


Operators know it... Drivers know it... Passengers know it...
...no other taxicab measures up to a CHECKER. 



In the public mind . . . The only REAL taxicab is a CHECKER.



As a taxicab operator, you want higher revenues, lower expenses, and greater profits. You want lower repair costs, less down-time, and less expensive operation. You want bold, distinctive cabs—vehicles the public instinctively looks for. You want the cab people prefer.

You want a **Checker**.

To keep the good will of the public, and to attract more business, to grow, to prosper, to enhance and maintain your public image, you must offer **truly outstanding service**.

The public wants comfort and convenience. They want plenty of room to stretch out . . . good ventilation and a comfortable temperature . . . easy entry and exit, without stooping or crouching . . . luggage stored out of their way . . . and a more luxurious ride than any subway, any bus, or any ordinary passenger car can offer. In one word, they want a **Checker**.

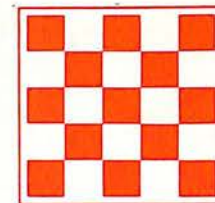
Many adults who drive never sit in the back seat until they take a cab. Then they discover how cramped the ordinary stock car's rear seat can be—and they don't like it. Your customers want to ride in a **cab, not a car**; and to millions of people, a cab is a Checker. Nothing else is even remotely equivalent. They want those big doors, those high roofs, the flat rear floors with so much legroom you can hardly touch the front seat with your toe. They want and appreciate Checker's limousine styling . . . only **Checker** looks like a cab!

Your biggest competition is your own customer! Unless you offer him something **really special** in the way of a cab ride, he'll use a private car or public transportation. And an ordinary stock car masquerading as a taxicab is **not** what he wants! On every street corner, in every city, your customer keeps reminding you: **he wants a Checker**.

He wants a Checker . . . because he passes up a stock car in favor of a Checker down the block.

He wants a Checker . . . when he complains to the driver, or remarks loudly to a fellow passenger, that the seats are tight, or his legs are cramped, or there's a big hump in the floor, or the packages that wouldn't fit in the trunk are falling all over him.

He wants a Checker . . . when he says he'd rather sit in front, because there's more room up there.



He wants a Checker when he groans as he crawls into a stock car, or knocks off his hat—or when **she** snags her nylons getting out, and the driver has to apologize and pay.

Take a tip from the railroads' experience: cheaper vehicles and service only make things worse. According to several authoritative business journals, the only profitable passenger rail service in America is a line that introduced more frequent service, invested heavily in deluxe equipment, and went all-out to attract customers. Just so, you can turn a **little** extra investment into **far greater** profits.

Checkers are bigger, have 30% more inside room, and provide more luxury for the passenger. Also, everybody knows that Checker is the only cab designed to **be** a cab—not just a stock car with a meter on its dashboard. Experienced operators know, too, that Checkers last longer, have less down-time for repairs, and run with greater economy than stock-cars-turned-taxi. In the long run, if you're going to operate taxicabs, you need **real** taxicabs—and in most people's minds, **real taxicabs are Checkers.**



In every way... CHECKER gives you MORE.

MORE Safety

Today's safety-conscious public appreciates the "solid" feel of the Checker ride, the result of Checker's unique construction. *Double-channel X-brace frame* has 3 tubular and 2 channeled cross-members—strongest in the industry. It soaks up the toughest shocks, takes a pounding day after day—and only Checker has it. *Straight line door design* avoids pinched fingers. *Rear seat behind rear doors*; greater safety for riders. *Checker's big, performance-proven brakes* give greater stopping power, in all kinds of weather, on all kinds of surfaces.

Only Checker taxicabs are lined with steel! A complete rim of heavy gauge steel surrounds the entire roof line; extra protection for drivers and passengers.

MORE Durability

It costs more and it takes longer to build a Checker cab, and it's worth it. No detail is overlooked; you don't discover loose nuts or missing bolts on Checkers. Every manufacturing step is rigidly quality-controlled, to the highest standards in the industry. Working with taxicab operators, Checker has incorporated every practical suggestion for improvement in design and has tested every part, every feature in millions of miles. When a Checker comes out of the factory, it's ready to roll—without "bugs," extra preparation, or "final touches"—ready to score thousands of extra trouble-free, profitable miles for its operator. Every dollar that goes into the stronger, tougher, better Checker taxi pays a dividend in added months of no-breakdown routine operation. Checker builds its reputation by building the best . . . the only . . . taxicab.

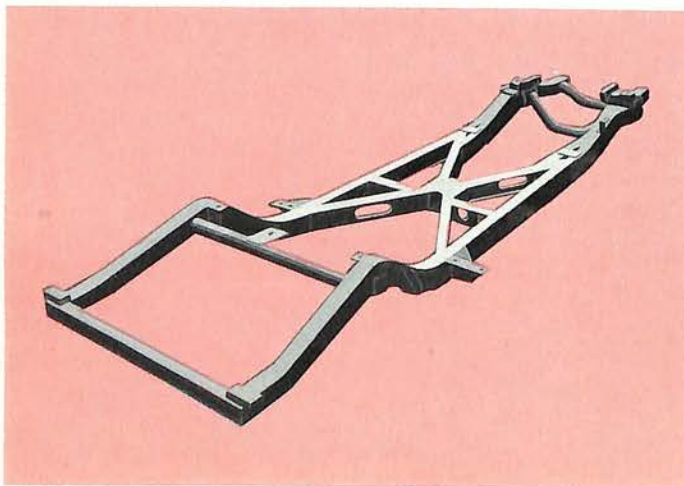
MORE Economy

Economical construction: Front and back bumpers are interchangeable. Fenders and doors are two-piece, bolted-on; damaged parts are removed and replaced in minutes, at a fraction of what similar repairs on a stock car would cost.

Economical operation: Extra-thrifty OHV 6 or choice of two optional high-performance V-8's. Both engines use regular grade fuel. High-efficiency downdraft carburetors minimize fuel waste in stop-and-go driving.

Economical maintenance: Billion-mile records of taxi operators prove: Checker has less downtime than any stock car. Parts are plentiful and inexpensive. Repairs are quick and easy, due to Checker's fast-access construction.

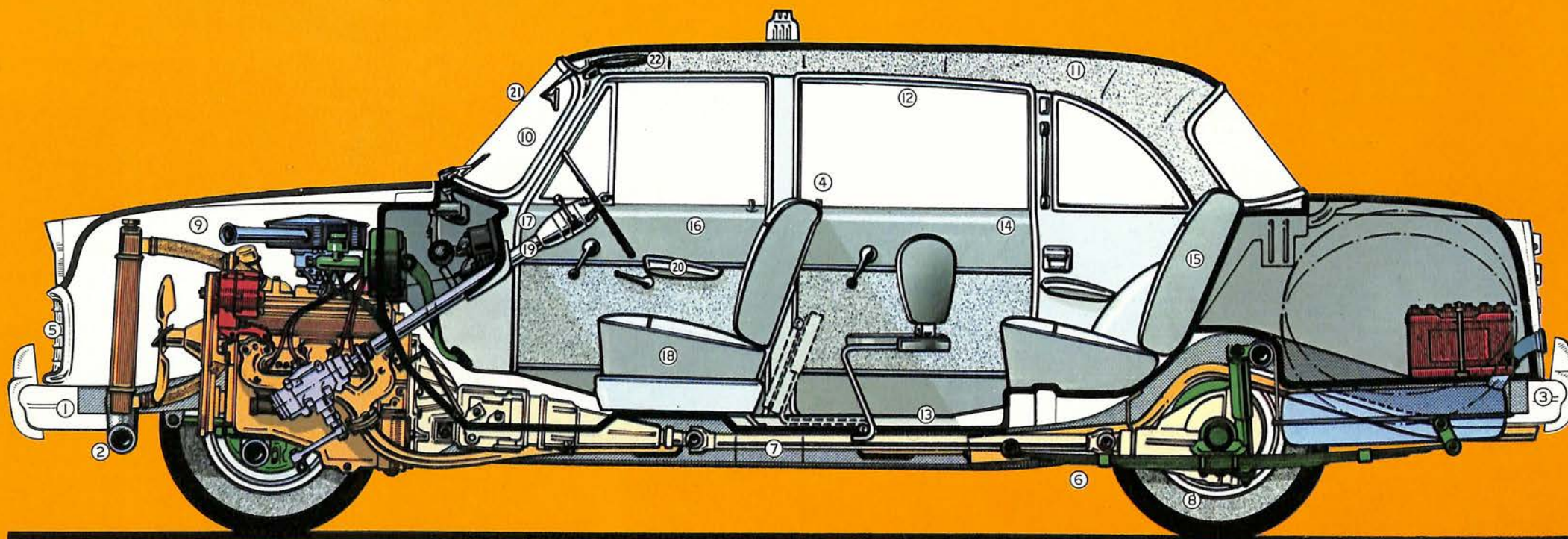
**YOUR ACCOUNTANT KNOWS IT:
no other taxicab measures up!**



Any way you look at it... CHECKER is built BETTER.

- ① Chrome parts contain more nickel for longer life.
- ② Less overhang front and rear for better maneuverability.
- ③ Front and rear bumpers are interchangeable.
- ④ Strongest, safest door locks—finest obtainable.
- ⑤ Grille, fenders and doors easily and quickly removed.
- ⑥ Wide track design means greater stability, better maneuverability.
- ⑦ Positive rustproofing process guards against rust and corrosion in critical areas.
- ⑧ 15" wheels for longer tire life.
- ⑨ Insulated hood.
- ⑩ Safety plate glass in all windows.
- ⑪ Full insulation in roof, panels, dash and floor.
- ⑫ Higher, wider door openings mean easier entry and exit.
- ⑬ Flatter rear floors.
- ⑭ Straight line door design helps eliminate pinched fingers.
- ⑮ Passengers seated behind door for extra safety—extra comfort.
- ⑯ Two piece door construction for easy repair.
- ⑰ Safety padded instrument panel features easy to read, circular gauges in classic arrangement.
- ⑱ Tough vinyl upholstered seats with coil springs and foam construction.
- ⑲ Energy absorbing steering column.
- ⑳ Padded arm rests.
- ㉑ Safety break-away mirror.
- ㉒ Entire roof is lined in steel . . . extra protection for drivers and passengers.

CHECKER ENGINEERS KNOW IT: no other taxicab measures up!



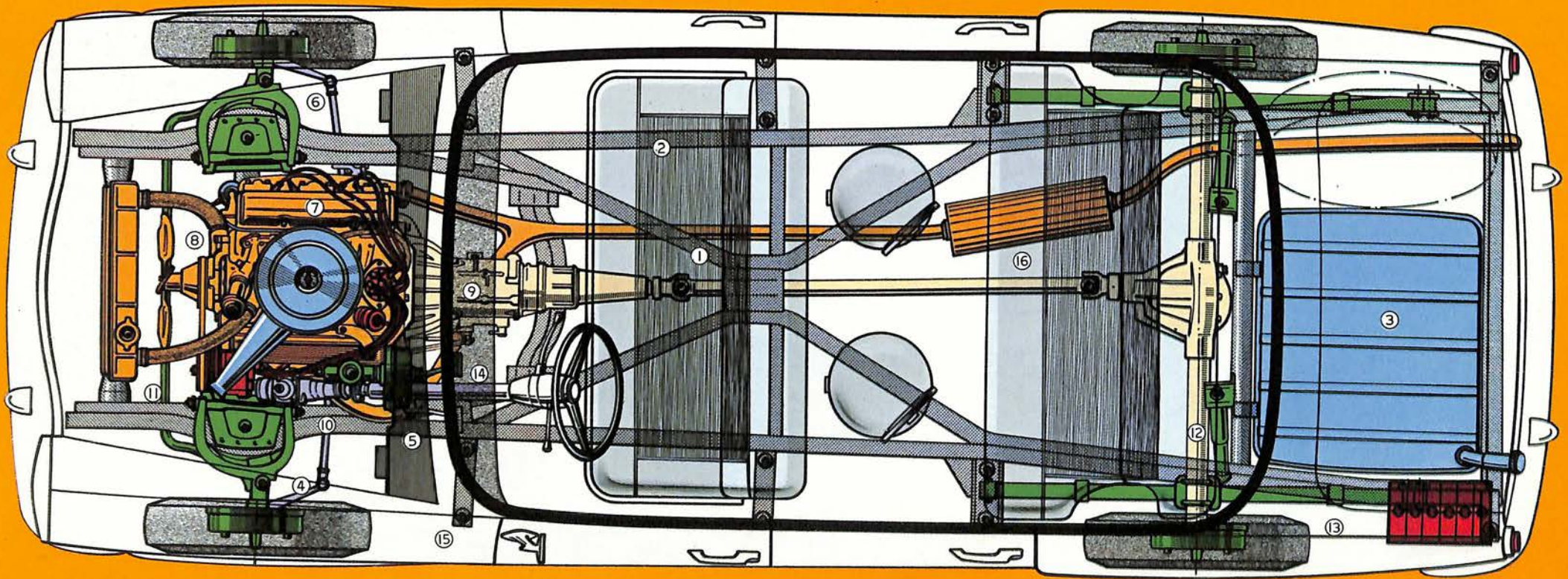




Inside and out... CHECKER is built BETTER

- ① Double channel X-brace frame—greater strength, stability and safety.
- ② Perfectly balanced chassis—built stronger, built better, built to give an extra measure of safety, long life, and security.
- ③ 23-gallon fuel tank—keeps the cab on the road longer—working and earning.
- ④ Dual master cylinder brake system.
- ⑤ Recirculating ball-type gear box for perfect steering control.
- ⑥ Independent coil front suspension—a smoother ride on all kinds of roads.
- ⑦ Engine easily accessible—cuts time for engine servicing.
- ⑧ 3 engines to choose from: the standard 140 hp 6 cylinder overhead valve; 2 V-8's—200 and 275 hp.
- ⑨ Automatic or synchro-mesh transmission—choice of two trouble-free transmissions.
- ⑩ Dependable long-life, heavy-duty fuel pump.
- ⑪ Front stabilizer bar for easier, safer turning.
- ⑫ Double-acting heavy-duty shock absorbers cushion the ride—last longer because they're built better.
- ⑬ 5 leaf heavy-duty semi-elliptical springs—wider than other cars.
- ⑭ Heavy-duty 11" single plate clutch.
- ⑮ Rubber body mounts for greater comfort—lower noise level.
- ⑯ Long-life, heavy-duty muffler.

AUTOMOTIVE EXPERTS KNOW IT: no other taxicab measures up!



Specifications

Only CHECKER offers ALL these features.

ELECTRICAL SYSTEM. Checker's 12 volt electrical system, including a high efficiency heavy-duty alternator, is engineered for constant voltage at all speeds, more dependable ignition performance in cold weather, and more than ample power for all equipment. The entire ignition system is water-proofed, insulated and protected by circuit breakers. Heavy-duty positive engagement type starting motor.

PROPELLER SHAFT. Balanced one-piece propeller shaft with sliding spline at transmission extension. Smooth performance at full torque range. Hard wearing journal cross bearings and splines.

CLUTCH. Extra rugged, single plate 11" 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 @ 450 RPM. Four-quart crankcase capacity. Direct-connected oil pressure sending unit gives more accurate oil pressure reading.

FUEL SYSTEM. Diaphragm type mechanical fuel pump. A ceramic type filter is attached to the pump. The fuel tank has 23 gallon capacity and fuel passes through a filtering screen for added protection. Carburetor has automatic choke feature. Exhaust emission control system absorbs crankcase fumes, meets all federal and state specifications.

BATTERY. Big 50 AMP battery at 20 hour rate. (Powerful 75, 80 or 90 AMP batteries available at extra cost.)

PERFECTLY BALANCED COOLING SYSTEM. Radiator cap maintains 13 PSI pressure in cooling system. 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 1/4" dia. Axle tube 2 3/4" dia. Spring seats 49 1/2" centers. Standard transmission ratio 3.54 to 1, optional 3.73 to 1. Automatic transmission 3.31 to 1 standard. Power-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. Dual master cylinder separates front and rear brake systems for maximum safety. Dash warning light signals failure in either system.

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". Impact-absorbing steering column protects driver in case of front-end collision.

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. NOTE: Standard tires are 8:15x15, 4-ply rated rayon. 8-ply and nylon tires are available at extra cost.

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 defogging and 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 WASHERS AND WIPERS. Large, distortion-free, semi-wrap-around windshield gives an unobstructed view for safer driving. Windshield wipers are driven by a 2-speed electric motor not affected by acceleration. Windshield washers improve visibility in all weather, provide greater safety.

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 aluminum to resist rust and corrosion. Door hinges are equipped with a built-in door check and hold-open device.

INSTRUMENT PANEL. The entire safety-padded panel is welded into the body for maximum strength. Gauges are mounted on a removable sub-panel for easier service. Direct-reading, calibrated gauges are integrated in simple, classic arrangement. Universal meter opening and mounting bracket installed at factory as standard equipment.

SEATS. Both front and rear seats have fully foam padded, deep coil 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.

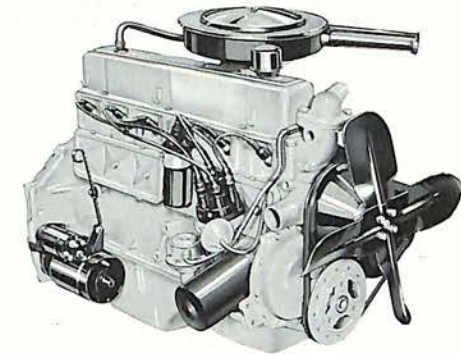
FLOOR MATS. Non-skid rubber type with extra padding for additional insulation from heat and noise. Provide maximum passenger safety for entrance and exit.

AUTOMATIC TRANSMISSION. Smooth shifting with minimum noise or slippage. Proven in billions of miles of taxicab service. Quadrant light for night time illumination. Optional at extra cost.

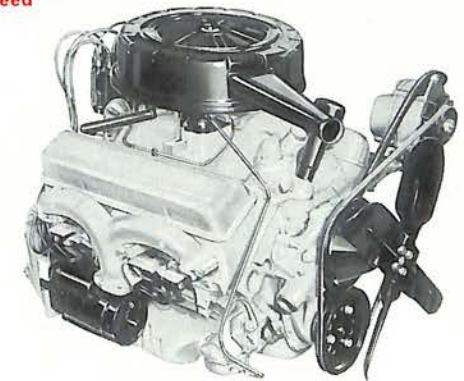
POWER BRAKES. Self-contained vacuum suspended, direct coupled Master-Vac brakes are available as an option. In case of power failure, reserve tank provides 2 to 3 power-assisted brake applications after engine is stopped. Thereafter, brakes are controlled hydraulically through the foot pedal. Optional at extra cost.

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

Engine Specifications



Type	6 Cylinder Overhead Valve
Horsepower	140 BHP @ 4400 RPM
Torque	220 Lb. Ft. @ 1600 RPM
Compression Ratio	8.5:1
Bore and Stroke	3.875 x 3.25
Piston Displacement	230 Cu. In.
Pistons	Cast Aluminum Alloy
Ring Set-Up	No. 1, Compression—.0775 to .0780 wide, Chrome Plated No. 2, Compression—.0775 to .0780 wide, Wear Resistant Coating No. 3, Oil—.1870 to .1890 wide Multi-Piece with Expander
Carburetor	One Barrel, Downdraft with Automatic Choke
Fuel Capacity	23 Gallons
Recommended Fuel	Regular
Cooling System	12 Qts. with Heater
Lubrication System	Full pressure to main bearings and connecting rods. 5 qt. capacity filter
Firing Order	1-5-3-6-2-4
Recommended Idle Speed	Manual—700 (in neutral) Automatic—500 (in drive)



Type	V-8 Overhead Valve
Horsepower	200 BHP @ 4600 RPM
Torque	400 Lb. Ft. @ 2400 RPM
Compression Ratio	9.00:1
Bore and Stroke	3.875 x 3.25
Piston Displacement	307 Cu. In.
Pistons	Cast Aluminum Alloy
Ring Set-Up	No. 1, Compression—.0775 to .0780 wide, Chrome Plated No. 2, Compression—.0775 to .0780 wide, Wear Resistant Coating No. 3, Oil—.1870 to .1890 wide Multi-Piece with Expander
Carburetor	Two Barrel, Downdraft with Automatic Choke
Fuel Capacity	23 Gallons
Recommended Fuel	Regular
Cooling System	17 Qts. with Heater
Lubrication System	Full pressure to main bearings and connecting rods. 5 qt. capacity filter
Firing Order	1-8-4-3-6-5-7-2
Recommended Idle Speed	Manual—700 (in neutral) Automatic—600 (in drive)

Specifications for 327 cu. in. V-8 engine available on request.

Passengers and drivers agree...
CHECKER is the only REAL taxicab.

Standard Equipment

Checker Taxicab Standard Equipment

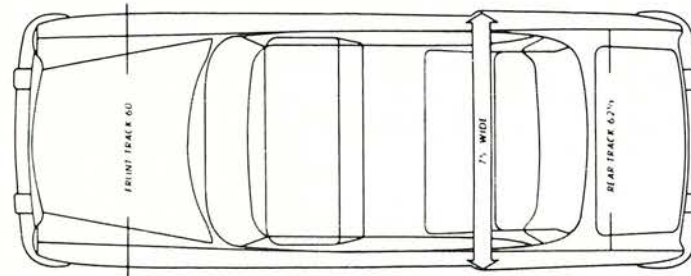
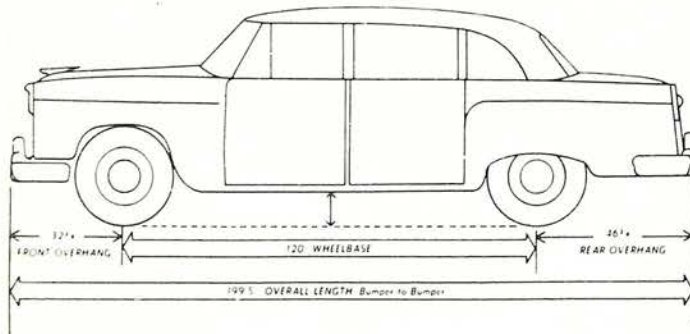
- Alternator
- Cigarette Lighter
- Exhaust Emission Control System
- 6 Cylinder 140 HP Overhead Valve Engine
- Directional Signals with Lane Change Feature
- Double-Acting Shock Absorbers
- Double Channel X-Brace Frame
- Dual Padded Sun Visors
- 23-Gallon Gasoline Tank
- Independent Coil Front Suspension
- Long Life 11" Single Plate Clutch
- Padded Instrument Panel
- 8:15 x 15, 4 Ply Rated Blackwall Tires
- 2 sets of Shoulder Harnesses
- 4 sets of Lap Belts
- Step-On Parking Brake
- Recirculating Ball Type Gear Steering Box
- Three-Speed Synchro-Mesh Transmission
- Sure Stop Brakes
- Dual Master Cylinder Brake System
- Impact-Absorbing Steering Column
- 2-Speed Electric Windshield Wipers

- Windshield Washers
- Defroster
- Outside Rear-View Mirror

Checker Taxicab Specifications (in inches unless otherwise noted)

- Wheel base . . . 120
- Over-all length . . . 199½
- Over-all width . . . 76
- Over-all height . . . 62¾
- Shipping weight . . . 3410 lbs.
- Front Headroom . . . 34.75
- Legroom, front . . . 42.0
- Legroom, rear . . . 48
- Overhang, front . . . 32.75
- Overhang, rear . . . 46.75
- Front hiproom . . . 62.25
- Rear hiproom . . . 55.5
- Rear hiproom, rear seat forward . . . 63.5
- Windshield width . . . 58.0
- Back window width . . . 58.875

Checker taxicabs include all the safety features required by the Federal Government.



Optional Equipment

- Power Brakes
- Automatic Transmission
- Power Steering
- Auxiliary Seats
- Power-Lok Rear Axle
- Air Conditioning
- Extra Heavy-Duty Shock Absorbers
- Front Arm Rests
- Wheel Covers
- White Sidewall Tires
- Electric Parking Brake Signal
- Forward Rear Seat
- Rate Card & Drivers License Case
- 75, 80 or 90 Amp Battery
- Partitions
- Auxiliary Heater
- Rear Door Remote Control
- Spot Lamp
- Tinted Glass
- Undercoating
- Fleet Colors
- V-8 Engine
- Trunk Mounted Battery
- Extra Heavy Springs
- 2-way Radio Antenna
- 2-way Radio Power Cable Conduit

Diesel engine option now available:
 write for full information.



A Checker Exclusive! Checker's higher, wider door openings mean patrons walk in and out without stooping, without broken glasses or torn hose. Checker's flat rear floors mean more legroom, too.



Rear Mounted Battery Many operators now prefer the rear mounted battery option since engine heat frequently will affect length of battery life. Counter-balanced trunk lid shown in illustration is standard equipment.



Power Steering and Power Brakes along with Automatic Transmission help prevent driving fatigue; contribute to over-all driver morale and loyalty. Optional at extra cost.

**YOUR DRIVERS KNOW IT:
 no other taxicab measures up!**



The Supercab

Something special! A supremely comfortable, 9 passenger, custom-built, 129" wheelbase limousine with every built-to-last Checker feature, plus:

- extra-wide rear doors
- oversize, square, forward-facing auxiliary seats, total comfort for 6 passengers . . . room for 9 people!
- smoother, safer, more luxurious ride
- a true limousine at extraordinarily low cost

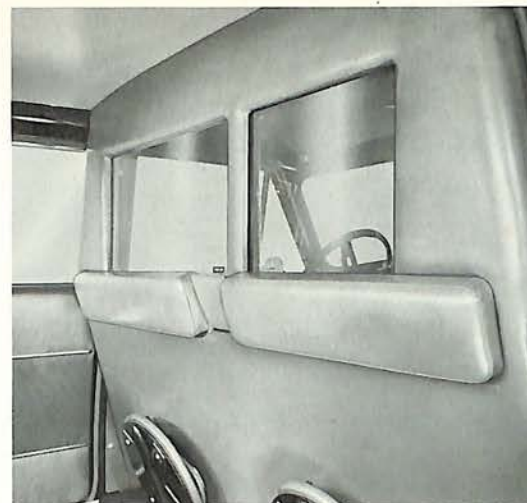


The Aerobus 9 and 12 passenger models

The unique Checker Aerobus is the result of persistent requests from fleet owners for a special-purpose vehicle that would combine the economy of a taxicab, the comfort of a limousine, and the rugged durability of a bus. Built at the same plant, using the same skilled craftsmen, materials, and principles as the billion-mile Checker taxicab, the Aerobus was conceived as—and still remains—the only totally effective way to transport 9 to 12 people short or extended distances in complete comfort, with taxicab economy and bus-standards safety. The Aerobus has plenty of room for luggage, packages, or equipment—without sacrificing passenger comfort. Here are style and power features never before offered in a commercial car.

The Aerobus is a totally different way to transport people, designed from the ground up by Checker's inventive engineers—not a "stretch-out," not a converted stock car—unmistakably Checker in style, stamina, and good looks.

The Checker Aerobus costs on the average of \$1,500.00 less than a converted stretch-out . . . averages less than 2¢ a mile maintenance cost! America's most economical and luxurious transportation—the Aerobus.



The "Safe-Guard" Cab

Same classic Checker design, operating economy, comfort and convenience—but with complete driver protection at the flick of a switch! Prevents armed robbery, mugging, assault . . . stops receipts losses . . . protects drivers anywhere, any time, in any neighborhood!

- Full-width Olin Mathieson armor plate partition separates driver from passengers, stops metal-piercing magnum handguns at point-blank (one-foot) range.
- Power-operated bullet-proof window shuts at the flick of a dashboard switch.
- Safety "pass-through" fare drawer in partition prevents direct driver contact with suspicious passengers.



The Checker factory is situated on a 52-acre site on the north side of Kalamazoo, Michigan. Engineering, design, research and general offices are located under one roof. Taxicab and passenger car production is located in a separate plant while the Aerobus assembly is in another plant. Checker maintains a test track to the north of the taxicab assembly plant.

**THE WHOLE INDUSTRY KNOWS IT:
no other taxicab measures up!**

THE STANDARD OF TAXICAB EXCELLENCE FOR NEARLY 50 YEARS



1922



1924



1924



1925



1925-26



1926



1926



1927



1927-28



1927-28



1929-30



ARMORED 1929-30



1932



1938-40



1948



1952

NOW YOU KNOW IT: no other taxicab measures up!



The Checker history is the history of the taxicab industry and Checker is proud of its heritage. Nearly 50 years of automotive know-how . . . of taxicab excellence is behind every Checker product.

For more information, write:
 Checker Motors Sales Corporation
 Kalamazoo, Michigan 49007

Specifications subject to change.