

Vintage Ambulance Ads


01/10/14 125 W, 7 I - + 15 - 5

For your Friday viewing pleasure, here are some vintage ambulance service advertisements and phone book lists, from the mid-1960s through the mid-1970s. That was a period of change in Raleigh and Wake County, as funeral home ambulance service was fading and private ambulance companies and public rescue squad services were forming. For more of these, visit the [History of EMS in Wake County](#) Facebook page, and this [photo album of vintage ads](#).

City directory listings, left to right are three from 1963 (funeral ones) and one from 1975 (Beacon Ambulance Service). Click to enlarge:



Phone book listings, left to right are 1964 (listing funeral homes exclusively) and two from 1970 (with ambulance services and rescue squads added). Click to enlarge:

<p>Ambulance Service</p> <p>BROWN-WYNNE FUNERAL HOME 306 St. Marys ----- 832-8839 (See Advertisement This Page)</p> <p>CAPITOL FUNERAL HOME 1012 E. Hargett ----- 833-2415</p> <p>LIGHTNER FUNERAL HOME See Our Ad Under Funeral Directors 112 E. Smithfield ----- 833-1676</p> <p>MITCHELL FUNERAL HOME INC 600 St. Marys ----- 833-8678</p> <p>OVERBY FUNERAL HOME 2415 Hwy 70 E ----- 834-2545</p> <p>PENNINGTON-SMITH FUNERAL HOME INC 104 S. Dawson ----- 832-7743</p> <p>RALEIGH FUNERAL HOME 322 E. Calverton ----- 832-2835</p> <p>WHITLEY FUNERAL HOME 114 S. Wendell R. C. ----- 365-7411</p> <p>APEX</p> <p>ALBRIGHT J W FUNERAL HOME 9 Salem ----- 354-2612</p> <p>APEX FUNERAL DIRECTORS 24 HOUR SERVICE Courteous & Trained Attendants - Moderate Rates Each Car Equipped With Oxygen</p> <p>105 W. Chatham ----- 354-3531</p>	<p>24 HR. AMBULANCE Service 3-WAY RADIO & OXYGEN EQUIPPED</p> <p>TRAINED - COURTEOUS - ATTENDANTS</p> <p>WE ACCEPT MEDICAL ASSISTANCE COMPLETE CONVALESCENT TRANSPORTING</p> <p>BEACON AMBULANCE SERVICE, INC. 828-0737 209 HILLSBOROUGH ST.</p>	<p>24 HR. DELIVERY SERVICE ON HOSPITAL RENTAL EQUIPMENT</p> <p>*HOSPITAL BEDI *WALKER *CRUTCHES *WHEELCHAIRS</p> <p>BEACON MEDICAL RENTAL & SALES, INC. 828-0738 209 HILLSBOROUGH ST.</p>
	<p>On a trip? Keep in touch by Long Distance.</p> 	<p>AMBULANCE AID, INC. PRIVATE AMBULANCE AND OXYGEN SERVICE CONVALESCENT EQUIPMENT</p> <p>2400 MEDICAL OXYGEN EQUIPMENT SALES AND SERVICE FULLY ADAPTABLE HOSPITAL AND CONVALESCENT BEDS - ACCESSORIES CUSTOM FITTED WHEELCHAIRS - WALKERS - PATIENT AIDS NIGHT NURSE SUPERVISOR AMBULANCE SERVICE NIGHT DISPATCHER - TRAINED TECHNICIANS - FULLY LICENSED</p> <p>24 HOUR SERVICE 3207 HILLSBORO</p> <p>828-2382</p> <p>INFORMATION... SEE SELECTION</p>

Ambulance Service

Ambulance Aid Inc 3207 Hillsboro-----828-2382
(Please See Our Display Ad This Page)

Beacon Ambulance Serv Inc
209 Hillsborough -----828-0737

Beacon Medical Rental & Sales Inc
209 Hillsborough -----828-0738
(Please See Our Display Ad This Page)

Lewis Funeral Home Hwy 64 Wndl-----365-5421

OVERBY FUNERAL HOME
24 Hour Service
2415 U S Hwy 70 E -----834-2545

RALEIGH DURHAM AVIATION INC
Air Ambulance Raleigh-Durham Airprt
North Ramp RDU Airport -----782-3232

WENDELL RESCUE SQUAD
4th Wndl -----365-6356

Practice Party Line Courtesy.

Sometime in the mid-70s, one of the ambulance companies placed a line in their Yellow Pages ad that said "Cadillac ambulance available". That was about the time everyone was going to vans and modular. Can't remember the name of the company- may have been in Durham. There were several around back in the 70s and 80s.

DJ - 01/10/14 - 09:33

DJ, it was Beacon. It's at the bottom of the yellow ad posted above on the far right.

Jason Thompson (Email) (Web Site) - 01/10/14 - 19:47

JT- I see that. There was another one, because the one that I am thinking about had a front on view of a Cadillac and the "Cadillac ambulance available" was under the picture. Plus there were the usual "24 hour radio dispatched" and there was also a caption for "anywhere, any time". I really think the one I am thinking about was in Durham. Seems like there were a bunch of services over there even after Durham Hospital Corporation took over EMS in the 70s.

As a long time EMSer, I would be curious to see how many private ambulance services there have been in the greater Raleigh-Durham-Chapel Hill area since the 70s.

DJ - 01/11/14 - 22:17

Name: (real name

Remember personal info?