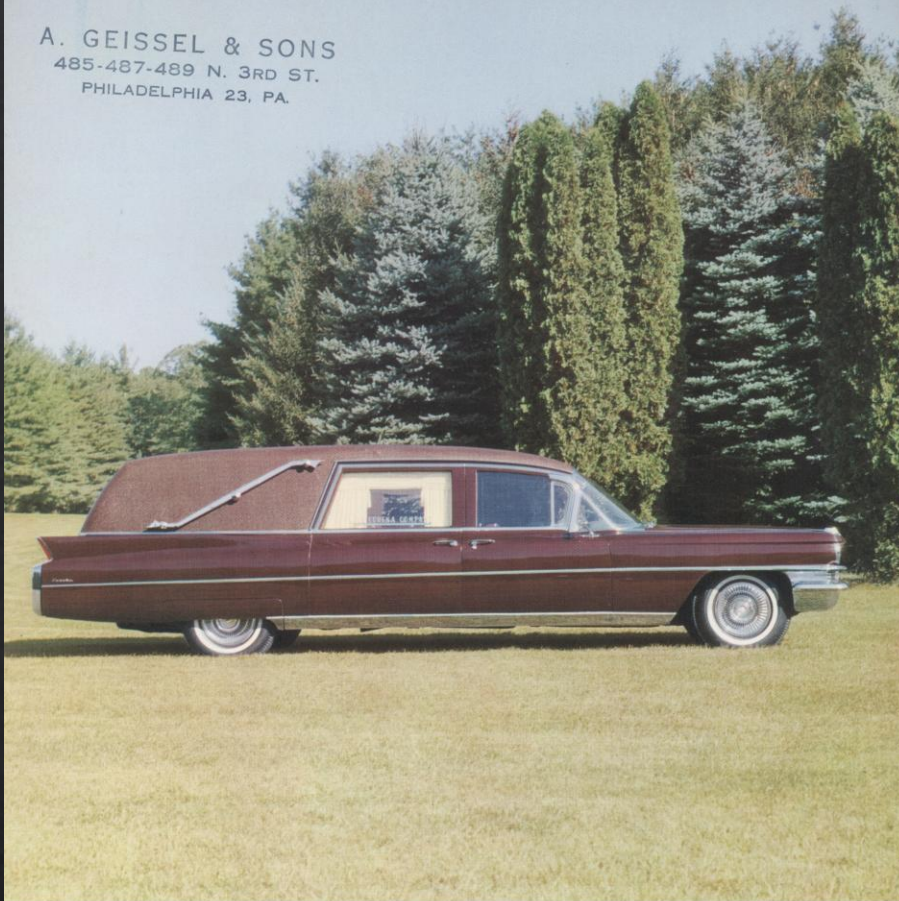




63/EUREKA
Hand-Crafted Professional Cars



A. GEISSEL & SONS
485-487-489 N. 3RD ST.
PHILADELPHIA 23, PA.



1963 EUREKA LANDAU . . . Quality Makes The Difference

From its regal, all-new profile to its functional, yet elegant, interior, the Eureka Landau offers tasteful new styling *Custom-Crafted into every detail of its 1963 design.*

In creating this majestic professional car, Eureka's sole objective has been to *build the finest of its kind for all time.*

Only by personal inspection can you fully understand, and

appreciate, that there is no compromise, cost or otherwise, for the traditionally high standards of Eureka's *Custom-Crafted* perfection.

To fulfill every requirement and individual taste, the Landau is available in three body arrangements — Rearway, Rearway Combination, and Side Servicing — with regular Landau (as illustrated), or with full vision styling.

The Eureka Company, Rock Falls, Illinois

ITS FLAWLESS PERFORMANCE IS A TRADITION . . . 1963 EUREKA



Side Servicing Funeral Car—Every Eureka is built to one standard . . . *perfection.* Features such as solid bronze hardware, triple-plated with copper, nickel, and chrome for the ultimate in dependability and beauty; special tempered formica on the underside of the servicing table for permanent ease of operation; rubber cushioned side door adjusters for six-way adjustment, assuring noiseless door operation at all times; these, and countless others, all unite with the flawless performance, safety, and dependable service of the Side Servicing Funeral Coach to make it a classic example of professional car excellence — the result of Eureka's dedication to quality. The electric table offered in the new '63 Eureka Side Servicing Coach provides effortless performance, with a load capacity much greater than the average requirement.



Rearway Funeral Car—The redesigned '63 Eureka rear door, utilizing space-saving, concealed hinges and built-in door checks, has produced the ultimate in rear door accessibility.

All hardware in the new Rearway Coach is triple-plated to complement the beauty of any of the wide selection of interiors and floor coverings being offered. A compartment at the right side of the right side door provides for church truck storage. Extension rollers and new pull-out floor (illustrated at left) are optional at extra cost in the '63 Rearway.

**UNSEEN CUSTOM-CRAFTED RUGGEDNESS
THAT CREATES LASTING SAFETY AND
CONVENIENCE IN THE 1963 EUREKA**

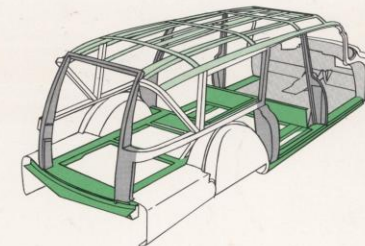
Custom built on Cadillac Commercial Chassis



Chassis by Cadillac . . . the world's only chassis designed, engineered, and built expressly for professional cars. Tubular Corlen-X frame provides maximum rigidity. Taxable H.P. 51.2, brake H.P. 325 at 4800 R.P.M., compression ratio 16.5 to 1. Four-barrel, down-draft carburetor, automatic choke. Four-speed Hydra-Matic transmission. Front suspension with single lower control arm, strut rod mounted in rubber, pivot bushings are lubrication-free. Duo-Servo-type power brakes with 12" diameter, lined-type front brake drums 2 1/2" wide, braking area 259 square inches. Cadillac power steering with 18.2 ratio, steering linkage and pivot joints are factory lubricated for maximum service. Single exhaust muffler with resonator and baffle of heavy-gauge material, designed for maximum silence. 8.90 x 15, 8-ply rating, low pressure, tubelless tires. 52 Amp. generating system. Directional signal lights. Battery 12 volt, 11 plate, 70 Amp. Electric windshield wiper and washer. 20-gal. gasoline tank. Cornering lights activated by directional signals.

Overall dimensions . . .
Length: 249.56 inches
Wheelbase: 156 inches

Height: 67 inches
Width: 81 1/2 inches



Eureka Custom-Crafted All-Steel Body Construction

Under the sleek exterior beauty of every Eureka professional car lies the heart of Eureka's Custom-Crafted Perfection . . . **THE RUGGED EUREKA ALL-STEEL BASIC BODY FRAME.**

With sides, top, and bottom of welded, all-steel construction forming a circle of steel around which this fine car is built — advanced rideability and roadability are experienced, unequalled by any other funeral coach or ambulance.

Exclusive Underbody Frame . . .

Utilizes specially engineered box section construction of heavy-duty, formed automotive channel. Here is tank-like ruggedness that produces front-to-rear rigidity that completely eliminates body twisting, as well as preventing road vibration.

Strong Sturdy Roof Frame . . .

Is made of 16-ga. formed steel channels. Built in a modern, precision jig with steel channels running lengthwise, as well as crosswise, welded at each cross section. Here is unseen, but immensely important, safety designed into every Eureka.

Hinge Post and Body Pillar . . .

Again utilizing box construction form from 14- and 16-ga. steel, all-hinge posts and body pillars are specifically designed to meet Eureka's strict specifications — so necessary for sturdy door support and no-give body construction.

Eureka Features of Beauty . . . Comfort . . . Dependability

HARDWARE . . . Solid bronze, triple-plated for enduring beauty.

DRIVER'S SEAT . . . 3-inch contoured foam rubber seat cushions, upholstered with genuine top grain, hand-buffed leather. Colors to match interior trim.

REAR VIEW MIRROR . . . Remote-controlled outside mirror on left hand side — standard equipment on all cars.

UNDERCOATING . . . Every Eureka Funeral Coach and Ambulance completely undercoated.

Because of Eureka's constant program of research and improvement, specifications, materials, and descriptions are subject to change without notice or obligation.



1963 EUREKA LIMOUSINE . . . Quality Makes The Difference

Only through 6 decades of professional car building experience . . . *dedicated to quality first* . . . could the exciting new design of the Eureka Limousine so brilliantly fulfill the exacting requirements of the modern funeral director.

The *Side Servicing Limousine*, with the choice of electric or manually operated carrier, through either side door, is a testimonial to the perfection that is unquestionably attributed to Eureka's Custom-Crafted workmanship.

The *Rearway Limousine*, with the maximum convenience of a wider rear door opening and new pull-out floor design, demon-

strates conclusively the results of perpetual dedication to building only the finest.

The *Rearway Combination Limousine*, with its magic-like ability to serve either function — ambulance or funeral coach — with equal efficiency and eloquence, is a tribute to Eureka engineers' and designers' ability to make this professional car's greatness seem so natural.

Custom-Crafted full vision styling is illustrated, straight body styling is also available.

The Eureka Company, Rock Falls, Illinois

ITS FLAWLESS PERFECTION IS A TRADITION . . . 1963 EUREKA



Combination Funeral Car—The ease and efficiency with which the '63 Combination fulfills the role of funeral coach OR ambulance can only be accomplished through the miracle of Eureka's Custom-Crafted design. The convenience of an all-new, wider Eureka rear door design, enhanced by the beautifully appointed interior arrangements, offers the choice of removable casket racks, reversible floor, or reversible rollers.

Linen storage is amply provided for by a large, lined compartment above the spacious division glass. For the important "conversion that requires only minutes," the Eureka Combination offers the option of airline or formal-type drapes, or, at extra cost, removable, polished aluminum "ambulance" grill, or removable etched "ambulance" glass. For maximum rear compartment comfort and efficiency, the '63 Combination offers two foam rubber attendant seats and the exclusive Eureka water control valve, which enables the operator to control the water flow, as well as the heater fan speed.



Flower Car—With the Custom-Crafted dignity of a Eureka Flower Car leading the cortege, the service being rendered is truly complete.

As functional as it is dramatically beautiful, the Flower Car features an adjustable, stainless steel flower deck. Thus, the important functions for which this outstanding professional car has been created — ample capacity and smoothest possible handling — are provided for.

UNSEEN CUSTOM-CRAFTED RUGGEDNESS THAT CREATES LASTING SAFETY AND CONVENIENCE IN THE 1963 EUREKA

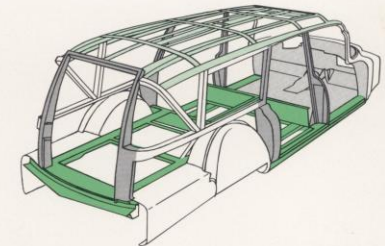
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Chassis by Cadillac . . . the world's only chassis designed, engineered, and built expressly for professional cars. Tubular Center-X frame provides maximum rigidity. Taxable H.P. 51.2, brake H.P. 325 at 4800 R.P.M., compression ratio 10.5 to 1. Four-barrel, down-draft carburetor, automatic choke. Four-speed Hydra-Matic transmission. Front suspension with single lower control arm, strut rod mounted in rubber, pivot bushings are lubrication-free. Dual-Servo-type power brakes with 12" diameter, finned-type front brake drums 2 1/2" wide, braking area 299 square inches. Cadillac power steering with 18.2 ratio, steering linkage and pivot joints are factory lubricated for maximum service. Single exhaust muffler with resonator and tailpipe of 1 1/2" gauge material, designed for maximum silence. 8.90 x 15, 8-ply rating, low pressure, tubeless tires. 32 Amp. generating system. Directional signal lights. Battery 12 volt, 11 plate, 70 Amp. Electric windshield wiper and washer. 20-gal. gasoline tank. Cornering lights actuated by directional signals.

Overall dimensions . . . Length: 249.56 inches
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Exclusive Underbody Frame . . .

Utilizes specially engineered box section construction of heavy-duty, formed automotive channel. Here is tank-like ruggedness that produces front-to-rear rigidity that completely eliminates body twisting, as well as preventing road vibration.

Strong Sturdy Roof Frame . . .

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Hinge Post and Body Pillar . . .

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HARDWARE . . . Solid bronze, in-line-alloy for enduring beauty.

DRIVER'S SEAT . . . 3-inch contoured foam rubber seat cushions, upholstered with genuine top grain, hand-buffed leather. Colors to match interior trim.

REAR VIEW MIRROR . . . Remote-controlled outside mirror on left hand side — standard equipment on all cars.

UNDERCOATING . . . Every Eureka Funeral Coach and Ambulance completely undercoated. Because of Eureka's constant program of research and improvement, specifications, materials, and descriptions are subject to change without notice or obligation.



1963 EUREKA AMBULANCE . . . Quality Makes The Difference

Fanatical concern and attention for every detail, large or small, universally acknowledged to be an intricate part of Eureka's renowned *Custom-Crafted* professional car design, are complete assurance that the performance and reliability of the Eureka '63 Ambulance are unequalled.

The new, enduring styling of this ambulance brings wider doors for maximum accessibility; greater comfort and convenience for the attendant, through unique attend-

ant seat arrangement and design; added safety, such as the Eureka *Custom-Crafted* all steel basic body frame; and a complete selection of optional equipment to meet every need.

In addition to being available in the standard 42" height, in either full vision or straight limousine styling, Eureka offers a 48" high ambulance and 52" Hi-Boy rescue car in straight limousine styling only.

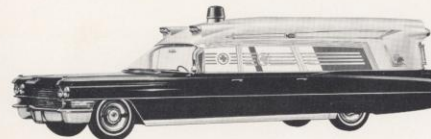
The Eureka Company, Rock Falls, Illinois

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Ambulance—The ability of the '63 Ambulance's efficiency to equal its beauty and dependability again testifies to the Custom-Crafted perfection that can only be found in a Eureka.

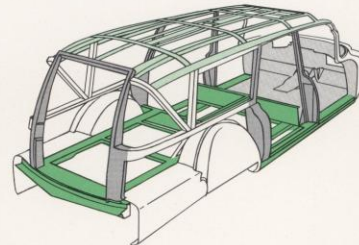
This fact is borne out by features such as a full width, hand rubbed, solid maple medicine cabinet, equipped with a full width, chrome plated hand rail; spacious storage space behind the driver's seat, with added storage space over the division glass; functional, foam rubber, twin attendant seat arrangement, with one facing forward and one facing sidewise; Washington Klever cot with plastifoam mattress, standard; exclusive Eureka water control valve to control water flow, as well as rear compartment heater fan speed; full width step plate on rear bumper for added safety and convenience; and a complete selection of optional accessories to meet every individual requirement.



Hi-Boy Ambulance—The demands for efficient, dependable rescue, fire, and first-aid squad automotive equipment are the most exacting. Eureka's Custom-Crafted design and workmanship fulfill AND SURPASS these demands.

In addition to the outstanding array of ambulance features listed above, the Eureka Hi-Boy Ambulance provides ample storage facilities for resuscitator, oxygen, and other special equipment, as well as important four-patient capacity.

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