



1928 HENNEY HEARSE

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ATLANTA INTERNATIONAL MEET

# THE PROFESSIONAL CAR

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**COVER PHOTO** - By the late 1920s, the new limousine-style hearse had all but replaced the high, boxy carved-panel hearse which had made the epic transition from horse power to the new Motor Age. Designed to complement the passenger limousines of the day, the stylish new limousine hearse was much more compatible with the rest of the cars in the funeral procession. But the limousine style's dominance was to prove short-lived: the ornamental carved panel hearse made a dramatic comeback in the 1930s. The car on our cover is a 1928 Henney "Landau Back" Funeral Coach. This handsome Nu-3-Way side-loading hearse, finished in Buckingham Gray with contrasting black running gear, was built for the James H. Sutton Funeral Home in Windsor, Ontario (Henney's Canadian distributor, the Henney Canadian Co., was then headquartered in neighboring Walkerville). Henney hearses of this era were built on the company's own "assembled" chassis which used commercially available components - Continental engines, axles, radiators etc. Features of note include drapeless rear side windows and the arched wooden flower tray mounted above the casket compartment.

**INSIDE BACK COVER** - The year was 1952. Ike was in the White house, U.S. troops were still fighting in Korea and the Cadillac Motor Car Division of General Motors was celebrating its 50th birthday. The professional car industry was dominated by six major manufacturers -- Henney (Packard) and five other key players who built on the Cadillac Series 86 commercial chassis. This somewhat-institutional ad features the 1952 landau hearses offered by all five Cadillac commercial customers -- Superior, Meteor, A.J. Miller, Hess & Eisenhardt (S&S), and Eureka.

**BACK COVER** - This photo should have been included in our recent feature on the Pinner Coach Company (TPC #56). Memphis-based Pinner Coach, which actually built its professional cars in a facility in neighboring Victoria, Mississippi, built a small number of ambulances and combinations on Cadillac chassis. This late Pinner production was a hightop ambulance built on a 1968 Cadillac chassis. The nameplates in the rear side windows read "Brick Township First Aid". Note the six clearance lights mounted in the leading edge of the step-top roof.