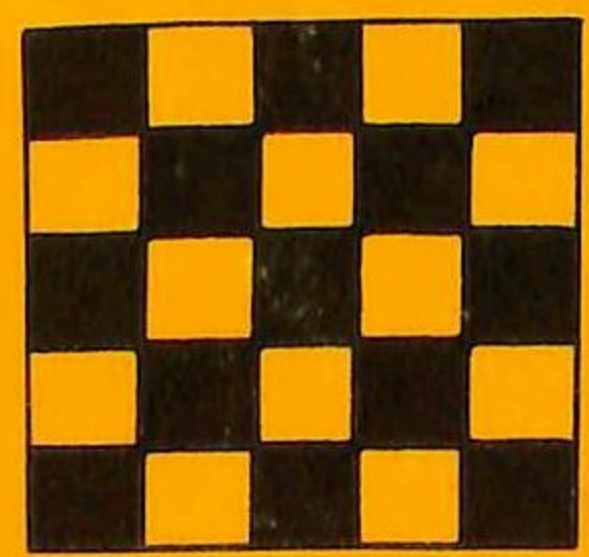


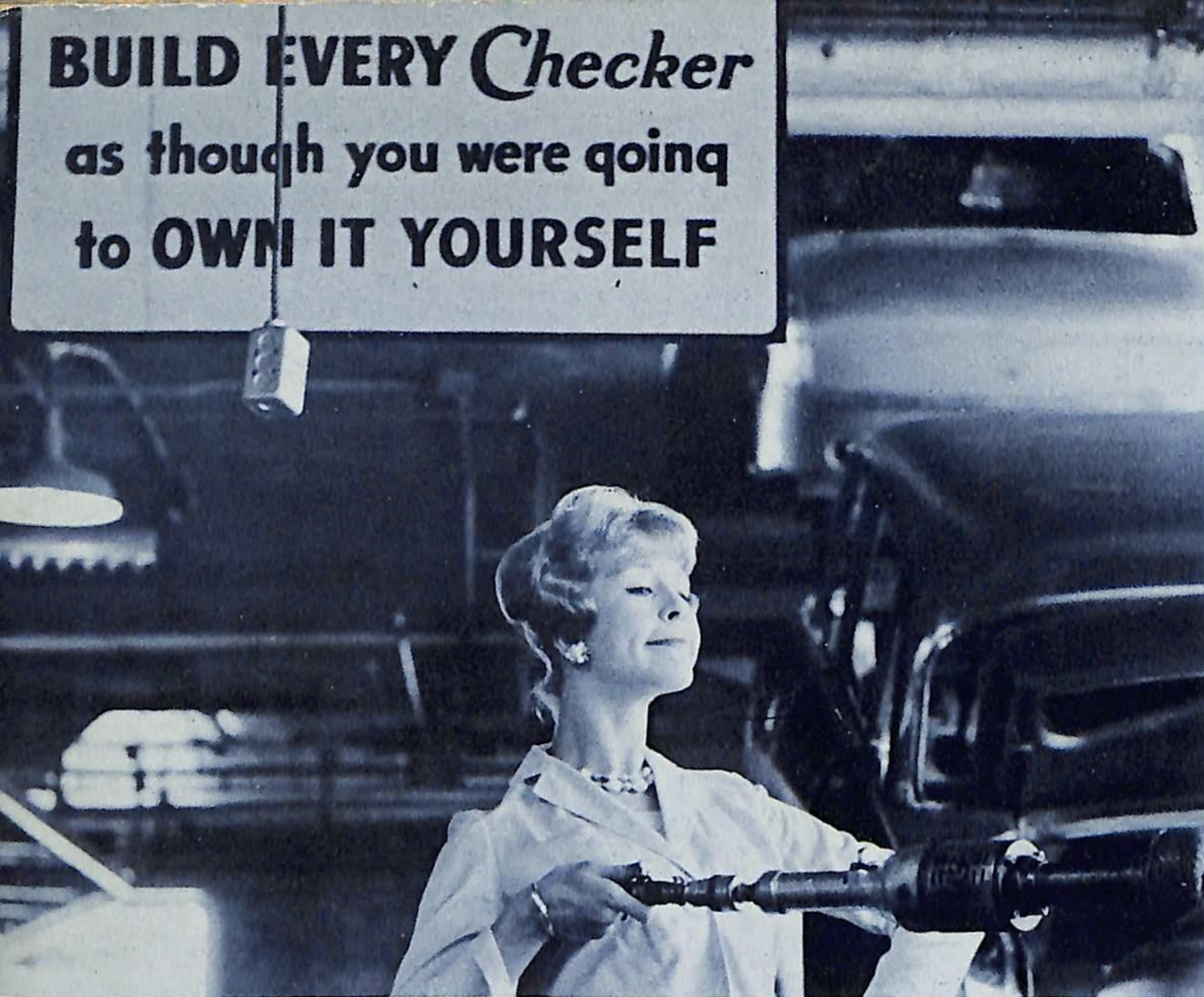
**For your taxicab business –
use the only real taxicab**



CHECKER

Handwritten notes:
#10 within

BUILD EVERY *Checker*
as though you were going
to OWN IT YOURSELF



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 makes sense. Checker designs, researches, engineers and builds a taxicab *first*—a passenger car second! No other manufacturer can make this claim.

HERE IS WHY A **CHECKER TAXICAB**



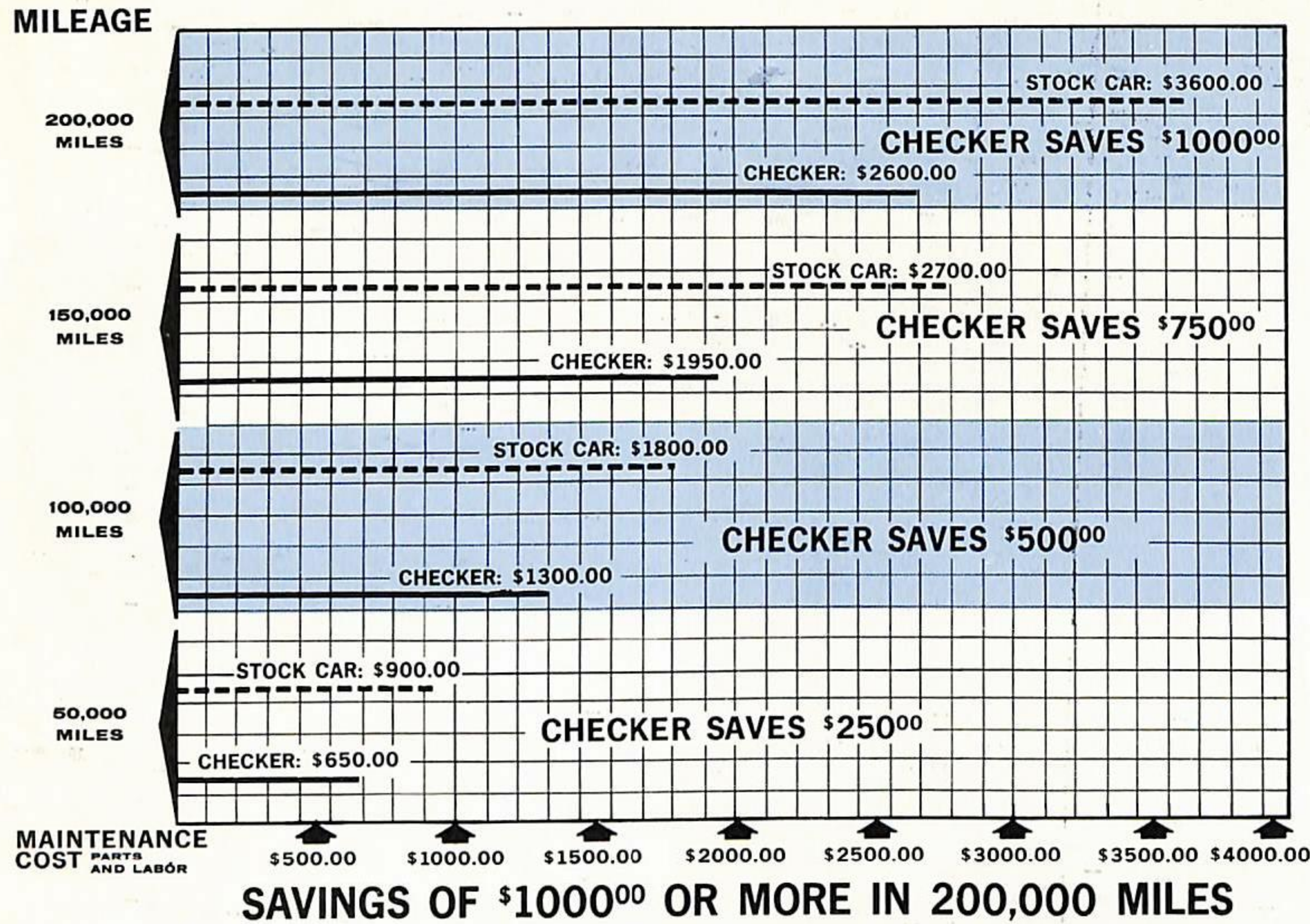
EXTRA-RUGGED BODY. The double channel X-frame is the sturdiest money can buy. A Checker is built to last. A Checker is *rattle-free* because live rubber body mounts are used in fusing the body to the frame. A Checker is *shock-proof* because the body is bolted to the frame, creating a more rigid unit than is possible with other types of construction. A Checker is *safer* because of heavy, double-wall construction.

PURPOSE-BUILT PARTS. Checker uses purpose-built parts . . . taxi built because they have more built-in efficiency, because they're more resistant to wear, because they're more reliable.

CHECKER EXTRA COMFORT. **HIGH WIDE DOORS**—getting in and out of a Checker is easier. Women especially appreciate the fact that there's no awkward struggle to get through the door, no chance of damaging clothing on the smooth, washable vinyl seats. **FLAT FLOOR**—Checker pioneered flat floor construction. No drive shaft tunnel or floor wells to trip over or take up passenger room. Even the passenger in the middle sits naturally. **EASY CHAIR COMFORT**—all seats are deep spring construction with luxurious foam rubber padding . . . and at comfortable chair height. **EXTRA SPACE**—more head room, more leg room, more shoulder room than is found in stock cars. Up to 50 inches from back of front seat to front of back seat rest.

MAINTENANCE SAVINGS OF CHECKER CAB VS. STOCK CAR

Based on Average Cost of Fleets operating Stock Cabs in 20 Cities for Years 1958 and 1959



CHECKER SAVES YOU MONEY

SAVINGS ON MAINTENANCE. This chart gives proof positive of Checker's extra savings on maintenance. Here are the facts gathered from the operating records of 20 companies operating fleets in all parts of the country. Just look at what Checker saves over stock cars . . . \$250 on the first 50,000 miles alone . . . a whopping \$1,000 on 200,000 miles.

SAVINGS ON REPAIRS. A Checker is built for long life. When repairs are necessary, they cost less because of Checker's purpose-built engineering . . . planned for minimum downtime. Practical two-piece fenders are made for easy removal of entire fender or just outer half for replacement or repair. Fenders bolt on all around and can be taken off in minutes. Door panels and grille are quickly and inexpensively replaced. Engine parts are easily accessible so that repairs are completed quickly.

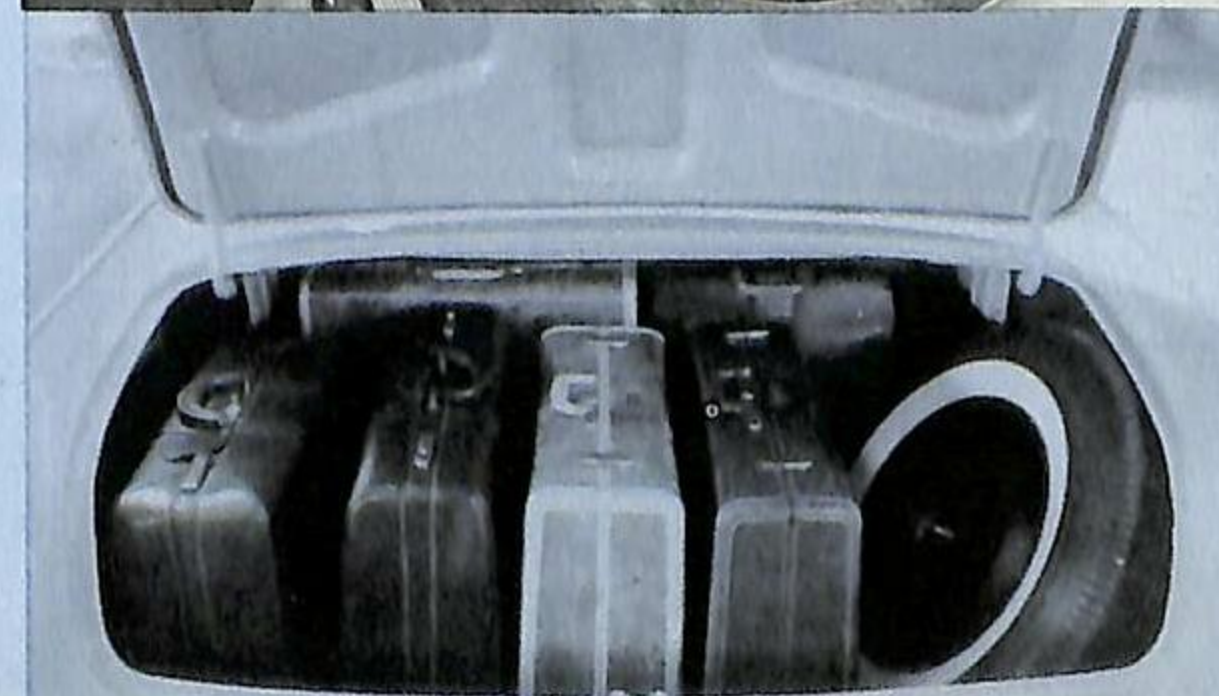
OPERATING COSTS ARE LOWER. The engine is precision-built for long life and dependable operation. Gas consumption is lower. Company records show *more miles to the gallon in gruelling stop and go city traffic.*

IS THE BEST INVESTMENT

EXTRA SAFETY. The upper structure is a double wall of thick steel that cradles the passengers, gives them maximum protection against shock or collision injuries. Crash pad on back of front seat minimizes possibility of serious injury in case of accident.

DRIVERS PREFER THE CHECKER. Checker employs intensive research and experience to find the best ways to cut down driver fatigue. The driver's seat is chair high and firm. Temperature control is uniformly efficient for front as well as rear compartments. Larger windows, mirror, and windshield area promote safer, easier driving. And although the Checker has so much more useful interior space, outside length is trimmed to a compact 199.5 inches . . . parks easily in spaces other cars have to pass up. 37 feet, 6 inches turning diameter makes the Checker exceptionally maneuverable in city traffic.

EXTRA LUGGAGE SPACE. The trunk has a capacity of 20 cubic feet, 22½ cubic feet without the spare tire in place . . . more than enough room to hold luggage for a full carload of passengers. A practical and safe spring-loaded hinge holds the deck lid open.



CHECKER SUPERIORITY

**BEGINS with the RUGGED,
PERFECTLY BALANCED CHASSIS**

SURE-STOP BRAKES

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

22-GALLON FUEL TANK

Massive, 22-gallon fuel tank has vented filler opening for fueling without overflow.

STEERING

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

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 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

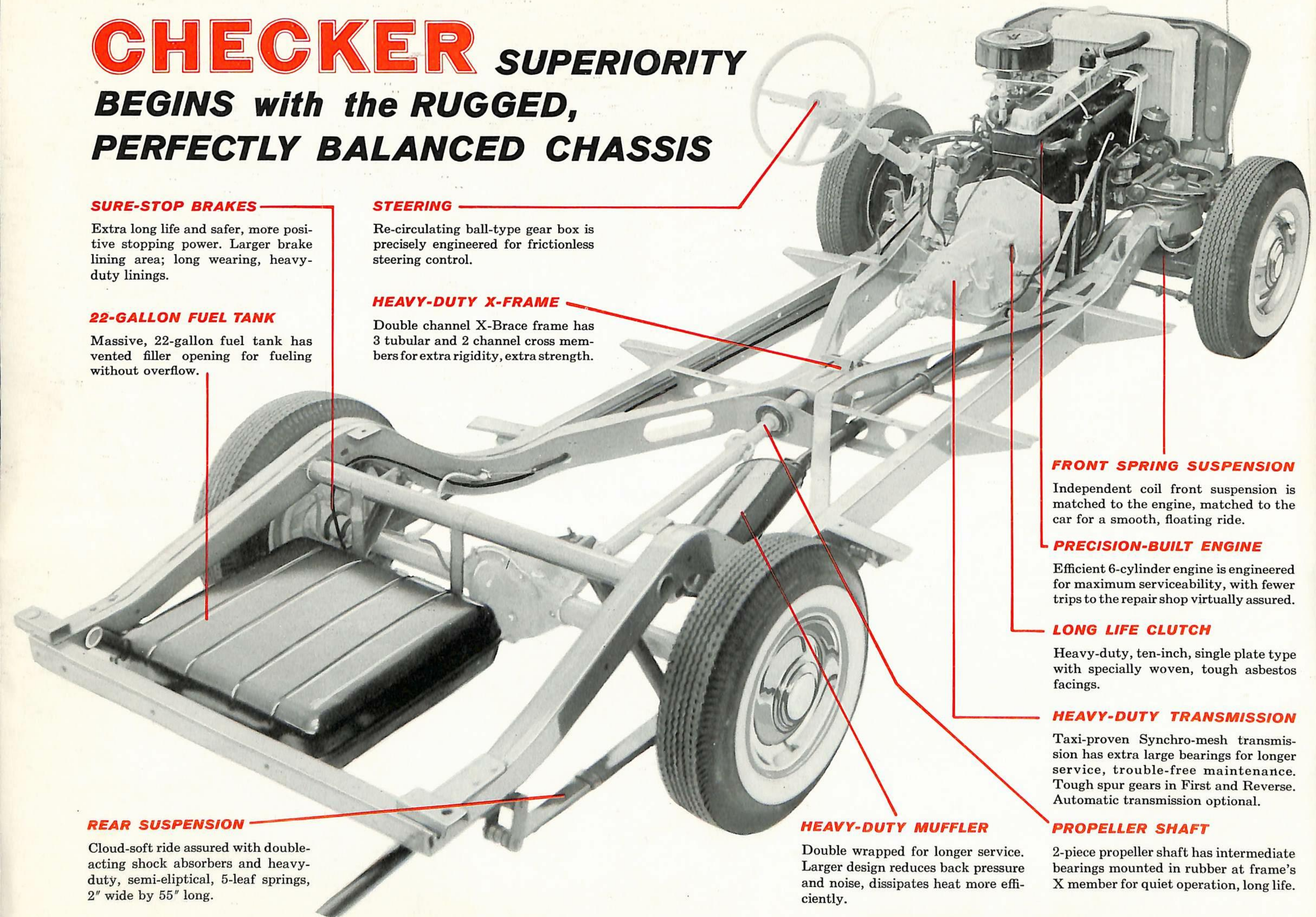
2-piece propeller shaft has intermediate bearings mounted in rubber at frame's X member for quiet operation, long life.

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, 2" wide by 55" long.



PROVEN BEST FOR ALL-AROUND TAXI SERVICE

Only Checker is designed specifically for taxicab service, inside and out. Engineering, research, and experience combine to make the car that's best for your job. There's extra room for passenger and driver comfort; heavy-duty structural members that add greater strength; careful attention to every detail that contributes serviceability and safety. Passengers choose a Checker taxicab from a parking line time after time because they prefer the safety and comfort of a *real* taxi.



NEW SEVEN POINT RUST-PROOFING PROCESS. Checker is now employing the most thorough program for rust prevention used in automotive manufacture.

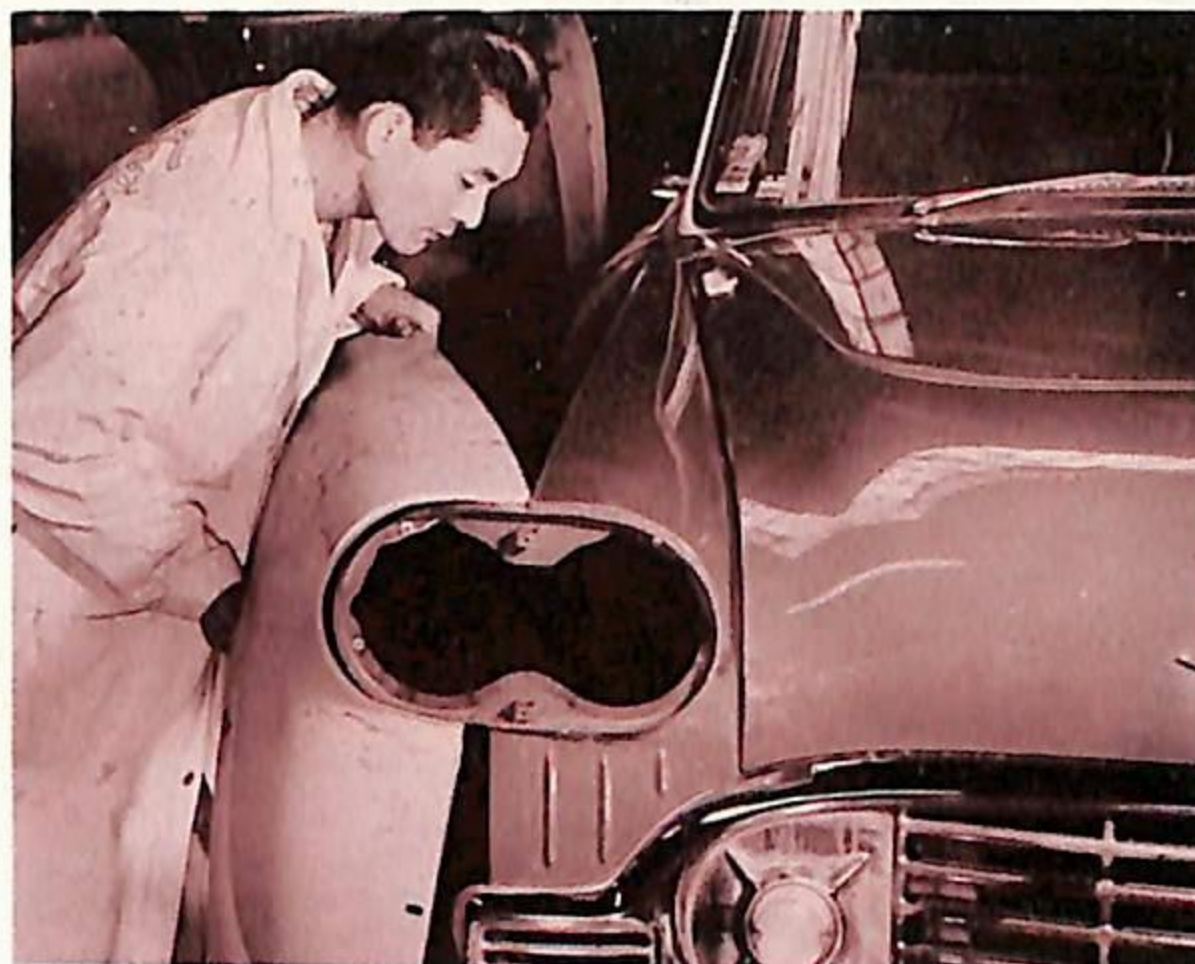
Prior to undercoating, the entire body, including the portion above the gas tank, has a zinc chromate solution applied . . . the most effective rust deterrent known. Zinc chromate is applied to wheel housing panels, fender panels, inside and outside of pillar posts, and inside and outside of rocker panels.

New neoprene filler seals provide positive protection against corrosion. Thermoplastic setting sealer is applied between detachable parts. The fenders beneath the headlights are also sealed with this thermoplastic. The drip molding is primed and painted prior to sealing. The result is a total surface far more impervious to wear and weather.

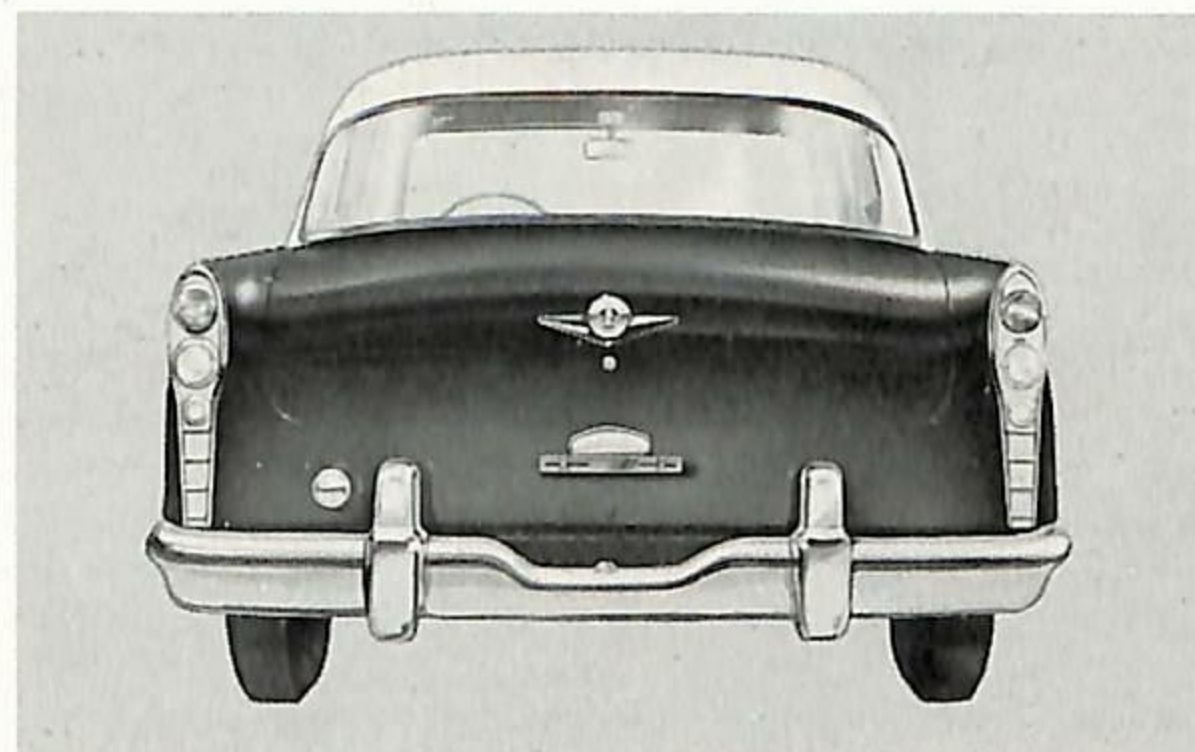
The final color coat is actually a two-stage operation with fine lacquer. Total thickness exceeds standards for American made automobiles.

CHECKER SEVEN POINT RUST-PROOFING PROCESS

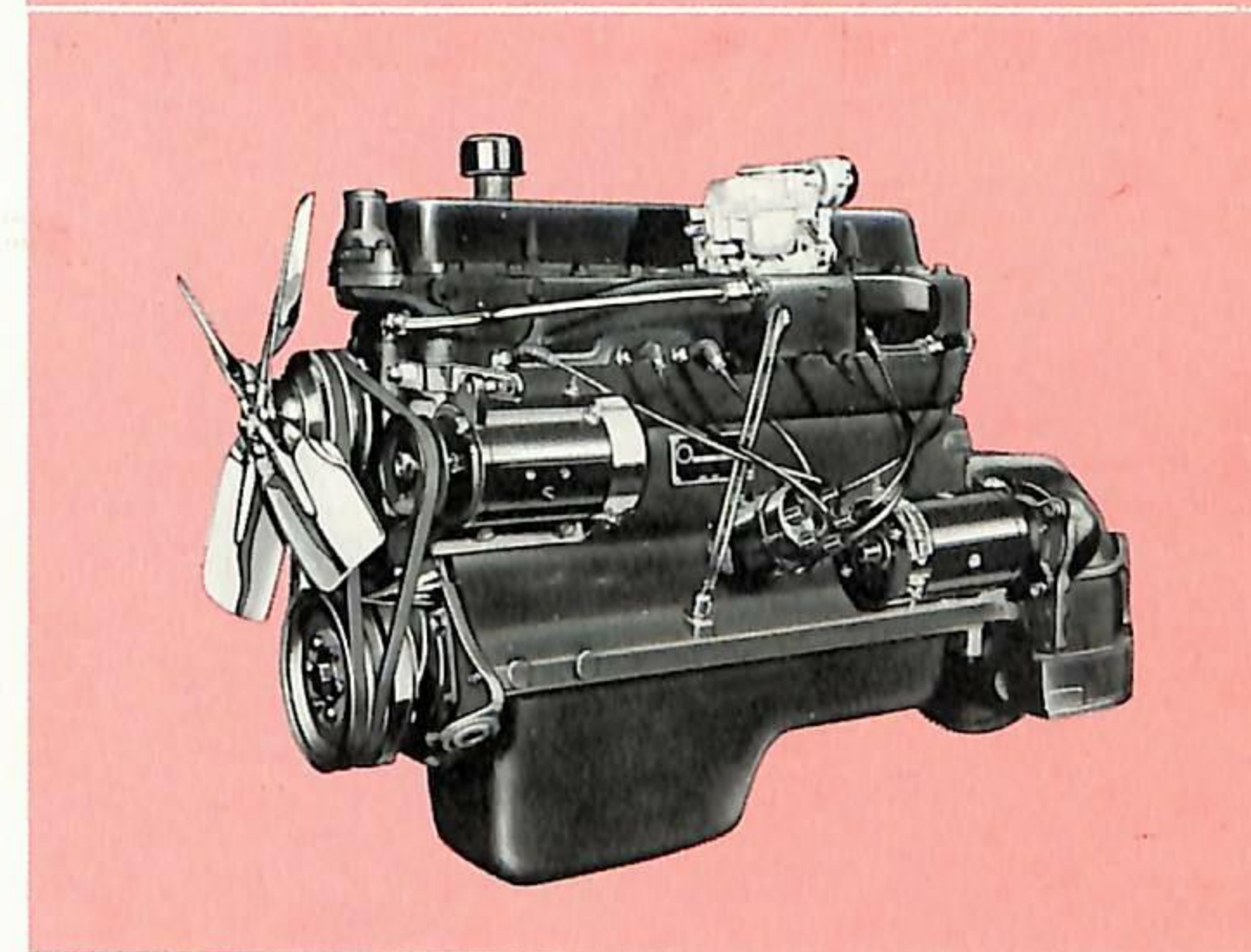
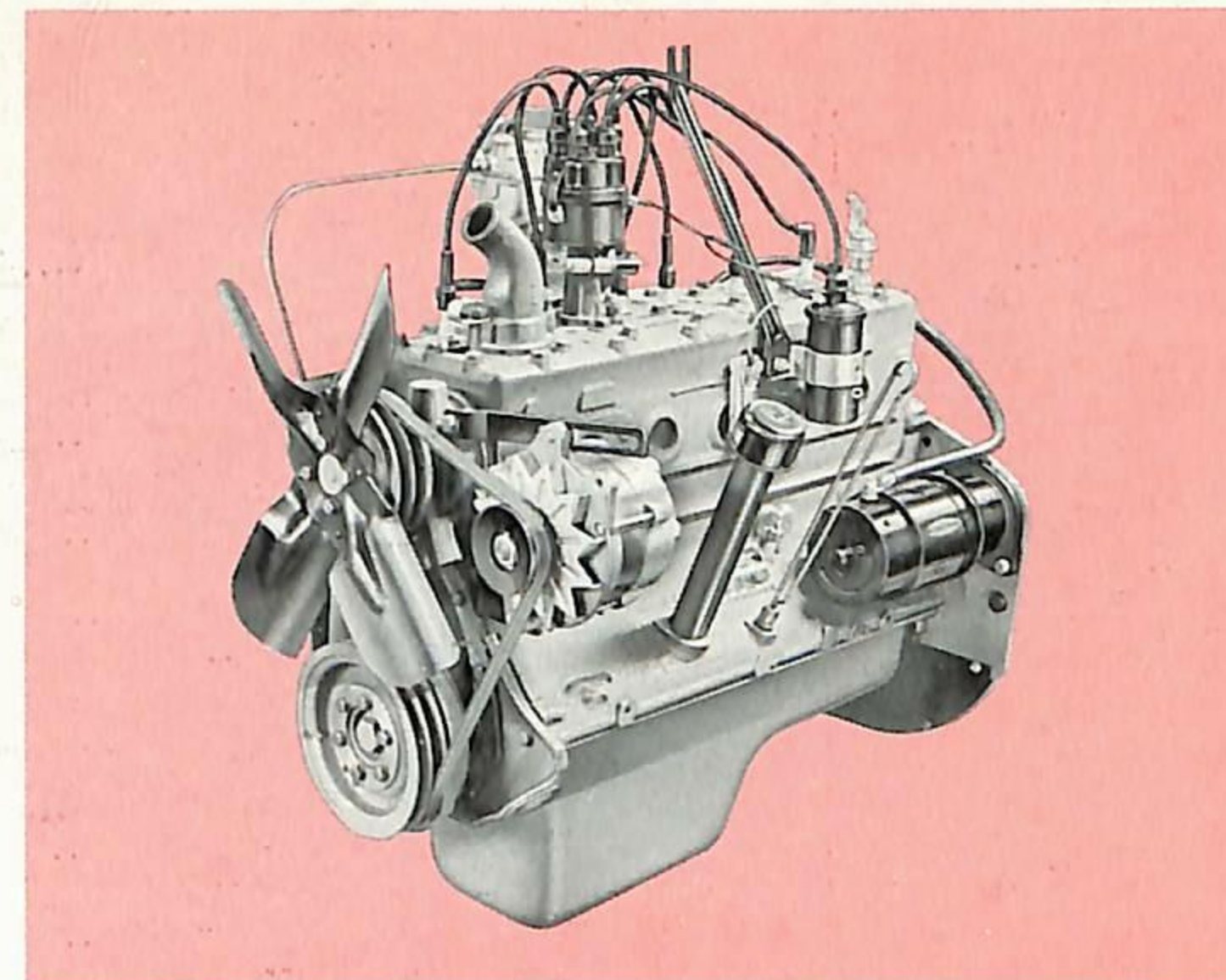
- | | |
|---|---|
| 1. Hand scrubbed with solvent | 4. 2½ minute hot chromic acid rinse |
| 2. 2½ minute bath of iron phosphate and detergent | 5. Interior and exterior zinc chromate wash |
| 3. 2½ minute cold water neutralizing bath | 6. Primer Surfacer |
| | 7. "Double-stage" final lacquer application |



Practical two-piece construction allows for removal of entire fender assembly or just outer half from inner portion without disturbing other parts.



Checker pioneered the use of the wide track and has perfected its performance. Cornering is as nimble as a sports car.



FAMOUS L-HEAD ENGINE

The dependable L-Head Engine has proven itself through billions of miles of gruelling use by taxi companies all over the world. Horsepower is rated 80 at 3100 rpm . . . more than ample under all driving conditions throughout the acceleration range. Engineered for maximum energy with lowest possible gas consumption. The L-Head Engine performs dependably even after years of continuous use.

OVERHEAD VALVE ENGINE

Checker cabs are also available with an Overhead Valve Engine. Both engines have torque and power characteristics that adapt equally well to automatic or manual shift transmissions. Components are easy to see, easy to get to for servicing. For full details, see specifications on page 6.

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	Anodized aluminum alloy	Anodized 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, oil ring with expander. 5th ring, wiper, below piston pin.	Top ring, $\frac{3}{32}$ " wide, chrome plated, compression. 2nd ring, $\frac{3}{32}$ " wide, chrome plated, compression. 3rd ring, $\frac{3}{32}$ " wide, ventilated, twin rail. 4th ring, $\frac{5}{32}$ " wide, twin rail, oil control.
Carburetor	1 $\frac{1}{4}$ " downdraft, with automatic choke.	1 $\frac{1}{4}$ " downdraft, with automatic choke.
Fuel Capacity	22 gallons	22 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	375 RPM

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. 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.

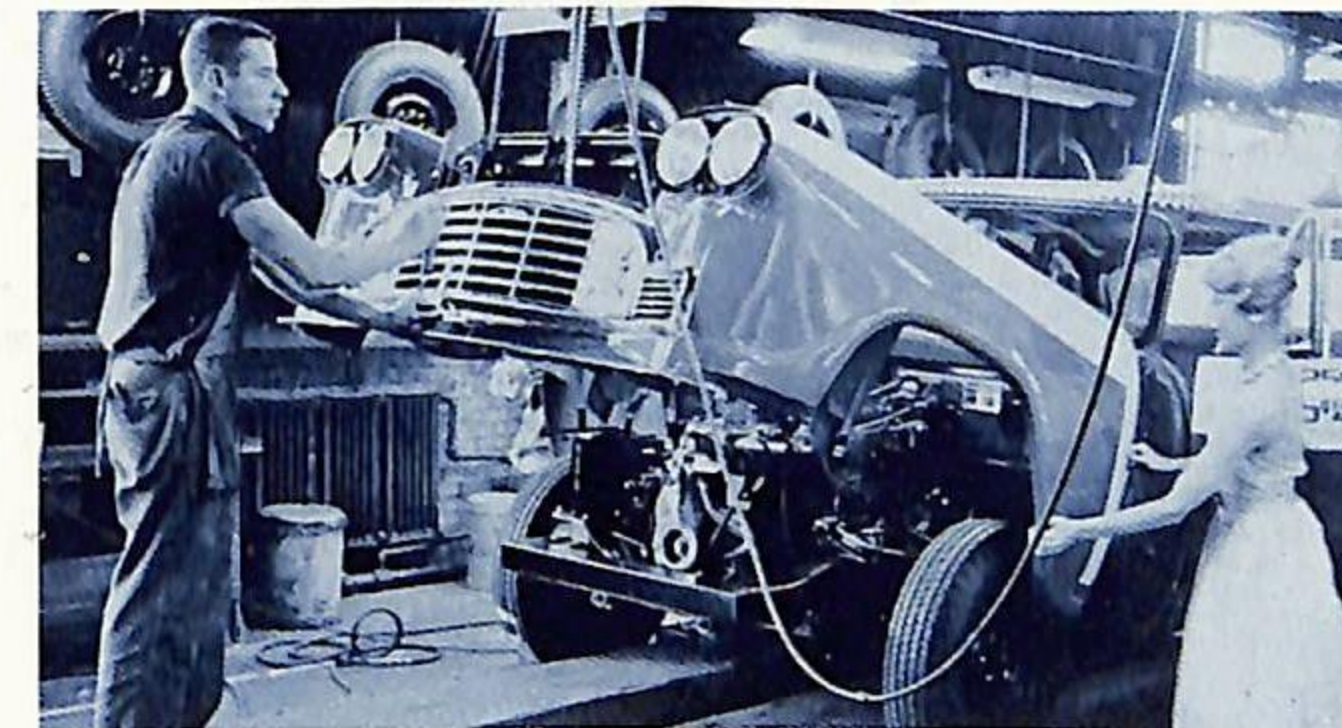
TRANSMISSION. Synchronous meshing between 2nd and 3rd gears eliminates clash and grind. Extra large bearings for long service. Helical gears and Synchro-mesh for second and high. Spur gears for first and reverse.

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 22 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 50" 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 linkage uses pre-lubricated ball joints with nylon inserts—does not require re-greasing. 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 incorporates parking and directional lamps in 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. Interior handles must be lifted to unlock door. Any downward pressure positively locks door.

INSTRUMENT PANEL. The entire panel is welded into the body for maximum strength. 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).

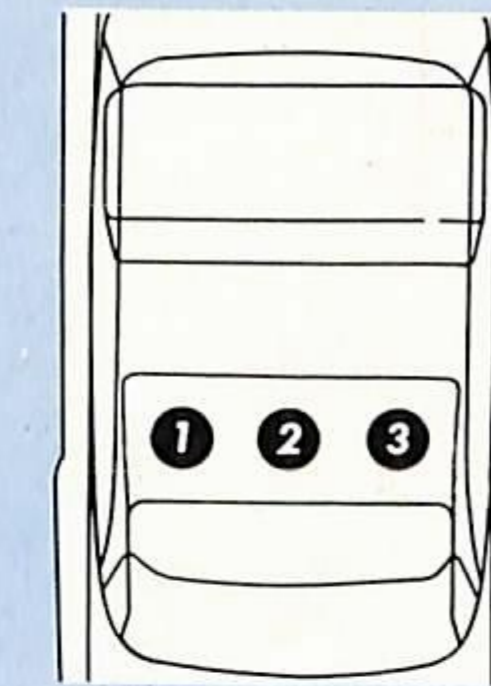
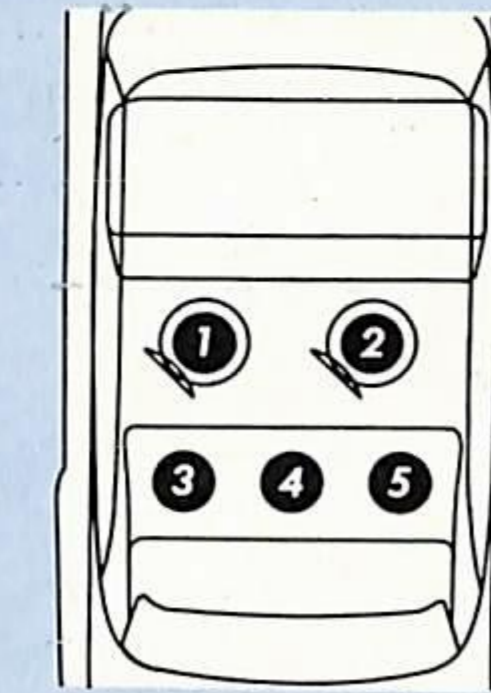
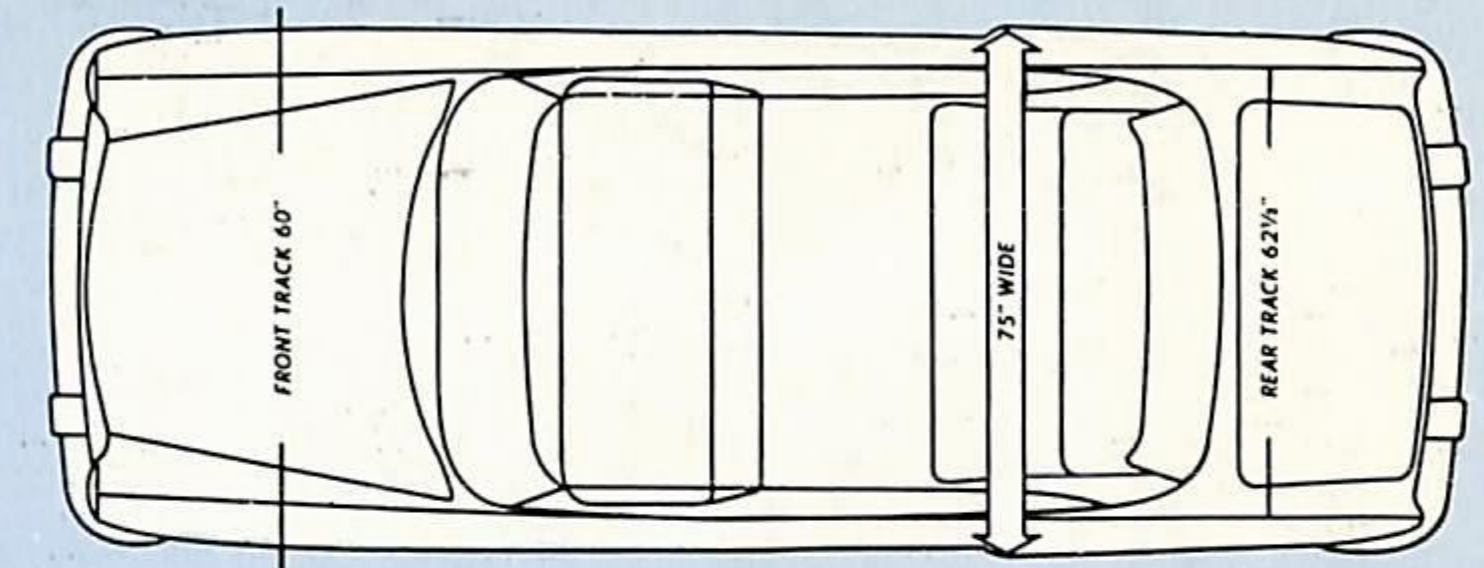
DRIVER-MATIC AUTOMATIC TRANSMISSION. For use with the L-Head engine. Smooth shifting with minimum noise or slippage. Proven in billions of miles of taxicab service. Positions are Neutral, Drive, Low, and Reverse. Quadrant light for night time illumination. Optional at extra cost.

DUAL RANGE AUTOMATIC TRANSMISSION. Available with the Overhead Valve engine. Optional at extra cost.

POWER BRAKES. Self-adjusting, disc-reaction, hydro-vac type. Power is applied to hydro-vac through hydraulic brake master cylinder. 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.



**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.

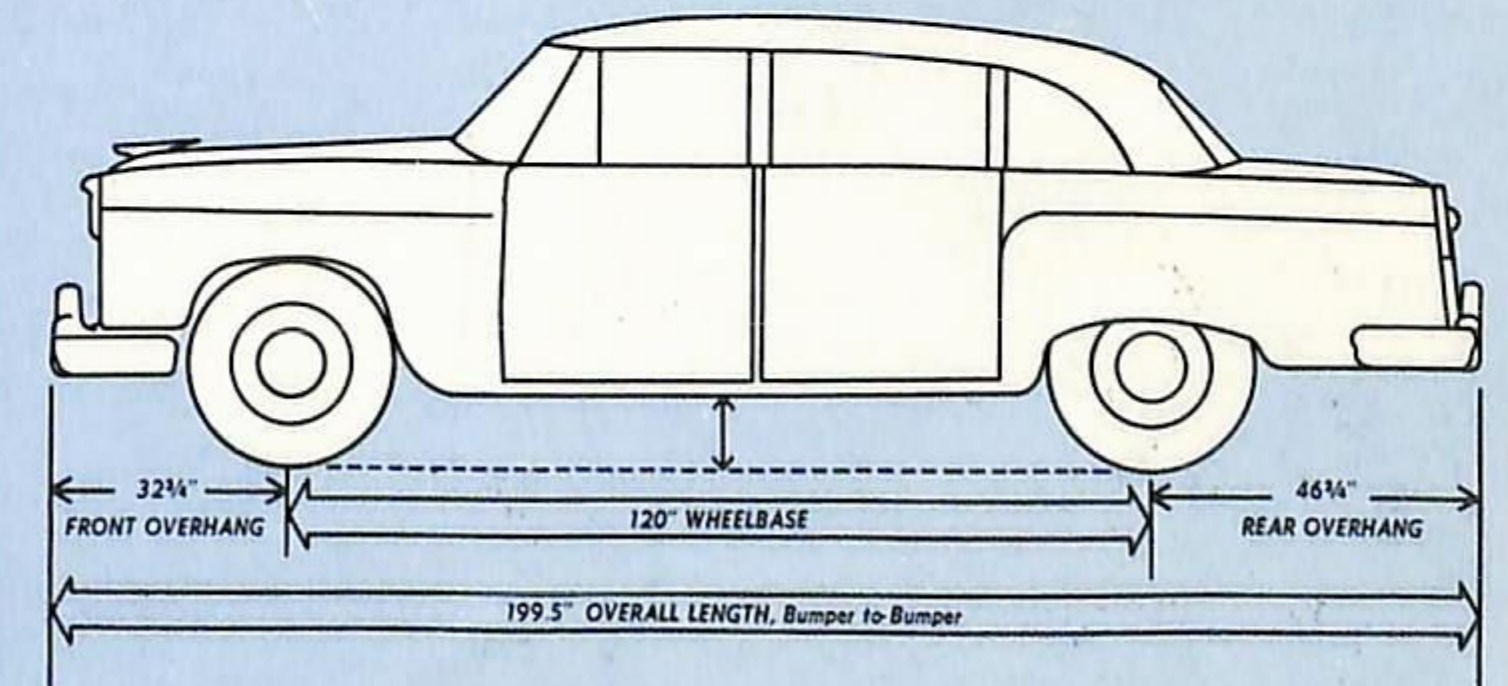
This is the model for operators who prefer a conventional three-passenger rear compartment. The seat is moved forward 10 1/2 inches and there's still plenty of leg room. (Optional at extra cost.)

OPTIONAL EQUIPMENT

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

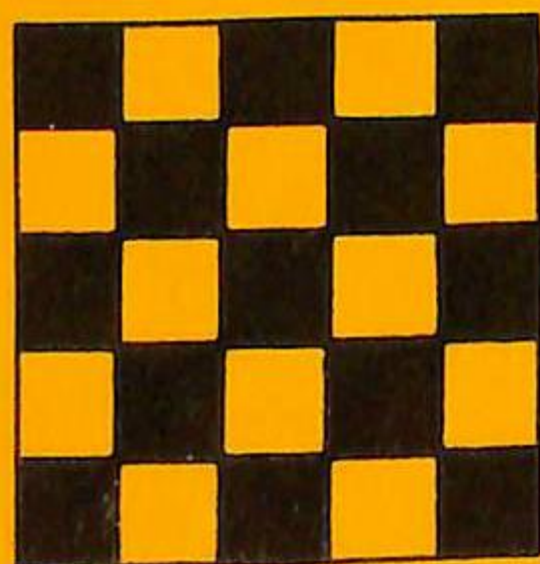
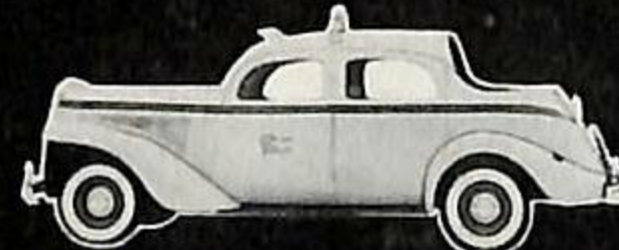
ELECTRIC PARKING BRAKE
SIGNAL
FORWARD REAR SEAT
CARD CASE, RATE & DRIVERS
LICENSE
80 AMP BATTERY
40 AMP ALTERNATOR
FLOOR TOWER SHIFTER
(STANDARD TRANSMISSION)
PARTITION
OIL FILTER
AUXILIARY HEATER
REAR DOOR REMOTE CONTROL
SPOT LAMP
TINTED GLASS

UNDERCOATING
TWO-TONE COLORS
OVERHEAD VALVE ENGINE
POWER BRAKES
AUTOMATIC TRANSMISSION
POWER STEERING
TRUNK MOUNTED BATTERY
6 LEAF EXTRA HEAVY SPRINGS
7 LEAF EXTRA HEAVY SPRINGS
GOVERNOR
2-WAY RADIO ANTENNA
2-WAY RADIO POWER CABLE
CONDUIT
MUSIC RADIO



CHECKER

builds for the taxicab industry



A Checker is built for the purpose. Why should you be satisfied using anything less?

CHECKER MOTORS
CORP.

KALAMAZOO, MICHIGAN

The Checker Trademark Is Public Preference



■ Checker Motors started in business almost 40 years ago with just one purpose in mind. It's been Checker's business ever since . . . making taxicabs.

■ Since the beginning, Checker has grown hand in hand with the taxicab industry. The taxi business wouldn't be the same without Checker.

■ Sure, lots of people make cars . . . but Checker alone pioneered the important developments that make the difference between a pleasure car and a built-for-the-purpose taxicab. The Checker history is the taxi history, and Checker is proud of the heritage.

■ Checker does not sit back on their experience either. Checker is constantly researching new ways to make the best taxicab a better vehicle and a money maker for its owners.

■ Checker has a staff of technicians and engineers dedicated to constant research and development. And Checker is always interested in hearing what ideas the operators and drivers have. Dozens of the changes that were developed in Checker cabs came about because drivers wanted them. Checker doesn't wait until September of every year to make these changes, with a lot of fancy "face-lifting" to play them up. Checker makes its improvements all year long.

CHECKER SALES AND SERVICE

Checker maintains an extensive network of strategically located warehouses, parts departments, and service depots throughout the country. Fast, thorough service and parts are readily available for Checker owners everywhere. Write us for the address nearest you.

