

The
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CAR



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COVER PHOTO -- 1949 Superior Chrysler landau funeral coach, owned at the time Fred and Dorothy Feiser of New Hope, Pennsylvania, photographed by Editor Walt McCall at the 1991 PCS International Meet in Marietta, Ohio. After Mr. Feiser retired, he sold the car to Pittsburgh, Pennsylvania member John Ehmer.

CENTERSTRETCH -- A dazzling two-page color spread from the Superior Coach Corporation's 1949 product advertising, which featured Cadillac funeral cars and ambulances as well as the Lima, Ohio firm's all-new Chrysler, De Soto, and Dodge offerings. Alas, as Tom McPherson relates in his feature story in this issue, the Chrysler-based coaches turned out to be one-year wonders.

BACK COVER PHOTO -- Armed with a camera, Attila Bethlenfalvy roams the country looking for interesting funeral cars. Last year he found this unique hearse -- a 1936 Plymouth -- at the Clay-Barnette Funeral Home in Shelby, N.C. The builder of this cut-and-stretch limousine style coach, possibly a one-off, is unknown.

EDITOR'S NOTE -- At its winter board meeting held in Flint, Michigan on February 24, 2018, the Society's Board of Directors voted, starting with this issue, to revert to a four-times-a-year publication schedule for *The Professional Car*. This difficult step was taken to ease pressure on the club's finances and to also lessen the workload on our volunteer publications staff. We went bimonthly starting with TPC #150 in the fall of 2013. Except for those 4-1/2 years, we've maintained a quarterly publication schedule for most of the Society's 42-year existence. Rest assured that PCS members will continue to receive the same high-quality, award-winning information and photo-packed magazine they've always looked forward to. Thank you for your understanding in this matter.

- Walt McCall