

**Checker
gives you
more...
of what
you buy
a cab for!**

**No other cab
measures up to a Checker.
the only real cab.**







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**Mr. David Markin, Vice President
Checker Motors Sales Corporation
Kalamazoo, Michigan 49007**



Checker gives you more...

MORE Safety

Today's safety-conscious public appreciates the "solid" feel of the Checker ride. Double-channel X-brace frame has 3 tubular and 2 channeled cross-members. It absorbs 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. Only Checker taxicabs are lined with steel! A complete rim of heavy gauge steel surrounds the entire roof line as well as the passenger compartment. Extra protection for drivers and passengers.

MORE Durability

More effort, more cost, more care is put into every Checker built. Every manufacturing step is rigidly quality-controlled. Working with taxicab operators, Checker has incorporated every practical suggestion for improvement in design; has tested every part, every feature in billions of miles.

MORE Economy

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. Extra-thrifty OHV 6 or choice of two optional high-performance V-8's. Both engines use regular grade fuel.

MORE Features



A Checker Exclusive! Checker's higher, wider door openings mean patrons walk in and out without stooping. 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 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.

You are interested in the safety, comfort and well-being of your customers—only Checker delivers TOTAL TAXICAB features to you; comfort, safety and convenience features that add up to a better deal . . . for you, your drivers, the public.



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