



1964 SUPERIOR PONTIAC SERVICE CAR

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**IN THIS ISSUE - From The Hearse's Mouth: Origin Of The Word "Hearse".
The American Funeral Coach Industry - Then And Now
Owner's Pride: 1980 Superior Cadillac Funeral Coach.**

ON OUR COVER - No, you *won't* find a story about funeral service cars in this issue. It's just that we had this gorgeous color photo of an extremely rare professional car and thought it would make a great cover. If this photo looks vaguely familiar it's because we ran a small black and white picture of this car in TPC #89. At that time it was being offered for sale by Heritage Coach in Norristown, Pa. We don't know if it ever found a buyer, but it should have. The coach is a 1964 Superior Pontiac Service Car, believed to be the only one Superior Coach built that year. With the rise of the compact panel van, by the mid-1960s the long-wheelbase service car was just about extinct. The base chassis shipped to Superior's Southern Division plant in Kosciusko, Miss. was a 1964 Pontiac Bonneville. Sold to the Bear Funeral Home in Virginia, it sports all of the standard service car styling cues – blanked-out rear side windows, black crinkle top and chrome streamers with a stylized wreath ornament. Hopefully, this rare beauty will show up at a future PCS meet.

INSIDE BACK COVER - We don't usually run photocopies, but this one was so unique we decided to make an exception. After all, who can resist a Model "T" Ford Cat & Dog Ambulance? This interesting little vehicle was built by the Crown Motor Carriage Co. of Los Angeles – predecessor of the Crown Coach Corporation which later built those nifty round-nosed buses and Crown Firecoach fire apparatus. Crown went out of business in the mid-1980s. The Model "T" Ford Pet Ambulance was operated by veterinarian Dr. R. M. Scott of Los Angeles and Universal City in the 1920s. We're grateful to Tom Shafer of Los Gatos, California for sending us this interesting photo. Dog-gone near purr-fect !

BACK COVER - Your editor snapped this photo at a Great Lakes Chapter SPAAMFAA fire apparatus muster in Frankenmuth, Michigan in July. It's a nicely preserved station wagon ambulance conversion done by the Automotive Conversion Corp. of Troy, Mich. The base car is a lowline 1963 Chevrolet Biscayne station wagon. This ambulance is owned by Bob & Fuzzy Taber of Macedon, N.Y., where it served on the local fire department. Note the Sterling Sirenlite on the right front fender. The Automotive Conversion Corp. of Birmingham and Troy, Michigan did thousands of service (first call) car, hearse, ambulance and combination conversions of standard American station wagons from the 1950s through the 1970s.