



1987 EUREKA REGENCE VISCOUNT LANDAULET

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CHEVY FUNERAL CAR SPECTACULAR

THE PROFESSIONAL CAR

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ON OUR COVER - When is a Chevrolet not a Chevrolet? When the Eureka Coach Co. Ltd. transforms it into a hearse or limousine, in which case it becomes a Eureka Regence. After an absence of nearly 25 years, Eureka has revived the long-wheelbase Chevrolet funeral coach. The Toronto, Ontario firm took the rest of the industry by surprise when it announced its all-new Chevrolet-based "Regence" professional car series at a North American dealer show in Toronto in April. Eureka thus became the only funeral car manufacturer since the 1930s to build hearses on all five General Motors chassis: Chevrolet, Pontiac, Oldsmobile, Buick and Cadillac. No fewer than 11 of the new Regence models, including a companion Chevrolet limousine, were on display at the big announcement show. The coach on our cover is the premium model 1987 Eureka Regence Viscount Landault Funeral Coach. Eureka doesn't deny the fact that its new price leaders are Chevies: but you won't find a Chevrolet nameplate or bow-tie emblem anywhere on them.

INSIDE BACK COVER - The National Body Manufacturing Co. of Knightstown, Indiana built many economy-model hearses, service cars, ambulances and combinations on Chevrolet chassis from the late 1940s through the '50s and into the early '60s. The all-new 1955 Chevrolet made an especially handsome professional car "stretch" as this ad with its excellent artwork shows. Any of these coaches would be highly desirable today.

BACK COVER - The economy-minded Chevrolet chassis was used for ambulance service, too. The builder of this 1935 Chevrolet long-wheelbase limousine style ambulance which once saw service in San Jose, Calif. is unknown. Chevy ambulances were built into the early 1960s before breadbox vans and modular units took over.

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