

CHASSIS BACK IN SERVICE

J. F. K.'s Death Car in Detroit "Limbo"

Keenan Heise
Chicago's American Staff Writer

Det. -- Silent and ghostly amidst a maze of junk and oddities, much of it destined for the scrap heap, the still blood stained limousine in which President John F. Kennedy was assassinated rests hidden in a downtown Detroit warehouse.

There's a bullet hole in the rear cushion, dark stains on the rear seat, the heavy plastic bubbletop which might have deflected the fatal bullets had it been in use that dark day in Dallas, lies forlornly on the floor nearby.

At Ford Motor Company, which has supplied White House limousines since the days of Calvin Coolidge, announced earlier this year that the "Presidential Continental" has been modified following the murder and returned to Washington for use by President Johnson.

The report was only partly true. Only part of the original car went back to the Capitol.

The special 21-foot long Lincoln Continental was returned to Detroit under Secret Service guard less than a month after the assassination. There two Ford mechanics and four Ford engineers began working on it in secret.

A short while later, Ford issued an announcement which said that the vehicle was "modified" and "revamped" with a new high performance engine, heavy duty transmission, heavy duty suspension, steering, brakes, axle and tires.

The car then went to Cincinnati where a custom body firm added about 1600 pounds of armor and bullet-proof glass.

This bullet-proofing, Chicago's American has learned, was added to the entirely new body which the Ford mechanics and engineers had installed.

The only part of the death car that was returned for the President's use was the chassis.

The original body in which the Presidential party was riding last November 22 now stands on a new chassis in the Detroit warehouse. Reportedly, it still has not been welded to the chassis.

Theodore Mecki, Jr. (sic.), vice president in charge of public relations of the Ford Company, denied that the body has been changed. However, he quickly added:

"I have made it my business not to know about that car."

He referred all questions about the ponderous vehicle to the Secret Service. He even refused to say whether any parts of the Kennedy car still are in Ford's possession.

He acknowledged, however, that the Presidential limousine is owned by Ford and leased to the Secret Service for \$500 a year.

Ironically, one of the most prized possessions of the Ford Company at its Greenfield Village Museum in Dearborn is the chair in which President Lincoln was shot.

The Kennedy death car, Mecki (sic.) said, never will be placed on exhibit at the Museum.

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Presidential limousine in which John F. Kennedy was assassinated

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BY KENAN HEISE

[CHICAGO'S AMERICAN Staff Writer]

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Didn't Pl Slaying, I

BY DOROTHY

[Copyright, 1964, by the New

The following quotations are the conclusion of testimony given by Justice Earl Warren at the Warren commission assassination of President

The Warren commission public its findings until

Ruby has been convinced Harvey Oswald, Kennedy, and has been seen his testimony before Justice traces his movements of President's murder until shot Oswald.

List of persons quoted back page.

President's commission on the Kennedy in Dallas, Sunday, June

RUBY: How can I prove the stated here today?

CHIEF JUSTICE WARREN under oath, and I don't even know disprove what you have said.

RUBY: No, Because I will there is anything to disprove, but certain organization in this area that I am the one that was in President.

RANKIN: Would you tell us

RUBY: The John Birch society

RANKIN: Can you tell us who Mr. Ruby?

RUBY: Just a feeling of it. when I-Friday night after leaving to my apartment and very in Senator. As a matter of fact, used will have to get up, George. I was had been in bed for a couple of imagine, about 4:30 or a quarter called the club and I asked the pack a Polaroid, and he said "ye

And I said "get up." and w Larry. And in the meantime, I do postoffice to find out this box number. I think the box number was and then there was, it came to Times Herald—I am skipping George. I recall seeing a sign on Earl Warren." You have heard

WARREN: I read something

RUBY: And it came from New I don't recall what the town was number to that, but I thought at the number of 1792, but it was 1757

Background information furnished by:
Lincoln-Mercury Division
Ford Motor Company
Telephone -
Dearborn, Mich., LUzon 2-3000, Ext. 5338
Washington, D. C., MEtropolitan 8-6040

WASHINGTON, D. C. -- The new custom Presidential Continental which Ford Motor Company has consigned to the White House automotive fleet has a heritage that goes back more than half a century.

William Howard Taft, whose administration began in 1909, is credited with approving the first official auto fleet for White House staff and Secret Service use. In fact, the credit rightly may belong to Mrs. Taft who received a Pierce-Arrow just before the inauguration.

The practice of maintaining a White House fleet of loaned, leased or purchased automobiles continued through the terms of Presidents Wilson, Harding, Coolidge, Hoover, Roosevelt, Truman and Eisenhower and into President Kennedy's administration.

Automobiles, however, were not complete strangers to chief executives even before Taft. Documents collected by the Automobile Manufacturers Association indicate President McKinley "varied his usual program by a little spin in an automobile" on July 13, 1901 -- the first U. S. President to try out a motor vehicle while in office.

McKinley's sudden successor, President Theodore Roosevelt, preferred a horse he could ride but the "Rough Rider" did appreciate the practicality of the motor car and occasionally called upon one for official, pleasure and campaigning use. The Secret Service had a White Steamer in the latter years of Theodore Roosevelt's term, but tradition has it that "T. R." never took kindly to cars.

Therefore, it was up to President Taft to "clean out" the White House stables and replace the horses and carriages with autos. Even so, it was not for another decade that the switch was completed and the auto replaced the traditional "carriage and four" in the inaugural ceremony for Warren G. Harding in 1921.

When President Taft discarded the old White Steamer, the Pierce-Arrow began a long era -- 17 years or so -- as the make in official favor. Then, President Coolidge reportedly switched to a Lincoln car because he liked the late Henry Ford. In more recent years, a number of manufacturers have been represented in the official auto fleet.

However, predecessor-models of the new Presidential Continental were used extensively by presidents in the last 20 years.

A specially-built 1939 Lincoln leased by Ford Motor Company to the Government for use by President Franklin D. Roosevelt became one of America's most famous automobiles, known as the "Sunshine Special."

In use for 11 years and driven about 55,000 miles, the "Sunshine" Lincoln convertible was transported throughout the world and probably carried more world-famous celebrities than any other car. The six-foot-high, 9,300-pound veteran, still mechanically perfect, was retired after 11 years in 1950 only because of its old-style appearance.

The "Sunshine Special" and other vehicles of its vintage were replaced by a series of oversized 1950 Lincolns leased to the White House by Ford. One of these Lincolns, a black touring car, was returned to Dearborn in 1954 to be revamped with a specially built plexiglass roof.

President Eisenhower suggested the clear pastic roof after experiences in rainy weather when the regular convertible-type roof had to be used. Crowds frequently braved bad weather only to have the President not see nor be seen on such occasions.

"Bubble-top" now has logged more than 100,000 driving miles in addition to more than 50,000 by air and thousands more by boat. It has been on or over all the oceans of the world and, according to White House staff members, it has never broken down nor missed a trip.

When "bubble-top" was made available to Queen Elizabeth during her U. S. visit two years ago, the Queen was startled to learn there were not several duplicated since the car always was waiting for her use on arrivals in every city. Despite its world travels, this car has been specially familiar in Washington and was used last January by John F. Kennedy for the ride down Pennsylvania avenue to his inauguration ceremony.

"Bubble-top," like the "Sunshine Special" when retired, still is in good running condition but is giving way to progress in automobile engineering.

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Mechanics, metal artisans, upholsters, leather cutters, painters, pattern makers, tool makers, a jewelry maker, electricians, steel shapers and many other artisans and craftsmen helped produce the new Presidential Continental.

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The metallic navy blue exterior color brightens the appearance of the car in the daylight, but appears to be a shiny black at night.

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Production of the Presidential Continental began March 3, 1961. The car was delivered to Ford Motor Company for final engineering tests on May 20 and shipped to the White House early in June. The start-up date was preceded by some four years of planning and discussion with the Secret Service and by six months of detailed consultation among Secret Service staff members, Lincoln-Mercury Division product planning personnel, company stylists and engineers, and representatives of the Hess & Eisenhardt firm.

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Hess & Eisenhardt, Cincinnati, O., custom body firm, is one of the nation's oldest custom car builders. For the last 85 years, the firm has built custom vehicles for American and international dignitaries, including Presidents and Kings and Queens. The firm regards the new Presidential Continental as their most extensive and complex undertaking of the last decade.

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Two separate air conditioning units make the car the first fully air conditioned Presidential limousine in history.

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The Presidential Continental is the first White House limousine with a fully transparent roof. The transparent section of the 1950 "bubble-top" Lincoln covered only the rear seat.

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The convertible fabric top and the six piece transparent plastic roof have special bags and covers which are stored in the trunk when not in use.

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"Top hat dignity" was the first consideration when the passenger compartment dimensions were measured. Three can sit comfortably on the full-width back seat with adequate headroom regardless of the type of roof used.

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Hundreds of miles of driving at "parade pace" called for an unusually smooth transmission, uninterrupted power flow and a special fuel pump.

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Installation of extra equipment complicated design in several areas. The passenger compartment radio would fit only in an upside-down position with the push buttons on the top. A method was devised to reverse the circuits and the problem was solved.

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The unitized body of the 1961 Lincoln Continental convertible was literally cut in half to lengthen the car to meet the required dimensions of the passengers and trunk compartments. Half- and quarter-inch steel plates were added to the full length of the rocker panels. Two floor cross members and additional steel plating were added to the front and rear side rails. The heavy dash panel required reinforced attachments at the side rails. The car is as structurally rigid at all locations as a regular production sedan and more so in some areas.

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Special body sections were hammered out from Kirksite dies made at Hess & Eisenhardt. Special jigs were built to exact tolerances for the metal roof panels, the transparent roof sections and many other parts of the car.

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Heavy-duty use was written into the specifications of all chassis components. Drive shaft components were redesigned and reinforced. Flared aluminum brake drums were used in the front and rear. Special shafts were used for the bearings and rear axle.

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Pre-delivery tests included wind tunnel testing, a cold room check, durability runs over extremely rough roads, an electrical systems check for the many power accessories, water tests and a final instrumentation check. Many of the tests were performed on an around-the-clock basis.

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WASHINGTON, D. C. -- A new custom Presidential Continental built by Ford Motor Company has been delivered to the White House Secret Service staff for use by the President.

The automobile replaces the 11-year-old "bubble-top" Lincoln which was used by three presidents in traveling more than 100,000 miles in the United States and abroad. Delivery of the new Presidential Continental is the culmination of four years of planning and discussion with the Secret Service.

The navy blue limousine has more specially designed features and accessories than any automobile ever used for official duties at the White House.

Major innovations include a series of roof combinations, a rear seat that can be raised and lowered automatically, retractable foot stands for Secret Service men, two two-way radio telephones and a master control panel for power accessories.

The President can ride in the car in the open air, either sitting or standing. Assuring protection in all types of weather and for various conditions, the President also can ride under a metal roof, a transparent plastic roof or a convertible top.

The car, which is more than 21 feet in overall length, is an elongated version of the 1961 Lincoln Continental convertible. It was designed by Ford Motor Company technicians in cooperation with Hess & Eisenhardt, a custom-body firm in Cincinnati, O.

The car is divided into two compartments with a power-operated, sliding-glass partition separating the driver compartment from the passengers. The rear passenger area includes two folding jump seats and a back seat that can accommodate comfortably three people.

A unique feature of the car is the power-operated back seat which can be raised to a height of 10-1/2 inches from the floor when the rear roof section is removed. The adjustable seat, which has foot steps for maximum comfort, permits the President to be seen easily even though seated.

If the President chooses to stand during a parade he can support himself by means of a metal railing located over the mid-section of the car.

The rear seat can be illuminated with a non-glaring flood-light. Reading lights are in the rear corners of the metal roof.

Both the driver and passenger compartments have two-way radio telephones, heaters and air conditioning units.

The interior of the car is outfitted in light and dark blue leather. The passenger compartment floor is covered with mouton carpet. Two lap robes, each embroidered with the Presidential Seal, blend into the trim panel styling of the rear doors.

The car has a wide variety of roof combinations in metal, transparent plastic and convertible fabric. Combinations of each can be used interchangeably; or without any roof sections the car becomes an open air convertible.

The lightweight-metal, black formal roof comes in two sections. From the center pillar to the rear the roof has a black polished covering with a small rectangular rear window. The front section has a brushed-metal finish. When the car is transported outside the Washington area the roof is crated separately.

The transparent plastic roof has six sections, each of which is removable. A black convertible top comes in three sections. Both of these roofs can be stored in the trunk.

There are two foot stands on each side of the car which retract automatically under the car when not in use by Secret Service men. Handles are concealed in the body lines.

At the rear of the car is a Continental spare tire design which is partially recessed into the trunk lid. Two additional foot stands are built into the rear bumper. Detachable grip handles can be mounted into the trunk lid area.

Flagstaffs on each front fender are illuminated by remote-controlled spotlights at night. Two flashing red lights are recessed in front bumper guards.

Other "built-in" accessories include a radio, emergency light, a fire extinguisher, an automatic trunk lid, a first aid kit, a siren and special storage compartments. Power accessories are controlled by the driver who has a console unit on the dashboard with individual switches.

The car is 41 inches longer and three and one-half inches higher than the 1961 Lincoln Continental model. The wheelbase is 33 inches longer.

The car is powered by a standard Lincoln Continental 430-cubic-inch engine. A short turning diameter and power steering make the Presidential Continental easy to maneuver in close quarters. Heavy duty parts are used on many of the chassis components such as suspension and springs. Structural supports have been strengthened considerably for durability and riding comfort on virtually any of the world's roads.

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	<u>Presidential Continental</u>	<u>1961 Lincoln Continental</u>
Overall length	253.7 inches	212.4 inches
Overall height	57.0 inches	53.7 inches
Overall width	78.6 inches	78.6 inches
Wheelbase	156.0 inches	123.0 inches
Hood length	62.2 inches	62.2 inches
Front tread	63.2 inches	62.1 inches
Rear tread	61.1 inches	61.0 inches
Tire size	8.90 x 15	9 x 14
Curb weight	7822 pounds	5075 pounds
Ground clearance	7.7 inches	5.7 inches


3408



HESS & EISENHARDT
A history of achievement
since 1876

“Beautiful lines, Mr. Eisenhardt!” “Positively, Mr. Hess!”

or, how a small local firm produces the world's finest ambulances, hearses, and custom car bodies.



Mr. Willard C. Hess and Mr. Charles A. Eisenhardt, Jr.

A Rossmoyne, Ohio, firm is living proof that a small personalized business can work side by side with industrial giants and still win world fame on its own.

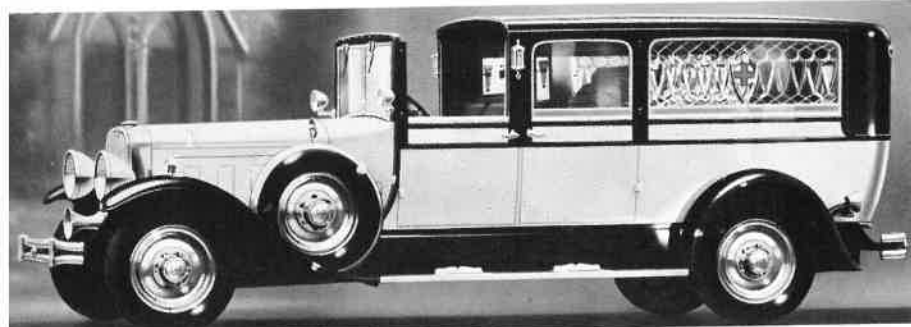
The Hess & Eisenhardt Co., Blue Ash Road, often called a "Detroit in Miniature" or a "Detroit for VIPs," is small by comparison with the huge automobile plants. Yet, this company of only 130 employees is world renown for its ambulances, hearses, and custom cars, made for presidents, royalty, and even sheiks.

Ever since the days of the surreys with the fringe on top, it has managed to turn out an impressive number of "firsts" for a company in the auto-

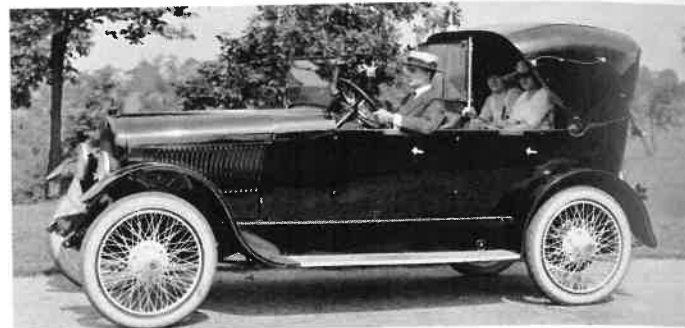
mobile business.

It is the world's oldest builder of ambulances and funeral cars, which are still its "bread and butter" line. In 1937, it marketed the first air-conditioned ambulance built in America and leads the way in this country in the ambulance field today by building ambulances in three sizes for one, two, and four patients. And, it is the only company in America that can start from word specifications to custom build a car from the bottom up.

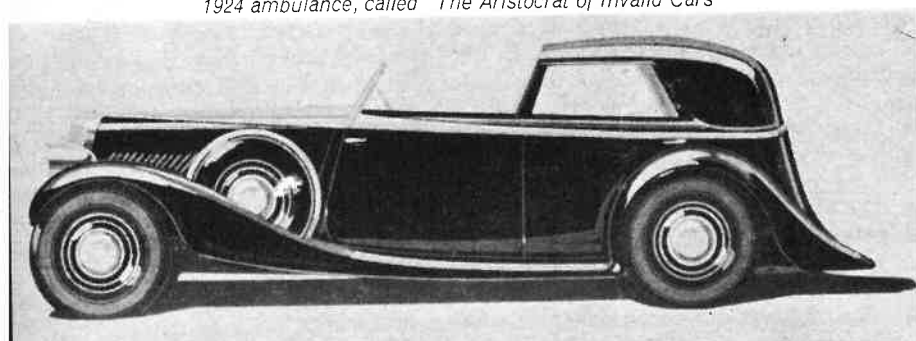
The story behind these achievements is a story of a company founded on the word quality and maintained by the involvement of two families who have helped to make it great.



1924 ambulance, called "The Aristocrat of Invalid Cars"



1919 Sayers-6 Sedan was early S&S product



Early Darrin design featured first under-cowl steering



Graceful line of Packard came from Darrin via H&E



1966 Lincoln was designed for the president of Ghana



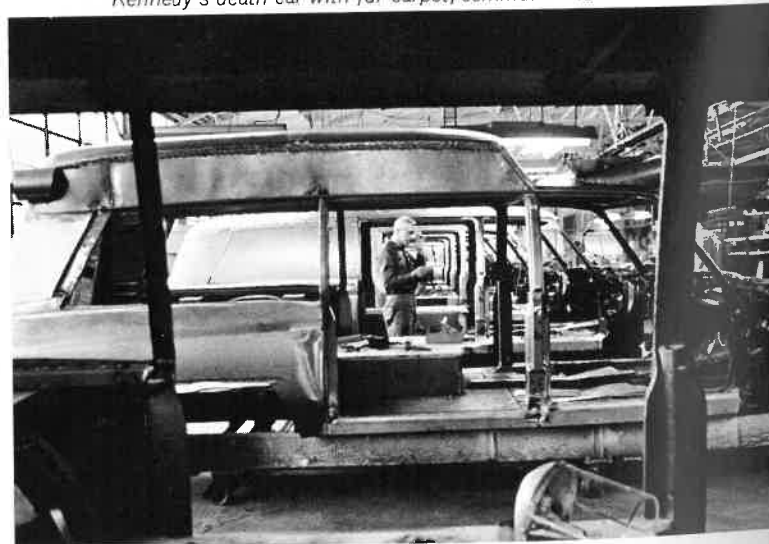
Kennedy's death car with fur carpet, communications console



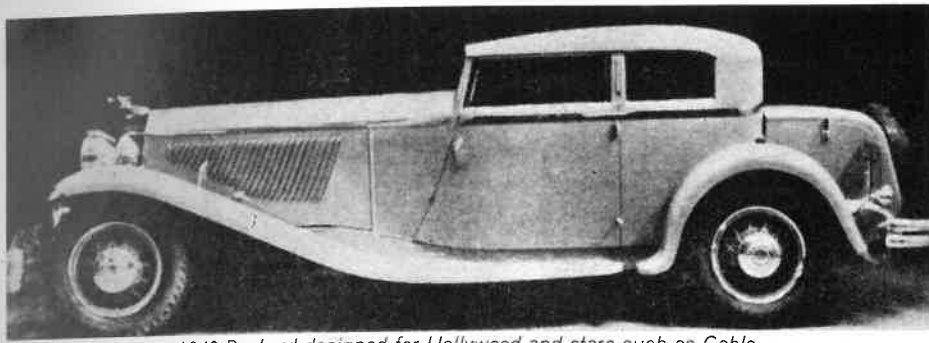
President Eisenhower's car at White House



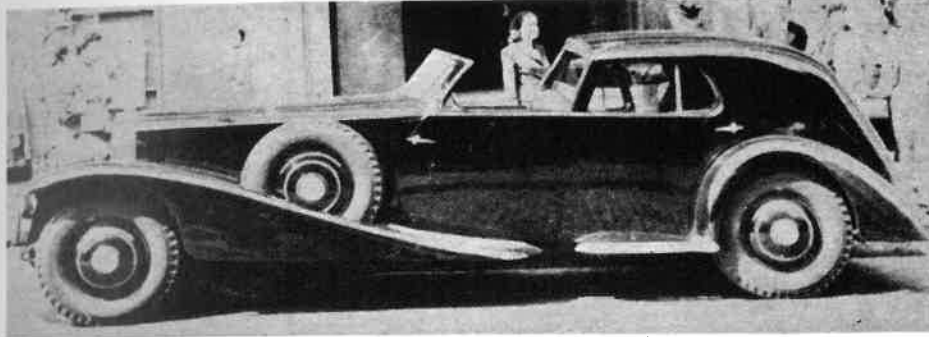
Mercury Astron, designed for Ford, with phototropic roof



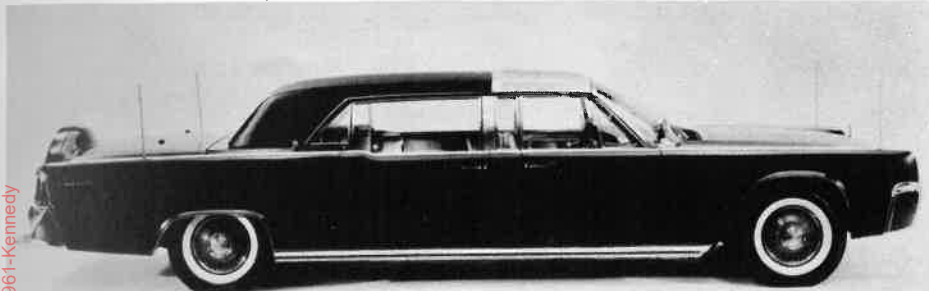
As many as 40 cars are on H&E body line at one time



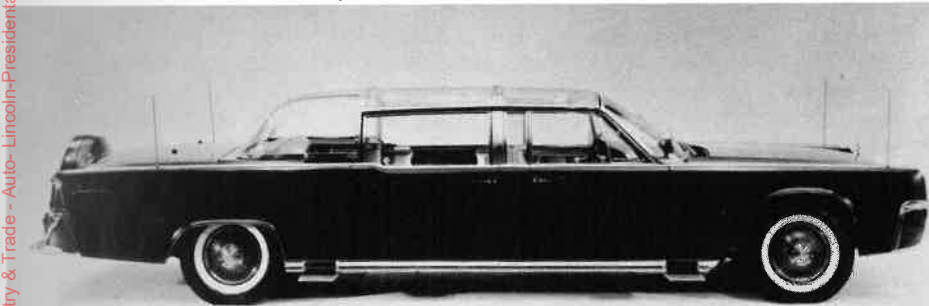
1940 Packard designed for Hollywood and stars such as Gable



Unadorned beauty of Rolls-Royce was produced for Countess Di Frasso



Presidential Lincoln by H&E can go from a formal limousine to open top



Plastic top is another option on the presidential car



1968 professional, 4-patient ambulance

The firm began building carriages in 1876 as the Sayers and Scovill Co., using the trademark S & S. In 1891, the partners hired two office boys, Emil Hess and Charles A. Eisenhardt, Sr. Right from the start, it was destined that the two would have much in common over the years. Both had fathers who came from Germany. Each had a son who would enter and become head of the business. Each would remain a leader in the business for the rest of his life. Each died in his 80's.

Each man advanced from one position to another in the company. C. A. Eisenhardt, Sr. became sales director and advertising manager and Emil Hess rose to be general manager.

Hess and Eisenhardt brought their sons into the business in 1930, and the careers of both sons paralleled those of their fathers. Willard C. Hess followed his father's footsteps in the fields of engineering and manufacturing, and Charles A. Eisenhardt, Jr. followed his father in the fields of sales and advertising. Today, W. C. Hess (or Bill, as he is better known) is president of the company and C. A. Eisenhardt, Jr. is chairman of the board.

The majority of the cars put out remain ambulances and hearses, but the rest are custom or semi-custom cars. They continue to use the S & S trademark for their professional vehicles (ambulances, hearses, flower cars etc.) but assign the Hess & Eisenhardt name for special products and the custom body business.

These special jobs or custom cars provide the most fascinating field to the onlooker and the most challenging demands to management.

Made in a garage, which is kept secret for security purposes and where employees are checked both in and out, the custom cars have an aura of their own.

The Hess & Eisenhardt plant in Rossmoyne has 60,000 feet of floor space, which is more than enough for the company's highly skilled employees to turn out about ten pure custom cars a year and twenty-five semi-custom cars a year. Custom automobile building is not a production line operation. Each job is different, and each car rolling out of the plant is different.

Using mostly Cadillac and Lincoln chassis, the custom cars take three to four years to build. In that period of time, a code is used on all correspondence and drawings to designate the particular car. Thus, the car goes through the plant on a project code name without identifying the customer and usually not more than two persons in the plant know who the car is for. Code names used have been "Iceberg," "Greenland," "Air Scoop," and, for the up-dating of the Kennedy presidential car to make it safe for President John-

Hess & Eisenhardt *cont.*

son — "D2 Quick Fix."

Some custom cars turned out by the company have not been highly publicized, whereas, others have achieved world renown. Some of the lesser known ones are the \$225,000 mobile color television studio which often travels with the President on his trips out of the country and the 1967 Mercury Astronwhich, which has a photochromic glass roof that is sensitive to light — making sun shades and sun glasses unnecessary. It also has a new concept of automotive steering called "Wrist Twist" in which the total steering wheel has been eliminated and small hand wheels set up for each hand.

The entire front of a Thunderbird was remodeled for a Coco Cola executive who had an eye deficiency and required a flat windshield made to his optical specifications.

A hunt car for the Quien Sabe Ranch in Texas was built at the price of \$14,000. This car featured a carpeted floor, interior in white leather, gun rack, seats on the front fenders, two-way radio communication system to the ranch house, refrigerator, fold-down front windshield, and power driven sunshine roof.

The most recent custom car turned out of its guarded garage was the \$47,000 Lincoln Continental armored limousine ordered in 1965 by Kwame Nkrumah. Nkrumah never got to use the car, however, since he was ousted as president of Ghana and the car was finally sold by the new government for \$25,000 to the President of Greece.

Another foreign customer was King Ibn Saud, King of Saudi Arabia, who ordered a fleet of twenty Cadillac limousines to carry his harem over the desert sands. The automobiles cost a quarter of a million dollars and were presented to the king as a gift from the Arabian-American Oil Co. Each car accommodated six wives on two full rear seats, plus a chauffeur and attendant in front. All windows in the passenger compartments, including the partitions between the front and rear, were of mirror glass to let the girls see out but to keep every Ali, Abdul, and Abbasher from looking in.

The Lincoln made for Queen Elizabeth II on her first trip to Canada was another car of note. Victorian in type, it featured a stationary roof over the driver's compartment and a convertible roof over the passenger compartment, making it the only one of its kind ever produced in modern time. The rear seat was divided in half but the halves abutted each other. The right half was equipped with a lifting device because, according to royal protocol, the Queen must be seated higher than the Prince Consort.

But, of all the cars made, it is the car

for the President of the United States that really puts the Rossmoyne firm to the test. Every Presidential car has certain basic requirements. They are: a very sophisticated communications system, ideal air conditioning, emergency signals, fresh-bottled water, presidential and dignitary flags, a first aid kit, umbrellas, the ability to travel as slow as 12 mph in parades and at high speeds on a moment's notice, have room for fourteen passengers, good visibility of occupants, built-in handles along the side of the car for Secret Servicemen, retractable side steps, rear bumper steps, body armoring, bullet-resistant glass, puncture-proof tires, built-in floor lights, robes, automatic door locks, a public address system, safety gas tanks, dual brakes, dual gasoline systems, and airborne hold-down hooks.

Of our presidents, Teddy Roosevelt was the first to learn to drive and William Howard Taft was the first to have an official fleet of cars at his disposal. Warren G. Harding, our 29th president, was the first president to ride in an automobile in the Inaugural Parade. Prior to this, every president rode to the White House in an open horse-drawn carriage.

The presidential limousines, after their life spans, go different places. Fords are usually donated to the foundation-operated Henry Ford Museum at Dearborn, Michigan. One former presidential car, the Lincoln "Sunshine Special," used between 1939 and 1950 by presidents FDR and Harry S. Truman, is on display in Dearborn. Used for eleven years and driven about 55,000 miles, it was retired in 1950 only because of its old style appearance. Fred Brown, local automobile dealer and antique car fancier, purchased Ike's Queen Mary from the Cadillac division of General Motors.

Of all the cars constructed by the Rossmoyne firm for presidential use, it was the Kennedy car, or "death car," that provided the company with the greatest challenge of ingenuity and technical ability.

An educated guess would set the cost of this car at \$500,000 to plan and build. The bullet-resistant windshield alone cost \$10,000. The lap robes embroidered in gold run \$475 apiece, the tires as high as \$350 to \$4,000 apiece, and dies for a set of wheel spindles at \$6,000.

Disregarding exaggerations — which seem to credit this unique vehicle with the ability to do everything but fly — the car is an intriguing piece of mobile machinery.

The car was designed by Ford Motor Co. technicians in co-operation with Hess & Eisenhardt and was built under considerable secrecy. It was not until the lap robes and a small center window etched with the Presidential emblem arrived at the firm that the workers

even knew who the car was for.

It was custom built here in 1961 to rigid Secret Service specifications, but was not bullet proofed. Before it was parked in the White House garage, it had undergone more than 2,000 miles of testing over rough roads.

After the assassination, it was almost completely revamped by H & E — making it 90 per cent new. All of the glass is now different from what it was in the beginning. Johnson rides protected by thick panels of tempered glass that will stop a .30 caliber bullet. The top with its nine combinations was changed to a bullet-resisting glass with a permanent bubble and permanently mounted center roof glass. Nearly 2,000 pounds of glass were fabricated especially for this vehicle. The center back panel is the largest bullet-resisting, deeply curved glass that has ever been produced by the glass industry.

Eisenhardt has just one word for the bubble atop the car — in price and formation — "fantastic!" The bullet-resisting glass is made of a number of layers of tempered glass. Each layer must be a perfect fit to the one next to it so it can be laminated. In bent glass, each layer has a different radius and each of these pieces is bent by hand to a form before being tempered. Eisenhardt guessed that probably 1,000 pieces of glass had to be tried before they came up with some that could be used. "It was so fantastically tedious," he said, "and so time consuming and such a costly process that a commercial value simply cannot be established for it."

Besides being changed from a deep presidential blue to a black, the car was armored and now weighs 9,800 pounds!

But, alas, the production of the true custom car is slowing considerably. As Hess puts it, "The \$15,000, \$20,000, and \$25,000 ego creations of the lush days are few and far apart. The speed of progress and our national economics have halted the custom body buying." Said Hess, who calls GM and Ford officials by their first names, "The true custom car business has declined with the improved standard cars and with the introduction of custom production models such as Cadillac Eldorado, Chrysler 300, Chrysler LeBaron, Lincoln Continental etc.

"As long as there is a desire of a few who want to glamorize their cars with touches of individual desires and as long as these few people get value and satisfaction, we will continue to have a few custom customers on our books.

"The custom production cars are not fulfilling the buyer's status demands of the very special people such as public celebrities, heads of state, and the most important people of the world. The publicity and the status symbol of these

people carry a high dollar value, and their special custom car is a sound dollar investment to them."

But Hess & Eisenhardt need not worry. They turn out about three hundred ambulances, hearses, and flower cars annually and the market for ambulances is growing rapidly.

Using Cadillac chassis, their ambulances and hearses take about three months to build. These cars are noted for their trim (which is highly individualized to fit the specific job) as they are also for their high luster and the quality of the finish. The finish given all S & S cars consists of from eight to thirteen coats of paint. These service cars are built separately, as are the special jobs, to fit the individual requirements of the customer.

Their ambulance of today is a far cry from the very first ambulance they put out in 1890. This old ambulance had only one lantern, a stretcher for the patient, and two very crude attendant seats which were really nothing but padded boards which flopped down from the wall.

Today's ambulance features a closed car with a commercial size oxygen tank that has a seven to eight hour supply. This is piped from the tank to the patient's compartment. They have an abundance of space inside for the attendant to move about with ease, as well as rear compartment air conditioning, full medicine cabinets, roof lights, room for one to four patients, and a two-way radio.

Essentially, H & E officials feel "an ambulance is more than just transportation — it is a pre-hospital emergency room and, when life is in your hands, it's what can be done on the way to the hospital that counts most."

But these men are not content to sit upon their laurels. Knowing that their firm built the first ambulance in the world and has done more work collectively today in building sophisticated ambulance equipment than anyone else in the field is not enough. They envision the ambulance of the future and intend to take the lead to bring it about.

At the moment, Eisenhardt and Dr. Joseph Lindner, Jr., assistant dean of the University of Cincinnati Medical College, are forming the Hamilton County Council for emergency medical service. They are hoping, over a period of years, to change the picture of ambulances and ambulance service completely. The Medical College at UC is now in the process of putting together a course of training that would produce a physician especially trained for the administration of an emergency room. As it is now, a nurse is often the only one on duty and she has to go to look for the doctor who is on emergency room service.

They hope to make Hamilton County a test area before establishing similar systems all over the country. In the system, there will be a partial use of helicopters for the times when a vehicle can't get to the scene of an accident. The ambulance itself will change to accommodate equipment needed for this and new patient handling facilities.

Eisenhardt reasons, "Our police and fire departments are up to date here in Cincinnati. But, isn't a human life more important to save than a building? Buildings can be replaced—human beings cannot."

Here is how the system will function: A person will be able to dial 911 in the future and a very sophisticated ambulance will come — manned by highly-trained personnel. A closed circuit TV camera would be focused on the ambulance patient. The picture would appear on the monitoring screen in the emergency room of the hospital, and the doctor stationed there would be in voice communication with the ambulance and be able to watch the ambulance scene. He would then prescribe the course of the patient's needs at that time.

The ambulance crew will be able to attach to the patient a transmitter that will, via telemetry, transmit the patient's body temperature, pulse, electrocardiograph pattern, respiratory rate, etc. to the monitor's station in the hospital. The emergency room doctor will read these things and tell the ambulance crew about any other services which should be performed.

While the ambulance is going to the hospital, the doctor will be summoning from the hospital staff the specialists he needs for the emergency treatment. The hospital crew will be ready then to work on the patient as soon as he arrives at the hospital.

But, in spite of its old and current honors and great plans for the future, can this unique small business survive in the day of industrial giants?

This is Bill Hess's answer: "We believe that the future of small business is not gone — that it is available to small organizations, but it requires a higher degree of technology — both of science and business — to be successful these days.

"We also believe that if you have a small business, you have to have something unusual to offer. If you are only offering the volume item of service or merchandise, it is difficult to compete with the high-volume, large company. If you are a quality producer, every element of your company, product, and organization must be geared to quality."

And, it is this very substance — quality — that has made the Hess & Eisenhardt Company great.

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IMMEDIATE RELEASE

WASHINGTON, D. C. -- Newly modified, the Presidential Continental limousine built by Ford Motor Company has been returned to the White House for use by President Lyndon B. Johnson.

Although it has been almost completely rebuilt, the custom version of a 1961 Lincoln Continental retains virtually the same appearance as it did when it originally was delivered to President John F. Kennedy in the spring of 1961.

It is the latest version of a long line of Lincoln limousines which have served the White House since the term of President Calvin Coolidge.

The revamped Presidential Continental features a new, high performance V-8 Lincoln engine, new heavy-duty transmission, and heavy duty suspension, steering, brakes, axle, and tires.

The Continental will feature a clear glass enclosure over the rear passenger compartment. This will allow full visibility of the occupants while providing them with maximum protection.

A black detachable cover for the glass top of the Presidential Continental will provide occupants with complete limousine-type privacy when desired. The interior of the car has been updated with "biscuit-scheme" trim for the rear passenger seat, a center arm rest, and a reading light on a flexible mounting attached to the rear shelf panel.

The alterations to the car were accomplished by Ford Motor Company in Dearborn, Mich., and by Hess & Eisenhardt, Cincinnati, O., custom-body firm which assisted in construction of the car in 1961.

Revamping of White House limousines has been the rule rather than the exception. The "Sunshine Special," 1939 model Lincoln convertible limousine which

served President Franklin D. Roosevelt, was returned to Dearborn at the beginning of World War II and was rebuilt.

The 1950 Presidential Lincoln, built for President Harry S. Truman, was returned in 1954 at the request of President Dwight D. Eisenhower for the addition of the plastic top which earned it the nickname of "Bubbletop."

Changes in the current Presidential Continental were performed according to Secret Service specifications.

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