



Everything new! Superior for 1965 on Cadillac chassis



Your finest choice of all

With everything new in every series and model, this could only be Superior for 1965. A whole new styling spectrum has been created to satisfy your most personal and most particular coach styling preferences. □ There's the new Royale series—as modern in styling as you can imagine. There's the new Sovereign series—expressing tradition in a totally new way. There's the new Crown Royale series—with new touches of elegance—and the new Crown Sovereign series—designed anew with more distinction than ever. There's even a new Tiara limousine making its debut within the Royale and Sovereign series, widening still further the range of Superior styling selection. □ Only Superior has ever given you a choice of styling on Cadillac chassis. Now Superior gives you the finest and fullest choice of all. See them all within these pages.





The new
Superior Royale

as modern
in styling as you
can imagine

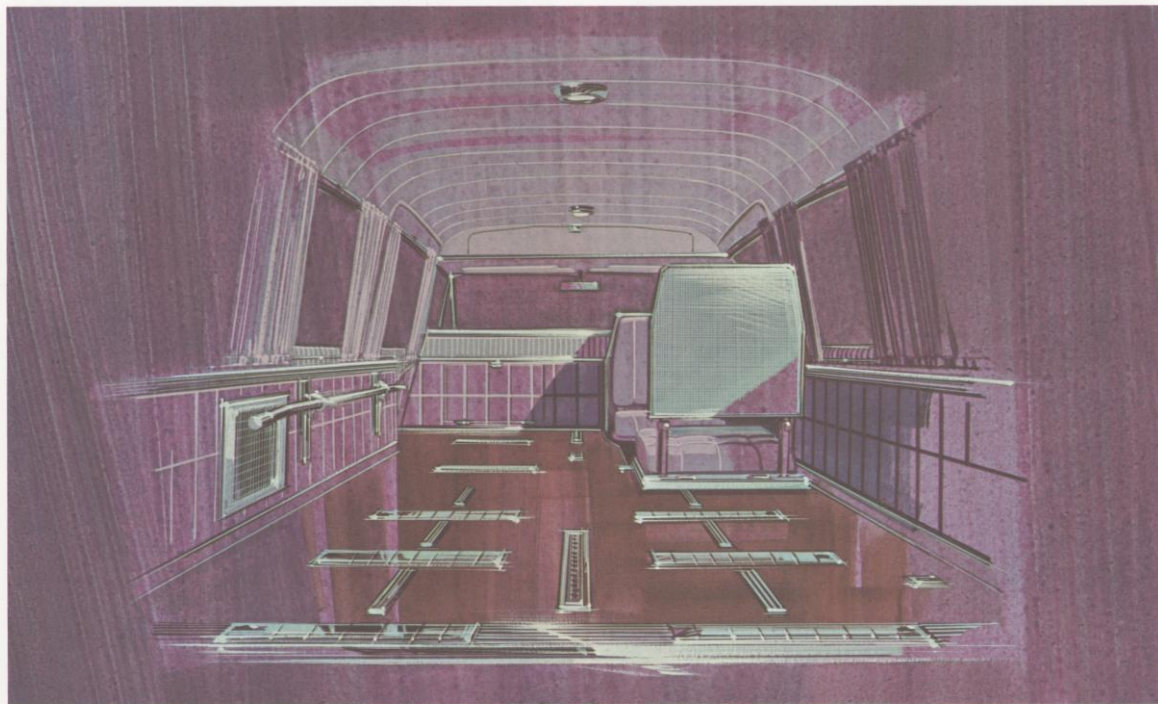
Until now, styling so advanced could be seen only in the mind's eye. Suddenly it is here to enhance your position of leadership in the public eye. From its proud new side profile to its totally new design at the rear, the Superior Royale is a triumph of the coach designer's imagination. A triumph of Superior engineering, too. □ Here you see the 1965 Superior Royale Limousine and the Royale Landau (foreground), on Cadillac chassis.

The new Superior Sovereign

expressing
tradition in a
totally
new way

For a tradition to live, it must bridge the gap between yesterday and tomorrow. With this thought Superior has recreated traditionally conservative coach styling in the new shape and form of today's Sovereign. Everything is new but the tradition itself . . . a new look at the enclosed rear quarter, new lines at the roof, new convenience throughout. In the Superior tradition, this styling will command attention and admiration far into the future. □ Illustrated are a 1965 Superior Sovereign Landaulet (left), a Sovereign Tiara Limousine (foreground) and a Sovereign Limousine with Royale rear door, all on Cadillac chassis.

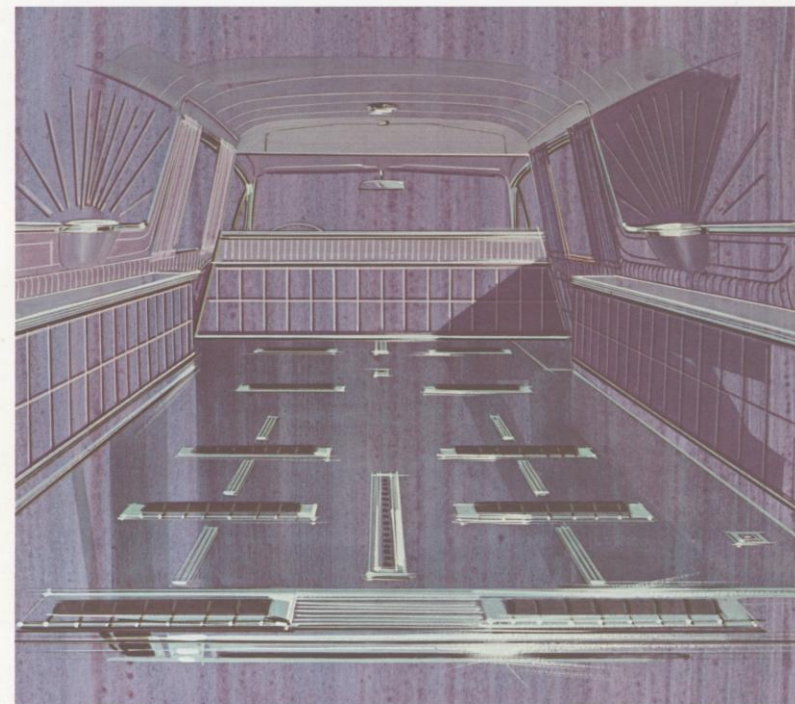




The new Superior interiors . . .

everything
new in color,
pattern and design

Your first inspection of a 1965 Superior funeral coach interior is sure to be a memorable experience. Who could soon forget such marvelous design, such uncompromising quality and such distinguished color and pattern combination? The Superior interior offers every convenience you want in a professional coach. Rear door opening for 1965 is a full $2\frac{1}{2}$ " wider than found on 1964 models, making casket loading and unloading easier than ever. The owner of a 1965 Superior will be reminded of all these things—and rewarded by them—every time he operates his coach. □ A typical Royale combination interior and Sovereign rear servicing Landau interior are presented for your inspection.





The new Superior Crown Royale...with new touches of elegance everywhere you look

The carefully wrought ornamentation of the rear quarter, the gleaming bright-work at the rear fender, the distinctive chrome trim extending up and over the roof . . . everywhere new Crown Royale styling reveals the added touches of elegance which the discriminating funeral director seeks. But that's not all

one finds with Superior. There's more, including more luxurious interiors, more painstaking attention to detail, and more advanced styling than any other coach can offer. □ Choose the 1965 Superior Crown Royale Landauet (illustrated at the left) or the Crown Royale Limousine on Cadillac chassis.

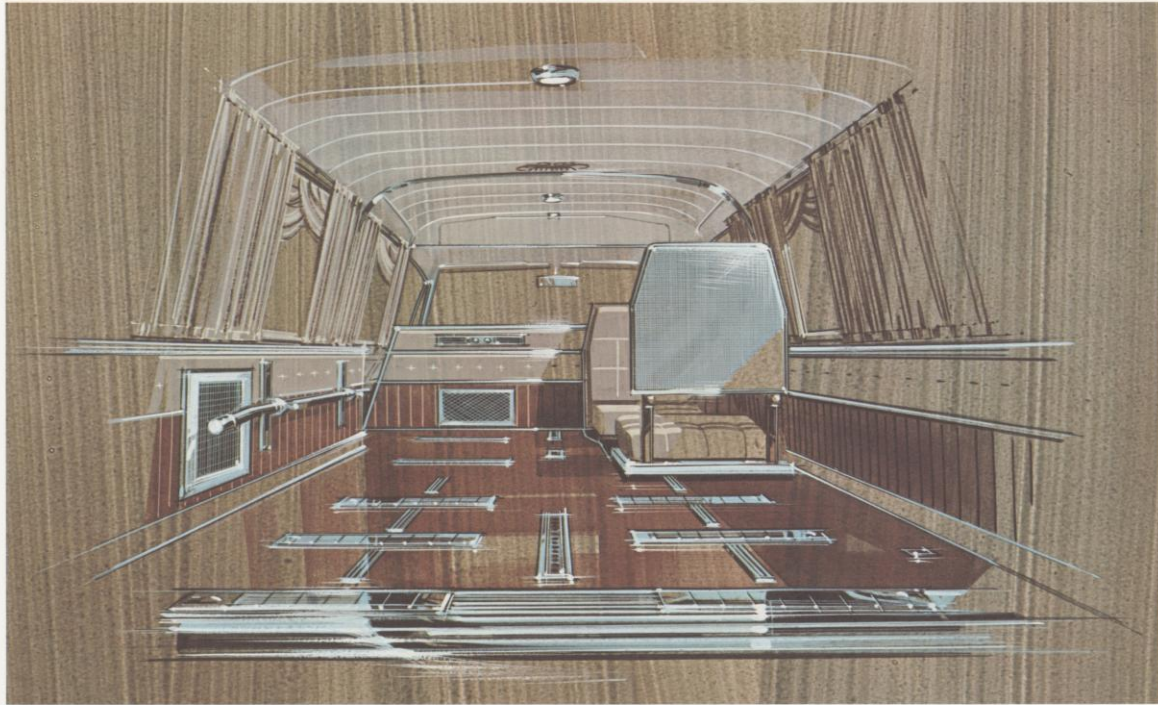


The 1965 Superior Crown Sovereign sets the stage for a new era of excellence in professional coach styling. It also holds the center of that stage, for its perfect proportions and distinguished workmanship set new standards of coachmanship within our time. Superior has crowned this supreme achievement with a distinctive roof bow, quietly reminding one and all that the Crown Sovereign performs its role with special distinction. □ Notice this distinction in both the 1965 Superior Crown Sovereign Landaulet (foreground) and the Crown Sovereign Limousine on Cadillac chassis.

The new
Superior
Crown Sovereign

supreme
coach styling
achievement
of our time





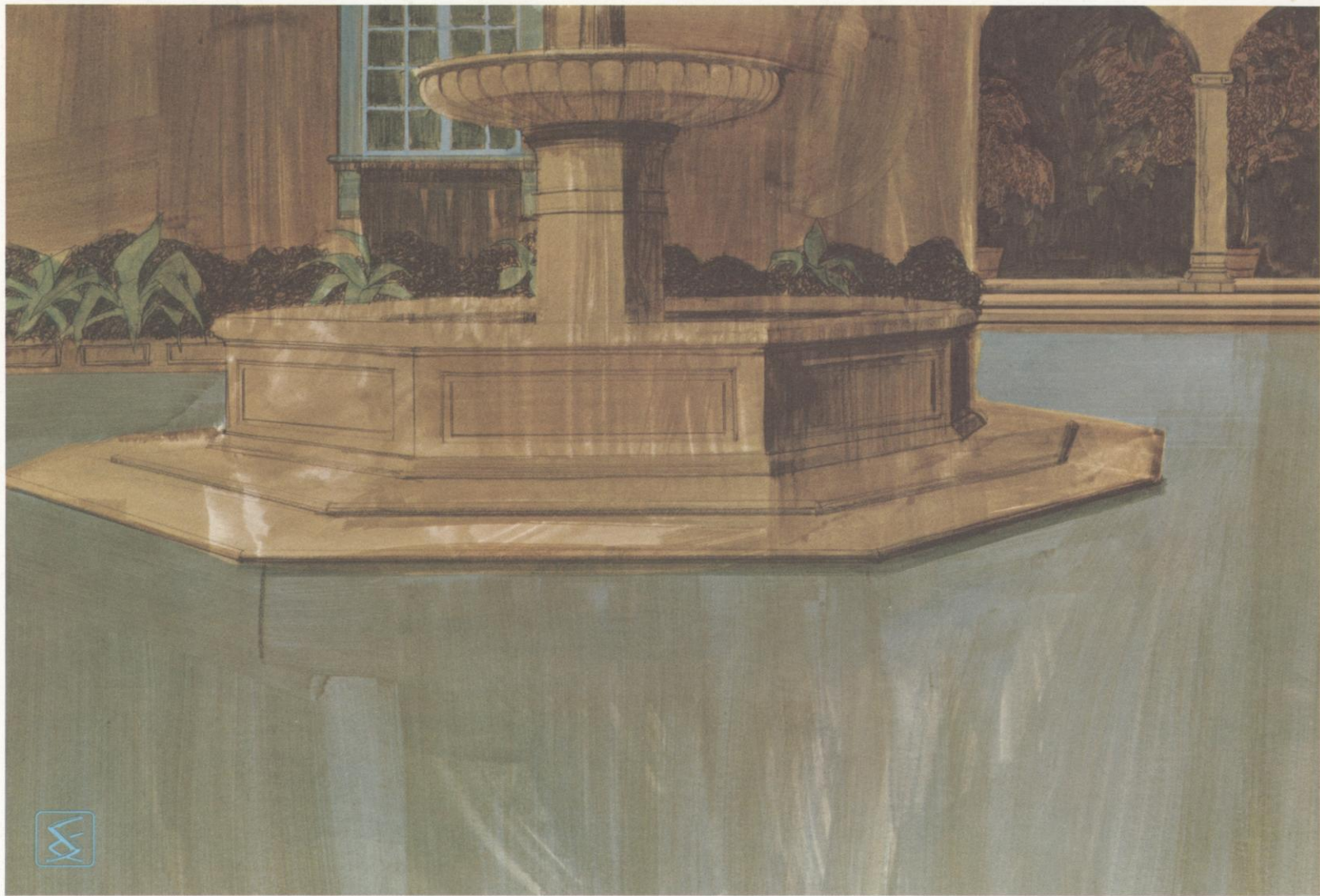
The new Superior Crown interiors

elegance that defies comparison

A fitting encore to interior styling achievements of the past, Superior Crown interiors for 1965 soar to heights of perfection never before known in the professional coach field. Fittingly marked with the symbolic crown throughout, they proudly display a magnificent richness of materials, dazzling touches of elegance, and an uncompromising concern for immaculate appearance. The discerning funeral director recognizes all this in the Superior Crown interior. And because he finds so much more with Superior, he can settle for no less. □ Shown for your inspection are representative combination limousine and side servicing landaulet interiors for Crown Royale and Crown Sovereign models.



Because Superior constantly seeks to improve its products, it is Superior's policy to incorporate new features and improvements as they are perfected. Where no deviation is anticipated in the styling, design or construction of Superior funeral coaches described herein, Superior Coach Corporation reserves the right to make changes at any time, without notice, in specifications, dimensions, prices, materials, color and equipment. White wall tires and similar extras illustrated on coaches within the pages of this catalog are available at extra cost.



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