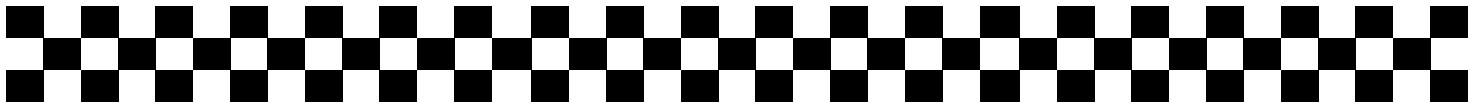


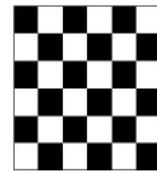
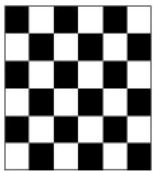
THE CHECKERBOARD

# NEWS



**“A Checker Owner Is Never Alone”**

**Winter 2009**



# CHECKER

**Uncomplicated. Unpretentious. Honest.**



Over 50 years ago, Checker Motors Corporation started building cars, primarily for commercial service. From the very beginning, the basic corporate premise was that of honesty.

Honesty in design.  
Honesty in performance.  
Honesty in delivering the level of comfort and convenience that two generations of owners, drivers and passengers have applauded.

The new Checker, we believe, is a straightforward approach to

this concept. It is an example of the understatement; a vote for independence. It says you care less about style and flair and what the neighbors think and more about interior room, long-term investment and unpretentious comfort.

The Checker will never be named “car of the year” by a national magazine. Nor will it win any fashion awards. A Checker will, however, deliver the kind of honesty that you may feel is missing from today’s cars. A

Checker is designed to deliver what you want most from a car—good, reliable, reasonably low cost operation. And chances are, based on a 50-year background of fleet dependability and combined with a program of preventive maintenance—your Checker will last a lot longer than you may expect.

We believe, dollar-for-dollar, pound-for-pound, the Checker represents one of the outstanding values available to the car buyer.

Whether used for pleasure, or business, the Checker is an investment in common sense, good taste and total honesty.

We invite you to test drive and compare the Checker Marathon with “ordinary” cars.

**Checker  
Motors  
Corporation**



Kalamazoo, Michigan 49007

## Checker Car Club of America, Inc.

(A Not-For-Profit Corporation, incorporated in the State of Indiana)

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#### "Cab Driver"

Words and Music by C. Carson Parks  
Official theme song of the  
Checker Car Club of America, Inc.

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Submissions can be emailed to [jweinhoft@checkercarclub.org](mailto:jweinhoft@checkercarclub.org) or mailed to the editor's address listed above.

# GREETINGS FROM THE EDITOR

January, 2009

This issue should be in your hands by mid January. The next issue will be the normally scheduled Spring 2009 (April) edition. It will be expanded to about 40 pages so both a normal issue and the membership roster can be included.

In case you were wondering why this issue does not contain the membership roster as promised in the Fall issue, it was decided by the President and Board to hold off publishing the membership roster until after the February renewal period. That way, the roster published in April can be an accurate list of current paid up members.

Speaking of club membership, enclosed with this issue is a bright yellow renewal sheet. As it says, everyone must renew at this time. No renewal, no April newsletter. So find your yellow sheet and mailing envelope, fill out the form, write the check and mail it in while you are thinking about it.

The newsletter is a joint effort by many club members. In this issue, we have Checker memories / owners' profiles by Larry Gamble, C. George Trovato and Carroll G. Sickles. The article on Checker advertising was inspired by a lot of work done by Terry Vaught.

Finally, we always need articles. Every member has Checker knowledge they have acquired, usually through the school of hard knocks. You can help by contributing articles and photographs. You don't have to be a writer. Don't worry about the structure; just get the content into the article. We can edit any submission.

Ideally, submissions will be in electronic format, preferably Microsoft Word, although we also accept hard copy by mail. Photos should be original and as high a resolution as possible. All electronic submissions should be sent to: [jweinhoft@checkercarclub.org](mailto:jweinhoft@checkercarclub.org)

The newsletter will continue to evolve. We improve by comments from our readers. If you like what you see, tell us. If you don't like what you see, tell us also. I can be reached at the address on the left or by phone: (Home) 217-744-2986, (Verizon Cell) 217-494-2986

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**About the cover ...** This is the front cover of the 1974 Checker Marathon color folder sales brochure. It was the only year Checker used the "Uncomplicated. Unpretentious. Honest." tag line. The rest of this brochure can be seen on the web site.

# FROM THE PRESIDENT

January, 2009

## CHANGE ...

This time the change will be with all members of the Checker Car Club of America. As I stated in the past, all dues for all members will be due in February 2009. From that point on all members will be renewing in February each year.

Note the separate sheet in this Checkerboard News and look at the renewal date on your address label. If your renewal date is April, July or October, you can send in \$25.00 and mark donation on your check. The excess will be credited as a donation. The Club could use any extra money that anyone could donate.

Talking about renewals, for the past few months we had an occasional PayPal glitch. Some payments that were sent by club members were never picked up and received on the club end and eventually returned to the sender. This has been corrected but, even if you know you renewed, you will want to double-check your renewal date. Either your old date or 0/0 will be shown in the cases where this problem occurred.

Members are probably not aware that almost all of the \$25.00 (\$30.00 foreign) annual membership fee is spent on printing and mailing the newsletter. If you own a business, consider advertising in the newsletter; the rates are reasonable. Any one can make a donation to the club treasury; the club is a 501 (c)(7) Not for Profit corporation. Consult your tax advisor as to the deductibility of donations.

Most people in the club think that the Convention is all that members of the board do. Well, at times I wish it was that easy. Tony Mattern and Matt Fry stepped up to fix the problem we had with PayPal. Thanks, Guys.

In about seven months we will have the next CCCoA convention in L.A. They will be using the "Pay as you go" system with a small (still being determined but will be \$20 or less)

registration fee, similar to the 2007 convention. If you know of a location for 2010 convention or would like to serve as a host committee for one in your area, please let me know. We are still looking for an area to hold that convention. If not, we have a few ideas in the bag.

Going back to the Winter 2008 issue of the Checkerboard News, John Weinhoeft was looking for someone to step up to the plate and Volunteer to take over the Newsletter in 2009. Any takers? (Ed note: I'm more than willing to do it through 2009 but we should always plan for the future.)

As your President, I ask two things. One contribute to the Newsletter by writing an article. The other thing, ask someone to become a member of the Checker Car Club of America. If each one of us would try for only one new member, we would double the size of the club.

If you have a comment, or a question, or even criticism, feel free to contact me. My address and email are on the inside cover. Home phone 269-782-0635, Cell 269-462-3444.

In closing, Happy Holidays ... and get ready for a fun year in Checker Land 2009.

Ron Leatz

Below: The club President driving someone else's Checker at the 2006 convention. Ron finally got his own Checker in late 2008. Photo by the editor.



# But I Never Owned a Checker!

by Larry W. Gamble

(First installment)

Not so long ago I decided to recall the makes, years and cost of purchasing all the vehicles I had ever owned. I am sixty-six years young so I assumed the list would be extensive and expensive. Suffice it to say, I could remember over thirty vehicles with an investment of over \$380,000 dollars. I started buying in 1958 at the age of 15. My first car was a 1947 Plymouth convertible for \$250. Many cars and trucks followed, averaging over two vehicles per year. I currently have a 2006 Expedition, a 1994 Bronco, a 1987 Ford F150 and a 1966 Lincoln two-door hardtop. I had lots of cars and trucks ... spent lots of money, but I had never owned a Checker.

After graduating from California State University in Fresno, California in 1969, I was hired by Kalamazoo College to teach. I was casually aware that a very durable automobile was being manufactured in Kalamazoo, Michigan ... of all places! The vehicles were primarily used as taxi cabs, but domestic versions were also made available to the general public. Apart from knowing that limited information, where the plant was in the city and that there were newly assembled vehicles in the field nearby, I took no further interest in the plant or the vehicle.

I worked in Kalamazoo until 1976, then moved back to California. I entered the world of business owning and operating two radio stations in Oakhurst, California. In 2006, after twenty-four years, I retired from broadcasting and established a communications tower business following a short-lived "retirement."

In early 2008 I was asked if I had any interest in buying a forty acre parcel of land on top of Deadwood Mountain south of Oakhurst. I drove up and looked at the site. It was high enough for a tower alright, but I already had a nearby site, so it would simply duplicate my facility. It did, however, include some much needed easements and a cracker-jack of a surprise! In exploring the property I saw an old cabin, an old yellow Volkswagen, a broken down rusted pick-up and, and ... I couldn't believe my eyes, a 1981 A-12E Marathon!!

The owner of the property relayed his tale of woe. He had purchased it for \$12,000 from the original



owner in Jackson, Mississippi. It had been sold originally by Lambert's in Metairie, Louisiana. The owner told me it had 65,000 original miles on it. It had been trucked to California around 2004. Although it had run, the vehicle's engine and transmission had been



removed to be replaced by a higher powered, more recent vintage Chevy. The hood had blown off during transit and lay sadly demolished and rusting near-by. Accessories and components sat in wet boxes as the weather began to deteriorate this once proud lady. The owner told me he had paid a fly-by-night mechanic to buy a new engine and replace the necessary parts. He had paid him \$6,000 in cash prior to completing the job. Late one night the mechanic had taken the money and left town. And so, the Marathon was towed to the field and had been steadily deteriorating for the last four years.

The property owner and I negotiated the purchase price of the land for nearly two weeks. He



wanted more than I was willing to pay and we were at a stalemate. I decided to walk away from the deal, but at the last minute, I shot him my final offer, with the caveat that the Marathon must be included in the deal. I would take it “as-is, where-is.” I telephoned him with my final offer. “Absolutely impossible,” he said. He had lost so much money by then, he said he was just unwilling to lose any more. I said, “That’s fine. I understand. Thank you.” I hung up the phone. Two days later, his real estate agent called me back and said, if I would increase my \$160,000 offer on the 40 acre parcel by \$5,000, my offer would be accepted. I told her no, but if the Marathon was part of the deal, I would increase my offer to \$162,000. Minutes later, the offer was accepted and we had a deal, and I had a Checker!!

My wife was quick to point out that the land was too steep to build a home on and it really didn’t have much use other than as a tower site. And since I already had a tower nearby, I had, for all practical purposes, just paid \$162,000 for a rusty 1981 Marathon ... with no engine!!!! So much for Christmas this year!

Well, I guess she is right. You know, wives can be so perceptive when it comes to “toys for boys.” But she has been putting up with me for 46 years so she is never surprised with my actions or reasoning powers. In reality, she is, and has been, very supportive of all my idiosyncrasies.

During the summer of 2008 we

towed the vehicle off the top of the mountain to my friend Gary’s house. This winter he and I plan to re-assemble the parts and see if we really do have a Checker-manufactured Marathon or a little Nash Rambler in disguise.

The restoration purists will cringe at my plan to convert the vehicle into a bright yellow taxi. But I firmly believe the joy of having a vehicle is for personal enjoyment. I like having vehicles that I can enjoy. I always have. I have appreciated certain facets of every vehicle I have ever owned. Most were unique and interesting. And it is those attributes I see in my new acquisition. I want to live the history of a very unique chapter in the American automotive industry. Yet, as years go by, there are fewer and fewer Checkers around. That is understandable. Many original Checkers were designed for rugged, short-term use, perhaps a half a million miles during the first few years of “life.” Since there was indeed a limited, but useful and productive life of the vehicle, they were not significantly rust-proofed. Consequently, many Checkers are now rusted out hulks. Those quality vehicles remaining are few and far between. The reason “one is never alone when one has a Checker,” is that there are still thousands of dedicated Checker owners and enthusiasts who maintain and restore the remaining vehicles with love, dedication, and that very necessary element, money! I am proud to count myself as one of those who really appreciate this truly amazing American vehicle.

(Installment 2 due in the Spring of 2009)



# THE 2009 CONVENTION WILL BE SATURDAY, JULY 25th IN LOS ANGELES - MAKE YOUR PLANS NOW!

The 2009 National Convention will be hosted by the California Chapter of the Checker Club. Joe Pollard and Kathryn Bassett are providing the “on the ground” planning and coordination.

The meet itself will be a one day show from 8 AM to 3 PM. It will be inside (and outside if needed) Building 5 at the Los Angeles State and County Arboretum located just off I-210 (Foothill Freeway) at 301 North Baldwin Avenue, Arcadia, CA, 91007.

Due to the (obvious) traffic congestion problems in the LA area, there are no formal tours planned. However, there are a number of important and interesting automotive sites nearby that could be visited in the days before or after the convention.

The Petersen Automotive Museum is located at 6060 Wilshire Blvd.(at Fairfax,) Los Angeles, CA 90036. You can find more information about the Petersen at <http://petersen.org/>

The Nethercutt Collection is located at 15151 & 15200 Bledsoe Street, Sylmar, CA, 91342 and is home to one of the best automotive collections (among other things) in the country. More information can be found at <http://nethercuttcollection.org/>

There are a large number of hotels in various price ranges conveniently located nearby. Unlike other years, there is no “official” convention hotel. This way each member can choose what is comfortable for his or her pocket book. Rather than list all the available hotels, you can Google the address above for near-by hotels or check with your favorite hotel chain.

A traditional Saturday evening dinner / get together is being planned but some of the details remain to be finalized.

Additional information, maps, and a registration form will be posted on the web site as soon as the last few details are resolved ... so watch the web site. A registration form will be included in the April newsletter. If you can reach them, Joe Pollard and Kathryn Bassett will also have additional information as it becomes available.

# CHECKER ADVERTISING LITERATURE

By John Weinhoef

Over the years Checker used a wide variety of print advertising to promote their vehicles. One of our club members, Terry Vaught, spent a large amount of time tracking down and identifying the various items. For those who attended the 2002 National Convention, Terry distributed a printed list of the known literature at that point in time.

Terry had promised me an electronic version of the list but, for various reasons on both ends, I never received it. So I recently decided to retype Terry’s list into a Microsoft Word table. I also updated it with 20 or 30 additional items that were not in the original list. Since I went that far, decided to share it with the club members.

The next nine pages are that list. If anyone would like an electronic copy, you can request a copy by emailing me at [jweinhoeft@checkercarclub.org](mailto:jweinhoeft@checkercarclub.org) and I will send a copy to you.

There are something like 274 different printed items identified. While it is not complete by any means, the club has copies of quite a few of these items posted on the web site. The posted items were scanned from either the club archives (which were donated by various club members including Terry Vaught) or from Joe Fay’s personal Checker literature collection.

The front and back covers of the newsletter show a few examples of the advertising done by Checker. As is apparent from the examples, Checker used some very forward thinking, eye-catching examples. Checker did turn to more conventional style advertising in the 1970’s and 1980’s, but you knew it still was going to be a bit unusual and draw your attention.

I hope you find this list interesting; I know I did. Just reading through it, I learned a number of things about Checker that I did not know.

Maybe it will inspire you to collect more Checker literature. Copies of most of the reprints can be found in the Brooklands Road Test Limited Edition Checker soft cover book. There are a number of vendors specializing in automobile literature on the Internet; one of them is former club member Walter Miller. In the past he has generously provided scanned copies of various Checker price lists for the web site.

Year	Model	Type	Name	Size	Open	Pg
1922	H	part color catalog	Checker Cab: The Key to Big Profits	7x10		20
1923	H2	part color catalog	Checker Cab: The Key to Big Profits	7x10		20
1925	E, Roadster	b&w ad	Automobile Blue Book, Checker Cab, Blue Book Roadster	5x9		
1928	G-8, G-4	color catalog	The Checker Cab	8.5x11		20
1929	K	part color folder	The New Checker (purple)	8.5x11	11x17	
1929	K	part color folder	The New Checker Increases Bookings (purple)	8.5x11	11x17	
1929	K	part color folder	The New Checker (green / red / black)	8.5x11	11x17	
1929	K	part color folder	The New Checker "Of such advance design ..."	8.5x11	11x17	
1929	K	part color catalog	Philadelphia and Pittsburg have Chosen Checker Cabs	8.5x11		8
1929	K	b&w catalog	Checker Cab Combined Parts Catalog & Instruction Manual	8.5x11		92
1930	K	b&w, yellow sheet	Call A Checker Cab \$100 Prize (song contest) / Safe Economical Transportation on reverse side	8.5x11		
1931	K	b&w, silver folder	Shield on front cover / America's Greatest Business	8.5x11	11x17	
1931	K	b&w, silver folder	De-Luxe Delivery	4x9	9x11.5	
1931	M	b&w, yellow folder	Checker Utility: the All Purpose Convertible Car	4x9	11.5x9	
1931	M	brown tone, yellow folder	A Checker Product: the Utility Car	5x3.5	10x3.5	
1932c	K	b&w, green sheet	Used Checker K-6 Cabs - Sale "\$140 w/new tires"	8.5x11		
1934c	M	b&w sheet	Used Checker Cabs: Another Checker Bargain "\$395 without tires"	8.5x11		
1935c	T	b&w, orange folder	To Cab Operators - Used Checker Model T	8.5x11	11x17	
1939	A	b&w sheet	The New Checker Cab - Model A "Distinctive from Every Angle"	8.5x11		
1939	A	printed sheets	Checker Cab Model A Specifications	8.5x11		
1939	A	color catalog	Checker Cab Innovations Attract More Rides	8.5x11		8
1939	A	b&w photo booklet	New Model A Checker Cab - Several Views of a Beautiful and Sturdy Cab	5.5x4		8
1940c	Y	b&w ad	Taxi Age, A Sensational New Deal on Used Model 'Y'	9.5x14		
1940	A	color catalog	Checker Cab Innovations Attract More Rides	8.5x11		8
1940	A	color catalog	Checker Cab Innovations Attract More Rides	8.5x11		16
1947-1949	A-3 Limousine	color folder	Luxury, Comfort, Convenience	11x8.5	22x8.5	
1947-1949	A-2, A-3	color catalog	Two Profitable Cars Combined	11x8.5		
1950c	A-4	b&w ad	Checker Service Goes 'Round the World			
1950	A-4	color folder	Thrifty for 50: the New 1950 Checker Cab	11x8.5	22x8.5	
1950	A-4, A-5	color catalog	The 1950 Checker Cab and Limousine Sedan	11x8.5		12

1950	A-4, A-5	color catalog	The 1950 Checker Cab and Limousine Sedan	11x8.5		12
1950	A-4, A-5	green tone folder	Checker Taxicab	5x9		
1950	A-4	printed sheet	Checker Cab A-4 Specifications	8.5x11		
1951	A-4, A-5	printed sheets	Checker Cab A-4 / A-5 Specifications	8.5x11		4
1951	A-4	b&w ad	Swedish news, Checker 51 Taxi fran USA	12x9		
1951	E	color folder	Transit Buses Model 328 / 332 "3306-Cyl"	11x8.5	22x8.5	
1951	E	color folder	Transit Buses Model 334 / 340 "540 V-8"	11x8.5	22x8.5	
1953	Taxicabs	b&w sheet	1922 - 1982: Thirty Years of Continuous Taxicab Development	11x8.5		
1953	A-6, A-7	color catalog	Checker Presents a Book of Solid Experience by Operators Who Know Taxicabs	8.5x11		24
1953	A-6	b&w ad	Introducing The 1953 Checker, Product of 30 Years of Taxicab Experience, from The Taxicab Industry			
1954	A-6	b&w sheet	Built For Service, "Checker's Rugged Chassis ..."			
1956	A-8	part color folder	Presenting Two All New Checker Taxicabs: A-8 Standard & A-8 Driver-matic Special	11x8	22x8	
1956	A-8	color catalog	Presenting Two All New Checker Automobiles	11x8		16
1956	A-8	b&w sheet	A-8 Line Drawings, printed back & front, overhead & side views	11x8.5		
1956	A-8	b&w sheet	Turning Circle Diameters for 1956 Cars	11x8.5		
1956	A-8	color card	A-8 Taxicab			
1956	A-8	press kit	Taxicab A-8, six 8x10 sheets, two 8x10 b&w glossy photos, in envelope	8x10		10
1957	A-8	part color folder	The Renowned Checker Automobiles	11x8	33x8	
1957	A-8	b&w booklet	The Checker Adaptable, ring bound, green cover	6.5x4		24
1957	A-8	b&w sheet	Check your cabs with Checker Cabs for all these Exclusive Taxicab Features			
1957	A-8	b&w sheet	Turning Circle Diameters for 1957 Cars, Checker versus rivals	11x8.5		
1958	A-8	b&w sheet	Checker is Great for '58			
1958	A-8	b&w sheet	... and another trailer load of latest 1958 Model A-8 Checker Cabs is on its way ...			
1958	A-8	b&w sheet	The Measure of Taxicab Value			
1958	A-8	part color folder	The Renowned Checker Automobiles	11x8	22x8	
1958-1959	A-9	color catalog	Experienced Taxicab Drivers Prefer Checker: Now Better Than Ever	12x9		8
1958-1959	A-9	b&w sheet	A-9 Line Drawings, side & overhead views	11x8.5		
1959	A-9	b&w, yellow catalog	What Owners Say About Checker Automobiles	8.5x11		50
1959	Full Line	b&w sheet	I Am Ready To Franchise 25 or 30 Dealers in New York, New Jersey and Connecticut			
1959	Full Line	b&w sheet	We Are Now Ready To Franchise Dealers in Massachusetts, Maine, Vermont, Rhode ...			
1959-1960	Superba	color folder	Superba Sedan, red car	10.5x14	21x14	
1959-1960	Superba	color folder	New Roaddependability: Superba	12x8.5	24x8.5	



1960	Superba	color catalog	Superba Sedan & Wagon, blue car	10.5x14		4
1960	Superba	b&w, red folder	Superba: It's Different	11x4.5	11x14	
1960	Superba	b&w sheet	Nothing in the U.S. - Nothing in Europe Can Match the Superba "heres a totally different car"			
1960	Superba	b&w, red folder	Nothing in the U.S. - Nothing in Europe Can Match the Superba "heres a totally different car"	11x8	11x16	
1960	Superba	b&w, orange folder	WHY This Car Will Go 200,000 Miles ... And Why YOU May Want To Own a Checker"	3x3	11x8	
1960	Superba	part color catalog	Was Checker Thinking of You When They Built This 200,000 Mile Car?	9x5		8
1960	Superba	part color booklet	Fact Book, embossed cover	8x5		48
1960	Superba	part color booklet	Fact Book, embossed cover, Swedish / English	8x5		66
1960	Superba	color folder	Superba Selective Color Guide (Exterior)	3x8	6x8	
1960	Full Line	b&w sheet	Checker builds them to last 200,000 miles and more!			
1960	A-9	b&w sheet	Here's Proof Positive a Checker Costs Less to Operate!, Preferred by Operators ...			
1960	A-9	b&w sheet	Checker's Safety Extras Protect Your Passengers and Your Profits!			
1960	A-9	b&w sheet	STOP the high cost of taxi maintenance ... START saving money on repairs			
1960	A-9	b&w sheet	Checker Cuts Downtime Losses, adds profits up to 25% initial cost during the first year			
1960	Superba	color sheet	Superba Upholstery Guide, samples	8.5x11		
1960c	A-9	b&w sheet	You Asked For It, the new "Passenger Compartment Option" by Checker			
1961	A-9	color catalog	For Your Taxicab Business - Use the Only Real Taxicab	12x9		8
1961	Aerobus	b&w catalog	Introducing the Checker Aerobus	8x5		10
1961	Aerobus	part color sheet	Aerobus, 6 Door / 8 Door	8.5x11		
1961	Marathon	b&w reprint	Marathon "Family Taxi" Road Test, reprint from Science & Mechanics			6
1961	Marathon	color folder	Marathon Color Guide	4x8.5	7x8.5	
1961	A-9	b&w folder	Checker, 7 Passenger, 10 - 12 Passenger Skol-Taxi, Swedish	8x6	8x11	
1961	A-9	b&w sheet	Checker USA Washington 6 - door / 11 - passenger sedan	11x8		
1961	A-9	b&w sheet	First Time Ever Offered to Operators in the U.S.A., Limited Supply of Used A-9 (late 1959)			
1962	Full Line	b&w sheet	Too Practical?			
1962	Marathon	b&w sheet	'62 Checker ... "For those individuals who want elegance with their economy"			
1962	A-9	b&w, yellow sheet	Checker USA 8 - Sitsig Taxi, Swedish 40 Ar.	8.5x11		
1962	Marathon, Aerobus	b&w, orange sheet	Standard Sedan, Marathon, Aerobus, Swedish, reverse shows 40 Yrs of historic Checker Taxi-cabs	8.5x11		
1962	A-9, Marathon, Aerobus	b&w folder	7 Vuxna Passenger + Forare (Full Line w/ Aerobus), Swedish	8.5x11	16x23	
1962	Marathon, Superba	part color booklet	Fact Book, heavy covers, ring bound	8.5x5.5		50

1962	Marathon, Superba	b&w, blue sheet	40th Anniversary Checker, "Comfort and Elegance"			
1962	Marathon	b&w, blue folder	40th Anniversary Checker - Feel Guilty	8.5x4	8.5x11	
1962	Marathon, Aerobus	b&w, brown folder	40th Anniversary Checker, w / Aerobus 6 door, "With Comfort and Elegance"	8x4	8x11.5	
1962	Marathon, Superba	b&w, orange folder	40th Anniversary Checker, w / station wagons	8.5x12	17/21	
1962	A-11	color catalog	For Your Taxicab Business - Use the Only Real Taxicab	12x9		8
1962	Marathon, Superba	part color booklet	Fact Book, orange cover, 40th Anniversary (mid-year)	8x5		44
1962	Marathon, Superba	color folder	Exterior Color Guide	8.5x4	8.5x7	
1962	Marathon, Superba	color folder	40th Anniversary Checker Upholstery Guide			12
1962	Station Wagon	b&w, orange folder	Excerpts from Jim Whipple's "Spotlite on the Checker Station Wagon" reprints from Popular Mechanics, Changing Times and Cavalier	6.5x9	19x9	
1963	Marathon, Aerobus	b&w, brown folder	40th Anniversary Checker, w / Aerobus 6 door, "With Comfort and Elegance"	8x4	8x11.5	
1963	Marathon, Superba	b&w, red folder	40th Anniversary Checker	8.5x12.5	17x22	
1963	Town Custom Limousine	b&w glossy photo sheet	Town Custom Limousine	8x11		
1963	Town Custom Limousine	part color catalog	Town Custom Limousine, embossed cover	7.5x9		10
1963	Town Limousine	part color catalog	Town Limousine, red cover	8.5x9		14
1963	Custom Limo	b&w, gold sheet	Custom Limousine, Continental OHV-6	11x8.5		
1963	Full Line	b&w, purple folder	Is Checker Too Dam Practical? w / Taxi, Marathon, Limousine, Aerobus & Station Wagon	3x8	11x8	
1963	Marathon	b&w sheet	Fun Car: The Checker Marathon			
1963	Marathon	b&w sheet	No Other Car Is Built Like Checker			
1963	Marathon	b&w sheet	This is our 1963 model; it looks like our 1962.			
1963	Marathon, Superba	part color catalog	Big! Brawny! Built to Last!	8.5x9		12
1963	Marathon, Superba	part color catalog	A Different Kind of Automobile - No Other Car Is Built Like a Checker	8.5x9		12
1963	Texan Wagon	b&w, yellow folder	Texan Wagon - Roundup Rodeo / Heap Big Trade	8.5x4	8.5x11	
1963	Texan Wagon	b&w, yellow folder	Texan Wagon - Roundup Rodeo / More Head Room	8.5x4	8.5x11	
1963	Marathon, Station Wagon	b&w, tan catalog	Checker Marathon for Farm and Ranch	8.5x3.5		16
1963	Aerobus	b&w, blue catalog	Aerobus, 6 cylinder	8x5		10
1963	Marathon	b&w, blue folder	You've Noticed How Most Cars Look Alike Every Year, 3 rows of look-alike men	5.5x4	11x8	
1963	Board Game	b&w, red board game	Porta-Checker-R, "Make Your Move to Checker", checkerboard, punch-out checkers, heavy card-type paper	8.5x4.5	8.5x8.5	

1963	Taxicab	part color catalog	Here's Why Earnings Go Up	11.5x9		12
1963	Marathon	b&w, tan sheet	Robust Checker, Swiss / German / French	8.5x11		
1963	Ambulance, Marathon	b&w, blue folder	Checker USA Station Wagon Ambulance, Taxi Sedan, Swedish	11.5x8	11.5x18	
1963	Police, Aero-bus	b&w sheet	Checker - "The Gem of Columbia"			
1963	Marathon	b&w sheet	Find out why Checker Dealers are making more money!!!!			
1963	Station Wagon	b&w sheet	Checker USA Station Wagon, "Arets Bilnyhet!", Swedish	8.5x12		
1963	Marathon, Station Wagon	b&w folder	Checker USA Nya Modeller, Swedish	8.5x11	16x8.5	
1963	Ford Galaxie	b&w sheet	1962 Ford Galaxie Taxis, Fully Equipped, \$750			
1964	Full Line	color catalog	Checker Full Line	8x4		16
1964	Marathon	b&w sheet	Shop at Home Sale	8.5x11		
1964	Aerobus	part color folder	Aerobus 6 - Door / 8 - Door, 318 V-8	8.5x4	8.5x11	
1964	Aerobus	color catalog	Aerobus, 318 V-8	10x7.5		12
1964	Marathon	b&w, red folder	New Power Comes to Checker, 283 V-8	5.5x11	11x11	
1964	Marathon	b&w, blue sheet	Don't Think You Have to Buy An Expensive Foreign Car To Be Different	8.5x11		
1964	Marathon	b&w sheet	Marathon Supercar	8.5x11		
1964	Marathon	b&w, purple sheet	What's It Like to Be One of the 10 Best?	9x12		
1964	Marathon	part color catalog	If You Like To Keep A Car 5 Years Or More	8.5x4		8
1964	Custom Limo	b&w, gold sheet	Custom Limousine, 283 V-8	11x8.5		
1964	Marathon	part color catalog	A Different Kind of Automobile - No Other Car Is Built Like a Checker	8.5x9		12
1964	Marathon	color folder	No Other Car Is Built Like Checker	10.5x11	31x11	
1964	Marathon	b&w folder	The Checkered Career of the Checker Car, reprint from Coronet	5.5x7.5	18x7.5	
1964	Taxicab	color catalog	The Only Real Taxicab	12x9		10
1964	Full Line	press kit	1964 Checker, 4 b&w glossy 8x10 photos, press info, in folio			
1964	A-12E	brown tone sheet	A-12E With Full-size, Forward Facing Auxiliary Seats	11x8.5		
1964	Marathon	color folder	Exterior Color Guide	9x4		
1964	Taxicab	b&w reprint	Here Is Some Straight from the Shoulder Talk About Taxicabs, 7 b&w magazine ads + cover +& David Markin letter			
1964	Full Line	b&w, gold folder	This is the Checker 9 - Passenger Marathon Deluxe Sedan (Model A-12E) w/ Taxicab, Aerobus & Marathon	8.5x11	25x11	
1964	Marathon	b&w, red sheet	Robust Checker, Swiss / German / French	8.5x11		
1964	Marathon	b&w folder	Checker USA - Med Stolar Framat!, Swedish	11.5x8	11.5x16	
1965	Marathon	color card	Marathon - 10 Reasons Why	5.5x8.5		

1965	Marathon	color post card	Marathon & Wagon - 6 Reasons	8.5x5.5		
1965	Marathon	part color catalog	If You Like To Keep A Car 5 Years Or More, 327 V-8	8.5x4		8
1965	Taxicab	b&w, gold folder	Checker Puts Proof Into Rustproofing	3x5.5	8x5.5	
1965	Taxicab	b&w, gold catalog	Why A Checker? Listen to what passengers say behind my back ...	8.5x11		14
1965	Aerobus	color catalog	Aerobus, 327 V-8	10x7.5		12
1965	Full Line	press kit	1965 Checker, 2 b&w glossy 8x10 photos, press info, in folio			
1965	Marathon	b&w catalog	Fact Book, ring bound	11x8.5		56
1965	Full Line	color folder	Paint - Egyptian To Dupont	8.5x11	17x11	
1965	Marathon	b&w reprint	Marathon 283 V-8 Road Test, reprint from Trailer Life	8.5x11	17x11	
1965	Marathon	b&w reprint	Marathon 327 V-8 Road Test, reprint from Motor Trend	8x11	16x11	
1965	Taxicab	b&w, blue folder	Safe-Guard Cab	8.5x11	17x11	
1965	Full Line	b&w, orange folder	Checker Motors Corporation Presents a Whole Wide World Of Special Purpose Vehicles, Taxicabs, Sedans, Wagons & Police Car	9x6.5	18x13	
1965	Aerobus, Marathon	b&w folder	Checker Aerobus, Marathon Specifications & Prices, British, Wimbledon-London dealer Evans Continental	7x9	14x9	
1966	Marathon	b&w, gold folder	You Look Like a Contortionist	8.5x5.5	8.5x16	
1966	Marathon	b&w, orange folder	Oh My Achin' Back	8.5x5.5	8.5x16	
1966	Marathon	b&w, gray folder	Stamp Out the Aches and Ouches of Getting In	8.5x5.5	8.5x16	
1966	A-11E	b&w, green sheet	Checker A-11E: The Rugged New 129" Wheelbase 9 - Passenger Sedan Designed to Move More Men and Equipment ...	11x8.5		
1966	A-12E	b&w, blue sheet	New From Checker: A-12E Deluxe Marathon Sedan	11x8.5		
1966	Marathon	b&w catalog	Fact Book, ring bound	11x8.5		52
1966	Marathon, Station Wagon	b&w sheet	Built-To-Last Go-Go Tow Car	8.5x11		
1966	Aerobus	b&w, gold sheet	Aerobus	8.5x11		
1966	HY-RAIL Wagon	b&w sheet	Now! The World Famous Built-To-Last Checker Is Adapted to Fairmont HY-RAIL Equipment, railroad conversion, Checker issue	8.5x11		
1966	HY-RAIL Wagon	b&w sheet	Fairmont Lightweight HY-RAIL Equipment - Manually Operated Series 0306, Fairmont issue, shows Checker Station Wagon on railroad track	8.5x11		
1966	Marathon	color catalog	No Other Car Looks Like ... Is Built Like ... Rides Like ... The Checker Marathon	11x8.5		8
1966	Full Line	b&w folder	Checker 1966, full line with Aerobus & World's Leading Taxi	8.5x11	25x11	
1966	Marathon	b&w, yellow sheet	Sorry We Can't Introduce a Revolutionary New Car	8.5x11		
1966	Full Line	b&w sheet	Marathon / Wagon / A-12E Limousine / Aerobus	8.5x11		
1966	Marathon	b&w catalog	Advertising Merchandising Guide No. 7	11x17		22
1966	Marathon	b&w folder	If You Don't Get Any Fan Mail Anymore, Blame Us	5.5x4	11x8	

1966	Taxicab	part color folder	What You Do With Your Money Is Your Business, How You Make It Is Ours! Our Business Is Taxicabs	8.5x11	16.5x11	
1966	Marathon	color folder	Detta ar nya 'Stora' Checker 1966, Swedish	8x11	16x22	
1967	Marathon	color catalog	No Other Car Looks Like ... Is Built Like ... Rides Like ... The Checker Marathon	11x8.5		8
1967	Marathon	b&w, brown folder	Checker Doesn't Add Safety	8x4	24x4	
1967	Marathon, Station Wagon	b&w sheet	Built-To-Last Go-Go-Go Tow Car	8.5x11		
1967	HY-RAIL Wagon	b&w, gold folder	10 Reasons Why Checker Railroad Conversion Vehicles Last Longer, Cost Less, Ride Better, HY-RAIL Station Wagon	8.5x11	17x11	
1967	Custom Limo	b&w, gold sheet	Custom Limousine A-12E	11x8.5		
1967	Full Line	b&w folder	Checker 1967, full line w / Aerobus & World's Leading Taxicab	8.5x11	25x11	
1967	Aerobus	color catalog	Aerobus, 327 V-8	10x7.5		12
1967	Aerobus	b&w, gold sheet	Aerobus	11x8.5		
1967	A-11E	b&w, green sheet	Checker A-11E: The Rugged New 129" Wheelbase 9 - Passenger Sedan Designed to Move More Men and Equipment ...	11x8.5		
1967	Full Line	b&w sheet	Marathon / Wagon / A-12E Limousine / Aerobus	8.5x11		
1967	Marathon	color folder	Exterior Color Guide	8.5x4	8.5x7	
1967	Full Line	press kit	Checker 1967, 10 b&w sheets, 6 b&w glossy 8x10 photos, in folio			16
1967		b&w reprint	Checker / Monitor Test, reprint from Wheels Afield	8.5x11		4
1967	Marathon	color folder	Checker Marathon Deluxe, Swedish	12x9	24x18	
1967-1968	Marathon, Wagon, Aerobus	information kit	Checker Motors Sales Corporation Fleet Sales Leasing for Handicapped			
1968	Marathon	color catalog	No Other Car Looks Like ... Is Built Like ... Rides Like ... The Checker Marathon	11x8.5		8
1968	Marathon	color catalog	The Checker Marathon, a Totally Different Kind of Car, Created and Customized for Those Who Demand Maximum Comfort, Safety, and Long Life	11x8.5		8
1968	Marathon	b&w sheet	Are We Late With Our 68's or Early With Our 69's? Checker Marathon: Built Like It May Never Go Out of Style!	9x12		
1968	Diesel	b&w, tan sheet	Introducing the Checker Diesel ... the First and Only American-Built Diesel Powered Automobile	8.5x11		
1968	Diesel	b&w, blue folder	Checker Diesel 4.236 Perkins	8.5x11	17x11	
1968	Aerobus	color catalog	Aerobus, white Aero cover with blue border	10x7.5		12
1968	Marathon	color post card	Marathon - Built to Last, gray car, white house	5.5x3.5		
1968	Marathon	b&w ad	Checker Marathon - the "super car" from National Geographic			
1968	Station Wagon	color post card	Station Wagon - Built to Last, white wagon, red top	5.5x3.5		
1968	Marathon	b&w sheet	What's a Nice Family Car?	8.5x11		
1968	Marathon	b&w reprint	Marathon Road Test, reprint from Road & Track	8x11	16x11	

1968	Taxicab	color catalog	Operators Know It ... Drivers Know It ...	12x9	12
1968	Marathon	b&w, blue sheet	A Unique Concept in Comfort, Safety, and Lasting Value - Big Deal!	8.5x11	
1968	Aerobus	b&w sheet	El Aerobus de Checker w / Marathon, A-12E, & Taxicab, Spanish	8.5x11	
1968	Skol-Taxi	b&w, orange folder	22,950 Checker Skol-Taxi, Swedish	11.5x8	23x8
1969	Marathon	color catalog	The Checker Marathon, a Totally Different Kind of Car, Created and Customized for Those Who Demand Maximum Comfort, Safety, and Long Life	8.5x11	8
1969	Marathon	b&w sheet	The Checker Marathon: the Perfect Family Car, Fleet Car, Business Car, Economy Car, Luxury Car	8.5x11	
1969	Diesel	b&w, red folder	Checker Diesel 14.236 Perkins	8.5x11	17x11
1969	Aerobus	b&w, blue sheet	Aerobus, 350 V-8, 6 Door & 8 Door	11x8.5	
1969	Aerobus	color catalog	Aerobus, 350 V-8, 6 Door & 8 Door	10x7.5	12
1969	Aerobus	part color folder	Normal Cars Are Fine for Normal Jobs ..., 8 Door	9.5x6	16x6
1969	Aerobus	part color folder	Station Wagons Are Great for Family Fun ... But ..., station wagon "transforms" into 8 door Aerobus	8x6	16.5x6
1969	Sedan - Ambulance	b&w sheet	Sedan - Ambulance, wheel chair sedan	8.5x11	
1969	Medicar	b&w folder	Standard Wheel Chair Sedan & New Raised Roof Wheel Chair Sedan, New York Auto Show debut of Medicar	8.5x6.5	8.5x13
1969	Medicar	b&w sheet	Checker Introduces Medicar	8.5x11	
1969	Medicar	b&w, blue folder	Medicar	8.5x11	30x11
1969	Full Line	b&w, blue folder	Checker 1969, w / Taxicab, no Medicar, 69.4	8.5x11	34x11
1969	Full Line	press kit	Checker 1969, 3 b&w glossy 8x10 photos, 6 pgs press info, in folio		9
1969	Marathon	b&w, tan folder	Marathon Deluxe, Swedish	12x8.5	23.5x16
1969	Skol-Taxi	b&w, orange folder	Checker Skol-Taxi, Swedish, Taxi trafikfen	8x11	16x11
1970	Marathon	color catalog	The Checker Marathon, a Totally Different Kind of Car, Created and Customized for Those Who Demand Maximum Comfort, Safety, and Long Life	8.5x11	8
1970	Full Line	b&w, blue folder	Checker 1970, w / Taxicab & Medicar, 69.4/1970	8.5x11	34x11
1970	Marathon	b&w, green sheet	The Quality of Car the Times Demand	8.5x11	
1970	Marathon	b&w sheet	The Checker Marathon: the Perfect Family Car, Fleet Car, Business Car, Economy Car, Luxury Car	8.5x11	
1970	Marathon	b&w, blue sheet	Aerobus, now just the 8 Door	11x8.5	
1970	Taxicab	color catalog	Operators Know It ... Drivers Know It ...	12x9	12
1970	Taxicab	b&w, red sheet	Life-Guard Taxicab / 2nd Generation	8.5x11	
1071	Taxicab	b&w sheet	The Checker Survival Plan		
1971	Aerobus	b&w sheet	Aerobus, shows girls' tennis team	11x8.5	
1971	Full Line	press kit	Checker 50th Anniversary, 3 b&w glossy 8x10 photos, press info, in folio		

1972	Marathon	b&w folder	The Quality of Car the Times Demand	8.5x11	
1972	Full Line	color catalog	Paint - Lacquer to Enamel	8.5x11	8
1972	Marathon	b&w reprint	A Car That Lasts And Lasts ... The Checker, reprint from Changing Times	6x9	12x9
1972	Convoy	b&w, blue sheet	Checker Convoy, Aerobus for law enforcement	11x8.5	
1972	Taxi, Aero	brown tone folder	Checker: Plain, Simple and Profitable	8.5x11	8x33
1973	Marathon	b&w, brown folder	The Quality of Car the Times Demand	8.5x11	
1973	Aerobus	b&w sheet	Aerobus, shows girls' tennis team	11x8.5	
1973	Marathon	b&w reprint	We Test the Lovable Checker, McCahill Road Test, reprint from Mechanix Illustrated	6.5x9	13x9
1973	Full Line	press kit	Checker 1973, 3 b&w 8x10 glossy photos, 6 pgs press info, in folio		9
1973	Marathon	color card	The Quality of Car the Times Demand		
1974	Marathon	color folder	Uncomplicated, Unpretentious, Honest	11x8.5	22x8.5
1974	Aerobus	b&w sheet	Aerobus Limousine, 8 Doors / 12 Passengers	8.5x11	
1974	Taxicab	color folder	Plain, Simple and Honest	12x9	24x9
1974	Taxicab	b&w sheet	Its here! The world's first and only World's Fair Taxicab		
1975	Marathon	color folder	Being Practical is Never Out of Style	8.5x11	25x11
1975	Taxicab	b&w, yellow folder	Some Straight Talk About Taxicabs	8.5x11	17x11
1976	Marathon	color folder	Being Practical is Never Out of Style	8.5x11	25x11
1976	Aerobus 15	b&w, tan sheet	Aerobus 15, 15 passenger sedan-style Aerobus	8.5x11	
1976	Aerobus 15	press release	Aerobus 15, 3 photo sheets, 2 pgs printed info	8.5x11	5
1976	Full Line	color folder	Master Color Guide - DuPont Centuri, 96 colors, Aerobus 15, A-12E & Marathon	8.5x11	17x11
1976	Taxicab	b&w, yellow folder	Some Straight Talk About Taxicabs	8.5x11	17x11
1977	Marathon	color folder	Being Practical is Never Out of Style	8.5x11	25x11
1977	Marathon	b&w sheet	Safety, Comfort, Economy, oval window and blocked-out quarter window	8.5x12	
1977	Marathon	red, white & blue folder	Safety, Comfort, Economy, oval window and blocked-out quarter window	8.5x11.5	8.5x14
1977	Skol-Taxi	b&w, yellow folder	A-11E Skol-Taxi, Swedish, 1923 Checker Cab on cover	11.5x8	23x8
1978	Taxicab	b&w, yellow folder	Some Straight Talk About Taxicabs	8.5x11	17x11
1979	Marathon	red, white & blue sheet	Safety, Comfort, Economy, oval window and blocked-out quarter window	8.5x12	
1979	Marathon	color folder	Being Practical is Never Out of Style	8.5x11	25x11
1980	Diesel	b&w sheet	Now We Make More Sense Than Ever!	8.5x11	
1980	Taxicab	b&w, yellow folder	Some Straight Talk About Taxicabs	8.5x11	25x11
1980	Marathon	color folder	Being Practical is Never Out of Style	8.5x11	17x11
1980	Diesel Taxi	part color sheet	Diesel Taxi	8.5x11	
1981	Taxicab	b&w, yellow folder	Some Straight Talk About Taxicabs	8.5x11	17x11
1982	Marathon	color folder	Being Practical is Never Out of Style	8.5x11	25x11



## More Checker Memories

by Carroll G. Sickles

You may remember my earlier article about my 1967 Marathon; I bought it new when I was 18 years old.<sup>1</sup> Owning that car was a good experience and a lot of fun. In addition to being an urban warrior, the Checker was adapt at off-roading and big snow adventures.

My time with the Army Corp of Engineers exposed me to all sorts of interesting vehicles and motorized equipment. Nearly everything in the motor pool was all wheel drive. When I returned from Vietnam and separated from the Army, I couldn't see how I could live without a 4 x 4.

I placed my order for a Chevrolet Suburban with 4 wheel drive and a few other options. Unfortunately, before my vehicle was delivered, the General Motors assembly employees went on strike.

Actually, this turned out to be a real opportunity to buy something interesting to drive until the strike was over and the truck was delivered. I chose two rather weary Checkers. The first was a 1965, green in color with gray vinyl upholstery, 283 V-8, and little else. The second was a 1963 cream colored Marathon 6 cylinder automatic with a radio and an extremely nice nylon mesh and vinyl interior.

I bought the pair for \$550 from Checker of North Jersey on Morris Avenue in Union, N.J. The '65 model was a driver quality car with minor difficulties

included a leaking radiator, a noisy transmission, and clicking valves. The '63 cream colored car had a few more issues. The engine wouldn't start when it was hot due to low compression, it had plenty of parking lot damage and it had taken a pretty good hit on the right front corner.

I decided to repair the engine first. When I took off the cylinder head, I found what looked to be a 1/8<sup>th</sup> inch ridge at the top of the cylinders. I immediately sent off to J.C. Whitney for some incredibly cheap engine tools. I got a ridge reamer, a cylinder hone, a ring groove cleaner, a ring installation tool, and a ring compressor. I sent the head to Thul's Auto Parts in Boundbrook, N.J. for a valve job.

Obviously, the rings had been broken for some time as the cylinders had taken the shape of a beer glass. I honed that ol' thing forever. And wore out two sets of stones. But the ridge was gone. Assembly was easy and the great day came to "fire it up." Having seen the cylinders first hand I wasn't even sure the engine would run. AMAZING! It started almost instantly and it ran great. But I had no oil pressure. Overlooking the obvious, I let it run and I loosened the oil filter. IT HAD PRESSURE! After wiping off myself, and then wiping off the front end of the car I refilled the crank case with fresh oil again and, upon looking, found that the wire to the oil sending unit was disconnected. Lucky break. The ol' gal really ran good, and had more power than I expected.

Now for the cosmetics ... the right rear door had a big dent. I took it out by removing the trim



panel and applying a judicious amount of pressure from the inside. BOOOOOINNNNGG! Out came the dent. Nice.

The right front corner of the car was beyond ministrations of judicious pressure. It needed a grill, bumper, and an outer fender. Again, I was lucky. In the neighboring town of Dunellen, N.J. there was a taxi service that had formerly used Checkers. Their last two A-11s were junked and residing at Dante's Auto Body. I made a deal for the needed stuff and paid about \$15-20 for all of it. Installation was a snap and I was able to reuse the fender trim from the A-12.

Next came priming and painting. The current model Fords (1971) were offered in a color that was very similar to the original color of the cream colored Checker. I bought the paint. It was winter time and I was going to paint the car in an unheated barn. I bought the hottest enamel reducer that was made; it worked like a charm - until I started to spray the right rear fender. It looked like a million bucks for about 15 seconds and then the paint slid off the fender onto the floor. I then realized that the right rear corner of the car was in a draft. So I turned the car around, wiped off the remaining traces of paint and re-sprayed the fender. Viola! Beautiful! Eat your heart out Earl Scheib!<sup>2</sup>

Now you have to understand that I was young and foolish, and in haste I traded the Checker for a 1963 Impala with a 327 V-8 ... a very sad day. And you better believe I still regret it. All the while I was playing with the '63 Checker, the green '65 was my alternate transportation. It served as a loaner car to various family members, and became famous with more than a few people. Because my Suburban was not delivered in time, the ol' green Checker made a trip from Martinsville in northern New Jersey, to Milwaukee, Wisconsin. It served not only as an escort for 5 Model A's but also as a mule for all the luggage. It made the entire trip without complaint using a modest amount of fuel and only one quart of oil.

At another time, when I stopped at the Hoffman House (a package store) for party supplies on a Friday evening, a man came in to the store and yelled out, "There's an ol' green car that's rolled out into the road!" At this time I was driving several different cars and the description of "an ol' green car" didn't even register with me as I was checking out. I casually finished paying for my purchase; it wasn't until I walked

outside that I realized that the "ol' green car" was mine. It was blocking one and a half lanes of a two lane road and miraculously had not been hit. Probably wouldn't have hurt it anyway!

The ol' green Checker served me well. But when my Suburban was finally delivered ol' green lay idle. Finally, my father suggested it was time to sell it. Finding a buyer was surprisingly easy. A young man from Chatham, N.J. came and looked at the car and bought it. He stopped back sometime later to show us what he had done. He repaired the damage on the body and upgraded several pieces of chrome trim. He was very proud of it and it was nice to see the car being preserved.

When the ol' green car left it was my last Checker (to date). Currently, I am looking for a Checker. I have a nice 1952 Chevy and would like to find someone who has too many Checkers and not enough Chevys. You know, Checkers are a lot like women, once you have a good one, you can't imagine life without her!

I had an additional agenda for these two cars. I had this outrageous dream of returning to Vietnam as a taxi owner/operator, with two Checkers in the stable. And, if that went well, I planned to export wrecked and totaled cars with all the needed repair parts to Vietnam. When they arrived, I would use local labor to rebuild and refinish the cars and market them throughout Asia. Even now, this seems like a farfetched idea, but there is some basis in fact. Perhaps not known to many Americans, the United States had trained many Vietnamese nationals in various industrial trades. Because of the scarcity of raw and finished material, these men were extremely resourceful. Maybe, if I had done this, and maybe if the Republic of Vietnam had endured, this might have been a fruitful enterprise. Given the complications of doing business in a war zone and considering the eventual fall of Saigon, it is better for me that this stayed only a dream.

<sup>1</sup> In "First Checker Memories" (Spring 2007) I mistakenly said that I saw a Checker with a Perkins Diesel in 1966. More likely that would have happened in 1970.

<sup>2</sup>Earl Schieb was famous in the Northeast for his slogan "I'll paint any car, any color for \$39.95 - no ups - no extras."

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wrecking yard. Visit us at [www.checkerparts.com](http://www.checkerparts.com)

Or phone Joe at: **818-477-4386** or **818- 999-1485**

**Gauges for All Checker Models** - Brand new senders, fuel/oil pressure/water temperature gauges, early classic speedometers, gauge repairs, new movements, parts, etc. Ask about the exclusive Pro-Tec module to protect your early 2" gauges. Just Call CheckerBen! Ben Perlin **818-882-4670**

**Checker Station Wagon Tailgate 1968** - For sale is a nice tailgate from a 1968 wagon. This tailgate has the optional electric window motor still attached as well. The tailgate is not rotted like you see so often and is in overall nice condition. You can pick this item up in northern NJ or we can ship this freight to your location. This rare and unique item is being offered at \$800 plus shipping. Email [rstutzer@ups.com](mailto:rstutzer@ups.com) or Phone **201-828-6855**

**1981 Checker Winkoff A-11 V-6 Parts Car** - Taking apart very solid car that sat outside on concrete til top rotted off, bottom is very solid:fendes,quarters, floors, chassis, doors, fr & rr clips, rockers, glass, wheel covers, trim, interior, running gear, asscrs., etc. Call w/needs Reasonable prices.Fla. E-mail Billy at [acepei@hotmail.com](mailto:acepei@hotmail.com) or phone **813-610-1344**

**1978 Checker A-11 Parts Car** - I am parting out a 1978 Checker sedan; it has a 6 cyl, some body panels. This is an Arizona car. Please e-mail [checkerhead75@yahoo.com](mailto:checkerhead75@yahoo.com) or call Dan for more details. Phone **602-818-1831**

**Pittsburg Taximeter \$150.00** - Pittsburgh Taximeter Company, Model B Serial No. 36617 Email John at [jpcutler@sbcglobal.net](mailto:jpcutler@sbcglobal.net) or phone **713-526-5880**

## PARTS DETAILING:

**Ben's Automotive Painting Service** - Specializing in the painting of Checker Motor Corporation Hood Emblems and Hubcap Emblems. For more information, please visit: [www.geocities.com/bspaul41/](http://www.geocities.com/bspaul41/) [bensautomotivepaintingservice](http://bensautomotivepaintingservice.com)  
Or email: [bspaul41@yahoo.com](mailto:bspaul41@yahoo.com)

## CARS FOR SALE:

**1970 MARATHON** - Damned nice Checker, Blue, blue interior. V8, Power Steering, Power brakes, Auto trans. AC. Located around Richmond, VA. Contact Robert or Alice **804-355-6785**

**Rare 1969 6-door Aerobus for sale** - Rare 1969 Checker Aerobus 6-door wagon, VIN # A12W6M-3724-9066, one of only 26 6-doors made in the last year of production for this model according to the club. Car has 85,256 miles on it, is dark green, has all original parts, interior in good condition, and has been stored in a garage for about the last 20 years. It has some serious rust, but much of it is still solid overall, well worth repairing, and it deserves a full restoration. Told it has a 327 Chevrolet V-8 motor, which was running when it was taken off the road. Located in Milford, N.H. More pictures of car available. Comes with Checker Motors Shop Service Manual and Parts Catalog for Aerobus. Also have two new running boards and two new door pillars for Marathons, still in boxes, possibly could use for Aerobus. Worth \$3000 for all? Tell me what you think. Call **603-296-0360** days, or **603-672-5822** evenings until 9pm EST, or email: [shellguy4@aol.com](mailto:shellguy4@aol.com)

**Lost Storage - Must Sell 1971 A-12** - Make an Offer. Passenger vehicle, runs good, has some rust. Needs a little TLC, but not bad overall. Located in upstate New York. Was asking \$3,500, now I have no storage so make an offer. Will consider trade. Can drive it home! Phone **845-434-8262**

**2 Checkers for the price of 1** - 2 checker Aero-bus / one 1969 8 door & one 1964 rare 6 door (parts car?) 8 door is a driving billboard, a marketing marvel for my business. Recent crate motor, 350ci / 340 HP, completely restored in late 1990's, needs re-painting again. Drive home 8 door, 6 door not running. \$10,000 takes both, over \$20,000 invested email [eddie@eddiestanfield.com](mailto:eddie@eddiestanfield.com) (located in California) Phone **805-714-7558**

**1979 Cherry Red Marathon** - Beautiful red 1979 Checker, excellent condition, runs great, new power steering, AC, garage kept in Richmond VA, 155,000 miles. Needs an owner who loves Checkers. I am losing the garage space. Call Judy at **804-539-5839**. Asking \$10,000, willing to negotiate. You can also email me at [maizels.5839@verizon.net](mailto:maizels.5839@verizon.net)

**1980 Checker Cab A-11** - Checker A-11 VIN #523402472 excellent condition. Was originally in service for the Mayo Clinic in Rochester, MN. V6 3.8 (229 cid) GM motor with Turbo 400 transmission. PS, PB, Meter in dash (not hooked up), Radio, New paint and checker decals. 237,500 miles. 61,000 miles on rebuilt engine. Converted from gas to propane. Located in Shoreview, MN Price \$9500 Phone **651-483-1766**

**1972 Checker A11** - 1-owner New Mexico car. 155K miles; 10K on new 350 V8 engine and rebuilt automatic transmission. This car with jump seats was my mom's pride and joy, but she passed away last year and it needs a new loving home. \$14,000. Phone **505-845-9421**

**1979 A-11 Checker** - I have to many toys so this one has got to go. It is a 1979 A-11, was a cab in Medera, Ca. Six cyl, good running car. It is painted orange and white and it was one of the cars from the movie Catch Me If You Can. 3800 obo. This is a CA car, now in Phoenix. It is not a rust bucket. E-mail checkerhead75@yahoo.com for pics or call Dan for details. Phone **602-818-1831**

**1965 Checker** - I am selling my first Checker which is apart but mostly complete. It has had the floors properly welded and repaired, new N.O.S. rocker boxes welded on, mint windshield, other glass good, trunk floor repaired, all fenders decent, hood rough, 283 chevy (runs), auto trans, newer Dana rear axle. Ran out of space and lost interest. solid project car to finish. No pictures available. \$1,500 ... call Larry Phone **416-762-4562** (Toronto, Ontario Canada) or email p.priorities@gmail.com

**1982 A-11 Checker** - 82 A-11, never a cab. Orange, 87,330 miles. Better then new. First \$15,000 drives it home from FL. 33856 Phone **207-991-1274** or email spaulinggw@yahoo.com

## CARS WANTED:

**1973 or Newer:** looking for running 1973 or newer Checker to restore. Contact Robin L. Matteson by email at rlm43@bellsouth.net or phone **985-960-7437**

## CLUB MEMORABILIA:

Club logo **belt buckles** \$8.00, Logo **patches** \$2.50, Window **decals** \$1.50. All shipped First Class, Postpaid! Don McHenry, 460 Tremaine Avenue, Kenmore, NY 14217

## ANOTHER 4WD CHECKER

This one on a Suburban frame, for sale down in Florida. Photo from club member Paul Martyn.



## WHEN'S THE LAST TIME YOU SAW A CHECKER WAITING AT THE PALMER HOUSE?

This photo was taken about noon Thanksgiving Day, 2008 in Chicago. And yes, at least one of the (other) hotel guests thought it was a cab and tried to get in ... until informed it was a private limo. I know which street it was on; do you?



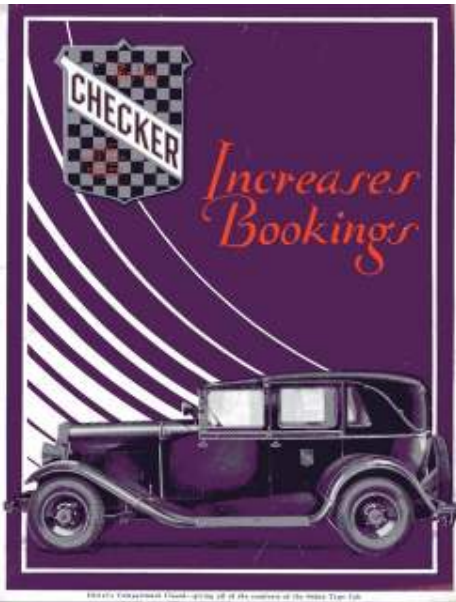
## EVEN THE FRAME CAN BE REPLACED ...

From the interesting photos category comes this recent pic showing a brand new, custom built Art Morrison frame combining late model GM perimeter design with original Checker X design to create a new, fully independent suspension frame for a 1966 Checker. It uses Air Ride components, a Kugel Komponenten IRS rear with front A frames and rack & pinion steering from a Mustang II. More photos can be found in the Members Gallery, page 4, Don's East Coast Restorations.



Sample of Checker advertising brochures

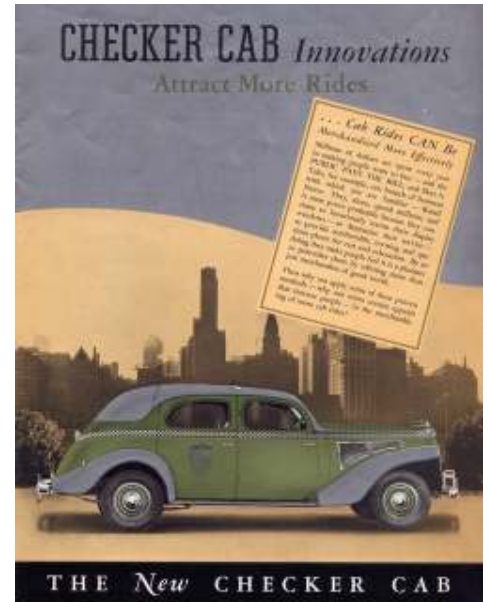
Brochures & images donated by various club members



1929 Model K Taxi



1931 Model K Taxi



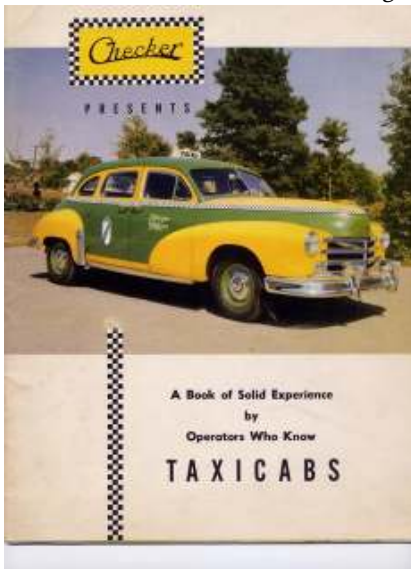
1939 Model A Taxi



1947 Model A-2 Taxi & A-3 Passenger Car



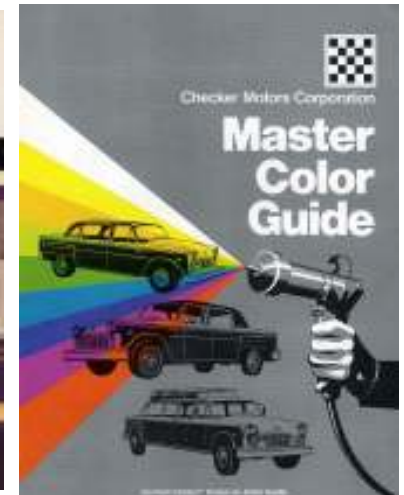
1947 Model A-3 Limousine



1953 Model A-6 Taxi



1956 Model A-8 Standard & Driv-er-matic Taxis



1970's Color Guide

These & additional brochures are in the Photo Gallery