



Checker Cab Club



Volume 2 Issue 4 Sept 2016

Editor's Introduction

Welcome to the ninth edition of the Checker Cab Facebook Group newsletter.

Free of charge, feel free to print and distribute and put in your own binder. If you would like to submit an article or personal profile regarding you or your Checker please feel free to submit all content to me at the email address on the right side of this page.

So what's in this issue? This is our first Summer Checker Show Spectacular. You'll find full coverage of the two shows the club organized or participated in this past August. Combined club members participated in both events brought together 33 Checkers!

In this issue we'll present part two of the John Hertz story.

Jack Fritz and Rick Burgen recently donated for scanning about 25 CMC Headlight Newsletters. In this issue, you find the 1985 write up of Steve Wilson. Photos provided by Connie Wilson Powers.

We'll also present a one year summary regarding the Checker Cab Club website and a major CMC document donation by John Logan.

For your viewing pleasure, we'll also present a recently discovered 1957 Checker Grille alternative.

Please enjoy issue: volume 2 issue 4. Next issue, we'll showcase the recent Markin family blueprint donation and present a profile of member Lilly Joplin Noonan and her Art-O-Mobile



Editor: Joe Fay
Drivermatica8@yahoo.com
Owner 1949,1950, 1952,
1957 Checkers

Checkers at Auburn 2016, The Checker Cab Club

Last year we were just a little Checker Facebook page, yup for the seven prior years we, interacted daily doing what you do on Facebook.....post stuff. Over the last year we have transformed in a big way, we're more than just a Facebook page now, we are now the largest Checker Cab club in the world.

What did this plucky little club do to transform? We launched a world class newsletter, 5 issues a year. We launched a new blog and published 90 blogs over the last year. We built a new world class Checker Cab website and on that site we have loaded over 1400 downloadable PDF historical Checker documents.

So when we were challenged that we were not a true club because we did not have a national show, we launched a show! Not just any show, we had a fun filled three day moving interstate show! Day one Auburn, Indiana and the Auburn Cord Duesenberg Museum.



Day two the National Automobile and Truck Museum of the United States (NATMUS). Day three, we packed up our Checkers and moved them across state lines to Kalamazoo, Michigan to the Great Checker Garage Sale, we Checker folk do things in a big way

In summary the three day event presented Checker fans with access to view twenty-five Checkers. Thirteen Checkers were on display at the Auburn Cord Duesneberg Museum outdoor plaza. On Sunday eight Checkers left Auburn and drove to Kalamazoo and Chris Markin's storage facility to meet up with seven more Checkers. In Auburn five additional Checkers were on displayed in the two Museums. Members drove to Auburn from six states, two members flew in from Georgia and Pennsylvania. The oldest Checker at the event was a 1933 Model T. The newest displayed was the 1982 Model A12 with only sixteen miles on the odometer!

Day one turned out to be a very nice sunny day. The first official entry to arrive was the NATMUS Aerobus, followed by Joe Fay with his two Checkers, a 1950 A4 and 1957 A8. The threesome was soon joined by the ACD 1933 Checker Model T, pulled by a club cadet tractor!

Later in the morning Tim and Zandra Bower arrived in a stunning Model A11 Winkoff Marathon. Andy Taylor made the long drive from the Joplin, Missouri area in his 1967 A12w. Jeff Friedman arrived in "Big Red", a bright red Checker, making the trip from Atlanta in very good time.

The Checker fans were soon joined by Ben Merkel and Peter Talanca with his family in tow from Ohio. Arriving from Wisconsin at about 12 pm, Emerson Zentz and his wife Rachel with not one but two Checkers! Former CMC employees Rick Burgen and his friend Pete Anderson joined up later in Rick's spotless Midnight blue A12 making a showing on Saturday of twelve rare Checkers.



The ACD Museums 1933 Checker Model T

Also joining the group was former CMC plant superintendent John Logan and his wife Lola. All the Checker fans tried to suck all the knowledge out of John Logan's head, it was a rare treat. A week earlier Bruce Uhrich showed his Checker Model A8 at Macungie Park, for this event Bruce left the A8 at home and flew to Auburn with his son David Uhrich.

The tour of the ACD Museum allowed Checker Car Club members to see some of the most luxurious automobiles produced in the US at the height of the depression. The group toured the executive offices of E.L. Cord and former Checker head of Engineering Herbert Snow's office and viewed various exposed X-braced frames. It's amazing how similar the Auburn frame is when compared to a Checker frame.

Day two started out slow due to the rain, but that did not stop the Checker faithful from showing up to enjoy Checkers mid-morning. David Veenstra and Richard Garrison came down from Kalamazoo in David's working Checker used in his real estate business.



The NATMUS Aerobus



Vintage Line Up

A number of Checkerless Facebook fans also participated on Saturday. First in was Steve Yorks, followed by Bob Maly and auto writer Bill McGuire. Ben Risdon stopped by and spent the day with his wife and children. A special thank you to Ben Risdon for his club donation or rare Checker documentation.

The tour of the NATMUS covered three floors of the museum. Consistent with many Checker owners encouragement of touching Checkers, NATMUS tour guides encourage all of our member to climb aboard the GM Futureliner and sit in the capitan's seat, a mere ten feet off the ground. The Checker group also viewed five NATMUS Checkers donated by friend Bill Welsh. Checker fans also had a chance to view the restoration shop, the area is typically not open to NATMUS guests, but because we were so nice, they let us in to see the current projects.

On Sunday the static show became a moving show, eight Checker were driven approximately 100 miles to Kalamazoo. First stop, the hollow ground of the old CMC factory. The Checker revelers, stop for about 10 minutes to pay their respects and take photographs of the place where our Checker were produced. The Checker then went on to meet up with other Checker fans at Chris Markin's place.



John and Lola Logan, Jeff Friedman, Andy Taylor, Bruce and David Uhrich



Emerson and Rachel Zentz



The Model A8 at the NATMUS Gulf Gas Station

Checker founder Morris Markin's grandson Chris Markin's storage facility was transformed into the Great Checker Garage Sale. Chris and Joy Faust Markin were kind enough to put out a big spread for the hard charging Checker drivers who arrived looking for parts. Bill Beurkens and Jim Garrison arrived in their Checkers to pick up some parts earlier in the day.

Also at the Markin facility was Jake Wilson and Cindy Hartson from Iowa, they were Checkerless, but hopefully the parts they purchased will get their Checker back on the road. On display were four of Chris Markin's mint Checkers. All great cars, two stood out, one with only 16 miles on the odometer and one a factory prototype and sedan back Aerobus.

The Markin's kind gesture was well received by all who participated. Key for Chris was the idea that these parts were going to help keep Checkers on the road. All parts were sold with the understanding that the parts should not be sold for profit. It's very important for Chris and his family that the true Checker and its history lives on.



Former Checker Head of Engineering Herb Snow designed Cord X Frame



The Futureliner

Former CMC employees participated in the event including new member Jan Kapper. Jack Fritz Jr. also stopped by for parts. The next day Jack posted on Facebook “Drove my Checker home from the repair shop today. Next thing to do is get shocks, tires and mirrors” hopefully parts from Chris will help Jack get his Checker back on the road. CCC member Ed Fox also stopped by with wife and child, Ed managed to perfectly time his arrival just when the Checker from Auburn were pulling in.

Special thanks to Rick Burgen for coordinating and helping Chris inventory and price all items. Considering that this was the Checker Cab Clubs first event, the results were well received. Well over 50 Checker fans participated in the three day event. Seven former CMC employees participated in the event including John Logan. Both John Logan and Chris Markin have made significant donations to the Checker Cab Club. It was nice to personally thank them for their contributions.

Will there be another show? You bet, where and when is unclear right now, but expect an announcement sometime in the October time frame. We'll keep you posted.



Rick Burgen and Chris Markin, Garrison Checker in background



The 18 Mile 1982 Checker



Pete Talanca, Ed Fox and Ben Merkel



Andy Taylor



Jeff & Maria Friedman



Tim & Zandra Bower3



Pete Talanca



Ben Merkel3



Joe Fay



Joe Fay



Rick Burgen



Emerson and Rachel Zentz



Emerson and Rachel Zentz



NATMUS Aerobus



A-C-D Model T



Christopher Markin



Christopher Markin



Jim Garrison



Christopher Markin



David Veenstra, Richard Garrison and Mike Fay



NATMUS Welsh Checker



NATMUS Welsh Checker



NATMUS Welsh Reincarnation Checker



NATMUS Welsh Checker Taxi & Diesel



Christopher Markin on Bill Beurkens A12e



Christopher Markin



Christopher Markin

Checker Cab Club Regional show



53 years, Das Awkscht Fescht has been a summer tradition for all ages. Offering three fun-packed days in the great outdoors, it's been a perfect way for families to celebrate summer and see some of the finest antique cars from the east coast.

This past weekend Facebook Checker Group members celebrate the 53rd annual Das Awkscht Fescht event, eight Checkers made it to the event, a pretty good showing for a regional event.

On Saturday Checker fans Christian Hutter and his son Gavin entered the field with their pristine 1978 A11 along with Victor Coiro and his aqua and white 1970 Checker A12w. Early arrivers, they were able to enjoy the park before the car buffs crowded the field. Last year Victor had car troubles, it was great to see Victor drive in this year!



For 53 years, Das Awkscht Fescht has been a summer tradition for all ages. Offering three fun-packed days in the great outdoors, it's been a perfect way for families to celebrate summer and see some of the finest antique cars from the east coast.

Hossfield and his wife made it to the event. Bill is a walking encyclopedia on Checkers.

George Lukas and wife made it up from Virginia in a pretty blue 1970 A12, his second Checker, George bought his first Checker in 1960! The Beebe's of Morganstown, Pennsylvania, arrived in their recently purchased Checker. Painted in a pretty dark forest green, the Beebe Checker is quite striking.

Michael Pincus arrived on Sunday with his original NYC Checker A11. Mike best summed up his day as follows "Made it home in one piece. 300 miles round trip with no a/c and in a car with 1.25 million miles is a long ride."

Longtime Checker enthusiast Michael Angelich paid a visit with his friend Carol. Mike is a renown taxicab historian. Also in attendance was Joe Fay the coauthor Checker The All American Taxi. Mike and Joe compared notes on a potential new Checker book!

Sadly the founder of the Checker Car Club Don McHenry was



Happy Checkering, Chris Hutter and son, Victor Coiro, the Rogers family and Mike Pincus

not able to show due to his advance aged. All missed Don and his originally purchased new 1960 Checker Model A12W wagon. At 94 Don is in great health, but is no longer able to drive. One of the better events, we hope 2017 will be a year of expanded regional activities. Coming up August 12th the 14th the Checkers At Auburn event.



At 7 AM the Hutter A11 was parked and ready for show



George Lukas and Jim Rogers talk Checker



Victor Coiro's aqua and white 1970 Checker A12w



The oldest Checker at Macungie



George Lukas 1970 A12 driven to PA from Virginia



The 1.25 Million mile Checker of Michael Pincus



The Beebe Checker Marathon, a standout



Taxicab Authors Joe Fay and Michael Angelich

John Hertz and Yellow Cab a Story

Similar to Checker Part 2

In 1915 Hertz had broken the code of producing “assembled cars”. Having research various parts catalogs of many third party independent manufacturers, Hertz had done the math and figured out that he could produce taxicabs cheaper than buying new units. By purchasing Continental engines, Brown-lipe transmissions, Timpken axles, bodies by Racine Boat and other various parts Hertz was able to assemble 150 Taxicabs in the Walden Shaw shop in Chicago.

By 1916 Hertz was manufacturing over a 1000 Yellow Taxicabs a year and was now selling Yellows to the various cab operators nationally as part of the Yellow Cab franchise. Years later Markin would use a similar strategy selling Checker cabs and like the Hertz model, Marking would sell Checkers nationally to taxicab operators using the Checker Cab name. Like Markin, Hertz would expand outside of manufacturing taxicabs. In 1920 a new vehicle was introduced at the Chicago Hotel Congress,

the Shaw automobile, the new corporate namesake. Equipped with a Rochester-Duesneberg engine expectations were high. Hertz wanted to create a high end luxury car but there would be changes.

Later in 1920 the same car was introduced at the Chicago auto show it was now named the Colonial. Apparently the name Shaw from a PR standpoint in Chicago was deemed to be too closely associated with used cars and taxicabs not luxury cars, a name changed was required.



Fleet of Yellow Cabs

The Colonial was now equipped with a Weidely 12 cylinder engine.

In one last act of uncertainty, there was again another name change. Introduced in 1921 at the Chicago Drake hotel, the Colonial was now named the Ambassador. Power plants were changed again and the automobile was now equipped with a Continental six cylinder engine. Apparently the name Colonial was being used by several other regional car manufacturers and confusion existed in the marketplace

Public Relations were consistent with the Shaw and Colonial, it was announced that the “new Ambassador stands out prominently in a field of the world’s finest cars”. It was also claimed that the car was produced and backed by a “mighty American institution” although it did not specifically link the car to Yellow Cab.

The Ambassador Model R was produced from 1921 through 1923. A big car it rode on a 132 inch wheelbase. Five body styles were available: sedans, limo, four



1919 Yellow Cab



1923 Ambassador

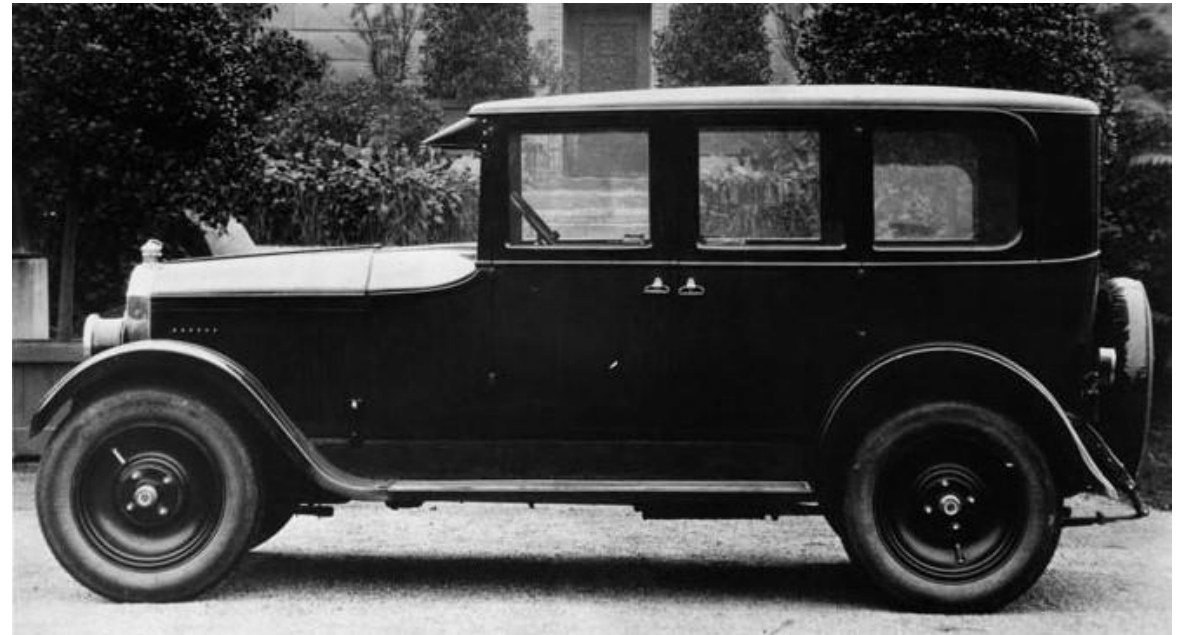
passenger sport tourer, seven passenger tourer and a two passenger roadster. In keeping with the luxury status promoted, the Ambassadors were equipped a full complement of leather trim. The car was even equipped with leather trunks and cases lined with silk.

In 1923 sales of Ambassadors was lacking. Meanwhile at the same time Chicago businessman Walter Jacobs was having troubling funding his rental car business and was seeking a partner. At the suggestion of Alfred Foreman of the Foreman Bank and Trust Company, Hertz would buy Jacob's business and source rental units via Yellow Cab Manufacturing. Mr. Jacobs was retained in the business to assist in expansion of both the rental business and Ambassadors sales

By 1924 and after all inventory was used, Hertz decided to leave the luxury car market and execute a new strategy. A new Ambassador was developed, the Model D-1 offered in two models, the Drive-Ur-Self Sedan and Tourer. These two vehicles were introduced for Hertz's new rental car system Shortly after the change in direction, the

Ambassador's name was dropped and the name was changed to Hertz. Hertz sold the Model D to the general public as well as his rental car concern.

Sales to the general public became problematic. By utilizing the Hertz name potential buyers lost interest in buying the Model D-1. Essentially buyers felt that if they purchased a Hertz car, neighbors and friends would think the car was a rental, clearly that potential misconceptions hindered sales. Perhaps Hertz should have stuck with the Ambassador name.



1924 Hertz Model D-1

The Model D-1 ran on a 114 inch wheelbase, it was very similar to the Yellow Cab Model O. The most significant difference was an altered brand engineered radiator design. Again consistent with Morris Markin, Hertz did indeed introduce a consumer product car produced by his taxicab manufacturing empire, but it would not last as long as Markin's empire.



1924 Hertz Model D-1 Phaeton

The taxicab industry was tough business in the roaring twenties. In Chicago what was known as the taxi wars took center stage along with prohibition. Recently described by Chicago Tribune writer Ron Grossman: *“Then as now, cab wars were turf battles, struggles over who had the right to pick up fares at choice locations. But at the height of the conflict, during the Jazz Age, they also involved political clout, labor unions, corrupt cops and gangsters. Reams of purple prose were generated, both sides claiming to have the public’s best interest at heart. Officeholders disputed such assertions, saying that honor belonged to them.*

In 1923 Cook County State’s Attorney Robert Crowe declared “war against the taxi war.” Two years later, Chicago Mayor William Dever threw down the gauntlet, declaring: “We will see whether the taximen control and own the streets or the people.”

“It has only been comic opera warfare until tonight, but from now on it is going to be a fight to the finish,” John Hertz, president of the Yellow Cab Co., told the Tribune on June 8, 1921. “We feel we might just as well end the whole business right now.”

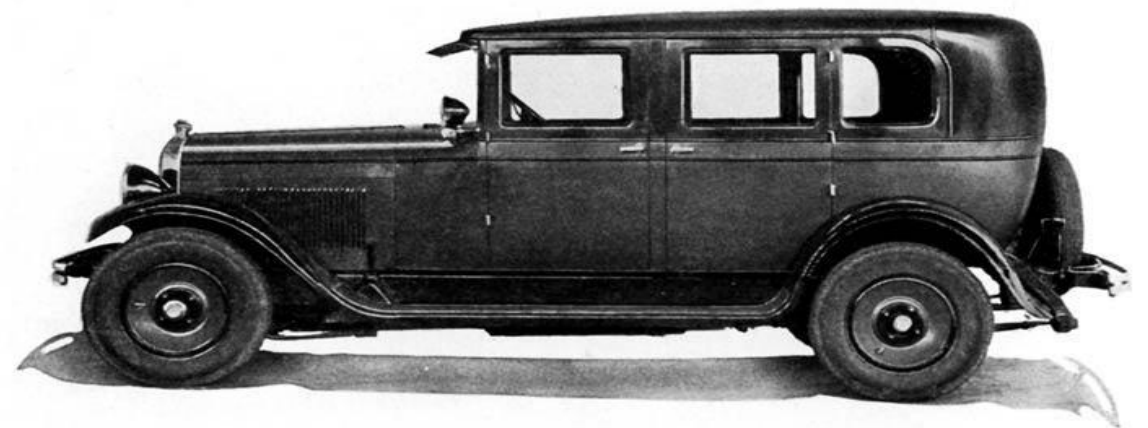
His no-more-Mr.-Nice-Guy announcement was occasioned by the killing of one of his drivers as the man was shooting the breeze with fellow cabbies at Roosevelt Road and Kedzie Avenue. Witnesses said a large automobile sped by, and three men fired 25 shots, the fatal one striking P.A. Skirven just above the heart. That same night, another Yellow driver was shot in the foot at Logan Square and Milwaukee Avenue, and a Checker taxi driver was arrested during a brawl at a taxi stand in front of the Hotel Sherman.

In 1923 The tribune reported: MAN SHOT TO DEATH IN CHICAGO QUARREL

“Affair Apparently Outcome of Clash Among Taxi Drivers Chicago. June 7, 1923 (UP) – Frank Sexton, declared by police to be connected with a labor union, was shot to death early today by two taxicab drivers in a pool room on West Division street. Authorities said the murder was apparently the outgrowth of a war between independent and union drivers on “Checker” taxis. About a dozen drivers were arrested for questioning.”

The following day Markin’s house was firebombed, at this point Markin packed up shop and moved to Kalamazoo. By 1926, Hertz had had enough, drawn into the taxi wars of Chicago, Hertz private stables were fire bombed and many of his prized race horses were killed. Hertz decided to sell everything.

Hertz sold a majority share in Yellow Cab Manufacturing Company together with its subsidiaries, Yellow Coach Manufacturing Company and the “Hertz Drive-Ur-Self,” system to General Motors. Hertz became a main board director at GM. The transaction allowed Hertz to expand his Omnibus Corporation a national transit company.



1928 Yellow Cab

In 1927 the Hertz car would be dropped. Between 1927 and 1964 Hertz would solely rent Chevrolets. Yellow cabs continued to be produced by GM until 1929, in 1930 General Motors would rename the Yellow cabs to the new make name General. Generals were produced until 1938.

Hertz would take his money and run, over the next twenty five years Hertz would make a lot of money in many different enterprises including Lehmann Brothers. Hertz's Omnibus Corporation would buy back his namesake rental car business from General Motors in 1953. Hertz would lead the company until his death in 1961.

In a twist of irony, long time competitors, Markin would theoretically wind up working for Hertz for a short period of time in the thirties. For a several years, Hertz sat on the board of Auburn-Cord-Duesenberg, between 1934 and 1937 Markin was the head of ACD's Checker Cab Manufacturing unit. Markin reported to E.L. Cord and the Board of Directors. We can only assume that there may have been a little tension between the two men.



1927 Yellow Cab

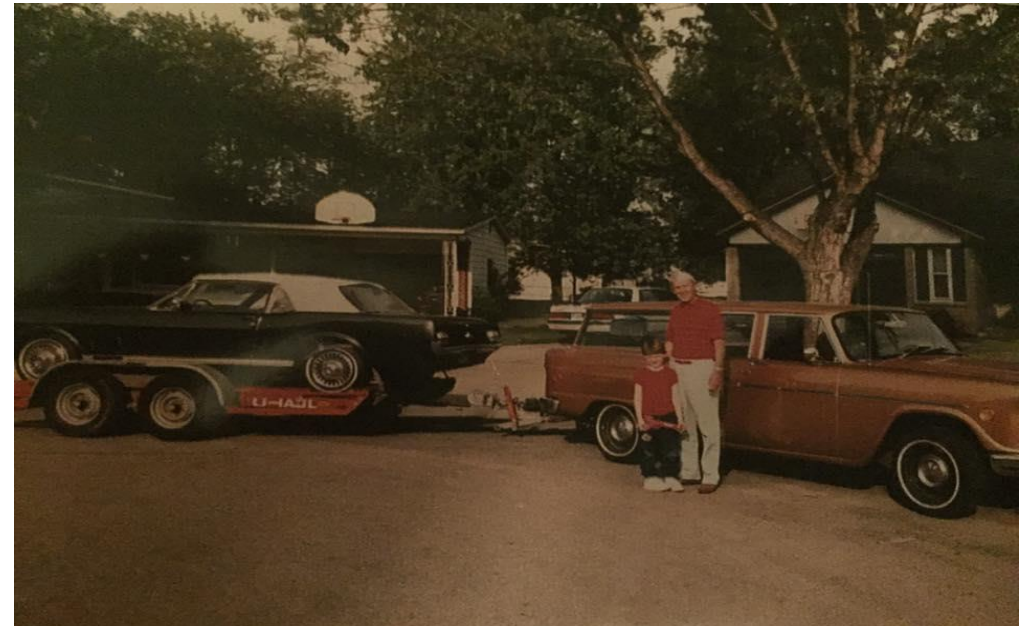


1938 General

A Giant Among Checker Fans

Steve Wilson former CMC executive and CCCofA President. Anytime you read a Checker manual or cross over reference sheet, always be aware that it was either created or edited by Steve Wilson. The following is a short article published in the CMC Checker Highlights Newsletter from 1985. Also included are the many picture of Steve's and his Checkers. The original article was written by Marcia Schill:

So you think that maybe you could do your bosses job better than he or she does! Do you ever see yourself running your department? Or, perhaps you envision yourself in the president's chair someday. Do you think you have prepared yourself for that big moment? Will it just be a matter of luck, intelligences, hard work, a good attitude or perhaps you have a friend or relative already in power pulling for you? Whatever the case may be it might be worthwhile to take a look at some of our top executives to try and get a more insightful view of how they "fell" into their high level positions. Perhaps we'll discover that it isn't just luck. Being in the right place at the right time may get you that job or33





**Checker Cab Club member David Powers with
Father –in-law Steve Wilson**

promotion, but many other factors keep you on top. Steve Wilson, Assistant Vice President and General Purchasing Agent has agreed to be the first Checker Executive to share his career background and advice as to what qualities he perceives are important in considering employees for top level positions.

Let's start with the type of individual Steve Wilson was BEFORE life at Checker Motors. Steve came from a family of five children. He says they always had everything they needed but anything extra they desired would have to be earned by them individually. As a very young boy, Steve would get a 5 cent per week Allowance money which he would sometimes use to buy real butter for his Mothers tasty homemade cinnamon bread. Later Steve demonstrated his ambitious and enterprising side as a young man by always finding lawns to mow. Sidewalks to shovel in the winter, and working at a fruit market during his senior year in high school. Steve worked at a newspaper office. Steve says he was a very good student and always did his homework during study hall so he was able to spend his free time working and earning money.



After High school, Steve did not feel that college was for him. He was motivated to make money. From the ages of 21 to 24 Steve worked at Gibson Automotive Wholesale Company during the day and at the post office during the evenings. He had a new wife, a new baby and a new car. Which gave him all sorts of motivation not to work two jobs anymore. He totally dedicated himself to his job at Checker. infact he had one boss who would get very upset if Steve put in too much overtime so he would punch out at 5:00 and then return to his office continuing to work without pay.



Wilson A12e in Popular Mechanix

As a specifications clerk, Steve performed many tasks including writing bills of materials, parts & service catalogs, acting as a liaison between the shop and the engineering Department. And interpreting engineering specifications. In just one years time. Steve's dedication and ability to get the job done were rewarded with a promotion to specification supervisor He spent nine years in this position. During this time Checker had a chassis engineering department as well as a body engineering dept. Each department also half their own specifications department. Steve recalls that these two departments were divided by a wall – both figuratively and literally. He remembers that David Markin was a big help to him at the time in convincing Morris Markin to tear down the wall and consolidate the department. The new arrangement became known as the engineering Dept. and was able to save serval thousands of dollars.

Steve continued to learn as much as he could he stated that he was very lucky to have the help of many people at Checker He listened to what they had to say and learned quickly. He became especially noted that Harley Skinner, who originally hired him was a great help to him in learning the ropes. Once great piece of advice that Harley passed along to



Wilson on scooter trip to Texas



Wilson with Excalebur

Steve was “Don’t proofread assuming that everything is wrong” imagine how much money we all could save in catching errors if we got into this habit

In 1966 Steve was taken out of the Engineering Dept. and placed into the Purchasing Dept. as a buyer. He worked directly for Earl Newlson (who came from General Motors) and Cecil Cornwell (formerly of Ford Motors) when I asked Steve how he felt about moving from one department to another after so many years he replied, “I loved it”, Steve reports that during the first six months in the purchasing department he was able to make substantial cost savings. Due to all the knowledge he had gained in Engineering. He knew every single part of the Checker automobile inside and out and this information came in pretty handy when he was transferred to Purchasing. Later, Steve became the Manager of Materials, Purchasing & Scheduling until this was later separated into two different departments. Steve is solely in Charge of Purchasing today (1985).

Steve Wilson has always been a self-motivated person. He wanted to achieve as much as he could and had no qualms about doing what he had to in order to get the job done. Steve worked many hours of overtime during his early years at Checker Motors and many with no pay. He feels that he has been very well rewarded for all his efforts he admits that today he can usually enjoy an 8 to 5 job. But knows that he has earned it.



Steve is very proud of his accomplishments at Checker Motors. As we can see from the many jobs he has held, he consistently demonstrated that he could do the job he was assigned to and also managed to get the support to and also managed to get that support of all the right people while he was working his way up the ladder.

Steve feels that a college education is very important today for anyone thinking about becoming a top executive. He says “with a degree, you can take on the world.” A few other tips that Steve Wilson passes along to those inspired to go places are Help make the company prosperous

- Don't be a clock watcher
- Don't be afraid to work harder than the person next to you
- It's more important to be respected than liked
- Learn all you can about your department
- And you must have the ability to get along with others

Steve Wilson will be celebrating his 30th anniversary (1985) at Checker Motors this January. I would like to thank Steve for a great interview on his rise to top management at Checker Motors. May I say “it not where you start it's where you finish.



Connie Ann Wilson Powers & Dave Powers Wedding

The Logan Checker Cab Archive Donation and a Year in Review

Over the last year the Facebook Checker Cab Club has undergone a major transformation. A little over a year ago the Facebook Group was just that: a group where Checker fans engaged in daily dialog on Facebook, but there was a desire from its members to be more than just a Facebook club.

The results of a Facebook poll indicated that members wanted more content, so we launched a Facebook Checker Cab Group Newsletter in April. Feedback from the first newsletters was fantastic, some members actually suggested that it was better than the other Checker newsletters available to collectors.


About a year ago, yet another Checker group was created on Facebook, a challenger to the Facebook Checker Cab Group. Our club had to look to new ways to be relevant in the Checker hobby world. We had to take action in

order that to survive in the small world of Checker fans and we had to increase our group membership so we could remain viable, we could not just maintain the status quo, while under attack by the new Facebook group.


We had to create and maintain more content, in July of last year we launched a new Checker Cab Club Blog. Again a great success, over 90 blogs were written by our members and shared on our Facebook page.




Checker Cab History



The 1941 Checker Bantam BRC Jeep
If you go to The Gilmore Museum in Hickory Falls, Michigan, you may find a somewhat surprising vehicle, the Checker Jeep. At the Gilmore the fully restored Jeep has a big sign on the windscreen declaring it to be a Checker product. Yes, the Checker Jeep, unless you... [read more](#)



The 1922 Commonwealth Goodspeed Show Car
In 1917, Alfred Barley acquired the Michigan Buggy plant in Kalamazoo and started to produce a high-end luxury sports car, his organization, the Barley Motor Car Company. Barley's plan, build a sports car with smart European styling, the car would sell well in... [read more](#)




The Con Man Who Started It All, W. A. Schaum Part 1 in the history of Checker
Many have compared the early days of the US automobile industry as being much like the technology boom of the 1990s; such was the rapidity of growth and change. Automotive executives in the early twentieth century regularly switched companies and launched spinoffs and... [read more](#)

The blogs were leveraged and via targeted promotion the blogs effectively doubled the size of our Facebook group, over 300 new members were added, the Facebook group is just short of 700 members!

The Checker History Blogs were instrumental in introducing Checker's to many automobile collectors who knew little of our favorite independent automobile brand.

HOME
ABOUT
HISTORY
ARCHIVES
NEWSLETTERS
BLOG

Welcome to the Largest FREE Online Checker Cab Club



Access the Largest Online Archive

1253

Free Digital Archive Items

Check Out the Online Archive

663

Online Group Members

Join the Facebook Group

By the end of the Summer there was significant fallout from the other Checker club, it was swift and it was harsh. As we all know, necessity is the mother of invention, it became clear that a new Checker experience had to be created for those members summarily tossed out of the old club. The Facebook Checker Cab Club launched its own website on Labor Day of 2015.

Since its launch, the focus of the new website has been to create the world's largest free Checker Archive. Additionally, the website serves as a gateway to the Facebook page, the group blog and 3 group Newsletter



The contents of the archive are amazing. Within the library you'll find Newsletters, not just our Facebook newsletter, but a number of different Checker related Newsletters: CCCofA (1984 – Present), The Big Apple, and Midwest Newsletters.

3

Thanks to former CMC employees Jack Fritz Jr. and Rick Burgen, we now have 24 copies of the CMC Checker Headlight newsletter. The inventory spans a period of 1983 thru 2008.

The CMC Checker Headlight is a fantastic addition: because it presents the true facts of Checker, perspectives by Checker employees and management. No half-baked opinions, just the facts from the company who made our favorite car.

The mother load of Checker content can be found in the Archive: Brochures and Manuals Covering a span of 1920 to 1982. We have archived virtually every Commonwealth and Checker brochure. Manuals, the archive has content covering a span of 1947 thru 1982

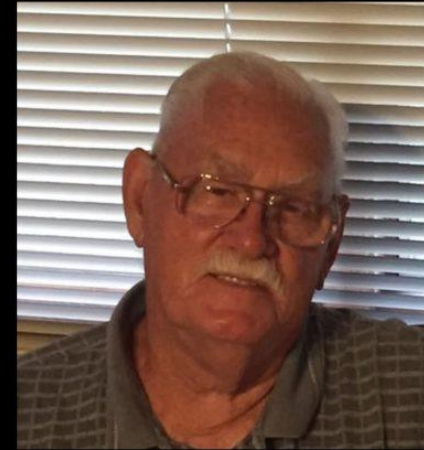


Service Bulletins, we have hundreds of CCM and CMC bulletins covering a span of 1956 thru 1962. Service Manuals, Operator Manuals, Assembly Manuals covering a span of 1947 thru 1982. The majority of these manuals come from the collections of Checker authors Ben Merkel and Joe Fay.

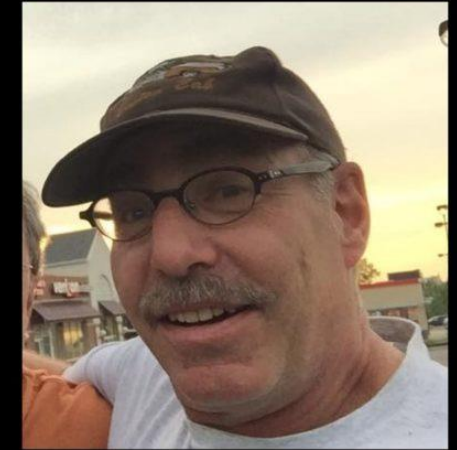
Perhaps the most significant donation of documents comes from John Logan, former Checker Motors Plant Superintendent. John first started at Checker in 1958, left during a strike period, then rejoined Checker in 1962 to stayed with Checker until retirement in 1998. John is actually responsible for the creation of the 1976 Checker 15 passenger Aerobus.

John has made three major contributions: Checker Production Reports 1966 thru 1980. Engineering Memoranda 1962 thru 1982 and Checker Illustration Manuals 1964 thru 1982. This donation has established our club as the foremost authority on Checker.

Production Reports: In the past visibility of Checker production data was limited to total production per model based on a serial number range, but now utilizing the production reports



John Logan Checker Executive
from 1962 thru 1998

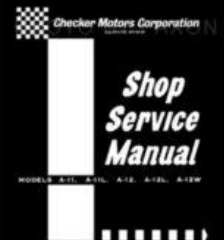


Ben Merkel Checker Collector,
Historian and Author

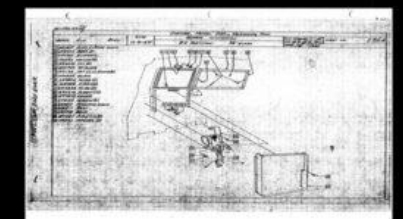


1965 Brochures

Shop Manuals
& Parts
Manuals



Production
Reports &
Engineering
Memos



1965 Illustration Manual

donated by Logan, we can drill down into Checker production. For example, we can now determine that of the 5534 Checkers produced in 1969, 579 went to Chicago Yellow Cab and 460 went to Checker of Chicago. We can see that 104 Aerobuses were equipped with a bucket seat while 17 had dual bucket seats. We can even see breakdowns of trim, 67 A11's were equipped with the optional "Checker" nameplate. The club now has access to all these reports. All production reports have been loaded to Facebook and will soon be loaded to the web archive.

Engineering Memoranda: The Checker A11 and A12 were introduced for 1962. John Logan has donated a complete set of engineering memos that documents every change on these two models produced from the beginning in 1962 thru end of production in 1982!

We can now see how and when every change took place. We can also see the names of those responsible for the change: whether it was from Jim Stout, who started at Checker in 1922, Sab Hori who started in 1947 or Steve Wilson who started in 1955 all the key leadership has touched the memos!

July 20, 1964

ENGINEERING MEMORANDUM #67

TO: J. Stout, P. Visser, R. Fuller, S. Hori, E. Horrigan, K. Luke, F. Leamy (3), R. McCulfor, A. Radke (3), W. Asselin, R. Smith, R. Hudson, A. Goedhart, E. Nelson, C. Cornwell, S. Megyesi, B. Herrington (8), R. Bach, D. Markin, F. Baldwin, R. Birdsall, J. Copeland, J. Coleman, T. Bedard, K. Bothe, L. Hilsky (4), J. Temple (4).

FROM: S. Wilson

SUBJECT: New Model A-11E Taxicab

It is the intention at this time to build an A-11 Taxicab on the 129" Wheelbase which will be designated as A-11E. The same standard equipment items as A-11 such as 6 cyl. engine with floor shift trans., std. steering, cab trim, etc. will also apply to A-11E.

The following procedure will be followed with regards to releases and production orders.

BODY RELEASES

A-11E is in the process of being added to all releases with the exception of G.M. standard parts and "M" series of bulk parts which will be assumed also A-11E unless otherwise specified.

CHASSIS RELEASES

All parts released for A-11 will be assumed also A-11E unless otherwise indicated.

BILLS OF MATERIAL

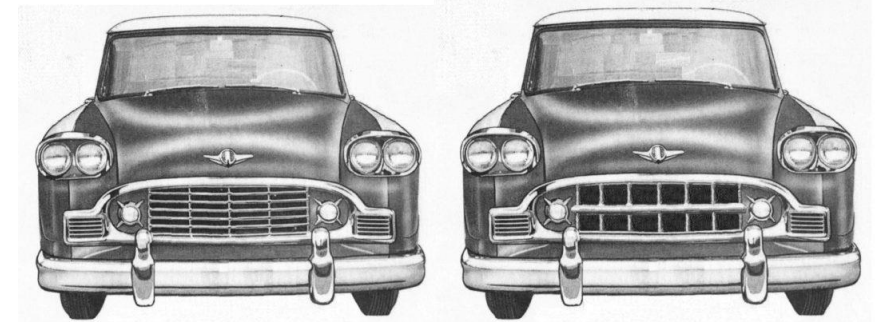
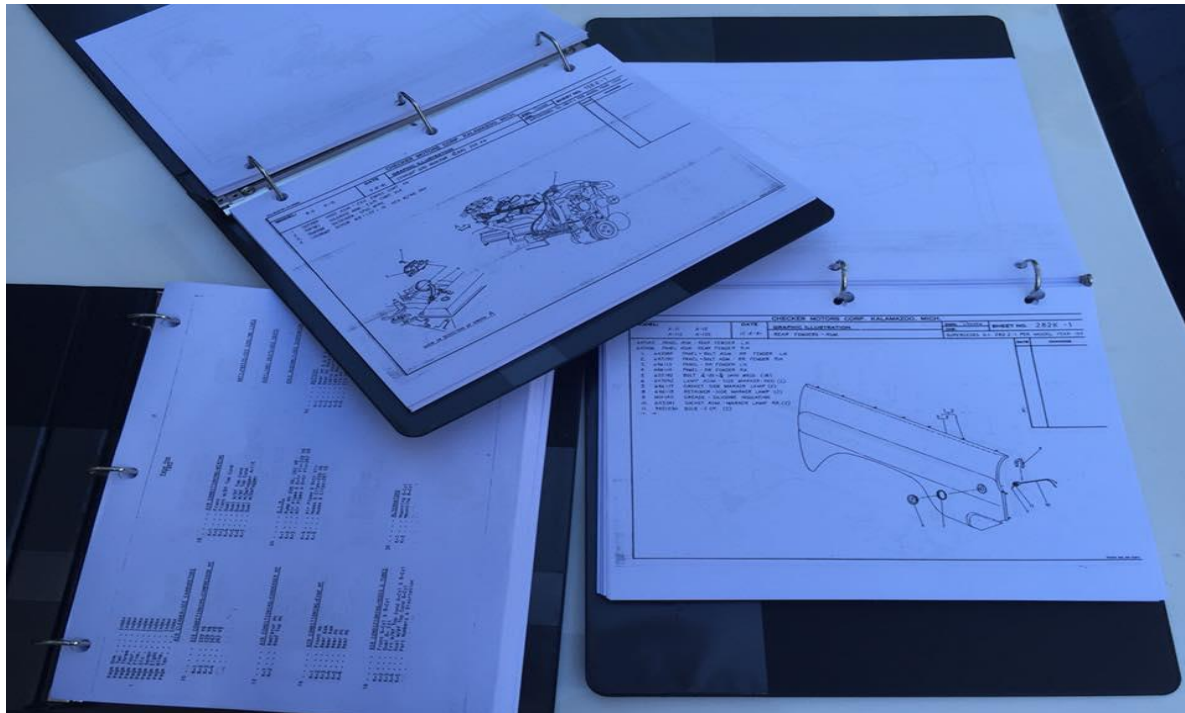
A complete separate Body B/M has been issued. Chassis will use "Addition/Elimination" type of B/M based on the A-11 taxicab.

PRODUCTION ORDERS

A new master sheet has been issued to the Sales Dept. indicating B/M group numbers. The taxi order form should be used. It is suggested that A-11E be indicated in large letters on the top of the order form so that proper wheelbase is used.

Changes can be as simple as adding a reflector to a taillight door, to the introduction of a new model, like the Super Cab of 1964. How many times has a question been raised regarding the first use of Chevrolet 350 engine? We can now present the facts: dates, models, and chassis numbers impacted. The entire collection represents 484 memos. To date about 315 (1962 – 1971) have been scanned and will be added to the web site shortly.

In the next issue we'll discuss the Markin Blueprint donation



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Checker Grille Proposals 1957

In 1958 Checker introduced the new Checker Model A9 as a replacement for the Checker Model A8: first introduced in 1956. Checker had primarily served the taxicab industry for the better part of 35 years, but plans were in order to reach into a new market, the consumer car market. The new Checker was scheduled for introduction in the fall of 1958.

Recently an alternative design was discovered. The Checker Cab Club has produced a full rendering for comparison to the actual production grille. Which one do you like?

Classifieds Ads: Current For Sale Sept 2016

RARE* 1969 Checker Marathon A12 Diesel - \$6000 (Murphy, NC)

*Diesel only in stalled one year. It is a Perkins Diesel. The company is still in business and now owned by Caterpillar. Some minor rust and 2 separations in rear seat which are pictured. 36,000 original miles. Have the original manuals. Tires like new. Just spent \$2200.00 to replace all brake lines and wheel cylinders and master cylinder. Runs great. Overall car is in good shape.



(828) 361-1000

173 New York Yellow Cab

Originally imported Via Ireland From Universal Studios. Was used in Home Alone 2 but no evidence of this. The taxi has has a complete mechanical overhaul, New 5.7 Chevy Engine, New Gear Box, New Brakes, New Hubs, New Fuel Tank. [Worcestershire](#) Bewdley, UK



Phone 07043 237329

1977 Checker - \$2995

cms98-5742727138@sale.craigslist.org

Classic, rare car ready for some restoration and a new life. This very rare 1977 Checker Marathon was one of less than 200 sold to the general public instead of to a taxi company. It still runs and drives. Comes with most of the parts to put it back together and also comes with a "parts" car. Use what you need and sell the other parts. Bumpers are very marketable as well as the window glass.



gk6wn-5747917059@sale.craigslist.org

1970 Checker Marathon - \$4950 (Ephrata)

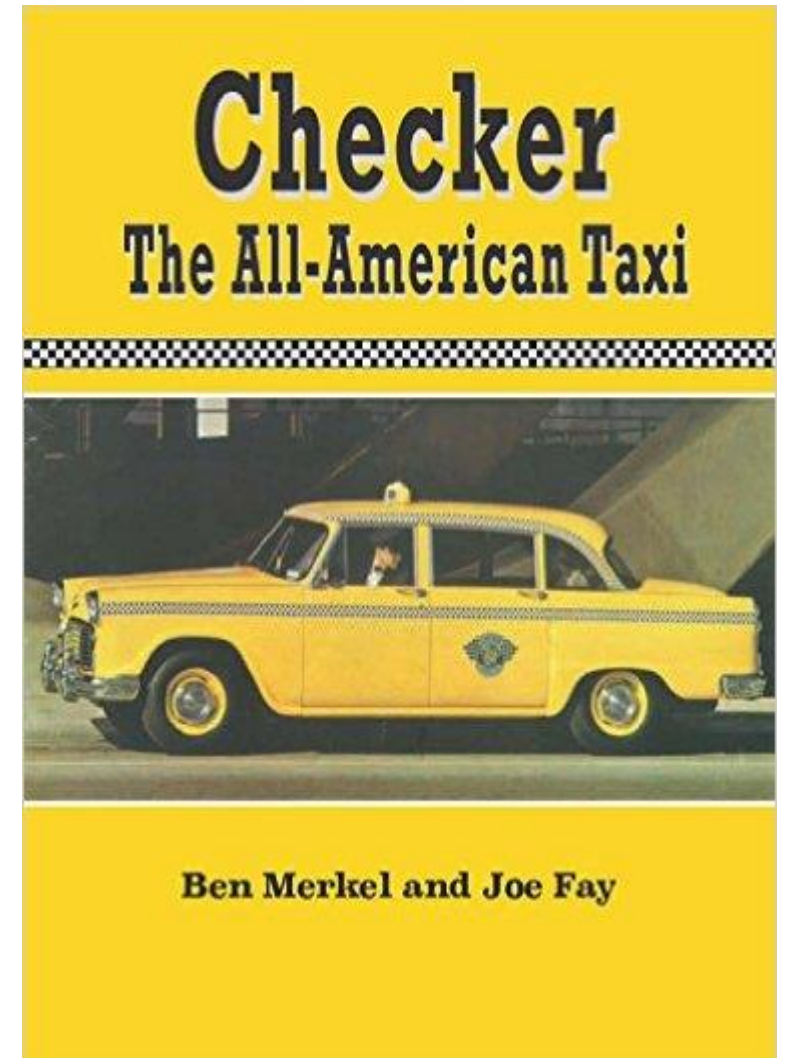
Classic 1970 Checker Marathon One family Owned since New NEVER A SERVICE VEHICLE!!
Power Steering
Power Brakes
Am Radio
Straight 6 cyl. 250 Chevy Engine
Runs and Drives



Earlswood Press *independent book publishers*

Checker aficionados Ben Merkel and Joe Fay give us the low-down on the historic models and many of its limousine and private car variants, in the USA and in other parts of the world. Checker - the All-American Taxi features: The background history of the company yOn-street pictures of Checker cabs in service across the USA and overseas. Pictures of rare limousine, Aerobus, private and medical versions. The Galva projects - new generation Checker models that were never put into production Fully informative captions. Short Description. Nothing portrays the American taxicab like the classic Checker. Even though it has been out of service for many years, it is still in demand by film and TV programme makers. This richly-illustrated book focusses on the history of the most famous models, the A-8 to the A-11 and many of its limousine and private car variants. Illustrated with archive shots, posed photographs and on-street images.

Available at <http://www.earlswoodpress.co.uk/>



Newsletter End Featured Checker: Tim and Zandra Bower 1982



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Checker Cab Club



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