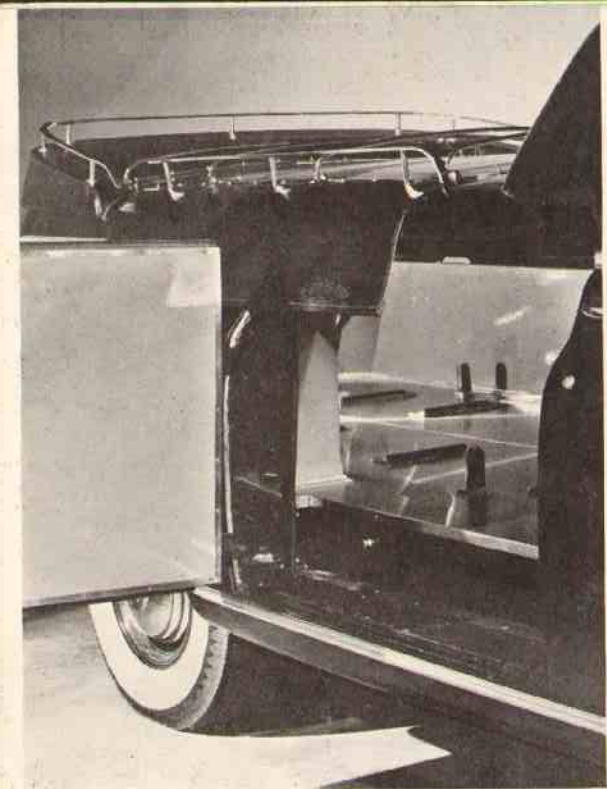


HENNEY-PACKARD FLOWER CAR

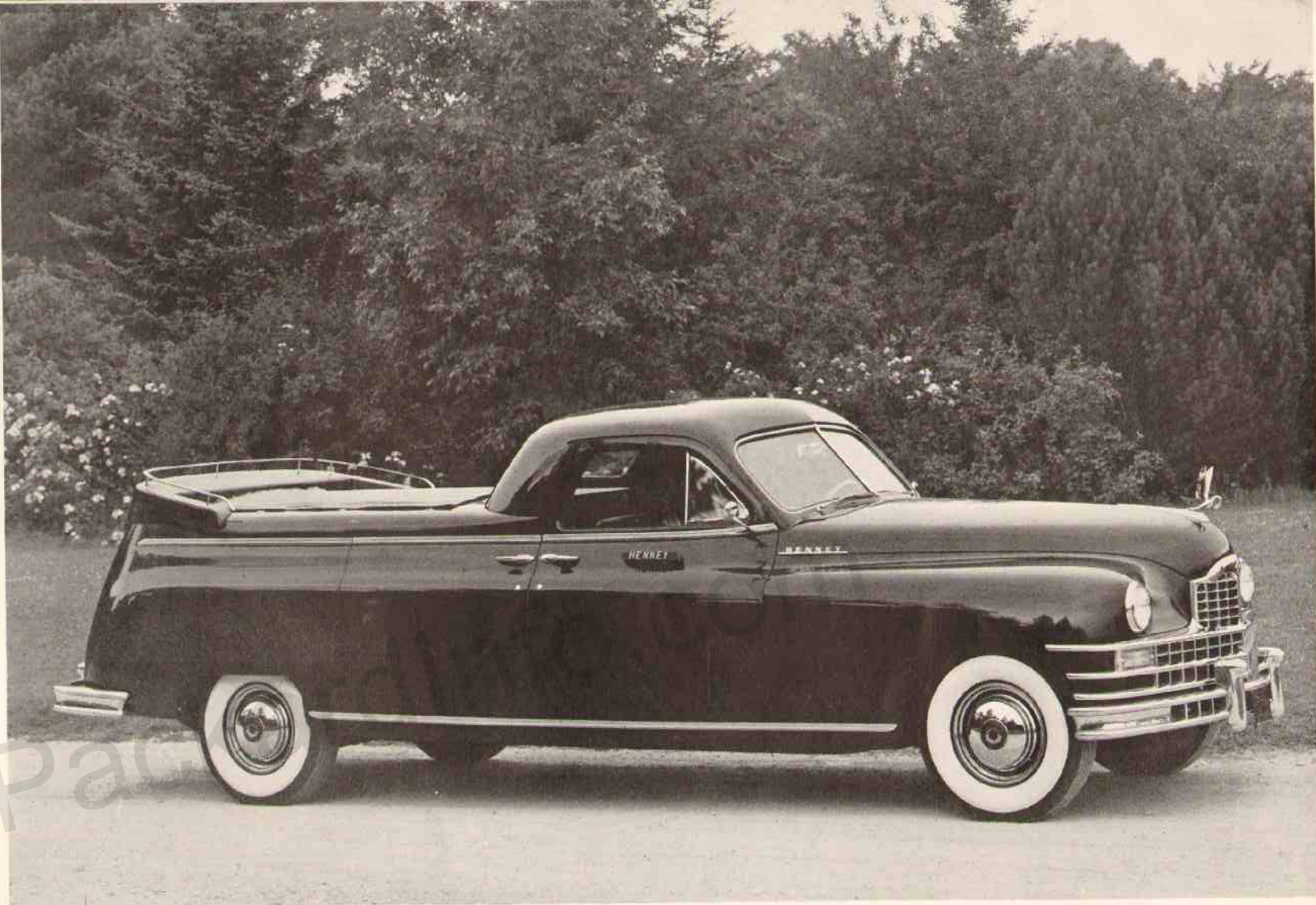
H E N N E Y M O T O R C O M P A N Y I N C .

FREEPORT, ILLINOIS, U. S. A.



*Interior view of Flower Car with side door open showing casket hardware. Note the body protection pads for use when placing flowers from side of car.*

*Illustrating angle of flower tray when adjusted to receive large floral pieces. Tray can be adjusted to any desired position.*



WITH ALL-WEATHER DECK COVER IN PLACE

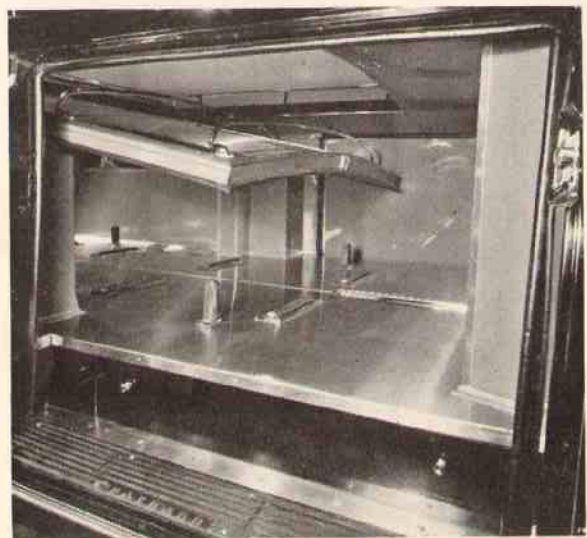
The full color illustration on the cover shows the remarkable grace and beauty of the Henney-Packard Flower Car.

Knowing that every Funeral Establishment has many uses for a general utility car we have incorporated into the Flower Car model many features that meet these needs.

On these pages we illustrate some of the most important, viz. ample room for casket or rough box, unrestricted space for chairs or paraphernalia, with finely furnished stainless steel flower deck and tempered Masonite interior paneling. The back door is vertically hinged on R.H. side, the inner panel of rear door is aluminum covered.

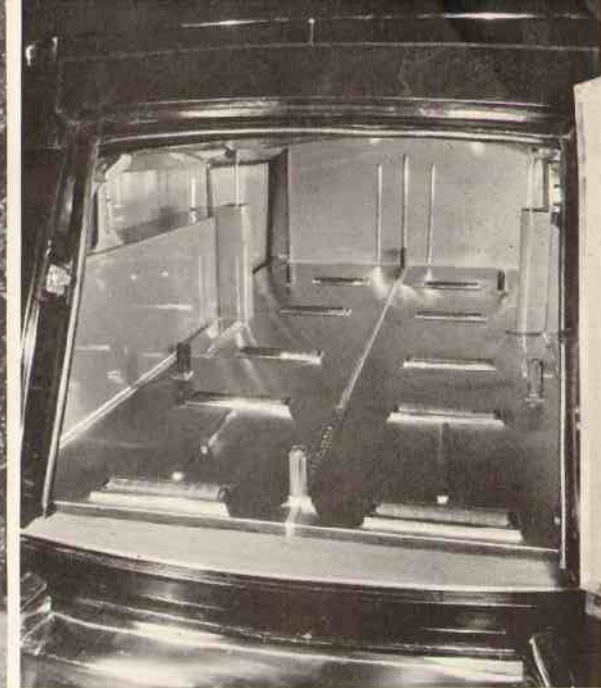
*Flower arrangement by Erwin H. Balfranz, nationally known florist of Milwaukee, Wis. (See back cover)*

*Driver's compartment has plenty of room. Spare wheel and tire back of driver's seat.*





WITH FLOWER RACKS PLACED FOR RECEIVING FLOWERS



*A view of the full length interior, the ten properly spaced casket rollers and end and side bier pins. The hydraulic mechanism for raising and lowering flower tray is plainly shown. The floor is polished stainless steel.*

*This view shows in more detail the hydraulic operating mechanism and roomy interior. Note the side step for use when placing flowers.*



*Right cushion back tilted forward to furnish easy access to spare wheel.*

The lines of the Henney-Packard Flower Car are as smart as those of the most luxuriant custom-built convertible sedan, while its appointments provide the facilities required of the Modern Funeral Directors professional car. We invite you to examine these illustrations and see for yourself the built-in conveniences of this Model called a Flower Car, but which qualifies as a utility vehicle. In many communities this model is known as a *Flower Hearse*.

The driver's compartment has approximately 40 inches of head room above seat cushions, and is equipped with hydraulic window lifts and hydraulic seat regulator.

The chassis is the celebrated Henney-Packard Custom-built chassis used for all Henney Funeral Car and Ambulance Models.

A PRESTIGE AND PROFIT BUILDING VEHICLE

# HENNEY - PACKARD

HYDRAULIC LIFT FLOWER CAR

For ten years, since the first Henney-Packard Flower Car was first introduced, many Funeral Directors have found this car not alone a source of extra revenue but a prestige building addition to their fleet of regular Funeral Vehicles.

During funerals it serves as a flower car, making the handling of flowers an impressive part of the funeral service. The cleverly designed metal-lined tray, hinged at the back, provides a series of steps on which flowers can be arranged in banks. The hydraulic lift raises the tray to form a top for the interior compartment in which flower stands, church trucks and other paraphernalia can be carried. A weather-proof boot fastens over the flower tray forming a top for the rear compartment.

This compartment has ample space for a laden stretcher or basket, baggage or instrument cases used in making first calls and for emergency "pick-up" use. Space is ample for cross-country delivery, including rough box.

In the variety of ways that the Henney-Packard Flower Car can serve we have multiplied its usefulness and made it a worth-while investment for the Funeral Director who is seeking ways to better serve his clientel. The Henney sales department and our Distributors will gladly furnish details at your request. Mail the postage paid card herewith for full information.

We are told by our friends in the Funeral Directing Profession that while the display and handling of flowers is one of their most important tasks in connection with the Funeral Service, it has long been one of the most difficult details to handle.

If this is one of your problems we feel very sure the Henney-Packard Flower Car can help you as it has helped many other Funeral Directors.

Because we have used the regular Henney-Packard custom chassis for this vehicle, we know that in driving ease and riding qualities it, like every other model in the Henney line of vehicles, is so outstanding that it can not be described but is instantly understood as soon as one sits behind the wheel and operates a Henney-Packard.

It has the same dynamic lines as have other Henney-Packard Models, the same domed crown line of wide shouldered front fenders flowing in an uninterrupted line along the body, continuing in a graceful curve to the end of the deep rear fender. Front fenders seem an integral part of the body. Rear fenders are integral with the body.

Every detail of Henney body design has apparently received, within the last few months, the stamp of approval of the motoring public, as witnessed by the design of practically every new model announced.

We make the same statement in regard to the Henney Flower Car that we have made in all sincerity in connection with all the present Henney Models, we believe them to be the best balanced as to Design and by far the best performing Funeral Cars and Ambulances ever offered to the Profession by any one, ourselves included.

Please mail the request for detailed information today. Thanks.

THE WORLD'S LARGEST BUILDER OF FINE FUNERAL CARS AND AMBULANCES