



(Location unknown. Source: [Carl's Match Covers](#))

Taxi Marketing / Experience continued. . .

Four cited the first year of operation (1922, 1923, 1931 and 1962); and two simply claimed to be the oldest company.

Other selling points

Matchbooks offered a host of other selling points, usually tailored to specific markets or conditions; for example:

- Air conditioning (3 matchbooks)
- Airport service (7)
- Ambulance (6, including a "cabulance")
- Baggage, messenger, delivery services (8)
- Car or truck rental (3)
- Drunk customers (9). Seven of the matchbooks simply advised revellers to leave their cars at home and take a taxi, but one offered to take the partygoer back to their car for free the next day (Phoenix AZ [page 4](#)).

Another (left) offered "blotto" service, something that originated in Tulsa OK in 1936 and quickly spread to other cities. "It's like this: A motorist attends a convivial gathering, eventually feels unequal to the task of driving home, and telephones for 'blotto service.' Out comes a cab with two drivers. One takes him home, the other follows with his car. The charge is double fare." (Manhattan (Kansas) *Morning Chronicle*, [1936-11-07 p. 2](#)). The term "blotto" died but the service survives.

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- Limousines and special cars (8)
- Locally owned or owner operated (9)

Larger companies tended to make this claim. Small companies in small towns didn't have to.

- Sightseeing (5)
- Towing / wrecker service (3)
- Uniformed drivers (2)
- Veteran owned or operated (29)

This is a rather special category. See note on [Veterans](#).

- White drivers (2; see pages [74](#) and [75](#))

Taxi companies complying with customer discrimination against non-white taxi drivers is a lesser-known aspect of racism in the taxi industry compared with profiling of non-white customers, but it caused a [major scandal in Montreal](#) during the 1980s. These two matchbooks are unusual in overtly advertising white-only drivers. Other companies likely discriminated in the same way, but quietly.

As well, taxi services that were combined or associated with other businesses were able to advertise more exotic offerings, such as office equipment ([page 89](#)) or a barber shop ([page 121](#)).