



1932 MILLER NASH AMBULANCE

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THE RISE AND FALL OF EUREKA COACH

# THE PROFESSIONAL CAR

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- Eighty Years Of Automobile Funerals  
- Owner's Pride: 1932 Miller Nash Ambulance  
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**COVER PHOTO** - The A.J. Miller Co. of Bellefontaine, Ohio used some colorful, and patriotic, names to identify its hearses and ambulances in the late 1920s and early '30s -- Mount Vernon, Jefferson, Adams, Rheims and Westminster. An "economy" series on Ford V-8 chassis bore the thrift-inspiring name of "Ben Franklin". Our cover car is a 1932 Nash Eight which Miller sold, in hearse, combination hearse/ambulance and straight ambulance versions, as the "Adams Senior". Many Professional Car Society members will recognize Bob Cosgrove's big, white Nash which participated in our 1987 International Meet in New Hope, Pa. This impressive coach is described in detail in the "Owner's Pride" feature in this issue. Our cover photo was taken at the '87 PCS International Meet by Canadian member Kent Roduck.

**BACK COVER** - The principal feature in this issue traces the meteoric rise -- and tragic demise -- of the Eureka Coach Co. Ltd. of Toronto, Ont. which went into bankruptcy in February. Eureka's corporate predecessor was the AHA Mfg. Co., also of Toronto, which sold its Eureka Coach Division to PCS member Tom McPherson in 1980. In a stroke of genius in the late 1970s, AHA Mfg. acquired the well-remembered and highly respected Eureka name from the family that owned the original Eureka Co. which went out of business in Rock Falls, Ill. in 1964. In a real way, Tom McPherson was The Eureka Coach Co. AHA introduced its Lincoln Continental hearse conversion in 1978. The AHA Lincolns remained in production through 1980. The breakaway Eureka Coach Co. offered Lincolns through the '81 model year. The coaches shown on our back cover are 1979 AHA Lincoln Landaus.

**INSIDE BACK COVER** - Tom McPherson personally created virtually all of Eureka's advertising, beginning at AHA in 1978. As well as writing most of the copy, Tom also took many of the photos, usually in Toronto area cemeteries. The ad on our inside back cover, featuring Buicks, was published in March, 1980 and shows the Eureka Coach Co. as a division of AHA. The Eureka Coach Co. Ltd. was organized on November 1, 1980.

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