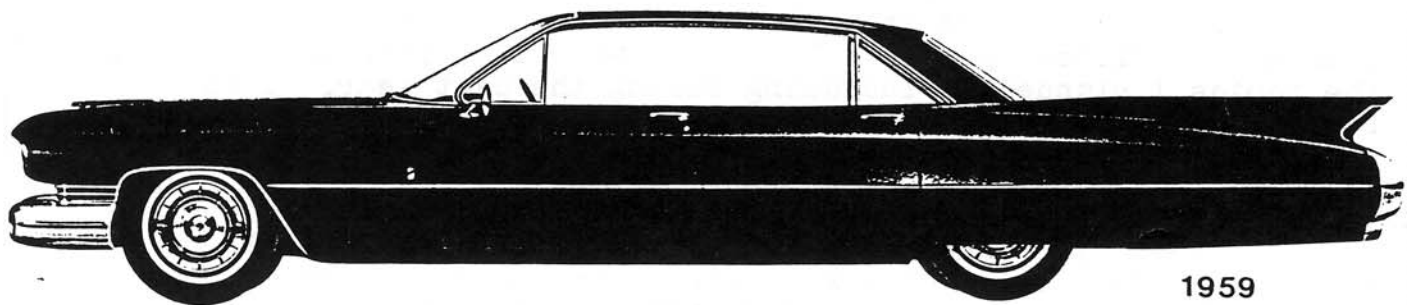


Season's Greetings

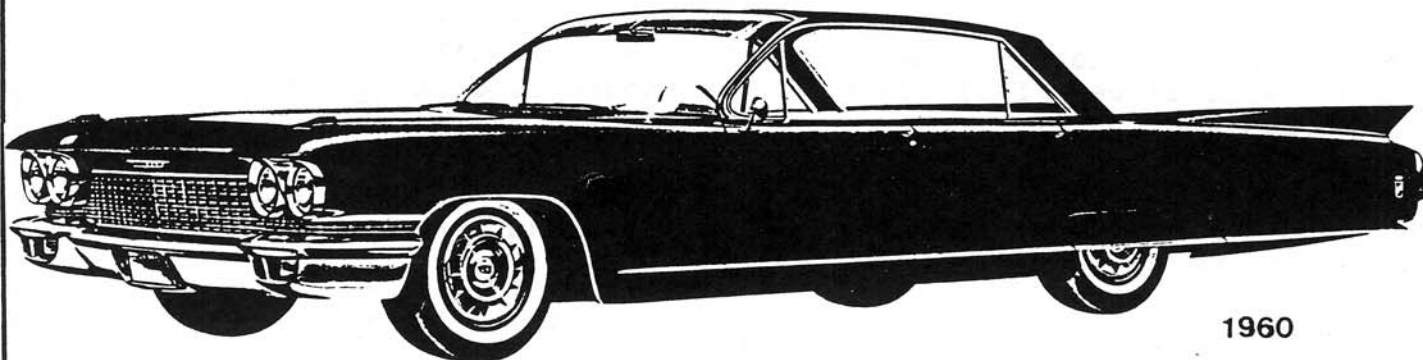
Brougham

Owners

Association



1959



1960

Newsletter Vol. 1 No. 4

Brougham Owners Association

B.O.A. Newsletter Vol. 1 No. 4 Winter 1989

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President's Message

Vol. 1, No. 4 marks the end of one full year of the new B.O.A. From a hope and a prayer we have grown to 110+ members. My special thanks to all of you who "took a chance" on that opening invitation letter and supported our combined dream. I hope this newsletter has been of value to you and has inspired you to hang on to your Brougham with knowledge that we are here to help you overcome the obstacles to proper restoration and maintenance of a great american classic. The articles in this issue are sound evidence of the progress being made on some of the most nagging problems we all face. We must continue to share our knowledge and assist each other in order to continue to add value and satisfaction to our efforts. I am looking forward to articles and tips from those of you who have not submitted information thus far. Remember your solution to even the smallest problem may get another Brougham on the road or closer to completion. This is our reason for being.

As you know, there is much business still left over from 1989. Even with a fifteen page newsletter it was impossible to cover all the topics I planned on including during the past year. I am finalizing prices on the sales portfolio, the owner's manuals, and will find out what is needed to publish the 1991 calendar I mentioned some time ago. Next year, we must also establish realistic values on the Broughams. I am still at a lose to quote prices on #1 - #5 cars. Your input on this controversial subject will be essential. United, we have a chance to be heard. It is my belief the Broughams are just starting to ascend the value ladder. We have a long way to go to overcome the lack of knowledge about our cars; but, I feel the B.O.A. is the only way to fill that educational void. It will not be long before the Brougham will be forty years old - will it be a full classic? We should be setting that as a goal now.

Again, thank you for your support during this first critical year. I will do my best to continue to improve the newsletter during the coming year as well as to offer services unique to our cause. Together we can do it.

Jean M. Wall
Editor

Till Next Year,

Alan H. Dink
President

P.S. The S.I.A. article on the 59/60 was submitted by Mr. & Mrs. Bailor

OF ALL NOTABLE CARS that practically no one's ever heard of and fewer people have actually seen, the 1959-60 Cadillac Eldorado Brougham surely heads the list. If you happen to run across one on a used-car lot, you might not even recognize it as being anything special.

Yet the 1959-60 Eldo is very special and a lot rarer than the first generation of 1957-58 Broughams. The 1959-60 marks the last handcrafted "production" Cadillac ever made—a milestone by any measure, especially since GM designers still work under the 1959-60 Brougham's lasting influence.

Anyone can identify a 1957-58 Eldorado Brougham half a mile down the road. Its brushed stainless steel roof, unique styling, and compact size make it a dead giveaway.

But there are no easy i.d. tricks to spot the 1959-60 models, and you have to be almost a student of the marque to know one if you trip over it. Yet amazingly enough, very little in its makeup interchanged with conventional 1959-60 Cads—not a single outer panel of sheetmetal, not grille nor trim, and very little in the interior. For all practical purposes, the latter-day Brougham could have been as unique-looking as the first generation.

As an aside, the original Brougham had been conceived before the 1956 Lincoln Continental Mark II. When Ford heard about the Brougham, they designed and quickly put the Mark II into production. And as soon as GM got wind of Ford's Continental decision, Cadillac got the green light on productionizing the Brougham.

Lincoln's idea was to take a shot at out-luxurying and eventually outselling The Standard of the World. So the Brougham came in as a holding action. After Lincoln discontinued the Mark II in Aug. 1957, Cadillac decided to keep the Brougham—at least for a while longer—so the holding action wouldn't look too contrived.

If all this sounds confusing, and especially the bringing out of a second

About the author: Pierre Ollier is a vehicle designer at General Motors. His collection includes two latter-day Eldorado Broughams plus the SR-2 racing Corvette.

generation of the Eldorado Brougham, it might be well to begin at the beginning.

On Sept. 15, 1955, GM Styling (as it was then called) moved from its old quarters in downtown Detroit out to the modernly spacious, Saarinen-designed General Motors Technical Center in suburban Warren, Mich. The new building affected GM designers more than it's ever gotten credit for. The glass and color and openness gave them a new feeling, a freedom, a discipline they hadn't felt at the old location.

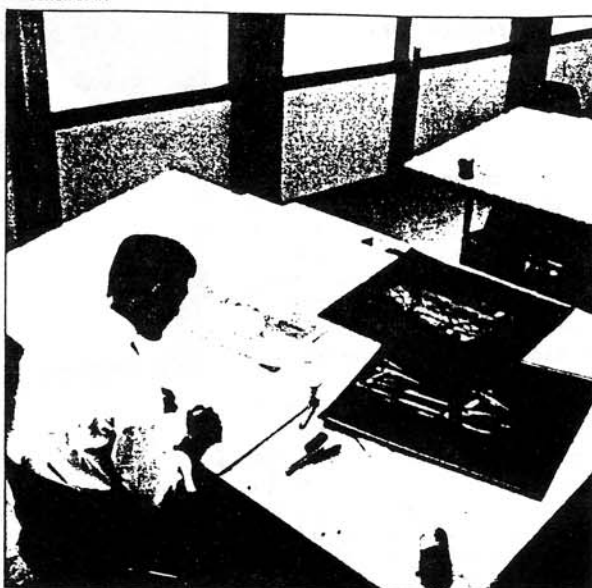
All GM car lines created in the new quarters began to look cleaner. When the move took place, the 1959 models were just getting started, almost as a reaction to the '58s. Ask a GM designer about 1958 and you get a furrowed brow; ask him about 1959 and he'll likely launch into enthusiastic reminiscences.

Some people feel the styling advances marked by the 1959-60 models might also reflect a changing of the guard. Harley Earl had announced his successor, William L. (Bill) Mitchell, as early as May 1954, but Earl still made the final decisions at GM Styling until his retirement on the last day of 1958. By that time the 1960 models were all in fiberglass, and preliminary designs were pretty firm for 1961.

Former Cadillac studio head Ed Glawacke had moved up to become Bill Mitchell's assistant, and to replace Glawacke, Charles M. (Chuck) Jordan became Cadillac's chief designer. Chuck had worked in Special Studio Four, where he'd created futuristic experimentals like the L'Universelle van, the Aero Train, and the TC-12 Euclid crawler.

Working with Chuck was Dave Holls, who'd been in the Cadillac studio since 1952. These two men were largely

GM DESIGN STAFF



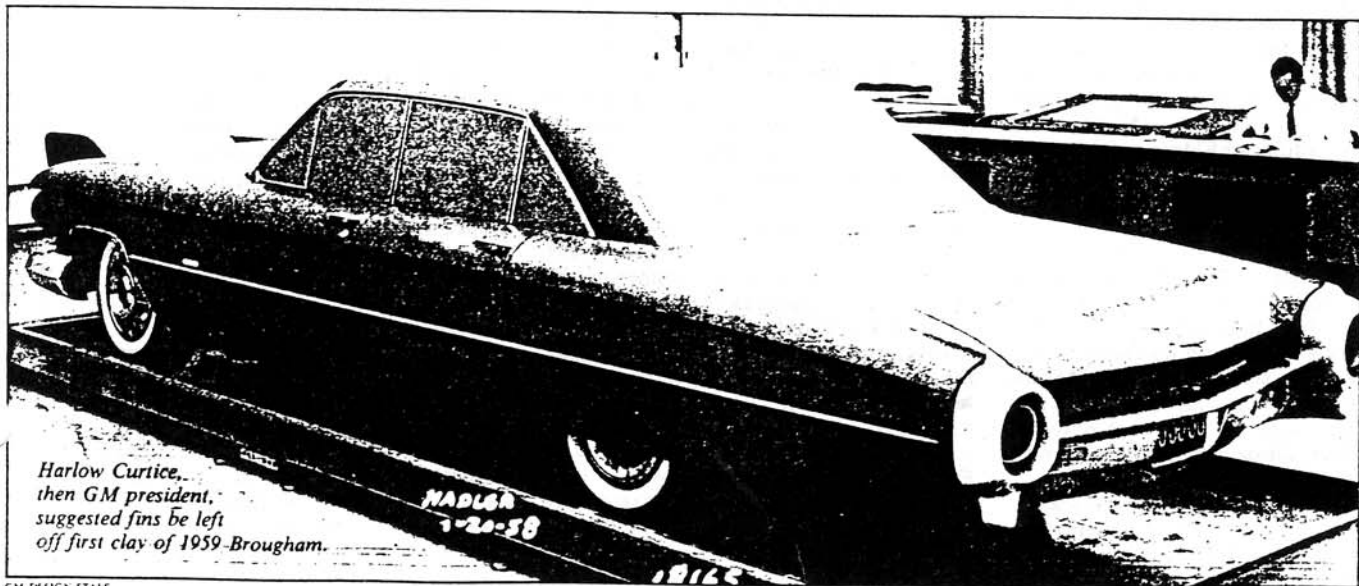
Part of the reason for new lines of 1959 models was the move of GM Design Staff from downtown Detroit to its much more modern quarters at the GM Technical Center in Warren, Mich.

responsible for the 1959 Brougham—a car that would influence GM design for years to come. Holls' proposal for the greenhouse (roof) was chosen; later this design was applied to C-bodied Cads, Buicks, and Oldsmos from 1961 to 1964.

One reason the 1959-60 Brougham came out looking so much like conventional Cadillacs was that the big cost factors of the 1957-58 Eldos had to be cut. It was decided that the second generation would share the production Cadillac chassis and inner body panels. And for the first time in Cadillac history—and perhaps the last—the body would be built not in the Fleetwood plant but 4000 miles away in Italy, where manpower cost a good deal less.

Another first at this point: Harlow Curtice had asked to see the 1959 Brougham prototype without tailfins!

Borrowed directly from the standard 1959 Cadillac were all the Brougham's mechanical parts, floorpan, lower body inner panels, seat structures, instrument



Harlow Curtice, then GM president, suggested fins be left off first clay of 1959-Brougham.

GM DESIGN STAFF

The Final Broughams

continued

panel and dashboard, pillars and hinges, modified door inner panels with stock hardware, front bumpers, front wheel-lip moldings, grille blades, headlamp bezels, and rear skirts. Wheel discs would be the same as Fleetwood-bodied Cadillacs. The rear bumper became a production-modified unit: the center blade accommodated the relocated backup lamps, and the ends had to be handfinished to compensate for the vanished tailfins.

All other items were exclusively Brougham. As mentioned, none of the outer sheetmetal interchanged with standard Cadillacs. Nor did any glass. The windshield became one of the tallest ever used in a passenger car. It swooped far up into the roof at a 61-degree angle, and its center stretched three feet high. It no longer wrapped around—a radical departure from GM's dogleg windshields of the latter 1950s.

GM had started the wraparound windshield movement when it unveiled the LeSabre showcar in Dec. 1950. Cadillac first put a wraparound on the market in the 1953 Cadillac Eldorado convertible. But Cadillac was also first to drop the wraparound windshield with the 1959 Brougham. Corvair followed a few months later.

The 1959 Brougham's hood was only 45 inches wide, compared with 61 inches on standard Cadillacs. It was shorter, too, and hinged from the front, with torque rods to counterbalance it.

Around back, since fins were initially eliminated, the decklid stood some three inches lower than standard to follow the rear fender line.

As on the Cadillac Series 62, the Brougham had a side molding at mid-height. It's too bad that the cars at the top of the line and those at the bottom had nearly the same lipstick application. On the '62, the molding was cast; the Brougham's was fabricated from an extrusion, but who could tell? Also fabricated were the hood center spear, the stylized hood emblem, and the air intakes at the base of the windshield. There were no chrome strips atop the front fenders nor any ornamentation above the rear bumper. Everything became subdued. Nowhere did the names Cadillac or Eldorado Brougham appear, other than on a tiny front-fender emblem carried over from the first generation Eldo.

Toward the end of Jan. 1958, Harley Earl got his first look at the clay mockup and immediately decided the car needed its fins back. Back they went, but in more subdued height and with no chrome relief moldings as on standard models. At this point, the roof line was also sharpened and a small cloisonne emblem went onto the front fenders. Those were the only changes before production.

Production—on a series-custom scale—was to take place at the Pinin Farina factory in Turin, Italy. Farina agreed to build 100 bodies a year. His company had by



Seating buck for 1959 Brougham ensures head- and leg room, door openings, was used to check glare from tall windshield. Brougham was the first GM car to get rid of wraparound glass.

then graduated from being a rather small *carrozzeria* into a good-sized plant. He'd just moved from the quiet Corso Trapani to the Via Lesna industrial complex, and his operation covered about 15 acres. The new Pinin Farina works could handle up to 40 cars a day, mostly small series of his custom designed roadsters and coupes for Ferrari, Lancia, Alfa, and Fiat.

George Ryder, the styling engineer in charge of the 1959 Brougham in the Cadillac studio, was dispatched to Pinin Farina with a full-sized plaster model so that bucks and forms could be made in Italy. George mentions it took him three weeks of negotiating with the Italian customs authorities to clear entry of the plaster model. It seems Italy has a law prohibiting the importation of plaster objects to protect the native statue industry.

Cadillac chassis—operable and tested—left the standard assembly line in the U.S., were crated, additional body items were boxed separately, and everything except for small hardware items was shipped to Genoa by boat, about 100 miles from Turin. Cy Strickler, president of the Brougham Owners Assn., tells us an unconfirmed report that one chassis was accidentally dropped into the harbor here in the U.S. during loading. It was later supposedly replaced by a 1960 chassis. That might explain the uneven 99 cars produced in 1959 and 101 in 1960.

At any rate, Pinin Farina built 1959-60 Broughams on stationary lines, and the cars were entirely handbuilt. Outer panels were roughly approximated on male wooden structures, then welded and bolted together, the surfaces later smoothed with lead. In this context, 100 bodies a year came to quite a job, and considering the Brougham's complexity the Italian craftsmen did a splendid job.

Precision, though, wasn't the best. Take, for example, the headlamp brows. They were supposed to come out perfectly horizontal. Many didn't. So for you owners who suspect your droop-browed Eldo got bashed at some point, take heart—it was probably just built that way!

Job #1 made its debut at the 1959 Chicago Auto Show that January, nearly four months behind the standard '59

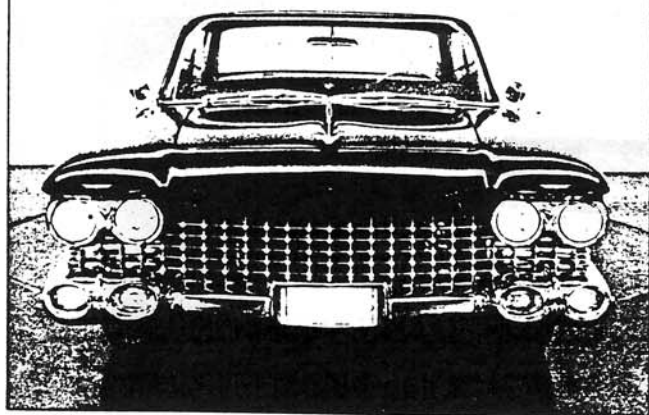
Cadillac. A styling modification had been made at the Pinin Farina plant after viewing the first car. The spacing of grille blades was too wide, leaving mechanical parts exposed behind the grille. Thus a recessed blade was added between every horizontal spacing, without the ornamental bullets.

Cadillac hardly acknowledged the 1959-60 Broughams' Pinin Farina heritage. Nowhere did the coachbuilder's emblem appear. Scuff plates carried the Fleetwood bug. Cadillac explained the situation this way. Pinin Farina was a designer as well as a coachbuilder. And although he fabricated the Brougham, he didn't participate in its design, so it would have been unfair for Cadillac to capitalize on his styling reputation.

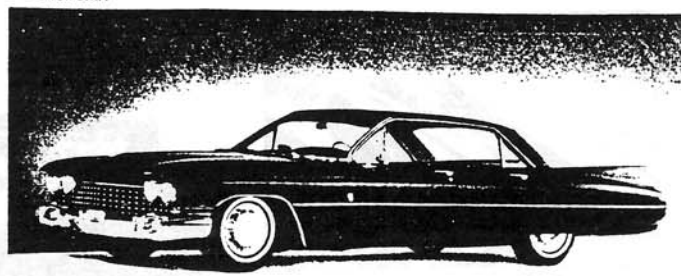
On the engineering side, the 1959-60 Brougham continued with air suspension, a controversial carryover from the first generation. Air-spring bellows and domes were not the same as on the 1957-58 Broughams but did interchange with all other air-suspended Cads, 1957-60. While the 1957-58 Brougham used an electric air compressor that worked only when air was needed, the 1959-60 had a belt-driven, twin-piston air pump incorporated into the power steering pump. It supplied air constantly, had a relief valve, and was lubricated from the engine's bypass oil filter with a return line to the engine block.

GM Parts Div. scrapped (S-C-R-A-P-E-D) all its air suspension spares in 1975, but I was lucky enough to salvage four new bellows and one manual valve. I presently own two 1959 Broughams, one a beat-up, high-mileage car whose original air suspension still works fine. Yes, it leaks, but it takes two weeks of immobility to put the car "on its knees." I can feel no difference between air suspension and coil springs on smooth highways. However, on rough dirt roads the air suspension gives an incomparably better ride—it's fantastic.

I do realize that many Brougham owners have switched to coil-spring suspension, and I can sympathize. I should mention, though, that riding-height valves can still be purchased and modified to fit. Cadillac's valves from post-1965 Fleetwood air shocks convert nicely. As for compressors for earlier models, the GMC motorhome



GM DESIGN STAFF



Handcrafted entirely in Italy, '59 Brougham's details were subtler than production models. No sheetmetal, no glass, no trim, and relatively little hardware interchanged between '59 Brougham and standard Cadillacs.



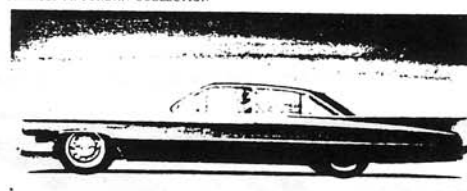
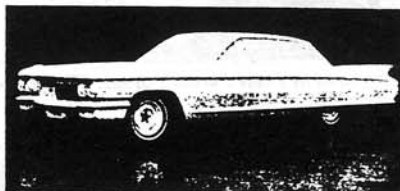
CADILLAC MOTOR DIV.

Standard '59 Sedan de Ville shows more flamboyant fins, cantilevered roof, other differences.



GM DESIGN STAFF

CHARLES M. JORDAN COLLECTION



Inside the 1959-60 Broughams

THE 1959-60 BROUGHAM'S interior became subdued in comparison with the 1957-58 models. Gone were the silver drinking cups, the digital clock, the perfume bottles, the vanity and cigarette case.

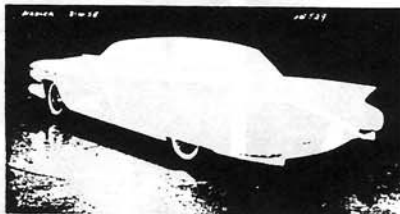
Yet interior sumptuousness didn't suffer. The standard 1959 Cadillac had enough glamor to be converted to Brougham sobriety without great change. On the dashboard, the stock insert on each side of the radio dial was replaced by a smooth, brushed, stainless-steel panel adorned with the Eldorado Brougham emblem. And with no dogleg, switches for the power windows and wiper moved into the door.

The 1959-60 Broughams carried an abundance of courtesy lamps, and a magazine rack filled the width of the front seatback. Two flush lockable compartments were located on each side of the radio speaker on the rear package shelf. A rectangular clock, shared with limos, was mounted on the seatback, surrounded by a wood veneer insert, with veneer appliques on the front-seat side panel.

Interior upholstery combinations for 1959 were down from 44 in the 1957-58 Broughams to 15. Two typical materials were used: broadcloth (plain or striped) and leather. Headliners were always broadcloth. Leather interiors had tufted seats, and broadcloth interiors had plain bolsters with moderate stitching. Three horizontal lines of stitching were found on broadcloth interiors, but leather door trim was plain.

As in the 1957 Brougham, carpets were either nylon/wool karakul or genuine mouton. It seems that leather interiors had the karakul, and broadcloth went with the plushiest sort of mouton ever found.

The trunk was lined with a nylon material, including the inner decklid, and the hood was insulated with a thick pad of insulation. □



BUFORD BRAY PHOTO

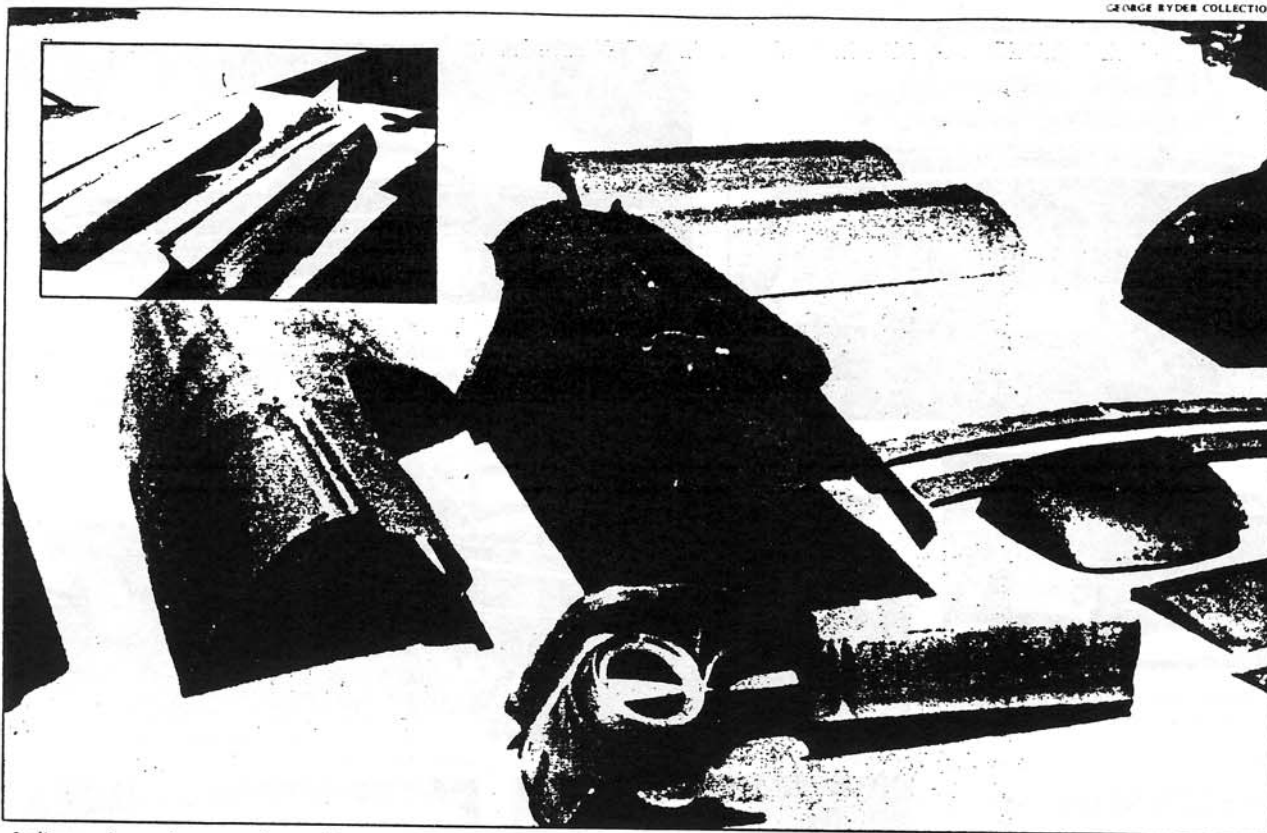
GM DESIGN STAFF

Above: Charles M. Jordan created the final (1960) Brougham, emphasized length and thin roof. Car has become a transitional link between the more rounded lines of the 1950s and the crisp edges of the '70s. Left: Plaster molds of both 1959 and '60 (shown) were sent to Italy so wooden forms could be made to hammer the metal components over.



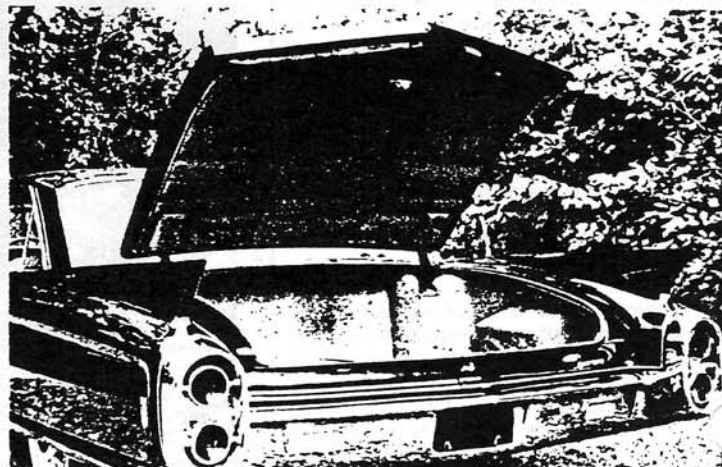
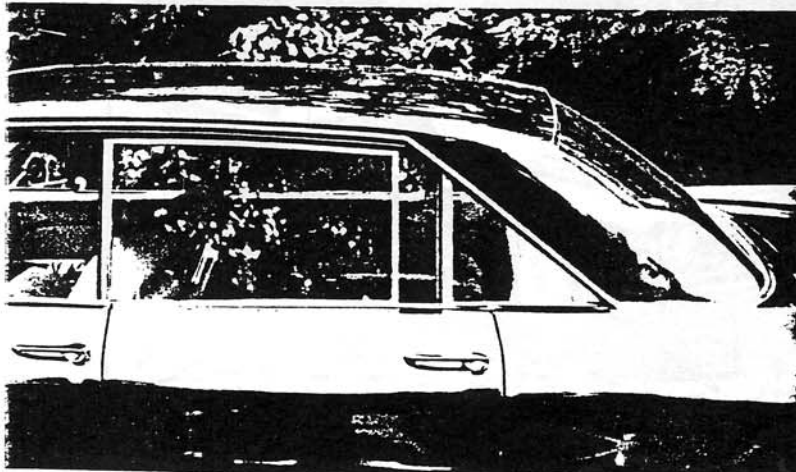
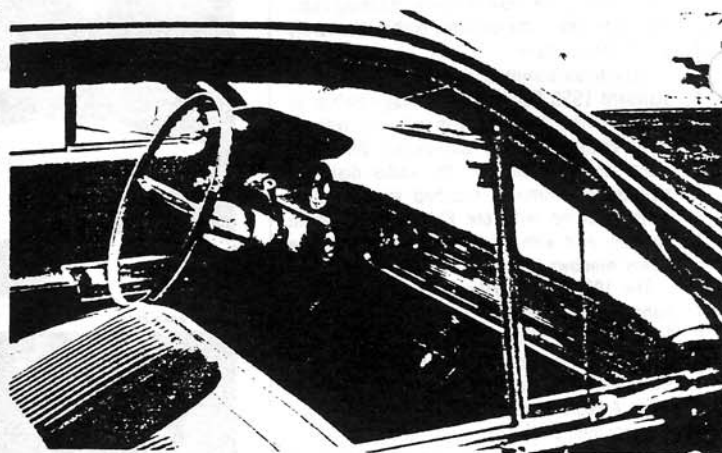
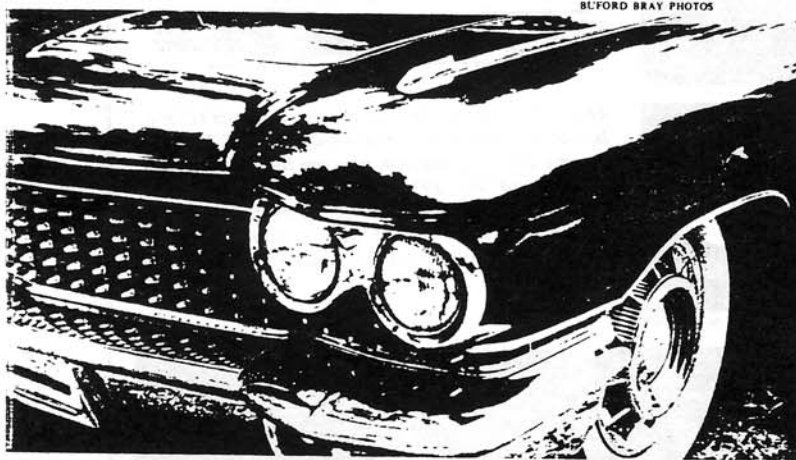
Considerably changed again from its 1959 self, '60 Brougham sports different side treatment that includes skegs along rocker. Once more, no sheetmetal interchanged with standard 1960 Cads.

Special-Interest Autos, August 1978



Italian craftsmen hammered out Eldorado's body panels by hand in Pinin Farina's shops. The cars were then assembled on stationary lines.

BUFORD BRAY PHOTOS



Upper left: Considerable lead went into Farina Broughams, and most haven't weathered well. Wheelcovers look almost exactly like 1957-58 alloy wheels. Upper right: Latter-day Broughams used modifications of standard instrument panel but carried almost all available options and unique upholstery and interior trim. Lower left: Brougham's rear quarter window moves several inches rearward automatically when back door is opened. Lower right: Totally padded trunk carries battery; it's more accessible here than under hood. Padding on decklid helps insulate and silence.

The Final Broughams

continued

uses two types of electric compressor, one of which is similar to the unit used in 1957-58 Broughams. Anyway, working air suspensions are now rare and priceless!

The 1959-60 Brougham engine was Cadillac's 365-cid V-8 with the Tri-Power carburetion setup. It delivered 345 bhp and gave good fuel economy when driven gently and whopping acceleration when trounced. The fore and aft 2-barrel carbs opened by vacuum at full throttle, whereas only the center carburetor worked at part throttle.

The 1959-60 Broughams cost \$13,074 new, same as the first generation. The greatest number was sold along the Eastern Seaboard (60), with 41 going to California. Six cars were exported, and 17 U.S. states got none at all.

Styling changes in the 1960 Eldorado Brougham were slight. Borrowed from the standard 1960 Cadillac was the front bumper, minus its turn-signal pods. Rear bumper ends were elongated vertically, with two round lights floating inside a concave, brushed-aluminum panel. The vertical light in the tailfin was removed.

An important change in body section for 1960 meant new side panels from front to rear. The Brougham received skegs, borrowed from the Cadillac XP-74 Cyclone showcar, and the small side molding gave way to a raised peak. Combined, these 1960 changes produced a slimmer look and made the Brougham more distinctive from the common Cadillac line. The cloisonne emblem went onto the rear

fender, and Brougham nameplates were used above the grille and on the rear splash panel above the bumper.

By the way, from the 1957 model on, all Broughams came with narrow whitewall tires, so you restorers who are mounting fat whites better watch it.

The Brougham features didn't really die after 1960—they got productionized. Initial Cadillac proposals for 1961 didn't especially excite anyone in GM Styling, so it was finally decided to adapt the 1960 Brougham's lines to standard 1961 Cads. That's another reason it's so hard to recognize second-generation Broughams today. The '61 Cadillac became a higher, smaller car than the '60 Brougham, with less glass and the tail-lamp housing placed horizontally. The '61 production Cadillac turned out to be very successful, and no one has ever regretted the decision. GM Styling kept working on projects to extend or revive the Brougham concept, and the project culminated in one of Cadillac's most exciting recent models, the 1967 Eldorado.

Of the 200 Broughams produced in 1959-60, only 39 cars have been located by the Brougham Owners Assn.: 17 1959 models and 22 1960s. Another 30 might still be out there in the bushes, but probably no more than that.

The Italian-built Broughams didn't hold up too well. With the large amounts of lead used, paint usually cracked and chipped. And just as on standard Cadillacs, fenders, doors, and rockers tended to rust at the weld lines. You'll also probably find a curious plug on the inner front door panels, on dead center with the door handles. It's unique to the 1959-60

Broughams and came about because the Pinin Farina workmen apparently didn't have the patience to install the door handle with a standard box-end wrench, which required tightening the nut an eighth turn at a time. Instead, they just cut a hole in the panel and used a screwdriver.

In 1961, by Italian presidential decree, Pinin Farina became known as Pininfarina—all one word. His brother ran a competing enterprise known as Farina Stabilimento.

The 1959-60 Eldorado Brougham's historical impact stems from two significances: First, it marked the end of the era of factory-custom Cadillacs—the last of the not-for-profit prestige cars. Since that time, Cadillac has become wary of offbeat projects and isn't likely to develop anything so controversial again.

Second, it launched a new styling trend into the era in which we still live and work today. It wasn't a definite statement; rather it represented a transition between the generous, rounded, overly decorated shapes of the 1950s and the lean, austere, crisp styling of the 1970s.

Collectors will argue and bicker about the status of the 1959-1960 Brougham, but one thing is certain. The few remaining examples will become recognized and more prized as time passes. □

Our thanks to Charles M. Jordan, Dave Hollis, and Bob Scheelk of GM Design Staff; Fred Cowin and Dan Adams of Cadillac Motor Div.; George Ryder, GM Overseas Design Staff; John and Bonnie Miller, Natick, Mass.; and Cy Strickler, Brougham Owners Assn., 14 W. Andrews Dr. NW, Atlanta, Ga. 30305.

1959

ELDORADO BROUGHAM . . . MOST COMPLETELY EQUIPPED MOTOR CAR IN AMERICA!

In keeping with the custom design and craftsmanship of the Eldorado Brougham is the high degree of performance, comfort and convenience provided by its full complement of luxury equipment.

Armrest, center, front and rear
Cadillac Air Conditioner
Cadillac Air Suspension
Cadillac Cruise Control
Cadillac Power Brakes
Cadillac Power Steering
Cigarette Lighters, front (two)
Cigarette Lighters, rear (two)
Clock, electric, front and rear
Door Locks, electric
Fitted Wheel Discs (set of four)
Fog Lamps (pair)
Front Seat Adjustment (6-way), power operated
Headlight Dimmer (automatic)
Heater
Hydra-Matic Transmission
License Frames
Lights, front ash receivers
Lights, back-up (dual)
Lights, courtesy (automatic), each front and rear door
Lights, courtesy, front seat back
Lights, directional signal
Light, glove compartment (automatic)
Light, luggage compartment (automatic)

Outside Mirror, left side, remote-control
Outside Mirror, right side
Package compartments, locking, in rear package shelf
Parking Brake Warning Signal
Pocket, back of front seat
"Q" Engine (3 dual-barrel carburetors)
Radio with front and rear speakers
Rear quarter windows, power operated, automatic and manual
Rear-View Mirror, 3-way, E-Z-Eye
Remote-Control Luggage Compartment Lock
Shaded and/or Tinted Glass
Vent Window Regulators, power operated
Visor Vanity Mirror
Visors, dual sun, padded
Whitewall Tires, 8.40 x 15 Low Profile (set of five)
Window Regulators, power operated
Windshield Washer and Coordinator

1960

Armrest, center, front and rear
Cadillac Air Conditioner
Cadillac Air Suspension
Cadillac Cruise Control
Cadillac Power Brakes
Cadillac Power Steering
Cigarette Lighters, front (two)
Cigarette Lighters, rear (two)
Clock, electric, front and rear
Door Locks, electric
Fitted Wheel Discs (set of four)
Fog Lamps (pair)
Front Seat Adjustment (6-way), power operated
Guide-Matic (Power Head Lamp Beam Control)
Heater
Hydra-Matic Transmission
License Frames
Lights, front ash receivers
Lights, back-up (dual)
Lights, courtesy (automatic), each front and rear door
Lights, courtesy, front seat back
Lights, directional signal
Light, glove compartment (automatic)
Light, luggage compartment (automatic)

Light, map, instrument panel
Lights, red warning, front door panels
Outside Mirror, left side, remote-control
Outside Mirror, right side
Package compartments, locking, in rear package shelf
Pocket, back of front seat
"Q" Engine (3 dual-barrel carburetors)
Radio with front and rear speakers
Rear quarter windows, power operated
Rear-View Mirror, 3-way, E-Z-Eye
Remote-Control Luggage Compartment Lock
Shaded and/or Tinted Glass
Vent Window Regulators, power operated
Visor Vanity Mirror
Visors, dual sun, padded
Whitewall Tires, 8.20 x 15 Tubeless (set of five)
Window Regulators, power operated
Windshield Washer and Coordinator

SPECIFICATIONS

Wheelbase	130"	Interior Dimensions, Front	Rear
Over-all Length	225.0"	Head Room	33.7"
Over-all Width	80.7"	Leg Room	42.5"
Over-all Height	55.0"	Hip Room	63.4"
Tread, Front & Rear	61.0"	Shoulder Room	59.4"
Min. Ground Clearance	6.59"	Seat Height	13.2"
Seat Construction	Marshall Type Coil Springs		
Steering Ratio, Over-all	18.9 to 1		
Car Turning Radius (Bumper to Bumper)	24' 2"		
Rear Axle Ratio	3.21 to 1		
Tire Size (Tubeless)	8.20 x 15 (4-Ply)		
Suspension	Air Springs		
Horns	3 Seashell, One Trumpet		
Battery Location	Right-hand side of luggage compartment		
Jack Accessories Location	Concealed panel, left side of luggage compartment		
Windshield Wipers	28 1/2" Radius		

TOWNCAR HAS A NEW HOME !

Meet Joe Bortz.

His dreams of dream cars came true.

When Joe Bortz was a kid, he had two favorite pastimes. One was riding his bicycle to auto dealerships, collecting literature on the newest models, and filing it for future reference. The other was visiting the Chicago Auto Show every February, where he envisioned owning the cars on display—especially the one-of-a-kind "dream" concept cars that embodied the most innovative features.

Since then Bortz's passion has become a reality. His collection of about 50 cars, which includes a 1931 Duesenberg, focuses on such classic '50s cars as a 1958 Packard Speedster, 1953, '55, and '57 Cadillac Eldorado convertibles, and a 1953 Buick Skylark. The best part of the ensemble, however, are the seven concept cars, among them a 1953 Buick Wildcat and a 1954 Pontiac Bonneville Special (shown here). "I'm the largest holder of concept cars," boasts Bortz. "Only General Motors has more."

A former biochemist, Bortz abandoned his profession several years ago to found a business that would combine his love of cars and his interest in restaurants. The result is Blue Suede Shoes, a chain of five Midwest nightclubs that use '50s cars, jukeboxes, neon lights, and other nostalgia in their decor. Bortz has also established an auto museum in Lake Forest, Ill.

Yet another of Bortz's favorite pastimes is reading about cars in *The Robb Report*. "I enjoy perusing the articles," says Bortz, who has subscribed for eight years. "As a collector my real motivation is to further my endeavor to create the largest private collection of design-study, prototype, and dream cars from the '50s and '60s."

These fantasies are still reality

By Jim Mateja
Auto writer

The uninitiated look at the nameplates and see Dodge, Pontiac and Buick.

Joe Bortz surveys the scene and sees Rembrandt, Picasso and Van Gogh.

The objects of Bortz's affection are dream cars, one-of-a-kind vehicles built by hand to impress the public at auto shows.

"They are machines designed to make other motorists ask: 'What if?'"

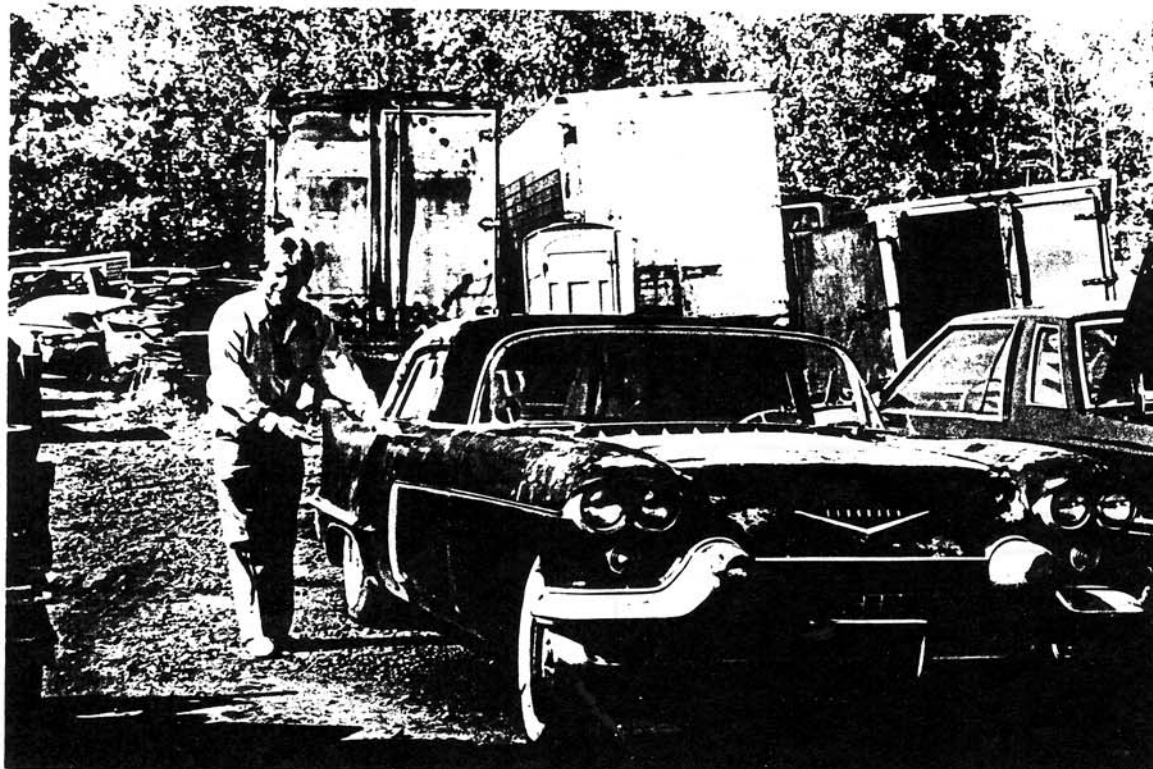
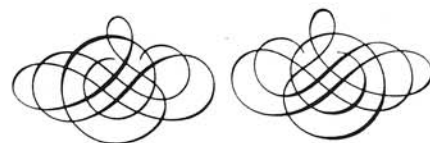
Bortz, 47, is a noted car collector and owner of the Blue Suede Shoes restaurant and nightclub chain. Along with a handful of private investors, Bortz has put together the Blue Suede Shoes collection of dream cars, which he claims is the world's largest collection of its type. It numbers roughly 25.

And rough is an apt description for some of the vehicles. Most are fully restored to look just as they did 30 years ago, as they spun on turntables on the auto show circuit, but some are rusted heaps awaiting restoration.

The names of the vehicles hint at the unique status of each: Buick Wildcat I, Pontiac Banshee, Dodge Diamante, Pontiac Bonneville Special.

Bortz has a little of everything, including the Kitchen Sink, a 1956 Cadillac Fleetwood decked out with refrigerator, toaster, hot plate, running water, knife, fork and spoon holders, safe, and kitchen sink.

"Most people aren't even aware these dream cars exist. Fewer still have ever seen one,"



RESTORATION & MAINTENANCE

From Our Members

BUMPER UPDATE

Dear "57-58" Brougham Owners:

I am presently involved with an aluminum bumper reproduction project for 1957 & 1958 Broughams. I own several Broughams and every attempt at having my bumpers refinished and replated has resulted in failure and ultimately a waste of time and money. This coupled with my love for the Brougham has prompted me to research this remanufacturing process.

My research has led me to an aluminum casting process which looks very promising and should yield high quality parts at a minimal cost. Nevertheless, tooling is involved and the individual cost to you all will be based on the interest in the project.

My goal is to provide as perfect a part as possible at the least cost. I am very particular about quality and if we can't come up with that first, this project won't fly. I would be offering bumpers which are finished and plated, ready to install. I am willing to proceed on a "recover-my-cost" basis if demand warrants.

I have contracted for one rear bumper mold and prototype. I was to have this first piece by mid-November but, as of this writing, the first bumper has been delayed until early January. When I receive the prototype, it will be inspected carefully, fitted to my car and then plated to determine if the whole system works.

Price for the rear bumpers should be in the \$1,200 to \$1,500 range but this is not certain yet. It is my desire to go ahead with all the bumper parts including license brackets if demand permits.

I know that these new bumpers may be a substantial expense for many of you but they may also solve the problem of properly finishing our cars and adding value and beauty to the Brougham that it certainly deserves.

If you have interest or suggestions, please contact me.

P.S. - Rear bumper exhaust louvers in the works also.

David Barclay
169 County Road East
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(201) 544-9035

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57/58 Repro Parts



Brougham air suspension - this is the saga of my quest to reproduce the diaphragms, front and rear. There are a lot of parts and pieces on any air suspension and, except for the air springs themselves, all are replaceable with relative ease. Small air compressors are easily rebuilt or replaced. The Brougham's compressor has metric bearings, for example! The levelling valves are easily replaced with modern truck units. But, oh those diaphragms!

The original diaphragms were not clamped tightly into place like modern air springs, but rather were just set into the air domes, hoping that air pressure would seal the edges. But if the edges were not absolutely perfect and if the mild steel ring inside the rubber was not perfectly round (or had been slightly bent) then continual leakage was the result. Also, as the rubber got older and less pliable leaks would occur.

To me, the answer was to somehow seal new diaphragms tightly in the air domes and eliminate the many unavoidable sources of leakage.

Finding a company that could reproduce the diaphragms was very difficult. Anyone can make moulded rubber but outside of tire companies, almost no one makes fabric reinforced rubber!

I finally found one company in New Hampshire that agreed to have new moulds made and to make new diaphragms. The new units are reinforced with ballistic nylon and made with nitrile rubber. In front, the seal on the piston is easily achieved by using silicone rubber. This material keeps the diaphragm down and steady on the piston neck, but it also gives an air tight seal that will outlast the diaphragm.

On the air dome side the seal is effected by welding or brazing into the dome a specially machined steel ring which is angled to mate perfectly against the diaphragm rim.

The ring is placed so that when the retainer plate is tightened against the air dome, the diaphragm rim is squeezed tightly against the ring, thus giving a tight mechanically strong seal.

I enclose a copy of my cross-sectional drawing showing how this all works. The diaphragms look exactly like originals. They do not have any steel rings inside, just nylon cord for strength.

Getting these units made has been a very long and involved deal simply because the company doing it is much more interested in working for G.M. than for me!

I now have some rear diaphragms for testing and expect to have them available for sale soon. I must emphasize to all Brougham owners that these units are being sold so that I can recover my extensive tooling costs. As far as quality and strength are concerned, you must all keep in mind that as an 18 year Brougham owner, I am interested in preserving my car with good solid parts which will enable me to drive my car without fear that thirty year old rubber will fail on the road.

Anyone interested in rebuilding their air suspension with new rubber can now do so at prices that are less than N.O.S. parts with brand new parts.

Dr. Roger Eickmeier
R. 5 Mitchell
Ontario NOK-INO Canada

REAR in stock
FT 250
AE 300

STEERING WHEEL REPAIR



STEERING WHEEL RESTORATION

I. Horn ring removal: Loosen both allen set screws on each side under the horn ring and remove ring.

II. Remove nut on steering shaft taking care not to damage horn contact. Next, notch out opposite sides so puller bolts can be inserted into steering wheel hub. See drawing #1.

III. To separate steering wheel from shaft, screw nut hand tight and loosen $1\frac{1}{2}$ turns - place $\frac{1}{2}$ " socket on top of nut for a base for the puller, and with a little pressure steering wheel will separate.

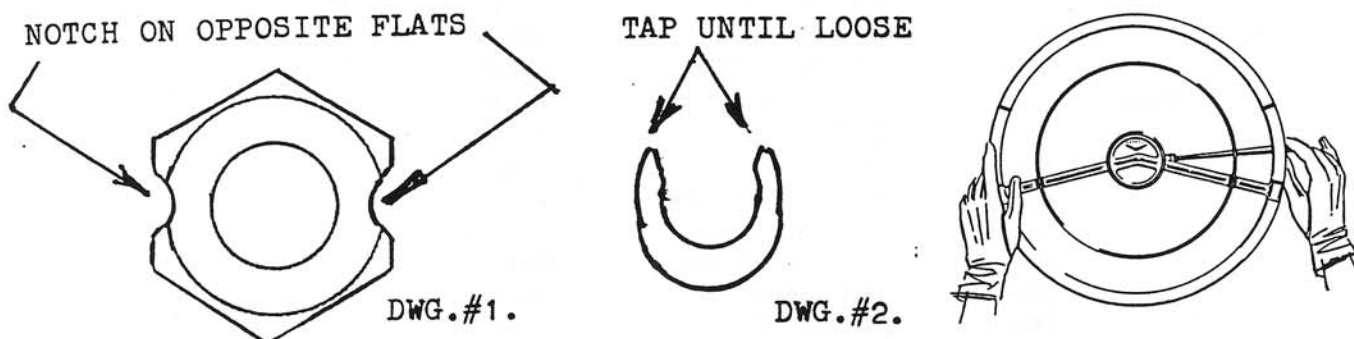
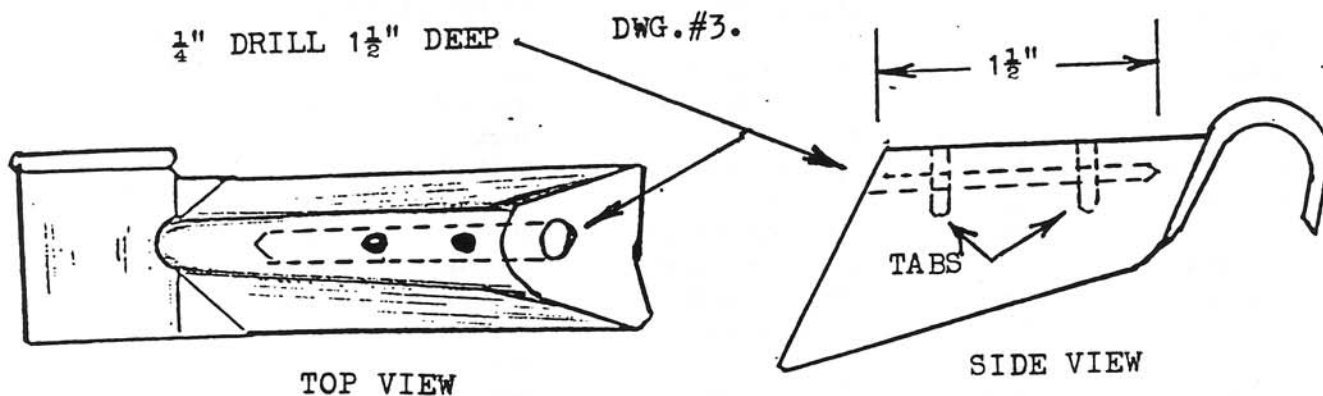
IV. To chrome plate the pot metal parts on steering wheel: The small rings are in the shape of a horseshoe and slip off using a cut nail or similar punch by tapping alternately on each side till released. See drawing #2.

V. To remove the right and left pot metal pieces that border on rim and crossmembers it is necessary to drill a $\frac{1}{4}$ " hole only $1\frac{1}{2}$ " deep. Mark drill bit so as not to go any deeper. There are (2) tabs that are imbeded in the plastic that must be broken so the piece can be pryed off. See drawing #3.

WARNING: Please caution your chrome plater the pieces are quite thin and could be destroyed by too much grinding or sanding.

After the pieces are rechromed and plastic handle repaired they can be cemented back in place with epoxy very easily.

Gerald A. Schantz
29 Rio Pinar Trail
Ormond Beach, Fl.



89/90 ROSTER

NAME	NAME1	ADDRESS	CITY	STATE	ZIP
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Amoth	Dennis	14241 St. Croix Trail N.	Stillwater	Mn.	55082
Anderson	Gary J.	39 E. Greenwood Ave	Lansdowne	Pa.	19050
Anderson	James C.	503 Tacoma Ave	Buffalo	N.Y.	14246
Asbury	Gene	P.O. Box 1680	Ojai	Ca.	93023
Bailor	Larry D.	Rd #1 Box 207	Dalmatia	Pa.	17017
Barclay	David	169 County Road East	Colts Neck	N.J.	07722
Barnette	Charles D.	507 Hickory Box 1938	Texarkana	Ar.	75504
Barron	Thomas Major	28006 San Martinez Grande	Saugus	Ca.	91384
Barrows	Chester W.	1491 Narragansett Blvd.	Cranston	R.I.	02905
Barton	Steve	8051 Castle Pines	Las Vegas	Nv.	89113
Basom	Jack	2600 Old Mill Rd	Hudson	Oh.	44236
Battistoni	Richard P.	12 Coes Hill Rd Box 155	Southwick	Mass.	01077
Blade	Karl	P.O. Box 1185	Miami	Ok.	74355
Blaine	Lt. Col. J.	4820 Wavewood Court	Milford	Mi.	48042
Bortz	Joe	P.O. Box 280	Highland Park	Il.	60035
Bouthillier	Gaetan	254 Berlioz #110	Montreal, Quebec	Can	H3E 1B9
Boynton	Carol & David	98 Birch Street	Pt. Reading	N.J.	07064
Brennan	Sidney L.	1027 Linden Lane	Mound	Mn.	55364
Brown	Raymond A.	Rd 1 Box 150A	Hershey	Pa.	17033
Buckingham	Wm E.	7335 W. 109 Place	Worth	Il.	60482
Butler	John	16925 Manchester Rd Suite 1	St. Louis	Mo.	63040
Cagle Jr.	Garon	4413 10th St.	Lubbock	Tx.	79416-4890
Carson Jr.	Fred K.	24900 Gessner Rd	N. Olmstead	Oh.	44070
Cashman Jr.	James	2711 E. Sahara Ave	Las Vegas	Nv.	89121
Cochran	Jerry	2762 Oak Knoll Dr.	Los Alamitos	Ca.	90720
Dannenfelser	John	1950 W. 6th St.	Reno	Nv.	89503
Davidson	Ted	2525 N. Oakmont Ave	Santa Ana	Ca.	92706
Davidson/H. Rothman	T.	5379 Richfield Rd	Yorba Linda	Ca.	92686
Dick	Richard J.	1001 Northwest Hwy	Park Ridge	Il.	60068
Dobbins	Gilbert	4029 Indian Guide Road	Lafayette Hill	Pa.	19444
Domenico	Joseph G.	1147 Galloway	Pacific Palisades	Ca.	90272
Dowling	Al	19 Manning Dr.	Berea	Oh.	44017
Drescher	Jerry R.	1911 Chesney Rd. East	Tacoma	Wa.	98445
Dumas	L. Paul	9649 Lake Matoma Dr.	Orangevale	Ca.	95662
Eickmeier	Dr. Roger	Rt 5	Mitchell, Ontario	Canada	Mok-Ind
Field/GMF Productions	Greg	41 Nepaug Street	Hartford	Cn.	06106
Fogg/David Manwill	David	P.O. Box 97	Palm Springs	Ca.	92263
Garvey	George H.	2510 Ladera Ranch Rd	Ojai	Ca.	93023
Gernadnik	Ron	6750 Warren Sharon Rd	Brookfield	Oh.	44403
Gimelli	Ken	239 Forrester Road	Los Gatos	Ca.	95023
Grossman	Myles	15 Wellington	Greenville	N.Y.	11548
Hall	Jean	Sprague Rd.	Berea	Oh.	44017
Hallada	Robert P.	3574 Wellesley Ct	Mountain View	Ca.	94040
Handwerker	Gary	2311 Burr Oak Road	Northfield	Il.	60093
Harder	Jim	23111 Galva Ave	Torrance	Ca.	90505
Henson	Steve	100 Crow Canyon Dr	Folsom	Ca.	95630
Hicks	Roger	4785 Mayfair Rd	N. Canton	Oh.	44720
Higgins/R. Wilson	G.	33165 Avenue F.	Yucaipa	Ca.	92399
Holley	John A.	2047 Crinella Dr.	Petaluma	Ca.	94962
Jenkins	Shelby	506 E. Kings Rd	Sayrna	Tn.	37167
Jones	Bill	B-61 Issaquah Dock	Sausalito	Ca.	94965
Jones	Robert E.	1445 Folkstone Ct.	Ann Arbor	Mi.	48105
Kepich	John	Box 1365 7520 Clover	Mentor	Oh.	44060
King	Alan	1817 E. Adams Ave	Fresno	Ca.	93735
Koppenhaver	Paul L.	P.O. Box 430	VanNuys	Ca.	91408

NAME	NAME1	ADDRESS	CITY	STATE	ZIP
Krell	Peter	5401 Chimney Rock #937	Houston	Tx.	77081
Lannen	Dick	992 Arlington	Birmingham	Mi.	48009
Lease DDS	Alan J.	475 Cameron Villey Ct.	Atlanta	Ga.	30328
Leland	B. Mitchell	666 Pomander Place	Flintridge	Ca.	91011
Levine	Arthur M.	3862 Chinchilla Ave	Las Vegas	Nv.	89121
Lewis	C. Vaughan	Rd 2 Rt49 Rb 108-B	Marcy	N.Y.	13403
Lewis	Ralph V.	2525 N. Topeka Blvd	Topeka	Ka.	66617
Lynch	Michael T.	605 3rd Ave Suite 1200	New York	N.Y.	10158
Mc Cullen	Donald	9325 N.W. 59th Lane	Gainesville	Fl.	32606
McCraken Sr.	Frank H.	2634 Edgewood Road	Gloucester	Ma.	
McGarrity	Thomas F.	200 Mamaroneck Ave	White Plains	N.Y.	10601
Metal Craft Mfg Inc.	E. Zepke/	468 Walnut St.	Springfield	Ma.	01105
Meurer	Edmund	2400 Research Dr.	Farmington Hills	Mi.	48024
Mihelich	Mark R.	1901 Court St	Pueblo	Co.	81003
Moe	Robert I.	1976 19th Ave	San Francisco	Ca.	94122
Mongeluzzi	Anthony J.	53-35 197th St	Fresh Meadows	N.Y.	11365
Moore	Hill Ray	2812 Rosedale	Dallas	Tx.	75205
Muckey	Larry W.	4588 Sheridan	Muskegon	Mi.	49444
Naseff	John M.	P.O. Box 64526	St. Paul	Mn.	55164
Oberhaus	Edwin G.	Route 66 South	Archbold	Oh.	43502
O'Brien	William R.	908 Stone Road	Windsor	Ct.	06095
Olsen	William	P.O. Box 184	Santa Fe	New Mexico	87504
O'Sullivan	John Patrick	64479 Carriage Hill	Grand Blanc	Mi.	48439
Palovcik	Anton	3446 Girard	Warren	Mi.	48092
Paone	Michael	38 Orchard Lane	Berkeley Heights	N.J.	07922
Pope	Marc Kevin	448 Knickerbocker Rd	Tenafly	N.J.	07670
Pozzi	Bill	18251 Gothard	Huntington Beach	Ca.	92648
Puckett	Marvin R.	10937 Number Nine Rd	Brookville	Oh.	45309
Riha	Richard K.	2403 Kentucky Ave.	Baltimore	Md.	21213
Rizzuto	Michael	13446 Beach Ave	Marina Del Ray	Ca.	90292
Robertson	Dave	10339 Tristan Dr.	Downey	Ca.	90241
Rooker	Barry	6217 Harden Dr.	Oklahoma City	Ok.	73112
Rozevink	Eilert	16040 Maple Heights Blvd	Maple Heights	Oh.	44137
Sabella-Alessio	Lucie	2772 dN.E. 30th Ave Apt 7B	Lighthouse Point	Fl.	33064
Schantz	Gerald A.	29 Rio Pinar Trail	Ormond Beach	Fl.	32074
Schroeder	Harry	634 Sorita Circle	Heath	Tx.	75087
Schwartz	Lon	P.O. Box 2605	St. Thomas	U.S. V.I.	00803
Schweitzer	Ronald	15W279 Lexington St	Elmhurst	Il.	60126
Shadroui	Dr. B. John	1245 N. Monroe	Lapeer	Mi.	48446
South	Eugene	4125 Ramiro St	Sebring	Fl.	33872
Stahl	Rudy E.	3154 131st St.	Toledo	Oh.	43661
Taft	David W.	2456 Tolmie Ave	Coquitlam B.C.	Canada	V3K 3E7
Taylor	Bill	2508 N.E. 7th Ave	Wilton Manors	Fl.	33305
Vara, Jr.	Henry D.	350 Chestnut St.	West Newton	Ma.	02165
Wade - Chev's 40's	Ron	18409 N.E. 28th St.	Vancouver	Wa.	98682
Ward	Ken	8085 Winton Road	Cincinnati	Oh.	45224
Weisberg	Arthur	317 East Linden Ave	Englewood	N.J.	07631
Werner	Robert B.	374 Greensboro Dr.	Dayton	Oh.	45459
Woodman	Bill	129 W. Orman Ave	Pueblo	Co.	81004
Woods	Dale E.	12193 Colfax Hwy	Grass Valley	Ca.	95945
Wright	Jerry	326 West Liberty St	Reno	Nv.	89501
Wright	Tom	211 N. Presa St.	San Antonio	Tx.	78205
Yelton	Gary S.	Rt #1	Mexico	Mo.	65265
Zanardi	Mr. & Mrs.	140 Longmeadow Dr.	Los Gatos	Ca.	95030
Zeiger MD	Richard I.		Beverly Hills	Ca.	90210
Zimmermann	Roger A.	Mattenweg 15 CH-2557	Studen	Switzerland	

Classified

IMPORTANT NOTE

All articles, ads, etc. will pertain to the 1957-60 Brougham unless designated otherwise.

Repro Parts

- Set of 6 magnetized stainless steel drinking cups - \$600/set
- Rear armrest vanity beveled mirror with backing plate - \$225/ea.
- Transmission shift lever fluted plastic and chrome knob repair kit - \$125/ea.
- 57 Edlorado air cleaner holdown nuts - \$50/ea.
- Trunk light lense - \$25/ea.
- Fog lenses (L & R) - \$175/ea.
- Vertical tail light lense - \$200/ea.
- Round tail light lense - \$75/ea.
- Round reverse light lense - \$75/ea.
- Chrome plated brass hubcaps - \$175/ea.
- Rear door trim spears (5 per door) - \$25/ea.
- Lower front fender sheetmetal patch repair panels - \$75/pr.
- 59 * 60 trunk latch cover plate and round access panel - \$125/pr.
- 1960 Brougham center door post body side molding fillers - \$150/pr
- Submersible fuel pump replacement kits w/instructions - \$85
- Fuel pump cutout switch replacement (oil pressure activated) - \$50
- 1960 Brougham gas lid door trim and knob - \$200/pr
- Aluminum bumper chrome plating
- Individual component repair
- Stainless trim straightening, polishing and plating
- Miscellaneous fabrication
- Complete restorations (high point only)



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213-306-2851

REPRO PARTS - Attention 1957-58 Brougham owners and restorers: After many requests, we are now considering the feasibility of making a very limited number of the unique style Brougham hubcap. They will be brand new, 100 point show quality duplicates or the original, complete with new medallions. If you are interested enough to call and talk to us, we will review the possibility of a one run basis. George W. MCvey, 9033 Alden, Lenexa, KS. 66215 (913) 888-3686.

REPRO PARTS - I will reproduce the side plate "ELDORADO BROUGHAM BY CADILLAC" out of brass (without frame). They are not stamped like the original plates but graved. In my opinion, only an expert eye can notice the difference. I still have 3 name plates, satin chromed, at \$70.00 each.

Roger A. Zimmermann, Mattenweg 15, CH-2557 STUDEN, Switzerland

Parts

PARTS FOR SALE - 1958 Brougham Body, fenders, hood, trunkhood, stainless steel top, rims, powder painted backing plates. I am looking for interior lenses, map lenses, ashtray, inserts, and also Eldorado emblems for trunk and gasoline. John A. Holley, 2047 Crinella Drive, Petaluma, CA. 94962 -(707)763-2548.

1960 Brougham parts: Door sill plates, rear doors (black door panels), front seat (black leather), passenger side fender skirt, trunk pull down, Brougham "V" for front of car, also emblem for $\frac{1}{4}$ panel, drip rails, many side moldings and misc. trim and mechanicals. Ed Pashukewich, 34407 Ann Arbor Trail, Livonia, MI. 48150 (313) 261-2282-Phone

57/58 Cartridge oil filters Fram CH - 106 PL "Brougham" (8) for \$50.00 plus \$4.00 shipping. Allan Dowling, 19 Manning Dr., Berea, Ohio 44017

57/58 Right front bumper. Plater chromed over crack. Re-plate job fair to good. Good for #2 or #3 car. \$250.00 plus \$10.00 shipping. Allan Dowling, 19 Manning Dr., Berea, Ohio 44017

PARTS - I have some to trade and I do have used bumpers+++ just about anything else. C.V. Lewis, Rd. 2 Rt. 49 RB 108-B Marcy, N.Y. 13403

Many parts from parts cars over the years. Call Gerald Schantz (904) 677-4373. No letters or lists Please.

FOR SALE - Front fender lower mouldings: (left-hole drilled thru to secure, restorable) \$20.00, (right-hole, dents, scratches, could be restored) \$10.00. Front fender upper moulding (left) hole at rear easy to fix \$35.00. Terminal to starter cable \$25.00. Left exhaust plate-fits behind bumper/w skirt mounts \$20.00. Fog light lenses L/R (good condition for originals) \$50.00 ea. Heater unit (cowl)/w housings (needs to be recorded) \$45.00. Instrument cluster chrome (needs plating, perfect to re-chrome while your cluster is in your car. All (3) pcs. \$125.00. Gen./fuel lens \$20.00. Oil/temp. lens \$20.00. Fuel gage dash unit \$35.00. Oil pres. dash unit \$35.00. Turn sig. green dash indicator right (tube broken) \$10.00. Wiper control switch (no cable) \$5.00.

Allan W. Dowling, 19 Manning dr., Berea, Ohio 44017

Parts, parts, parts, Brougham and other Cadillacs - Contact Rudy Stahl at (419) 729-4785 shop, or (419) 729-1123 home.

Parts Wanted

I need a "57-58" Eldorado Brougham oil sending unit attached to oil filter. Also a perfume atomizer, reward for finding one.
L. Paul Dumas, 9649 Lake Notoma Dr., Orangevale, CA. 95662 (916) 988-2619

1960 Brougham right side fender skirt w/chrome (passenger side). Chrome strip left side behind skirt at rear of car. Taillight lens (red), door panel (white) lens, Brougham emblem for (rear fender).
Arthur M. Levine, 3862 Chinchilla Ave., Las Vegas, Nev. 89121 (702) 451-0712.

I need a 57/58 fan shroud. If you have one contact
Jerry Schantz at (904) 677-4373 late evening.

LITERATURE

1. 57-58 photofacts radio diagrams free to B.O.A. members. Send letter size S.A.S.E. to: B.O.A., 19 Manning Dr., Berea, Ohio 44017
2. History of the Brougham air ride. (25) pages of lectures given at the S.A.E. National passenger car, body and materials meeting Detroit, Mich. March 5-7, 1957. \$15.00 to B.O.A. members, \$20.00 all others. Allan Dowling, 19 Manning Dr., Berea, Ohio 44017
3. Eldorado Brougham electrical system and compressor lubrication improvements. Oct. 4, 1957 to all dealers (6) pages. Not in manual. \$5.00 to B.O.A. members, \$10.00 all others. Allan Dowling, 19 Manning Dr., Berea, Ohio 44017
4. Eldorado Brougham electrical circuit diagrams. (18) pages. Not in manual. \$12.00 to B.O.A. members, \$18.00 all others. Allan Dowling, 19 Manning Dr., Berea, Ohio 44017
5. 57-58 Jack instructions \$10.00 Ea. Gerald Schantz, 29 Rio Pinar Trail, Ormond Beach, Fla. 32014.
6. 57-58 exhaust louver template. Free to B.O.A. members. Send letter size S.A.S.E. to B.O.A., 19 Manning Dr., Berea, Ohio 44017
7. 1959 Brougham service supplement (15) pages \$15.00 to B.O.A. members, \$18.00 all others. Allan Dowling, 19 Manning Dr., Berea, Ohio 44017.
8. 1960 Brougham service supplement (5) pages \$5.00 to B.O.A. members, \$7.00 all others. Allan Dowling, 19 Manning Dr., Berea, Ohio 44017.

