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SUPERIOR



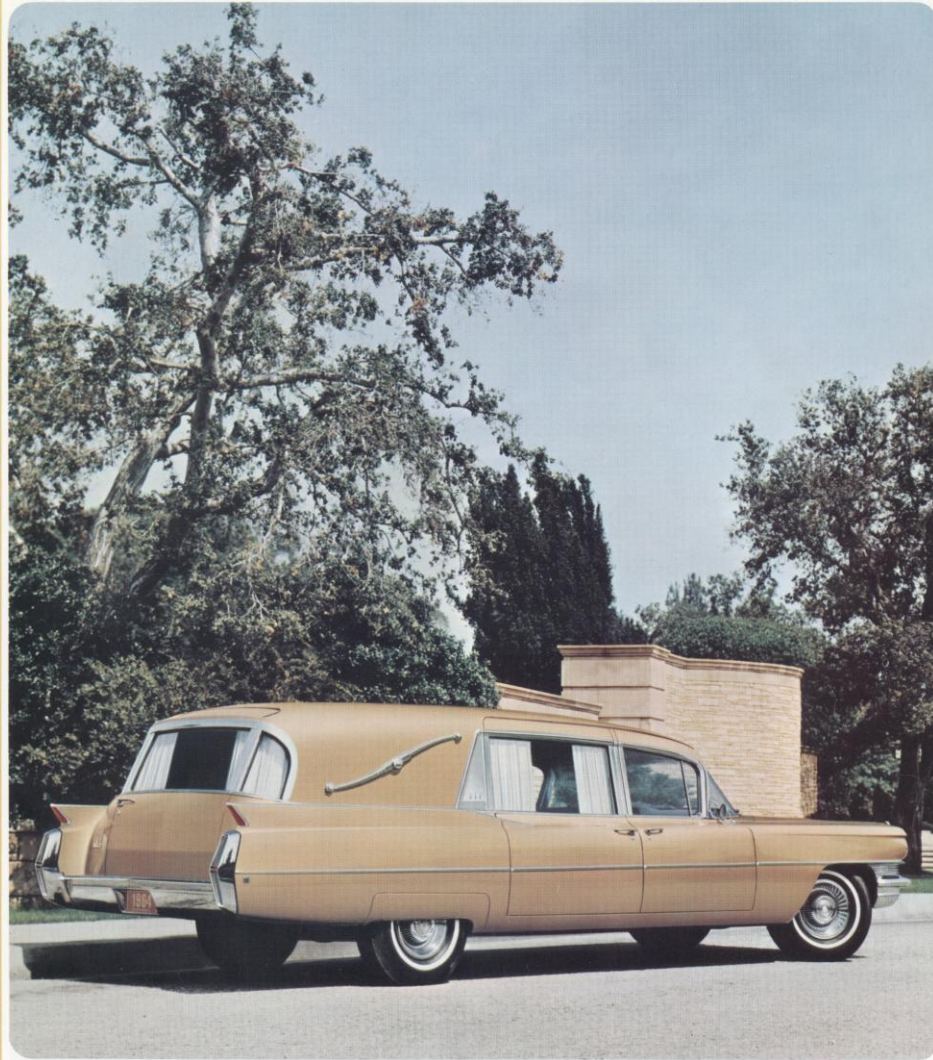


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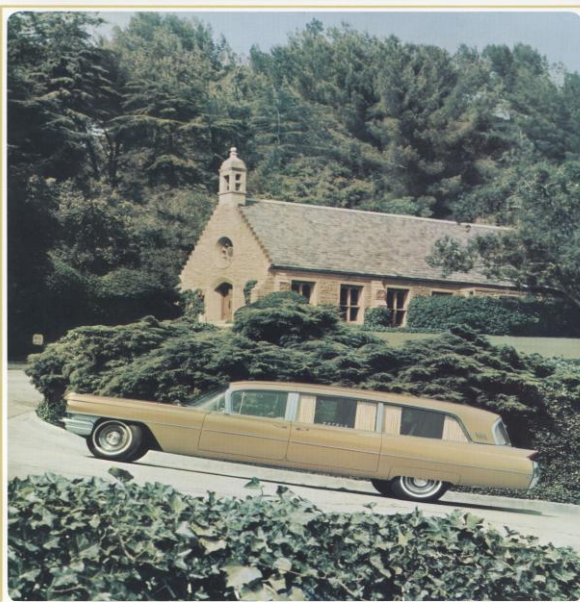
SUPERIOR

everything
you want in a
professional
coach





1964 Superior Royale Series



Superior Royale Limousine Color: Superior Bronze Lanthorn

1964 Superior
Royale
 on Cadillac chassis

Which comes first? Is it professional success or Superior ownership? Who can say, for the purchase of a new Superior coach both announce a new step forward for your firm and confirms a position of public esteem you have long held in your community. • You can see why in this new Superior Royale series. Notice the elegant new treatment of the rear quarter panel above the lowered Cadillac tail fin. It is unmistakably the latest in coach design, yet undeniably correct for professional service. • Let a Superior Royale for 1964 both announce and confirm your professional leadership.

Superior Royale Coupe de Ville





The desire for perfection that motivates Superior stylists and craftsmen is nowhere more evident than in the interiors of the Royale series. This Royale combination coach interior attests to their talent and achievement. Wherever the eye falls, it finds a pleasing color and design motif. And so practical are Superior reversible rollers, so comfortable are Superior Fold-N-Floor attendant seats, and so convenient are Superior cabinets and compartments.

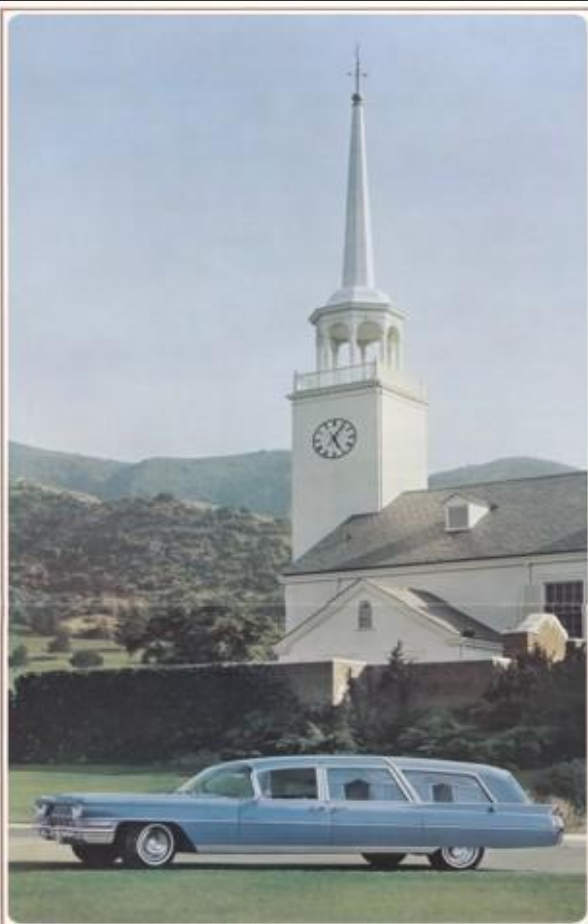
 Superior Coach Corporation • Lima, Ohio



Photographed at Forest Lawn Memorial Park, Glendale, California.



1964 Superior Crown Sovereign Series




 1964 Superior
Crown Sovereign
 on Cadillac chassis

in your service. The funeral director serves his public in two ways. The first is through the personal service rendered by himself and his staff. The second is in the service rendered by his equipment. This is why funeral directors often advise the ones who stand behind in their profession with a coach from the Crown Sovereign series. • Just as a man may show an extra measure of thoughtfulness in carrying out his professional duties, a Crown Sovereign will reveal an extra measure of elegance in his automotive equipment. Such elegance is available to you in the coach's high-chrome steel body, aluminum upholstered rear quarter and striking new Cadillac grille. • It's all the more exciting to own!





Underneath the gleaming ornamental roof bow which gracefully arches over the Crown Sovereign coach, there is an interior of unequalled elegance. As seen in this side service coach from the Crown Sovereign series, such elegance adds a special note of distinction to your professional service. Examine Superior interior styling carefully, for it will open your eyes to the unique measure of value you enjoy only with Superior.

 Superior Coach Corporation • Lima, Ohio



Photographed at Forest Lawn Memorial Park, Hollywood, California.



1964 Superior Crown Royale Series




1964 Superior
**Crown
Royale**
on Cadillac chassis

Not a moment to lose. There is a moment when a leader is being looked for all eyes fall upon your coach. That moment will be retained in the minds of those present as one of special emotion and significance. Or it will be lost as unimportant. The appearance of your coach may well make the difference. ■ To serve your clients with a coach from the Superior Crown Royale series is to enrich each moment beyond measure. It takes but a moment to make the graceful and secure, the elegance of Superior transportation, and the superbly coordinated Superior Cadillac styling. ■ Everyone will appreciate your selection of a Superior Crown Royale, especially the honored families you serve.



The immaculate interior of your Crown Royale coach will be a continuing source of pride to you as a Crown Royale owner. You'll take pride in its appearance, experiencing particular satisfaction from the exquisite garnishing along each side of the coach and across the partition. You'll take further pride in the practical aspects of the interior, such as the comfort of the attendant seats, the utility of the hardware, and the sense of spaciousness which characterize the rear compartment shown here. Undeniably, the Crown Royale gives its owner the last word in styling and convenience.

 Superior Coach Corporation • Lima, Ohio





1964 Superior Sovereign Series



1964 Superior Sovereign on Cadillac chassis

We expect performance. Superior easily takes two machine miles, unless a single performer wants to be as tough. With the Sovereign motor alone, for example, you can expect from a virtually unlimited choice of exterior colors and interior trim colors and materials. Any model Superior customer can custom order! • If the basically conservative styling of a Sovereign coach has caught your eye, if you like the distinctive steel wheel at the rear, and if your purchase demands the prestige of the Cadillac chassis, may we hear your true performance?

It'll show a new world of distinctive styling possibilities at the rear of the Sovereign for 1964. It'll show especially the new wheel styling and design even finer in four directions on the rear door. It'll also guarantee the ease of rear door handling and wheel loading, engineered for your convenience by Buick.

Standard Equipment Excludes: • Motor, Machine, Electrical Equipment





The quiet dignity of the classic Sovereign series is elegantly reflected in the masterful styling of Sovereign interiors. In this Sovereign landaulet, two beautifully formed lighting fixtures softly illuminate the interior from each side of the coach when the rear door is opened. Whichever trim fabrics, colors or materials you select, your Sovereign interior will be created with enviable distinction.

 Superior Coach Corporation • Lima, Ohio



Photographed at the Court of Freedom in Forest Lawn Memorial Park, Glendale, California.