



The Criterion

Northeast Chapter - Professional Car Society

Issue No. 25

AUTUMN, 1995

FALL SHOW CIRCUIT

With superb weather, the autumn of 1995 will be one remembered for its varied car shows. We begin at

Core Creek Park, Langhorne, PA
September 3

Four members and six professional cars participated in the third annual Core Creek Auto Show:

Bob Behr
Mike Barruzza

Harv & Elaine Schofield
Craig & Roseanne Stewart

1949 Flxible Buick Roadmaster ambulance
1973 S&S Victoria Cadillac hearse
1974 Superior Cadillac flower car (1st Place)
1977 Superior Cadillac ambulance (2nd Place)
1967 Lehmann-Peterson Lincoln limousine
1976 Miller-Meteor Cadillac ambulance (3rd Place)

Lead East, Parsippany, NJ
Labor Day weekend

Two members attended this popular 50's weekend;

Slim Gellings
Sal & Jan Santoro

1951 Siebert Ford ambulance
1959 Miller-Meteor Cadillac combination Ghostbusters

Antique Fire Assn of NJ Annual Muster
Boonton, NJ Sept 23

Adding a limousine ambulance class for the first time brought out 4 such cars:

Bob Behr
Leo Maren
Sal Santoro
Craig Stewart

1949 Flxible Buick ambulance (2nd Place; Longest Distance)
1974 Miller-Meteor Cadillac ambulance
1959 Miller-Meteor Cadillac combination Ghostbusters
1976 Miller-Meteor Cadillac ambulance (1st Place)

SHOW CIRCUIT, cont'd

Cowan Cadillac Show Phoenixville, PA
September 16

The professional car line-up included:

Mike Barruzza 1974 Superior Cadillac flower car (2nd Place 1970-76)
Andy Toton 1978 Miller-Meteor Landau hearse (Runner-Up, 1977-79)

Mike additionally was awarded a Special Judge's Presentation with his 1977 Superior Cadillac ambulance.

Gibson Road Antique Fire Muster, Trevose, PA
September 24

Three ambulances were shown at this annual fire show:

Bob Behr 1949 Flxible Buick
Mike Barruzza 1977 Superior Cadillac (1st Place)
Leo Maren 1974 Miller-Meteor Criterion Cadillac (2nd Place)

Tri-County Cruisers Car Club, Wayne, NJ
September 24 (postponed from previous week)

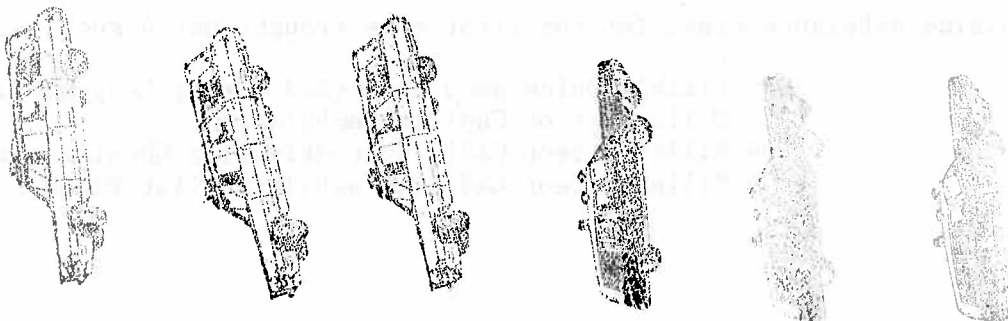
A very special word of thanks to Bill Wright, our only participant, for keeping the Pro Car class active!

Bill's 1969 Cadillac Fleetwood 75 took a 1st place.

MEMBERSHIP

Congratulations to our Texas members, Art and Renae Seely on the birth of their son, Arthur, Jr or A.J. born on September 19th.

Welcome to new members Karen and Andy Toton of Philadelphia PA. They own several Cadillacs along with their 1978 Miller-Meteor Landau Traditional hearse.



NEW ORGANIZATION FOR AMBULANCE BUFFS

The Association for Preservation of Historic Ambulances is a newly formed club dedicated to preserving the history of prehospital emergency medical service vehicles and equipment. According to founder Steve Lichtman, "It is not the intent of APHA to compete against existing clubs, such as the Professional Car Society. Rather, it is our intent to complement the efforts of such clubs by recognizing the significance of all types of historic ambulances and equipment." Such items will include any passenger-car based ambulances, conversion vans, utility vehicles, modular bodied ambulances in addition to sundry supplies carried on these vehilces.

The Club publishes a quarterly newsletter, Omaha Orange. Dues are \$10.00/year and may be forwarded to Steve at 14202 Grand Pre Road #104, Silver Spring, MD 20906. for further information, call Steve at (301) 460-9030.

GENERAL MEMBERSHIP MEETING

Held on Sunday, October 8, the Northeast Chapter members turned out in full number. The attendance is listed below. It was good to see our New York members make the drive! Bill Wright had his newly acquired 1975 Cadillac Mirage pick-up, custom built by Traditional Coack Works in Los Angeles. And the Graves drove their 1979 Superior Cadillac ambulance formerly of Pinedale, WYOMING'S Sablett County Hospital.

Two important highlights of the meeting included: 1) discussion of hosting the 1999 PCS International Meet, and 2) election of officers for 1996.

Of the fifteen members present, it was decided that we will explore our respective areas to investigate the feasibility of hosting such a meet. Ideas and suggestions will be presented at our next meeting, to be held on Sunday, March 31, 1996.

The following slate will lead us for the following year, as per a general election:

| | |
|----------------------|---------------|
| PRESIDENT: | Leo Maren |
| VICE PRESIDENT | Bill Marcy |
| TREASURER/MEMBERSHIP | Pete Grave |
| SECRETARY | Mary Hookway |
| ACTIVITIES DIRECTOR | Craig Stewart |
| CRITERION EDITOR | Craig Stewart |

Hearty congratulations to all, and a word of thanks for those who have lead us during the past several years. Those at the meeting:

| | |
|--------------------------|---------------------------------------|
| Mike Barruzza | |
| Fred Goerlitz | |
| Pete & Jan Grave | 1979 Superior Cadillac ambulance |
| Dan Herrick | |
| Jeff & Mary Hookway | |
| Leo Maren | |
| Bill & Lucille Marcy | 1980 Metropolitan Cadillac flower car |
| Craig & Roseanne Stewart | 1976 Miller-Meteor Cadillac ambulance |
| Bill Wright | 1975 Mirage Cadillac pick-up |
| Andy Totøn | 1972 Cadillac Brougham |

FOR SALE: 1969 Cadillac McClain Flower Car. 67,000 miles. New motor 10,000 ago. Needs paint. Two new fenders inc. \$2,500.00. Bill Krieg 125-05 23rd Ave. College Point, New York 11356. (718) 358-6969



FOR SALE: 1974 Superior Cadillac Hightop Ambulance - 93,000 miles Including backboards, stretcher, portable oxygen tank All lights work. Some rust in rear quarters and hood Runs good. Asking \$1,700.00. Jim Spahr 835 Dreer La. Rosemont, Pa. 19010. H-(610)527-0223 or W-(610) 687-3245



FOR SALE: 1978 Miller-Meteor Cadillac Hearse Traditional Landau Original 38,000 miles. Excellent interior, body and chrome. First place Cadillac/LaSalle National winner. Asking \$6,800.00. Andy Toton (215) 483-2078



The Professional Car Society, Inc.

November 10. 1995

Dear Northeast Chapter Members:

I would like to take this opportunity to thank all of you for your support during the four years that I served as your President.

I have made so many new and lasting friendships with people who share my enthusiasm for professional cars.

Without my officers, Vice-President Fred Goerlitz, Secretary Mary Hookway, Treasurer/Membership Director Leo Maren and Activities Director Craig Stewart, my term as President would have been a difficult task but with their hard work and dedication the Northeast Chapter has continued to grow and prosper.

The Chapter members at the October 8, 1995 meeting elected new officers. I want to wish Leo Maren, our new President and his officers great success in the future. I know the Chapter is in good hands.

Again I want to thank everyone and I know I will be able to depend on the Northeast Chapter Membership's support as I assume the Presidency of The Professional Car Society.

Sincerely,

A handwritten signature in cursive script, appearing to read "Mike Barruzza", with a long horizontal flourish extending to the right.

Mike Barruzza



The Professional Car Society, Inc.

AN INVITATION FROM

THE NORTHEAST CHAPTER

The Northeast Chapter of The Professional Car Society invites your membership in a growing worldwide organization dedicated to the maintenance, restoration, preservation, appreciation and display of one of the finest examples of automotive craftsmanship: the professional car.

A professional car is loosely defined as a custom-bodied vehicle, based on passenger car styling, and used in the funeral, rescue, or livery services. Such vehicles may be hearses, flower cars, service cars, ambulances, limousines, or cars which are specially built to combine two or more of these different functions, such as combination hearse-ambulances, sedan-ambulances or invalid coaches.

The society was founded in 1976 to encourage the preservation of such vehicles, many of which at the time had no established classes in multi-marque antique-car organizations. The Society's growth since that time has helped to establish the position of the professional car in more and more clubs and shows, and has served to preserve many of these vehicles for future collectors to restore and enjoy.

In the furtherance of our objectives, we publish a quarterly magazine, *The Professional Car*. This magazine contains industry news, historical articles, club news, advertisements of interest to the collector, miscellaneous features and lots of photographs. Regular features include *Owners Pride*, a success story of one member's professional car; *The Limo Page*, highlighting some aspect of the livery-car past and present; *The Marketplace*, containing classified advertising from all over. All ads are published free for members. We publish a biennial directory of Society members, their addresses and a listing of their professional cars. This directory is not sold at extra cost but is included with the membership.

The Northeast Chapter publishes its own quarterly newsletter, *The Criterion*, emphasizing regional members' cars and Chapter activities such as car shows. The Northeast Chapter accepts members from any location, and although ownership of a professional car is not required, membership in The Professional Car Society is.

In addition to our publications, we hold an international meet every summer. This event, always well attended, draws diverse vehicles from many locations to make one of the most unusual car shows in the hobby. The site of the international meet is frequently chosen to include a visit to the plant of one of the firms in the professional car industry, or some other location of significance to the history of these cars, such as a former factory. We have members in countries all over the world and are establishing chapters in numerous locations, wherever enough Society members indicate an interest in having such a local organization.

Membership in PCS is on a family basis: dues include both husband and wife where applicable and desired. Sustaining memberships are available for those who wish to contribute a little more to the society, at a rate twice that of active membership. Manufacturers, dealers, and others in the professional-car industry are encouraged to become sustaining members, provide news for our journal, and display current products at our events.

We look forward to your acceptance of this invitation, and we know that you will find society membership worthwhile and enjoyable.

"Dedicated to the restoration and preservation of vintage ambulances, funeral, and livery vehicles."

PROFESSIONAL CAR SOCIETY
NORTHEAST CHAPTER
MEMBERSHIP APPLICATION



Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone number with Area Code: () _____

PROFESSIONAL VEHICLES OWNED: (To list additional cars, use a separate piece of paper)

| | Car 1 | Car 2 |
|----------------------|-------|-------|
| Year of Manufacture: | _____ | _____ |

Coachbuilder: _____

(e.g. Superior)

Chassis Make: _____

(e.g. Cadillac)

Coachbuilder Model Name: _____

(e.g. Crown Royale)

Vehicle Type: _____

(e.g. limousine-style combination hearse/ambulance)

Unique Features, _____

IMPORTANT NOTES: Ownership of a Professional Car is not required for membership, however membership in the PROFESSIONAL CAR SOCIETY is a prerequisite for membership in the *Northeast Chapter* of the Professional Car Society. You may photocopy, complete and submit this application for membership to the Professional Car Society and/or Northeast Chapter.

PROFESSIONAL CAR SOCIETY

Dues: \$20.00 per year in U.S. currency
outside N. America, add \$2.00

Checks payable to: Professional Car Society

Mail check & application to:
Professional Car Society
P.O. Box 09636
Columbus, OH 43209-9636

Membership includes all quarterly issues of *The Professional Car* for the calendar year of membership, regardless of date. Membership dues are due & payable in January of each year.

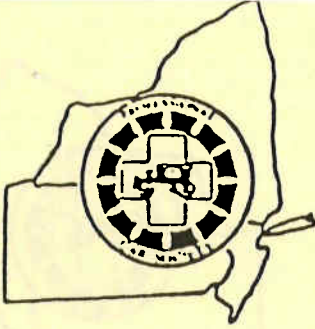
NORTHEAST CHAPTER

Dues: \$10.00 per year in U.S. currency
Make checks payable to: Peter Grave

Mail check & application to:

Peter Grave
P.O. Box 175
Ottsville, Pa. 18942-0175

Membership includes all quarterly issues of *THE CRITERION* for the calendar year of membership regardless of date. Dues are due in January.



The Professional Car Society, Inc.

Northeast Chapter

OUR NORTHEAST CHAPTER HISTORY

New Jersey residents and Professional Car Society members Craig and Roseanne Stewart began exploring the feasibility of organizing a regional chapter of the PCS. It was February, 1986. The PCS membership roster was consulted for a listing of New Jersey, New York and Pennsylvania members. Before long, Phil Jast, a New Jersey member, joined and formed a nucleus from which to start.

A copy of the PCS Chapter Manual was used and by May of that year a letter had been drafted and sent to all prospective members residing in the tri-state area. The first meeting of the newly formed Northeast Chapter was held on Sunday June 22, 1986 at the Cranbury, New Jersey home of Mahlon and Bonnie Thompson. Mahlon is a Past President of the Society, having served with distinction from 1980 to 1982.

At that organizational session eleven members arrived in four professional cars and another member brought a unique model toy ambulance collection. Also at this meeting Chapter Constitution and By-Laws were drawn up, elections of officers were held and the Chapter's first newsletter was born. This would evolve into a quarterly publication, being renamed THE CRITERION by the 6th issue in the Spring of 1988. The name was adopted from Superior Coach's styling design of 1957.

The Northeast Chapter petitioned for its charter on May 12, 1986 and lists its Charter Members as Craig and Roseanne Stewart, Phil Jast, Mahlon Thompson and Paul Vickery. At the 10th annual International Meet of the PCS held in Tulsa, OK, the group officially received its Charter dated August 19, 1986. Twenty-one members were listed in the first annual Northeast Roster.

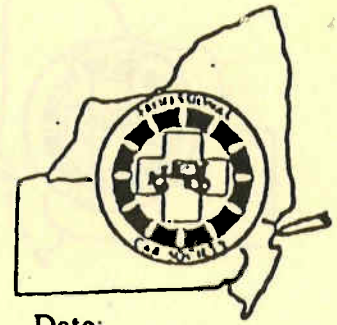
Simultaneously the Thompsons had set into motion the hosting of the 1987 PCS International Meet held in Lambertville, New Jersey in conjunction with the New Hope Auto Show. So in only one year's time the Northeast Chapter hosted its first PCS Meet drawing 49 professional cars from all over the North American Continent. The Chapter was instrumental in forming a Professional Car Class at the New Hope Show.

The Chapter's first public appearance occurred on Sunday Sept. 28th, 1986 with five members entering their vehicles in the annual Englishtown Fall Auto Show. Since then Northeast members have attended various auto shows, parades, flea markets as well as the yearly journey to the PCS International Meet. Our members do quite well in the awards category with several winning prizes each year. The Chapter's ambulance owners were invited to participate in the 37th annual International Fire Buffs Association convention held in New Jersey in July, 1989. Eleven members were present drawing much attention from their fire organization counterparts.

Presently the Northeast roster shows 60 members some of whom have been elected to positions in the national organization.

"Dedicated to the restoration and preservation of vintage ambulances, funeral, and livery vehicles."

PROFESSIONAL CAR SOCIETY
NORTHEAST CHAPTER
MEMBERSHIP APPLICATION



Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone number with Area Code: () _____

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| | Car 1 | Car 2 |
|----------------------|-------|-------|
| Year of Manufacture: | _____ | _____ |

Coachbuilder: _____

(e.g. Superior)

Chassis Make: _____

(e.g. Cadillac)

Coachbuilder Model Name: _____

(e.g. Crown Royale)

Vehicle Type: _____

(e.g. limousine-style combination hearse/ambulance)

Unique Features, _____

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PROFESSIONAL CAR SOCIETY

Dues: \$20.00 per year in U.S. currency
outside N. America, add \$2.00

Checks payable to: Professional Car Society

Mail check & application to:

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Professional Car Society meet: It's not gloomy or macabre

By Gregg D. Merksamer

When a group that collects old hearses and ambulances displays its vehicles in public, they're bound to make some folks uncomfortable. Members of the Professional Car Society (PCS) overcame these qualms in style as they gathered a record 115 cars in Fort Wayne, Ind., for the 19th annual International Meet Aug. 9-12.

To get the public focused on the style and workmanship of these rare, virtually custom-built vehicles, the PCS maintained its long-standing ban against displaying caskets, skeletons, and other macabre miscellany in its vehicles. "We want to completely de-emphasize the morbidity of it," said 1995 PCS meet chairman Tom Hoczyk, who owns a 1960 S&S Cadillac hearse. "We want people to appreciate these cars in a way that they can't when they're being used to transport the dead and injured."

While this year's itinerary included visits to the Klaehn, Fahl and Melton funeral home as well as the Auburn-Cord-Duesenberg Museum in nearby Auburn and Fort Wayne Firefighters Museums, very little lent support to those pasty-faced Wild West undertaker stereotypes. Instead, the fine craftsmanship, bullet-like coaster sirens and nifty, though rudimentary, rescue equipment (dating from the days before ambulances became emergency rooms in a breadbox) tempted the Holiday Inn's housekeepers to sneak home and fetch their cameras, though the only respite from the 95-degree heat seemed to be in the shade of Rance Bennett's eight-foot tall 1916 Cadillac hearse.

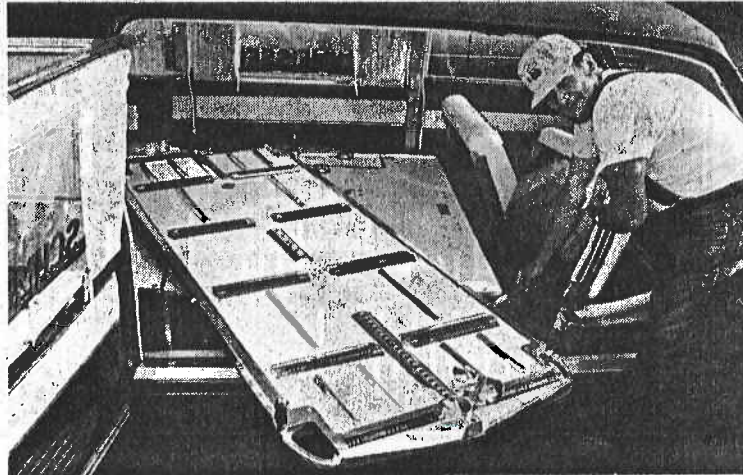
Sam Preston drove his 1939 S&S LaSalle Damascus up from Indianapolis, and his pristine original inspired awe with its cast aluminum exterior drapes and Gothic-style maple interior panels. "I directed my first funeral in this car in 1960," Preston added, "and we still use it on special request if it's not raining or snowing." Harry Carter of Rexdale, Ontario, kindly let the author drive his 1940 Brantford-Henney Packard, whose



Jim Pirkle's '38 S&S Damascus LaSalle carved hearse took Best of Show.



Dan Brintlinger's 1959 Eureka Cadillac funeral coach arrives at the Auburn-Cord-Duesenberg Museum in Auburn, Ind.



Martin Schmeisser demonstrates the side-loading electric casket table in his 1966 Miller-Meteor Cadillac hearse at the Professional Car Society's 1995 International Meet in Fort Wayne, Ind. Schmeisser won the distance award for driving his car 1,493 miles from Tampa, Fla.



Driving 1967 Superior Pontiac and 1971 S&S Cadillac ambulances, John McCarthy and Evan Butchers lead an 80-car convoy of emergency vehicles down both westbound lanes of the Lincoln Highway (U.S. 30) en route to Columbia City, Ind.

350-cid Chevrolet V-8 lets it reliably handle auto enthusiast funerals throughout Canada. William Van Allen and Gregory Miller came all the way from New Jersey with an unusual Volvo hearse, a glass-sided 1965 model PV 210 imported from Sweden in this past February. Martin Schmeisser happily demonstrated the three-way electric casket table (permitting curbside as well as end loading through interlocking, suicide-style side doors) in his 1966 Miller-Meteor Cadillac, which he drove 1,493 miles from Tampa, Fla., to win the distance award.

Many of the hearses at the meet were equipped as "combination" cars, with flip-over casket rollers and folding attendant seats that allowed small town morticians to run an ambulance service on the side. Stately long wheelbase sedans like Bill Wright's black 1969 Cadillac Series 75 limousine and Wayne Hogrefe's dark blue 1948 Packard limo recalled a bygone era before wool broadcloth jump seats were replaced by the white leather "J" seats of today's superstretches.

Given that coach-builders such as Henney, Eureka, and Fxible remained bastions of skilled workmanship decades after Detroit stopped build-

ing cars one-at-a-time, it was fitting that the meet's festivities began across the state line at S&S/Superior's brand new, 150,000 square foot professional vehicle manufacturing facility in Lima, Ohio. Fifty vintage "procars" made the tour Wednesday, and their drivers marveled at how second- and third-generation craftspeople were teamed with state-of-the-art tools (like a \$350,000 laser cutter that could handle anything from galvanized steel braces to rubber gaskets) to complete 1,200 hearses and six-door limousines a year. Company CEO Don Cuzzocrea subsequently welcomed the PCS to a luncheon at which Canadian "hearse-storian" Tom McPherson (author of the 1973 bible, *American Funeral Cars and Ambulances Since 1900*) unveiled his latest book from Specialty Vehicle Press, a four-pound, 520-page comprehensive history of Superior, with 1,600 illustrations.

An 80-strong professional car convoy, twice as big as the one between Lima and Fort Wayne and spanning both westbound lanes of the Lincoln Highway (U.S. 30), took the PCS to its Friday night appointment to escort the Shriners' two-strokes past Columbia City's courthouse. Whitley County Sheriffs deputies, led by Scott Smith (brother of PCS organizer Gene Smith), ably protected the fleet heirlooms from hostile Kenworths as CB chat speculated that a night funeral was in progress.

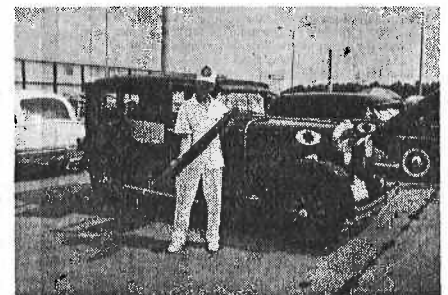
The owners of old lifesaving vehicles

had the time of their lives as their Beacon-Rays lit up the surrounding cornfields. Tony Karsnia, the 24-year old archivist of the PCS and chairman of the 1996 PCS meet in Minneapolis Aug. 14-17, brought a 1974 Miller-Meteor Cadillac Criterion "walk through" ambulance that he named Garfield after the Montana county from which it was recently decommissioned. "Because they refused to sell it outright I bid \$800 for it in a sealed auction and held my breath for four months," Karsnia recalled. "They had put tall tires and bare wheels on it to let it rescue people in muddy fields. Equipped with swiveling front bucket seats and extra cabinet space in place of the side windows, this 7,200 pound giant represented the last developments in chassis emergency vehicles and dwarfed the neighboring 1977 Superior Cadillac ambulance (one of just 10 built in that first year of downsizing) brought by new PCS president, Mike Barruzza.

Dave Burkhani, a paramedic from Decatur, Ill., brought a 1955 Miller-bodied Cadillac and a period Emerson resuscitator. "I especially love it when the crew of a new ambulance drops their jaws," Burkhani remarks, "though I wish the general public would stop calling it 'The Ghost-buster.'"

Wayne Weber displayed the very same 1930 Oakland V-8 sedan ambulance that picked up his great uncle at his grandmother's house in 1938. "I was six years old at the time and I didn't realize he was deceased," recalled the Bryan, Ohio, auto mechanic. "A day or so later they loaded this car up with flowers and used it in the funeral."

At Saturday's closing banquet the PCS gave the Best-of-Show award to James Pirkle's 1938 S&S LaSalle carved hearse. After former Miller-Meteor sales manager Tom Caserta set up his slides and gave the gathering a 1977 tour of the company's old Piqua, Ohio, factory, the PCS EMTs emptied the box of earplugs at the head table, adjourned to the parking lot and gunned their sirens for the traditional sound and light show.



As Charlie McCarthy awaits transportation to the hospital, Wayne Weber prepares to put the center pillar back into his rare 1930 Oakland sedan ambulance.

Sources

Professional Car Society
Beverly Ruff, secretary
P.O. Box 09636
Columbus, Ohio 43209

Specialty Vehicle Press
49-6A The Donway West
Suite 1916
Don Mills, Ontario M3C 2E8
Canada



**NORTHEAST CHAPTER
of
THE PROFESSIONAL CAR SOCIETY, INC.**

President

Leo Maren III
369 Chestnut Street
Stirling, N.J. 07980-1101
(908) 647-3738

Vice-President

Bill Marcy
349 Lookout Ave.
Hackensack, N.J. 07801
(201) 342-4871

Secretary

Mary Hookway
201 Glenside Trail
Sparta, N.J. 07871
(201) 729-8083

**Treasurer /
Membership Director**

Peter Grave
P.O. Box 175
Ottsville, Pa. 18942-0175
(610) 847-2214

**Activities Director
Criterion Editor**

Craig Stewart
273 Hillcrest Ave.
Wood-Ridge, N.J. 07075
(201) 438-1757

Criterion Publisher

Mike Barruzza
700 Beaver Street
Bristol, Pa. 19007
(215) 788-8105
(215) 788-1931 (Fax)

The Northeast Chapter of the Professional Car Society operates under a charter granted by the Society's Board on August 19, 1986. The Chapter serves PCS members in New Jersey, New York, and Pennsylvania. Subscription to this newsletter is by membership in the Chapter through the Membership Director listed above. Membership in the Professional Car Society Incorporated, is a prerequisite to membership in any of its chapters.

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of
THE PROFESSIONAL CAR SOCIETY, INC.



Jeff & Mary Hookway
201 Glenside Tr.
Sparta NJ 07871

FIRST CLASS MAIL

Las Maran III
389 Chestnut Street
Burlington, N.J. 07980-1101
(908) 641-3738



NORTHEAST CHAPTER
PROFESSIONAL CAR SOCIETY
273 Hillcrest Avenue
Wood-Ridge, New Jersey 07075-1223



Bill Wright's latest addition 1976 Cadillac Mirage pickup