



# The Criterion

Northeast Chapter - Professional Car Society

APRIL, 1995

Warm weather is once again here. That means it is time to check out important safety items on your professional cars:

- 1- Brakes and brake fluid
- 2- Operable lights and clean lenses, clean window glass all around
- 3- Radiator clamps and hoses (check for leaks) proper fluid level and spare items
- 4- Engine coolant and oil should be at proper levels and no leaks
- 5- All belts should be secure and spares carried in your tool box.
- 6- Tires should be properly inflated, balanced and rotated. **DON'T FORGET TO CHECK THE SPARE!!**
- 7- Seat belts should work and not be frayed.

Spare "emergency" supplies are always in order, particularly duct tape for leaking hoses, bell wire, electrical tape, extra oil, brake fluid, water, flashlight and fresh batteries, shop towels, hand cleaner, wrenches, pliers, screwdrivers of various sizes. This is by no means a complete list and don't forget a basic first aid kit for you and your passengers.

Chapter members participated in the annual Nutley, N.J., St. Patrick's Day parade recently. The ambulances were requested to participate in a static display upon completion of the route at the local American Red Cross chapter. Those taking part were:

Leo Maren & Fred Goerlitz  
Bob Behr  
Craig & Roseanne Stewart

1974 M-M Criterion  
1949 Flexible Buick  
1976 M-M Lifeline

We welcome the following new members:

Ryan K. Abraham  
Meadow View, Apt.#25  
Ellsworth, Maine 04605  
67 M-M Cadillac Classic Landau Hearse  
68 M-M Cadillac Landau Citation Hearse  
72 Superior Cadillac Hi-Headroom Ambulance

Jack Bonner  
C/O Dougherty Funeral Home  
2200 Trenton Road  
Levittown, Pa. 19056  
68 Superior Cadillac Hearse  
86 Eureka Pontiac Chieftain Hearse

Timothy J. Cenowa  
54701 Apache Lane  
Shelby Twp., Michigan 48315

Timothy J. Cotter  
222 Morgan Avenue  
Collingswood, New Jersey 08108-1718

Dan Herrick  
130 Hudson Ave.  
Chatham, New York 12037  
70 Superior Cadillac Hightop Ambulance

Ken & Elizabeth Kroll  
30 Overlook Avenue  
Little Falls, New Jersey 07424

Jim & Eula McKay  
2236 Bob White Lane  
Lancaster, Pa. 17601  
62 Eureka Cadillac 3-way Landau Funeral Coach

Jonathan Ponulak  
440 Somerville Road  
Bridgewater, New Jersey 08807  
51 Flxible Buick Hearse  
58 Eureka Caddillac Flower Car  
58 S&S Cadillac Hearse  
62 Superior Cadillac Window Hearse  
63 Flxible Buick Hearse  
79 Stageway Buick 6 Door Limo

Sal & Jan Santoro  
1 Fleetwood Ave.  
Fairfield, New Jersey 07004  
59 M-M Cadillac Combination

New Members - Continued

Art & Renae Seely  
P.O. Box 22455  
Denton, Texas 76204-0455  
73 M-M Cadillac Lifeliner Ambulance

WANTED:

Ambulance, Combination, or Flower Car 50's, 60's or 70's.  
Prefer Cadillac in good condition, but tell me what you  
have. Bill Marcy Telephone 201-432-4871.

PARTS WANTED:

1966 Superior Cadillas Ambulance Gray Rubber Front Floor Mat,  
that was used in place of carpet #8776093 NOS or VG used.

Die-Cast Quarter panel script for 1966 Cadillac Ambulance or  
Hearse also needed. Mike Barruzza Telephone 215-78848105



WELCOME ABOARD:

We extend our best wishes to the two newest chapters of the  
Professional Car Society:

Lone Star Chapter  
Wisconsin Chapter

The following is a list of the 1995 Members of the Northeast Chapter of the Professional Car Society. If your name does not appear on the list you have not renewed your membership and this will be the last Criterion you will receive until your renewal is received.

- Ryan K. Abraham
- Mike Barruzza
- John & Gale Bauer
- Robert E. Behr
- Jack Bonner
- Timothy J. Cenowa
- Ted Collins
- Timothy J Cotter
- David Csimbok
- Louise Fluehr
- Frackville Community Ambulance Assoc
- Myron Gittell
- Herbert H. Gellings
- Fred Goerlitz
- Pete & Jan Grave
- Dan Herrick
- Jeff & Mary Hookway
- Ken & Elizabeth Kroll
- Marshal Long
- Leo Maren III
- Bill & Lucille Marcy
- Dan McCann III
- Jim & Eula McKay
- William G. O'Brien
- Paul M. Padgett
- Jonathan Ponulak
- George & Mary Ruth
- Sal & Jan Santoro
- Art & Renae Seely
- Harvey Schofield
- Richard M. Spahr
- Craig & Roseanne Stewart
- Mahlon & Bonnie Thompson
- Paul & Donna Vickery
- Thomas Wisnieski
- Woodbridge Emergency Squad Inc.
- Bill Wright
- David A. Wurfel
- Earl C. Zimmerman, Jr.

# Limousine Digest's: "Hall Of Fame" Morty The Party Hearse

By Kurt Baldwin

**A**nxious, the elderly gentleman watches out his window for the hearse that will soon arrive. When the hearse pulls up, he takes his wife by the arm and they tentatively approach the curb. The driver, stone-faced, opens the door of the car. The elderly gentleman cracks a smile and tells the driver to: "take me and my wife on a trial run."

"I hope my sense of humor is that good when I'm 85," laugh Andy Yoh, co-owner of the Camp Hill, PA-based company A Touch Of Class Limousine Service, as he relates his favorite story about this month's "Hall of Fame" vehicle, "Morty."

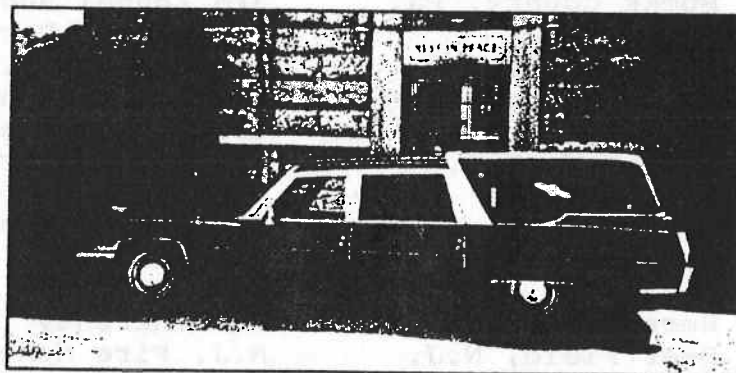
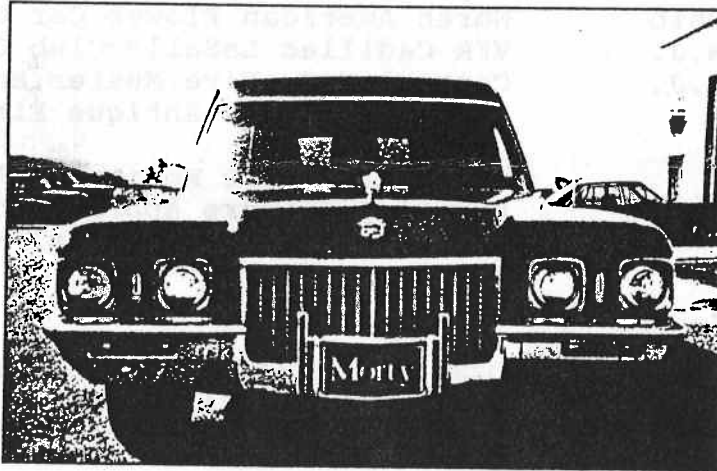
Morty, a converted 1971 Cadillac hearse, gets more use than the average limousine operator might think. Besides being used for bachelor/bachelorette parties, birthdays, "over the hill" retirement parties and general barhopping, the vehicle is also used for parades, fund-raising events and bridal shows.

"Everybody has a limousine at a bridal show," explains Yoh. "But we promote Morty for bachelor/bachelorette parties. We dress it up a little—put balloons on it and so forth—so that people don't think we are selling funeral packages. The car gives us a little extra push with advertis-

ing that other companies don't have."

Oddly enough, the vehicle has also found its way to several weddings. Yoh agrees this requires a certain taste. In fact, the first time he was approached by someone who wanted to book the vehicle for a wedding, he told the man "no." He insisted that man's future wife look at it first. As it turned out, she also wanted the vehicle.

Morty is equipped with bucket and



bench seats for six, oak paneling, an oak bar, a stereo system, pink and purple tract lighting and Motion Neon underneath, which shoots out hot pink lighting. The original funereal curtains and Art Deco lighting are intact, and all safety

requirements have been met meticulously.

Yoh and his partner, William Moser, have owned Morty for two years now. It was gray when they purchased it from a used car lot, with 30,000 miles on it.

"At first the vehicle received little attention," says Yoh. "We decided that the gray color, which was fine when it had been owned by a funeral home, was holding it back. Once we painted it Wildberry Purple, it has been working steadily."

Yoh and Moser bought A Touch Of Class four years ago, from the company's founder. Moser had been driving a limousine for various companies for 12 years; Yoh had been in the restaurant business.

"I sold off my restaurants to get into this business," says Yoh. "I enjoy the creativity of the limousine industry, and there is a lot less pressure."

Since its inception, our "Hall of Fame" section has been quite successful, and we have received a great deal of positive feedback. If your company owns or has built a vehicle that you believe would compliment our "Hall of Fame," please feel free to send us a picture and a brief history of the vehicle. While we can-

not promise to use your vehicle, we do appreciate any submissions. Although Limousine Digest does not promote the use of vehicles that do not meet proper safety re-

quirements, we do recognize their existence. □

Please mail submissions to:  
Limousine Digest  
652 Buttonwood Ave., Suite B  
Maple Shade, NJ 08052

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1995 ACTIVITIES CALENDAR

Apr. 9	Allentown, Pa.	Spring Thaw Firematic Flea Market
Apr. 20-23	Carlisle, Pa.	Spring Carlisle
Apr. 22	W.Caldwell, N.J.	North Jersey Cadillac Club Dealer Show
Apr. 22	Jackson, N.J.	New Jersey Fire Apparatus Rodeo
Apr. 27-30	Hershey, Pa.	Spring Hershey
Apr. 30	Macungie, Pa.	GM on display with Flea Market
May 4-6	Grantville, Pa.	(H.I.T.) Hershey in the Spring
May 11-14	Wildwood, N.J.	Boardwalk Nationals - Hot Rods
May 20	Trevese, Pa.	VFR Cadillac LaSalle Club Show
		Faulkner Cadillac
May 21	Ambler, Pa.	Wissahickon Fire Co. Muster
May 28	Exton, Pa.	C.C.A.C.C., Exton Mall Car Show
May 29		Memorial Day Parades
Jun. 4	N.E. Phila, Pa.	German American Fire Fighters Muster
11	Lahaska, Pa.	VFR Cadillac LaSalle Club
		Local National Meet - Peddler's Village
Jun. 16-18	Macungie, Pa.	Macungie All Truck Show
Jun. 17	Burlington, N.J.	Car Show and Flea Market
Jun. 23-25	Miamisburg, Ohio	North American Flower Car Owners Show
Jun. 24	Pennsville, N.J.	VFR Cadillac LaSalle Club Dealer Show
Jun. 24	Sayreville, N.J.	Central N.J. Fire Muster and Flea Market
Jun. 25	Sewell, N.J.	Sewell Fire Co. Antique Fire Show
Jul. 2	McAdoo, Pa.	10th Anthracite Regional AACA Show
Jul. 8	Harrisburg, Pa.	Pa. Pump Primers Apparatus Show
Jul. 18-23	Albany, N.Y.	Cadillac LaSalle National Meet
Jul. 20-23	Baltimore, MD.	Firehouse Expo
Jul. 28-30	Carlisle, Pa.	Summer Carlisle
Aug. 4-6	Macungie, Pa.	Das Awkscht 32nd Annual Show
Aug. 9-12	Fort Wayne, Ind.	P.C.S. International Meet
Aug. 12-13	Doylestown, Pa.	New Hope Auto Show (P.C. Class)
Sept 3	Bucks County, Pa.	3rd Annual Bucks Co. Auto Show
		Core Creek Park
Sept 7-9	Milford Ct.	S.P.A.A.M.F.A.A. Convention
Sept 9	Laurel, MD.	Laurel Auto Show & Flea Market
Sept 10	New Berlinville, Pa.	Tri-County Muster & Flea Market
Sept 16	Wildwood, N.J.	N.J. State Firemans Parade
Sept 17	Media, Pa.	Franklin Mint Auto Show
Sept 24	Trevese, Pa.	G.R.A.F.A. Muster & Flea Market
Sept 28	Carlisle, Pa.	Fall Carlisle
Oct. 5-7	Hershey, Pa.	Fall Hershey
Oct. 8	Deer Field, N.J.	N.J. Fire Muster & Parade
Oct. 15	Fieldsboro, N.J.	Fire Muster
Oct. 29	Bristol, Pa.	G.R.A.F.A. Firematic Flea Market

THE  
**NORTH AMERICAN FLOWER CAR  
OWNERS ASSOCIATION**

**1995 ANNUAL MEET AND EXHIBITION**

June 23, 24, 1995  
Miamisburg, Ohio

**BEST WESTERN CONTINENTAL INN**

155 Monarch Lane - two blocks west on SR 725  
from the intersection of I-75 & SR 725, 10 minutes south of Dayton  
Miamisburg, Ohio 45343 (513) 866-5500  
For Reservations call 1-800-528-1234 or FAX (513) 866-8270  
Rooms that sleep up to four run \$ 45.00 per/night if reservations made by May 23, 1995

**SCHEDULED ACTIVITIES**

FRIDAY June 23, 1995

12:30 PM Motorcade leaves for tour of EAGLE COACH in Amelia, Ohio (free)  
5:30 PM Annual Cook-Out and Fellowship (\$ 7.00 per adult/kids free)

SATURDAY June 24, 1995

10:00 AM until 12:00 noon Registration & Photoshoot  
12:00 noon until 1:00 PM Lunch (on your own)  
1:00 PM 1995 NAFCOA Exhibition and Car Show Judging  
5:30 PM Motorcade leaves for awards banquet at the Peerless Mill Inn, Miamisburg  
6:00 PM Awards Presentation and Meal (order from menu)

**SHOW JUDGING**

This year the judging will again be a participant judged show, only the categories will be less complicated than previously experienced. All cars will be judged in only five (5) categories with a maximum of ten (10) points in each category making a maximum possibility of fifty (50) points for a perfect vehicle. The categories are as follows: 1). Condition of outer body 2). Condition of the interior 3). Engine detail 4). Tires/Whitewalls/wheelcovers 5). Professional equipment, fixtures and function of the car.

**CLASSES OF JUDGING**

TROPHIES AWARDED FOR THE FIRST IN THE FOLLOWING CATEGORIES

A-1 Casket Compartment Flower Cars (all years)

A-2 Open Well Flower Cars (all years)

B-1 Straight Hearses (all years)

B-2 Combination Hearse/Ambulance Cars (all years)

C-1 Limousines (all years)

C-2 Service Vehicles, Ambulances & Conversions

Trophies will also be awarded in the following categories:

**Best of Show** and **Best Model**

Car registration will be \$10.00 per/car for the show & judging. A \$ 5.00 donation will be solicited for non-judged cars being exhibited in the show. NAFCOA members will not be charged a meet registration fee, however non-members wishing to participate in the EAGLE COACH tour and other scheduled events will be charged \$ 5.00 per person for the entire Meet. You may pre-register your car which will guarantee your personalized professionally printed "Certificate of Participation" by calling (513) 228-4531 and prepaying via any major credit card. All cars must be equipped with a fire extinguisher. Cars displaying caskets/skulls/dracula and other paraphernalia will not be permitted at the show.





# The Professional Car Society, Inc.

## Northeast Chapter

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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.

The Professional Car Society, Inc.  
Northeast Chapter

Jeff & Mary Hookway  
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**FIRST CLASS**

Very Pleasant  
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