



1920 LORRAINE CARVED HEARSE

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INTERNATIONAL MEET ISSUE

# THE PROFESSIONAL CAR

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**COVER PHOTO** - The principal feature in this issue is a photographic review of The Professional Car Society's 1992 International Meet, which was held in Lebanon, Missouri in August. One of the most interesting vehicles at this year's meet was Owensville, Mo. member Mike Riefer's exceedingly rare 1920 Lorraine Eight-Column Carved-Panel Hearse. The Lorraine was a product of the short-lived Motor Hearse Corporation of America of Richmond, Indiana. What made Mike's antique hearse even more interesting was its remarkably original condition, right down to its faded "Old Silver" finish. Bearing 1932 license plates, the Lorraine was discovered in a Pennsylvania barn a few years ago. The very tall old hearse is complete right down to its original owner's nameplates, tools and replacement bulbs in its tool compartment. Our cover photo was taken by Tri-State Chapter member John Schmidt.

**INSIDE BACK COVER** - This old ad would have gone nicely with our service car feature in TPC #65. While cleaning out an old storage shed, Blanchardville, Wisconsin PCS member Paul Saether recently came across a 75-year-old copy of a trade magazine called The Furniture Dealer. Inasmuch as many furniture stores at this time also provided undertaking services to their communities, this trade publication included a number of ads aimed at the funeral side of the business. There is an air of desperation about this clearance sale by the Northern Casket Company, which also built and sold funeral livery equipment. The market for horse-drawn funeral vehicles had all but dried up by 1917, and the company was clearly anxious to sell the last of these vehicles left in its stock.

**BACK COVER** - This year's PCS International Meet drew nearly 50 hearses, ambulances, combinations, flower cars and limousines. Just like last year, for a small city (Lebanon, Missouri has a population of 18,000) it was a "big-city" meet when it came to attendance and participation. This is just one side of the Lebanon Holiday Inn parking lot the day of the Professional Car Concourse d'Elegance.

- Walt McCall, Editor