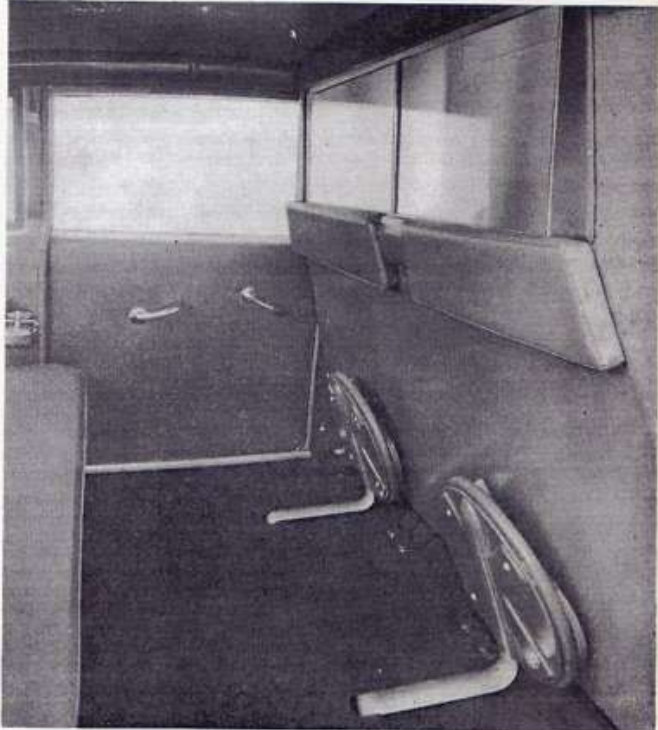
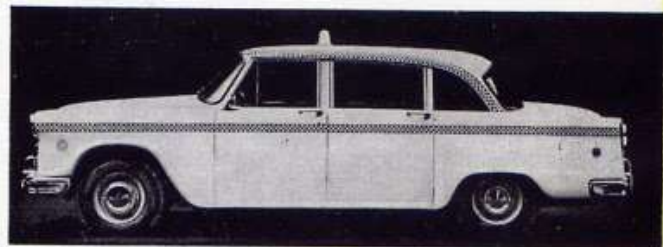


The Checker Survival Plan.



Things are tough all over. Remember when all you had to worry about was impossible traffic, unbelievable hours and unsympathetic lawmen? Now it's a matter of survival!

Checker has done something about it, though. In addition to building the only real taxicab, the only cab that really looks like a cab, Checker has designed and engineered the Life-Guard partition. Floor to ceiling. Side to side. Bullet-resistant. Made of "space-age" Lexan and aluminum armor, it's the first truly fail-safe partition ever made. Easily transferable from one Checker to another, it costs less than a nickel a day! We call it the "Survival Plan." Pretty darn cheap when you consider it's your life we're trying to save!



New! 1971 features . . . the best cab in our 50 years of building the only real taxicab!


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