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COVER PHOTOS – Pontiac was at the very peak of its popularity in 1964, capturing a record-breaking 9.1 percent of the U.S. new-car market to remain America's number-three brand after Chevrolet and Ford. Sales of its "senior compact" Tempests were boosted by 70.7 percent that model year by a brand new, bigger body-on-frame platform, and newly optional "Grand Turismo Omologato" (GTO) performance equipment, while its full-sized Bonnevilles, Catalinas, Star Chiefs, and Safari station wagons snared 480,135 buyers by continuing to team their trademark "Wide Track" stance with width-accentuating stacked headlamps and muscular "Coke bottle" rear fenders. Just 448 cars out of this impressive total were turned into funeral vehicles, limousines, ambulances or hearse/ambulance combinations at Superior Coach Corporation's "Southern Division" plant in Kosciusko, Mississippi, out of which only one was evidently configured as a Model 208 extended-wheelbase Service Car for the Bear Funeral Home of rural Churchville, Virginia. Once this "unicorn" Bonneville - owned for about a decade by Mark Ward of Phoenix, Maryland - made attention-getting appearances at two PCS events during 2024, there was simply *no way we couldn't* feature it in this issue!

CENTERSTRETCH – The PCS surely would never have thrived over the past 49 years without the participation of esteemed Canadians like *THE PROFESSIONAL CAR's* Editor *Emeritus* Walt McCall and such dearly departed and still-missed personages as 2001-2003 PCS President Evan Butchers, Thomas A. McPherson, Lyle Steadman, Len Langlois, and Ted Kalinowski. New Brunswick, thankfully, has given us a new generation of Great White North professional car enthusiasts that includes Dave Stein of St. Stephen, our current PCS President Lance Giberson of Florenceville and Jean-Marc Dugas of Moncton, who brought (*left-to-right*) their respectively owned 1976 Superior Cadillac 54 Ambulance, Sovereign Landaulet hearse, and 54 XL high-top to Mactaquac Provincial Park for this nifty "trifecta" photo taken on September 29, 2024.

GREGG D. MERKSAMER