

The
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**THE 1971-72
SUPERIOR CADILLACS**

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IN THIS ISSUE: **THE 1971-72 SUPERIOR CADILLACS : BY TOM McPHERSON**
1971-72 COMPETITIVE COMPARISON: M-M AND S&S
PRODUCING THE 1971-1972 SUPERIORS: A PLANT TOUR
OWNER'S PRIDE: CHUCK SNYDER'S 1972 SUPERIOR

COVER PHOTO – An in-your-face, head-on view of a 1972 Superior Cadillac hightop ambulance from Tom McPherson's comprehensive collection of original Superior Coach Corporation factory photos.

CENTERSTRETCH – Chuck Snyder's top-of-the-line 1972 Superior Cadillac Crown Sovereign Landauet Funeral Coach, as photographed by Steve Loftin at the record-breaking 2011 Professional Car Society International Meet in Hudson, Ohio,

BACK COVER – Three-quarter rear view of Chuck Snyder's 1972 Superior Cadillac rear-servicing landauet funeral coach, courtesy of the owner.

EDITOR'S NOTES – In this issue, we're delighted to be able to feature yet another of Tom McPherson's remarkably thorough histories of a specific milestone series of professional cars – in this case the 1971-1972 Cadillac funeral coaches and ambulances designed and built by Superior Coach Corporation of Lima, Ohio. The 1971 Cadillacs -- including the Series 69890 commercial chassis shared by Superior, Miller-Meteor and S&S -- were all new. But the 1971 model year got off to a bad start. The new-model launch had just hit stride in September when the UAW went on strike against GM, halting production for nearly three months. It was December before production resumed at GM, Superior, M-M, and S&S. Nonetheless, the abbreviated '71 model year was a highly successful one. The 1972s were essentially mildly warmed-over versions of the '71s with minor cosmetic styling changes. Tom's superb story is accompanied by an amazing series of previously unseen and unpublished *color* in-plant production sequence photos taken during the 1971-72 model run. It's like a virtual plant tour. All that's missing are the plant sounds and smells. These photos add a whole, new dimension to the story itself.

COMING UP IN OUR NEXT ISSUE: a special tribute to the most enduring of all formal funeral coach body styles -- the seemingly timeless *landau* which made its debut 75 years ago, in 1938.

Walt McCall—Editor