



1957 MEMPHIAN CHRYSLER LANDAU

NUMBER 51 FIRST QUARTER 1989

MO P A R PROFESSIONAL CARS

# THE PROFESSIONAL CAR

# THE PROFESSIONAL CAR

NO. 51

1ST QUARTER, 1989

---

## \* IN THIS ISSUE: CHRYSLER-CHASSISED PROFESSIONAL CARS

**COVER PHOTO:** For reasons best known to Lee Iacocca and his corporate predecessors, the Chrysler Corporation has never actively pursued the American hearse and ambulance market. General Motors (Cadillac, Buick, Oldsmobile and Pontiac) has dominated the industry ever since Packard (Henney) went out of business in the mid-1950s -- although Ford's flagship Lincoln has become increasingly popular as a limousine and funeral coach platform. Because of their relative rarity, all Chrysler-chassised professional cars are interesting. The Memphis Coach Co. of Memphis TN built hearses, ambulances and limousines on various Chrysler Corp. chassis, including Dodge, DeSoto and Chrysler in the late 1950s. One of the most attractive of these was the elegant 1957 Memphian Chrysler Landau Hearse which graces the cover of this issue.

**INSIDE BACK COVER:** Although it has been content to be a minor player in the U.S. professional car industry, the Chrysler Corporation has, over the years, actively promoted its products in funeral service trade publications. This 1957 Chrysler Corp. ad announced the "Briarean" conversion of a standard Chrysler station wagon. The raised-roof Briarean was offered by Richard Bros. of Eaton Rapids, Mich. through the 1962 model year, and was available as an ambulance as shown, or as a combination hearse/ambulance, straight hearse or service coach. The ambulance shown was based on the 1958 Chrysler Windsor Station Wagon.

**BACK COVER:** DURING THE 1960s, the W.S. Ballantyne Co. of Windsor, Ontario turned out small numbers of custom-built funeral cars and ambulances for Canadian funeral directors and ambulance operators. The one-off vehicle shown on the back cover is a raised-headroom ambulance conversion of A 1964 Chrysler station wagon built for an ambulance operator in St. John's, Newfoundland. Rear headroom was raised 10 inches.

+ + +