



1937 EUREKA FLOWER CARS

NUMBER 53 THIRD QUARTER 1989

SPECIAL FLOWER CAR ISSUE

# THE PROFESSIONAL CAR

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COVER PHOTO - The principal feature in this issue chronicles the birth and 50-years-plus history of one of the most interesting of all professional vehicles, the flower car. The flower car first appeared as a special-purpose funeral vehicle in the late 1930s. The Eureka Co. of Rock Falls, Ill. introduced the first coupe-style flower car in 1936. Ironically, the last long-wheelbase flower cars produced by the North American professional car industry were built by a company with the same name -- the Eureka Coach Co. Ltd. of Toronto. Our cover photo from your Editor's personal collection shows a fleet of three 1937 Eureka flower cars, two Cadillacs and a LaSalle, which were delivered to a funeral car livery service in Chicago, where flower cars were very popular for many years.

INSIDE BACK COVER - Within a very few years after Eureka introduced this new kind of funeral vehicle, all of the major American funeral car manufacturers had added flower cars to their product lines. Henney, S&S, Silver-Knightstown, A.J. Miller, Meteor and Superior all quickly introduced flower cars of their own design. Flower cars, however, seldom appeared in the manufacturers' trade journal advertising. The stylish Meteor Cadillac Flower Car illustrated in this 1952 ad was an exception.

BACK COVER - McClain Leasing, a large funeral coach and ambulance distributor located in Anderson, Ind., turned out numerous flower car conversions of standard Cadillac sedans in the late 1960s and well into the '70s. The car on our back cover is a 1974 McClain Cadillac factory demonstrator which PCS member Tom McPherson photographed while working at a Kitchener, Ont. funeral home.

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