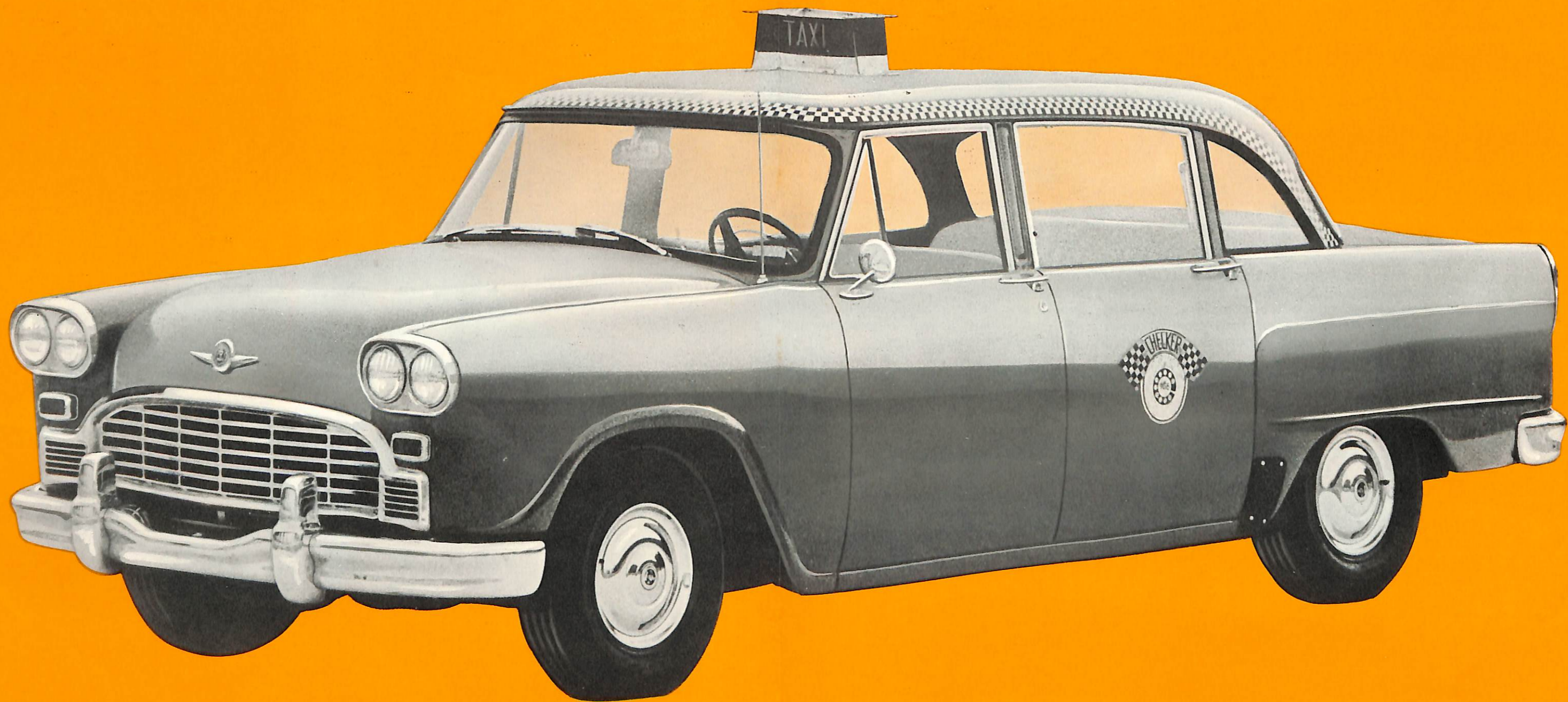
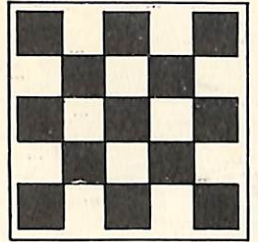




**why meet the jets with
junior-size jitneys?**



your customers deserve the best... they deserve CHECKER. 



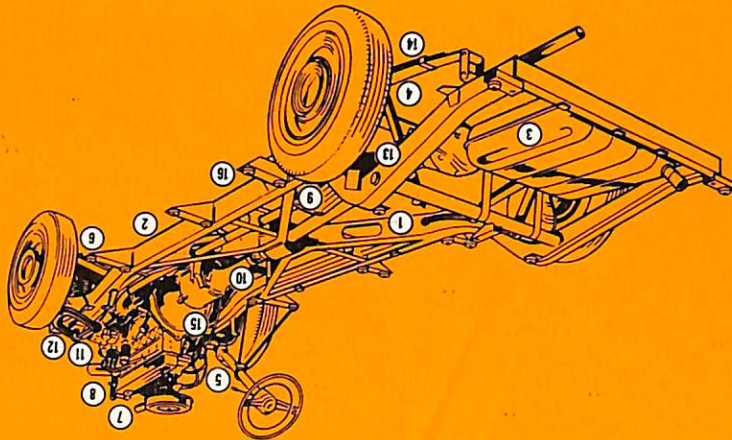
Checker is America's only taxicab without an apology. No need to say, "Watch your head," . . . or "Low bridge." Checker, and only Checker, is built-for-the-purpose with big, square, high door openings; humpless, bumpless, well-less rear floors and more room inside than most expensive limousines.

Passengers appreciate Checker. They don't have to go through the contortions of getting in and out like you've seen them do with a Ford or Dodge. And drivers appreciate Checker, too. A Checker taxicab is easier to maneuver, thanks to Checker's exclusive 120-inch wheelbase and 199½ inch over-all length. Passengers enter and leave faster and safer; are impressed with your interest in their comfort and well-being. Whether you meet the trains or planes, your customers deserve the best . . . CHECKER.



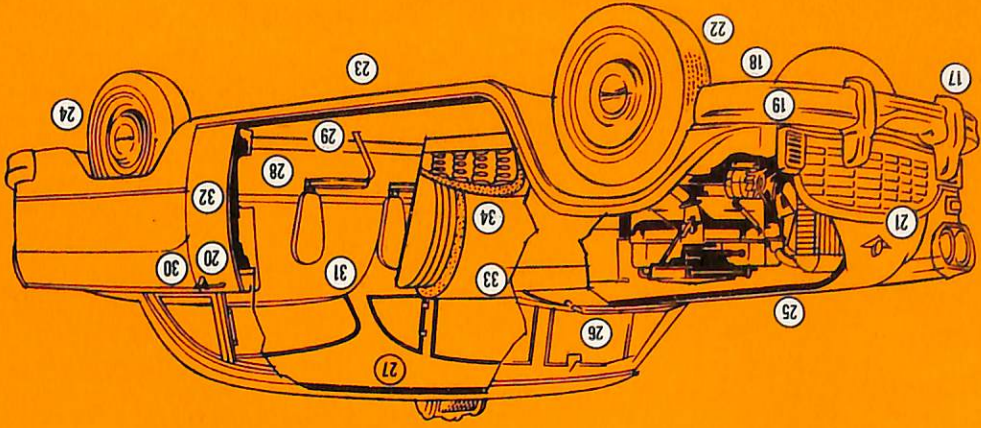
Only Checker builds the real taxicab to benefit progressive operators.
Only Checker gives you the total taxicab.
Only Checker has the public and the driver foremost in mind.

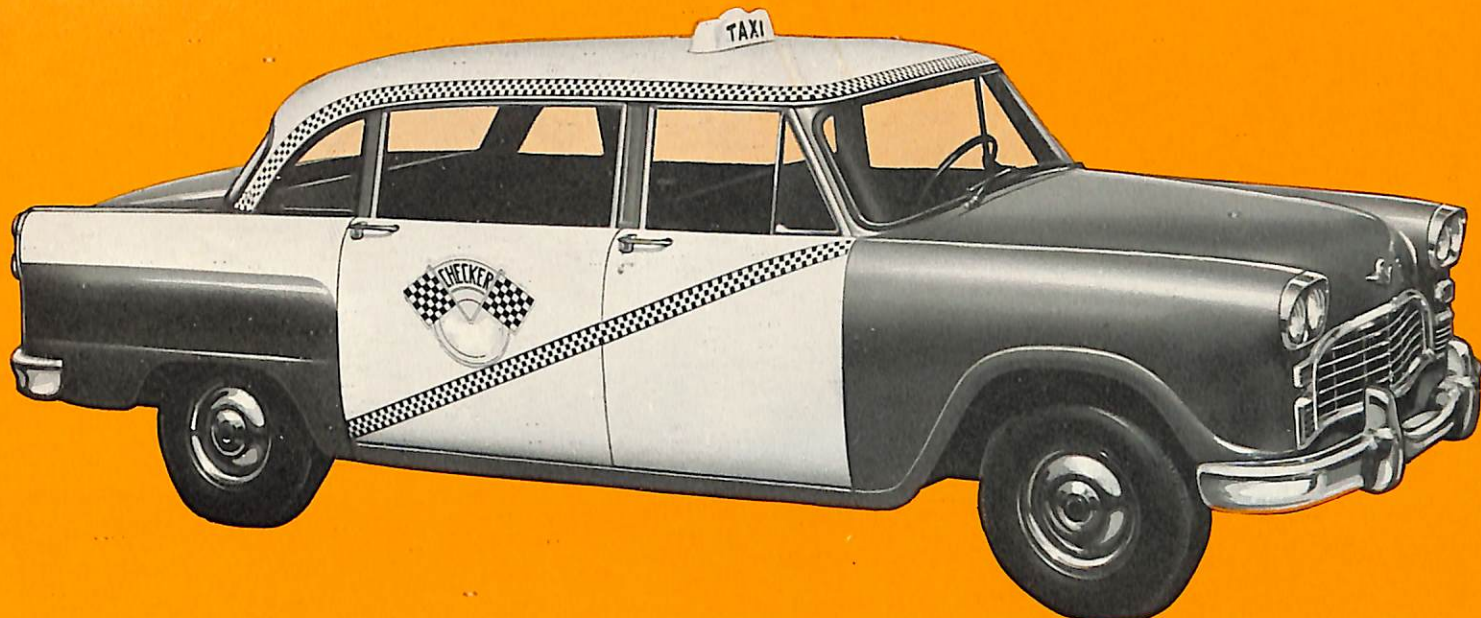
Here are 34 reasons why Checkers last longer, keep riders happy and make more money for owners.



- 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 Extra long life, sure-stop brakes—proven the safest, surest brakes made.
- 5 Re-circulating 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 2 engine options—140 h.p. 6 cylinder overhead valve, 195 h.p. V-8.
- 9 Long-life, heavy-duty muffler.
- 10 Automatic or synchro-mesh transmissions—choice of two trouble-free transmissions.
- 11 Dependable long-life, heavy-duty fuel pump.
- 12 Front stabilizer bar for easier, safer turning.
- 13 Double-acting heavy-duty shock absorbers cushion the ride—last longer because they're built better.
- 14 5 leaf heavy-duty semi-elliptical springs—wider than other cars.
- 15 Heavy-duty 11" single plate clutch.
- 16 Rubber body mounts for greater comfort—lower noise level.

- 17 Chrome parts contain more nickel for longer life.
- 18 Less overhang front and rear for better maneuverability.
- 19 Front and rear bumpers are interchangeable.
- 20 Strongest, safest door locks—finest obtainable.
- 21 Grille, fenders and doors easily and quickly removed.
- 22 Wide track design means greater stability, better maneuverability.
- 23 Positive rust proofing process guards against rust and corrosion in critical areas.
- 24 15" wheels for longer tire life.
- 25 Insulated hood.
- 26 Safety plate glass in all windows.
- 27 Full insulation in roof, panels, dash and floor.
- 28 Higher, wider door openings mean easier entry and exit.
- 29 Flatter rear floors.
- 30 Straight line door design helps eliminate pinched fingers.
- 31 Passenger seated behind door for extra safety—extra comfort.
- 32 Two piece door construction permits easy repair.
- 33 Instrument panel features easy to read, circular gauges in classic arrangement.
- 34 Tough vinyl upholstered seats with zig-zag springs and foam construction.





NEW "SUPERCAB" BY CHECKER

Built on a longer, more luxurious 129" wheelbase, the new Checker Supercab has big, forward-facing, super comfortable, square auxiliary seats. There is room for SIX persons

in complete comfort in the passenger compartment. The new Supercab features all of the built-to-last, built-to-take-it features of the world's only real taxicab, including:

- fleet-proven dependability.
- rear doors even wider than the famous

"higher, wider" doors of the world's favorite and foremost taxicab. • choice of OHV 6-cylinder engine or V-8 engine (optional) — built for economy, dependability and performance. • a true luxury limousine at half the limousine price!



new heavy duty
327 cu. in. 185 h.p.
V8 engine is
Standard equipment

12-PASSENGER CHECKER AEROBUS

Built from the ground up! Not a "stretch-out," but a long, luxurious, built-for-the-purpose multi-passenger limousine. The Aerobus features

the luxury and comfort of a limousine with the economy and durability of a taxicab. 8-door model seats 12 people; 6-door model seats 9 with plenty of room for luggage. Power steering and power brakes included as standard equipment.

Automatic transmission available. Checker Aerobus... the ideal vehicle for airlines, bus lines, military, hotels, resorts, inter-plant and intra-plant operations, employee pick-up and dozens of other uses.

CHECKER MOTORS CORPORATION
Kalamazoo, Michigan 49007

