

# *The* **PROFESSIONAL** *CAR*



**THE SUPERIOR  
FORDS**

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# The Professional Car

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**COVER PHOTO** – We’re all intimately familiar with Superior Cadillacs, Superior Pontiacs, and Superior Lincolns. But Superior Fords? Miller-Meteor Fords? Eureka Fords? The Superior Coach Company plant in Lima, Ohio actually produced a relatively small number of Ford-based funeral coaches in the late 1990s and early 2000s, most of them for export. The car on our cover is a 1998 Superior Ford Regent Landulet, a 16-inch stretch of Ford’s full-sized RWD Ford Crown Victoria. Superior factory photo courtesy of the Tom McPherson Collection.

**CENTERSTRETCH** – The Shop of Siebert Associates in Toledo, Ohio specialized in hearses, ambulances, combinations, and service cars on elongated Ford V8 chassis from 1933 into the early 1960s. The subject in this issue is an immaculately restored 1936 Siebert Ford Aristocrat combination funeral car and ambulance. The photo was taken by the auction house that sold this rare beauty to an unknown owner about eight years ago.

**BACK COVER** – Rear photo of the 1936 Siebert Ford combination with its attractive beavertail rear-end styling. All photos are from the Tom McPherson Collection.

**EDITOR’S MESSAGE** – Just as our last issue was heavy on MoPar content – professional cars built on Plymouth chassis and the ill-timed Chrysler, De Soto, and Dodge funeral cars and ambulances produced by the Superior Coach Corporation for the 1949 model year -- this issue features a variety of Ford-based professional cars, including the little-known, largely forgotten Ford funeral hearses built by Superior in its Lima, Ohio plant. The Photo Salon feature showcases a 1936 Siebert Ford combination. Both of these engrossing features were written and thoroughly illustrated by Contributing Editor Tom McPherson. Coming up next: Part 1 of a major two-part feature on the James Cunningham & Sons Co. of Rochester, N.Y. by Tom McPherson -- and Canada’s famed cottage-industry coachbuilder John J.C. Little by Gregg Merksamer.

– Walt McCall