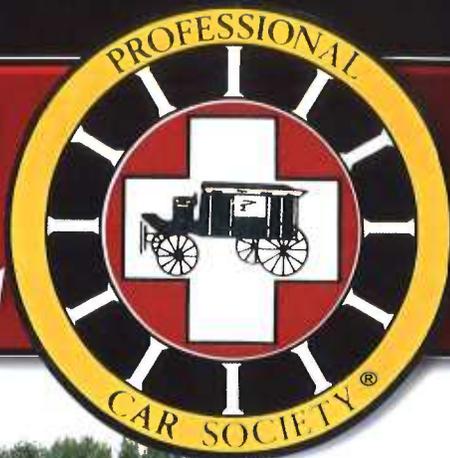


The
PROFESSIONAL
CAR



PIERCE-ARROW
PROFESSIONAL CARS

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In This Issue:

PAGE 02	PRESIDENT'S MESSAGE
PAGE 03	PIERCE-ARROW PROFESSIONAL CARS – BY THOMAS A. McPHERSON
PAGE 27	PIERCE BROTHERS MORTUARY, LOS ANGELES – BY THOMAS A. McPHERSON
PAGE 31	OWNER'S PRIDE: MIKE RIEFER'S 1934 HENNEY ARROWLINE FUNERAL COACH
PAGE 35	OUT OF THE ORDINARY: CROSLY MINI-AMBULANCE – BY STAN RUFF
PAGE 37	MYSTERY CAR BARN FIND: 1929 HENNEY MODEL 60 – BY WALT McCALL
PAGE 42	1927-28 HENNEY-BODIED CHEVROLETS – BY THOMAS A. McPHERSON
PAGE 44	CALENDAR OF COMING EVENTS
PAGE 45	2015 PCS INTERNATIONAL MEET PREVIEW – HOUSTON, TEXAS

COVER PHOTO – Complementing Tom McPherson's superb feature on Pierce-Arrow professional cars, the car that graces the cover of this issue is the extremely rare 1934 Henney *Arrowline* funeral coach owned by PCS member Mike Riefer of Owensville, Missouri. Our cover photo highlights the sloped Pierce-Arrow grille and the revered Buffalo, N.Y. marque's most distinctive styling feature – headlights integrated into the tops of the front fenders. Mike had his car photographed for *TPC* by Kim Myer.

CENTERSTRETCH – Kim Myers' lovely profile shot of Mike Riefer's 1934 Henney captures the car in all its beauty.

BACK COVER PHOTO - Photo by Mike Riefer. The most unique feature of Mike Riefer's Henney *Arrowline* is its split back door. Instead of the usual side-hinged rear door, the *Arrowline* had a two-piece "clamshell" door. Like a station-wagon tailgate, the upper half flipped up and the lower half dropped down over the bumper. Because of its complexity, and brittleness, Mike is reluctant to open it.

EDITOR'S NOTE – Among American luxury cars, Pierce-Arrow was in a class all by itself. The very name exudes cachet and automotive aristocracy, second only to Rolls-Royce in pure snob appeal. Compared with rivals Packard and Cadillac, relatively few Pierce-Arrow chassis bore hearse or ambulance bodies. The Eureka Company mounted limousine-style hearse and ambulance bodies on P-A chassis from the early 1920s through the mid-1930s. In addition to its bread-and-butter Studebakers, Superior offered a premium Pierce-Arrow line in the early 1930s. Henney produced its flagship *Arrowline* from 1934-1936. But where Henney erased all P-A identity from its regal *Arrowlines*, Eureka and Superior had no such qualms about flaunting the Pierce-Arrow name in its advertising.

Coming up: a photographic history of Chicago Fire Department ambulances, Henney's World War II Civil Defense ambulance, and a full report on the 2015 Flint Micro-Meet.

– *Walt McCall*