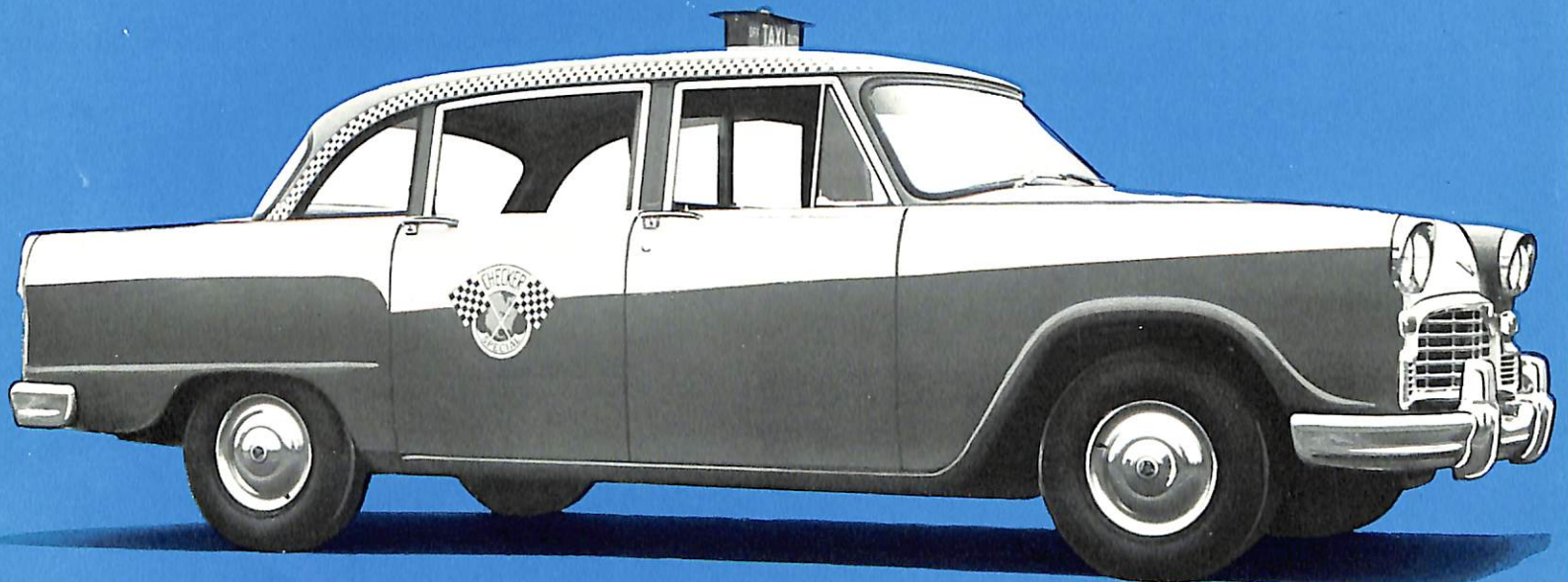


what makes this cab
different from any other?

CHECKER JERSEY SALES CORP.
1849 MORRIS AVENUE
UNION, N. J. 07083
(201) 687-3535

Built-In Driver Protection!



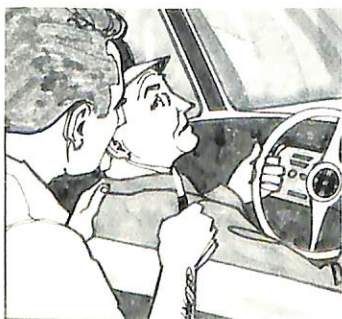
CHECKER

world leader in exclusive taxicab design
and manufacture—now brings you the

CHECKER "SAFE-GUARD" CAB

scientifically engineered to

- ★ protect drivers against assaults and hold-ups
- ★ discourage robbery attempts
- ★ protect cab patrons in questionable areas
- ★ help make cab driving a better job



It's a new kind of cab—but with the same classic design, operating economy, comfort and convenience features that have kept Checker the world's first choice for nearly fifty years. The Checker "SAFE-GUARD" Cab offers *complete* driver protection at the flick of a switch and in no way inconveniences the driver. It is designed to prevent and discourage armed robbery, mugging or assault.

No need to lose *any* fare . . . No need to turn on the "off duty" sign when you are hailed by suspicious-appearing passengers. Only Checker "SAFE-GUARD" Cabs give you *extra* security and *extra* safety—no matter where your fare asks to go.

Complete, Automatic Driver Protection

Armored partition

The basic protective system consists of a partition of armor plate in two parts extending the full width of the vehicle, between the driver and passenger sections.

Bullet-proof windows

A fixed window of bullet-proof glass is located directly behind the driver's contoured single seat, with a power-operated bullet-proof window on the right. Normal contact with the cab patron is maintained, since the partition is glass and can be quickly and easily lowered. The driver is always in sight of the passenger—available for conversation, making change and other regular driver-passenger relations.

Safety fare drawer

When a suspicious passenger is in the cab, the hinged "pass through" drawer can be used for handling fares and change. Located in the middle of the partition, the fare drawer is convenient to both the driver and passenger.

Police call signal

As soon as the driver activates his controls, a signal atop the cab's roof light begins flashing to attract police to the scene.

Completely air-conditioned (optional)

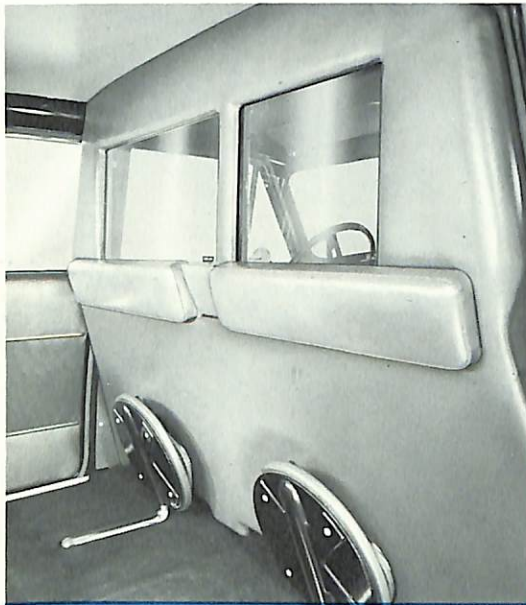
Directly underneath the standard Checker dashboard are "SAFE-GUARD" control switches and a compact air-conditioning unit.

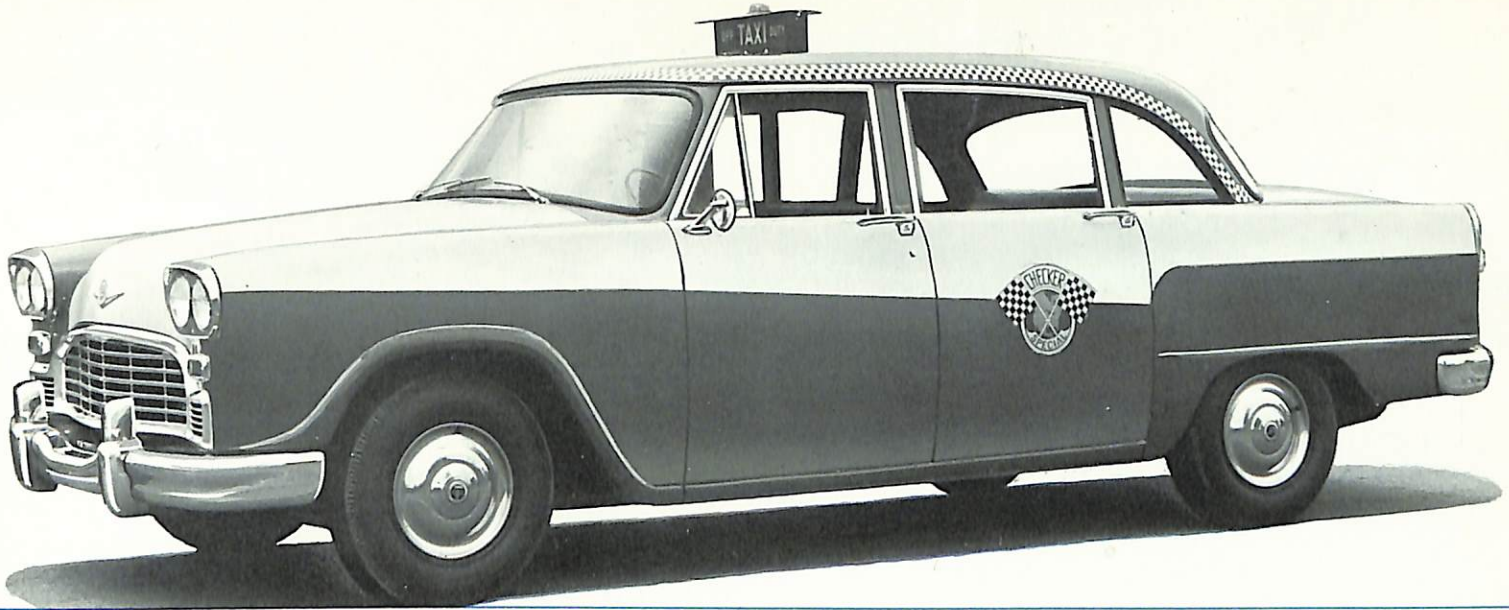
Power Windows

Power windows for both passenger compartment and driver's seat are available as optional equipment. Driver can control all four windows.

Bullet-proof construction designed, built and tested by the Materials Research Laboratories of Olin Mathieson Chemical Corporation, working in conjunction with Checker Motors Corporation and Pittsburgh Plate Glass Co.

The Olin division is a leading developer and manufacturer of bullet-proof materials for armored cars and other mobile uses. Testing the protective panels at point-blank (one-foot) range with the most powerful handguns made, the research staff could not penetrate them. Careful consideration was given to the design of the partition so as not to affect the taxi's over-all performance or driver or passenger comfort. Driver's seat; a high-backed, contoured, 30-in. "bucket-type" seat is provided for the driver's comfort and safety.





The Most Effective "Robber-Proof" Cab Yet Devised!

The Checker "SAFE-GUARD" cab has been hailed as providing the best possible driver and passenger protection against hold-ups, muggings and other criminal acts. The electrically-controlled mechanisms are simple and fast to operate. The Checker "SAFE-GUARD" cab is a sound investment for the protection it offers for the drivers and passengers alike.

Report No. MRL-65-PR-24, Ballistics Tests of Aluminum Armor Construction, conducted for Checker Motors Corporation by Materials

Research Laboratories Division of Olin Mathieson Chemical Corporation, states:

"The armor plate recommended for the Checker Motors bullet-proof partition has been tested with both .45 caliber and .357 caliber magnum metal-piercing bullets. From these tests, it is concluded that a plain 1/4" plate of the aluminum alloy recommended would provide adequate protection because the metal piercing bullet merely bulged but did not penetrate the metal. Even at one-foot or 'point-blank' range, the protective panels were not penetrated."

The effectiveness of bullet-proof glass made by Pittsburgh Plate Glass Co. has been established over years of use.

Here are the reasons why Checker taxicabs keep riders and drivers happy, last longer, earn more money for owners:

Superior Chassis Features:

- 1 Perfectly balanced chassis—built stronger, built better—built to give an extra measure of safety, long life and security.
- 2 Less than 200 inches over-all—no useless overhang in front or rear means a roomier passenger area.
- 3 Double channel X-brace frame—greater strength, stability, safety.
- 4 Heavy-duty front and rear bumpers are interchangeable.
- 5 Wide track design combined with front stabilizer bar means greater stability, better roadability, easier handling.
- 6 15" wheels mean better road clearance, longer tire life.
- 7 2 engines—standard 140 h.p. overhead valve six and optional 195 h.p. economy V-8.
- 8 Standard synchromesh or optional automatic transmissions—fleet-proven for trouble-free operation.
- 9 Dependable heavy-duty, fleet-proven parts such as 11" single plate clutch, double-action shock absorbers, and fuel pump are designed for longer life, better performance.
- 10 Independent heavy-duty coil front suspension system.
- 11 Five leaf semi-elliptical springs—wider than most other cars.
- 12 Recirculating ball type gear box for perfect steering control.
- 13 Brakes are fleet-proven for sure, safe stopping power.
- 14 23-gallon fuel tank—once-a-day refueling means more working-earning time.

Superior Body Features:

- 1 Extra-large passenger area—room for five adults in complete comfort and with plenty of headroom.
- 2 Straight line door design combined with higher, wider door openings mean easiest entry and exit.
- 3 Passengers seated behind door for extra safety—extra comfort.
- 4 Rear floors are virtually flat for even more passenger room and comfort.
- 5 Fiberglass insulation in roof, panels, dash, hood and floor soften road noises.
- 6 Safety plate glass in all windows.
- 7 Durable vinyl upholstered seats with coil and zig-zag springs combined with foam cushioning.
- 8 Instrument panel features easy-to-read circular gauges in classic arrangement.
- 9 Bolt-on fenders mean less costly, faster replacement.
- 10 Rubber body mounts for greater comfort—lower noise level.
- 11 Positive rustproofing process guards against rust and corrosion.
- 12 Timeless classic styling; cab will not be obsoleted with yearly model changes.

specifications subject to change.



Checker Motors Sales Corp.

Kalamazoo, Michigan

Checker "Safe-Guard" Cab gets "rave" notices from newspapers, magazines, radio, TV!



Safety features of "stickup-proof" cab are armor-plated partition between driver and passengers with bullet-proof glass windows. Window at right is fixed; one one left can be raised and lowered.

Anti-Crime Taxi Bids Fair To Dead-End Holdup Fear

A .38-caliber bullet today was fired at the driver's seat in a taxi cab. The bullet bounced harmlessly off an armor-plated partition separating the driver from his passengers in a demonstration of what the Checker Motors Corp. described as a "stickup-proof" cab.

Outwardly no different from a familiar taxi, the new Checker "Safe-Guard" cab is a far cry from the ordinary taxi. It is a bullet-proof taxi, designed to protect the driver and passengers from the dangers of a "stickup" or a "dead-end" holdup.

NEW YORK WORLD-TELEVISION REPORTS, INC.
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BILDERSEE PUBLIC RELATIONS

RADIO TV REPORTS, INC.
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FOR BILDERSEE PUBLIC RELATIONS
PROGRAM Sixth Hour News
DATE August 25, 1965 - 6:00 PM
STATION WNBC-TV
CITY New York

ON THE LINE: VOICE: First Aid for the Cabbie

BY BOB CONSIDINE

THE FOLLOWING New York cab drivers had something in common: Morris Trapman, 56; Abraham Schwartz, 60; Nathan Hy-Gilbert, 62; Emilio Sanmartin, 48; Irving S. Davis, 47; Irving Glaubach, 59; Manuel Carnot, 37; Moses Harris, 53; Solomon Eisenstein, 58; John Gaimaro, 52; Arthur J. Abrams, 34; and Wyatt Glasgow, 39.

They were all murdered by passengers, from August of 1959 to last February.

That list does not include the dozens of cabbies who have been stuck up at gunpoint or knifepoint and robbed of a hard day's or night's dough. In the past few months I've ridden in two New York cabs whose owners have closed their payment of fares and receipt of change three kids," one man explained with touching simplicity.

Another cab contained the driver's dog, complete with dripping fangs, which leaped at my throat upon my entrance and missed by an inch or two because it had run out of steel chain. "Boco would kill any bum lays a hand on me," the cabbie said.

his iron-clad Locomobile. Here are some of its dandy little features:

Full armor-plating between driver and passenger section. A fixed window of bullet-proof glass located directly behind the driver's seat (bucket seat). Another partition window which can be lowered or raised hydraulically by the driver. It, too, is bullet-proof. If a driver feels that windows must be up after a look in the rear passenger, a little "through" drawer can be used to handle business transactions as they accrue at the end of the ride. Very difficult to poison dart through the drawer.

Astronauts down at sea actively SOS blinker atop their spacecraft says nothing functional comes out of the space effort. The bullet-proof cab will have a similar distress atop its roof, to attract police of an attempted stickup.

And what will the thug do while the blinker calls for help after exhausting his ammunition? He'll be trapped. Another button on the driver's command automatics compartment. If he decides to find no excess there. Still and ton, known only to the driver, steel pin bar across the door.



CONSIDINE

ANNOUNCER: "The passenger cab drivers' hate more than a deadbeat, who can't pay for the ride when he reaches his destination, is the passenger who pulls a gun or a knife to relieve the cabbie of his cash. The Checker Motors says its insurance reporter just unveiled a cab at the Waldorf-Astoria."



Safer Driving

New-style taxicab by Checker Motor Corp. is fitted with panic lights blinker atop auto; closes bullet-proof window between passenger and driver; and locks rear doors and windows until help arrives.

At least one person, confiscated pyrote and LSD as a Panigo Rd. is not part of town's fashionable beach. But, Suffolk police said, attracted a strange mix of local youngsters and high school and college students from a rich resort crowd.

One of the guests was identified as Marshall O'Neil, 22, who identified himself as the son of a New York City broker, was turned over to Suffolk County AF Base held for military authorities. Port Knox, Ky.

A jazz band led by Boone, III, 29, was playing when the raiding party entered the house at 1100. The music stopped and the band began to play. The cops waiting in the yard.

14 DAILY NEWS, THURSDAY, AUGUST 26, 1965



Safety First. At an exhibit at Waldorf, the Checker Motor Corp. shows how safety features, among them a money tray (above) and a bulletproof shield (left), could be installed in cabs to thwart holdup attempts. Rise in cab holdups resulted in Checker developing system to enable drivers to press "panic button," setting off yellow blinker on roof of cab and locking doors.

Polka Up! We Watch Your Sten

NEWS POLL
The News World's Fair Public Fair visitors from 9 A. M. to 10 P. M.

NEWS SAFETY FOR CAB DRIVERS

Tempo looks at the world of a taxi. A new kind of taxi. A Checker cab which looks like any other taxi. A difference between the driver and the passenger. There is a push a difference between the driver and the passenger.



Checker Motors Corporation

For a demonstration of the new Checker "Safe-Guard" Cab visit:
Checker Motors Sales Corporation
419 E. 60th Street
New York, N.Y. 10022
Call: TE 2-8100

Kalamazoo, Michigan 49007

Specifications subject to change without notice.
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