



1950 & 1946 SUPERIOR AMBULANCES

NUMBER 85 THIRD QUARTER 1997

THE FABULOUS CRANE & BREED PROCESSIONAL

THE PROFESSIONAL CAR



THE PROFESSIONAL CAR

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ON OUR COVER Volunteer First Aid and Rescue Squads are a tradition in the Northeastern part of the United States, particularly in New Jersey and Maryland. New Jersey PCS member John C. Bauer sent in this photo of two ambulances in service with the Brick Township (New Jersey) First Aid Squad in the early 1950s. The car on the left is a 1950 Superior Cadillac Limousine Ambulance. Its running mate is a slightly older 1946 Superior Pontiac Ambulance. Note the roof tunnel lights on both cars, the roof-mounted sirens and lack of whitewall tires.

INSIDE BACK COVER Lincoln is a major player in the limousine industry today, but it wasn't always that way. The Ford Motor Company's luxury car division dabbled in the professional car business over the years but didn't emerge as a really serious player until the 1970s and '80s. In the early 1940s, Lincoln made an effort to market its custom-built long-wheelbase limousines to image-conscious funeral directors. These pricey cars, powered by Lincoln's V-12 engine, weren't for every budget. This ad, from Tom McPherson's collection, appeared in the July, 1941 issue of The American Funeral Director.

BACK COVER What a difference one year can make! This Superior Coach factory photo shows how dramatically the company's all-new 1993 models were from their predecessors. The car on the left is a 1992 Superior Cadillac Landau. The one on the right is the all new 1993 Superior Cadillac. Superior marketed basically the same boxy style from 1980 through the 1992 model year. By the early 1990s this style was becoming noticeably dated. The 1993 restyle was produced for four years, through the 1996 model year. S&S/ Superior Coaches of Lima, Ohio began production of its 1997 new generation front-wheel-drive funeral coaches and limousines last spring.

DID YOU RECEIVE ONE?

A few PCS members received misprinted copies of our last issue, TPC #84. Eight pages were missing and two four-page sections were printed twice. If you received one of these faulty issues, please let Membership Secretary Bev Ruff know and we will do our best to get a replacement copy to you. This misprint occurred at the end of the print run and apparently involved only a small number of issues. We need to know if you got one.