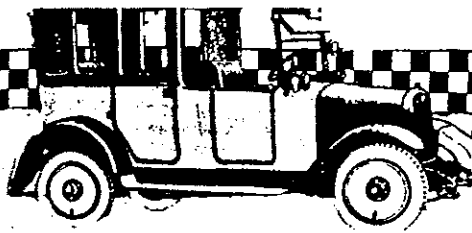
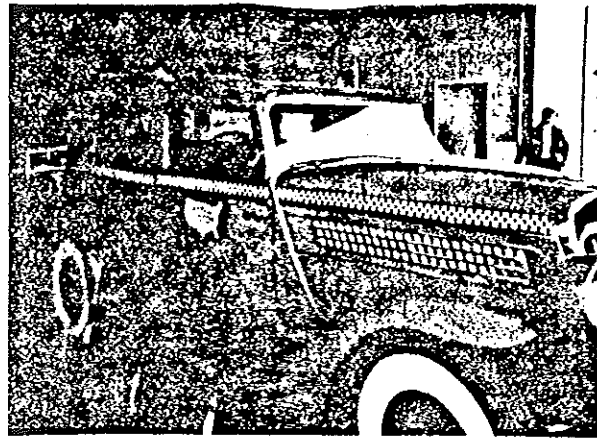


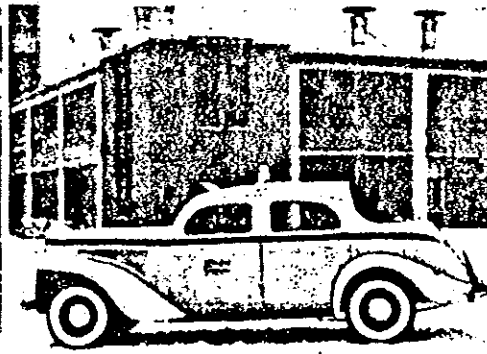
Continuation of "History of Checker" by Rod Walton, from "Checker Factory Headlights Magazine."



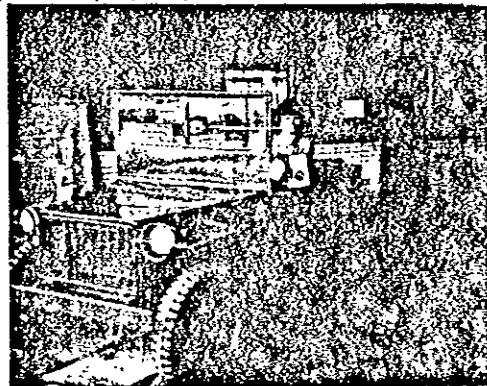
"The Checkerboard News" Checker Car Club of America November 1984



Checker's Model Y as displayed in the Sales Showroom.



CHECKER MODEL "A"



ARMY JEEP - Checker Showroom

For nearly two years after Checker had made record profits, in the fall of 1931 the company fell on hard times. The plant was shut down for many weeks during 1932. Even through these difficult times, however, a new car was introduced.

It was a remodeled series "M", but carried the new designation of Series "N". It had a full running board, a trimmed rear side window, landau irons, and a new Lycoming straight eight engine. The Suburban, as the stationwagon was called, and a truck was in production at the same time.

The new series "T" caught on and by January 1933, 500 men were called back to work. In June, the board members were reduced from eleven to seven. August E. L. Cord, from the Cord auto fame, bought control of Checker.

A new reorganization took place and Cord was made chairman. A three-man executive committee was formed, including Morris Markin and he was then elevated back to the presidency of the firm. At this point, there were more than 18,000 Checkers on the streets in the nation and the company still controlled the Parmelee system. They bought out Saf-T-Cab from Auburn Motor Car Co., who had been building them for years.

Losses continued through 1933. Things were not much better in 1934 when only 1,000 Checkers were built, and in 1935 when only 1,500 rolled off the

production line. About half-way through 1935 the outlook started to look better. Losses were cut drastically. This entire depression period had coincided with the life span of the Model "T" Cab.

The engineering department had been working on a new model during these depressed years and it was shown in late 1935 as the series "Y". It was a attractive vehicle with sloping front windshield, and rear. The hood treatment was similar to the 1935 Ford V8.

The new cars sold well. During the first quarter, 980 were built. One thousand two hundred and fifty were projected for the second quarter, and a new long wheelbase job which could be called the granddaddy of the Aerobus. They were built initially for the Parmelee Company and could be purchased in six and eight door models. They were used extensively between bus stations and from hotels to depots. Production was booming again and men were being called back to work.

Business improved in 1936 and into 1937. In August of 1937, E. L. Cord decided to retire and put all his holdings up for sale. In the period between 1935 and March 1936, Mr. Markin was able to regain control of the company. He had not done so at that time, Checker would be but a memory. By the end of 1937, Stutz, Marmon, Pierce-Arrow, Peerless and many other of the best names in automobiles were gone by the wayside. At Checker, the model "Y" stayed on as the mainstay of production and the company diversified a bit. In 1938 and 1939, we built bodies for Hudson Motor Car. We also built a few large trucks and buses. Cab production was low but steady. Then in 1939 a new project came about.

Following Addresses for Continental Engine Parts for Pre-1964 Checkers:

Doehner's Reliable; 940 North Salina St., Syracuse, N.Y. 13208 (315) 422-9286

Northeast Machine; 71 2 Mile Creek Rd., Tonawanda, N.Y. 14150 (716) 692-7347

Mutual International; 1815 S. Wabash; Chicago, Ill. 60616 (312) 225-2660

Teledyne Continental Motors; 950 Ardour Ave., Elk Grove Village, Ill. 60007 (Customer Service)

Ertel Products Co.; Division of Ertel Mfg. Co. 2045 Marline; Indianapolis, Indiana 46202

1-Pro Incorporated 150 N. McCormick Blvd. P.O. Box 1103

Would you be interested in a "Checker" Bronze belt buckle, about \$8.00-\$9.00 each?

Also getting some "Checker" "T" shirts made up. (\$6.00-\$7.00 each any size, any color that you like

If I get enough interest I plan on making up some buttons and hats in the future.

Parts For Sale

Mr. Frank Vega Fleet Parts Expeditors 281 East 139th St. Bronx, N.Y. 10454 (212) 292-4041

CHECKER OWNERS: We are still waiting to help you SAVE your Checker Taxi Cabs. Our Fiberglass Replacement Parts are being used extensively by cab companies in Ohio, Minn., Ind., Mich., N.Y., N.J. and PA. In the past 18 months we have gotten great responses from our customers. So why don't you give us a call? Our product line includes hoods, fenders, front floors, trunk liners, rocker caps, garmet savers, lower trunk sills, seat covers, vinyl floor & trunk mats. We also carry paratransit van caps, wheelchair lifts, school bus hoods, fenders and many other items for the transportation industry. Why not try fiberglass, everyone else is? For more information just call or write us we may have the answer to your problem. B & G Sales, Inc., 2733 Miles Avenue, Pittsburgh, PA 15216 (412) 561-8495.

Parts Wanted

"Aerobus" Emblems (2) Gr.#26-Pt.#636740 clock Ass.#Gr.#30-Pt.#640871. Need P.S. Slave Valve for '67 Aerobus(?) Bill Caffyn, 2515 4th Ave. S. Great Falls., Mont. 59405

Windshield Wiper Motor for '72 & Rear Window for '69; Daniel F. Butkiewicz, 112 E. Randolph Ave., Alexandria Va. 22301 (Dan also needs some owners Manuals for above Cars)

Need rear trunk rubber J.C. Doyle, 1106 Sliter St., Elmira, N.Y. 14904

Set of Shop Manuals for '76 Marathon John P. Schwenker; 1722 Garfield #301 Louisville, Co.- 80027

Next Checkerboard News in about 3 months.

"Keep 'Em Rollin'" Don, McHenry 469 Tremaine Ave. Kenmore, N.Y. 14217 (716) 877-3358