



1939 S&S LaSALLE "DAMASCUS" CARVED TOWN CAR HEARSE

THE PROFESSIONAL CAR

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IN THIS ISSUE - DISTINCTIVE TRADEMARK: THOSE S&S HOOD BARS
- OWNER'S PRIDE: 1926 STUDEBAKER HEARSE
- THE LIMO PAGE: 1993 CHRYSLER LHS LIMOUSINE

COVER PHOTO - In our principal feature in this issue we mark the passing, after more than half a century, of one of the American professional car industry's best-known and most recognizable product trademarks. From 1936 through the 1992 model year, Sayers & Scovill (S&S) hearses and ambulances were distinguished by extra chrome trim on their grilles and on the front of their hoods. The idea was to conceal the base car's true identity and give it a new one -- not as a Buick, LaSalle or Cadillac, but as an S&S! Up until 1948 the Cincinnati, Ohio plant removed all Cadillac identification and replaced it with S&S badging, including on the hubcaps and grille. The car on our cover is a custom-built 1938 Sayers & Scovill Damascus Carved-Panel Town Car Hearse on a thinly disguised Series 50 LaSalle commercial chassis. Our thanks to Tom McPherson, who provided some of the S&S advertising artwork for this article.

INSIDE BACK COVER - For years, one of the dilemmas facing hearse and ambulance builders was, which side of the coach should the rear door open on...left or right? In this 1961 S&S ad, Hess & Eisenhardt, builders of S&S professional cars, boasted that H&E offered the only professional car with the rear door hinged on the left. (But, just to be on the safe side, a right-hand opening rear door could be specified at no extra cost).

BACK COVER - Well-known Cadillac historian (Sixteen Cylinder Motorcars and Cadillacs Of The Forties) Roy A. Schneider of Arcadia, Calif. sent us this photo of the 1947 S&S Cadillac Ambulance he bought while attending college in Cleveland, Ohio ca. 1955. The photo, which shows the distinctive S&S hood bars on the big Caddy's bullnosed hood, was taken on a gas station lot on Warren Road near Detroit Avenue, where Roy used to park his ambulance (to relieve the pressure from his parents and neighbors who lived in the same neighborhood). The guy posing with the S&S is Roy's brother, Richard, just back from a stint in the Marines, who loved this car as much as Roy and his fraternity brothers did.

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