



BEST IN SHOW: 1938 SIEBERT FORD SERVICE CAR

NUMBER 86 FOURTH QUARTER 1997

INTERNATIONAL MEET ISSUE

THE PROFESSIONAL CAR

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ON OUR COVER- This, our final issue of the year, is devoted to extensive coverage in both words and photos of the Professional Car Society's 21st Annual International Meet which was hosted by the Society's Mid-Atlantic Chapter near Baltimore, Maryland in August. To make room for a maximum number of show photos we're omitted some of our regular features. We have, however, retained such all-important departments as the Mail Bag and Market Place.

The vehicle which graces the cover of our 1997 International Meet Review Issue is the *only* one in our Society's history ever awarded a perfect score by our show judges. Harry and Wes Foor's gleaming black 1938 Siebert Ford Service Car took Best In Show with a perfect 100 points without a single deduction -- a first at any PCS International. It was also the first time that a service car -- lowly workhorse of the funeral home fleet -- has won our top award over a processional funeral coach or ambulance.

Some of you will remember the Foor's Siebert Ford at our 1994 International Meet in Pittsburgh. It was a work in progress then, with some unfinished and primed exterior body panels. But it looked promising, and the Foor's, of Frostburg, Md. have more than delivered on their promise to restore their Siebert to concours condition. We're grateful to Tri-State Chapter member John Ehmer who took our cover photo at the 1997 International Meet.

INSIDE BACK COVER - And speaking of vehicular works in progress, Mid-Atlantic Chapter member Steve Lichtman's 1953 Henney Packard Junior Ambulance still has a long way to go before it makes it into the winners circle at a PCS concours. But rough as it is, Steve deserves much credit for bringing it to the meet. At least it was *there* by God and by golly....

BACK COVER - The Cadillac Motor Car Division's Commercial Department was (and still is) a big advertiser in American funeral service trade journals. In addition to promoting its own factory-built Fleetwood Seventy-Five Sedan and Limousine, Cadillac marketed its special long wheelbase commercial chassis to four independent hearse and ambulance manufacturers -- Superior, Miller-Meteor, Hess & Eisenhardt (S&S) and Eureka. Rather than offend any of these good customers by favoring one coach builder's product over another in its ad illustrations, Cadillac's ad agency concocted generic funeral coaches and ambulances for these ads, But the 1964 Anycoach Landulet parked under the canopy in this ad looks more like a Superior Coach product than anything else.