

WHAT OWNERS SAY ABOUT

Checker

AUTOMOBILES



Checker Motors Corporation

KALAMAZOO, MICHIGAN

U. S. A.

THE LETTERS and statements on the following pages offer proof of the performance of Checker Automobiles. These vehicles are "built for the purpose" from the finest materials available; nothing has been spared to produce the most durable, economical car on the American road today.

¶ To insure that Checker Automobiles continue to operate at low cost throughout their long life, Checker maintains a service organization that knows no equal. By having its own service group, Checker is able to consistently maintain the highest quality service which its customers so richly deserve.

¶ Checker Motors Corporation, its sales and service subsidiaries, stand ready and willing to give service before, during, and after each sale.

HENRY'S TAXI
208 Post Avenue
Westbury, Long Island
New York

Phone: EDgewood 4-2900

August 23, 1957

Checker Cab Sales Corporation
315 West 68 Street
New York 23, New York

Gentlemen:

The six (6) Model A-8 Checker Dri-ver-matic Special Cabs recently delivered to us still have a very low mileage.

We have had them just two months and their average mileage is 11,000 miles.

But our reaction is very clear.

Your 1957 Taxicab is terrific. A real pleasure to operate.

Yours very truly,

HENRY'S TAXI



Frederick Hladky, President

HE 4-8132 :: PHONES :: HE 4-8133

QUICK SERVICE TAXI COMPANY

Home Owned and Operated :: 24 Hour Service

Office: 741 North New Street
ALLENTOWN, PA.

August 9, 1957

Checker Cab Company
315 West 68 Street
New York 23, N. Y.

Dear Sir:

The following is in response to your request for particulars of our experience in the operation of the Model A-8 Checker Cab.

We have been buying Checker cabs since 1950. So, we have learned to take certain things for granted with Checker cars: economy of operation, low maintenance cost and good gasoline mileage.

The Model A-8 Checker, with its advanced modern body styling, has fulfilled every promise made for it. We have 9 units in our operation--with standard transmissions and power brakes. In the 18 months we have run them, we have run up mileages of about 75,000 miles each. Right now we have an average of about 15 miles per gallon gas in the city.

The cars are standing up well. They are actually built for the purpose--from the ground up. The public loves its roomy comfort and spacious inside. Drivers like its easy handling and maneuverability in traffic. As an operator, I appreciate particularly the many safety features built into the car. So do the passengers.

Our business these days depends most on public response to our service. From experience we have learned that the Checker gives us the best all-around chance to win and keep friends for our business.

Yours very truly,

QUICK SERVICE TAXI COMPANY



E. Harold Burrows
Treasurer

RIVA CAB
1553 Boone Avenue
Bronx, N. Y.

Telephone: DAYton 9-6684

June 17, 1958

Checker Motors Sales Corporation
315 West 68 Street
New York 23, New York

Dear Sir:

Answering your recent request for information as to our experience with the Model A-8 Checker Cab:

The A-8 Checker has proved itself in service as a fine cab....in the Checker tradition: sturdy, rugged and dependable. Low cost maintenance is still standard Checker equipment.

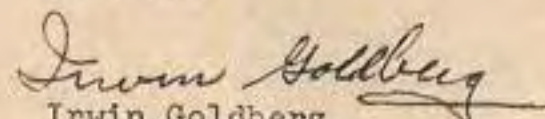
We have 17 units--with automatic transmissions. Delivered in January 1956, our cars have accumulated an average of 150,000 miles to date. Ring jobs were begun around 90,000 miles. Automatic transmissions in taxicab service is no longer a questionable item--it has been proved in service.

Considering the extreme abuse our equipment is subjected to in New York City's traffic, we have found the Checker chassis more than equal to the job. "It can take it!"

We're happy with the Checker!

Very truly yours,

RIVA CAB


Irwin Goldberg
President

TELEPHONE DAYTON 3-9761

HOME TAXI SERVICE CORP.
1522 Southern Boulevard

NEW YORK 59, N. Y.

April 24, 1956

Checker Cab Corporation
315 West 68 St.
New York 23, N. Y.

Dear Sir:

We standardized our operation of 11 cabs with the Checker Driv-ermatic some 3 months ago.

The response to the car has been excellent.

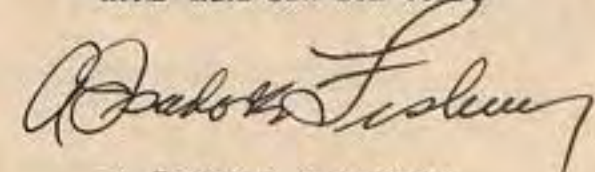
Drivers are particularly well pleased with the automatic features of the car; they insist that it is a most comfortable car; in short, it's definitely a car constructed with the driver in mind.

Passengers like the car. They go out of their way to look for it on the street. They've had a taste of real riding comfort...and apparently they won't settle for anything less.

We have every reason to be pleased with the performance of the car.

Very truly yours,

HOME TAXI SERVICE CORP.



I. Fishman, President

M & S Maintenance Corp.120 CROWN STREET
BROOKLYN 25, N. Y.

January 20, 1958

Checker Motors Sales Corporation
315 West 68 Street
New York 23, New York

Gentlemen:

Yes, we have had an opportunity to form a sound judgment on the merit of the Model A-8 Checker Cab.

We have 55 Model A-8 Checkers in our operation. 35 cars have been operating for 2 years. Average mileage runs between 140-150,000 miles. 20 units were delivered 14 months ago. So--all in all--we've lived with the Checker for some time.

The A-8 has proved itself to be a good, sturdy and dependable car. The motors have stood up--with a minimum of maintenance. Automatic transmissions have proved perfectly satisfactory. Rear ends have given us no trouble.

Whenever we ran into some minor problem that required attention, we always found your Service Department ready and willing to provide the necessary assistance.

Our experience has been that anyway you look at it--Sales, Service, Parts, Maintenance--Checker is a good organization to do business with.

Yours very truly

M & S MAINTENANCE CORP.

*Morris Lefkowitz, Pres.*Morris Lefkowitz
PresidentLOUIS DESVERGES
236 West 121 Street
New York, New York

July 2, 1958

Checker Motors Corporation
2016 North Pitcher Street
Kalamazoo, Michigan

Gentlemen:

The other day I was approached to buy a new taxicab. My answer was a decided "No." Here's why:

The Model A-8 Checker I bought in June 1956 is still good for another 2 years. And this after 130,000 miles--double-shifted. I've operated stock cars in the past and I've been in the red. The Checker car really has put me in the black!

Maintenance expense has been at a minimum. Motor job was done at 95,000 miles. Automatic transmission was rebuilt at 100,000 miles. With these power assists--transmission and power brakes--the car practically drives itself. A wonderful advantage to the cab driver is the short turning circle of the Checker. I never had rear end trouble. The body is in perfect condition.

Checker built this car to last. So that's why I don't have to plan on replacing my car for another 2 years. It's good to be in the black!

Sincerely yours,

Louis Desverges

Louis Desverges

65 East 57 Street
Brooklyn, New York
June 20, 1958

Checker Motors Sales Corporation
315 West 68 Street
New York 23, New York

Gentlemen:

I am sorry that I can't give you any first-hand information on my experience with the Model A-8 Checker Cab.

The reason is that I am still operating my '53 Checker. I own and drive the car myself. Right now there's 125,000 miles on the speedometer. It was a good car...and gave me splendid service. I had a motor job done at 110,000 miles...put in one or two clutches for the whole lifetime...

I'd still be running it...but I was involved in a front-end accident last week and the cost of repairs makes it advisable to buy a new car.

What car am I buying? A Model A-8 Checker, of course. It's on order...and I'm waiting for it to show up. The boys on the hack stand have told me all about it so it isn't as if I were buying an untried or untested product. It's in the "Checker tradition" of sturdy and economical cars.

Talk to me next year--and I'll give you some first-hand information on my experience with the A-8 Checker.

Sincerely yours,

Samuel Golden
S. Golden

Yellow Cab of Worcester

CABS OF DISTINCTION AND DEPENDABILITY
REAR 5 MASON STREET • WORCESTER, MASSACHUSETTS

February 5, 1958

Cab Service & Parts Corp.
315 West 68th Street
New York 23, New York

Dear Mr. Ostrow:

I was pleased to have been invited to your Maintenance Clinic at the New England Service Center in Brookline Village on January 30, 1958.

Your personnel, I found, was extremely instructive and showed the upmost courtesy to myself and others. I was quite amazed at the frankness of some questions and answers given by your staff which to me connote good business. I left the meeting with more knowledge regarding the Checker Cab and certainly would not miss another meeting hereafter if held. I cannot close this letter without commenting on the part Mr. Gene Kovacs had as being the perfect host.

Good luck on your Checker Cab.

Sincerely yours

William J. Ford
President

WG/gc

1757 - 57th Street
Brooklyn, New York
June 26, 1958

The Checker Motors Company
315 West 68 Street
New York 23, New York

Gentlemen:

Having owned and operated Checker Cabs for the past 25 years, I am certainly in a good position to express a sound opinion on your present Model A-8.

We have a very good memory. We owned one of the original "Iron Horses" with the hand crank in the front. What a wonderful car that was! The Model "G" Checker already had 400,000 miles on it when we bought it and after a motor job, we ran it for another 300,000 miles. It was still a good car when we sold it.

We can truthfully say that the present A-8 Checker stands up favorably when compared with these older models for durability and low-cost maintenance. Our car has run some 95,000 miles and we are planning to have a motor job done soon. We've had very little expense with it so far. We prefer having our work done in your shop because from experience we have learned that all your work is guaranteed and the boys are always efficient and courteous to us.

A hit from the beginning with passengers and driver, the Checker is THE car for taxicab service.

Sincerely yours,

Owen Kenny
Owen Kenny

Tel: WYandotte 1 - 3607

BENHERB TAXI CORP.
1564 Southern Boulevard
Bronx, New York

July 17, 1958

Mr. Allan Feinberg
Checker Motors Sales Corp.
315 West 68 Street
New York, N. Y.

Dear Al,

Our experience with the Model A-8 Checker Cab you sold us several months ago can be summed up in 5 words:

"In, Gas, Oil, Lube, Out."

That's it. The car is never in the shop. All we have to do is gas it up at shift time, check the oil, do the minimum required preventive maintenance...and the car is ready for action again.

It's a different story with the 4 other stock cars in our operation. There's always something. What you and Harry Ostrow saw the other night when an experienced driver who knows the car, seriously injured his finger which was caught in the door, is nothing unusual with our stock cars. The claims on this item alone are staggering and a constant headache to us, the insurance company, the public and drivers.

That's why we appreciate particularly the many built-in safety features of the Checker.

We're always glad to have you step in to see us, Al, and exchange notes. The way things look the simple economics of today's cab business may compel us to standardize with Checker sooner than expected.

Sincerely yours,

BENHERB TAXI CORP.

H. Hershkowitz

H. Hershkowitz
President

Yellow CAB CO

14 SAVILLE STREET
QUINCY 69, MASSACHUSETTS



LAURENCE H. MATTIE, Owner & Gen. Mgr.

Telephones: PRESIDENT
3-6262 - 3-6263
3-6264 - 3-6265

2-8-58

Cab Service & Parts Corp.
315 West 68 Street
New York 23, N.Y.

Attention Mr. H. Ostrow.

Dear Sir:

This is to acknowledge your letter of February 4, 1958 in regards to your Maintenance Clinic held on January 30, 1958.

On the above date I personally and my head mechanic were at your Service Center in Brookline, Mass.

My personal comments on this marvelous gathering which was so well conducted on this educational program. I might say this is a must. There were not any questions that your men could not answer especially your Mr. Louis Hilsky.

At some future date I would like to see another program on Maintenance Clinic at Brookline, Mass.

Very truly yours,

Yellow Cab of Quincy, Inc.

Laurence H. Mattie
Laurence H. Mattie
Pres. & Treas.

LHM/bs

1125 Fidelity Drive
Pittsburgh 36, Pennsylvania
December 20, 1957

Checker Cab Manufacturing Corp.
315 West 68th Street
New York 23, New York

Gentlemen:

Now that I have driven my A-8 Checker Automobile for several months and 7500 miles, you may appreciate a report on its performance.

I was first attracted to investigate the Checker Automobile as a result of a feature article in a magazine which identified the Checker as "an ideal car for the large family." Upon inquiry, your Mr. J. J. Conley was very helpful in demonstrating the family features and helping me to decide on the best selection of optional parts for my use - transportation of a family of five children.

Since delivery of the car last April, it has demonstrated again and again its utilitarian value. The best example to be cited is the family vacation trip of last summer. After a most satisfactory trip to Minnesota we added an extra passenger upon our return and traveled the 1200 miles from Minneapolis to Pittsburgh in two days with luggage for eight in the trunk (no roof rack required). This demonstrates the point I have made to numerous curiosity seekers, "The Checker car gives the same seating capacity as a large station wagon and in addition gives normal trunk space." Also, the easily adjustable auxiliary seats proved to have certain advantages over a station wagon transporting six children. With no trouble at all the seats could be raised for normal use or folded out of the way for card playing on the level rear floor or to provide air mattress sleeping space for two or three youngsters. The 3000-mile trip was enjoyed by all (even the parents) and was free from mechanical troubles of any kind.

In addition to Mr. Conley's continued interest in the satisfactory operation of the car, the local Yellow Cab garage has also shown an interest beyond the conventional car service. Only this week I had a call from Mr. Muster

of the local garage for a report on performance and a suggestion that the car be brought in for a preventative maintenance check-up which is scheduled for December 28.

As the Consumers' Report puts it, if you don't require the "gee-whiz" styling and break-away acceleration of the modern car, but are looking for solid, easily maintained, large-family transportation, the Checker automobile has it.

Season's Greetings from a satisfied customer.

Sincerely,

J. R. Feldmeier
J. R. Feldmeier

PENN RADIO CAB

8217 STENTON AVENUE

Philadelphia 50, Pa. *Feb 7* 1958

RADIO CONTROLLED FOR IMMEDIATE SERVICE

CHestnut Hill 8-2020

*Mr. N. Freedman
Checker Cab Corp.
New York City*

Dear Mr. Freedman:

I would like to take this opportunity to tell you how pleased I am with my new Checker Cabs. I have only had these Cabs for a short time, but I am very sure I will even like them more as the time goes on. In all my years in the typical business I have never been so satisfied with the performance of any car as I am with these Cabs. I have had compliment after compliment from our passengers as to the comfort and roominess of these Cabs, and also the drivers are very happy with them.

I would also like to tell you at this time how surprised and pleased I was with the service I received. Just a few days after I had these Cabs, your service man Mr. Harold Sabotsky arrived at my place

PENN RADIO CAB

8217 STENTON AVENUE

Philadelphia 50, Pa. *Feb 7 1958***RADIO CONTROLLED FOR IMMEDIATE SERVICE**

CHestnut Hill 8-2020

2601 Jerome Avenue
Bronx, New York
August 12, 1958

and serviced these cabs completely, also instructing and showing my mechanic everything he should know about these cabs. May I say you certainly have a good will ambassador in this Mr. Saltsky, who is very pleasant, and certainly does know his work.

I can also truthfully tell you that I never had such good and fast service when I bought my cabs from a local dealer.

I in the very near future I expect to add additional cabs to my fleet, and replace some of my older ones, and you can be sure they will be with Checker Cabs. You may quote me on any of these facts or use this letter for publication if necessary.

Thanking you very much
and wishing you continued success.
Mr. Jack Bellar.

Mr. Bob Niven, Manager
Service Department, Checker Cab Company
315 West 68 Street
New York, New York

Dear Mr. Niven:

I've been hacking for over 40 years...and have owned my own cab. So I have had a fair opportunity to learn something about cab service.

Checker is tops! I've been getting good service on my A-8 Checker Cab but when things have to be done--brakes, tune-up, etc.--I take it to 68th Street where every consideration is shown me.

And the itemized bill given me is a valuable record which shows me exactly when important maintenance items were taken care of. I'm never in doubt.

It's one thing to make a good automobile for hackmen, which Checker has. But it's something else when it comes to proper servicing of that car. Checker owners like me come here because we can get an even break and square shake for our dough.

Very truly yours,

Carl Zimmer
Carl Zimmer

HASTINGS TAXI SERVICE, Inc.

Cars For All Occasions

594 WARBURTON AVENUE

HASTINGS-ON-HUDSON, N. Y.

345 East 73 Street
New York, New York
July 14, 1958

Mr. N. Freedman
Checker Motors Sales Corporation
315 West 68 Street
New York 23, New York

Dear Mr. Freedman:

Before buying our Model A-8 Checker Cab six months ago, we gambled with a Pontiac in cab service. It never paid off: the only one who was happy with that deal was our service station. He was on our payroll day in and day out.

Since we got our Checker, things have been different. We're making a buck. We're paying off our notes without trouble. I've run up 13,000 miles on the car and we haven't spent a dime on repairs...outside of the usual preventive maintenance. The car works like a charm. Passengers love it. It handles beautifully in traffic. And the engine is a 24-hour workhorse. It can take it.

The special discounts for service and repairs given to Checker owner-drivers is a terrific deal and we appreciate the savings realized through this plan.

All in all--we're "sold" on your car and organization.

Sincerely yours,

Joseph Azzaro
Joseph Azzaro

June 18, 1958

Mr. H. Azzaro
Checker Motor Sales Corp.
315 W 68th St.
New York 23, N.Y.

Dear Mr. Azzaro:

A short note in reply to your letter of June 13th about our experience with an A8 Checker Cab.

I have been in the Taxi Business for the past 30 yrs and since I have added 2 Checker Cabs to my fleet I have saved on gas, tires, brakes and repairs. The service I get from your Corp. is outstanding. Your service man checks with me every month to make sure everything is in working condition. I have never had this service in all my years in business.

We hope, in the near future, that we
could be able to replace all of our Cabs with Checker
Cabs.

Very truly yours
Carl G. Brennan
Pres. Hastings Taxi Serv. Inc.

ROBIN C. HERNDON, JR., PRESIDENT

Yellow Cab

JEX R. LUCE, VICE-PRESIDENT

MOBILE CAB & BAGGAGE COMPANY, INC.

OPERATING:
YELLOW CABS
MOBILE TRANSFER
MOBILE-BAYOU LA BATRE BUS LINES
BELLINGRATH GARDENS BUS SERVICE
CITY TOURS

107 ELMIRA STREET
P. O. BOX 1283
MOBILE, ALABAMA

September 3, 1958

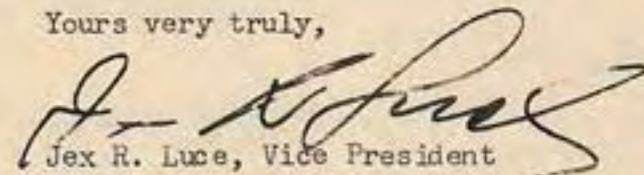
Mr. John B. Copeland, Vice President
Checker Motor Sales Corporation
2016 North Pitcher Street
Kalamazoo 13S, Michigan

Dear John:

We have certainly been very pleased with the operation of our Checker cabs. We have found them to be very economical in consumption of gasoline and to date our parts bill has been very light.

The public has enthusiastically accepted the Checker and it is our present plan to replace our entire fleet of forty-seven cabs with your product.

Yours very truly,


Jex R. Luce, Vice President

JRL:d

The Thinking Fellow



Calls a Yellow

DIAL HE 2-7711

UNITED CAB ASSOCIATION

500 SP6DN ST

PHILADELPHIA PA.

WALNUT 2-2222

JUN 10 1958

Checker Motors

Dear Sirs:

Enclosed find check in amt. \$2,931.00

Payment clutch yokes No. # D 89167 which were ordered by my Partner Chas Mahoney.

I have had a checker cab for 3 weeks now and I am very happy with it. I feel relieved now as if I had been wearing shoes that were too tight for the last 20 years and now at last got a pair to fit me. In other words my checker sits me and sits its job which is more than I can say about the equipment I have been using the last 20 years.

Sincerely

Warren McCauley

SACRAMENTO 2-5133

CAB MANAGEMENT CORP.

409 EAST 94TH STREET

NEW YORK 28, N. Y.

August 18, 1958

Mr. J. A. King
Checker Motors Corporation
2016 North Pitcher Street
Kalamazoo 13F, Michigan

Dear Mr. King:

Our experience with Checker products goes back some 36 years, starting with the very first cab produced by Checker, the Model "C" in 1922.

If we had to use one word to sum up our total experience with the Checker organization over the years, it would be -- CONFIDENCE.

It was CONFIDENCE in the Checker product and organization which prompted our purchase in January 1956--sight unseen!--of 70 Model A-8 Checker Cabs. That confidence has long since been fulfilled: the exceptional performance record turned in by the A-8 is well known throughout the industry. Enthusiastically endorsed by the public and the drivers, the A-8 Checker proved itself to be the "money cab" for operators.

Based on our own satisfactory experience with the A-8, we have placed an order for 74 Model A-9 Checker Cabs--sight unseen! We do this again with complete CONFIDENCE that the Checker organization will continue as in the past to back up to the hilt all the promises made for its product.

Very truly yours,

CAB MANAGEMENT CORP.

James Moynihan Pres.
J. Moynihan, President

LITTLE CAB CORP.

369 JACKSON AVENUE

BRONX 54, N. Y.

MOIT HAVEN 9-8113

April 20, 1956

Checker Cab Sales Corporation
315 West 68 Street
New York 23, N.Y.

Gentlemen:

We have 40 cabs in our fleet. Since we only started receiving deliveries of the Model A-8 Checker some 6 weeks ago, the accumulated mileage is still comparatively small.

However, we do know this: Our driver reaction to the car has been superb. Men who have driven every make of stock car on the market--Fords, Plymouths, Chevrolets and Dodges--tell me they prefer the Checker Driv-er-matic.

And the drivers don't just tell me in words. They are working an extra hour...precisely because they don't feel so tired.

Passengers like the car. The public makes no bones about it...and they tell our drivers they are passing up stock cars to wait for the new Checker.

Right now we are averaging better than 11 miles per gallon gas.

We are happy with the new Checker.

Very truly yours,

LITTLE CAB CORPORATION

Francis L. Musico

F. Musico
President

CARS FOR ALL OCCASIONS

HASTINGS 5-0900

HASTINGS 5-1234 — 5-5534

HASTINGS TAXI SERVICE Inc.

19 MAIN STREET
HASTINGS-ON-HUDSON, N. Y.

November 9, 1957

Cab Service & Parts Corp.
315 West 68 St.
New York 23 N.Y.

Gentlemen:

I would like to take this opportunity to thank you for the wonderful service I have received from your company.

I have been in the taxi business for 33 years and always used General Motors and Chrysler cars. About five months ago, Mr. Whitelaw sold me a Checker Cab. I was so well satisfied with the cab, I bought my second Checker Cab last month. I was and still am amazed at the wonderful service you give and if it continues, I am sure that in a short time there will be a good number of Checker Cabs throughout Westchester and upper New York State.

Very truly yours

Hastings Taxi Service Inc.

Carl Brennan

EJB:ab

E. Brennan
President

**YELLOW
CABS**

Taxicabs of Cincinnati, Inc.

431 WEST FIFTH STREET
CINCINNATI 2, OHIO

May 14, 1958

Mr. J. A. King
% Checker Cab Co.
Kalamazoo, Michigan

Dear Mr. King:

Just wanted to drop you a few lines and let you know how much we appreciated the fine thing Checker did by putting on the clinic in our garage. The men got a lot of good out of it.

Jim Temple really did a fine job.

Thanks again for the swell time that was shown me in Kalamazoo. It was really most interesting. Have no regrets of being part of the Checker family.

Yours truly,

M. Domino
TAXICABS OF CINCINNATI, INC.
M. DOMINO

MD/wr

Checker Cab Company
160 Water Street
Benton Harbor, Michigan

June 14, 1958

Mr. James M. Temple, Manager
Cab Service & Parts Corporation
15631 Plymouth Road
Detroit 27, Michigan

Dear Mr. Temple:

In regard to your letter on Service and Maintenance on the Model A8 Checker Taxicab, both Mr. Chaddock and I feel that any person in taxi service could find some new ideas and tips in service.

Speaking for Mr. Chaddock, he has been to many such meetings and taxi conventions. He and I have discussed this type of clinic thoroughly and we feel it is very essential in servicing the automobile for better transportation.

As for myself being service and transportation manager, I have held this job for seven years and have been a mechanic for several years before this. I can truly say that I did get some very good tips and learned some new service ideas also.

We hope that in the future there will be more such clinic's in which to help men like me to become better service managers.

Respectfully yours,

Charles W. Adair

Charles W. Adair
Manager

cwa

GREEN CAB COMPANY

428 HARRISON AVENUE

GREENSBURG, PA

September 16, 1957

Checker Cab Sales Corporation
315 West 68 Street
New York 23, New York

Gentlemen:

As an operator who has been using Checker equipment for the first time, I am glad to pass on to you a brief statement of our experience with the Model A-8 Checker Cab.

Our first 2 units were purchased in March 1956. When these cabs proved that they could do the job they were intended to do, we bought 2 more units in November 1956. Average mileage on these cars run from 60,000 to 90,000 miles.

The Checkers have lived up to their press notices. They are proving economical to operate. Passengers frequently comment on the ease of entrance and exit, the roomy interior, the flat floor and the safety features of the car. Driver reaction to the cars has been excellent.

We are averaging 14 miles per gallon gasoline.

We would certainly recommend the Checker to any operator interested in achieving economical operation while offering the public safe and comfortable transportation.

Very truly yours,

GREEN CAB COMPANY

William Jewett
William Jewett
President

UNITED TAXI COMPANY, INC.

240 LINDEN AVENUE

MEMPHIS, TENNESSEE

June 5th, 1958

Mr James M. Temple
15631 Plymouth Road
Detroit 27, Michigan

Dear Mr. Temple:

We have just recieved the pictures of the Maintenance Clinic. They are very good. Thanks so much. Joe says, thanks twice. Once for proof to his wife that he really attended the meetings. (smile).

We were extremely glad, when we heard that you were going to hold a Maintenance Clinic. We know our maintenance man has lots to learn about the upkeep of the Checker Cab. He said he learned much at the meetings. already we can see a result.

Enclosed is a duplicate to a letter I mailed Mr. King on the 20th, of may.

Let us know when and where the next Clinic Meeting will be held. If it is possible, our man will be there.

Yours truly,

Elizabeth Shaw
United Taxi Company., Inc.

HOWARD WELCH TAXI SERVICE

666 PETERBORO STREET
DETROIT 1, MICHIGAN

June 20, 1958

Mr. James Temple
Cab Service & Parts Corporation
15631 Plymouth Road
Detroit 27, Michigan

Dear Jim,

Thanks for giving me an opportunity to express my appreciation of the values I received at your Maintenance Clinic June 5th and 6th.

This sort of thing is very educational even to the mechanic who practically lives under the hood of a taxicab. It gives him an opportunity to swap maintenance know how with others who are honestly promoting efficiency in the operation of the Checker taxicab.

From your instructions and demonstrations, practical application should enable us to get the most from the best.

In other words Jim, the continuation of your Clinic combined with your engineering efforts may well be the cure for a fleet owners headaches. Your Clinic certainly helps us to help ourselves.

Respectfully:

HOWARD WELCH TAXI SERVICE

Howard Welch
HOWARD WELCH

P. S. Thanks for the picture.



Ypsilanti Yellow Cab Company

12 West Michigan Avenue

Ypsilanti, Michigan

June 16, 1958

Mr. James M. Temple
Cab Service Parts Corporation
15631 Plymouth Road
Detroit 27, Michigan

Dear Mr. Temple:

I certainly did appreciate the meetings you held June 5th and 6th, about the modle A8 Checker Taxicab.

My mechanic Joe Klapperich, and Electronics Tech. Robert Banta, also got some pointers from the meetings, To name some we talked about on the return trip home to ypsilanti was, about the pin to take out to remove the windshild wipers, the adjustment pin for play in the clutch pedal, and keeping the emergency break cables Oiled or Greased, and ect.

It is possible we would have learned these things when we had some of them to go bad, it is nice to know in advance how we can repair them.

Although we have not had trouble of this kind as yet, in fact we havent had any thing happen to the Checker cabs, except a speedometer cable broke and your Co. sent one over on a bus the same afternoon.

Also the three of us got quite an education watching the R & R of the automatic transmission parts.

Thank you and your Company very much for the advance information about the A8 Checker Cabs, I am sure my time was well spent.

Yours truly,
James B. Pugsley
James B Pugsley
Ypsilanti Yellow Cab Co.

Radio Flash Corp.

4600 MARINE DRIVE • CHICAGO 40, ILLINOIS

FOR COURTEOUS, EFFICIENT CAB SERVICE PHONE LONGBEACH 1 1444

August 22, 1958

Checker Motors Corporation
Kalamazoo, Michigan

Gentlemen:

With reference to your inquiry regarding our experience with Checkers, we beg to advise you that having over 80 Checkers in our fleet is testimonial to our enthusiasm for "Checkers".

Our cost of maintenance repairs have been exceptionally low and loss of shifts created by break-downs is at a minimum. Economy in gasoline mileage is another factor in our favor. Owing to the large roomy passenger compartment and flat floors, "Checkers" are requested by many of our passengers.

Very truly yours,

RADIO FLASH CORP.
Arthur Dickholtz
ARTHUR DICKHOLTZ
President

AD/po



HOLLANDER ABSTRACT COMPANY

TITLE PROTECTION through nationally known, state-supervised insurance

TITLE GUARANTEES
ABSTRACTS TITLE INSURANCE
ESCROWS

316 SUPERIOR AVE., N. E.

MAIn 1-4124

CLEVELAND 14, OHIO

June 18, 1958

Cab Service & Parts Corporation
15631 Plymouth Rd.
Detroit 27, Michigan

Attention: James M. Temple, Manager

Gentlemen:

I have just spoken to the service man who has completed installation of the replacement transmission in my Checker. I appreciate the tremendous cooperation which you have given me. While I know that the flaw is one which should not have taken place and did not arise through any fault of my own, I feel that the speed with which you responded to my problem was something which manufacturers and dealers of other cars can only envy.

My loyalty to your product was immense, based on my experience with it previously. It is virtually limitless now. If my small testimonial to the responsibility which you take in the Checker automobile can be of any value at any time, please let me know as I should be most happy to indicate to anyone in any way my satisfaction with my purchase and with the people behind it.

* * * * *

I enjoyed attending the Maintenance Clinic which was held in Akron on May 27th and May 28th. Unfortunately, because of a conflict with other matters, I was able to attend only the first day of this very worth while meeting. I believe it was valuable even to a person who like myself does not service his own vehicle. I believe that with some knowledge of the working and problems of the car, I should be able to obtain necessary service when properly required and to more thoroughly understand what is being done and what should be done by service men.

Sincerely yours,

Sherman S. Hollander
Sherman S. Hollander

SSH:ms

Private Owner

1911 University Avenue
New York 53, New York
August 21, 1958

Mr. Al Feinberg
Checker Motors Sales Corp.
315 West 68 Street
New York 23, New York

Dear Mr. Feinberg,

After hacking for some 30 years, I finally got around to the Model A-8 Checker Cab. You sold it to me just two months ago.

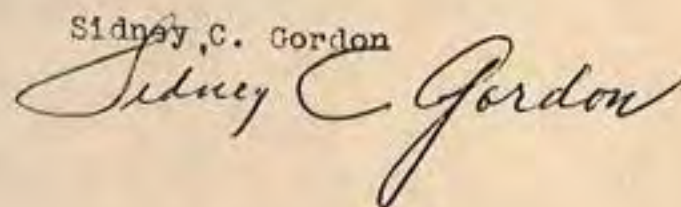
It's a wonderful car for the driver! The car has all the automatic features--automatic transmission, power steering, power brakes and the over-size generator. No other cab I have ever operated comes near this for driver comfort and convenience.

As for passengers, they just love it. They often stop to tell me "It's a pleasure to ride in your cab." There is room for them to move around. They get in and out with ease. Their hats are not knocked off getting in or out. The Checker was really built with the passenger in mind.

With the Checker A-8, I am paying off my notes without trouble. And I'm glad to operate a cab that is so highly thought of and preferred by the public.

Sincerely yours,

Sidney C. Gordon



SPEEDWAY CAB CORPORATION

409 EAST 94TH STREET
NEW YORK 28, N. Y.

April 23, 1956

Mr. N. Freedman, President
Checker Cab Sales Corporation
315 West 68 Street
New York, N. Y.

Dear Sir:

Two months ago we began deliveries of Checker's new Driv-er-matic Special in our fleet of 70 cars.

The all-around reaction has been most encouraging. Drivers like it...they like the automatic units in the car. The car handles well in traffic. Drivers say they're not tired at the end of a day's work. So, instead of pulling in at midnight, they stay out until 2 A.M. And because they're not tired, drivers are working 6 days a week instead of 5.

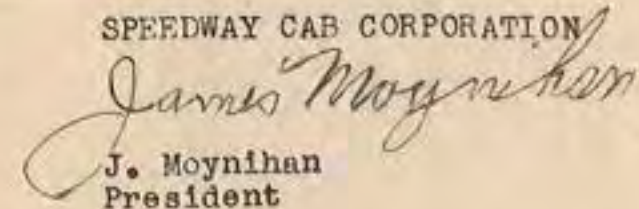
The public also seems to be learning to look for the "cab with the checkers on the roof." Drivers report that at first passengers, believing the Checker to be an ordinary stock car, entered it as such...you know, by backing into it...until they learned that with the Checker you can actually walk in....So now they pass up other cabs to wait for the new Checker!

Our gasoline mileage is averaging 10 miles a gallon.

We're pleased with the performance of Checker's new Model A-8.

Very truly,

SPEEDWAY CAB CORPORATION



J. Moynihan
President

Yellow Cab Company

1453 SUPERIOR AVENUE

CLEVELAND 14, OHIO

GENERAL OFFICES
PR. 1-3100

CAB SERVICE
CH. 1-4900

June 23, 1958

Cab Service and Parts Corp.
15631 Plymouth Road
Detroit 27, Michigan

Attention: Mr. J. M. Temple

Subject: Maintenance Clinic
held in Akron

Gentlemen:

In answer to your request for a statement on the Clinic,
I did not attend so all I can do is quote Glenn Shaw.

"I think this Clinic was very good. I think
that our men who attended got a lot out of
it. The Clinic should be continued and any-
one that has the chance should attend."

Sincerely,

YELLOW CAB CO. OF CLEVELAND, INC.

Joseph Smith
General Manager

jts;s

Liverpool Transportation Co., Inc.

VETERANS

CABS

Phone: Fulton 5-3636

Fifth and Walnut Streets

East Liverpool, Ohio

JUNE 13, 1958

CAB SERVICE AND PARTS CORPORATION
15631 PLYMOUTH ROAD
DETROIT, 27, MICHIGAN

DEAR JIM,

OUR MECHANIC CAME BACK TO US LOADED WITH INFORMATION
CONCERNING THE A-8, AND HIS ENTHUSIASM ABOUT THE CAR
AND IT'S CARE IS LIKE A FATHER WITH HIS NEW BORN SON.

WE FEEL DON POOLE IS AN EXTREMELY ACCOMPLISHED
MECHANIC. HE IS WISE ENOUGH TO KNOW THE VALUE OF ADD-
ITIONAL INSTRUCTION AND ADVISE FIRST HAND FROM THE PEOPLE
WHO GAVE BIRTH TO THIS PURPOSE BUILT CAR. WHAT HE LEARNED
DURING YOUR MAINTENANCE CLINIC WILL SAVE OUR COMPANY
HUNDREDS OF DOLLARS THROUGH HIS INCREASED OUTPUT. TIME
SAVING TECHNIQUES AND PROPER PROCEDURE ALL ADD UP TO
MONEY IN THE BANK.

THANK YOU AGAIN FOR THIS COMPLETE SERVICE.

YOURS TRULY,

Ronald J. McDaniel

RONALD J MCDANIEL
PRESIDENT

RJM;mf

UNITED TAXI COMPANY, INC.

240 LINDEN AVENUE

MEMPHIS, TENNESSEE

May 20th, 1958

Mr. J. A. King
Checker Motor Corporation
2016 Pitcher Street
Kalamazoo, Michigan

Dear Sir:

Our Head Mechanic has just returned from the meeting, held by your company, in Louisville, Ky. He was very happy over having attended, and said he gained a lot from the meetings. Also, he had a very good time otherwise.

We, as a company, feel that the Checker Cab is the only cab built for cab business. We know too, from our dealings with you, that you are trying hard to make a perfect one.

As you know, we have had to buy our cabs from private car dealers. Some of our drivers like the pretty cabs, but this means pleasure for the driver and expense for the company. We have some older drivers who have an interest in a cab making a net profit. These drivers tell us, from now on they want to drive but a checker cab.

We want to thank you for your splendid effort in trying so hard to satisfy your customers.

Yours truly,

(Mrs) Elizabeth Shaw
United Taxi Company., Inc.

P. S. Our Mechanic says he is looking forward to the next meeting.

June 20, 1958

Cab Service & Parts Corp.
15631 Plymouth Road
Detroit 27, Mich.

Dear Jim:

In reply to your letter of June 12 asking for my opinion and comments on benefits and value of your Maintenance Clinic covering Model A8 Checker Taxi-Cabs.

Speaking as an owner and operator of Taxi-Cabs in Detroit for more than thirty years, this was the most interesting and gratifying service to the buyer from Manufacturer I have seen.

I am sure any Mechanic who attended this instructive Clinic, can better service our Checker Taxi-Cabs.

To me your Clinic demonstrated your concern for the buyer. Certainly it added confidence to my decision to continue using your Automobile.

I was impressed.

Sincerely,
Harold T. McCarty

Harold T. McCarty

P.S.

Your very good Buffet made this a most pleasant evening.
Thank you for the picture.

Checker Cab

COMPANY INC.

P. O. BOX 5098 DIAL AL 2-3311

2230 COMMERCE DRIVE

Columbia, S.C.

September 12, 1958

Mr. John Copeland
Checker Motor Corp.
Kalamazoo, Mich

Dear John ;

We at Checker Cab Company in Columbia, S.C. would like to express our appreciation for the fine equipment your company manufactures . Our experience with your equipment has been great , when compared with previous equipment used .

The customers in our city are also pleased with your equipment . A familiar sound on our switchboard is , " send me one of those large roomy cabs."

Checker Motors Service is just as fine as the equipment they manufacture . The regular visits by your field service man is the best , keep up the good work .

Sincerely yours,
Checker Cab Company Inc.
Robert D. Lanford
Robert D. Lanford
General Manager

RD/ld

"DON'T TAKE A CHANCE  ... TAKE A CHECKER"

DIAL AL 2-3311

The West Side Cab Company of Dayton, Ohio

266 Dunbar Avenue



Phone FULTON 8192

Dayton 7, Ohio

May 21, 1958

Mr. James M. Temple
Checker Motors Sales Corp.
15631 Plymouth Road
Detroit 27, Michigan

Dear Mr. Temple:

Thank you for the pictures of the Maintenance Clinic. Our men certainly enjoyed attending and they learned a lot about maintenance of the Checker Cabs.

One of the most important results of the clinic was the impact of the necessity of preventative maintenance on our men. If they had any doubts as to its value before, they were thoroughly convinced after the clinic.

They always welcome the visits from your field representatives who are very helpful with any special problems. Frankly, one of the main reasons for our changing over to Checker Cabs was the lack of such co-operation from our former supplier.

Yours very truly

Jack Spicer
Jack Spicer, President

YELLOW CAB CO. OF EVANSVILLE, INC.

POST OFFICE BOX 595
THIRD AVENUE and FIRST STREET
EVANSVILLE 2, INDIANA

Yellow
Cab

May 26, 1958

Mr. James M. Temple, Asst. Vice-Pres.
Checker Cab Sales Corporation
15631 Plymouth Road
Detroit, Michigan

Dear Mr. Temple:

I am shipping today via Express a torque converter off a Detroit gear transmission to be repaired and returned to us for replacement parts. The serial Number on the cab, from which this was taken, is 22658 and the mileage 97,416.

I want to express the appreciation of our company, Mr. Taylor, and myself for the enjoyable and very informative clinic that was held in Louisville, Ky., on the 15th and 16th of this month. The subjects covered and the understandable manner in which they were presented will, I am sure, be of great benefit to us in the maintenance of our Checker Cabs.

It is our hope these clinics will be made available to us from time to time as we know they will help us to a more economical operation.

Thank you for the courtesies shown us at the clinic and for the information on the transmission tools and rear axle and differential assembly that you sent us later.

Sincerely yours,

YELLOW CAB COMPANY

A. H. Reynolds, Jr.
A. H. Reynolds, Jr.
Supt. of Maintenance

AHR/tc

CHECKER CAB CO.
1617 W. BROADWAY
LOUISVILLE 3, KENTUCKY
PHONE JUNIPER 3-6561

June 11, 1958

Mr. James M. Temple, Asst. Vice-Pres.
Checker Cab Sales Corporation
15631 Plymouth Road
Detroit 27, Michigan

Dear Jim:

Please forgive me for not writing earlier to express my appreciation for being invited to participate in the clinic that you conducted here in Louisville last month. We, here at Checker Cab Company, considered the clinic most beneficial and worth while. It's another one of your good practical public relations deals.

In my fifteen years in the cab business, I have never dealt with an organization that has made me feel that they were as interested in the welfare of my company as has your organization.

Before attending this clinic, our mechanics would not have ventured to tear down an automatic transmission as they had no knowledge of it, however, now frankly, they feel confident they can handle it if and when the time comes.

The suggestion to watch the stops or brackets on lower control arms to prevent the steering from being damaged was knowledge we needed as were other tips on steering. Our boys had no previous experience on how to take down or assemble a rear end on your Model A8 Checker. Now they know.

The discussion on how to lubricate emergency brake cables was one of the little things they considered worth while to say nothing of the "bull sessions" at the Lollygog after the regular clinic sessions which were thoroughly enjoyed.

Frankly, Jim, if I had sent our maintenance crew to Detroit for two days to gain the knowledge they acquired at the recent clinic in Louisville, I would have considered it a good investment.

We want you to know how much we appreciate you taking your time the day following the regular clinic to come down to our garage to show our mechanics how to assemble and tear down a Detroit transmission, currently in use in the Checkers, we purchased in Minne-

Mr. James M. Temple
Checker Sales Corporation
Detroit 27, Michigan

Page 2

apolis. Murphy, our operations manager, told me that when you boys pulled out of our garage, that after being associated with you the two nights at the clinic and the day at our garage, that he really felt that good friends were leaving town.

I want to thank you for the pictures sent me of our boys in action at the clinic. Assuring you that we are boosters for your organization, I am, with warmest personal regards,

Cordially yours,

Marshall N. Gathof

Marshall N. Gathof
President
General Manager

MNG/mag

417 East 275th Street
Euclid 32, Ohio
June 17, 1958

Mr. James M. Temple, Manager
Cab Service Parts Corporation
15631 Plymouth Road
Detroit 27, Michigan

Dear Mr. Temple:

Your Maintenance Clinic at Akron on May 27 was very worthwhile to me. I felt that my time was well spent. My only regret is that the clinic was not longer with more coverage on a few of the subjects.

I bought my Checker Standard fully expecting to do a good bit of the maintenance work on it myself. Your Service Bulletin is very helpful but the Clinic was much more valuable in several respects. Your display of disassembled parts and the demonstrations of actual service operations answered many questions I had and many I hadn't thought of. The exchange of information between you and some of the cab operators brought out additional interesting service hints.

There will be some maintenance work I cannot handle since I'm not a skilled mechanic. However, I can take pointers from your clinic to whatever garage I choose. The clinic provided a maximum of information in a very short time. For my part I would attend again if another clinic were offered. Thank you for your interest in me and for the two photographs.

Yours truly,

M. E. Arnold

M. E. Arnold

MEA:JC

CAPITOL CAB CORPORATION

1522 SOUTHERN BOULEVARD
BRONX 60. N. Y.

July 16, 1958

Mr. J. A. King
Checker Motors Corporation
2016 North Pitcher Street
Kalamazoo 13F, Michigan

Dear Mr. King:

I have been operating Checker Cabs exclusively for the past 18 years.

In the past we have gone on record about the excellent service rendered by your products, the good maintenance experience, etc.

After some 160,000 miles (average) covering 2 to 2½ years of service, the 25 Model A-8 Checker Cabs in our fleet have proved over and over again that this is a cab operator's cab, preferred by the public and the drivers.

It's been a pleasure doing business with the Checker organization which backs up its product all the way.

And we definitely plan to continue that pleasant association because we've just placed our order for 25 Model A-9 Checker Cabs.

Very truly yours,

CAPITOL CAB CORPORATION



Carl Gottlieb
President

PHOENIX TAXI CORP.

900 GRANT AVENUE
BRONX 56. N. Y.
JEROME 6-8704

April 24, 1956

Checker Cab Corporation,
315 West 68 Street
New York, N. Y.

Gentlemen:

I've been operating cabs for over 30 years....but our present fleet of 22 Model A-8 Checker Driv-er-matics is tops.

Our drivers fondly refer to the car as their "baby Cadillac." And with good reason: it maneuvers and turns easily in traffic. When they get through with a day's work, they don't feel so tired. That "all-in" feeling went out when the A-8's came in.

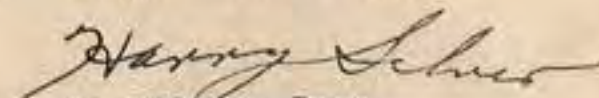
As for the public--the best illustration of their attitude is the story (and it's true!) of the Park Avenue doorman who was given a severe tongue-lashing by a patron for hailing what was originally believed to be a stock car. When the patron got into the Checker A-8 with unaccustomed ease and comfort, he apologized profusely to the doorman--in front of the driver--for his ill-advised remarks.

Between 10 and 11 miles per gallon is what we're averaging right now.

Checker's Model A-8 is years ahead in setting up a high standard for taxicab requirements.

Yours truly,

PHOENIX TAXI CORP.


H. Silver, Pres.

THE MAGIC CITY CAB CO.

465 WEST PARK AVE.
BARBERTON, OHIO

PHONE SH 5-2222

PHONE SH 5-2151

June 5, 1958.

Checkers Motors Corporation,
Service Division,
Kalamazoo, Michigan.

Gentlemen:

We attended your Service Meeting at Akron on May 27th and 28th and were quite happy with the knowledge we obtained. Your men did a fine job of explaining the different parts of the Checker Units. Our men came home quite enlightened as to the Service Functions of all parts. Trusting your Company will continue the schools.

Yours Truly,
Magic City Cab Company.

Louis R. Weigand

June 14th, 1958

Mr. James Temple
Cab Service & Parts Corp.
15631 Plymouth Road
Detroit 27, Michigan

Dear Jim:

Just a few lines to express my appreciation for being invited to attend your Maintenance Clinic, covering the servicing of the Model A8 Checker Taxicab, of which I own and operate four, in the Checker Cab of Detroit.

I learned a great deal, that I had not previously known, about servicing the A8 Checker.

Of particular interest and value to me was the talk on spark plugs and tune ups; things that I watch very closely in my operation.

Enjoyed the food and refreshments very much.

It was very stimulating and rewarding talking to cab operators from other cities, and I got many ideas which I will put into operation myself.

I want to take this opportunity to thank you for, not only the excellent and competent service I have always received in your shop, but also for personal cooperation and helpfulness along many lines that I have received from you.

It was a fortunate day for me when I purchased my first A8 Checker, and I intend to run nothing else in the future.

Very truly yours,

Henry Shefferly

THE RED CAB CO.

FIFTY YEARS SERVING TOLEDO SAFELY

FRANK R. LOCKARD, PRES. & GEN. MGR.
213-227 FOURTEENTH STREET
CHERRY 1-1234 - TOLEDO 2, OHIO

June 10, 1958

Checker Cab Manufacturing Corp.
2016 N. Pitcher Street
Kalamazoo, Michigan

Attention: Mr. King

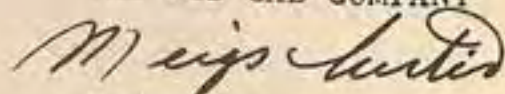
Gentlemen:

I am writing to express my appreciation of the fine school you had in Detroit on June 5th and 6th. I liked the way it was conducted, and I think Mr. Temple did a fine job of explaining and answering questions.

I am sure our six mechanics and myself received a great deal of benefit from this.

Sincerely,

THE RED CAB COMPANY



Meigs Curtis

MC:ge

N. Duane Jacobs, President

Francis S. Darling, Sec. - Treas.

YANKS, Inc.

operators of

COURTESY CABS and AIRPORT LIMOUSINES

205 North Larch Street

Ivanhoe 444-88

Lansing 29, Michigan

June 19, 1958

James J. Temple, Mgr.
Cab Service & Parts Corporation
15631 Plymouth Road
Detroit 27, Michigan

Sir:

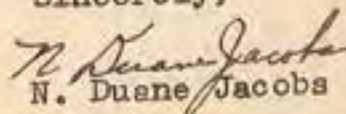
This is in reply to your letter dated June 12, 1958 and to inform you that I believe your maintenance meeting was well prepared and very well presented. I personally don't have much mechanical knowledge but Mr. Darling and Mr. Benham both said they learned something from the meeting and said that you, Mr. Temple, did a very good job. They felt that your explanations were thorough and in a manner in which anyone should be able to understand.

In my opinion there is much to be learned from group discussions, and the more the mechanics enter into the discussion the more beneficial the meetings would be. As you and I both know only a few of any such group will express their opinions. However, if these were held every six months and the men had an opportunity to become a little better acquainted, they would talk more freely and much more would be accomplished. I say, let's not stop with just this one, let's have another one in six months.

Also, I think another good reason for having future meetings is the fact that the most of us operating the Model A8 Checkers don't have enough mileage on them to have encountered to many problems at this date. Naturally as time goes on and the mileage increases on these cabs we are going to encounter more problems. At this time when the cabs have 100,000 miles and better, we will have more problems and these meetings could be of much more importance.

I would like to take this opportunity to thank you for the picture, the buffet dinner, and a very enjoyable and educational evening.

Sincerely,



N. Duane Jacobs

ndj

cc: Mr. L. Hilsky

TAXICABS OF LOUISVILLE, INC.

OPERATORS OF

B-LINE CABS

JU 4-5151



P. O. BOX 1655

LOUISVILLE, KY.

June 10, 1958

Cab Service & Parts Corporation,
15631 Plymouth Road,
Detroit, Michigan.

Attention: Mr. J. M. Temple, Manager

Dear Jim:

I would like to take this opportunity to express both my Company's and my own appreciation for the clinic held recently here in Louisville, Kentucky, at the Louisville Taxicab and Transfer Company.

We at B-Line Cab Company probably benefited more from the demonstrations and discussions than the other fleet operators present, due primarily to the fact that our maintenance organization is new.

The fact that our people were able to discuss individually and collectively our mutual problems with your representatives will, I am sure, be of much help to us in the future.

With kind personal regards, I remain

Sincerely yours,

Jerry C. Wilson
Jerry C. Wilson,
President & General Manager
TAXICABS OF LOUISVILLE, INC.

JCW/B

MELROSE CAB CO.

1903 LAKE STREET

Fi-3-0142

MELROSE PARK, ILL.

August 15, 1958

Checker Motors Corporation
2016 North Pitcher Street
Kalamazoo, Michigan

Gentlemen:

It is with pleasure that I express my appreciation of "Checkers" which I have had 100% in my fleet in Melrose Park.

The low cost of maintenance, good gasoline mileage and excellent service from the Checker organization as a whole left me no alternative but to change the Veterans Cab Company of Melrose Park and the Maywood Cab Company of Maywood (both companies which I acquired recently) exclusively to "Checkers".

Very truly yours,

MELROSE CAB CO.

R. A. Bauma

R. A. Bauma, President

RAB:eh

DETROIT VETERAN'S CAB

2206 BROOKLYN DETROIT 1, MICHIGAN

~~~~~ Phones ~~~~~  
Woodward 3-0977      Townsend 9-4689

June 23rd, 1958

Mr. James M. Temple  
Cab Service & Parts Corp.  
15631 Plymouth Road  
Detroit 27, Michigan

Dear Jim:

This is to express my appreciation for the buffet dinner and photo which you sent to me.

The maintenance clinic which you held June 5th and 6th was definitely beneficial to me. Especially in times like this one has to do quite a bit of his own maintenance, as that is quite an item in the operation of cabs.

As you know I manage Mr. Hoffman's fleet of cars and in the past 8 months have replaced some of the other cars with 3 - A8 Checkers. After carefully observing Dick Alban's operation and performance of his A8 Checkers. (That sold me.) I can assure you when other cars need replacing they will be with A8 Checkers.

Should you in the future have more maintenance clinics please do not fail to notify me.

Sincerely yours ,

  
Ray Daniels

# LOUISVILLE TAXICAB AND TRANSFER CO.

INCORPORATED  
LOUISVILLE, KENTUCKY

OFFICE OF  
THE PRESIDENT

June 10, 1958

Mr. James M. Temple,  
Assistant Vice President  
Checker Motor Sales Corporation  
315 West 68th Street  
New York 23, New York

Dear Jim:

Last Wednesday night I was in Chicago to meet with Mr. Markin and Jim King. While there I told them of your maintenance clinic here at our plant. They will tell you that the facts I give you below were the same as those I presented to them. Here is my feeling about the meeting:

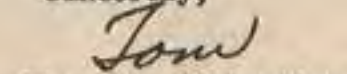
I consider the clinic one of the most sensible and productive meetings we have ever had in connection with a piece of equipment. There is a knowledge of the vehicle and the maintenance and operating procedures in connection with it that could not have existed without the opportunity of attending the clinic. I think it perfectly apparent that from a standpoint of maintenance of the vehicle and its profitable operation, the clinic was of great value to us as owners. One of the things I pointed out to Messrs. Markin and King, however, was the hidden dividend that results from the thing you did here, that I recommend your repeating at other clinics - your meeting with the drivers.

I have had the drivers that you spoke with come to me and say that they enjoy their car so much more, understand it so much better, and operate it so much more economically since you answered their questions. The dividends that are hidden are shared by you and me. Our drivers take a greater pride in their equipment and like it better - which is to my advantage; you receive the advantage of some genuine boosters for your product.

We are deeply grateful to you for what you did for our maintenance people, as well as our drivers, and would recommend to any operator of your automobile that he be represented at such clinics.

With kindest regards, I am,

Sincerely,

  
Thos. A. Ballantine

(signed in Mr. Ballantine's  
absence from the city.....  
Alberta O'Brien, Secretary)

POST CAB COMPANY  
FORT KNOX, KENTUCKY

September 19, 1957

Checker Cab Manufacturing Corporation  
Kalamazoo, Michigan

Gentlemen:

We are glad to reply to your recent request for an expression of opinion as to our experience with the 10 Model A-8 Checker Cabs which we have operated for the past 12 months.

We can sum up our experience very briefly: these cabs are built in the true "Checker tradition": this means economy of operation, low maintenance cost, good gas mileage, utmost consideration for the comfort of the passenger and the driver.

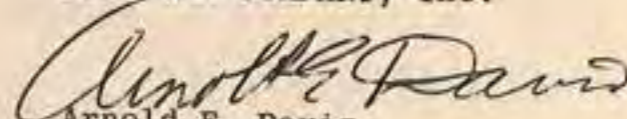
We should know something about Checker equipment since we have been operating them for the past 7 years. We operated a fleet of Model A-4 Checkers, a fleet of Model A-6's....and now the Model A-8 Checker which tops them all.

The solicitude and consideration shown us by Checker's Service and Parts Departments over the years has been most outstanding.

From our own experience we have learned that "going Checker" is sound business policy...for us...the public... and the drivers.

Very truly yours,

POST CAB COMPANY, Inc.

  
Arnold E. Davis  
Manager

BOX 121

NAKNEK AUTOMOTIVE  
AND  
TAXI SERVICE  
NAKNEK, ALASKA

January 6, 1958

COPY

Club Taxi  
Cordova, Alaska

Dear Mr. Hall,

I want to tell you about our Checker Cab purchases. We first got a 1954 A-7 model. We found it to be the cab for our business. It is a sturdy, long enduring, nice looking model. It has 150,000 miles on it now, needs some work, but will still run. This is a phenomenal mileage for having no work done on it.

Our next Checker was a 1953 A-7 Model purchased used from Yellow Cab Co. in Anchorage. The Yellow Cab Co. had lost a lucrative contract and did not need an eight-passenger model. It was a good car. When we had 50,000 on it, we refaced the valves and sometime later put a short block assembly in it. Ike figured the cab had many different drivers, and therefore would not be the enduring car that the '54 had been. We are still using it and find it a good cold weather car.

Our business is more than a taxi service. We haul cargo, mail, and a terrific amount of luggage when the fishermen come in. Perhaps you are aware the Checkers have equivalent to a 3/4 ton chassis and heavier tops, etc. No other car would have done. We haul such a load on the top. The jump seats fold and we haul perishables and this assures us of no freezing in the winter.

The springs, shock absorbers, etc., are all heavier. The speed is about 80 mph at its top. But on roads like ours, anyone who goes over 45 mph is a darn fool.

Mr. Hall, Checkers do hold up. The maintenance is little and second hand rebuilt parts are so reasonable that we can have them come air freight from New York, and still save over Anchorage prices. We order from Cab Service and Parts Co., New York City, but I believe they are going to have a parts house in Portland, Oregon.

I picked up our '57 at their factory in Kalamazoo, Michigan last May. Theirs is a small factory but very forward looking. They are constantly planning and trying new improvements in their Engineering Department. They seemed very anxious to know of our Alaskan conditions and of any criticism I might have about their product. For this reason I am sending them a carbon copy of this letter.

The '57 A-8 Model is not as good for us as the '53 and '54. They replaced the jump seats from bench type to individual seats placed at an angle and shortened the interior of the cab 6". This made us lose one fare space, and of course cargo room when we fold up the seats. They put a heavy duty rack on the top of the cab, that is separate. The other models had a basket type that was really part of the top. We like the old kind better as we cannot get large bulky boxes in this one.

They put the battery in the rear. Ike says this takes too much power to get it started in the cold weather. I am not sure, perhaps the battery is in the rear to make room for our power steering. Power steering is great, but I hit a big boulder and it does not work now. Not too successful on glare ice, we hear.

The upholstery is great, wears like iron, and is completely washable. In the summer we just hose it out. The price is good. I shopped very carefully. We got heavy duty battery, tires, generator, etc, and power steering, and heavy duty shocks for about \$600 less than I could get a Ford or Chev. regulation station wagon.

You see that most of our complaints about the '57 do not reflect against Checkers as taxis, but rather against our cargo hauling.

Incidentally, Checkers are profuse at Chicago; in fact, at the air terminal, I saw no cabs but Checkers. The Checker Cab people are so nice to do business with. They have been generous on credit terms.

Ike does his own repair work and says the Continental motor is easy to work on, and a real workhorse for power. It is only 78 horse, I believe, but it outworks any passenger car around here.

If you ever get over this way, be sure to look us up. Cordova Airlines flies in quite a bit in the summer. We try to meet all scheduled planes. Our fares are \$2 one way for 15 miles. We think that is pretty reasonable and wonder what your fares might be for your trip from the base to town and the distance.

We would be interested in your decision on the Checkers.

Sincerely

*Elizabeth J. Jensen*

*I might add, the trunk with a handle is better than the '57 with a key. Locks freeze too easily & there is no practical way to half-close the trunk lid if your load is too big.*

VALLEY STREAM TAXI COMPANY  
Valley Stream, Long Island  
New York

June 3, 1958

Checker Motors Corporation  
315 West 68 Street  
New York 23, New York

Gentlemen:

We thought you would be interested in learning about the unusual reception our 2 Checker Cabs have received in this community.

We've been operating them for about 5 months now. Passengers love the car's exceptional comfort...the ease of getting in and out...the unusual amount of legroom and headroom. People are always complimenting our drivers about the cars.

During the recent stormy weather, the cars showed they could "take it and come back for more." They are rugged and dependable. We've been averaging 15 miles per gallon gasoline, which is exceptional for this area.

We are very happy with the Checker product and recommend it to any cab operator interested in achieving favorable public and driver acceptance...as well as improved earnings.

Last week we placed an order for our third Checker automobile.

Very truly yours,

VALLEY STREAM TAXI COMPANY

*Joseph Cassetta*

Joseph Cassetta, Owner

BERT & STEVE CAB

EDS-3333

YELLOW CAB

ED2-3131

**FORT WORTH CAB AND BAGGAGE COMPANY**

EDison 2-3137 ♦ 1030 Burnet Street ♦ Fort Worth 3, Texas

September 2, 1958

Checker Cab Company  
Kalamazoo, Michigan

Attention: Mr. John Copeland

Dear John:

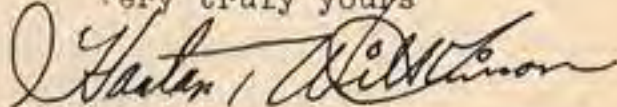
We are highly pleased in the operation of our Checker Cabs and I thought you might be interested. The four units have a total of 73,350 miles with a parts expense figure on these cars of \$103.50. We are very impressed with this low operating cost and would add also the fact that one of the cars had a \$15.00 radiator bill in no way a fault of the automobile, leaving a net cost to us on parts of \$88.50.

Our gasoline mileage is above the average but the most important factor, in our opinion, is the customer reaction. We have had many favorable comments on the design of your purpose-built taxi.

I am sure this letter is not necessary in view of the fact that we have an order in your factory at this time for forty-four new cars, and leaves no doubt that we are thoroughly sold on the Checker Cabs. We are looking forward to adding these forty-four units to our line and hope to see you around October 1st.

With kindest personal regards, I am

Very truly yours



Harlan T. Wilkinson

**55TH ST. TAXI GARAGE INC.**

508 WEST 55TH STREET

NEW YORK 19, N. Y.

June 16, 1958

CIRCLE 6-9424

Checker Motors Sales Corporation  
315 West 68 Street  
New York 23, New York

Gentlemen:

You have asked us for a record of our experience with the 123 Model A-8 Checker Cabs in our fleet. Heretofore, we operated stock cars--Fords, DeSotos and Chevrolets.

A cordial invitation is graciously extended to any interested operator to visit our garage so he can personally inspect available shop, office and accounting reports to verify the astonishing facts listed below. Our drivers can be interviewed as well as the mechanics. Engine and ring wear can be measured. We'll be glad to arrange for a demonstration ring job for any operator who may, if he so wishes, ride in and drive anyone of our cars picked at random.

Mileage: We took delivery of our fleet in November-December 1956. Cars have been used 24 hours a day, 7 days a week. We expect to use them for at least 18 months more even through they now average over 100,000 miles.

Engines: Our engines run at least 20 hours a day, whether the cars are in motion or not. So far about half the cabs have had rings and bearings at an average mileage of over 100,000 miles--the other half does not need rings yet. When we do a ring job, only the rings and rod bearings are replaced. Not a single engine has been replaced in our fleet! Not a single shaft has failed! Very few cars have had valve jobs--less than a dozen. Cylinder wall wear is minimum--.002 to .003 average. No ridges are found and none have been cut. We use a high detergent oil but no filters and change oil every grease job--about 2 weeks or 2800 miles. Wrist pins show about .001 wear and we are not changing them.

Front Ends: The ball joints and entire front-end system have given practically no trouble. On our other fleets we were always replacing front-end parts. Lining up and balancing front wheels was a constant, never-ending job. Our excellent Stewart-Warner electronic wheel balancer is under a bench...gathering dust. We rarely use it....it's not necessary.

Rear Ends--Rear Axles: On previous vehicles--after a few months use--rear end trouble and broken axles were a daily occurrence. We have not broken a single rear axle in the 18 months we've operated our fleet of 123 A-8 Checker Cabs!

Gasoline Mileage with our automatic transmission is 2 miles per gallon more than Plymouth or Dodge operators get--in our type of traffic and use--with standard transmissions and as much as the biggest and best Chevrolet operators get with standard transmission.



Brakes: The Checker brake system is at least as good as any brake we ever used and is far better than most of the other makes in stock cars in New York City.

Carburetors: Used to be changed every service period (about every 2 months) on our former cars. The simple Checker carburetor gets a cleaning 2 or 3 times a year.

Body - Fenders, Hoods and Doors: The metal work on the Checker is a cinch - fenders can be repaired easily on the car or quickly removed and another bolted on in less than a half hour - including the rear ones. On other makes it takes a day or two to replace a rear fender.

Hardware - Door Hinges, Locks and Handles on the other makes we had, and on stock cars now in use here, were always wearing out, getting out of adjustment, sticking and what not. The Checker hardware is rugged--tried and proven--and gives next to no trouble...and no parts are replaced due to wear. Hood hinges which gave us all kinds of trouble on prior fleets, are rugged and retain their shape in the Checker even after bad front end collisions!

Batteries: The 6-volt battery and electrical system is the only thing we want in our cabs. The heavy-duty Willard original batteries located away from the engine under the rear trunk, have given us less trouble than any battery we ever had. At least 100 of the original batteries are still in use! On other makes of cars we were lucky to get 6 months life.

Passengers prefer the Checker Cab! You do not have to be an acrobat to enter or leave. Women do not burst their tight skirts entering, and do not get runs in their hose sliding across the seats. No one stumbles or trips on the level floor. The doors are wide and roomy.

Maintenance and Parts Service are excellent! From the very beginning, service men were at the garage to acquaint our mechanics with recommended maintenance procedures--even though the Checker is the simplest automobile on the street. "On back order" was a regular alibi when we needed a part during operation of other makes. We have never yet failed to get a Checker part; in fact, most of them can be bought from the regular parts jobber as well as from Checker.

The few minor "bugs" we did encounter were quickly remedied and later production runs have since corrected them.

This is an absolutely incredible performance record for a taxicab! We should know. During our operation of stock cars we had plenty of opportunity to see and hear the grief other operators have had...and are still having.

The report that the new model Checker will not be much different from the present one is most gratifying since most of our parts will be interchangeable with the '59 model.

I sincerely believe that forward-looking operators will find it simply "good business" to study and compare first Checker's outstanding performance record. To do otherwise is to "hide one's head in the sand."

Very truly yours,

55th ST. TAXI GARAGE, Inc.

*G. Echelman*  
G. Echelman, President

BRIGHTON CAB COMPANY  
18 Church Avenue  
Brooklyn, New York

Telephone: ULster 4-7985

July 1, 1958

Mr. N. Freedman, President  
Checker Motors Sales Corporation  
315 West 68 Street  
New York 23, New York

Dear Mr. Freedman:

There was a time when I seriously considered changing equipment every 18 or 19 months.

However, our experience with the Checker products has changed that. We've been operating Checkers since 1953.

Our present fleet of 12 Model A-8 Checker cars is some 26 months old. With an average of 200,000 miles, cars are in better condition than they were at 80,000 miles. Reason: closer personal supervision of improved maintenance procedures worked out with your efficient Service Dept.

Our maintenance experience to date has been excellent. Ring jobs are done at 90,000 miles average. Never a rebore. Since our piston clearance never goes higher than .002", we continue with standard rings. The second set of rings lasts for the life of the car.

With continued confidence in the superiority of your new product, we have just placed our order for 12 units.

Very truly yours,

BRIGHTON CAB COMPANY

*Jacob Scheibe*  
J. Scheibe  
Secretary

9206 Avenue K  
Brooklyn, New York  
August 6, 1958

Mr. Robert Niven, Service Manager  
Cab Service & Parts Corporation  
315 West 68 Street  
New York 23, New York

Dear Mr. Niven:

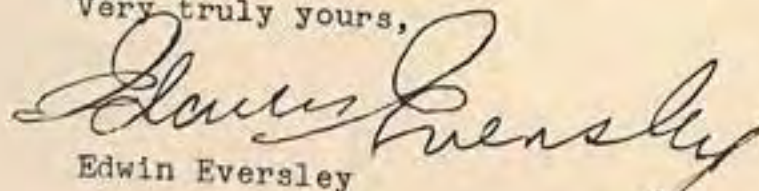
This Model A-8 Checker I've been running now since April 15, 1956, is one helluva taxicab!

It's got the same front end, the same transmission, the same battery, the same battery case and a lot of other original equipment--at 125,000 miles. We had a motor job done at 100,000 miles at which time we had a new converter installed. But we've never found it necessary to adjust the bands in the transmission.

This may be surprising to some people but not to me. In fact, I almost expect it because I ran an A-6 Checker for 300,000 miles and it had the same transmission in it when we sold it. What's more, it had the same clutch--at 300,000 miles!

So we're happy with the A-8 Checker. It's lived up to all the promises made for it. And you as Service Manager have proved over and over again that the Checker Service organization backs up its promises not only in words but in deeds.

Very truly yours,

  
Edwin Eversley

FRIENDLY CAB COMPANY  
32 Railroad Street  
St. Marys, Pennsylvania

October 14, 1957

Checker Cab Manufacturing Corporation  
2016 North Pitcher Street  
Kalamazoo, Michigan

Gentlemen:

You wanted to know about our experience in the operation of the Model A-8 Checker.

We've been operating 2 units for the past year. As our cars do an average of 100 miles a day in a 10-hour shift, we've had a good opportunity to study the performance of the Checker.

We're in the mountains....we have lots of snow and a good deal of cold weather. So we have to have our fleet in top performance. We have found Checker has done just that. They have good power and good traction. The Checker can take it....and come back for more.

We do a lot of school business and our investment in Checker has paid off as a pay load.

Major units--including clutch, transmission, rear end--have operated trouble-free. Our customers are always telling our drivers about how roomy the Checker are.

Our decision to change from stock car operation to the purpose-built Checker has paid off: in time we will have nothing but Checkers.

Very truly yours,

FRIENDLY CAB COMPANY

  
Louie Hillebrand  
Manager

CHECKER CAB COMPANY OF COLUMBUS, GEORGIA

605 EIGHTH STREET

\*\*\*\*\*  
 "Checker Taxicabs are Designed for Your Purpose"  
 \*\*\*\*\*

August 9, 1957

Checker Cab Sales Corporation  
 315 West 68th Street  
 New York 23, N. Y.

Gentlemen:

It was our past experience with Checker Cabs that prompted our initial purchase of the new Model A-8 Checker "sight unseen".

And we can truthfully say that this car has lived up to all expectations. Fifteen months ago we purchased five standard transmission Model A-8 Checkers, and a few months ago we purchased two automatic jobs. The five Checkers have accumulated an average of 110,000 miles. We reringed the engines between 80,000 and 90,000 miles. The cylinders had an average taper of .002. We have had no rear end failures or clutch replacements. Gasoline mileage per car averages between 12½ to 14 miles per gallon. This depending upon the condition of the engine. Our maintenance experience with Checker cabs has always been most satisfactory. We are finding that the Model A-8 follows that same tradition.

The car handles well. Drivers like its easy maneuverability and comfort. Passengers have commented most favorably on its unusual roominess and ease of entrance and exit. This fact is manifested by calls from invalids, and hospital dismissals who especially request "one of the Checkers".

On the basis of our own satisfactory experience, we heartily recommend purchase of the Model A-8 Checker to any operator interested in improving his position.

Very truly yours,

CHECKER CAB COMPANY of Columbus

*Walter T. Lunsford*  
 Walter T. Lunsford, General Mgr.

GRegory 3-5400

PRescott 7-8600

## Yellow Cab

### 3 Henry Street

Passaic, N. J. August 26 1958

Mr. Harry Ostrow  
 Checker Motors Sales Corp.  
 315 West 68 Street  
 New York 23, New York

Dear Mr. Ostrow:

It was nice running into you the other day and I am glad to comply with your request for a brief account of our experience with the A-8 Checker.

We bought a few Model A-8 Checkers in 1956 on a trial basis and when they proved satisfactory in service, we kept buying them as our fleet required replacement. We have 18 in service now.

Some of the cars have reached the high mileage brackets, well over 100,000 miles. Maintenance expense has been at a minimum. Passengers prefer the Checker because they're getting comfort and convenience which they can't get in stock cars.

Any cab operator interested in achieving economy of operation with a car that has wide public acceptance, would do well looking into the Checker.

Very truly yours,

*Frank Sondy*  
 Frank Sondy, Secretary

J. MAGNANO  
OWNER  
L. MAGNANO  
MANAGER

## Blue Bird Cab & Coach Lines

112 NORTH BARRY STREET • OLEAN, N. Y.



PHONES:  
CAB 3333  
COACH 5500

August 8, 1957

Checker Cab Company  
315 West 68th Street  
New York 23, New York

Gentlemen:

We are glad to comply with your request for an expression of opinion on our experience with the Model A-8 Checker Cab.

We first began to use Checker cabs in 1948. And we have been using them ever since.

Right now we have 5 Model A-8 Checkers. We've had them a little over a year. Average mileage is about 55,000 to 60,000 miles. We average between 15-16 miles per gallon gas.

To put it briefly: we like the car. Our drivers like it. And the public likes it. And with good reason.

The A-8 Checker is actually designed and built to do the job it is supposed to do. In addition, the Checker organization has helped us all along the line, making available to us promptly the benefit of its service and field experience.

Very truly yours,

BLUE BIRD CAB & COACH LINES

L. Magnano  
Manager



Kenmore 6-5010



Stadium 2-2000

## Boston Cab Company

Kenmore 6-5010

"THE BROWN and WHITE FLEET"

Business Office

845 BEACON STREET BOSTON 15, MASS.

Kenmore 6-9268



Beacon 2-5500



Asplewell 7-9000

JOHN T. ROCKETT  
FOUNDER

EMILY DAYTON ROCKETT  
TREAS. & GEN. MGR.

February 10, 1958.

Mr. H. Ostrow,  
Customer Relations  
Cab Service & Parts Corp.,  
315 West 68St.,  
New York 23, New York.

Dear Mr. Ostrow:

The Maintenance Clinic at the Checker Cab Service Center in Brookline Village on January 30, 1958, was a profitable night for all the Boston Cab maintenance personnel.

I talked to all the men the following morning and in addition to saying "the chowder was good" they all said they learned a great deal and gained confidence in servicing your vehicle. After attentively listening to the competent explanations of Lou Hilsky and his associates I believe they also gained confidence in the organization of the Checker Cab Manufacturing Corporation and the product they produce.

I asked Mr. Ord his opinion of the group instruction. He thinks it is much better than having Service Representatives call at our own garage where there are many distractions due to the daily work program and inevitable breakdowns.

To sum it all up, the boys are looking forward to the next Service Clinic at Brookline Village.

Sincerely yours,

BOSTON CAB COMPANY

Treasurer

LDR:ILGS  
cc: Gene Kovacs

CAPITOL CAB CORPORATION

1522 SOUTHERN BOULEVARD  
BRONX 60, N. Y.

July 16, 1958

Mr. J. A. King  
Checker Motors Corporation  
2016 North Pitcher Street  
Kalamazoo 13F, Michigan

Dear Mr. King:

I have been operating Checker Cabs exclusively for the past 18 years.

In the past we have gone on record about the excellent service rendered by your products, the good maintenance experience, etc.

After some 160,000 miles (average) covering 2 to 2½ years of service, the 25 Model A-8 Checker Cabs in our fleet have proved over and over again that this is a cab operator's cab, preferred by the public and the drivers.

It's been a pleasure doing business with the Checker organization which backs up its product all the way.

And we definitely plan to continue that pleasant association because we've just placed our order for 25 Model A-9 Checker Cabs.

Very truly yours,

CAPITOL CAB CORPORATION



Carl Gottlieb  
President

YELLOW CAB OF TEANECK, Inc.  
City Bus Terminal  
Hackensack, New Jersey

Telephone: TEaneck 6-1600

June 27, 1958

Checkers Motors Corporation  
2016 North Pitcher Street  
Kalamazoo 13F, Michigan

Gentlemen:

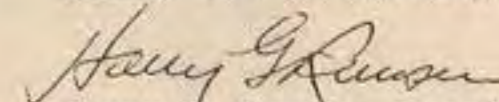
Nothing that we can say about your Model A-8 Checker automobile is as convincing as the following facts:

| <u>Date</u> | <u>Number of Units<br/>Delivered</u> |
|-------------|--------------------------------------|
| 2/19/57     | 1                                    |
| 3/ 1/57     | 1                                    |
| 4/17/57     | 1                                    |
| 6/28/57     | 1                                    |
| 7/26/57     | 1                                    |
| 9/15/57     | 1                                    |
| 10/10/57    | 1                                    |
| 1/31/58     | 1                                    |

We tried the Model A-8 Checker in 1957. It proved itself in service. And we've been buying them ever since. When we need a replacement, it's a Checker.

Very truly yours,

YELLOW CAB OF TEANECK, Inc.



Harry G. Remsen, President

2101 Creston Avenue  
Bronx, New York  
June 20, 1958

Checker Motors Sales Corporation  
315 West 68 Street  
New York 23, New York

Gentlemen:

Last week I placed an order for a Model A-8 Checker Cab.

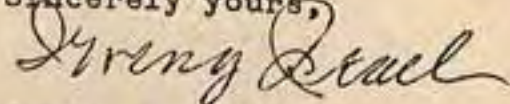
There was never any doubt as to what car would be purchased when the time came for replacement of my 1952 Model A-6 Checker Cab. Purchased second-hand in 1952, the car has accumulated over 225,000 miles. We never had a motor job done...just replacement of a defective piston...under warranty. The only major work done was a valve job after 100,000 miles.

The chassis was not even bent when the car was sideswiped in an accident recently. But the damage to the cowl and the wiring system was so extensive as to make the purchase of a new car necessary.

The Model A-8 Checker has established a wonderful reputation "on the street." For the individual driver-owner it represents the most economical buy.

And it's always reassuring to know that you have a wonderful organization to back up their promise! We know from experience that the Service Dept. of Checker made it possible for us to accumulate such high mileage on our old car....at a very nominal maintenance expense. They have always been most cordial to the individual driver.

Sincerely yours,



Irving Israel

## Alfay Cab Corporation

2686 VALENTINE AVENUE • NEW YORK 58, NEW YORK

- TEL. { LUDLOW 4-1295  
LUDLOW 4-5780

June 25, 1958

Checker Motors Sales Corporation  
315 West 68 Street  
New York 23, New York

Gentlemen:

You wanted to know something about our experience with the Model A-8 Checker Cab.

We've got 17 Checkers. We took delivery between May and September of 1956. With an average of over 100,000 miles on each car, we have had just a few motor jobs done to date. Our maintenance experience has been excellent.

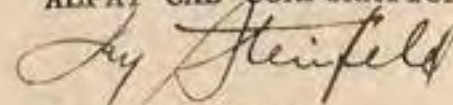
We did run into a little windshield wiper trouble in the beginning. But your Service Dept. came through with an excellent solution in the rod type and our troubles were over.

We cannot speak too highly of your Service Dept. Courteous, efficient, reasonable--they have always bent backwards to help us whenever we needed it. Just one example: the other week we had a complete wreck. We surely thought it would require 2 weeks to repair the car.. In 4 days the car was back--completely repaired.

We are "sold" on the Checker and the service organization that stands behind the car.

Very truly yours,

ALFAY CAB CORPORATION



Fay Steinfeld  
President

5200 TAXI CORPORATION  
One Park Place  
Long Beach, New York

June 20, 1958

Checker Motors Sales Corporation  
315 West 68 Street  
New York 23, New York

Dear Sirs:

The delivery record of our Model A-8 Checker Cabs in our fleet tells the story of our regard for your vehicle:

7/26/57 - 2 Model A-8 Checker Cabs delivered

1/30/58 - 2 Model A-8 Checker Cabs delivered

6/ 4/58 - 4 Model A-8 Checker Cabs delivered

That's it -- so far. This was our first experience with the Checker. We tried 2 last year. Our drivers, our passengers loved them. So we ordered another 2 cabs earlier this year. That wasn't enough.

Passengers would phone in and specify they wanted "the roomy cab...you know, the comfortable one." We have 2-way radio here. All of our business is by phone.

So we make it a point to give the people what they ask for. We've just placed our order for 4 more Checker Cabs. And we can't get them soon enough...with the influx of summer trade at this beach resort.

All around--we find it good business to run Checkers.

Very truly yours,

5200 TAXI CORPORATION



Ben Feldman  
Fleet Manager

July 1, 1958

Mr. L. Hilsky  
Cab Service & Parts Corporation  
315 West 68 Street  
New York 23, New York

Dear Mr. Hilsky:

Why did I bring my Model A-8 Checker into your shop today?

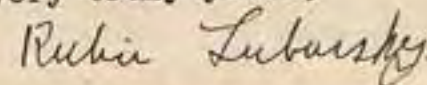
A routine thing. A new set of points. I have it done every 10,000 miles.

I've had my car just about a year. Mileage is 27,000. I drive it myself. It handles beautifully. I use it in the summer for trips to the country with my wife. Last year we went to Boston. This year we'll be going up to the Catskills. It's an ideal pleasure car.

It's been inexpensive to run. Hardly any repairs at all. I have all my work done here so your records will bear me out on this.

People don't just hail any cab these days. They "pick" their cabs. And I know that my Checker is "picked" by many riders who want comfort and relaxation. They tell me so in a direct way.

Very truly yours,



Rubin Lubarsky  
179 Linden Boulevard  
Brooklyn, New York

DEE BEE GARAGE CORPORATION  
1462 - 38th Street  
Brooklyn, New York

Telephone: GEdney 8-9132

June 19, 1958

Checker Motors Sales Corporation  
315 West 68 Street  
New York 23, New York

Gentlemen:

We've got 21 Model A-8 Checker Cabs in our operation.

18 cars have been in continuous operation beginning February 1956. Checker users of long standing, we're not at all surprised to find motors with mileages averaging 150,000 miles and better, still performing in a highly satisfactory manner.

The 3 1958 units--standard jobs--have been operating for 7 months and have accumulated up to 60,000 miles average. Our total maintenance expense for these 3 units to date has been \$65.18 for replacement of 1 clutch, 1 cluster gear and 1 front bearing. That's all. This kind of low-cost maintenance is unheard of--outside the Checker, that is.

Experience has shown us that--with good reason--the Model A-8 Checker is a "preferred" car--preferred by the public and drivers. We prefer it because it spells more profitable cab operation.

Yours very truly,

DEE BEE GARAGE CORPORATION

*Joseph Dunn*  
Joseph Dunn  
President

JUDY CAB CORPORATION  
1544 Boone Avenue  
Bronx 61, New York

April 20, 1956

Checker Cab Corporation  
315 West 68 Street  
New York, N. Y.

Gentlemen:

Our experience with the new Model A-8 Driv-er-matic Special to date has been most gratifying.

Our fleet consists of 10 units. Deliveries of our Model A-8 Checkers started two months. We now have 8.

Driver reaction has been most heartening. They tell me driving the new Checker is so much easier. The comment--"fresh as a daisy"--is a most frequently heard remark by drivers--after completing a day's work. They feel like coming to work the next day.

A definite education process is taking place with the taxi-riding public who are waiting...and picking...the Checker. Passengers are always complimenting the car...which naturally makes the driver feel better.

The automatic units in the car...automatic transmission, power steering, power brakes...are operating trouble-free.

We are averaging between 10 and 11 miles per gallon gas.

To date we have every reason to be satisfied with the performance of the Model A-8 Checker.

Yours truly,

JUDY CAB CORPORATION

*Irwin Goldberg*  
Irwin Goldberg  
President



**D B L MAINTENANCE CORP.**

1462 38th STREET

Brooklyn 18, N. Y.

GEdney 8-9132

April 26, 1956

Checker Cab Sales Corporation  
315 West 68 Street  
New York 23, N. Y.

Gentlemen:

If you want to know how we feel about the new Checker Driv-er-matic Special Model A-8, then you will really have to speak to our drivers.

And their comments are entirely complimentary. The truth of the matter is they're really crazy about the car.

We used to have trouble getting all our cars out. Not enough drivers. But those worries ended when we started getting deliveries about 2 months ago.

Passengers are begging for the car. We know that to be a fact.

We are averaging between 10 and 11 miles per gallon gas.

We have 11 Model A-8's now...in a fleet of 32. And the only reason we haven't completed the changeover is that we can't get the new cars fast enough. But we'll wait. And for a very good reason: The Model A-8 Checker is worth waiting for!

Very truly yours,

D. B. L. MAINTENANCE CORP.

*Joseph Dunn Rice*  
J. Dunn

1173 Nelson Avenue  
Bronx, New York  
August 12, 1958

Mr. Kenneth W. Bothe  
Cab Service & Parts Corporation  
315 West 68 Street  
New York 23, New York

Dear Mr. Bothe:

I guess I'll have to get around to buying a new 1959 Checker one of these days as soon as they are available.

The trouble with my present Checker (1952 Model A-4) is that it won't lay down. It's got pretty close to 300,000 miles. The speedometer isn't too accurate. I don't know what it means to have a breakdown. All the major units have stood up. Expenses have been moderate. The original battery is still in the car!

The car doesn't owe me any money. I am satisfied with it. Only it's like an old shoe--you hate to part with it. But when I do, it will be for another Checker. That's for sure.

Sincerely yours,

*John Birmingham*  
John Birmingham

BRIGHTON CAB CORPORATION  
1462 - 38th Street  
Brooklyn, New York

April 19, 1956

Checker Cab Sales Corp.  
315 West 68 Street  
New York 23, N. Y.

Dear Sir:

We have been operating Checkers since Jan. 27, 1953. Our present fleet consists of 10 cabs, of which 7 are the Model A-8 Driv-er-matic Special.

You have asked me what the reaction has been to the new Checker. I'll be brief:

Driver: Reaction has been wonderful. Drivers tell me: "The same people who used to avoid me now look and wait for me. We see them pass up other makes of cars...to wait for the Checker."

Public: My own experience in the field convinces me that there is now taking place a definite process of conscious selection on the part of the public. More and more of them are waiting for...and picking the Checker...

Operator: I am frank to state that I had my doubts about all those automatic units in the car. Automatic Transmission. Power Steering. Power Brakes. Every doubt I had has been resolved. I am now definitely convinced about the durability and serviceability of these automatic units which have been operating trouble-free.

I always had a high regard for the Checker car. But this latest model is tops.

Very truly yours,

BRIGHTON CAB CORPORATION  
*Jacob Scheibe Secy*  
J. Scheibe  
Secretary

LAKEVIEW CAB  
WO. 4-7181

CHECKER CAB  
WO. 5-5161



## YELLOW CAB CO.

HERTZ RENT - A - CAR SYSTEM, LICENSEE

RENT A NEW CAR - DRIVE IT YOURSELF - ALSO TRUCKS BY DAY OR LEASE

22 W. JACKSON ST. BATTLE CREEK, MICHIGAN PHONE: WO. 5-5161

June 19, 1958

Dear Mr. Temple,

I want to take this opportunity to thank yourself and all your crew for the wonderful clinic which was held at your service Dept two weeks ago.

Our service man was most delighted with the abundance of short cuts and non manual secrets revealed by your men and the others who attended the meeting. I can think of no other way for us to gain so much valuable help in such a short time as we gathered at your most orderly conducted clinic.

We sincerely hope periodic repeats of this type of meeting can be looked forward to. Kindest regards

FOSTER'S SERVICE  
119 Francis at Cortland  
Jackson, Mich.  
Phone State 29260

YELLOW CAB CO.  
22 W. Jackson Street  
Battle Creek, Mich.  
Phone Woodward 5-5163

MICHIGAN RENT-A-CAR  
128 E. Water Street  
Kalamazoo, Mich.  
Phone 5-2822

# YELLOW CAB CO.

525 N. FRANKLIN STREET

DECATUR, ILLINOIS

TELEPHONE 5145 - 5303

May 27, 1958

Mr. Jos. McMath  
Checker Cab Manufacturing Corp.  
1155 W. Monroe St.  
Chicago, Illinois

Dear Joe:

This is to thank you for the visit to our office by yourself and Mr. Wilhelm last Friday, May 23rd. It was indeed a pleasure to personally acquaint you with our staff and lay-out here at the Yellow Cab Company.

Our Checker units have done a very satisfactory job and have certainly lived up to our expectations. The drivers here prefer the Checker - in fact, they would rather not work if for some reason their Checker is out of service. The performance of our Checkers has shown that a "built-for-the-purpose" cab meets the needs of the taxicab passenger and the taxicab operator.

As you will recall during your conversations with Sandy and Dode at the Convention last year, our intention was to replace half our fleet with Checkers this spring. A careful study and analysis since last September, of our own business and business in general during the current recession, necessitates our postponing until this fall, the replacement of our '55 model cabs. Barring any unforeseen event, replacement of our '55's with Checker Cabs will be made at that time.

Joe, please accept my invitation for you or any of your staff to drop in for a visit anytime. You are most cordially welcome.

Sincerely yours,

YELLOW CAB COMPANY

*E. Frank Beaman*

E. Frank Beaman,  
Owner



JOHN T. ROCKETT  
FOUNDER

# Boston Cab Company

KENmore 6-5010

"THE BROWN and WHITE FLEET"

Business Office

845 BEACON STREET BOSTON 15, MASS.

KENmore 6-9268



EMILY DAYTON ROCKETT  
TREAS. & GEN. MGR.

October 2, 1957.

Mr. L. Hilsky, President  
Cab Service & Parts Corp.,  
315 West 68 Street,  
New York 23, New York.

Dear Mr. Hilsky:

At the request of Gene Kovacs we are giving our experience on the eight Model A-8 Checker Cabs which have been in operation since June and now average 20,000 miles.

The customers enjoy the ease of entry and the flat floor of these cars. The drivers like the way the car handles in traffic and parking at curbs, as well as the improved visibility in all directions.

The Maintenance Department has made only a few minor repairs in addition to our weekly and monthly preventive maintenance checks. The excellent service from your Department has made the transition to a strange automobile easy for our mechanics.

During a period when gasoline taxes and prices have been increasing I, of course, have been following the gas mileage very closely. I am pleased. Our cabs do not have power steering or automatic transmissions, but do have the booster brake.

The Boston Cabs are operated in heavy traffic conditions at all times. The Brighton and Cleveland Cabs are typical of a suburban taxicab operation. The Brigham Cabs are in our medical center which includes one very steep hill.

The fleet average for September was 11.7 miles per gallon, while the eight Checker Cabs averaged 12.8 miles per gallon. Enclosed is a table giving the exact figures on each car.

I trust this is the information you desire.

Sincerely yours,

BOSTON CAB COMPANY

*Emily Dayton Rockett*  
Treasurer

DETROIT VETERAN'S CAB

2206 BROOKLYN

DETROIT 1, MICHIGAN

~~~~~ *Phones* ~~~~~  
Woodward 3-0977 Townsend 9-4689

June 16th, 1958

Mr. J. Temple
Cab Service & Parts Corp.
15631 Plymouth Road
Detroit 27, Michigan

Dear Jim:

A little belated note of thanks for the fine Buffet dinner which was served during the maintenance clinic which was held June 5th and 6th, also for the photo.

I now personally own 8 - A8 Checker taxicabs and in all probability will replace the other cars in my fleet with A8 Checkers when they need replacement.

As you no doubt know that I do much of the repair work myself and can truthfully say that I for one gained much knowledge during the presentation of this clinic. My suggestion for the future is to have more maintenance meetings. Please do not fail to notify me when you do.

Again let me say thanks for the knowledge I have gained.

Sincerely,

W. Richard Alban
W. Richard Alban



Checker Motors Corporation

KALAMAZOO, MICHIGAN

U. S. A.