

*The*

# PROFESSIONAL CAR



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**COVER PHOTOS** – There's no need to flip through the pages of this issue looking for the feature story that goes with our front and back cover photos. There *isn't* one! We just thought these photos were too good not to use – somehow. And what better showcase than the cover of *TPC*? These Superior Coach Corporation factory photos came to us courtesy of Rochester, Minnesota PCS member Dr. Roger D. White, MD who culled them from his substantial personal collection of professional car photos, catalogs and other sales literature.

Back in the 1950s, Superior Coach regularly held factory-sponsored sales of new and used hearses, ambulances and combination coaches in and around its home town of Lima, Ohio. The big outdoor sales event on our cover took place in a farm field some time in 1957. The used cars offered weren't all Superiors. Careful scrutiny of the cover photo with the aid of a magnifying glass reveals a total of 28 cars lined up on the field ranging in age from 1947 to 1957. From the left front foreground, moving to the right are, in the first row: 1951 and 1953 Miller Cadillac landaus; six limousine style 1957 Superior Cadillacs -- most of them hearses; two 1955s; a 1956 Meteor; seven more 1955s and two '53s. On the far right in the rear row are a 1957 Superior Cadillac ambulance; 1955 and 1954 Miller Cadillac ambulances; two 1954 Superior Cadillac ambulances; a 1953 Meteor; a short-wheelbase 1953 Pontiac landau combination of undetermined origin, and a 1947 or '48 Cadillac ambulance. Adding a little levity to the sales event, some of the salespeople are attired in silly hillbilly garb.

The indoor sales event on the back cover was in all probability held in the new car delivery room at the sprawling Superior Coach plant on East Kibby St. in Lima. The newest coaches visible are '57s. Other discernible model years include 1953s, 1955s and a lone buck-toothed 1950 Flexible Buick!

- Walt McCall – Editor