

*Here's why
earnings go*



UP
with

Checker

WHY A CHECKER?

It's true. A Checker Cab costs more than the Ford, Chevy or Dodge stock car. It's true, also, that owners and operators of the converted stock cars consistently and openly confess that:

The Checker Cab has no equal
as a vehicle for taxicab service.

Every operator of a converted stock car is aware of their shortcomings: the pint-sized passenger compartment, the narrow, low-bridge type doors, the big hump on the floor (designed primarily to take up room and trip over!), the uncomfortable water retaining foot wells and the dozens of other major and minor inconveniences. But, true, they cost less.

AS AN OPERATOR OF A QUASI-PUBLIC UTILITY, THE TAXICAB OPERATOR HAS DEEP, SINCERE AND PERSONAL INTEREST IN THE EXTENT AND KIND OF SERVICE OFFERED TO THE PUBLIC.

AS AN OPERATOR OF A PUBLIC CONVEYANCE, THE TAXICAB OPERATOR HAS A BASIC RESPONSIBILITY TO THE PUBLIC FAR BEYOND THAT OF AIRLINES, TRAINS AND BUSES.

AND CERTAINLY THE TAXICAB OPERATOR HAS A RESPONSIBILITY TO HIMSELF AND HIS EMPLOYEES TO PROVIDE THE SAFEST, MOST COMFORTABLE, AND MOST CONVENIENT TAXICAB TRANSPORTATION POSSIBLE.

The taxicab industry has grown more during the past 5 years than in any similar period in our history. Today ours is an enlightened industry, dealing with a far more sophisticated public—a public who knows the difference between poor service, fair service and good or excellent service.

The public we serve today are, for the most part, regular cab riders. They are affluent, knowledgeable and discriminating. While the

✻ "Above everything else a taxicab must perform with the greatest degree of comfort at the lowest possible cost...That's why we choose Checkers"

letter from a 200 unit taxicab operator

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 and economically. Today, Checker cabs are found in more than half of all taxicab fleets . . . *no manufacturer of cars or converted stock cars can approach this record.* Today, more than ever, taxicab operators require reliability and performance; today, more than ever, taxicab operators are seeking new ways to attract and hold customers . . . to satisfy the public by providing the kind of taxi service they demand. Operators tell us—as soon as Checkers are put into service, customers start requesting them . . . demanding the "comfortable big cab with the wider doors and the flat rear floor."

Today, more than ever before, taxi operators are switching to Checker . . . are staying with Checker . . . are recommending Checker to their associates. The reasons are over 40 years old; Checker cabs reflect the best interests of the owner and the operator, and at the same time provide the rider with the ultimate in safety, comfort and convenience. It was true yesterday, it is true today, it will be true tomorrow: "Above everything else, a taxicab must perform with the greatest degree of comfort at the lowest possible cost . . . that's why we choose Checkers."

**Earnings go up with CHECKER . . .
so does customer satisfaction!**

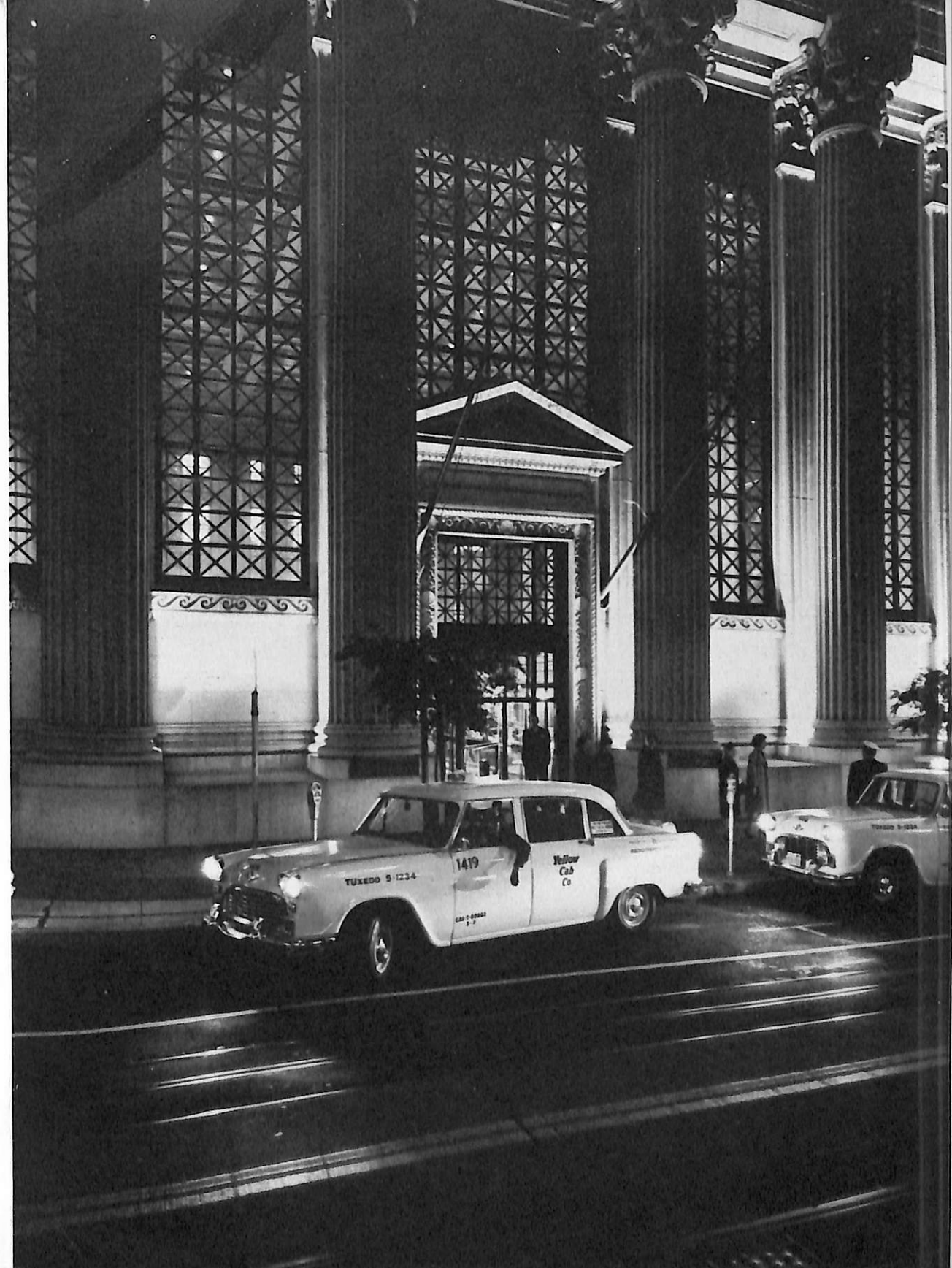
stock car with all its inconveniences may have served its purpose after World War II, today the cab riding public not only wants to get where it's going—quickly and cheaply—but safely, comfortably and conveniently, as well.

The Checker Cab costs a little more; first class, top quality service always does. But, in the long run, a Checker costs less!

- 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 door openings being fitted for pigmies or designed to knock off hats.
- 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, a Checker costs less because it is built for passenger satisfaction, driver satisfaction and operator satisfaction. It costs less because it can be used more, because it lasts longer and because there are no pass-ups with resulting revenue losses. In the long run, the Checker has no equal as a vehicle for taxicab service.

Taxicab operators, like airline companies, railroads and bus companies, owe it to themselves, their employees and the public to provide the finest, safest, most comfortable vehicles possible. This can only mean a Checker.



These CHECKER exclusive features keep earnings up . . . help guarantee customer comfort, safety and satisfaction

Your customers know the Checker taxicab as the big roomy, comfortable cab with the "jump seats," the flat rear floor and the higher, wider door openings that allow them to enter and leave with dignity and ease.

These are exclusive Checker taxicab features that no other manufacturer can offer!

Here's what some of your customers . . . people who ride cabs every day, say about Checker:

"I think it is one of the most comfortable cabs I have ever ridden in."

"I ride cabs every day, and am tired of being pulled in and out of those small vehicles. The Checker cabs are vastly more comfortable; they're solid and ride well."

"Others are built for pigmies. Checkers are built for people like me."

"This is the finest taxicab in which I have ridden . . . and I ride daily between station and office."

"It is a pleasure to be able to get in and out of the cab in a normal manner without hitting your head or losing your hat."

"It is much more comfortable than the old cabs. The floor is level making entrance to the cab much easier."

"Being a steady patron of cabs—I think this type of taxicab is superb for riding convenience for people. Roomy, easy to get in and out—plenty of space for relaxing and visibility. Hurry and put them on the market. Will promote more business and speed up the fulfillment of calls. Thanks."

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.

- A Checker will U-turn in a street only 38 feet wide.
- Checker has eliminated the useless overhang in both front and rear for easier parking 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.

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Checker exclusive! Auxiliary seats provide seating for two extra people; fold away when not in use.



Checker exclusive! Higher, wider door openings mean customers enter and leave with dignity and ease.



Checker exclusive! Flat rear floor means more head room, more leg room.



Checker exclusive! 30% greater interior space than in an ordinary 4 door sedan.



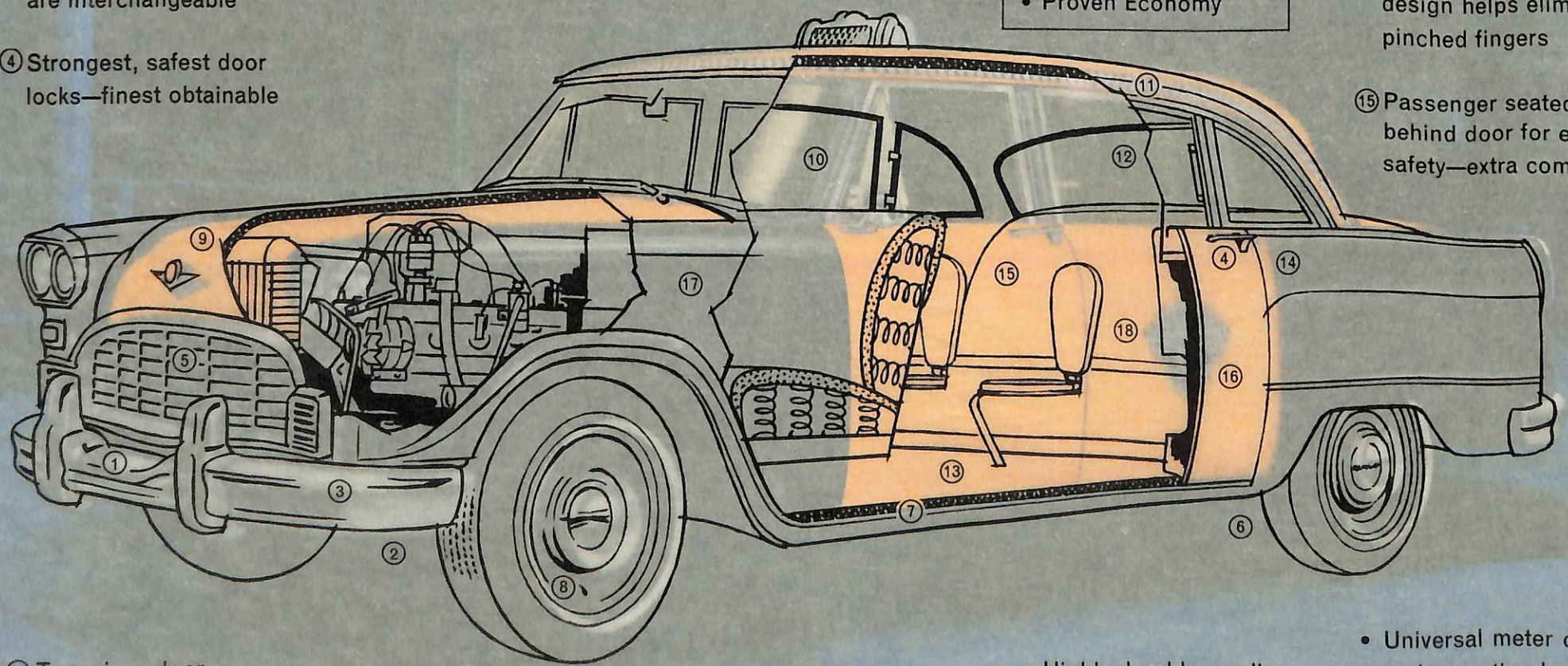
CAB
STAND



Here's why Checker will outperform and outlast

- 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 rust proofing process guards against rust and corrosion in critical areas
- ⑧ Larger 15" wheels
- ⑨ Insulated hood
- ⑩ Safety plate glass in all windows
- ⑪ Full insulation in roof, panels, dash and floor
- ⑫ Higher, wider door openings
- ⑬ Flat rear floors
- ⑭ Straight line door design helps eliminate pinched fingers
- ⑮ Passenger seated behind door for extra safety—extra comfort

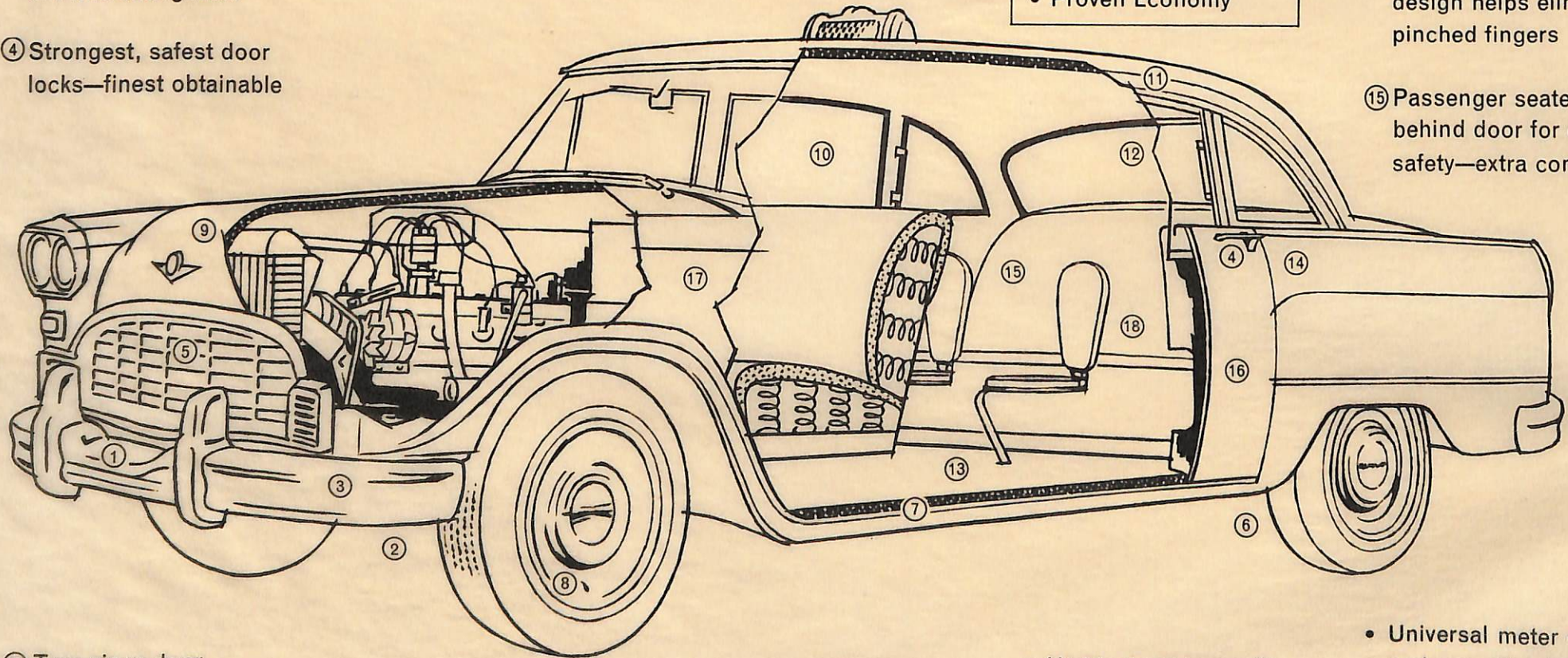
- Built-To-Last
- Proven Performance
- Proven Dependability
- Proven Economy



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- ⑮ Passenger seated behind door for extra safety—extra comfort
- ⑯ Universal meter opening and mounting brackets installed at factory—eliminating costly custom installations
- ⑰ Instrument panel features easy to read, circular gauges in classic arrangement
- ⑱ Tough vinyl upholstered seats with full coil and foam construction
- Highly durable acrylic lacquer for longer lasting, better looking finishes
- ⑲ Two piece door construction permits easy repair

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anything on the street today!

- ⑲ Double channel X-brace frame—greater strength, stability and safety
- ⑳ Perfectly balanced chassis—built stronger, built better, built to give an extra measure of safety, long life, and security
- ㉑ 23 gallon fuel tank—keeps the cab on the road longer—working and earning

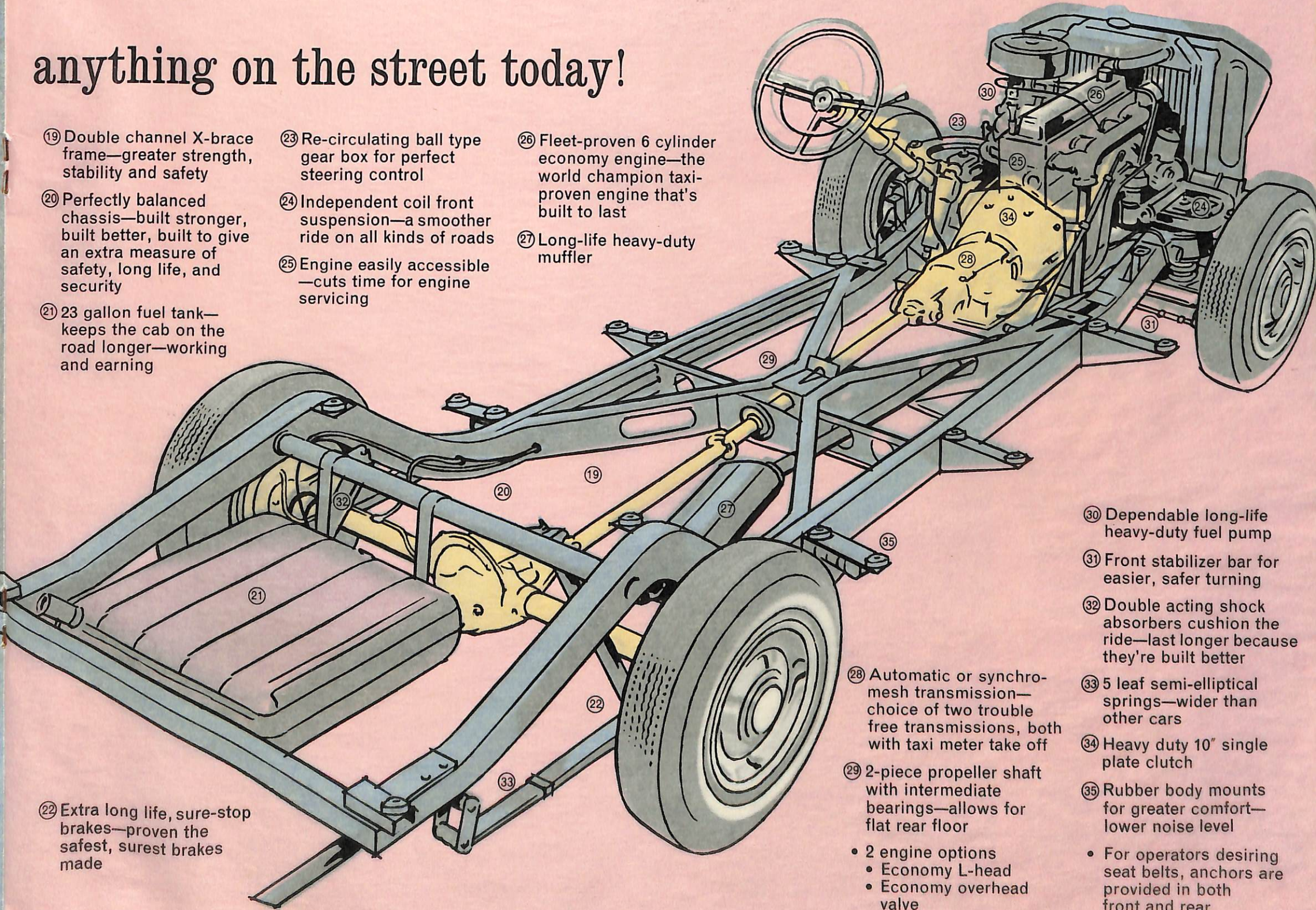
- ㉒ Re-circulating ball type gear box for perfect steering control
- ㉓ Independent coil front suspension—a smoother ride on all kinds of roads
- ㉔ Engine easily accessible—cuts time for engine servicing

- ㉕ Fleet-proven 6 cylinder economy engine—the world champion taxi-proven engine that's built to last
- ㉖ Long-life heavy-duty muffler

- ㉗ Extra long life, sure-stop brakes—proven the safest, surest brakes made

- ㉘ Automatic or synchromesh transmission—choice of two trouble free transmissions, both with taxi meter take off
- ㉙ 2-piece propeller shaft with intermediate bearings—allows for flat rear floor
 - 2 engine options
 - Economy L-head
 - Economy overhead valve

- ㉚ Dependable long-life heavy-duty fuel pump
- ㉛ Front stabilizer bar for easier, safer turning
- ㉜ Double acting shock absorbers cushion the ride—last longer because they're built better
- ㉝ 5 leaf semi-elliptical springs—wider than other cars
- ㉞ Heavy duty 10" single plate clutch
- ㉟ Rubber body mounts for greater comfort—lower noise level
 - For operators desiring seat belts, anchors are provided in both front and rear



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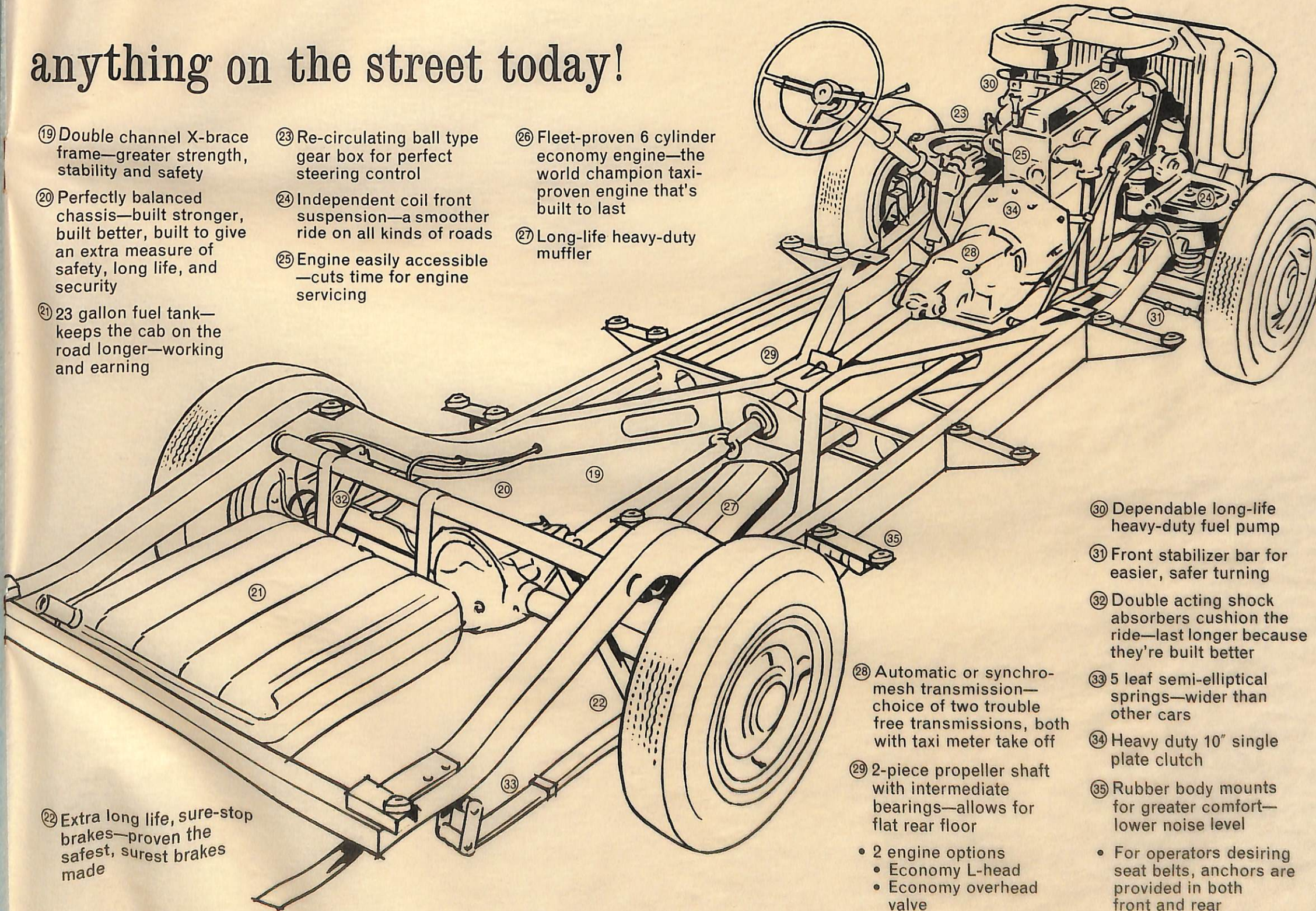
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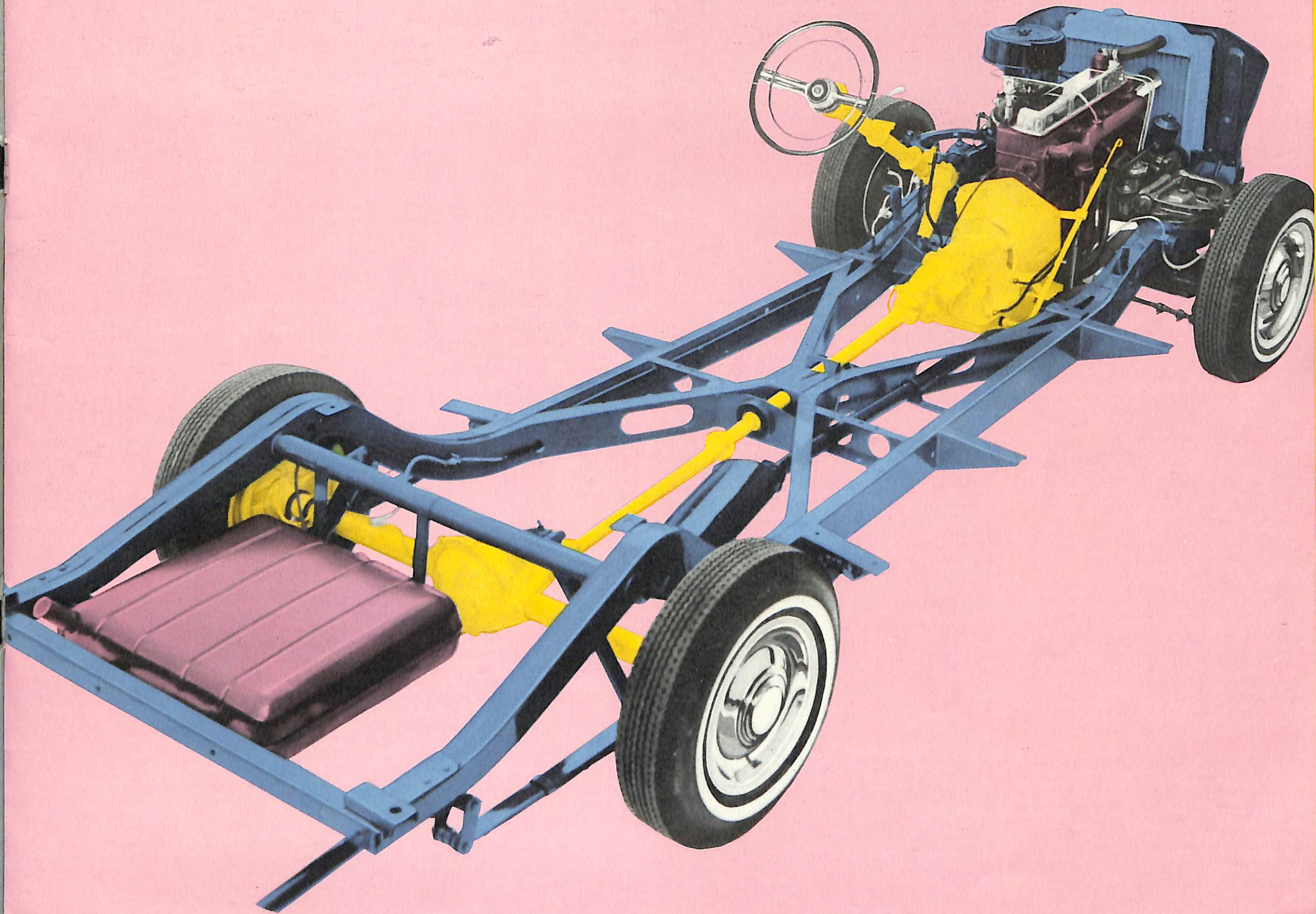
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- Economy L-head
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It costs more and takes longer to build a Checker taxicab. This is evident in every detail of superb craftsmanship and manufacturing excellence. Checker believes in producing the 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.

THE 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. Powerful 80 amp battery (optional at extra cost) at 20 hour rate. Heavy-duty double coil type starting motor.

PROPELLER SHAFT. Two-piece propeller shaft has intermediate bearings to eliminate "whip" and vibration, allows for flat rear floor convenience. 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.

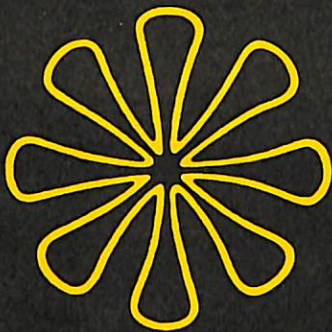
TRANSMISSION. Synchronous meshing between 2nd and 3rd gears eliminates clash and grind. Extra large bearings for long service. Helical gears and Synchro-mesh for second and high. Spur gears for first and reverse.

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. 1¼" downdraft carburetor has built-in automatic choke, dry type air cleaner. Fuel tank has 23 gallon capacity.

PERFECTLY BALANCED 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 1¼" dia. Axle tube 2¾" dia. Spring seats 49½"



Here's why
maintenance

costs are

DOWN

with Checker

centers. Standard transmission ratio 3.73 to 1, optional 4.09 to 1. Automatic transmission 3.31 to 1 standard, 3.54 to 1 optional. 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, distortion-free, semi-wrap-around windshield gives an unobstructed view for safer driving. Windshield wipers are driven by vacuum booster pump, not affected by acceleration. 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 aluminum to resist rust and corrosion. Door hinges are equipped with a built-in door check and hold-open device.

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. Universal meter opening and mounting bracket installed at factory as standard equipment.

SEATS. Both front and rear seats are 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. 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.

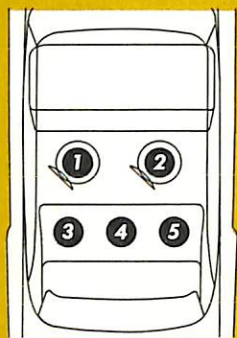
POWER BRAKES. Self-Contained vacuum suspended, direct coupled Master-Vac brakes are available as an option. In case of power failure, reserve tank provides 2 to 3 power assisted brake applications after engine is stopped. Thereafter, brakes are controlled hydraulically through the foot pedal. Optional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

POWER STEERING. Unit operates in conjunction 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.

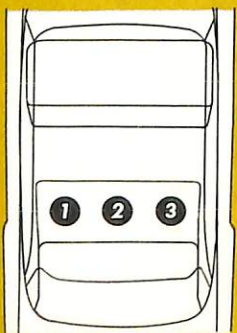
Optional Equipment

- | | |
|----------------------------------|-----------------------------------|
| Power Brakes | 80 amp Battery |
| Automatic Transmission | Floor Tower Shifter |
| Power Steering | Partition |
| Auxiliary Seats | Oil Filter |
| Power-Lok Rear Axle | Auxiliary Heater |
| Air Conditioning | Rear Door Remote Control |
| Extra Heavy-duty Shock Absorbers | Spot Lamp |
| Front Arm Rests | Tinted Glass |
| Wheel Covers | Undercoating |
| Windshield Washer | Two-tone Colors |
| Back-Up Lights | Overhead Valve Engine |
| Heater and Defroster | Trunk Mounted Battery |
| White Sidewall Tires | Extra Heavy Springs |
| Outside Rear View Mirror | Governor |
| Electric Parking Brake Signal | 2-way Radio Antenna |
| Forward Rear Seat | 2-way Radio Power Cable Conduit |
| Rate Card & Drivers License Case | Automatic Transmission Oil Filter |

Now CHECKER gives you a choice of two taxi-proven rear compartments



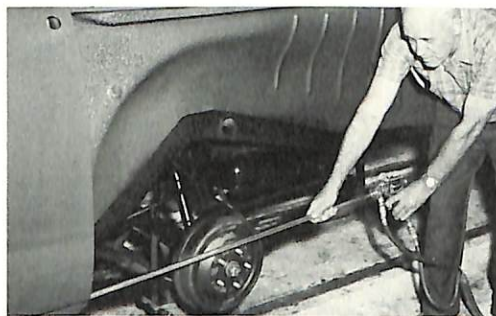
For maximum use of Checker's interior space, the rear seat is set all the way back. With optional auxiliary seats that fold out of the way when not in use, you can seat five people comfortably.



This is the model for operators who prefer a conventional three-passenger rear compartment. The seat is moved forward 10½ inches and there's still plenty of leg room. (Optional at extra cost.)

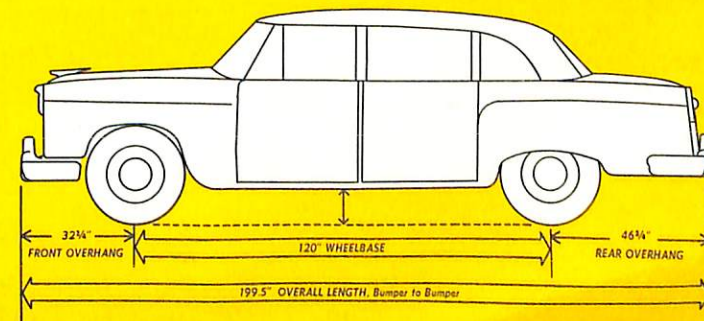
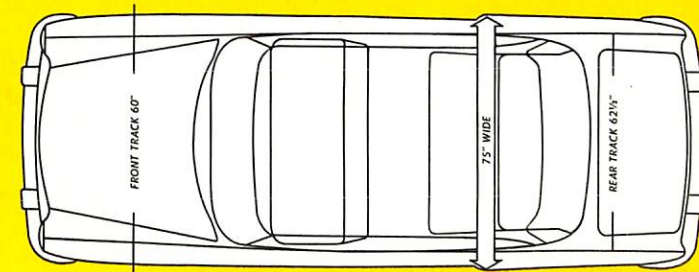


CHECKER PUTS PROOF INTO RUST-PROOFING! A thorough program for the prevention of rust has been installed at Checker. Each vehicle has a zinc chromate red oxide rust-inhibited primer administered to the top of the floor pans in the front, rear and trunk compartments. All detachable parts are treated with a thermo plastic sealer. To complete this protective process, a revolutionary new rust preventative grease, developed by Texaco, is applied to pillars, lower section of all doors, the trunk compartment and below the rear quarter windows. This is still another reason why Checker taxicabs are built to last longer—to maintain their value longer.



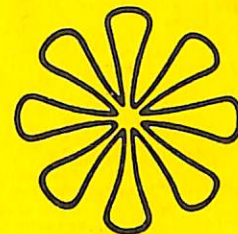
Engine Specifications

	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 ⁵ / ₁₆ " x 4 ³ / ₈ "	3 ⁵ / ₁₆ " x 4 ³ / ₈ "
Piston Displacement	226 cu. in.	226 cu. in.
Pistons	Cast aluminum alloy	Cast aluminum alloy
Ring Set-Up	Top ring, 3/32" wide, chrome plated. 2nd ring, 1/8" taper face, compression. 3rd ring, 1/8" taper face, compression. 4th ring, 1/4" oil ring with expander. 5th ring, 5/32" wiper, below piston pin.	Top ring, 3/32" wide, chrome plated. 2nd ring, 1/8" taper face, compression. 3rd ring, 1/8" taper face, compression. 4th ring, 1/4" oil ring with expander. 5th ring, 5/32" wiper, below piston pin.
Carburetor	1 1/4" downdraft with automatic choke.	1 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)





Checker Motors Corp. KALAMAZOO, MICH.



Checker Motors Corp. has been building taxicabs for over 40 years. Since its inception, Checker has grown hand-in-hand with the taxicab industry. Other manufacturers build pleasure cars, but only Checker builds a taxicab. The Checker history is the history of the taxicab industry—and Checker is proud of its heritage.

The Checker staff of technicians, engineers and research people are dedicated to constant improvement in the product. They regularly hold maintenance meetings, driver and operator meetings, and are always seeking information in the field. The information, complaints, ideas and programs are acted upon immediately. In addition, drivers, owners and operators are encouraged to present their suggestions—at any time—for even better products; more satisfying, durable, comfortable and better performing taxicabs.

An extensive network of warehouses, parts depots and service oriented technicians is located throughout the country to provide fast, thorough service for Checker owners everywhere.

CHECKER

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