



1936 SIEBERT FORD COMBINATION

NUMBER 70 FOURTH QUARTER 1993

TOGETHER AGAIN: A SIEBERT COMES HOME

THE PROFESSIONAL CAR

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NO. 70

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COVER PHOTO - An entire decade has passed since we last ran a feature on one of the smaller independent funeral coach and ambulance manufacturers -- the Shop Of Siebert Associates of Toledo, Ohio. (See Funereal Fords From The Shop Of Siebert, TPC #28, Summer, 1983). Our principal feature in this issue is the story of how Pulaski, Virginia PCS member Oscar Seagle found and bought back the 1936 Siebert Ford Combination Funeral Coach and Ambulance which his father had purchased for the family funeral business many years earlier. Although weathered, this coach was in remarkably good -- and complete -- condition when Mr. Seagle bought it back. Oscar wasted no time in starting a nine-month, frame-up restoration. The Shop of Siebert was famous for its hearse, ambulance, combination coach and limousine conversions of standard Ford passenger cars from 1933 through 1956, and again from 1960 to 1964.

INSIDE BACK COVER - The Commercial Car Division of the Cadillac Motor Car Division of General Motors for years ran a series of generic funeral car and ambulance ads in various funeral service trade journals. These ads extolled the wisdom of using only Cadillac-chassised rolling stock -- hearses, ambulances and limousines. At the bottom of these ads were listed the names of the professional car manufacturers to which Cadillac sold its commercial chassis -- Superior Coach, Miller-Meteor and the Hess & Eisenhardt Co. (S&S). This ad promotes the 1966 Cadillac commercial chassis in ambulance trim.

BACK COVER - Stan Ruff picked up this old news wirephoto at a recent flea market. It shows three vintage ambulances at the scene of a motor vehicle accident near Los Angeles in March, 1937. The ambulance on the left is a Studebaker. The one on the right is a 1935 Auburn. The front end of the third unit is obscured by the Auburn. Although the body builders are not known, these are not standard limousine style coach bodies. Eighteen WPA workers were injured in this accident.