



1961 SIEBERT FORD ARISTOCRAT AMBULANCE

NUMBER 96 SECOND QUARTER 2000

# THE PROFESSIONAL CAR

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**ON OUR COVER** – No, you *won't* find a feature on the Shop of Siebert in this issue. It's just that after more than a year of black-and-white cover subjects we thought it was time to inject a little *color* back into this publication! And what's more colorful than a bright, red ambulance? The car on our cover is a long-wheelbase 1961 Siebert Ford Aristocrat. With roots extending back to 1853, the Shop of Siebert Associates was located in Waterville, Ohio – a suburb of Toledo. Siebert formally entered the funeral coach and ambulance business in 1933, when the company started doing hearse, ambulance, funeral service car and combination coach conversions of Ford V8s. Siebert-Fords (and some Mercurys) were built into the late 1950s. After a brief hiatus the company returned to the professional car field during the 1960 model year. The last Sieberts were built in 1964. (See TPC #28 for the Siebert story).

**INSIDE BACK COVER** – The 1957 model year was a big one for the American hearse and ambulance industry. Cadillac introduced an all-new "X"-frame commercial chassis. The recently-merged Miller-Meteor introduced the first M-M's, and rivals Superior Coach and Hess & Eisenhardt came out with fresh, new styling to go on this new platform. The car shown in this 1957 funeral service trade publication ad is an S&S limousine style funeral coach. Note the expansive glass area and the airline type drapes which Hess & Eisenhardt favored for many years.

**BACK COVER** – In the mid-1970s, all three of the major U.S. professional car makers came out with heavy-duty rescue squad-type ambulances on the Cadillac commercial chassis. Miller-Meteor had its hightop Criterion and Lifeline, Superior its 54XL and Hess & Eisenhardt its Medic Mark I. The last of these were built in the 1975 and 1976 model years. This classic 1975 Miller-Meteor Criterion was once owned by PCS member Terry Lange who was living in Winnipeg, Manitoba at the time but who has since relocated to sunny California. These impressive rescue vehicles are eagerly sought by collectors today and are always big hits at our international meets.