



1940 HENNEY PACKARD SUPER FORMAL FUNERAL COACH

NUMBER 60 SECOND QUARTER 1991

ONTO MARIETTA

THE HENNEY FORMAL

THE PROFESSIONAL CAR

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THE HENNEY "FORMAL" AND "SUPER FORMAL"
OWNER'S PRIDE: 1964 CADILLAC FLEETWOOD 75

FRONT COVER - One of the lingering mysteries of the history of the North American funeral coach industry is the steadfast refusal of the Henney Motor Company of Freeport, Ill. to participate in the carved-panel hearse craze of the 1930s. Henney alone totally ignored a major professional-car industry styling trend. John W. Henney's answer to the carved-panel hearses marketed by every one of his competitors was the "Henney Formal," an ornamental premium version of the company's standard limousine-style hearse. The art deco Henney Formal was offered between 1938 and 1940. It was available only on the Packard commercial chassis in the U.S. Our feature story this month shows a 1938 model and a 1939 Brantford version (incidentally, the cover of TPC #19 shows the Henney Formal body mounted by Brantford on a *Cadillac* chassis, of all things). The cover illustration this time, however, is the Henney Formal taken to its ultimate: the Super Formal. Announced in 1939 and cataloged through 1940, the Super Formal is a very rare car--in fact, we suspect that the very dark and foreboding 1940 catalog rendering on our cover is the only 1940 version there was. We found a photo of an actual 1939 version, and run it inside.

INSIDE BACK COVER - The 1959 Cadillac with its towering rocket-ship tailfins has achieved true cult status among professional car fanciers, as well as collectors of fifties memorabilia. The 1949 model year was a golden one for American professional-car manufacturers--Superior, Eureka, S&S and Miller-Meteor--each designing its own body for the flashy '59 Cadillac chassis. Our inside back cover ad is for Miller-Meteor's 1959 ambulance lineup, which included M-M's standard Sentinel, hightop Volunteer, and landau-inspired Ambulandau.

BACK COVER - Your Editor found this 1937 Brantford Packard limousine hearse peacefully reposing in retirement under a spreading tree in a field near Thamesford, Ontario in the summer of 1961. Originally owned by the Kennedy Funeral Home of Essex, Ont., the old Packard had been put out to pasture a few years earlier by a local antique dealer who had used it to haul her treasures to and from antique shows (remember, this was prior to the advent of the antique van). The asking price? \$75. Yes, it still ran!