

CALL A CHECKER CAB

Theme song of the CHECKER
CABBIES radio program, broadcast every
Thursday evening—7:30 to 8—Station WOR



\$100
PRIZE

for the best new chorus for this song (words only)

Hear the Checker Cabbies play "Call a Checker Cab" over Station WOR each Thursday evening at 7:30. Play the music yourself until you are thoroughly familiar with the stirring swing of its melody—the chorus part, especially. Then write your suggestion for appropriate new words for the chorus. A prize of \$100 will be awarded for the best chorus submitted.

RULES OF CONTEST

Write on one side of the paper only—print your name and address clearly at the top of the page.

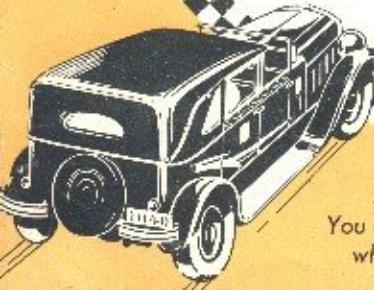
Contest is open to everyone except employees of the Checker Cab Mfg. Company and their families.

The board of judges will consist of executives of the Checker

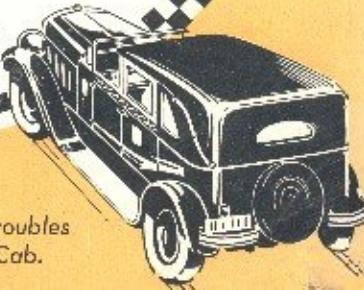
Cab Mfg. Co. and Redfield-Coupe, Inc. Their decision will be final.

Contest closes on Thursday, March 27th, 1930, at midnight. All entries must be postmarked prior to that time.

The winner will be notified by mail of his or her success as soon as the Judges arrive at their decision.



Address all manuscripts to Checker Cab Mfg. Company, care of Station WOR, 1440 Broadway, New York



You can check your traffic troubles when you call a Checker Cab.

SAFE, ECONOMICAL TRANSPORTATION

by
COMPETENT
COURTEOUS
DRIVERS

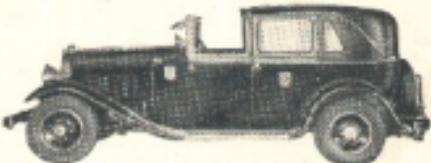
Checker Cabs are sturdily built for safety and dependability. They are equipped with four-wheel brakes, non-shatterable glass, and other features to insure your comfort and security.

Checker Cab Drivers are competent, careful and courteous. Their references as to character, experience and ability are carefully investigated. They know the shortest route to your destination.

There are various colored Checker Cabs. First, there is the familiar black and silver Checker, known as the "Black Beauty." Others are the orange and black Checker Cab, the cream and black Checker Cab, and, of course, the maroon and black Checker Cab.

There are thousands of Checker Cabs on the streets of New York. And as you travel about the country, Checker Cabs greet you at railroad stations—like old, reliable friends.

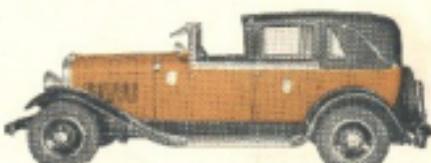
CHECKER CAB MANUFACTURING CO.
COLUMBUS CIRCLE
NEW YORK



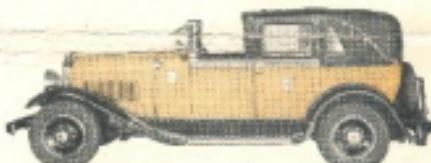
Adopted as New York's very own, Distinguished Black and White Checker with Silver Trimming. Popularly and appropriately known as the "Black Beauty," many of these are operated by the Motor City Transportation Company and display its insignia.



A rich maroon color with black and white checker. "As fine as any private limousine," many of these are operated by the Motor City Transportation Company and display its insignia.



Readily recognized by its distinctive bright color, body trimming is of silver. These cabs are operated principally by the Yellow Taxi Corporation of New York, without the Checker border or name plates.



This unit also displays the black and white checker which, of course, is the insignia of all genuine Checker Cabs. Body trimming is of silver. On many of these cabs you will find the insignia of the National Transportation Company.

*There's a smile in every mile when
you ride in a Checker Cab.*

ALWAYS LOOK FOR THE CHECKER BORDER TO IDENTIFY GENUINE CHECKER CABS

Except those operated by Yellow Taxi Corporation

Independent fleet owners operate all of the cabs illustrated without the name of the Corporation, but the Checker name plate appears on the doors of independently operated Checker Cabs.