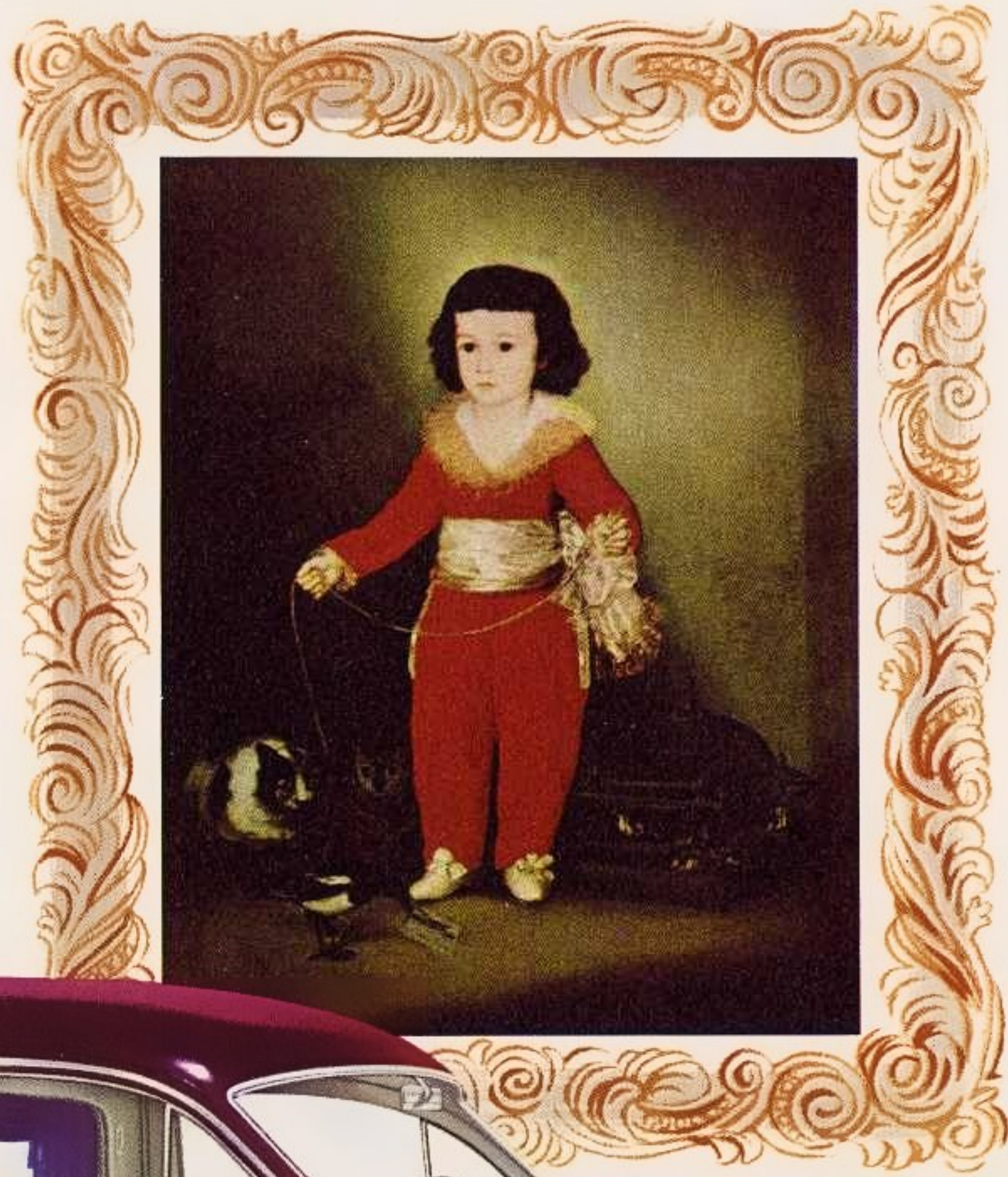


Gallery of Masterpieces



1951 Superior-Cadillac Funeral Coaches and Ambulances

The Greatest Accomplishment

for an artist is the creation of his masterpiece on canvas . . . but his real achievement is complete only when his critics have approved, and connoisseurs have accepted, his work.

Every 1951 Superior-Cadillac Coach is truly an artistic creation. Its matchless styling is combined with superb performance and unparalleled versatility to attain the most gratifying fulfillment of the Profession's needs.

You, our true "critics and connoisseurs," have definitely established Superior-Cadillac as the Industry's Leader—undeniably Superior by every standard of comparison.

J. V. Shields
PRESIDENT, SUPERIOR COACH CORPORATION



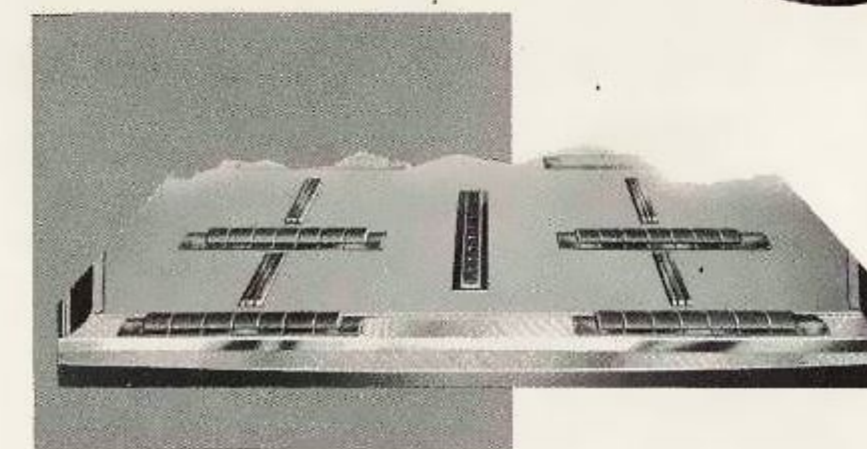
rear loading funeral coach

INCOMPARABLE WORK OF ART

—a contemporary concept of beauty and engineering perfection. Luxurious interior and color combinations, truly a funeral coach of marked distinction.



GREATER EASE OF LOADING is accomplished by placing the rear casket rollers on the rear door threshold (loading height from ground to casket floor 23½", normal load). The casket may be loaded smoothly and gracefully into coach without awkward, off-balance handling.





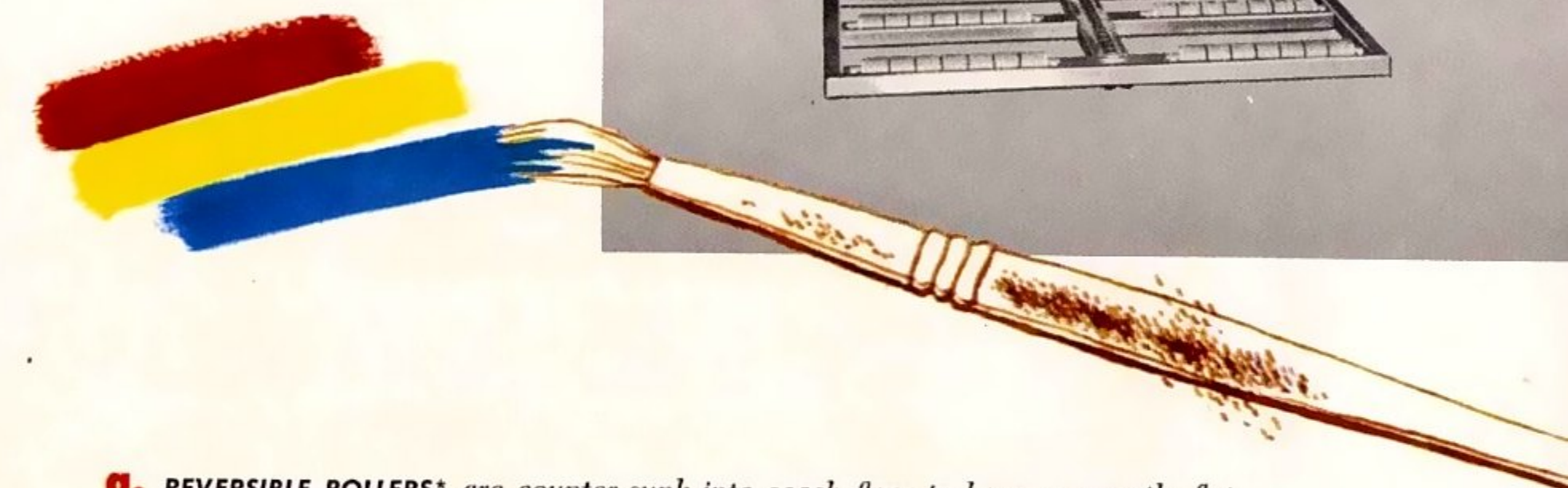
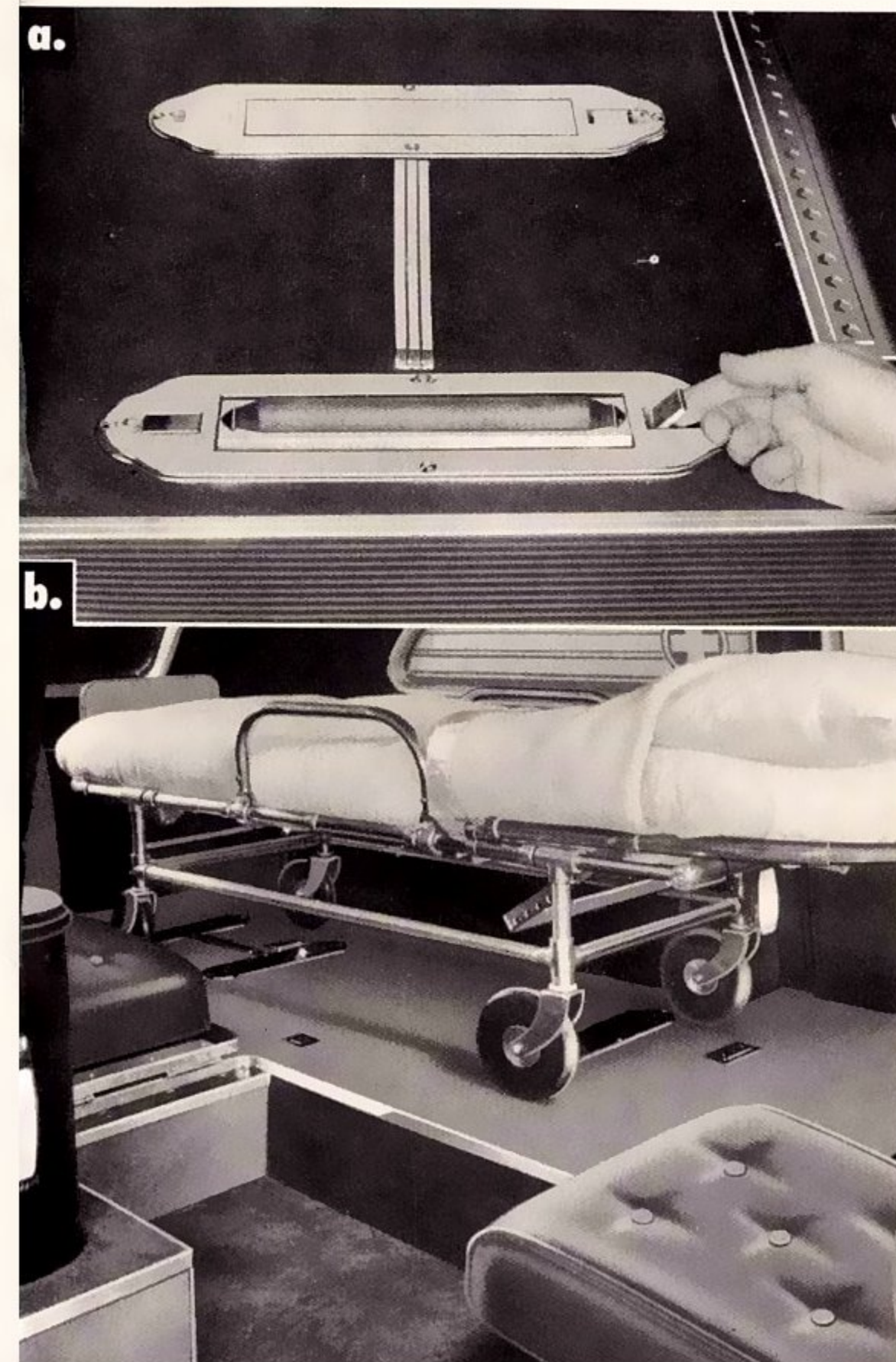
MASTERFUL FINESSE

—a coach with a skillfully disguised dual personality.
All the impressive dignity of a magnificent funeral
coach is quickly converted to a modern, efficient
ambulance—and the secret is yours alone.

Superior-Cadillac

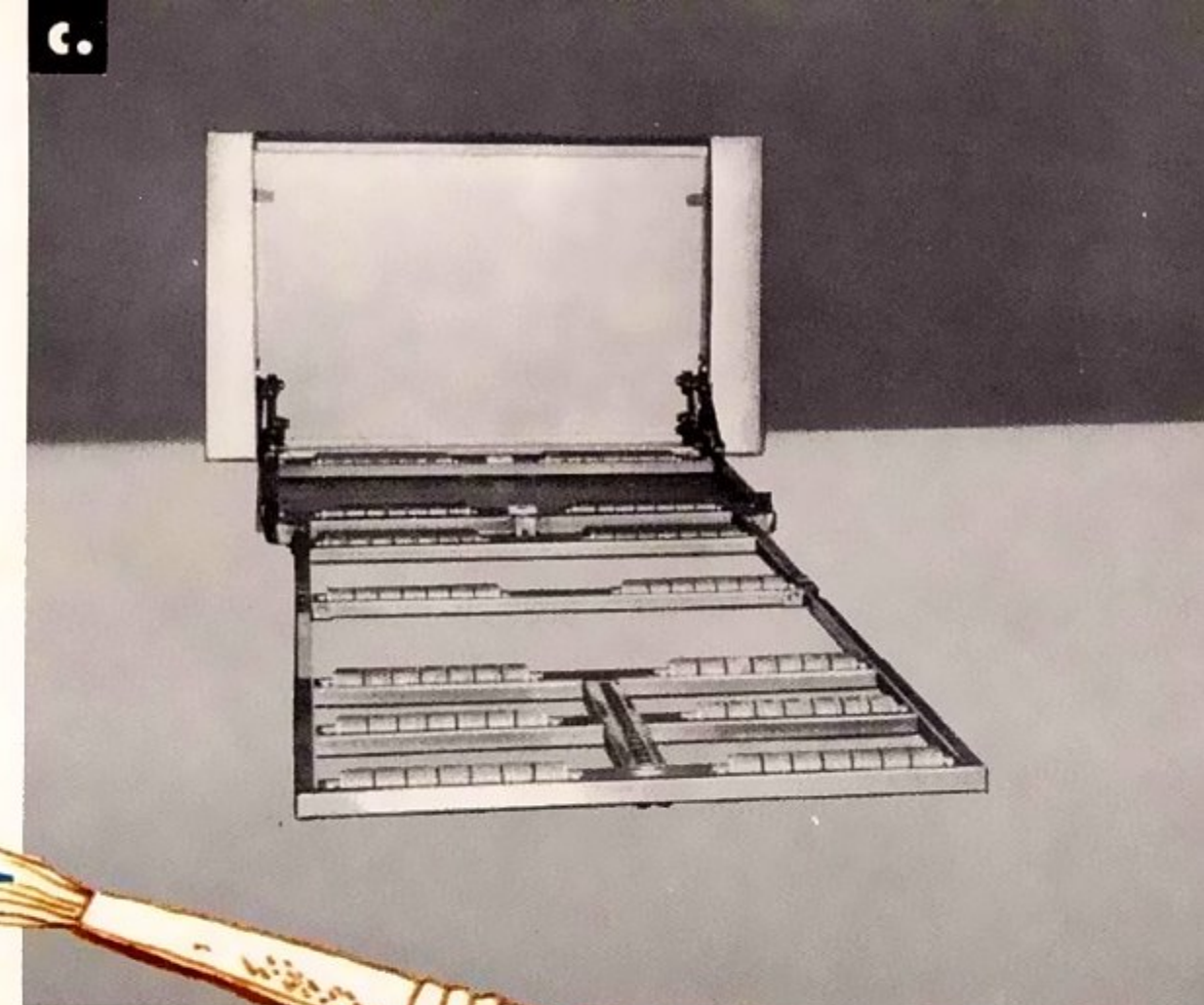
combination coach

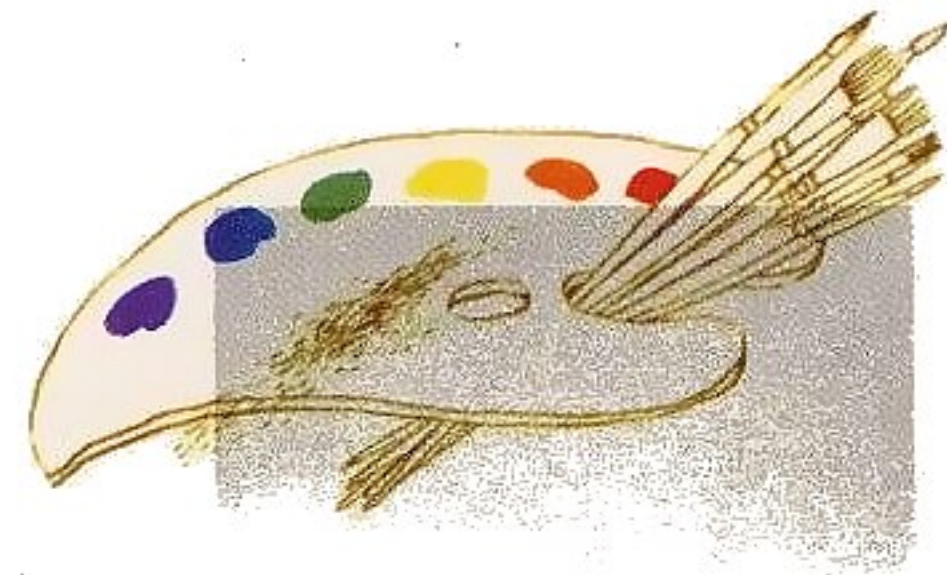
Conversion smooth as the stroke
of an artist's brush



- a.** **REVERSIBLE ROLLERS*** are counter-sunk into coach floor to leave a smooth, flat surface when coach is being used as an Ambulance. When used as a Funeral Coach, a flip of a finger turns them over, exposing hard rubber rollers ready to receive casket.
- b.** **COMPANION FOLD-N-SEATS*** are hidden in floor compartment when vehicle is being used as a Funeral Coach. For Ambulance service, compartment doors are lifted, to form two full-size attendants' seats positioned for easy access to patient. New arrangement features extra foot room for attendants.
- c.** **FOL-A-WAY FLOOR*** during Ambulance use is contained in the inconspicuous compartment behind driver's partition. For Funeral Coach use, it extends to its full length in three simple unfolding operations, requiring only a few seconds. No floor hardware required.

*Available in Superior-Cadillac Combination Coaches.

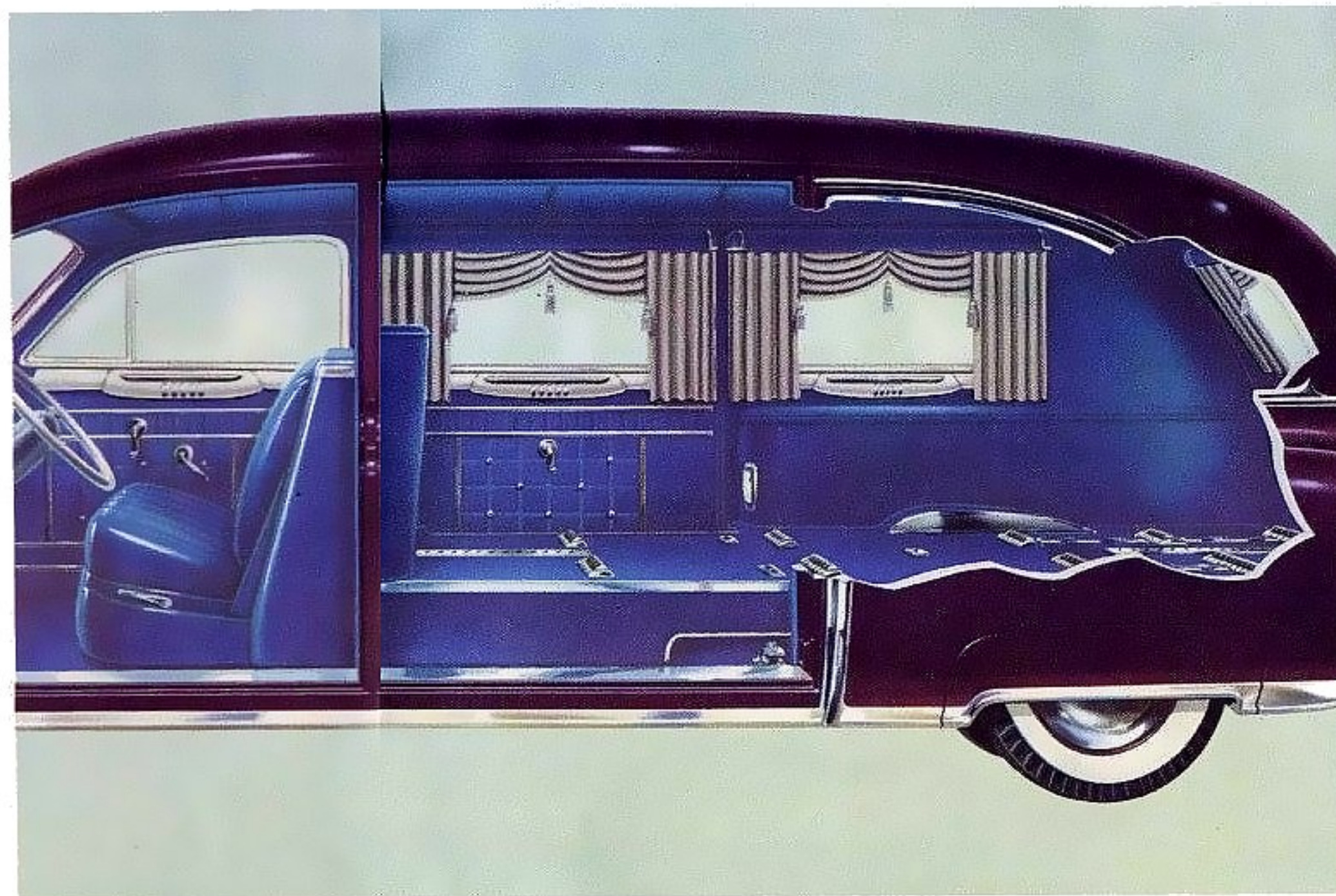
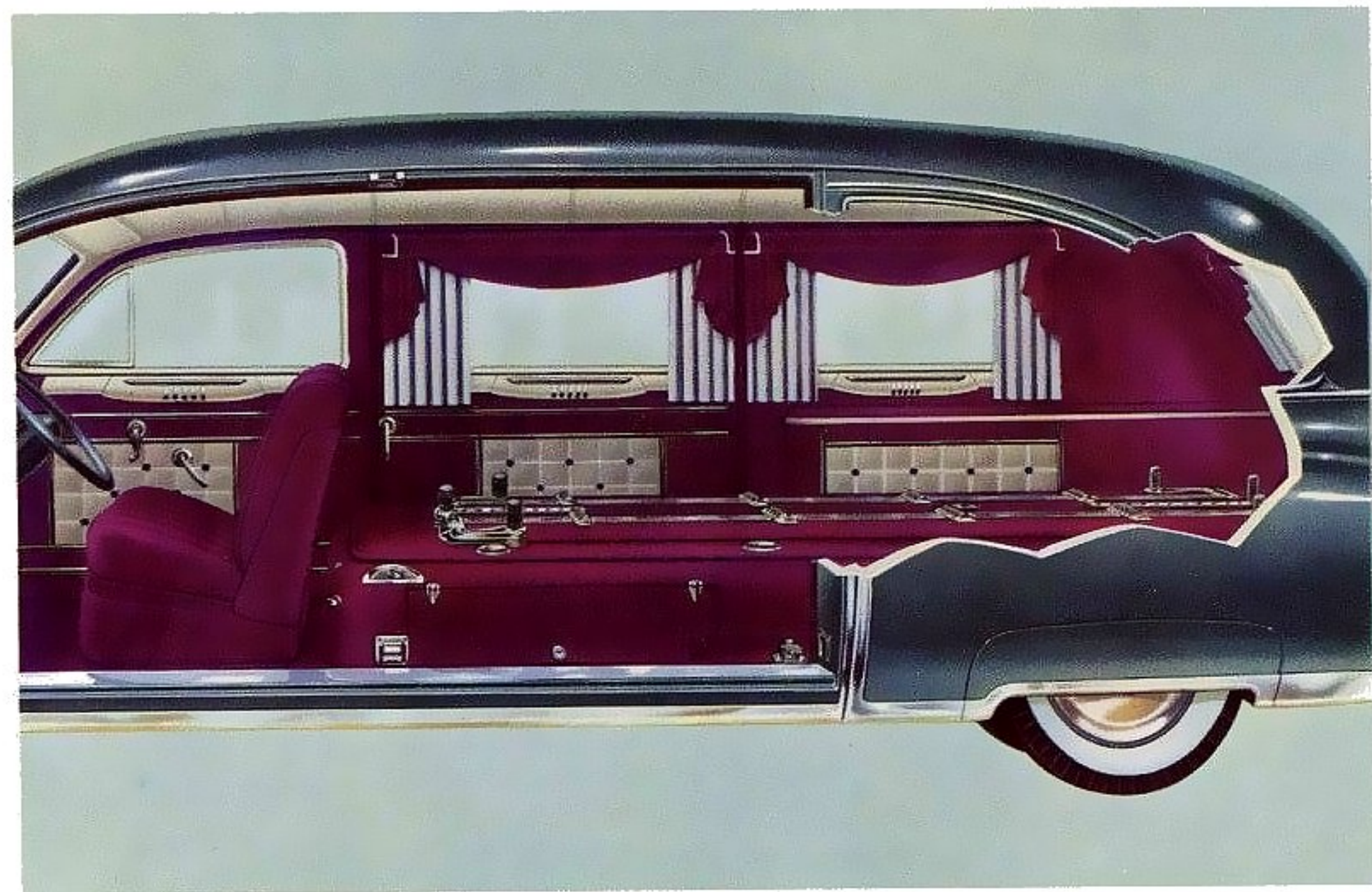




superior

HARMO-STYLING

a.



b.

gracious, rich-toned color combinations harmoniously blended into individually distinctive interiors

The unequalled beauty of Superior HARMO-STYLING presents the crowning touch of perfection to the handsome new 1951 models. Tastefully chosen colors combine with smartly designed appointments to make every Superior coach interior truly a masterpiece of artistic achievement. You can make your own color selections—for either deluxe or standard interiors—to accentuate the inherent beauty of your coach and to give you distinctive color identification so important in establishing remembrance value. Your choice of highest quality, deep-piled mohair or genuine leather and Naugahyde in burgundy, blue, or gray.

a. *Deluxe interiors (optional extra for all models) include luxurious drapes in solid or two-tone colors; biscuited door panels and side panels of modern design, in contrasting or matching colors.*

b. *Standard interiors include box-pleated, tasseled drapes and biscuited panels—both in solid color. Deluxe drapes are available with standard interior at additional cost.*

Superior-Cadillac

ambulance



MASTERPIECE OF PERFORMANCE

—deftly designed to expediently fill every need for fast, modern service. A peak of engineering craftsmanship—matched only by its stimulating and impressive beauty.

Convenience and Comfort are highlighted in Superior features



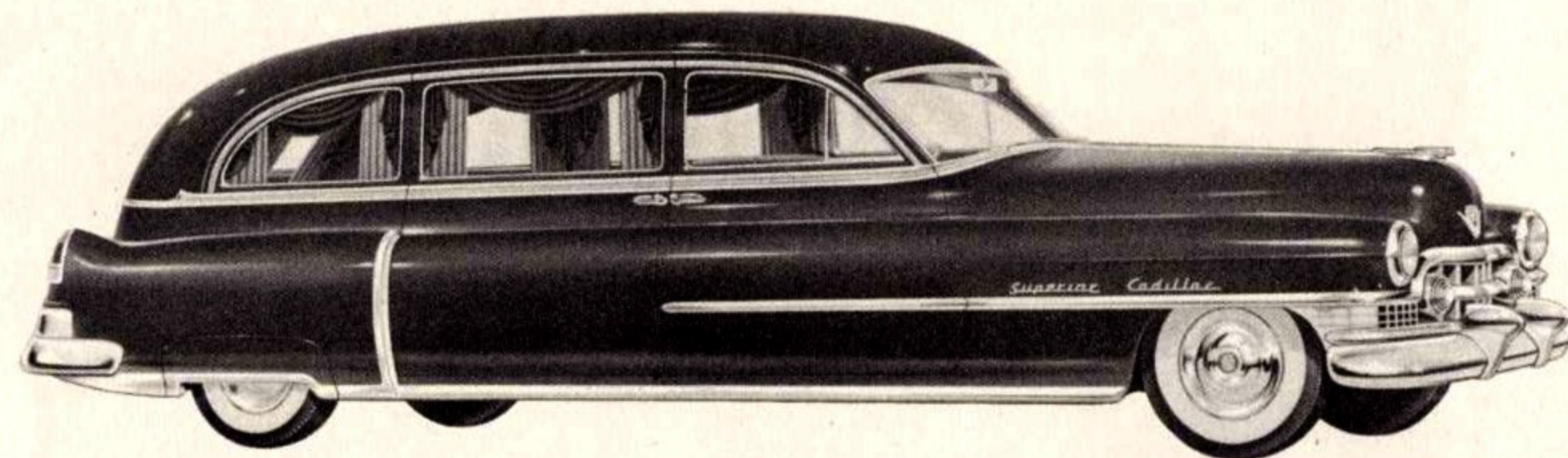
- a. DELUXE DISPENSARY CABINET** provides facilities for fast, efficient patient care. Large compartments give abundant space for storing first-aid kit, thermos bottles, medical supplies, surgical instruments, and inhalator equipment. Built-in heating unit with double fan outlet: Compact Pullman lavatory available at extra cost.
- b. ROOMY LINEN CABINET** located above driver's partition has ample space for full supply of linens. MagneTite door latch insures positive closing of door.
- c. SAFE-T-BAR DOOR LOCKS** give additional safety for patient and attendants. Rigid metal claw grips door jamb securely to prevent accidental opening of doors. Tell-Tale signal light on dashboard informs driver when doors are not safely locked.
- d. CONVENIENT STEPWELL** assures safer footing, permits easier unimpeded entry into Ambulance by providing two low steps instead of the conventional high single step.

THE SIDE-O-MATIC TABLE provides side-servicing at its finest. Beautifully fitted table is put into motion with a mere push or pull of the automatic control knob; wide expanse between open doors permits casket to travel gracefully and silently through its arc into coach. Superior quality engineering assures dependable operation, long life, the ultimate in satisfaction. Superior-Cadillac Side-Servicing Funeral Coaches are also available with Superior's Side-O-Manual Table, easily controlled by a single button.

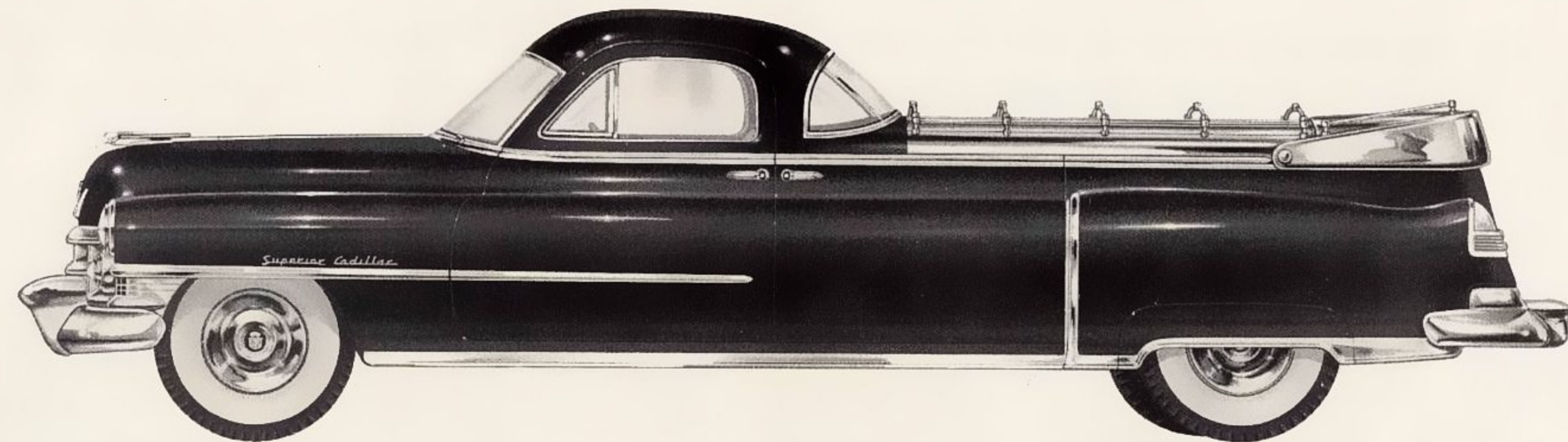
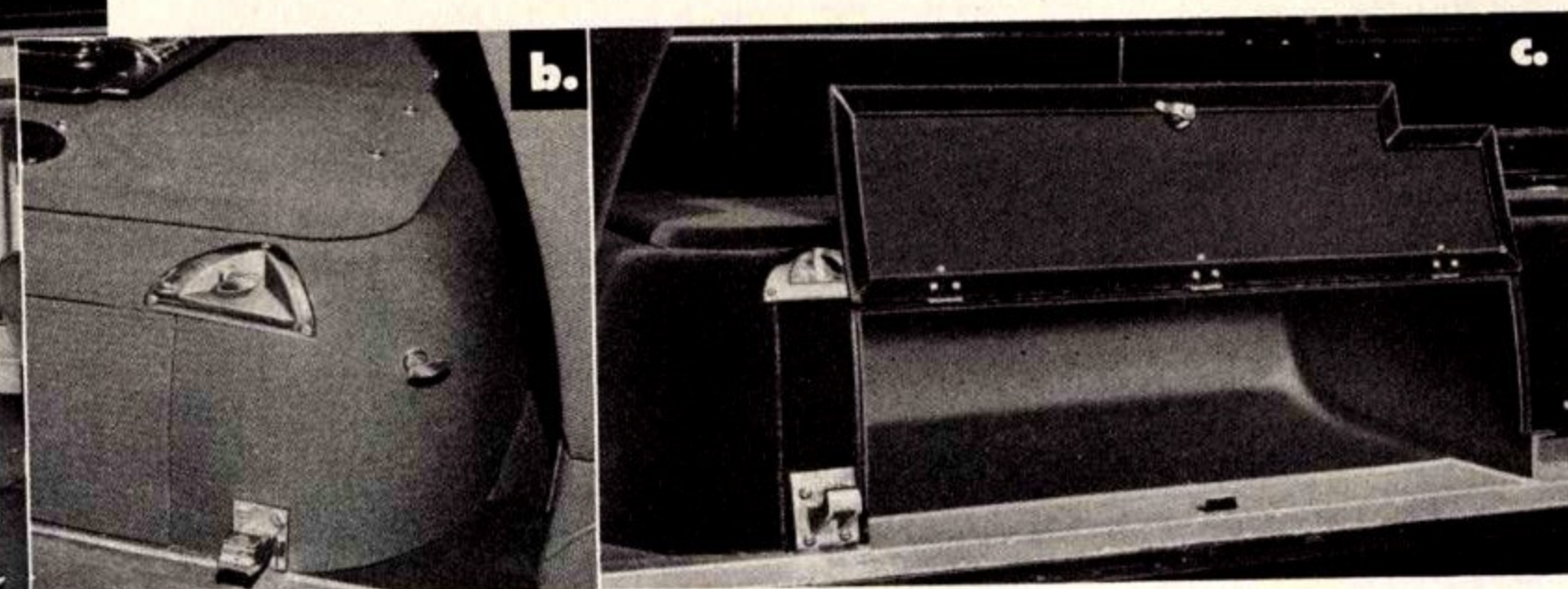
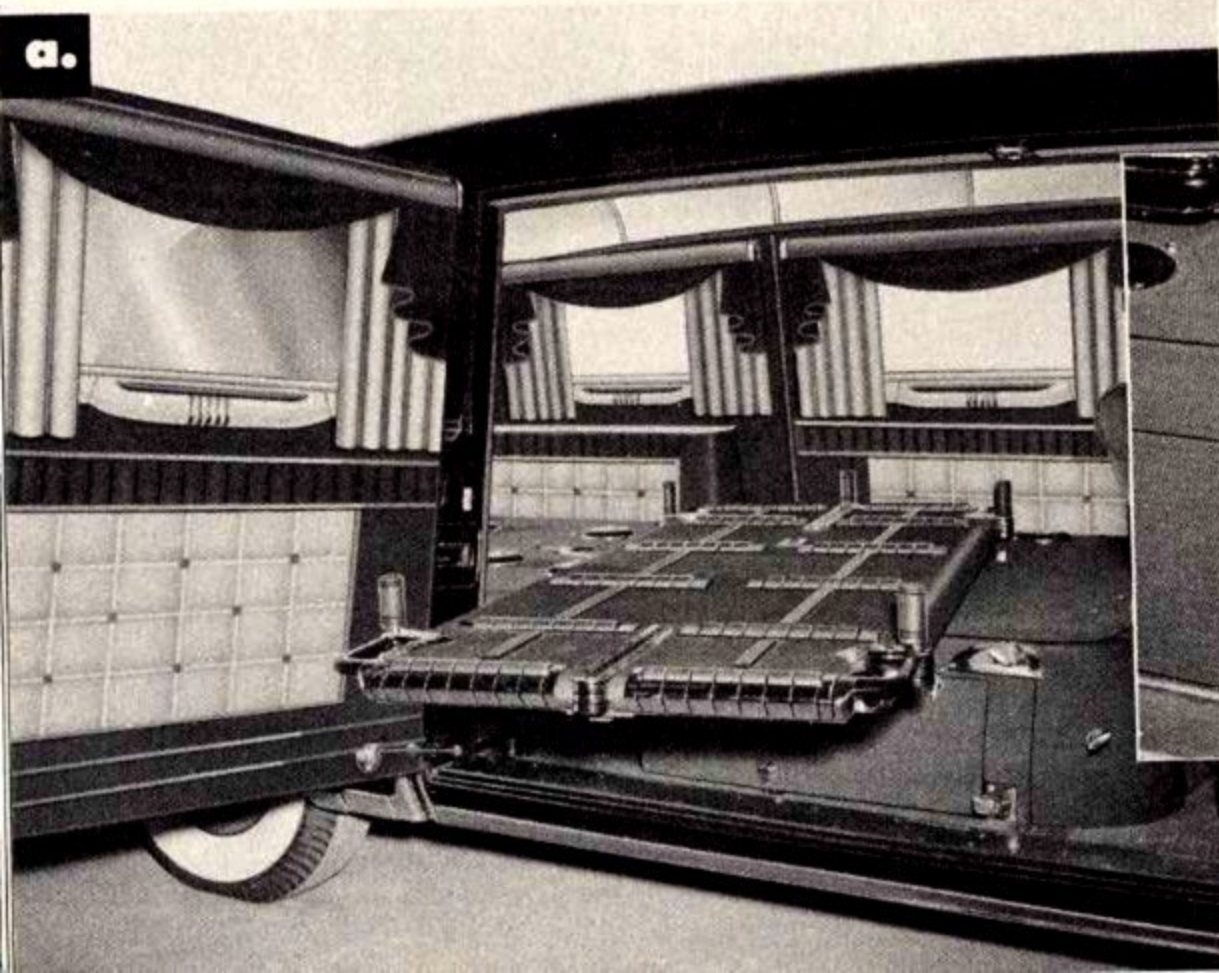
A SIMPLE PUSH OR PULL on this convenient control knob provides the power which smoothly operates the Side-O-Matic Table.

CONVENIENT STORAGE COMPARTMENT provides abundant space for church truck, processional flags, and other equipment you like to keep out of sight, yet instantly accessible.

Superior-Cadillac **side-servicing funeral coach**



MAJESTIC BEAUTY—quietly dignified, graceful, richly appointed. Royal leader of impressive corteges, contributing, unquestionably, to a most distinguished service.

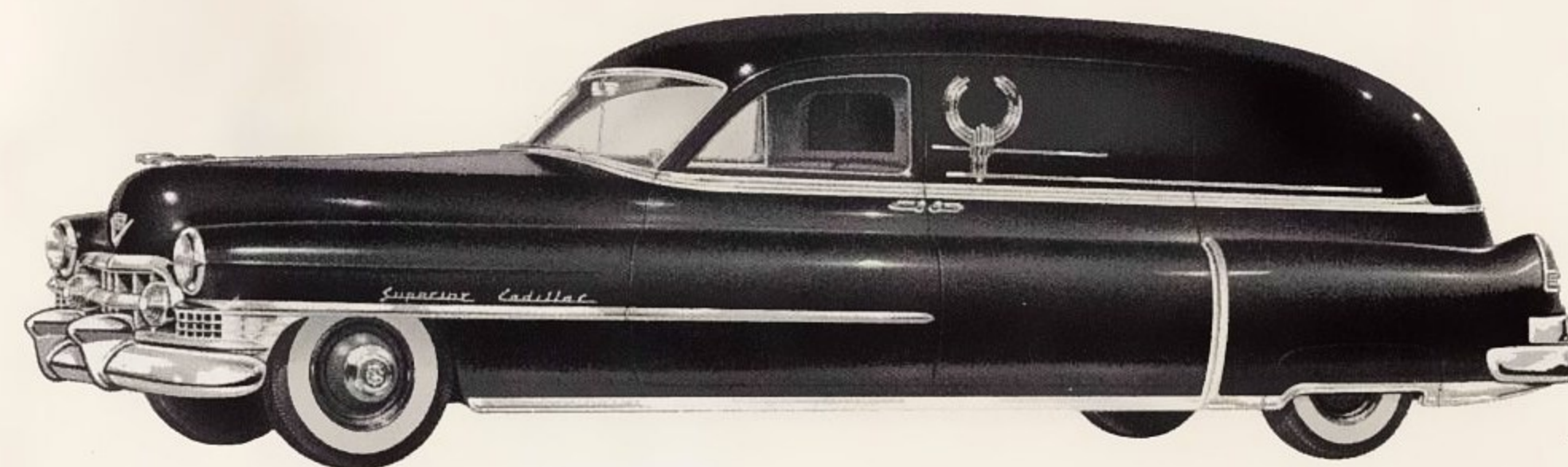


Superior-Cadillac service car

DESIGNED FOR UTILITY—ideal for "first calls" and for transporting cemetery and mortuary equipment. A valuable asset in any funeral fleet; engineered for years of dependable service permitting you to conserve more costly and specialized equipment.

Superior-Cadillac coupe de fleur

MAGNIFICENT MOTIF—the most beautiful vehicle ever conceived for use in a funeral cortege. Conveniently low flower deck of gleaming stainless steel, operated hydraulically or manually, and roomy casket compartment combine practical utility with brilliant styling and design.



While no deviation from the data contained in this catalog is anticipated in the production of current models, the Superior Coach Corporation reserves the right to make changes at any time, without notice, in specifications, dimensions, prices, materials, colors and equipment.

the combined works of two masters . . . *Superior-Cadillac*

In combining a rugged, electrically welded body with the sturdy strength and limitless power of the Cadillac chassis, Superior has set the pace for quality, styling, versatility, and performance in the Funeral Coach Industry.

Arrange now for a demonstration; appraise its beauty; inspect its features. See for yourself why the Coach that leads the field is . . . *Superior by every standard of comparison.*

**SUPERIOR COACH CORPORATION
LIMA, OHIO**

