

FARES

Internet Checker Taxicab Archive



Volume 5 Issue 5 Sept - Oct 2019

"Annual Dues.....Your Friendship"



Editor's Introduction

Welcome to our fifth issue for 2019, of the ICTA newsletter, "FARES".

Free of charge, feel free to print this Newsletter and put in your own binder. Please forward to all your Checker friends too.

If you would like to submit an article or personal profile about you or your Checker, please submit all content to the email address on the right side of this page.

So what's new in this issue? Did you know that in 2019 Checker Cab of Chicago celebrates its 100th birthday? We present full coverage of the company in all its glory.

We have been promoting the Das Awksct car show all year. The event was held and ICTA member made a great showing, a full

article can be found in this issue.

Have you ever heard of the Checker Parmelee six door station wagon. More photos have surfaced and we present the ICTA views on the cars. We have even developed an accurate line drawing of the car!

We also present the full story of the Israel Checker diesel program. The cross country Checkers were a familiar site in Israel, as popular as those in NYC.

We also present an interesting story of one of the last working Checkers in New York City.

As always, you'll also find classified ads for Checkers in this issue. Please enjoy issue: volume 5 issue 4.



Editor: Joe Fay
Drivermatica8@yahoo.com
Owner 1949, 1950, 1952,
1957 , 1967 and 1979
Checkers

Das Awkscht Fescht 2019

For 56 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. Member of the ICTA have been participating at this event for over 25 years!

Long time Checker fan Don McHenry first started attending Das Awkscht pulling his antique show car with his family Checker back in the 70's. Purchased new in 1961, by the 1980's Don's trailer pulling Superba wagon ultimately became a show car too!

Through the years more Checker fans have joined the Checker fun in Pennsylvania. Checker fans like Christian Hutter, Bruce Urich and Victor Coiro have made the Sunday show a significant Checker event. Over that last three years, ICTA members have had a big impact and each year this event has increased in Checker participation. More importantly, the ICTA now dominates this event with active Checker taxicab owners.



On Saturday ICTA members Christian Hutter and his son Gavin entered the field with their pristine 1978 A11. The only Checker on display on Saturday, many of our blog readers may remember that Chris celebrated a big win with his AACA judged Checker at 2018 ACAA event near Pittsburgh. On Sunday Christian arrived first as always around 7:30 before the gates opened. This writer was also

on hand with my 1950 Checker Model A4. Ben Merkel and Pete Talanca convoyed in with the A4 in a beautiful gray 82 Checker A12e.

Twenty minutes later we were joined by ICTA members Marjorie and Bruce Uhrich, who made the drive from Philadelphia in their stunning 1956 Checker Model A8 Standard. The best part of their arrival was directing the old 1956 Model A8 Standard in green and yellow livery next to the 1950 Model A4 in like green and yellow livery! Of course Bruce placed the vintage taxi stand sign between both cars.

This years set up took less than 30 minutes, Chris Hutter main tent went up quickly, the new ICTA end row flags and banner were set up to showcase our Checkers and club experience. This years showcase really allowed for leveraging the Checker brand as a collector car.

Bruce Uhrich positioned he “Taxi Stand” sign between the A8 and A4. It was amazing to seem



Bruce Uhrich positioned he “Taxi Stand” sign between the A8 and A4. It was amazing to seem many families use that stand as family photo opportunity!

Our old friend Victor Coiro soon joined the party with his 78 Checker A11. Interesting to note, Victor’s Checker has



appeared in many movies and despite being a 78, it sports a pre 74 Checker chrome bumpers.

We also had some “walk in” Checker fans. It was great to see Bob Ferdon on Sunday. Bob most notably participated in the Lawrence Checker salvage operations headed by Daniel

Smith. Our ICTA members have watch Bob restore one of the former Clearwater Checker cars. Bob’s restoration project has also netted some additional Checker interchange data. Jim Roger’s Senior join along with his wife. They plan to drive a restored Checker to the event next year!

Shortly after the Uhrich’s arrival, Jim Rogers & Nicole Rogers arrived with their family in their classic NYC A11. Best described as war torn, the Rogers A11 is always a crowd pleaser. In tow were the Roger’s two boys. Christian Hutter’s wife Colleen and daughter Ava joined the show later in the day. The future of the Checker hobby needs to be passed on to a new generation, its great to see young families enjoying their Checkers.

Tony Mattern and his wife along with Ed Fox and his family joined later in the morning to cap off a total of eight Checkers in attendance. All the Checker participants seemed to have a great time, showing Checkers, viewing other classic and socializing under the tent, some even were seen enjoy spirits at the Beer tent!

We've loaded about 100 pictures into an album on our Facebook page. We've also posted a quick video on Youtube, just click on the picture below and the full video can be views.

If you would like to come to Das Awkscht Fescht for 2020, just click on the email address in the top right corner and we'll get you connected. Maybe we can pull twenty Checkers in next year!

A Full video of the show can be found at the ICTA Youtube Channel, The Checker Taxi Stand.

<https://www.youtube.com/watch?v=LGvMkHhMZkc>









The Israeli Checker Diesel Intercity Taxicabs

It's very clear that the Checker is an icon in the US. Clearly the Checker is most famous for being the taxicab of choice in New York city from 1958-1982. That said, there are Checker stories and memories all over the world. In Finland, the Checker is closely linked to the Helsinki Olympics of 1952. Many Scandinavians remember the Checkers used as school buses in the 60's and 70's. In Israel, yes, the Checker has its own icon status.

In Israel, back in the 1960's Checker were popular as

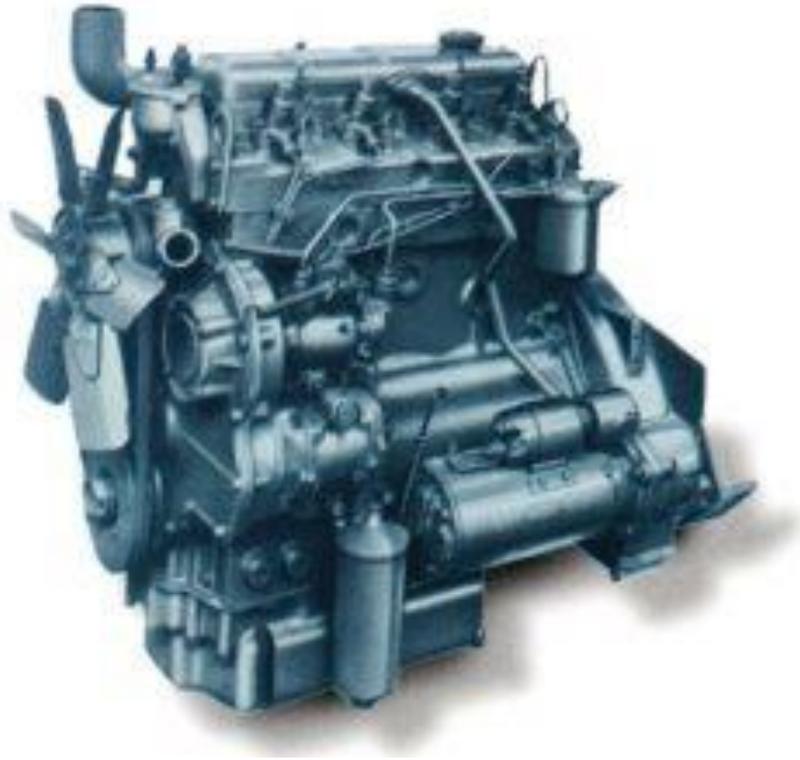
intercity taxicabs! The Marathon served as a taxi, joining various other Chrysler products : the Plymouth Coronado and DeSoto Diplomat. But rather than serving passengers in towns (although some did), the Checkers were mostly used as transportation between major cities, for those who had deep pockets and wouldn't ride the bus. They were far more convenient, faster and comfortable than any bus of the day.



In the early 1960s, cab drivers in Tel Aviv managed to influence law-makers to pass a regulation preventing other taxi drivers from outside the city to come and work in it, claiming they were losing work to these “outsiders”. So Israel was divided to eight taxi areas and cab drivers were instructed to serve passengers only within their designated area.

There was even a specific paint scheme assigned to each area, as all cabs were adorned by a thick painted line surrounding the cab at the base of the windows, with a different color to each area- North was blue, Haifa was red, Jerusalem was white, Tel Aviv was yellow and so on. That regulation allowed for inter-city cabs permitted to serve passengers both in-between and within cities. The inter-city taxis were painted black, with yellow trim.

In 1967 Checker would produce 90 Checker Model A11 diesel conversions for export. The customer was N. Feldman & Son, Checker's agent in Israel, over the next 15 years Checker would have many success and failures with the Haifa, Israel based company selling diesel taxicabs.



The Israel cabs featured the Perkins Model 4-236 engine which featured a high-strength, cast-iron, cylinder block, which was cast with heavy-duty ribbing and a deep skirt that extended below the crankshaft centerline for additional strength. This block utilized cast-iron, dry-type cylinder liners that were pressed into the block. The inline mill featured direct injection of the fuel into the toroidal chamber in the piston crown to

ensure faster starting and maximum fuel economy very important for Taxicab service

The mill used a high-strength, cast-iron, case-hardened, precision-ground camshaft. The timing gear was of the helical-gear type. The unit drove the camshaft and the fuel-injection pump. The intake manifold was cast aluminum, with the exhaust manifold made of cast iron. The 4-236 utilized a rotary distributor injection pump.

The pump provided what the company called “precision fuel delivery to each cylinder, with smooth performance covering idle to the full power range.” Automatic advance and retard mechanicals ensured faster starting, acceleration, and, most importantly, quiet operation in this passenger-type application.

In 1968 and 1969, Checker produced 175 and 149 diesels respectively. That said, Checker would end consumer car sales of the diesel in the US after

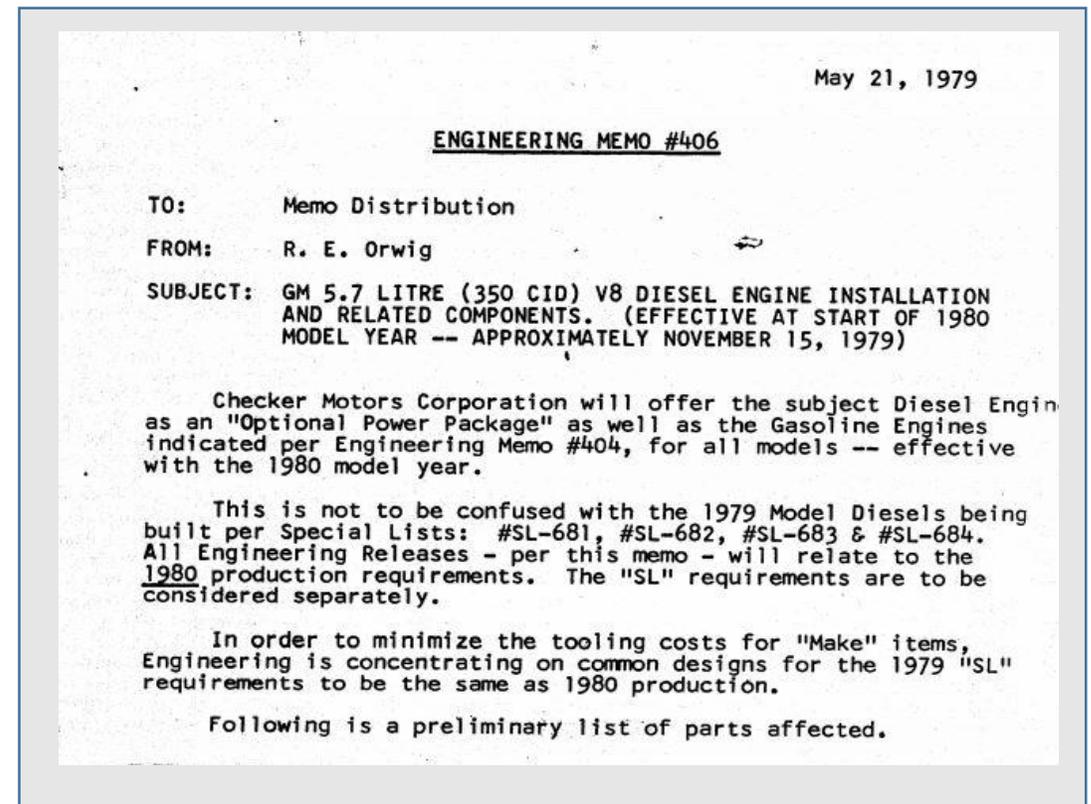
1969, but the end had yet to come for diesel equipped Checkers.

Despite exiting the US market, Checker would still produce the Checker diesels, but solely for export out of the US. Between 1970 and 1972, Checker exported 200 diesels to N. Feldman & Son for taxi service in Israel. Checker ended Diesel production for 1973, but the small independent manufacturer would never pass up on a niche market. So was the case for Israel and the diesel Checker. In the late 70's as a result of the energy crisis, General Motors would develop new power plants that utilized diesel fuel. Between 1978 and 1985, GM produced three versions of a diesel engine: a 5.7 litre V8 1978-85, a 4.3 litre V8 in 1979, and a 4.3 litre V6 1982-1985.

In May of 1979, Checker Engineering Memo announced that for the 1980 model years Checker would again offer a diesel powered Checker. The memo also indicated that four prototypes were in production to fulfill production order number 681 thru 684. In calendar year 1979

Checker produced 139 taxis as 1980 models. In calendar year 1980 Checker reduced diesel production to only 77 units.

GM diesel production peaked in 1981 at approximately 310,000 units, which represented 60% of the total U.S. passenger vehicle diesel market. However, this success



was short-lived due to the decline in gas prices and difficulties resulting from large volumes of diesel fuel containing water or foreign particles being sold in the US fuel marketplace.

The problems described above had a significant impact on the Israel export Checkers. The Israeli Checker equipped with the GM diesel experienced significant failures.

The Feldman company claimed that Checker and GM both represented the 350 cubic inch, 5.7 liter diesels made by GM to be in good condition and free of defects. At the time this representation was made, Feldman claimed, both companies were aware that the engines were identical to those in the Oldsmobile taxis previously sold in Israel which were acknowledged by GM to be defective.

Feldman said he bought 17 such taxis in 1979 and 1980 for \$280,000 and resold them in Israel mostly to disabled Israel war veterans. As of May of 1981, Feldman claimed, the cabs have cost him \$75,000 in repairs, and Checker has reimbursed him for only \$10,000.

Angry cab drivers, Feldman claimed, are seeking support for their cause from the Israeli government. Needless to say, the end of the diesel as well as the Checker was near.

The Oldsmobile diesel subsequently gained a reputation for unreliability and anemic performance that damaged the North American passenger diesel market for the next 30 years. It would also have a major impact on Checker. Checker dropped the diesel engine for 1982. In the end it didn't really matter, Checker lost the lawsuit with Feldman and would exit automobile production in June of 1982.





Famous Fat Dave's Food Tour in a Checker!

As most of our readers know, we love to portray stories of Checkers still being used in business. That said this quick blog is about Checker owner and ICTA member Dave Freedenberg. Dave is an expert in Food, New York City and Checker Cabs. That being said, it's only a natural that Dave operates Fat Dave's Five Borough Eating Tours.

His credentials are impeccable. According to the late Anthony Bourdain of The Travel Channel

“Aside from knowing New York City’s streets like the back of his hand, he’s (Dave) got a firm grip on the under belly of Manhattan”.

The New York Times reports

“Dave has acquired an encyclopedic knowledge of neighborhood eateries.”

New York City’s culinary landscape supports more than a dozen eating tours, but only one is conducted in a vintage Checker cab: Famous Fat Dave’s Five Borough Eating Tour. “Famous” is a real NYC yellow cab driver, and every time he takes a fare, he gets a recommendation on where the locals eat in each neighborhood.

From this priceless research, he has compiled an extraordinary catalog of the city’s hidden food treasures. With his unique knowledge of where real New Yorkers eat, Dave offers tourists and New Yorkers

New Yorkers alike a variety of personalized eating tours. Word of mouth, the FamousFatDave.com website, and mounting press coverage has led to the tour's smashing success. Famous Dave has been featured on Travel Channel, Cooking Channel, PBS, and more. He is currently writing a book about his culinary adventures and how they've led him create the tour.

Dave offers a series of tours all conducted from his Checker Cab. Chow your way through the *real* New York City in a classic Checker Cab, here are some of the tours he offers:

- Discover your favorite slice on the Pizza Party Tour
- Taste pickles that will make you plotz on the Pickle Tickle Tour
- Eat alllll night long on the Midnight Munchie Madness Tour
- Sample cannoli fit for Clemenza on The Boot of the Boros Tour
- You can decide the theme or just go for Famous Fat Dave's Faves



For more information Checker out Dave's website
<http://famousfatdave.com/>
Dave's Facebook page
<https://www.facebook.com/groups/45372369849/>



limo wagon!

A promotional photo for Checker, this clearly indicated that the limo was something that Checker produced for its Parmelee transportation company. Upon review of all the standard vintage automobile catalogs, there is no reference for this car. More importantly, of the limited production reports available from Checker, there are no references to this car. Checker was pretty good at documenting its history, likewise, there aren't any references for this mystery six door wagon.

So the first big question that came to mind was: is this a one-off prototype or did Checker produce a larger production run for this wagon? The second question was, did Checker produce this car, or did they sub-contract production to a limo company.

Years later we have an answer to the prototype question, recently ICTA member Laddie Vetek shared a color photo of a fleet of the "mystery 6 door wagon" on our Facebook page.

The 1950 Checker Model A5 Parmelee Six Door Wagon

Several years ago Checker collector Ben Merkel sent this writer some rare Checker photos from Kalamazoo photographer Ward Morgan. Morgan was Checker's go to guy for photography during the 1950's and 1960's. Within the stack of rare Checker Model A4 and A5 photos was a surprise photo of a Checker I never knew existed! A photo of a Checker Model A5 six door



beautiful color photo, (see header) the limos are parked at a Chicago taxicab staging area with other Checkers. Clearly a Chicago photo, the taxicabs depicted are Checker Motor's Chicago Checker and Yellow fleet taxicabs. So now we know that these cars were produced in number and appear to be all operated by Checker's Parmelee fleet.

Did Checker produce these cars. My educated guess is: yes. Checker typically produced their own bodies and also operated

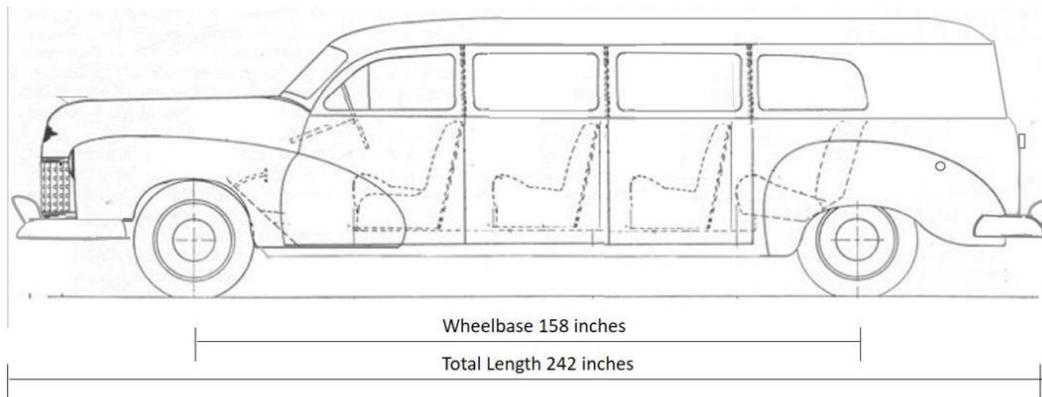
a third party stamping business. This writer just can't imagine that Checker would farm out stamping that they could have done themselves.

Upon review of the photos, its clear that two left and right side door outer panels are required. Additionally, it appears that inner door stamping would require just two dies. The following other panels are different than standard Checker A4s: roof, tailgates (upper and lower) two inner and outer cargo panels and the floors. All in all, about ten or twelve new stamping would be required to produce the wagon.

Now that we have started to break down the mystery of these units, the ICTA developed a line drawing of the car to gain a better understanding of the vehicle metrics. The line drawing provided some great perspectives of the mystery car. Sourcing standard metrics from a 1950 Checker taxicab brochure allowed this writer to estimate the actual size of the six-door wagon.



1950 Checker Model A5 Six Door Parmelee Wagon



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Based on review of the photos, it appears that the rear doors are the same size as a standard A4 rear door, except all of the passenger doors have a squared-up window frame. Being an owner of a real Checker A4, I was able to take some metrics not found in the brochure. The spacing between the rear door and the rear fender also appear to be same on my A4. The integrated rear bumper and rear fender set up appears to be exactly the same as an A4 except that the bumperettes have been shaved on the top to allow for lowering of the tailgate. Therefore the rear passenger doors are the only added section in the body design. Knowing that the rear door is thirty-four inches long, adding an extra door would add make the total length of this car a whopping 242 inches on length and the wheelbase is 158 inches.

None of these cars have survived and quite frankly no one seems to be aware of their existence. At least now we have a nice color photo and some additional perspective on the rare Parmelee six door wagon.



100 Years of Checker Cab 1919-2019

We recently presented a blog history of Checker Motors Corp's Parmelee division, in this article we'll expand on the cab operations history and share the story of Checker Taxi of Chicago. The company name that would have the biggest impact on the taxicab trade.

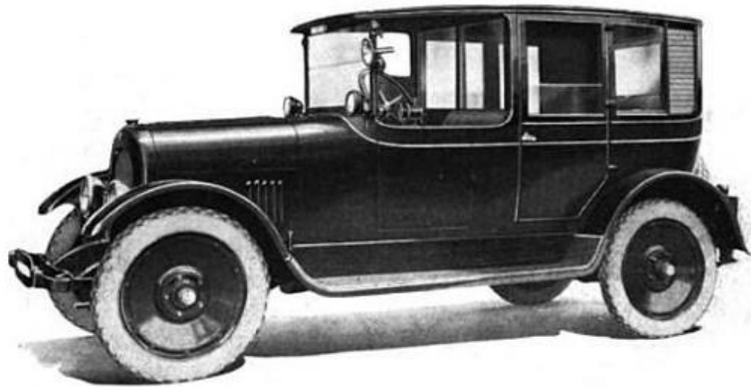
Checker Taxi started out as an affiliation of drivers founded over 100 years ago on Feb. 6, 1919. The affiliation of cab owners created a coop that allowed members to leveraged their combined buying power and efforts to build the largest taxi operation in Chicago next to John Hertz' Yellow Cab Company.

In 1918 Commonwealth Motors, also based in Chicago introduced a purpose built taxi, the Commonwealth Mogul Taxicab. The Commonwealth Mogul was essentially a modified version of the Palmer-Partin Model 32, with a special taxicab body placed on the Model 32 frame. The body was produced by the Lomberg Auto Body Company just outside of Chicago in Joliet, Illinois. The chassis was designed with a heavy duty chrome nickel alloy steel frame, the top of which was layered with thick felt in order to reduce body squeaks and rattles. The resulting platform would be highly desirable for taxicab operators.

In 1919 the Checker Taxi company purchased Commonwealth Moguls, these units were branded as

**Commonwealth Motors
Company
Chicago, Illinois**

Price Upon Application



Commonwealth Mogul Taxicab

COLOR	Optional	CRANKSHAFT	Three bearing
SEATING CAPACITY	Five	RADIATOR	Cellular
WHEELBASE	117 inches	COOLING	Water pump and fan
WHEELS	Wood	IGNITION	High tension magneto
TIRES	33 x 4½ inches, cord	STARTING SYSTEM	Electric
BRAKES	Service, contracting on rear wheels Emergency, expanding on rear wheels	VOLTAGE	Six to eight
CYLINDERS	Four, vertical, cast en bloc; head removable	WIRING SYSTEM	Single
VALVES	In side	GASOLINE SYSTEM	Vacuum
HORSEPOWER	21.03 (N.A.C.C. Rating)	CLUTCH	Multiple disc
BORE AND STROKE	3½ x 5¼ inches	TRANSMISSION	Selective sliding
LUBRICATION	Force feed and splash	GEAR CHANGES	Three forward, one reverse
		DRIVE	Bevel gear
		REAR AXLE	Three-quarters floating
		STEERING GEAR	Worm and nut

Price includes generator, heater, ventilator, vacant sign, jump seat and spotlight.

Mogul Checkers. Many purpose built cab manufactures would actually brand the taxicab, after the large taxicab operators fleets name. Hence riders would see Checkers, Luxors, Ascot etc.

The Checker Taxi transaction would create a strong alliance for between Commonwealth and Lomberg Auto Body, both companies needed each other to survive.

The Lomberg Auto Body Manufacturing Co. was founded by a Russian immigrant named Abe Lomberg. The primary business was to manufacture bodies for several local Chicago based auto manufacturers, including Commonwealth Motors Corp. Unfortunately for Abe Lomberg, while he had orders to make bodies for Commonwealth, he did not have the financial capacity to execute the plan. In order to fulfill the order for Mogul Checker taxi cab bodies for Commonwealth, Lomberg was forced to seek funds to fulfill the order. The funds were provided, in the form of a loan, by Morris Markin.

Unfortunately for Lomberg, the expected sales of Commonwealth's Mogul Checker taxicabs fell far short of expectations and, by the end of 1920, Lomberg could



no longer keep up with the payments. This resulted in Markin taking over Lomborg Auto Body and renaming the business the Markin Auto Body.

Markin's largest customer was a financially floundering Commonwealth Motors. When Commonwealth again went into receivership, in order to protect his body business, Markin was able to take over the entire operation. Once Markin had control of another company, he would name it the Checker Cab Manufacturing Company. Essentially he named the company after the popular Chicago Taxicab he was producing for Checker Taxi of Chicago. Markin was able to take the new Checker Cab Manufacturing through a public stock offering which generated the funds required to grow the company and clean up the balance sheet. Markin established his Checker Cab Manufacturing Co. Feb. 2, 1922.

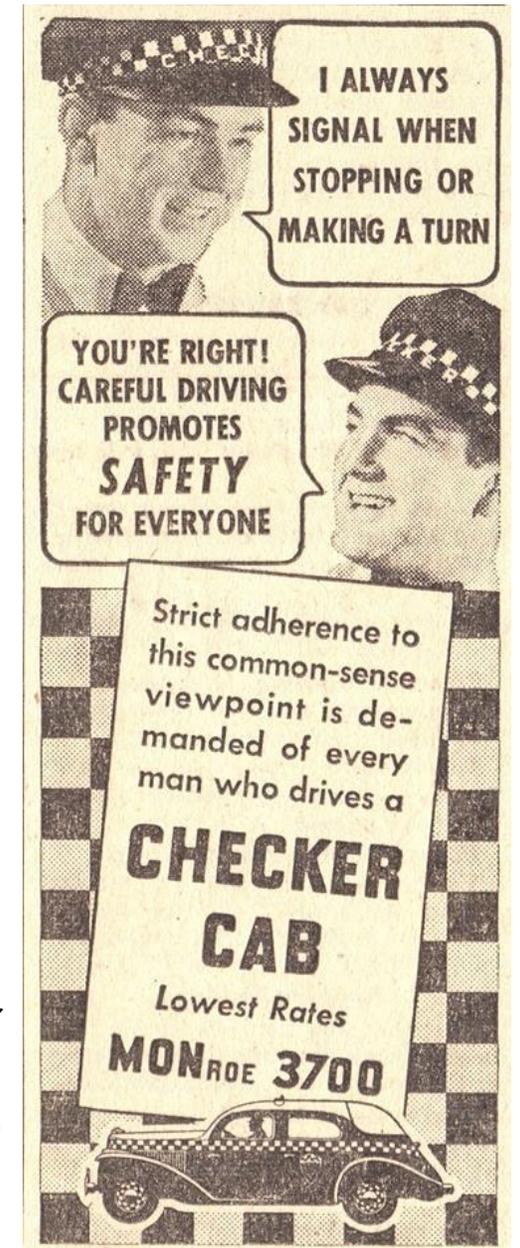
Perhaps because association members were disorganized and combative, Markin tried to ensure a market for the taxis he was making by buying control of Checker Taxi of Chicago. Eventually, he and three partners gained control of the Checker Taxi Association from the inside out.

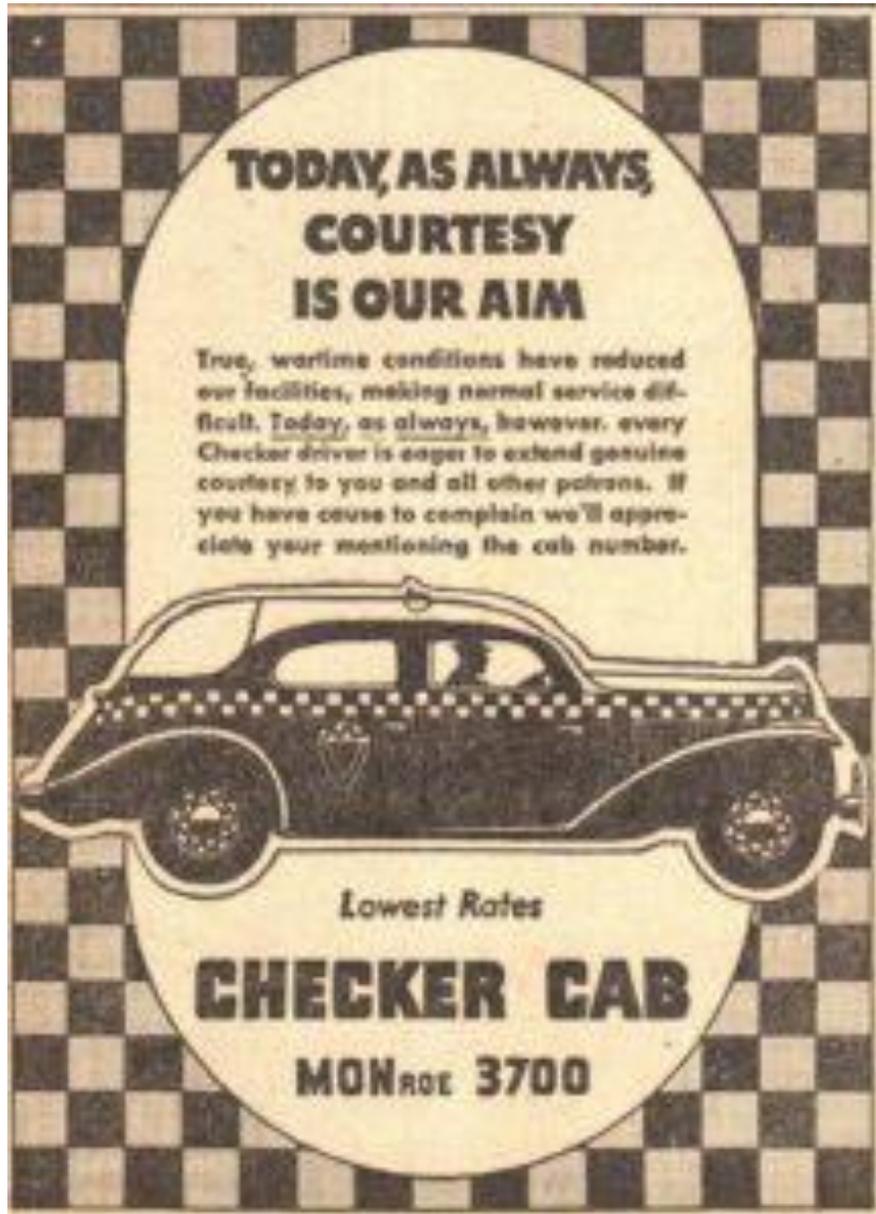
Joining the association with 35 repossessed taxis, the partners bought out poorer members. He would not gain full control of Checker until the early 1930's. That said he had effective control for most of the 1920's.

As he expanded Checker Cab Manufacturing he sought control of other cab-operating companies in several cities, including New York City, Minneapolis and Pittsburgh. This assured sales of Checker in major cities across the country.

Once Markin gained control of Checker Taxi in Chicago, a significant rivalry ensued, the competition between Checker Taxi and Yellow Cab. Yellow Cab dated back to 1909 created by John Hertz and the Chicago based Shaw automobile dealership, by the twenties Yellow was producing their own purpose built taxicab called the "Yellow Cab" and was the largest operator in Chicago. Run by John Hertz, Yellow Cab was also franchising operation all over the US.

The competition in Chicago was fierce. More than a competition, the battle between two companies lead to the Chicago Taxi Wars. The taxicab industry was tough business in the roaring twenties. Recently the Taxi Wars was 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.

But the war was more than just nasty street fights. There was also a significant corporate war going on between the two companies.

In 1923 Yellow Cab was selling new Yellow Cabs equipped with Checkerboard striping. Markin was building his own Checker Cab brand: not only manufacturing Checker Cabs and operating Checker Cab fleets in several cities, but he was also franchising the name Checker Cab. Meanwhile Hertz was building and selling Yellow Taxicabs with checkerboard banding, it was effectively a trademarking violation.

Litigation ensued and Checker won a court order injunction against Hertz/Yellow Cab for the production and selling Yellow Cab’s with

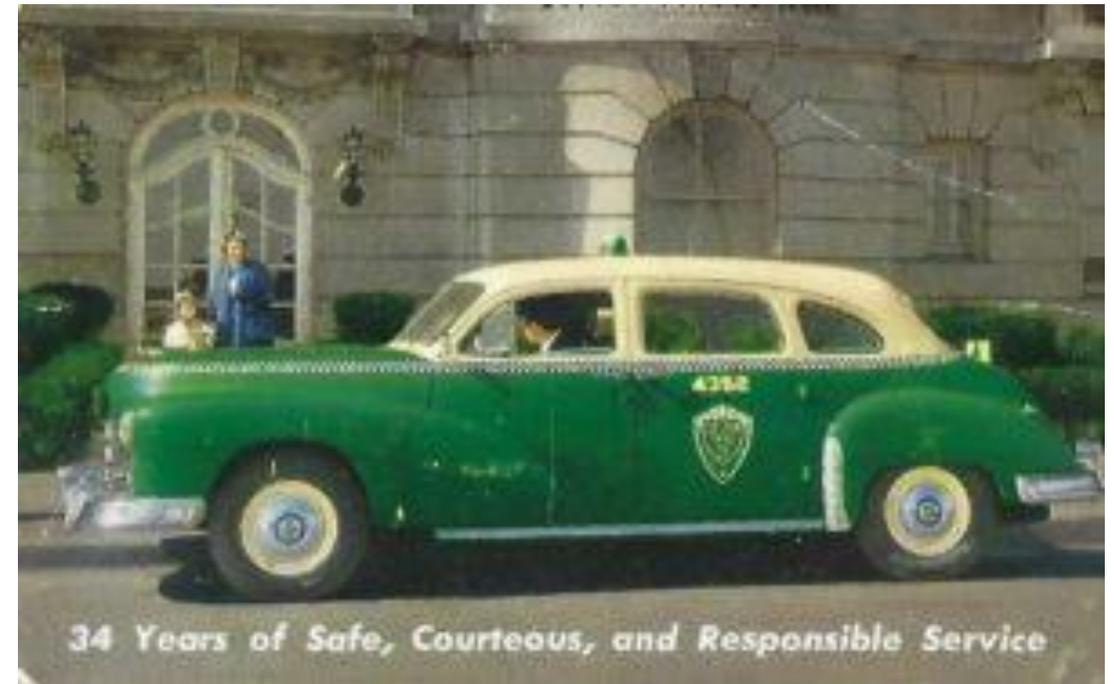


Chicago Cab Drivers Strike. An unheralded strike of drivers of the two large Chicago taxi companies, The Yellow and Checker, tied up an estimated 600 cabs on the first day, as leaders continued their efforts to induce other drivers to strike. The men are not at present unionized, but the leaders are attempted to bring the rival drivers together into one unon. The above photo shows stikers stopping a cab driver to induce him to join them 3-5-37 ACME

Checkerboard banding. In March of 1924 the USPTO issue trademark 165915 for the use of Checkerboard banding on taxicabs, successfully stopped, Hertz nor any other Taxicab could produce or operator Taxicabs using the Checkerboard banding.

Meanwhile Yellow was trying to stop Checker from using the shuttered rear coach windows on the Model H. In April of 1924 the USTPO refused the Yellow Cab shuttered window trademark. Checker heralded the ruling as another example of a failed attempt of Yellow Cab trying to build a national taxicab monopoly.

By 1926, Hertz had had enough had made plans at the age of 46 he exited the taxicab business. The strains of being drawn into the taxi wars of Chicago, Having his private stables fire bombed and many of his prized race horses were killed, accusations of financial wrongdoing, failed trademark claims and the constant litigation. Hertz decided to divest from the cab business.



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 Yellow Coach company would transform into what is the GMC division today. The transaction allowed Hertz to expand his Omnibus Corporation a national transit company.

This left Markin with a great opportunity to not only control Checker, but to acquire Yellow Cab, It took about about five years but by 1930 Markin gained control. Dated September 22, 1930 the following was reported in Time Magazine article Checker Yellowed

“Long and bitter has been the battle between the Checker Cab Manufacturing Corp. taxi interests and Yellow Cab Co. In back of Checker has been its founder and president, Morris Markin, Chicago Russian Jew. Behind Yellow Cab has been its founder and, until last year, president, John Daniel Hertz, Chicago Austrian Jew. Last January Mr. Hertz resigned from Yellow Cab, sold his interest to Parmelee Transportation Co. Last week the onward march of Cabman Markin continued when Checker acquired control of Parmelee. The entrance of Mr. Hertz into the cab business was indirect, gradual....”

All of Markin’s taxicab company were integrated into the Parmelee Company (including Yellow and Checker Cab) became the largest cab company in the United States. Eventually, the cab company revenues exceeded those of Checker’s automotive manufacturing division.



Throughout the 30’s and 40’s the Checker used the brand name Parmelee in New York and Chicago, however by the 50’s Checker started to consolidate Checker fleet operations as National, Checker and Yellow. Some cities operated multiple Checker owned brand names. Chicago utilized both Checker and Yellow. While in New York City Checker consolidated around the name National.

In 1964 the state of New York pursued Markin and Checker on antitrust charges, alleging that it controlled both the taxi service and manufacture of taxis, and thus favored itself in fulfilling orders.

Rather than allowing Checker drivers to begin buying different brands of cars, Markin began selling licenses in New York City. Throughout the sixties Markin would continue to exit various taxi fleets across the US. In 1969 Parmelee was effectively shuttered.

That said Checker did retain, the Checker Taxi and Yellow Cab operations. In 1982 Checker would exit the cab operation business but still retain the Checker cab operations. The Checker Model A11 fleet would be wound down by 1987 based on Chicago's limits on taxicab age. Over the next twenty years the Checker Taxi fleet would be largely Ford Crown Victoria or Chevy Caprices.

In the late 1990's Checker Motor Corp. would sell its interest in Chicago Checker Taxi and Yellow Cab. Both operations now run as associations, similar to how Checker started close to 100 years ago. The fleet today still runs the famous green color and Checkerboard banding.

Checker cabs are no longer made but at least its nice to know the one of the companies owned and expanded by Morris Markin still exists 100 years after its Chicago introduction.



5-17-76 cab driver Steve Salgan Chicago Checker. Cab Driver Present Apparel. Photographer Jerry Tomaselli

For Sale, located in Ontario, OR (50 miles west of Boise, ID). Contact Barb Hickling. 726 NW 3rd St. Ontario, OR. 541 889-5604 or 208 642-0807

1980 A11



1979 A11



1969 A12



1972 Checker Marathon Sedan Car for sale in RENO, Nevada \$20,750



1972 Checker Marathon A12 (consumer model) 50th Anniversary Edition. Beautiful gold exterior, black interior in beautiful condition. 283 V8, auto trans, power steering, new A/C system, new starter, new ball joints & tie rods. Huge rear seat area. Good tires. Great cruiser & shows well. Mileage shown probably not original miles. (412) 224-0624

Rare car that needs restoration!

THE GOOD: Low mileage (76K), two-owner car. I still have the first owner's log books and paperwork from the 1960s. Car is very original, no modifications. Interior is excellent! No rips, splits or stains on upholstery; door panels look great. Back seat has spent much of its life folded down and looks almost new. All glass good. Side trim is perfect. Vintage CB radio installed (doesn't transmit). Original Chevy 283 V8 starts up and runs fine. New water pump installed recently. Auto transmission. Two new tires in front (less than 1,000 miles); rear tires are good. I also have a pair of snow tires on rims that go with the car.

THE BAD: This car has been driven in winter and has severe rust in several places. Most notably, the C pillars are rusted out and the rear doors can't be latched closed due to the door strike plates being loose. Repair will involve some metal fabrication and welding, but I will include a pair of rare NOS Checker sedan C pillars which can be modified to fit. Severe rust is also present at the rocker panels, spare tire well, and other usual Checker places such as the tops of the fenders. The brakes need service and will stop the car at low speed only at this time. The car can be test driven around the block but should not be driven at speed until the brakes are repaired. In other words, bring a trailer!

BOTTOM LINE: This is a compete, running, currently registered, rare Checker wagon that will make a great restoration/rod project for someone able to deal with significant body rust issues. It was never a taxi. Great hauling capacity with reliable and easy to service Chevy small block V8 power.

Here's a link to the ad on Craig's List

<https://lexington.craigslist.org/cto/d/lexington-checker-marathon-station-wagon/6894438083.html>



1965 Checker Marathon, I purchased this vehicle in 1999 and completed a full restoration in 2003. The car was used for marketing purposes for my company Network Checker. It has been driven each year but very few miles. It has been well maintained. A new small block chevy 350 V8 engine was installed in 2003 when the mileage was at 9,982. Currently the odometer reads 44,000 and it drives like a champ. The transmission was rebuilt in 2008. In 2003 the car was painted with the exact matching color of New York City Cabs. Also upholstery was completely redone in 2003. The windshield was replaced in 2003 also and is in perfect condition today. The front brakes were converted from drums to disks and a modern dual cylinder was installed in the brake upgrade for safety. Electronic ignition was added when the new engine was installed. The radio was upgraded to an Alpine sound system with Polk speakers. The trunk lock was pulled last week and a new key has been cut but I need to reinstall the lock. The paint is beginning to crack in a few spots but is very good at present. There is minimal rust since the car has been driven very lightly and Colorado has a dry climate. If you want more pictures I can send them. (720) 331-5579



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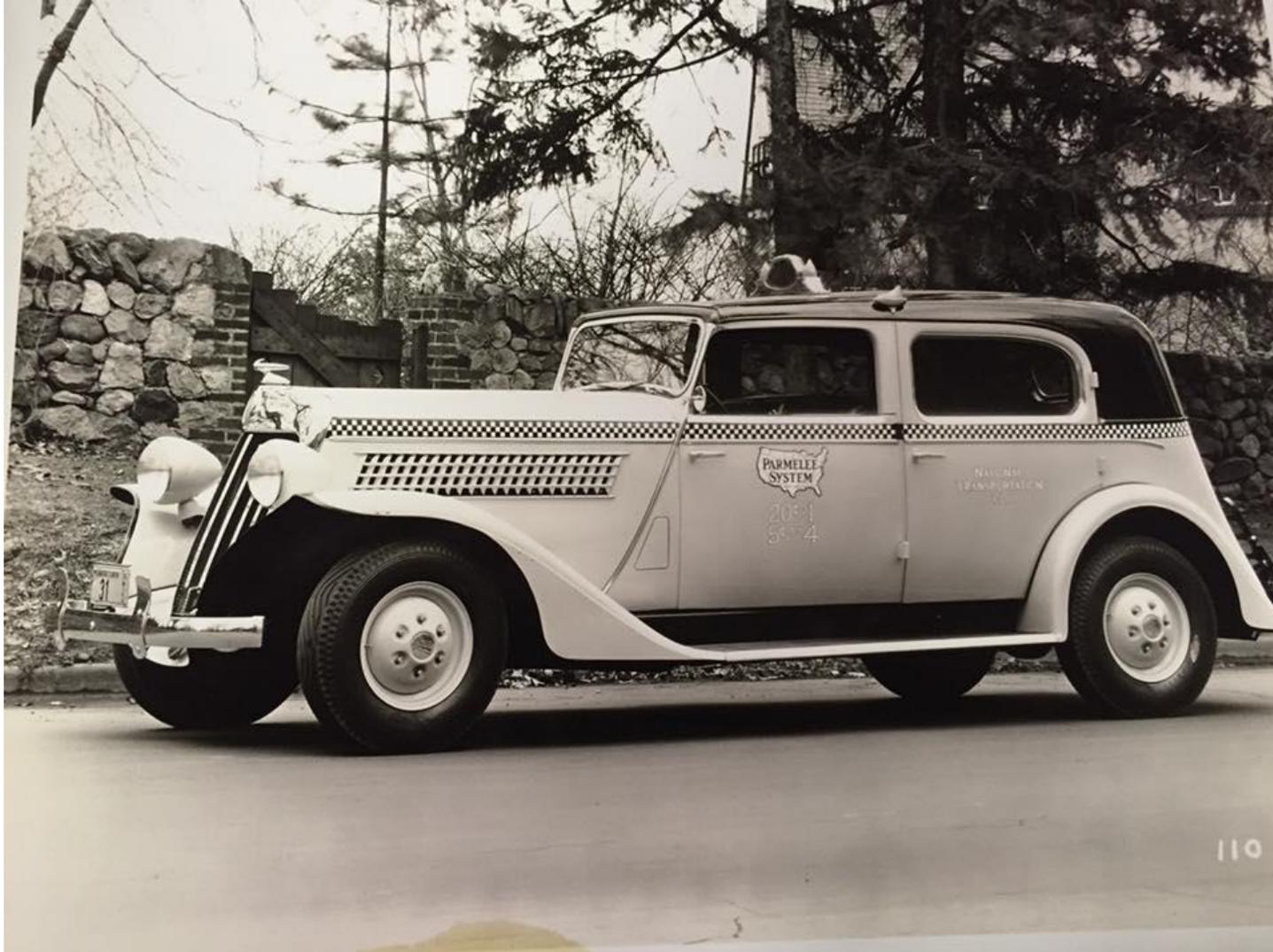


Bill Beurkens has decals for sale. I had these made for vehicles made by the Checker Motors Corporation, a now defunct company. These are the same exact size and shape as the original chromed pot metal badges.

\$5 for CHECKER and \$8 for the CHECKER Marathon. Shipped FREE. These come on application tape to help you install them in alignment.
Available in silver, black, chrome-look (I have these on my car)



End Photo



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