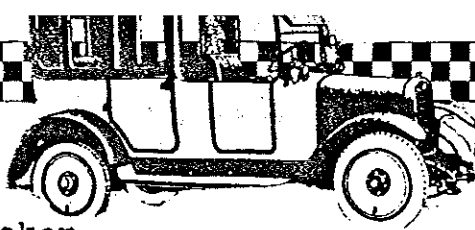


**Checker Car Club of America
Continuation of "The Checker
History of Checker from "Checker
Headlights" magazine, from factory.**



**"The Checkerboard News"
August 1984**

MEMBERSHIP ROSTER - By States 1984

**Checker From The
Beginning by Rod Walton**

The new series "M" was introduced at the end of 1930. This model as unique and breathtaking as the model "K" was beautiful. The front fenders flared up a bit and pointed straight forward. The headlights and grille had a distinguished rectangular shape, high and narrow. The disc wheels were smooth cones. This design remained as a Checker feature for a number of years until after World War II. The seat cushions were filled with down, and when a passenger would leave, the cabbie could reach in and fluff them up with a special little paddle that he carried.

In February of 1931, Checker took another big step and formed the Empire Cab Association in an effort to improve the cab wars that were so predominant in New York City. Composed of independent operators of Checker cabs, the Association was intended to give the small operators an opportunity to continue with his business unmolested.

Along with the turmoil of the cab wars was the horrible money situation caused by the Depression. This was one of the toughest times the country had faced. The profit picture by the end of May, 1931 was a grand total of \$665.00. Now, this doesn't look good for a going business, but when almost everyone else in the auto industry was using red ink in their ledgers, this was a remarkable accomplishment. It looked so good, in fact, that other auto companies such as G.M. bought their new General cab into the New York City area

to try to break up the Checker stronghold. These cabs were offered to all takers at \$360.00 down and no firm contract to pay the remainder. These policies hurt Checker but it was very short-lived. Checker management watched as predictable things took place. Cabbies on the program were not making payments — no place to make them. Nor were they fixing or replacing vehicles — no place to do that either. The cabbies drove the new vehicles until they broke down completely or wore all the tires out, then gave them back to G.M. Within hours, they were back into Checkers once more. This was a very expensive lesson for such a large manufacturer.

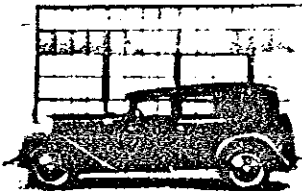
In June of 1931, the line was expanded to include a new station-wagon-type vehicle. It was more like a utility truck that could be converted into a package delivery or even an ambulance. A little over one thousand of these vehicles were produced over two years.

In November of the same year, Checker received a contract for one thousand new cabs from Chicago: Yellow Cab. The profit by the end of 1931 was a little over \$400,000.00, quite a difference from \$665.00 in May. The only other auto company to show a profit for that year was the Auburn Automobile Company. This is an interesting point, as you will see a little later on.



Road & Track-April 1984

As the Associated Press noted, the police department of Woodlake, California is losing a trusty patrol car, and some police officers are mighty glad. Amusingly, the policemen were MISTAKEN for taxi drivers when they drove the car, which is a 1979 Checker. Officers were subjected to such remarks as: "Hey, cabbie, give me a ride." and "Where's your meter box?" One officer resigned rather than drive the car, stating: "I'm not driving a cab."



Model M

For Sale

Checker Sales Literature, 1966-'73; \$2.50 each.
Mechanical parts for 1964-'70 models, will answer each letter, if I have it or if I don't.
Lowell Teisberg; 3828 E. Washington Ave.; Madison, Wis. 53704

Wanted

Four brake drums for '63 Checker Wagon (New or Used)
Anthony Diego; 1401 E. Ayer St.; Wilmington, Del. 19804

Did you notice our Checker Car Club is listed in Hemmings Vintage Auto Almanac & Auto Trader Old Car Book? (60 members to date)

CALIFORNIA
Clark, Richard
1915 9th St.
Berkeley, Ca. 94710

Hammerberg, W.J.
940 Washington
San Francisco, Ca. 94108
(73 Marathon)

Lombard, Gerald B.
5120 Belcrest Ave.
Bakersfield, Ca. 93309

McDonald, John L.
24 N. Glenbrook
Camarillo, Ca. 93010
(66 A-12 wagon)

Seykora, Frederick
441 Rowland Canal
Vanice, Ca. 90291

COLORADO
Heckel, Oscar L.
811 North Corona Street
Colorado Springs, Colo. 80903
(67 Marathon) - 80903

Hoffman, Tom
1620 E. 6th Ave.
Denver, Colo. 80218
(76 & 80 Marathons)

Isaac, John R.
6344 W. Rowland Ave.
Littleton, Colo. 80123

DELAWARE
Diego, Anthony
1401 Ayer E.
Wilmington, Del. 19804
(63 wagon & '72 Marathon)

FLORIDA
Compton, Clifford
2527 Eastbrook Blvd.
Winter Park, Fla. 32792
(60 Checker 4-door)

Foreman, R.L. (Bob)
Rileys Park
15 W. Main St.
Mt Dora, Fla. 32757

GEORGIA
Smith, Raymond R.
P.O. Box 1541
Savannah, Ga. 31402
(73 Marathon)

ILLINOIS
Alexander, Mrs. Helen
Cab Service & Parts corp.
1157 West Monroe St.
Chicago, Ill. 60607
(Phone 1-312-421-1121)

Diamond, Lyle H.
6831 N. Seeley
Apt. 3K
Chicago, Ill. 60645

Gansz, Phillip G.
909 S. Prospect
Park Ridge, Ill. 60068

INDIANA
Auburn-Cord-Dusenberg Museum
1600 S. Wayne St, P.O. Box 271
Auburn, Indiana 46706

KANSAS
Emery, Mike
Box 296
Tonganoxie, Ks. 66086

Swoopes, B.
P.O. Box 4041
Overland Park, Kansas 66204

MARYLAND
Egger, John
1423 Jeffers Rd.
Towson, Md. 21204

MASSACHUSETTS
Maurice, Paul E.
30 Elmwood St.
Auburn, Mass. 01501

MICHIGAN
Peterson, James G.
1813 Harvey St.
Kalamazoo, Mich. 49007

Willer, P.F.
3890 Hartman Rd.
Sodus, Mi. 49126
(61 Marathon-65 Wagon
67 4 dr. 69 4 dr.
69 Marathon)

Mich. cont'd
Walton, Rod J.
(Dist. Mgr.)
Checker Motor Corp.
Kalamazoo, Michigan
49007

MINNESOTA
Goulding, J.L.
401 Snively Rd.
Duluth, Mn. 55803

Lilja, John B.
2017 Girard Ave. S.
Minneapolis, Mn. 55404

MONTANA
Caffyn, Bill
2515 4th Ave. S.
Great Falls, Mont. 59
(67 Aero Bus)
NEW HAMPSHIRE
Collins, James V.
31 Middle St.
Glaremont, N.H. 0374
(76 Marathon)
Morgan, George E.
44 Summer St.
Dover, N.H. 03820
(64 4 door)

NEW JERSEY
Hossfield, Bill
50 Oakwood Dr.
Ringwood, N.J. 07456
(various cars)

NEW YORK
Covert, Bob
47 Wanda Ave.
Cheektowaga, N.Y. 142

Cullinan, Eugene T.
188 McKinley Ave.
Kemore, N.Y. 14217,
(2073 4-door)
Doyle, J.C.
1106 Sliter St.
Elmira, N.Y. 14904
(Wagon)

Navlin, Richard
R.D.1 Box 419
West Hurley, N.Y. 124

Hinberg, Ronald O. (M)
107 Marangale Rd.
Manlius, N.Y. 13104

Stainless Steel Exhaust Pipes
(Bring your original pipes, no index cards, for duplication or send them) (They'll never rust out) I had some made for my '61 wagon, beautiful workmanship, & 6.00 a foot)
Mr. Dan. Johnston; 15 Fry Rd. Greenville, Pa. 16125-Phone# 1-412-588-1918 (call before 8.00AM)

NOTE:

Don't forget your S.A.S.E.

Next Checkerboard News in about 3 months.

"Keep 'Em Rolling"

Don McHenry
469 Tremaine Ave.
Kenmore, N.Y. 14217

NEW YORK-cont'd.)

D'Ambrosia, Victor
1175 Colvin Blvd.
Kermore, N.Y. 14223
(75 4 dr. & 76 4 dr.)

McHenry, Donald E.
469 Tremaine Ave.
Kermore, N.Y. 14217
(61 Superba Wagon)

Purdas, Emil
353 Saw Mill River Rd.
Yonkers, N.Y. 10701

Steinberger, Sidney
P.O. Box 218
Carmel, N.Y. 10512
(74 & 79 A 11's)

NORTH CAROLINA
Foreman, Bob
Rt. #1 Box 409
Murphy, N.C. 28906

OHIO
McFarland, Bruce
5151 Monroe St. Suite 120
Toledo, Ohio 43623
(66 wagon, 72 wagon
77 129" Sedan.)

Merkel, Ben
5813 Mayfield Road
Mayfield Heights, Ohio 44124
(various years)

OREGON
Anderson, Eric
P.O. Box 562
Newport, Or. 97365

Emons, Joseph
7727 Pinetree Lane
Turner, Ore. 97392
(12 pass. aero bus.)

PENNSYLVANIA
Greiner, Robert
319 Terrace Rd.
Fayetteville, Pa. 17222

Grur, J. (Jack's Repair Serv.)
Lake Rd. Lincolnville
Rd. 2 Centerville, Pa. 16404

Keller, James A. Jr.
511 W. King St.
Lancaster, Pa. 17603

Smith, Stan.
(Smithson Acres)
111 Linden Hakk Rd.
Boalsburg, Pa. 16827

RHODE ISLAND
Milligan, Keith G.
Box 454 Annex
Providence, R.I. 02901

TEXAS
Rawls, Dan Chevrolet-Buick Inc.
Hwy. 96S, P.O. Drawer 550
Kirbyville, Texas 75956

Whalley, Mark S.
P.O. Box 2271
Lubbock, Tx. 79408

Hirschler, Paul A.
R.R. #5 Box 977
College Station, Texas 77840

WASHINGTON
Fisher, Steve
1220 8th St.
Bremerton, Wash. 98310

WISCONSIN
Hall, Phil
754 N. 113th St.
Milwaukee, Wi. 53226

Teisberg, Lowell
3828 E. Washington Ave.
Madison, Wi. 53704

CANADA
Christensen, L.
7988 Bloomfield Ave.
Montreal, Que., Canada H3N-2H6

Ahlberg, Carl
10 Phelps Street
St. Catherines, Ontario, Canada L2P2H4

*Would you be interested in a
bronze "Checker" belt buckle
Have source supply
\$8.00 + postage*

*Steve, don't forget S.A.S.E. +
forward some stamps for future
"Checkerboard News"*