



1993 EUREKA CADILLAC CARVED HEARSE MODEL BY JIM LaSOSSO

NUMBER 79 FIRST QUARTER 1996

BUILD YOUR OWN HEARSE

THE PROFESSIONAL CAR

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ON OUR COVER - It's been some time since we've run an article on model professional cars in this publication -- a situation we've rectified in this issue. We're fortunate to have among our members a true "master" model builder -- Jim LaSosso, of Arvada, Colorado. We've run photos of some of Jim's beautifully detailed miniature funeral cars from time to time (usually from his unique personalized Christmas cards). Jim's masterpiece is our cover subject this time around. It's probably the ultimate in classic funeral cars, a Eureka carved-panel hearse on the 1933 Cadillac V-16 chassis. Truth be told, The Eureka Company of Rock Falls, Ill. never actually built this car. Eureka did prepare drawings of a Town Car Hearse of this design that year, but that proposal appeared to be on a Cadillac V8 chassis, with V-16 style hood louvers. Eureka did build a carved-panel hearse of this style in 1934, but it wasn't an open-front town car. That car was built for the Wacker-Helderle Company of St. Louis, Mo. Which takes absolutely nothing away from Jim's beautiful scale model. You'll find additional photos of Jim LaSosso's handiwork elsewhere in this issue.

INSIDE BACK COVER - The 1941 model year is still considered a high-water mark for Cadillac styling. The totally restyled 1941 Cadillac with its rectangular eggcrate grille and squared-off front fenders was a huge success. This was the year Cadillac began to close in on rival Packard. Utilizing the new Series 62 and 75 commercial chassis, the 1941 professional cars were just as good-looking as Cadillac's passenger cars, as evidenced in this funeral service trade journal ad for the 1941 Eureka Cadillac Chieftain Ambulance.

BACK COVER - Your Editor found this 1963 Flxible Buick Flxette Landau Hearse in the parking lot at the 1972 Ontario Funeral Service Association Convention in Toronto. We always checked out the parking lots at NFDA and state conventions, because hearse and ambulance dealers often brought trade-ins to show potential customers. One of our favorites was a 1960 M-M combination we found at the 1961 NFDA in Minneapolis. The nameplates in the side windows read "Should B. Yours"!