



Announcing the Checker Cab (FORMERLY THE MOGUL)

Checker Cab Manufacturing Corporation
1301 South Cicero Avenue
Chicago, U. S. A.

July 15th, 1922.

To the Cab Operators
of America:

Some months ago when the writer resigned as president of the Commonwealth Motors Company, he was so much impressed with the wonderful future ahead of the cab business, that he determined to organize a manufacturing company whose policies and facilities would reflect an unrestrained ability to serve your great fraternity.

An Open Letter
to All Owners
of Taxicabs
and Cab
Companies

He particularly realized that less than ten per cent of the vehicles you have in use were ever designed for cab service, ninety per cent of the capital you have invested is today tied up in the next best kind of vehicle you were able to buy.

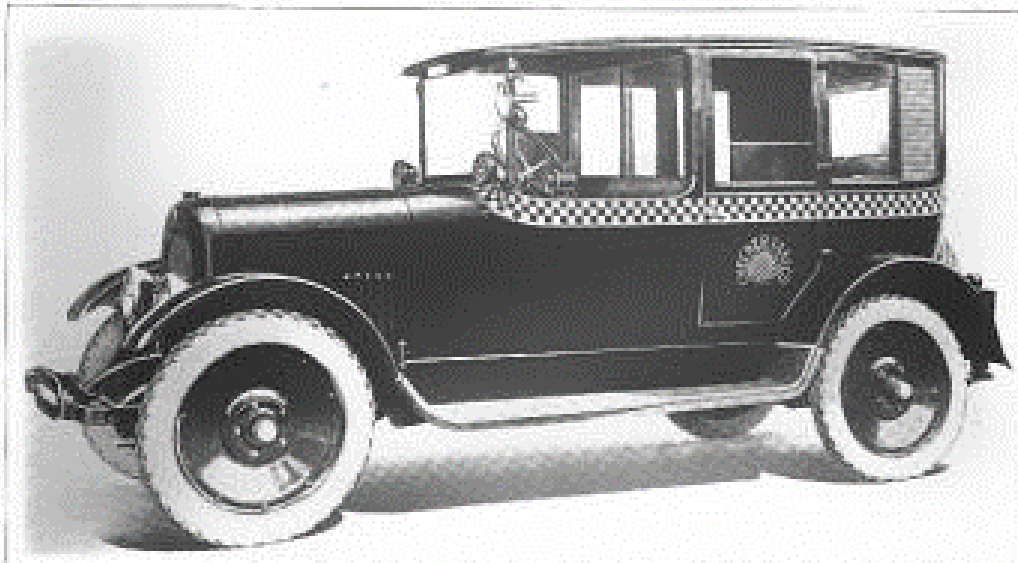
It is very plain there is a real market for another genuine cab product, and the character of competition, this company proposes to offer in soliciting your business, will help you for it will provide a choice of values that will have to be fully demonstrated to your satisfaction.

Our early negotiations give us all rights, etc. to manufacture the Mogul Cab. Upon securing these, we at once proceeded to make preparations for production, which now permits this announcement of the Checker Cab.

Having closely watched the performance of the Mogul Cab through millions of miles of service in the fleet of the powerful Checker Taxi Company of Chicago, as well as in the service of its other national users, we know that the Checker Cab now being built is as humanly perfect as a man made machine can be, and in this production, only the highest standard of engineering and manufacturing will be tolerated. A separate re-search and experimental Department is already seeking to improve Present accepted design practices.



MANUFACTURING CORPORATION



We are also well fortified in our knowledge of cab maintenance and operation, and will welcome any opportunity to discuss these vital factors with alert operators who may desire to check their present system of costs, etc.

The writer wants to thank our many esteemed friends for the excellent reception accorded our informal announcement of incorporation, made some months ago. In this connection it is very gratifying to say that our initial three month production of Checker Cabs was sold out shortly following our first showing of one at that time.

Our new plant is now being occupied, and new business will be booked for this commencing September 1st.

You have the writers personal pledge that it will be our constant concern and ambition to make our product and counsel contribute in every possible way to your success and prosperity.

Respectfully yours,

CHECKER CAB MANUFACTURING CORPORATION,

Morris M. Martin

President.

MANUFACTURING CORPORATION

*Standard Fleet
Unit of Checker
Taxi Co., Chicago
Operating Over
750 Cabs.*