In case of power failure, reserve provides 2 to 3 power assisted brake applications after engine is stopped. Thereafter, brakes are controlled hydraulically through the foot pedal.

POWER STEERING. Unit operates in conjunction with steering gear. (Power for operation is supplied by belt-driven hydraulic pump.) Full functioning whenever engine is operating, but allows road "feel." In event of power failure, steering reverts to conventional manual operation. Optional at extra cost.

POWER SEAT. Four-way electrically operated front seat adjustment mechanism provides extra driver comfort at the flick of a lever. Optional at extra cost.



Turning Circle —37'-6"



NOW CHECKER GIVES YOU A CHOICE OF TWO TAXI-PROVEN REAR COMPARTMENTS

For maximum use of Checker's interior space, the rear seat is set all the way back. With optional auxiliary seats that fold out of the way when not in use, you can seat five people comfortably.

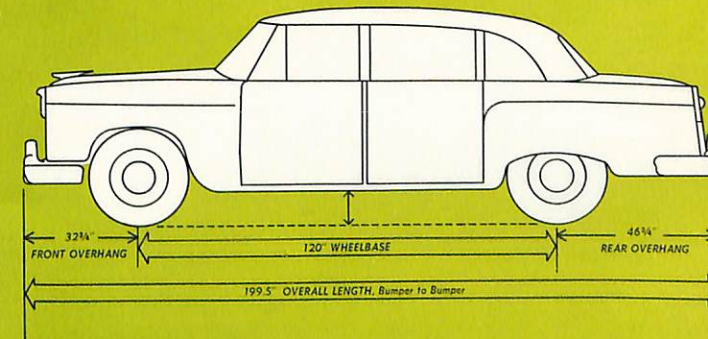
This is the model for operators who prefer a conventional three-passenger rear compartment. The seat is moved forward 10 1/2 inches and there's still plenty of leg room. (Optional at extra cost.)

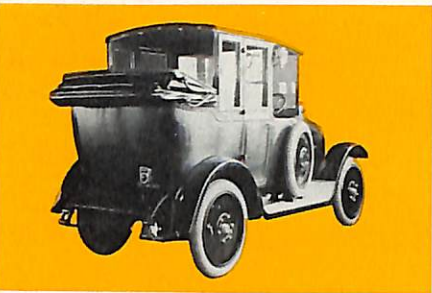
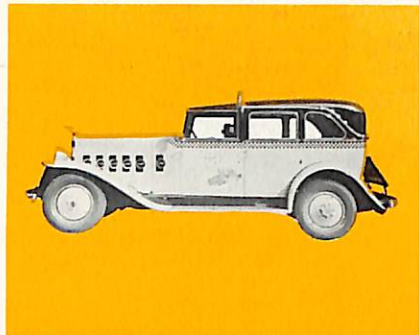
OPTIONAL EQUIPMENT

AUXILIARY SEATS
POWR-LOK REAR AXLE
AIR CONDITIONER
EXTRA HEAVY-DUTY SHOCK
ABSORBERS
FRONT ARM RESTS
WHEEL COVERS
WINDSHIELD WASHER
BACK-UP LIGHTS
HEATER AND DEFROSTER
WHITE SIDEWALL TIRES
OUTSIDE REAR VIEW MIRROR
REAR COMPARTMENT FOOT
RAIL

ELECTRIC PARKING BRAKE
SIGNAL
FORWARD REAR SEAT
RATE CARD & DRIVERS
LICENSE CASE
80 AMP BATTERY
60 AMP ALTERNATOR
40 AMP GENERATOR
FLOOR TOWER SHIFTER
PARTITION
OIL FILTER
AUXILIARY HEATER
REAR DOOR REMOTE CONTROL
SPOT LAMP

TINTED GLASS
UNDERCOATING
TWO-TONE COLORS
OVERHEAD VALVE ENGINE
POWER BRAKES
AUTOMATIC TRANSMISSION
POWER STEERING
TRUNK MOUNTED BATTERY
EXTRA HEAVY SPRINGS
GOVERNOR
2-WAY RADIO ANTENNA
2-WAY RADIO POWER CABLE
CONDUIT
MUSIC RADIO
TRANSMISSION OIL FILTER





The Checker...
*the only real taxicab is your answer to Economical
 Operation . . . Reduced Maintenance . . . Greater
 Dependability . . . and Bigger Profits—why be satisfied
 with anything less?*

Checker Motors Corp. KALAMAZOO, MICHIGAN

