

CHECKER GULF COAST SALES

1304 SAN JACINTO ■ HOUSTON 2, TEXAS ■ CApitol 3-4695

Exclusive Factory Outlet For World Famous **CHECKER** *Automobiles, Commercial Cars, & Buses*

April 16, 1965

Mr. Daniel W. Jordan, Jr.
536 Woodrow Avenue
Beaumont, Texas

Dear Mr. Jordan:

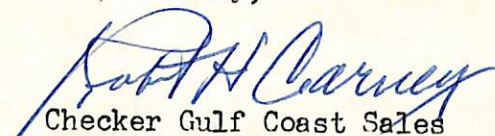
We are pleased to know that you are among an ever increasing number of people who realize that room on the inside of a car is more useful than a long overhang on the front and rear; that a spacious flat rear floor is more desirable and offers more comfort than a small floor space with a hump and step down wells; that heavy duty brakes and brake linings are of greater value than lavish use of chrome; that heavy duty parts (which originally cost a little more) keep a car operating much longer and makes sense, as they are trouble free and cheaper in the long run.

All of these good features, plus many more too numerous to list in a letter, means to the Checker owner Greater Comfort, a Safer Car, Trouble Free Service, Longer Car Life, Low Cost Operation and Maintenance.

It is a Long Lasting Pleasure to own a Checker Car.

I invite you to come in or phone and we will take a ride in the New Checker.

Respectfully,


Checker Gulf Coast Sales
RHC:sr

THE CHECKER



OVER BILLIONS OF MILES FOR 42 YEARS