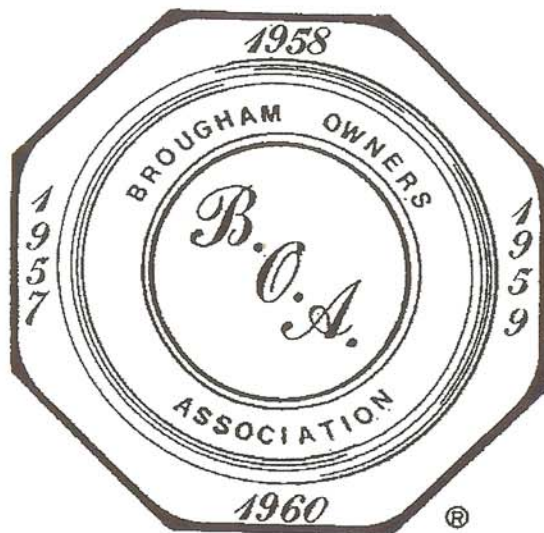




*Winter*



*2001*

*Brougham  
Owners  
Association*



*Newsletter Vol. 13 No. 4*



# Brougham Owners Association, Inc.



B.O.A. Newsletter Vol. 13 No.4 Winter 2001

B.O.A. Website- <http://www.nacs.net/~adowling>

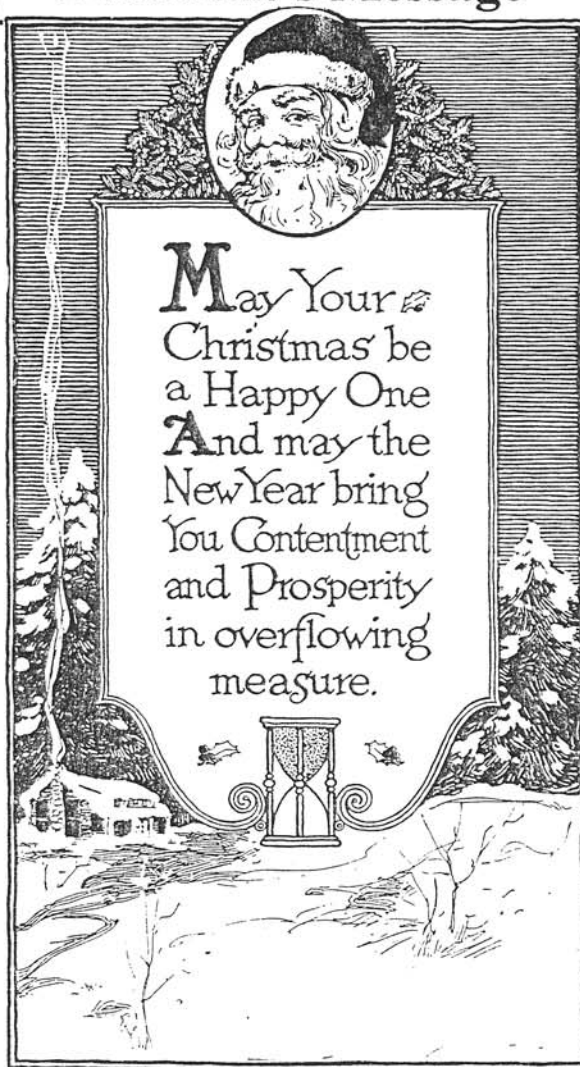
Published quarterly by THE BROUGHAM OWNER'S ASSOCIATION, a division of ALLAN & CO. ANTIQUES, INC. 16784 Timberline Drive, Strongsville, Ohio 44136. Membership dues are \$30.00 (in the U.S.) per year and are not prorated or reduced at any time. Renewals are billed upon receipt of your forth issue. Back issues are \$9.00 each to members. All rights reserved by B.O.A., INC. Reproduction of any part without written permission is strictly prohibited.



## President's Message



*Q*



*Jean*

### ON OUR COVER

"Enclosed is a picture of my 1957 Brougham #118. It is very close to original except for a repaint (perfect!!!) and rechrome. Interior is original and shows practically no wear. There is not a blemish or anything missing on the exterior including the lights, lenses, top, etc. Mileage shows 61,000."





There was a time when Cadillac was known around the world for producing cars that combined breathtaking designs with industry-first technologies. With the unveiling of the 2003 CTS, the division begins an ambitious campaign to recapture this international reputation. When CTS begins hitting dealerships early next year, it will offer the traditional Cadillac cues that your current customers expect in the type of bold, sophisticated and affordable package that today's younger buyers demand.

### The design: dramatic yet refined

In 1999, Cadillac introduced the Art and Science strategy to develop new products that would move the division to a leadership position in the luxury segment. CTS is the first production vehicle to fully embody this strategy, from its sheer crisp exterior to the avant-garde excellence of its interior.

On the outside, CTS incorporates the sharp forms and angular shapes that attract today's technology-oriented customers, yet its design remains connected to Cadillac's heritage. For example, CTS' integrated

headlights convey the appearance of precision optical instruments and high-end camera lenses, but they're also vertical in configuration, a design that was first introduced by the division in 1965.

The CTS interior is influenced by contemporary American computer design, particularly in regard to its instrument panel and door treatments. Here, such things as the climate control air vents borrow their form from cooling vents found on personal computers.

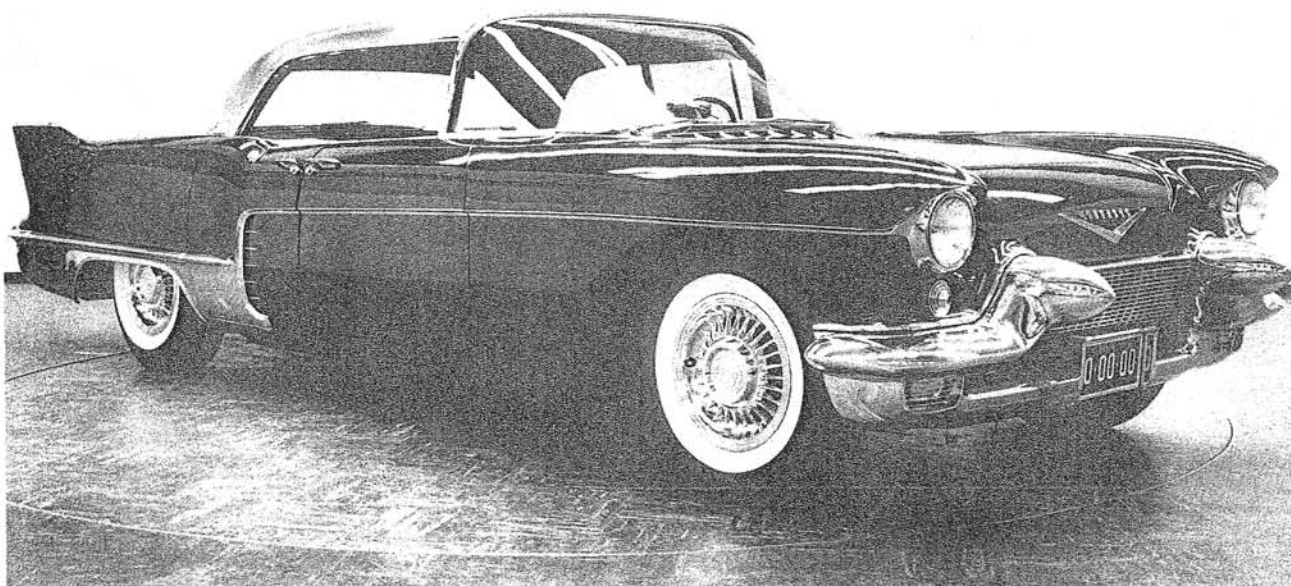
"We used exquisite materials and mechanical grains to present a precise execution of contemporary luxury," according to David Lyon, CTS lead interior designer. "The character of the CTS interior is purely American, yet it meets global needs."

**TRADITION OF LEADERSHIP:** The CTS takes its place among a group of historic Cadillacs and concept vehicles during its unveiling at the Pebble Beach Concours D'Elegance. Facing the audience, are (from left) CTS Lead Exterior Designer Tom Kearns, Vehicle Line Executive Jim Taylor, Cadillac General Manager Mark LaNeve, and CTS Brand Manager Jay Spenchian.



**TALKING SHOP:** In attendance at the CTS unveiling are (from left) then-Group Vice President of Product Development Tom Davis, Vice Chairman - Product Development Bob Lutz, Executive Vice President and President - GM North America Ron Zarrella and GM CFO John Devine.

Judging by this article, from *THE EDGE* - a dealer publication - and other recent pieces of promotional literature coming from Cadillac, It appears that the Brougham is beginning to find its rightful place in Cadillac history. Remember the promotional material that used the Brougham to help announce the Image; well here again we see the Brougham used to help promote the new CTS. Note the 1959 Brougham in the right hand corner.



1957 Eldorado Brougham fiberglass model. Using sabre-spoke wheels like those of the production 1955 Eldorado, this August 1955 model was close to where the designers wanted the lines to be for production. Note that the model does not have quad headlights, and there are no

rubber tips on those massive Dagmars. This photograph—with the car on a turntable built into a linoleum tile floor—was taken at the time the design studios were moved from downtown Detroit to the Tech Center in Warren, Michigan. This photo was most likely done in the old facility.

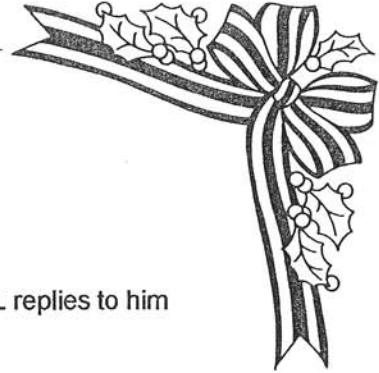


Eldorado Brougham Town Car shared '56 Motorama spotlight with Oldsmobile Golden Rocket (above left) and Pontiac Club deMer (above right).



**Allan Dowling**

---



From: Harold P. Koehler <hkoehler@execulink.com>  
To: adowling@nacs.net  
Subject: Brougham Gossip  
Date: Monday, December 17, 2001 8:21 AM

N.B.: This message is from Stephen Nadon. Please send ALL replies to him care of "Harold P. Koehler" <hkoehler@execulink.com>

Hello Allan:

I hope that you are keeping well. The November/December Self-Starter discussed the 2002 Grand National, which, as you may know, will take place in Detroit. Guess what, there was an article on the 1956 Eldorado Brougham Town Car. The article was well written and a lovely coloured photo of the car was on the cover. In addition, it will be at the Grand National. 1, 300 vehicles are expected so chances are good at least FIVE 1957-8 Eldorado Broughams will show up. I hope to attend.

Thanks for featuring my Brougham article in the last BOA newsletter. In closing, I look forward to hearing from you. Have a MERRY CHRISTMAS and a HAPPY NEW YEAR!

With warmest regards,  
Stephen Nadon

**Allan Dowling**

---

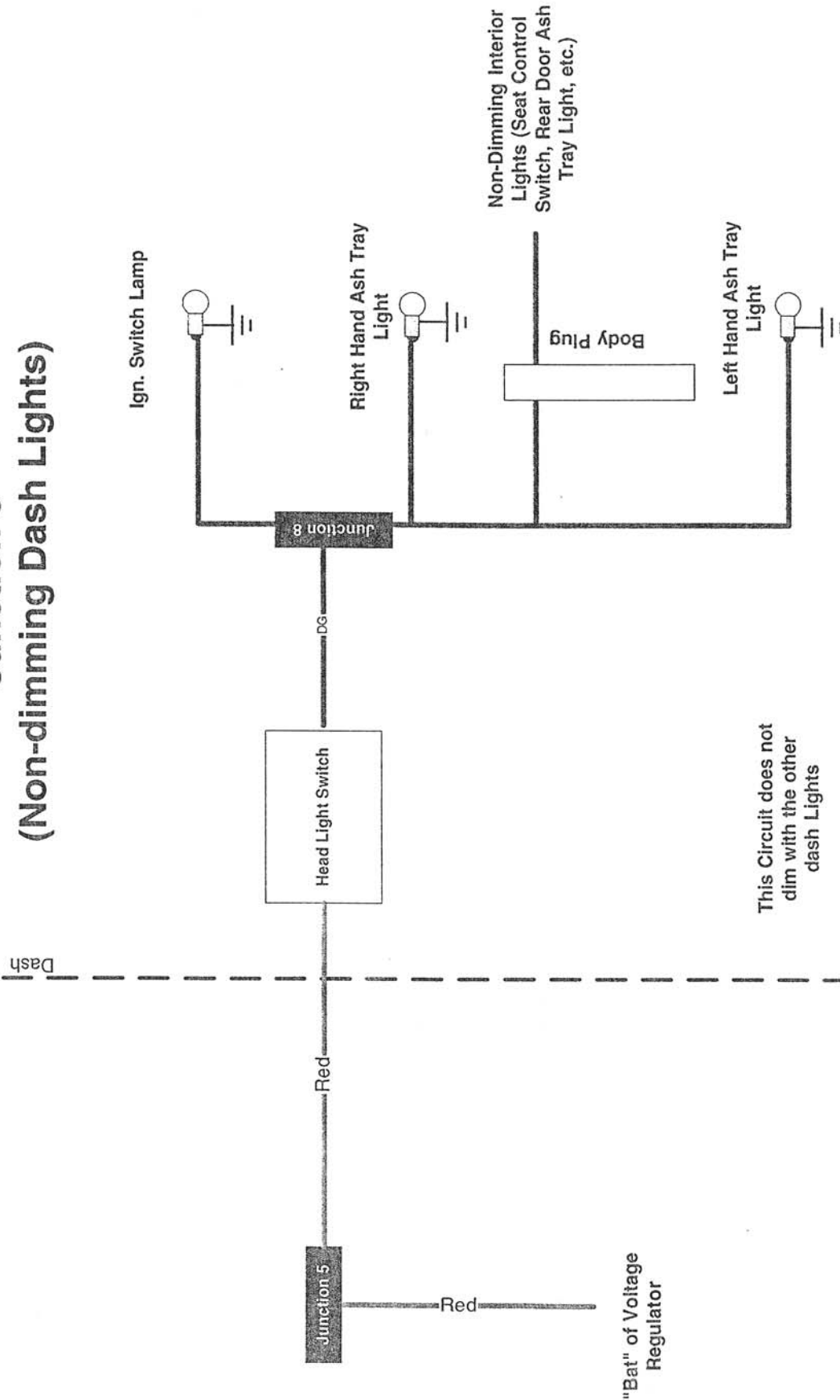
From: Nelson Valosen <nvd\_male@hotmail.com>  
To: adowling@nacs.net  
Subject: T Shirts!  
Date: Friday, November 16, 2001 1:52 PM

Hey Al, Long time no hear. Still have a picture of your Brougham sitting on my table. This is Nelson Valosen #692 from New Jersey. Just recently hooked up with a guy named Jorge who is a graphic artist. He was doing some Fiero T Shirts and I sent him some pictures of mine to use as a model of a highly modified version. Anyway, I'm sure a Fiero is close to the last item on your list of interests, but I also sent him some pictures of my Brougham and he made me up a couple T Shirts. Nothing really fancy, just a print on a white Haines but they came out very nice. I've only seen a Brougham on one article of clothing and it was a sweatshirt made in New York years ago. I have the pictures of the shirt but I don't know how to forward them to you.

'mydesign@urdesign.net' I sure he would be willing to put a print on any article of clothing requested. You can email him and he will send you a picture. Let me know what you think. Also, anything new on the vanity front. Got one of Mike's repop atomizers. As good as it gets.  
Nelson



# Junction 8 (Non-dimming Dash Lights)



# Dash Accessories (Junction 7)

Dash

Junction 5

Red

"Bat" of Voltage  
Regulator

DG

Junction 7

Map Light

LH Cigar Lighter

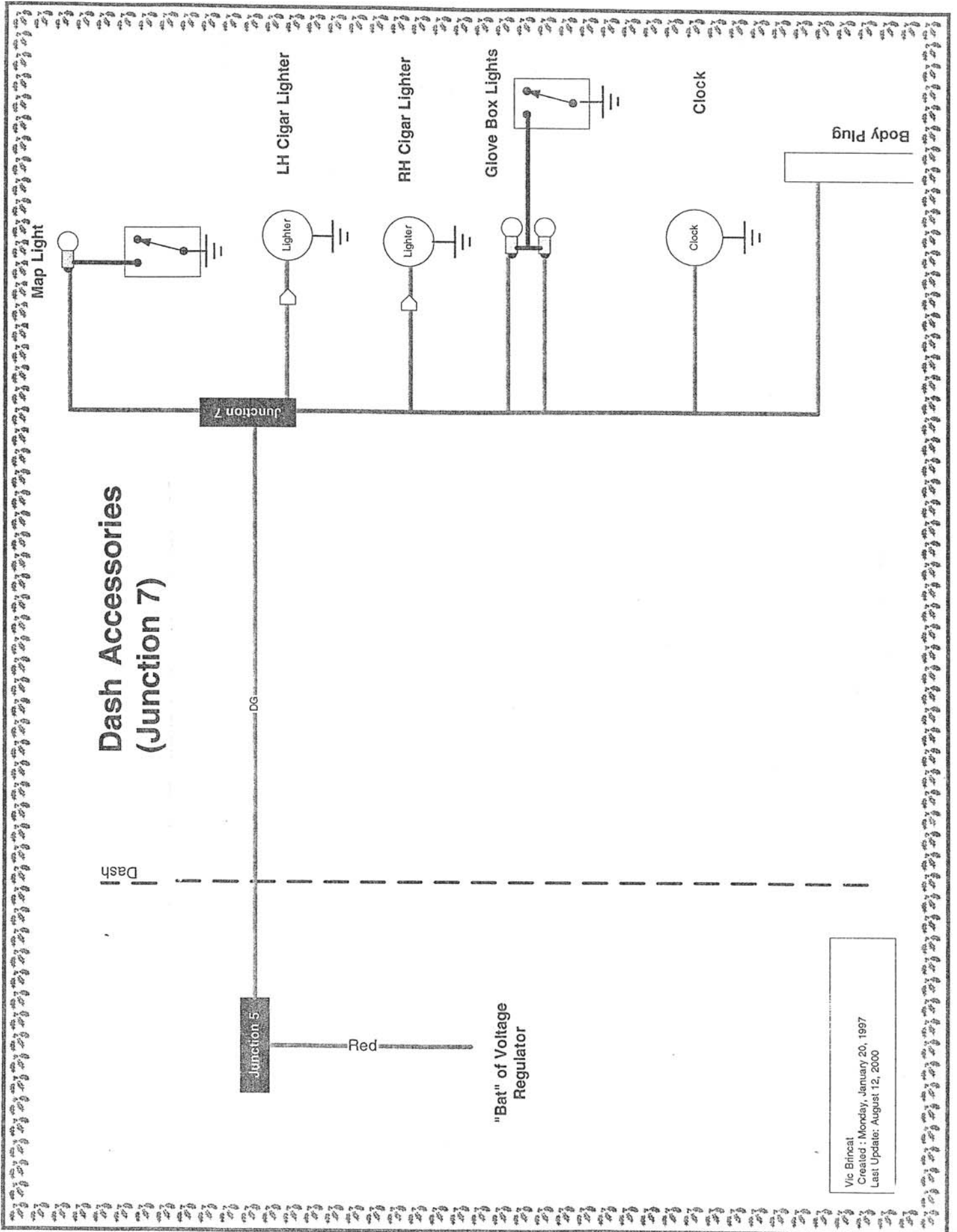
RH Cigar Lighter

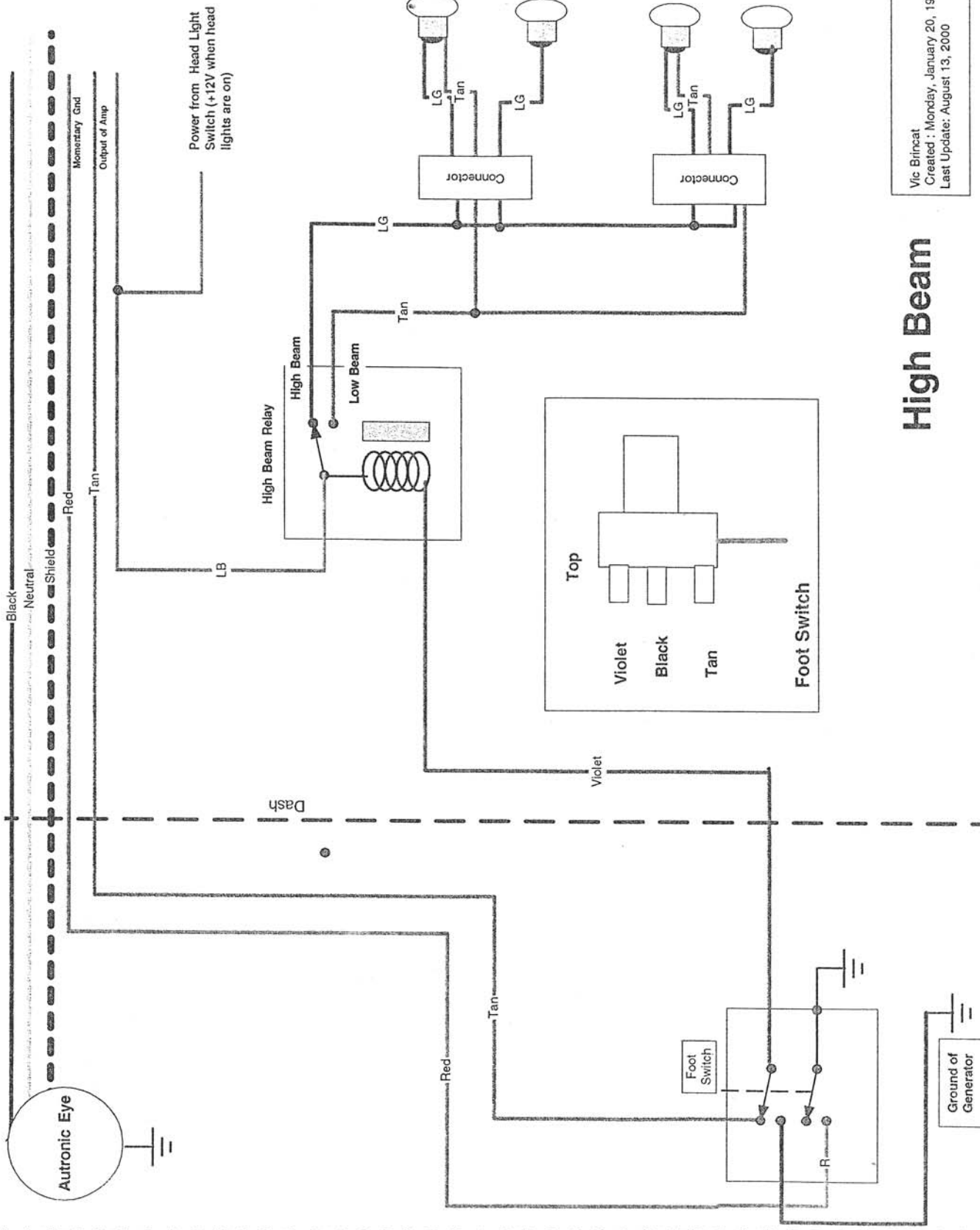
Glove Box Lights

Clock

Body Plug

Vic Brincat  
Created : Monday, January 20, 1997  
Last Updated: August 12, 2000



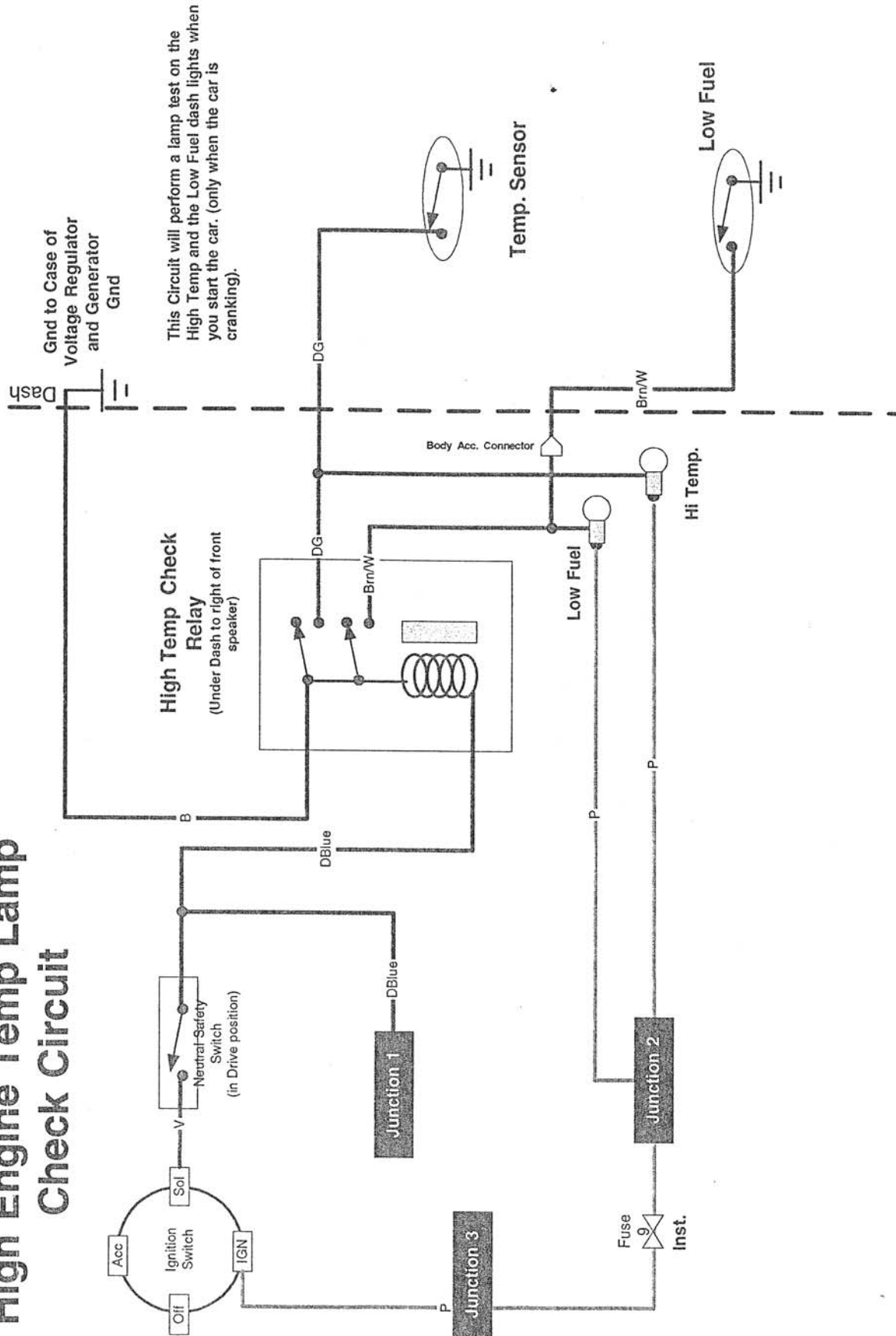


# High Beam

Vic Brincat  
Created : Monday, January 20, 1997  
Last Update: August 13, 2000



# High Engine Temp Lamp Check Circuit



Vic Brincat  
Created : Monday, January 20, 1997  
Last Update: August 12, 2000

### Gen. Tell-Tale Relay

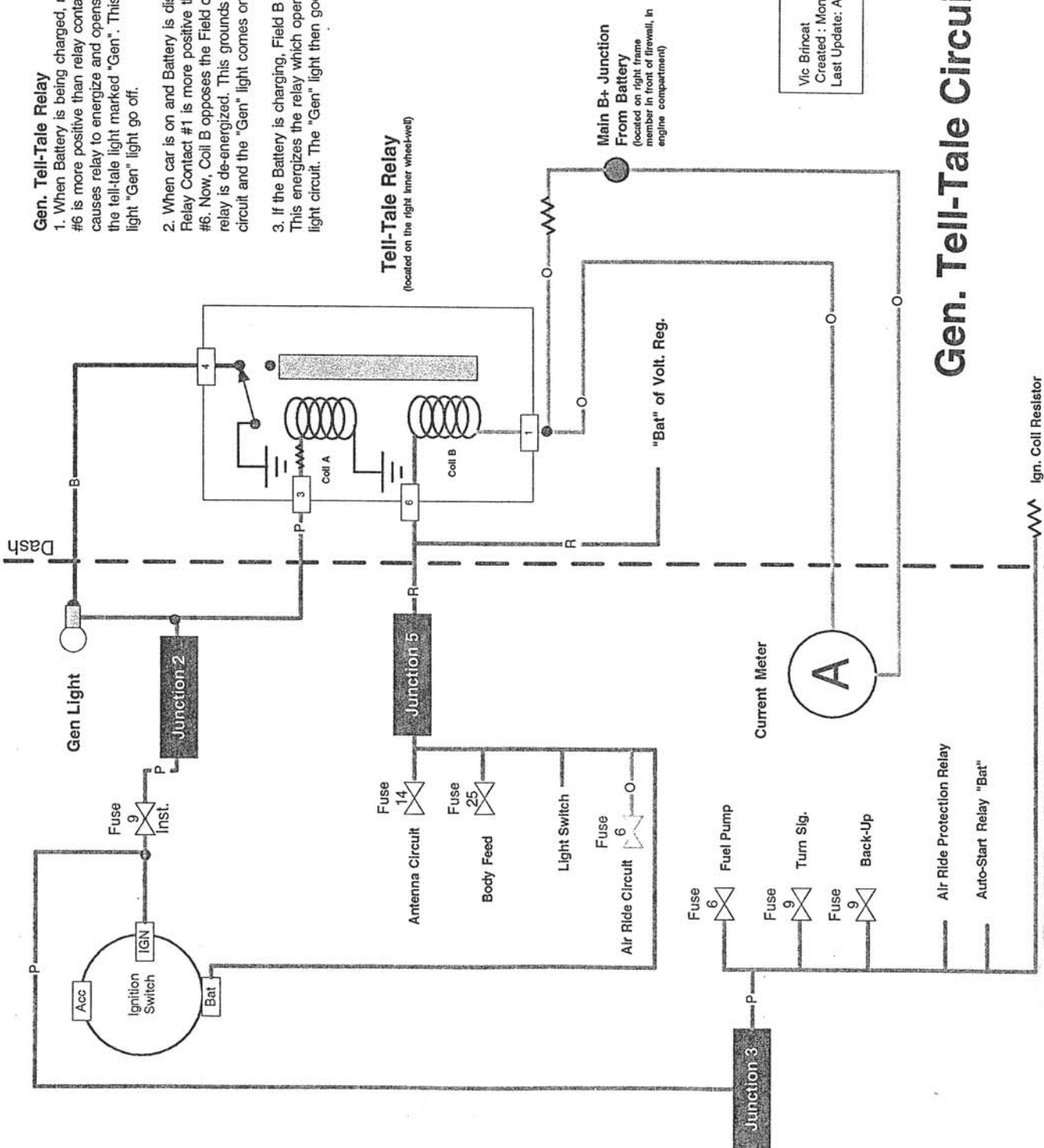
1. When Battery is being charged, relay contact #6 is more positive than relay contact #1. This causes relay to energize and opens the circuit to the tell-tale light marked "Gen". This makes the light "Gen" light go off.
2. When car is on and Battery is discharging, Relay Contact #1 is more positive than Contact #6. Now, Coil B opposes the Field of Coil A and relay is de-energized. This grounds the tell-tale circuit and the "Gen" light comes on.
3. If the Battery is charging, Field B helps Field A. This energizes the relay which opens the tell-tale light circuit. The "Gen" light then goes out.

### Tell-Tale Relay

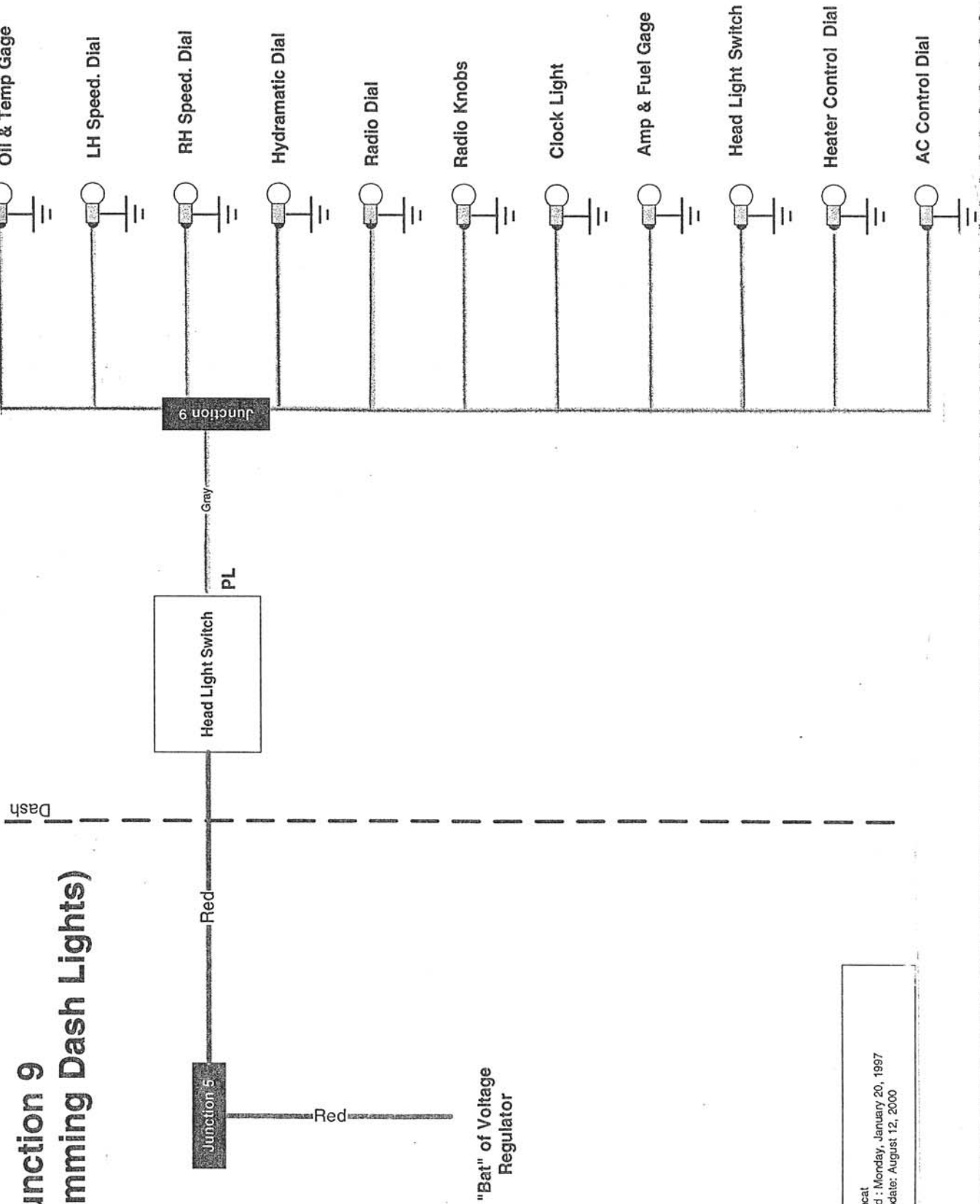
(located on the right inner wheel-well)

## Gen. Tell-Tale Circuit

Vic Brincat  
Created : Monday, January 20, 1997  
Last Update: August 12, 2000



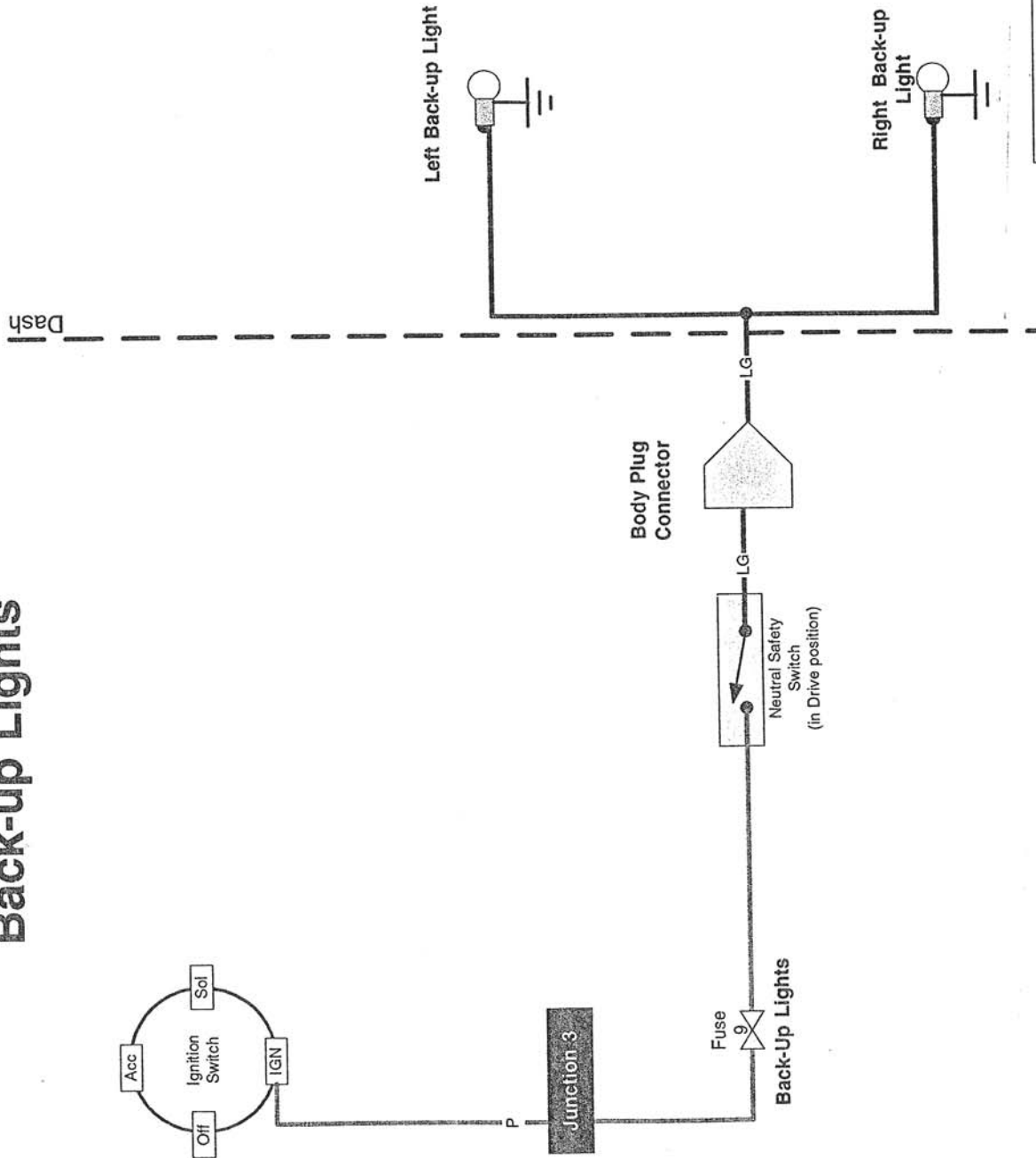
# Junction 9 dimming Dash Lights)



Vic Brincat  
Created : Monday, January 20, 1997  
Last Update: August 12, 2000



# Back-up Lights



Vic Brincat  
Created : Monday, January 20, 1997  
Last Update: August 12, 2000

# 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 - #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.

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](http://www.homestead.com/eldoradobrougham). Located in Houston. Contact: Lance Hirsch: [lhirsch@attglobal.net](mailto: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.

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.

**CAR FOR SALE? YOUR AD BELONGS HERE!**  
**NO CHARGE TO B.O.A. MEMBERS!**  
**REACH THE SERIOUS BUYER!**



## 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: 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

### Many prices reduced for quick sale

PARTS FOR SALE - 57/58 Brougham: 11/2-4 Oz. Arpege full bottles (best offer), (1) good chrome fender louver \$75.00, (1) set of front bumpers \$400.00 Each, (1) air compressor with brackets and lines \$475.00, (1) 1958 tri-power manifold \$100.00, (2) tri-power air filters \$15.00 each, (1) driver's side rear door lower shield (die cast) Good chrome) 200.00, (1) set front door lower stainless \$250.00, (1) set center pillar lower finish stainless \$60.00, (1) cowl grill (chrome) \$175.00, (1) heater core assembly \$75.00, (1) original glove box with lens and trunk control \$75.00, (1) passenger side vent window (good chrome) \$75.00, , cigarette lighters \$20.00 each, (1) driver's side center wheel well \$75.00, (1) driver's side wheel well above fiber glass \$50.00, (1) driver's side fiber glass splash guard (like new) \$100.00, (1) driver's side back body piece (skirt mount & exhaust \$75.00, (1) original service manual \$45.00, (1) white rear vanity mirror (original) \$395.00, , (1) door striker plate \$15.00, , (1) box of door and window tracks, ect. (best offer), Contact: Marion Falat (847) 381-4295 Note: Will accept best offer on remaining parts.

### *New Stuff New stuff New stuff New Stuff New Stuff New stuff*

(1) headlight housing (with connectors) \$25.00, (1) passenger window switch \$100.00, (1) generator tell tale relay \$20.00, (1) voltage regulator cover \$5.00, (1) trunk light socket \$10.00, (4) door lock knobs \$100.00, (1) headlight knob \$25.00, (1) rear ash tray \$10.00, (4) door handles \$40.00, (1) exterior mirror \$20.00, (1) trunk lid seal (new) \$65.00, Exterior windsheild trim, (1) left rear upper door panel \$25.00. Contact: Marion Falat (847) 381-4295





## PARTS FOR SALE



**PARTS FOR SALE** - For Pininfarina bodied Broughams. A lot of Miscellaneous parts such as window motors, trunk motor, valence trim, windshield chrome frame, rear bumper, taillight, trunk panels, ashtrays, relay clusters, side mirror, various chrome and trim pieces. Inquire about the lot or individual pieces. Call Lars at: (718) 797-5201. Or E-mail: [Wassard@att.net](mailto:Wassard@att.net)

**PARTS AND GOODIES** - Color 8x10 print of Brougham in Chamonnix white from factory negative (see cover) \$16.00 each. (1) Brooklin 1/43 scale die cast (5)" model of Brougham in black & gold (in box) \$80.00, (1) Franklin Mint Brougham die cast model (9)" (discontinued) in box with tag \$375.00, (1) Brougham Ravell plastic model (1996) reissue \$30.00, (1) good original condition 1958 Cadillac shop manual supplement \$45.00, (1) Gunze Sangyo Brougham plastic model kit in sealed box \$35.00. Contact Tom Isenhour (704) 638-9406 or (704) 647-0350 or e-mail at: [isenhour@vnet.net](mailto:isenhour@vnet.net) to reserve items.

Arpege perfume bottle. (1) oz. as used in the Brougham. No atomizer. \$125. Call: Dr. Rick Zeiger for information. (310) 275-8156 (California) or email [rojave@worldnet.att.net](mailto:rojave@worldnet.att.net)

## SAVE. BACK ISSUE SPECIAL SAVE

With the growing numbers of new members we have, we have decided to continue offering our back issues at a considerable savings over individual pricing. The first twelve years of the B.O.A. can be your for \$285.00 plus \$5.00 shipping and handling. See the development of the B.O.A. from Vol. 1 No.1 to today. We have made a lot of progress over the years. New members - take advantage of this offer. You will find just about every topic covered that concerns the history of the Brougham and restoration of your Brougham. Order from B.O.A. at the Timberline address.

## CARS WANTED

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

## PARTS WANTED

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](mailto: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**

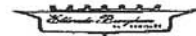
**Highland Park, IL**

## FREE LITERATURE

1. 57/58 Photofacts radio diagrams. **Free** to B.O.A. members. Send letter size S.A.S.E. to: 16784 Timberline Drive, Strongsville, Ohio 44136
2. 57/58 exhaust louver template. **Free** to B.O.A. members. Send letter size S.A.S.E. to: 16784 Timberline Drive, Strongsville, Ohio 44136
3. 57/58 Brougham Pre-delivery inspection sheet. **Free** to B.O.A. members. Send letter size S.A.S.E. to: 16784 Timberline Drive, Strongsville, Ohio 44136



## LITERATURE



4. Eldorado Brougham electrical system and compressor lubrication improvements. October 1957 to all dealers (6) pages. Not in manual. \$10.00 to B.O.A. members.
5. Eldorado Brougham electrical circuit diagrams. (18) pages. Not in manual. \$20.00 to B.O.A. members.
6. Eldorado Brougham service supplement 1959. (15) pages. \$20.00 to B.O.A. members.
7. Eldorado Brougham service supplement 1960 (5) pages. \$10.00 to B.O.A. members.
8. Full color Xerox copy of FORTUNE ad. 10x13 suitable for framing. This was the only ad ever published. \$15.00 to B.O.A. members.
9. Set of (6) 8x10 glossy photos from the originals at G.M. Tech Center. (3) of the Towncar. \$55.00/set to B.O.A. members.
10. Color copy of U.S. Steel advertising material featuring the "56" prototype Brougham \$10.00 to B.O.A. members.
11. Rare 10x12 factory rendering of "56" Towncar. Includes descriptive material on features ect.. B/W Xerox copy. \$10.00 to B.O.A. members.
12. Complete set of news releases from Cadillac on the "57" Eldorado Brougham. \$20.00 to B.O.A. members.
13. Set of (5) 8x10 photos from "HERE IT IS THE ELDORADO BROUGHAM" sales brochure 1957. \$55.00/set to B.O.A. members.

---

To order any of the above; send check to: B.O.A. 16784 Timberline Drive Strongsville,  
Ohio 44136

---