



1928 EUREKA LINCOLN TOWN CAR HEARSE

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# THE PROFESSIONAL CAR

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**In This Issue: Remembering John R. Keel  
Eureka's Town Car Hearses  
A Car's Story: 1957 Memphian DeSoto  
Book Review: *Stretching It***

**On Our Cover** – We get some of our best story leads at PCS meets. Here's a case in point. At the 2002 International in Grand Rapids we were approached by fellow member John Ostrenga, of West Milwaukee, Wisc. John had some photos in the trunk of his car he wanted us to look at. We recognized the car right away as one of several custom-built Lincoln town car hearses The Eureka Co. had built in the late 1920s. We knew that the first of these formal limousine-bodied town cars went to a funeral home on the West Coast, and that at least one more of these classic Lincolns was built. We'd seen the photo in Tom McPherson's very extensive Eureka photo collection. Scrawled at the bottom of the factory photo was the name "Frank Emerc, Milwaukee". As it turned out, through a friend, John had come across the original documentation on this car. Copies of the Eureka factory work order provided a wealth of detail. That's all we needed to pull together a story on Eureka's town cars. We're indebted to John for a great story idea.

**Inside Back Cover** – In the horse-drawn era, a regular repainting service was often included in the price of a new hearse. This was typically done about every 18 months. In the 1920s, du Pont revolutionized the painting of new automobile bodies with its Duco enamel, eliminating the very long drying and curing process previously required. This 1930 ad shows a ca. 1924 Cunningham Limousine Hearse owned by the Cincinnati firm of Busse & Borgmann two years after it had been repainted with Duco. Wonder what *color* this handsome two-tone job was.

**Back Cover** – Oklahoma member Steve Loftin found this postcard from the Wolfington Body Co., a well-known hearse and ambulance distributor located in Philadelphia, Pa. We count 14 used ambulances in this photo. The oldest is a 1952 Chevrolet and the newest a 1957 Superior Cadillac. There's a 1956 Ford Amblewagon and a 1952 Henney Packard in there, too. Note the 1953 Cadillac Hightop at the far right, front row.