

Brougham Owners

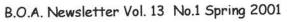
Association

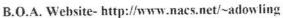


Newsletter Vol. 13 No. 1



Brougham Owners Association, Inc.







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President's Message

As we enter our thirteenth year, I am pleased to say that we are in a very stable position for 2001. Our renewal rate remains at over 98% and new membership continues to increase. Given the competition now have on the Internet, I consider our success as quite amazing. I went into "Eldorado Brougham" on the net the other evening and was amazed at the number of sites that either are devoted to the Brougham or have extensive coverage of its history and contribution to the advisement of the automobile. In addition the new N.A.D.A. guide lists the Brougham in #1 condition at \$58,700. Sure a long way from the early days when one could be had for around \$4000.00. I still believe values to be too low, but given time, I have faith that the Brougham will be in the \$100,000 range in the future. There is a lot of great restoration going on that is lending a great deal of to the value of the Brougham as well. Hats off to those engaged in a most difficult task. The results of your labor are being noticed and appreciation for this great car is enhanced be your efforts. Keep up the great work. Are we still seeking a new President? YES. I hope that by this time next year a transition can be accomplished. I need to retire from this and the Association needs a new point of view. If you are interested, please let me know. In the mean time we will strive to keep things as normal as possible. I applaud all of you for a job well done!

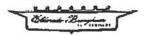
Many thanks to Larry Muckey for supplying the copies of a rare ad from the early history of the Brougham. The original resides with Dick Baruk and is kept near the 56 Towncar.

Till next time

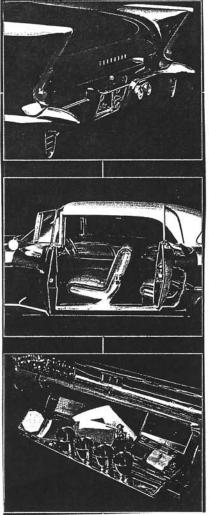
ON OUR COVER.

Our cover car this issue is the beautiful 1959 Brougham owned by Robert and Judith Falcone of Baldwinsville, New York. A perfect shot for a spring like day. Great cars those 59"s."

TO MEET CUSTOMER NEEDS



In 1957, at the height of America's love affair with the automobile, Cadillac introduced something very special: The Eldorado Brougham. Like Imaj, the Brougham was conceived as a limited production ultra luxury sedan of uncompromising quality and convenience. It exemplifies the refusal to be second best that Imaj strives to maintain. All the features were standard including air conditioning and either Karakul (wool) or Mouton (sheepskin) car-Just 704 vehicles were peting. produced in the 1957 and 1958 model years.



USING ART & SCIENCE

The '57 Eldorado Brougham, also like Imaj, was a car ahead of its time. The seemingly endless list of innovations included a brushed stainless steel roof, memory seating, automatic trunk opener and closer, transistor radio with automatic antenna, automatic door locks, quad headlights with automatic high-beam dimming, polarized sun visors and chrome-plated aluminum bumpers.

One look at the stylized tailfins and the pillarless four-door design shows the art, and as for science, there was a 325-horsepower V8 and a revolutionary air suspension system. Also included in the glove compartment was a personal vanity kit containing a tissue dispenser, mirror, compact with powder puff, comb, lipstick, six magnetic-base chrome cups, cigarette case and a small bottle of Arpege perfume.

From a piece of advertsing sent to select buyers of the new super luxury Cadillac Imaj. Submitted by Dr. Zeiger.



Offering such high-end items is not new to Cadillac. The 1957 Eldorado Brougham, included a personal vanity kit and a small spray bottle of Arpege perfume. The opulent Eldorado Brougham, with its ultra-high degree of luxury and its many exclusive technological advancements, is the spiritual progenitor of Imaj.

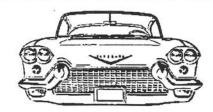
"Much like the fashion industry's 'signature label' products, Imaj would be very exclusive and limited," said Wayne Cherry, GM vice president and director of its Design and Portfolio centers. "It's designed to be a high-end flagship for both Cadillac and General Motors, pushing the limits of performance, comfort and communications technology."

From Budapest, Hungary

Allan Dowling

From: fyuj <eldo57@yahoo.com>

To: Allan Dowling <adowling@pantek.com> Subject: history of my 280# Eldo Brougham Date: Wednesday, April 21, 1999 4:08 PM

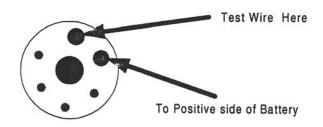


Dear Alan! I received the last newsletter, and i got totally suprised to see my car on the cover. This is a real priviledge, thank you very much. Here are the latest informations of the car: We put the air ride in the car in the end of March. All the parts wich came from Mike work just perfectly! It meant a real joy to install them, everything fits perfect. During the installation of the airride, we had to modify it back and put in an original generator, and rebuild the electrical system. Everything works perfect except only one thig, the ammeter becaus we could not figure out the required length of the shunt wire. In the electrical circuit diagram we found that it needs to be 10G, but there is no information of the length. When we were done with the airride, we knew that the size of my tires were not proper, besides they were full diagonal, but we could not stand to test drive the car. The result was terrible. After a week the right tires witch Mike recommended arrived, we put them on and tried the car again. I relaxed immidiately, the car became just great. With the old tires and the airride it was terrible, i could hardly go straight. I would not imagine that it will mean such a difference to put the required tires on. Since i have the airride in and the heght of the car is proper, it looks much better. Plus it is a great experience to see the cars coming after me, all i could see until now is the trunk in the mirror (i could not understand until now, why did they put a mirror in it anyway?). If we went on a longer trip, i always had to have somebody with me to look behind and help passing other cars. I will have the photos of the installation processed soon, i can send them to you. We made a very good job! Here's how i got the car: In 1986 i bought a book called "Cadillac Legend", here i saw a 1957 Brougham the first time in my life. I found it beautiful, and i read a few information about it. I discovered that they only made a very few of it, and started to dream if i could see one of them in life. I showed it to all my friends, how beautiful it is. Eight yeares passed by, and one of my friends told me, that there is a car that i used to show him in this book in a car dealership in Budapest. I did not beleive him, i thought this is impossible, that has to be something else. The next day, another friend called me, there is a Cadillac like that at the same place. I still could not believe. Two houres later, my brother called me, that there is a 1957 Brougham at a daelarship. Now i became very excited, i had to check it out. I thought it was a dream, there is something wrong with my eyes, there was a real 1957 or 58 Brougham. I went in the office of the dealership and asked what is this car doing here. They told me it is not for sale. the owner is in the US ad he is coming home in a week. It was very hard to find out the owners name, they did not want to tell me. This guy was one of my old friend who i didn't meet for ten years, since he moved to Florida. I leaved a message for him to give me a call immidiately when he arrives. This was the longest week in my life. I could not sleep. Anyway, after a week he called me and came to visit me with the Brougham. The most suprising thing was, he was absolutely not aware about what kind of car he has, he said it is not for sale, he just traded it in Florida for another car, becaus he liked it. My friend told me the story how he got the car: The car was in one of his friends garage in Florida, he was there, and the car's owner was there too. My friend heared that ther is some problem with the car, there was an internsive vibration in it, and they could not fix it. Since then, the owner has spent \$50.000 on the car. The owner said that he had enough of this piece of shit. My friend heared this, and asked him if he would like trade it. The owner asked what for, my friend said he would give him 5 cars. They made the deal, and the Brougham came to Hungary. Anyway, he was not wanting to sell the car, no matter how much i was offering for him. I got very depressed, i was afraid that the car gets damaged, this car did not mean anything for him, this was just like any other car he used. But it was my dream. Two days later he called me almost crying, while he was doing 60 miles downtown Budapest, he tried to stop at a red light and the break pedal fell in. Almost a miracle that the car survived, and he told me that that car wanted to kill him, and to take it away immidiately, he dosen't want to see it any more, and he is selling it to me for the price he got it inculing shipping. Now he told me he has \$26.000 in it. This is how the Brougham became to be mine (the problem was with the front right break hose, it was too short ant the shoch absober cut it). But possible, that it was not short, the Brougham just wanted to become to be mine! This was one of the happyest days in my life. Then, the car looked very nice from the outside, there was 42000 original miles in the odo. It was repainted once, and it was beautiful. The whole body is in great condition, no bondo, no rust, the lines are straight. Probably it was standing somewere for a long time. The interior was restored but it looked bad. Almost nothing was working in the car, only the most important things, but since i had no information of it, i

started to collect every material that has to do something with 57-58 Broughams. I went to Germany, to the US, i knew nobody who could help me then. The fist big step was, when i got a service manual from Muller & Hensel in Hachenburg, Germany. This book meant big help to rebuld the electrical system. There was only a few parts missing, but nothing was working. It took approximately one year to rebuild the electrical system, and everything started to work. Next year we fixed other things, for example the vibration wich was caused by the transmission mount. The the next year everything came together, the car became very nice. I visited car shows 13 times in Europe, the Brougham became to be "best of show" or "50's first place" everywhere. That year i travalled 8000 miles with the Brougham, and i had only three minor mechanical problems wich we could fix every time. The next year the interior had been replaced cosidering the trim code. The last two yeares i am not driving the car, becaus i met Michael Rizutto and when i realized it is possible, i decided to restore it like new, thow i knew this will take long and mean a lot of work. This is the short story of my Brougham. I would like to order a few things from the literature: Nr.4, Nr.5, Nr.8(only for 57-58 Brougham), Nr.12, Nr.13. and from the free literature: Nr.1, Nr.2, Nr.3 I would like these things to be sent to me, i will have the money sent with my friend in California to you the same way i did the last time. Regards, Frank

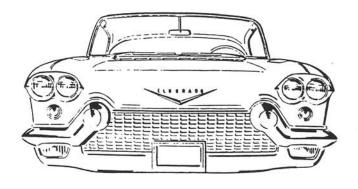
Below is the final section of the diagrams having to do with the testing of the seat mechanism. You should now be able to easily check your seat to pinpoint that annoying malfunction. Be sure to visit Vic's website for updates and corrections to the diagrams he has so kindly supplied. We have quite a few to go, so future issues will contain valuable information. Don't miss one.

1. With the connections as before, touch and hold test wire to Connector #1 as in the diagram below. (This is looking into the Control Box).:



The seat mechanism will now move the Vertical Front to its lowest position, the Vertical Rear to its lowest position and the horizontal will move to its farthest point back. No adjustments will be necessary (if t he adjustments have already been done (as in the above notes). If adjustment is necessary, repeat the procedure above (Vertical Front, Vertical Rear and Horizontal Adjustment).

Note that the mechanism will not move in all directions at once. There is a sequence and order that is controlled by Relay H. Relay H makes sure that the Vertical Front and Vertical Rear motor is not trying to do two opposite things at once...(i.e. front going up while back is going down...this requires the motor to spin in two opposite directions...which of course is impossible.)



From: Mark Goerner <goerner@earthlink.net>

To: adowling@nacs.net

Subject: Long time no chat Allen

Date: Thursday, April 12, 2001 2:35 AM

Hello Allen,

I trust all is well and, like always, I am looking forward to the next quarterly installment. I wanted to let you know of my lastest find. I am recieving, in the next few days, an original atomizer, box, and bottle via post. I feel like an expectant father! Much like the other items I've been fortunate to find, I have to thank the mighty web gods for the connectivity to these rareties. I have located: 2 mirrors, 3 pencils, 4 perfume bottles, 1 vanity case, 2 owners manuals, 1 note pad, a few of the different brochures/ads, and now, the crown jewel, the Arpege kit.

In the process of aquiring it, I relayed the conquest to my friend, who, as a collector, thought I was insane to be spending those kind of funds for an old perfume box set. I explained, but in doing so, sounded even more like a ranting fool ready for a trip in the belted coat to the institution. I reminded him that just days before, I saw him type in, "han 12 moc unpunched", into the search box of an auction site. To my surpise, those criptic terms brought up a list of 1st edition Han Solo, Star Wars figurines, Mint On Card, with the hang tab still attached. Closing price.....\$750.00. Now who looks insane?

So, I await the parcel, and cross my fingers that it is in tact, and worthy of show down the road, providing I have the car running. Until then, I will crack open the door, sit down inside with my trinkets, wave my cupped hand to the crowds, as I imagine that slow motion trip down the boulevard, with the car glistening in the sun, and a cool summer breeze blowing across my dilusional skull.

Regards, and happy Easter.

Mark Goerner

Dear Al

How much is an original Arpege (Correct) perfume bottle with atomizer worth today you ask? Try \$1783.88 and that's without any perfume left in the bottle. Such was the winning bit on EBAY on the evening of April 3, 2001, with the auction ending at 11:05 P.M. At 11:01 P.M. the high bid was \$31.00. For the next four minutes bid submission was fast and furious until time ran out. I am sure Brougham owner's were using their best strategies to achieve the prize. I would have liked to see the face of the perfume bottle seller when this happened - he or she probably had no idea that Cadillac had selected this bottle to put in their exotic autos. I am sure the seller is still in shock - not even a reserve on the item. P.S. I did not have the winning bid!

Charles D. Barnette

Believe it or not, most perfume bottle dealers know exactly what they have in an Arpege atomizer bottle. This was actually not a bad price for a boxed unit. They have sold for a lot more. Hope a Brougham owner bought this bottle as the next time it goes on the block I'm sure it will be more. The old supply and demand thing.

Allan Dowling

From: Lance Hirsch < Ihirsch@attglobal.net>

To: adowling@nacs.net Subject: Story submission

Date: Tuesday, April 10, 2001 10:23 PM

AI.



I've been meaning to write about my car for a while, but never got around to it. Here's a short story on the history of the car that I think show's how much someone can care about a car even if they can't drive.

My 1958 Brougham was bought new in Chicago by George's Personalized Service. I'm not sure exactly what type of service George provided, but I've been told that the dealership it came from was where the Chicago mob bought their cars! The imagination can run wild thinking about the goings on in this car as well as the conversations on the phone. That's right - George had a phone installed in the car. It's no longer there; the only remaining signs of it when I got the car were a rubber plug filling the hole where the antenna was and an imprint of a box that was mounted in the trunk. Having a Cadillac Eldorado Brougham was quite a statement in 1958, but to add a phone to the car in 1958 really kicks it up a notch.

The car may have had a chauffer at times. The gear shifter was personalized with a monogram "J. R. JR.". Perhaps George was running a town car or limo service? I wonder if his rates for an Eldorado Brougham were commensurate with the price of the car? To add even more panache to an already luxurious vehicle, George installed an FM radio under the dash. This has been identified as either a '59 or '60 FM radio. How many FM radio stations were around back then?

Apart from the outstanding, original condition of the paint and interior of this car, the feature that impresses me the most is the tires. A little known fact about the 1957 and 1958 Eldorado Broughams is that the Vogue Tyre Company made a special tire specifically for this car. My car had four of these still installed! The "Eldorado Brougham Special" was a high speed, low profile, twin air chamber tire. If you got a flat, you could keep on driving on the supplemental air chamber. The tire has a regular valve stem and in addition, it also has a self sealing valve similar to what you would find on a basketball. I also have the original documentation for these "tyres" which indicate how to change them and inflate them. Of course they are not roadworthy. I have a spare set of regular wheels with new tires that I drive on. I use the others for show.

George apparently shut down his business and transferred the car's title to himself. Unfortunately, George didn't get to drive the car much for in 1962 he went blind. He would not sell his car though. He loved it too much to let it go. He even kept it tuned up and inspected for a while. He eventually lost interest in maintaining the car and it sat in his garage until his death in 1998. I can imagine George going out to the garage and sitting in his beloved car, recalling the days when he would ride in or drive it.

As a regional director of the CLC, my name and phone number is on our web page. This resulted in a phone call from an associate of an auto broker

contracted to sell the car by George's widow. I was asked about Broughams and what might be the best way to market the car. My response was to fly to Chicago and buy the car. How often do you find a garage kept Brougham stored since 1962 that runs on air ride and has the vanities? Of course some maintenance had to be done to make the car road worthy, but roadworthy she is! I've driven the car about 1000 miles in the two years I've owned it and it is the best riding and driving car I've ever been in. If you've never ridden in or driven a car with air ride, you don't know what you're missing. Fellow club member Vic Brincat provided me with a spare air bag to replace a leaking one and the expert advice on diagnosing and repairing some leaks in the air lines.

If I were to give a moral to this story, it would be that some of the great cars are still out there stowed away waiting for their chance to see the light of day again. I was lucky enough to find this one and perhaps one of our members will be lucky enough to find one for themselves. I've created a web site for the car at www.homestead.com/eldoradobrougham.

Lance

"...Bond reflected that good Americans were fine people and that most of them seemed to come from Texas."

Casino Royale. Chapter VII

I suppose there is a parallel between the pipe organ and the Cadillac Brougham. The great exuberance of GM during the post war years reached its peak (in my estimation) between 1957 and 1960. Like the pipe organ, American cars have been stripped of their cultural expression and forced to take on the expression of European/Asian pragmatism. It's sad to think that in the name of competition, we have lost our identity. I still cling to Cadillac as my car of choice to drive, because it still has a few creases in the sheet metal, and an unmistakable American masculinity. When this is gone, the great legacy will be completely lost. I hope this does not happen until I can no longer drive.

Someday, I will own a '58 Brougham. But first I have to accumulate enough money to do the job right. In the mean time, I am always looking for an owner who will take me for a spin!

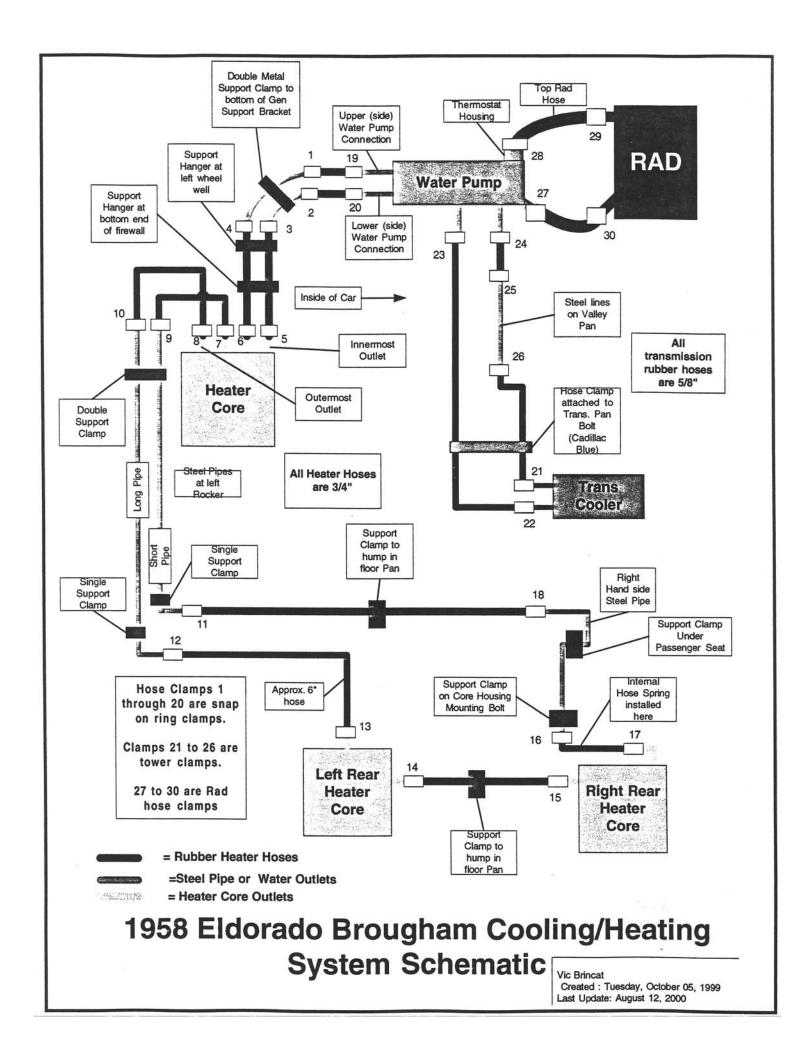
Steve

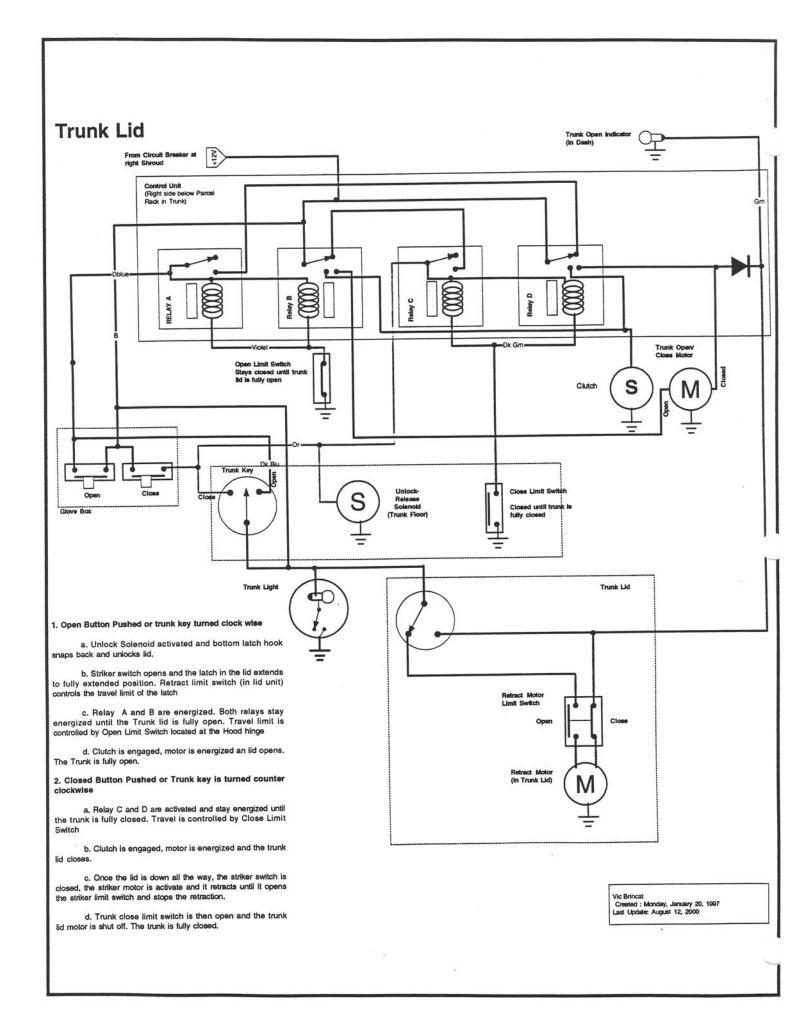
Al,

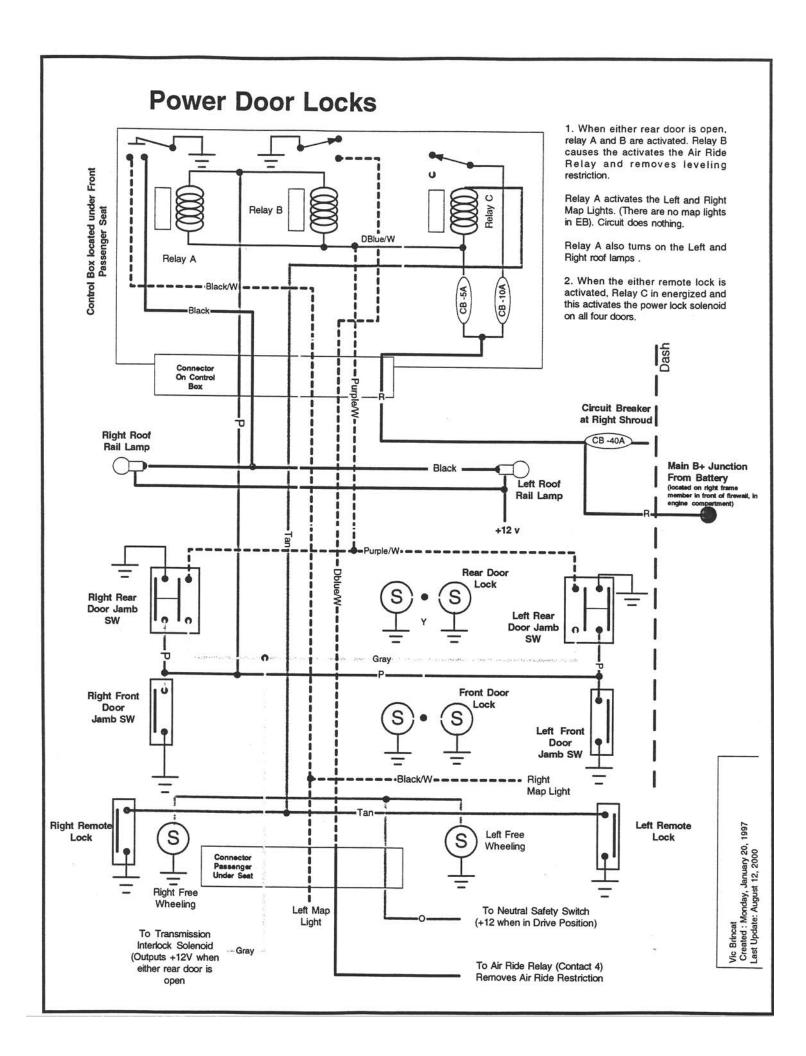
I found a gold tie clasp with a Brougham in gold. Shows a side view and is detailed right down to the suicide doors & the spears on the rear doors. I should send it to you so you can take a picture of it for the newsletter. I got it at Hershey last year. A woman from Florida had it with a batch of old watches.

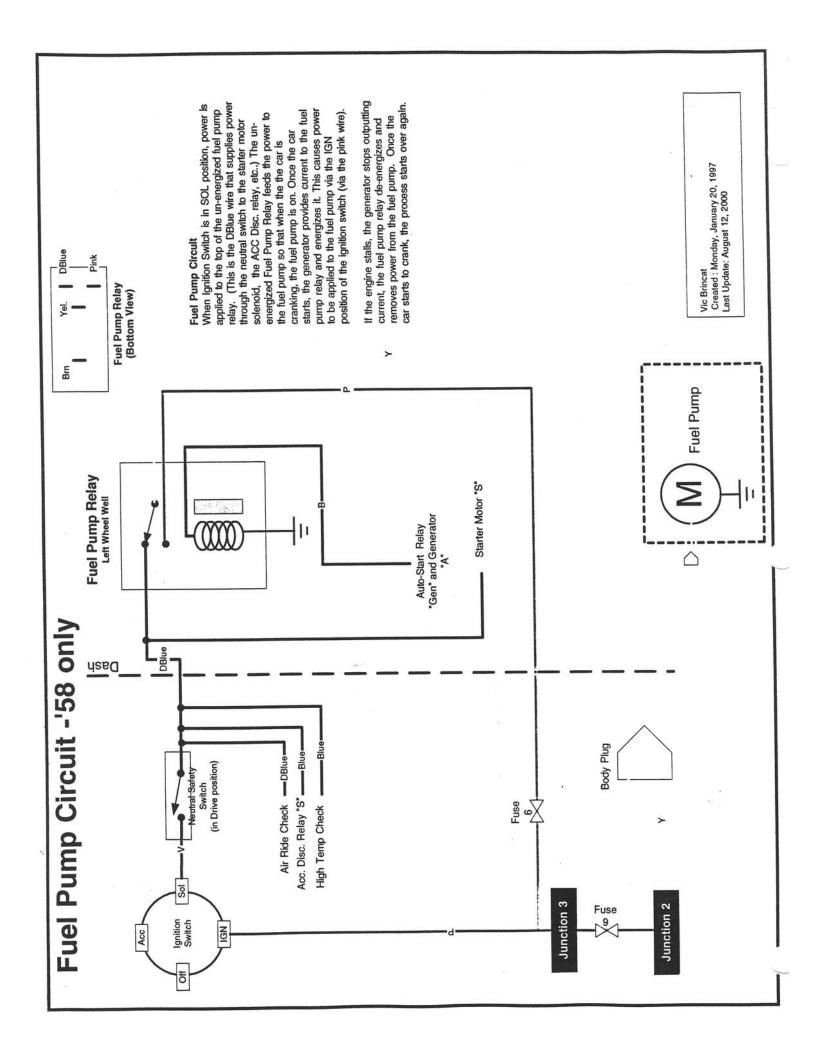
Larry Muckey

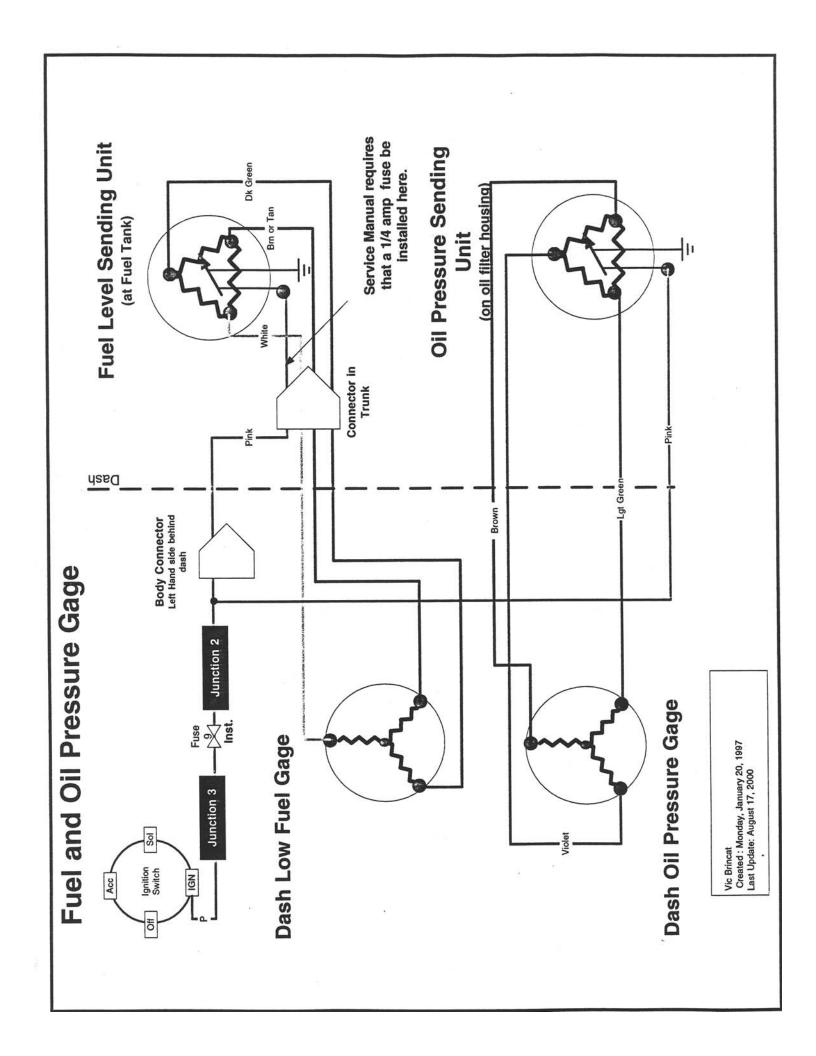
Send it, and we will do our best to get a good shot of it. Never heard of this one before. Has anyone else seen these?











CLASSIFIED



IMPORTANT NOTE

All articles, ads, etc., will pertain to the 1957-1960 brougham unless designated otherwise.



CARS FOR SALE

1957 Brougham - #241 New Paint, new brakes and exhaust. Needs bumpers plated for show. A rust free car with all vanities. \$27,500.00.

1957 Brougham - #271 Engine and trans. rebuilt, new brakes and exhaust. Complete new white leather interior. Front bumpers plated rears buffed & polished. Lots of chrome done. Needs paint. \$13,500.00. Contact: Larry Muckey (616) 777-1849

1957 Brougham - #195 Black #2 car without vanities located in Kansas. For complete details and price information Contact: Matt Massoth (913) 651-2866

1957 Brougham - #143. Sandlwood with Beige cloth (very nice). 55,000 miles, Nice original car on springs. Some vanity items. \$27,000.00. Contact: Gary Yelton. (573) 581-0445

.1957 Brougham - #387. California car. Black with gray leather interior. Very straight and rust free. Perfect glass and roof. Very good original chrome. A very presentable car that just needs the finishing touches. \$15,000 firm. Contact: Nick or Lori Vermet. (313) 886-8349.

1958 Brougham # 651. Chamonix white, solid black leather interior (all original). Black mouton carpet. 34,000 Miles. Perfect glass and roof. Converted to coil springs. John Foster Dulles car. \$30,000.00 Contact: Ken Ward for further details. (513) 521-2029.

1957 Brougham #351. Blue, Stainless steel roof. Original Car with 45,000 miles. Show condition. AACA winner. Car has all vanity items. Converted to springs. Looking for best offer. Contact Keith Geisow (908) 233-2339.

1957 Brougham - #284 Painted dark green metallic #132. Green and white leather interior. California car with owner history available. Five new tires. Car has been completely restored with original parts. Converted to springs. Mechanically and visually this is a strong #2 car or better. 63,000 miles. Price is \$27,000.00 U.S. Contact Gustav Meckenstock (Germany) fax +49 208 48 94, Phone +49 208 48 18 45, e-mail ju.sa@t-online.de

1958 Brougham - Ebony with gray interior. Original unrestored condition. 39,000 miles! Runs great and drives on air. All vanities except atomizer. Original "Eldorado Brougham Special" Vogue tires. See: www.homestead.com/eldoradobrougham. Located in Houston. Contact: Lance Hirsch: lhirsch@attglobal.net or call (512) 394-9280

1958 Brougham - From an Internet contact. "One of the nicest we have come across. It truly needs very little. All the electronics work, and all the glass is good. The air ride has been changed over to springs, which is the only changes that we of that have been made aware of. The compressor is still there and working". Car is priced at \$25,000.00. Contact: Roland Windom at (504) 845-7266. Pictures are available over the net.

CARS FOR SALE

1957-1958 Broughams: Parts cars for sale. A lot of good stuff to aid in your restoration or to have reserve parts on hand. Will sell as a package deal only. Contact: Rich Lauretano for deals. (617) 847-4817 or (617) 688-4837. Located in MA.

CARS WANTED

1957 - 1960 Eldorado Broughams in any condition, even parts cars. Contact: Peter Krell at (972) 458-2004. Dallas Texas.

I am looking to purchase what could be considered "The best Brougham in the world." My first preference would be an unrestored like new low mileage original. My second preference, I would consider a frame off total restoration 100 point car with documentation and vanities. Contact: Charles DePape, Scottsdale Arizona. (480) 949-0101 e-mail depape@uswest.net

PARTS WANTED

Looking for the following parts for "58" Brougham. Need not be mint as they are not for a show car. Reasonably good condition is preferred.

Front bumper, or bottom part and front license holder, Eldorado letters, Fog lamp lenses, Front ashtray plastic parts, Directional signal green indicators, Trans. shift lever knob and chrome (gray), Outside mirror, Interior dome light lenses, Trunk latch cover, relay covers for air ride compressor, (4) of the odd shaped washers for the valve covers, Gas line for the entrance to the tri-carbs. Contact: Victor Milke Phone: 001 (525) 719 0146, ext. 124 or E-mail vmg@paniplus.com.mx

Headlight harness connector retaining clips for 57/58 Brougham. These clips are located on the front of the top radiator cradle. They clip on the headlight connectors and hold them in place. The connectors are green color (at least mine are) and I require at least (3) of them. Please contact Vic Brincat: 1-905-476-4984 or even better email me at vbrincat@cisco.com.

Wanted for 1955/56 Cadillac Eldorado Showcar custom Spohn body.

I am missing some parts for the windshield wiper, motor & wipers and would like to buy a complete set up from a 1955 or 1956 Cadillac parts car.

Please contact Joe Bortz P.O. Box 280 Highland Park, IL or call (847-7777)





PARTS FOR SALE



PARTS FOR SALE- 57/58 Brougham: (20) year collection of parts. What do you need? Contact: Dr. Zeiger (310) 275-8156 with your needs.

PARTS FOR SALE- 57/58 Brougham: Mint show ready chrome parts - Inside door knobs, Outside door mirror w/inside handle, Rear view mirror bracket, Cigarette lighters, Left outside wiper bezel, Steering wheel (4) pieces, Ignition bezel, Corner trim above grill, Fender skirts. Other parts: Clock, Hood hinges w/ springs, N.O.S. oil pressure gauge, regulators, relays, Solenoids, vent window hardware, AC compressor and evaporator, Drive shaft, Radiator, Air tank, wiper motor, Rocker panels and sill plates, antenna plastic cord, Headlamp dimmer switch, Ignition switch w/ key, Window motors, Glove box lid locking latch, Door ash trays, window switches, Radio, Distributor caps, Points, Rotors, Thousands of cadmium plated misc. parts, ELDORADO letter (no "R"s), Rubber stamps: FINAL TEST OK -CAD for AC compressor, (2) original leather bound beveled mirrors, (2) Compacts for glove box. NEW, NEW, Pack of Fleetwood Cigarettes, Still have a few jack instruction cards and ID cards for under the hood. THESE PARTS WILL BE AVAILABLE THROUGH JUNE 1ST AS I WILL BE LEAVING FOR BEECH MOUNTAIN, NC: Contact: Jerry Schantz: (904) 677-4373 Though June 1st 10:00 PM - 12:00 P.M. E.S.T.ONLY.

PARTS FOR SALE: NOS, yes, NOS 1957 Brougham electric fuel pumps. Can also be used on 1958 Broughams. \$350.00 each while they last. Contact: Duke Gerke (419) 588-2661

Cadillac Sales literature from the 40's and 50's. Showroom materials and more in perfect condition. For a complete list send SASE to Allan Dowling at the Timberline address. Have many duplicates that I would like to weed out.

PARTS FOR SALE- 57/58 Brougham: A trailer load good used Brougham parts. Inquire with your needs. Trades for your spares considered. Please send list of parts you need Contact: Mike Rizzuto (909) 674- 0509.

PARTS FOR SALE - 57/58 Brougham: Left (driver's side) lower stainless rocker panel cover. Very good condition \$200.00. Heater blower motor (main unit) \$40.00. N.O.S. window regulator motor \$75.00. Original shop manual (near mint) \$95.00, Original shop manual (some wear) \$75.00, "57" shop manual (good) \$45.00, "58" supplement (fair) \$35.00, Original powder puff \$50.00. Contact: Allan Dowling at (440) 238-8474

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PARTS FOR SALE



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