



The Criterion

NEWSLETTER of the NORTHEAST CHAPTER of the PROFESSIONAL CAR SOCIETY
Fourth Quarter 2001 - Ted Collins, Publisher - Gregg D. Merksamer, Editor

MORE ACTIVITIES FOR 2002

Return to Lahaska, Echelon Mall Show Scheduled

A considerably-expanded slate of activities - at least three and more likely four for calendar 2002 - topped the agenda as Bill Marcy became president of the PCS Northeast Chapter at the November 4th business meeting in Stirling, NJ. Encouraged by the large, enthusiastic PCS turnout for the Cadillac-LaSalle Club Valley Forge Region's September 30th Fall Meet in Lahaska, PA (which the 3rd Quarter *Criterion* chronicled in detail), those in attendance (including outgoing President Leo Maren, Craig & Roseanne Stewart, Fred & Tracy Goerlitz, Jeff & Mary Hookway, Dan McCann, Gregg Merksamer and Dan Herrick, who tackled a 3-hour, 150 mile trip from Chatham, NY to be present) approved \$500 in seed money so the Chapter can sponsor its own spring benefit show at Peddler's Village on Sunday, May 19th. "I counted 22 procars at Lahaska including the CLC members' limousines, and the site was just beautiful with a million things to do including great shopping and plenty of places to eat," Bill asserted. "There was a constant flow of people around the show field, and our procars seemed as well-received as the regular Cadillacs." He had similarly high praise for the Philadelphia Region Lincoln Continental Owners Club Fall Meet that was also held at Peddler's Village on October 28th, even though his 1972 Cadillac Fleetwood limousine and Harvey Schofield's 1967 Lehmann-Peterson Lincoln mini-stretch were the only PCS cars displayed. "The quality of cars at this event was just unreal, ranging from 1930s Packards and Hudsons to old trucks," Bill added. "When you look back on 2001, these two shows at Lahaska were the ones that we really enjoyed." In the time since Stirling, where it was also decided that the Chapter's budget surplus would allow dues to be waived for another year (new members will still pay \$10 to join), Bill has tentatively announced that all

proceeds from the May 19th show will be donated to the Port Authority Police Benevolent Association's World Trade Center Survivors Fund. "With so many worthy causes looking for dollars, it is very difficult to select any charity in particular," he wrote recently. "However, this organization is disbursing proceeds directly to its members in need, without the bureaucracy of some of the other charities like United Way and the Red Cross."

While unable to attend the November 4th meeting, Marlton, NJ member Harvey Schofield has been instrumental in organizing the Chapter's consistently strong presence at New Hope, PA auto show (this year, the Professional Car Class is scheduled for Saturday, August 10th) and he recently proposed that the June 15th Echelon Mall Autoshow in Voorhees, NJ, which is located about

MESSAGE FROM OUR PRESIDENT

Happy New Year, with best wishes to everyone for a happy, safe and prosperous 2002. Starting with our March 2nd dinner at The Bonfire Restaurant in Paterson, NJ and our March 10th meeting in Sparta, the Northeast Chapter will go into 2002 with lots of activities for our members. I'm really looking forward to our first-ever charity event on May 19th, when we return to Peddler's Village in Lahaska, PA to stage our own antique, classic and special interest car and truck show. Please mark your calendar and make plans to attend these upcoming events. I look forward to seeing all of you, often, in the New Year!

- Bill Marcy

15 miles southeast of central Philadelphia, become an official "second quarter" event. "This annual event hosts more than 300 classic cars on an isolated area of their parking lot," he explains, "and it's expanding to include a separate judging class, versus putting them into the 'special interest' category, for professional cars in 2002. I will forward Echelon Mall and New Hope Autoshow Details for publication in our Newsletter as soon as the respective brochures are available (in the meantime prospective attendees can contact Harvey at 856-596-6599 or log onto www.shopechelonmall.com)."

Cadillac-owning Chapter members will have a second option for June 15th, when the Cadillac-LaSalle Club concludes its National Driving Tour by visiting the Burn Prevention Foundation's 13th Annual Concours of the Eastern U.S. at Lehigh University's Mountaintop Campus in Bethlehem, PA; further info is available from Mike & Bobbie Zimmerman of the CLC Valley Forge Region at (610) 964-8455.

MARCH 2nd DINNER, MARCH 10th MEETING ALSO SCHEDULED

While the car shows we all look forward to must wait until the weather gets warmer, the Northeast Chapter's 2002 calendar officially commences Saturday, March 2nd with a 7 pm dinner at The Bonfire Restaurant, which is located off Interstate 80 at 999 Market Street in Paterson, NJ (RSVP to Bill Marcy at 201-342-4871 so a preliminary head count can be calculated); attendees traveling westbound on I-80 should take exit 59 and move immediately to the right, while those on eastbound I-80 should take Exit 60, follow the signs for "Market Street Paterson" and drive two blocks after turning onto Market Street. Should this constitute too long a trip for some of our Pennsylvania-based members, they may want to head to York, PA on the very same day and attend the PCS Mid-Atlantic Chapter's 4pm business meeting and winter banquet and business meeting at the Roosevelt Tavern (RSVP to Mid-Atlantic Activities Director Lew Wallace at 717-292-7977); most-easily accessed from exit 8 off Interstate 83 (PA 462 westbound), this establishment is located at 400 West Philadelphia Street at the junction of Penn and Roosevelt Streets.

To help plan the May 19th Lahaska show and discuss other business, Jeff & Mary Hookway will be hosting a March 10th Chapter meeting that starts 1 pm at the Sparta Volunteer Amulance Squad HQ in Sparta, NJ. Take westbound Interstate 80 to exit 34B (NJ 15 north), or exit 34 if you're using I-80 east, exit NJ 15 at the route 517 ramp and turn left at the first traffic light. Turn left again at the third traffic signal onto Sparta Avenue, where the squad building will be found on the right beyond the Stop N' Shop and the Dairy Queen; should you need 11th Hour guidance the building's phone number is (973) 729-7560.

GETTING TO KNOW YOU

Figuring that a little common knowledge can turn faces into friends, Chapter President Bill Marcy has suggested that a "member profile" feature would make a fine addition to this newsletter. "It would be really nice if Northeast Chapter members would send stories about themselves, their cars, their families and their interests (to Your Editor) for future publication in *The Criterion*," he says, submitting his own life story in order to get the ball rolling. "It is very interesting to read about other members, and if you participate I promise you you will learn a lot." Joking that his own story is "probably the least interesting of this series," Bill recalls that "Lucille and I met in 1980 and we were married in the same year." They have lived in an old, Victorian-style house in Hackensack, NJ since 1984, along with their six-year-old daughter Rebecca, two cats and a dog. "Lucille's life-long love of animals has become mine, while my life-long love of cars has also become hers." As a used car dealer by trade, Bill adds that I like to own lots of different cars, so I often have to sell one to get another. The main thing is that we enjoy our hobby together, always together."

While Bill could identify almost any kind of car as a child ("which is more than I can say now," he quips), "I feared anything with a siren." At the age of ten, in July, 1966, he was nevertheless forced to ride in an ambulance after falling off a carnival ride in Wayne. "When I began to cry, my father asked me if I hurt that bad, and I said, 'no, but I don't want to ride in the ambulance!' You see, my only impression of an ambulance was a place where



Ken Jones of Schenectady, NY is currently restoring this unusual 1964 Cotner-Bevington Oldsmobile 98 ambulance that he purchased from CW Coach Sales in Cincinnati. The modern, Medtec-bodied Econoline behind it is explained by Ken's part-time job as a salesman for Tyler Fire Equipment of Elmira.

people shed blood and threw up so I wanted no part of that. But here came this blue-and-white 1966 Superior Cadillac hi-top ambulance, and when they put me inside the first thing I noticed was its beautiful blue-and-white interior. As I watched the red lights reflect off of trees and houses and listened to the siren scream as we sped to the hospital, the attendant was comforting and the ride was swift and smooth. It was really something to see that my mental image of an ambulance was wrong, and I never looked at an ambulance the same way again." Ultimately, Bill became one of the first buyers of Tom McPherson's "bible" *American Funeral Cars & Ambulances Since 1900* when it came out in 1973 ("I kept that book and looked at it often," he says), and "in 1993 we met Craig & Roseanne Stewart when they joined our local Cadillac club with their 1976 Miller-Meteor Lifeline. Well, I immediately joined the PCS and have loved the people and the cars. Lucille didn't initially share my love of procars, but she began to change her mind

when we went to our first PCS International Meet in Pittsburgh in 1994. At that time, Lucille began to like the cars because she, too, loves the people in the PCS." Having already owned a 1978 McClain Cadillac flower car and a 1961 Eureka Cadillac combination, among other vehicles, Bill's latest acquisition is a 1972 Cadillac Fleetwood 9-passenger sedan.

In the same spirit, Chapter Treasurer Jeff Hookway recently passed on a letter of introduction from one of our newest members, who hails from the beautiful-but-under-represented Capitol Region of New York State. In charge of the road patrol and civil division of the Schenectady County Sheriff's Office, Lieutenant Ken Jones joined the PCS Northeast Chapter this past June after purchasing a Cotner-Bevington-bodied 1964 Oldsmobile Ninety-Eight Ambulance from Carl Woener's CW Coach Sales in Cincinnati. "The vehicle runs well after a tune-up," Ken wrote to Jeff, though "it needs body



work which I will be doing this winter.” In addition to his full-time law enforcement duties Ken has been a New York State EMT since 1974, when he started driving Cadillacs and Oldsmobiles for Mohawk Ambulance Service; he also owns a 1978 Ford E-250 National van ambulance that he uses for his part-time job as a salesman for Tyler Fire Equipment of Elmira, which sells Medtec ambulances and Pierce fire apparatus. Fellow fans of Oldsmobile-based procars can contact Ken by writing 208 Shereen Court, Schenectady, NY 12304, telephoning him at (518) 372-7134 or by e-mailing kjones9132@aol.com.

SUNSET SELLING MINI MILLER-METEOR

Perpetually-tempted by scale-model professional cars that don't entail restoration or garaging like a full-sized vehicle, Your Editor took a lot of interest in the 1/43-scale 1966 Miller-Meteor Cadillac Landau hearse (model # MC-79, *above*) recently introduced by Sunset Coach. While this five-inch-long model is as pricey as they come at \$275, it comes fully-detailed with a choice of colors (black, silver white or medium gray), a black vinyl-textured top with separate landau bars, custom window drapes and a miniature casket finished off with 8 separate chrome handles; shipping in the continental U.S. adds another \$6 for UPS ground or \$10 for 2nd day air, with discounts given for quantity orders. To order contact Motor City USA at 13400 Saticoy St., #12, North Hollywood, CA 91605. Phone or e-mail orders can be placed at 1-888-315-5443 or sales@motorcityusa.com, while general information on other upcoming Sunset Coach hearses and flower cars is available at (818) 503-4835 or www.motorcityusa.com.

GIVING CREDIT WHERE IT'S DUE

Criterion readers who, like Your Editor, are deeply into toy professional cars may be intrigued to hear that Corgi's highly-collectible 1962 Superior Cadillac ambulance (featuring battery-operated roof lights and a spring suspension) was conceived by an Easton, PA native named Ron Gladish, according to an article published in the August, 2001 issue of Great Britain's *Model Collector* magazine. "One of the Christmas traditions here in the States was to set up a train layout under the tree, with Lionel, Marx or American Flyer electric trains," recalled Gladish, who was a fully-grown U.S. Army private at the time his suggestion was accepted. "My reason for submitting the idea to Corgi in 1960 was that I wanted an American-style ambulance to use on my layout, to go along with the Dinky and Corgi American automobiles. The British model Daimler ambulances by Dinky or Morestone were so different to their American counterparts." After writing to the four major U.S. coachbuilders for brochures and specifications, Gladish "chose the Superior high-roof version ambulance as my suggestion to Corgi. This particular vehicle seemed the most-utilized version by hospitals and rescue squads at that time."



Featuring battery-operated roof lights and a spring suspension, Corgi's highly-collectible 1962 Superior Cadillac ambulance was originally suggested by Easton, PA native Ron Gladish, who wanted an American-style ambulance for his model railroad layout.

The British toymaker was sufficiently intrigued that they sent engineers to Superior's Lima, Ohio plant to obtain detailed measurements, and informed Gladish of their decision to do a scale model version in an August, 1962 letter that he still possesses. They also ran Ron's photo in that autumn, 1962 edition of the *Corgi Model Club News*, though he did not know of this until he read a March, 2001 *Model Collector* retrospective on Corgi's early years, because he hadn't seen an issue of the Club magazine since Christmas, 1961. "Subscribing from the U.S. at that time wasn't easy," Gladish explained, "as International Money Orders had to be purchased, and not every post office handled them. For some unknown reason, I never received all the issues for which I had paid the membership fee," though he still possesses the eight magazines he did receive along with a red and gold enamelled member pin that he still keeps in its original small, white cylindrical box. Gladish also never got the complimentary ambulance model he was promised in Corgi's August, 1962 letter but he adds "I still have the one that I originally purchased back in March of 1963. Most people did not think of the hobby as actual collecting at the time," so he altered it "by painting in all the chrome trim around the windows and adding the white sidewall tyres, just as the real vehicles would have had back in the 60s."



Owned by a Harley enthusiast in Hawley, PA, this 1973 Superior Cadillac Sovereign caught my eye because its front-opening #2 doors identify it as a side-loading model with a swing-out casket table. Superior constructed only 140 three-way hearses in 1973, as opposed to 507 end-loaders.

CRITERION CALENDAR:

March 2nd, 2002 (Sat.), Paterson, NJ: PCS Northeast Chapter winter dinner, 7 pm at The Bonfire Restaurant, 999 Market Street off Interstate 80, exit 59 westbound or 60 eastbound. RSVP to Bill Marcy at (201) 342-4871.

March 2nd, 2002 (Sat.), York, PA: PCS Mid-Atlantic Chapter winter banquet and business meeting, 4 pm at the Roosevelt Tavern, 400 West Philadelphia Street at the junction of Roosevelt and Penn Streets. RSVP to Lew Wallace at (717) 292-7977.

March 3rd, 2002 (Sun.), Hamburg, PA: Ontelaunee region AACA's 35th Annual Swap Meet, 7 am at the Hamburg Fire Company Field House, Pine Street off the 4th Street exit of I-78. Features free admission, \$1 parking and \$5 car corral parking on fully-paved lot. Flea market spaces \$20 for a 10x8 indoor and \$15 for an 18x17 outdoor. For more info phone (610) 562-8269 from 3-10 pm.

March 10th, 2002 (Sun.), Sparta, NJ: PCS Northeast Chapter winter business meeting, 1 pm at Sparta Volunteer Ambulance Squad HQ. For further info contact Jeff or Mary Hookway at athookjch@ptd.net or (973) 729-8083.

May 11th, 2002 (Sat.), Verona, NJ: Vintage ambulances and combinations sought for the Verona Rescue Squad's 75th Anniversary celebration. For further info contact Craig Stewart at Caddyamb@aol.com or (201) 438-1757 from 7-9pm.

May 19th, 2002 (Sun.), Lahaska, PA: PCS Northeast Chapter's 1st Annual Antique, Classic & Special Interest Car & Truck Show at Peddler's Village, junction of PA 263 and U.S. 202. Proceeds benefit Port Authority Police PBA WTC Survivors Fund. For further info contact Bill Marcy at (201) 342-4871.

June 2nd, 2002 (Sun.), Newark, NJ:
Newark Fire Department muster. Contact Craig Stewart at (201) 438-1757 for further information.

June 8th, 2002 (Sat.), Peabody, MA:
Massachusetts Antique Fire Association Meet.
Contact Craig Stewart for further information.

June 11th-16th (Tues.-Sun.), King Of Prussia, PA:
Cadillac-LaSalle Club National Driving Tour hosted by Valley Forge Region, hub at Desmond Hotel. Features a visit to the Burn Prevention Foundation's 13th Annual Concours of the Eastern U.S. at Lehigh University's Mountaintop Campus on June 15th. For further info contact tour coordinators Mike & Bobbie Zimmerman at (610) 964-8455.

June 15th (Sat.), Voorhees, NJ: Professional Car Class at Echelon Mall Auto Show, located about 15 miles southeast of Center City Philadelphia. For more info contact Harvey Schofield at (856) 596-6599.

July 29th to August 3rd, 2002 (Mon.-Sat.), Grand Rapids, MI: PCS Great Lakes Chapter hosts the 26th Annual PCS International Meet. For more info call Larry Allan at (616) 364-8183.

August 4th-11th, 2002 (Sun.-Sun.), Dearborn, MI: Cadillac-LaSalle Club Grand National celebrating Cadillac's Centennial, Hyatt Regency Dearborn, Southfield and Michigan Aves. For additional meet information call Paul Ayres at (248) 553-2053 or Tim Pawl at (248) 683-3271; for hotel reservations at \$125/night phone (800) 233-1234.

August 10th (Sat.), New Hope, PA: Professional Car Class at New Hope Auto Show. For further info contact Harvey Schofield at (856) 596-6599.

August 18th, 2002 (Sun.), Montgomery, NY: Catskill Fire Muster. For further information contact Craig Stewart at Caddyamb@aol.com or (201) 438-1757 from 7-9pm.



Already owning a 1965 Imperial Crown limousine originally purchased by *The Good Earth* author Pearl Buck, my Chester, NY neighbor Jan Witte recently acquired this 1964 model that was ordered for Jacqueline Kennedy's use at the White House prior to JFK's assassination. Sometimes using up to 200 pounds of lead to smooth out their flanks, only 132 examples of this model were hand-crafted in Turin, Italy by Ghia between 1957 and 1965. - Gregg D. Merksamer photo

Spring Meet Antique Auto Show

Sponsored By Northeast Chapter of the Professional Car Society

At

PEDDLER'S VILLAGE

Routes 202 & 263, Lahaska, Bucks County, PA

(Directions on back)

SUNDAY MAY 19, 2002 *(Rain or Shine)*

Registration: 9AM to 11AM

Popular Vote Judging: 11:30AM to 1:30PM ~~~~ Awards: 3PM

All Vehicles Wishing to Be Judged Must Be On Show Field By 11AM

Dash Plaques to First 100 Vehicles ~ No Pets or Alcoholic Beverages Permitted
Pre-Registration only by May 10 ~ \$10.00 per car ~ No Day of Show Entries

Proceeds To Benefit Port Authority PBA World Trade Center Disaster Survivor's Fund

Mail This Portion To:

Bill Marcy, 349 Lookout Avenue, Hackensack, NJ 07601

Enclosed is \$ _____ fee per vehicle (Payable to *Northeast Chapter, PCS*)

Name _____ Phone (____) _____

Address, City, State, ZIP _____

YEAR MAKE MODEL

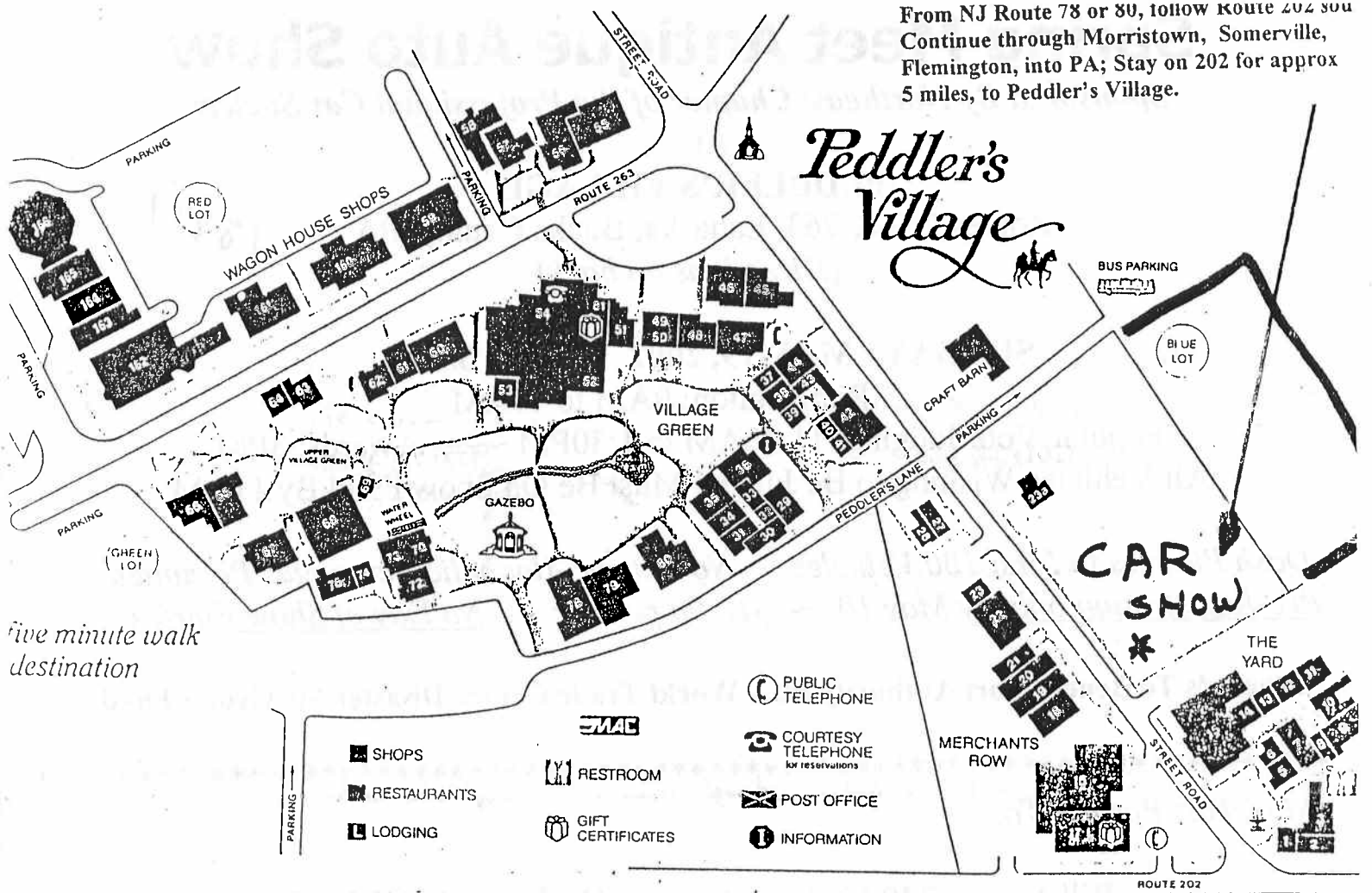
YEAR MAKE MODEL

I, the undersigned, do hereby state that my vehicle(s) currently carry liability insurance and further agree to hold harmless the Professional Car Society, its Officers, the Northeast Chapter, its Officers, and Peddler's Village for any accident, property damage, injuries, or theft which may occur to myself, my guests, or my vehicle(s) while attending or otherwise participating in this show.

Signed _____ Date _____

From NJ Route 78 or 80, follow route 202 south
Continue through Morristown, Somerville,
Flemington, into PA; Stay on 202 for approx
5 miles, to Peddler's Village.

Peddler's Village



five minute walk destination

- SHOPS
- RESTAURANTS
- LODGING

- EMAC
- RESTROOM
- GIFT CERTIFICATES

- PUBLIC TELEPHONE
- COURTESY TELEPHONE
for reservations
- POST OFFICE
- INFORMATION

ROUTE 202

THE PROFESSIONAL CAR SOCIETY

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

NORTHEAST CHAPTER

www.geocities.com/MotorCity/Garage/1074

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Serving Professional Car Society members in NJ, NY and PA, the Northeast Chapter of the PCS operates under a charter granted by the Society's Board of Directors on August 19th, 1986. Subscription to this publication is by membership in the Chapter through the Membership Director listed above. **Membership in the national organization of the PCS is a prerequisite to membership in any of its regional chapters.** Details on joining can be obtained from Natl. Membership Secretary David Petke at (423) 288-3454, writing him at 5405 Heritage Lane, Kingsport, TN 37664 or by accessing the official PCS home page at <http://www.professionalcar.org>.

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Your Editor was recently given an advance preview of United Coach Builders' sleek new Cadillac funeral coach, which features an oversized rear window and a painted roof constructed from high-tech carbon fiber. PGAM Advanced Technologies of Auburn Hills, MI developed the car at the behest of former S&S/Superior production chief Ron Benedict, while marketing efforts are being supervised by Cadillac's former Professional Vehicle Brand Manager Jim Zoli. 300 units a year will be built in Brighton, MI starting in mid-2002. - Gregg D. Merksamer