



1939 S&S CADILLAC IMPERIAL CARVED HEARSE

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RESTORATION OF A CLASSIC S&S

THE PROFESSIONAL CAR

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THE A-C-D MUSEUM RESTORES ITS 1936 AUBURN HEARSE
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ON OUR COVERS - The principal feature in this issue is a photostory of how Moses Lake, Wash. member Jerry Kayser, who operates the Kayser Memorial Chapel Funeral Home in that city, found and restored the spectacular 1939 S&S Cadillac Imperial Carved Panel Hearse which appears on our front and back covers. We really enjoy running these "How I Found And Restored My Car " stories in *The Professional Car* because that's precisely what the PCS is all about. Jerry found his coach through the assistance of fellow PCS member Rance Bennett of Lowell, Mich. The 1939 model year marked a milestone for Sayers & Scovill of Cincinnati. In that year, S&S offered a full line of funeral coaches, ambulances, service and flower cars on both the Cadillac and LaSalle commercial chassis. These were the first S&S Cadillacs. In 1938 S&S had built only on LaSalle. In 1935-36-37 S&S had used thinly disguised Buick sheetmetal. From 1912 to 1934, S&S used its own assembled chassis. Revived earlier in the decade (1934) the ornate carved-drape hearse was already in decline as the 1930s came to a close. A simpler variation, the Gothic Panel carved style, was introduced in 1939 and in 1938 S&S had introduced the formal Landau body style which soon dominated the entire industry. By 1946 the carved panel hearse had vanished. Carved-panel hearses are among the most sought-after professional cars today. The good news is that they're still to be found, as evidenced in the Market Place column in this issue.

INSIDE BACK COVER - The Superior Coach Corporation assumed American funeral coach industry styling leadership in 1957 with the introduction of a totally -- and dramatically -- restyled product line. Superior's fresh new "Criterion" styling featured long, sweeping rooflines and thin, hardtop style window pillars. The low-slung 1957 Superior Cadillacs were built on Cadillac's all-new "X" frame commercial chassis which permitted all of the four major professional cars builders (Superior, Eureka, S&S and the new merged Miller-Meteor) to significantly lower their body heights. This ad, which was published in *Fire Engineering*, shows Superior's 1957 Cadillac ambulance lineup. Superior was a regular advertiser in this fire service publication because fire department rescue squads bought a *lot* of ambulances.

BACK COVER - A going-away view of Jerry Kayser's 1939 S&S Cadillac Imperial. Carved-panel hearses were the most ornate of all funeral coaches. On premium models like Jerry's S&S, the carved-drape motif was extended to the rear door. Following this vehicle in traffic, there was no mistaking that you were following a *hearse*.