



*Brougham
Owners
Association*



Newsletter Vol. 3 No. 3

Brougham Owners Association, Inc.

B.O.A. Newsletter Vol. 3. No. 3. Fall 1991

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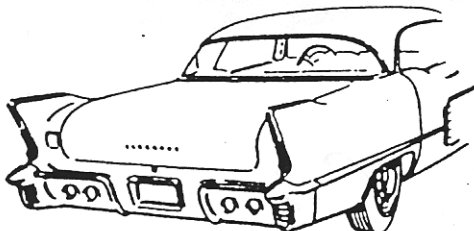
President's Message

My very special thanks to Dan Distle, Roger Hicks, and Rudy Stahl for providing three Broughams for all to enjoy at C.L.C. Nationals in Cincinnati. In addition, we had about fifteen B.O.A. members who traveled from around the country to be part of the meet. I set up a table at the swap meet and displayed Arpege bottles, a set of cups, a compact, parts, and two Revell models of the Brougham. Jerry Schantz joined me with more parts for sale and displayed the repro wheel rings. The rings are fantastic. Jerry is far to modest about these parts. He has solved a major restoration problem. Sales were brisk with most of my parts going to Bill Pozzi, and Tony Pavlocik - needless to say, we better locate more parts cars. We tried, but failed to have a formal meeting with all of the great activities no one wanted to miss that were so skillfully orchestrated by the Buckeye chapter. Member Ken Ward and myself ended up judging 57-58 Cadillacs and one Brougham. Congratulations to Rudy Stahl who garnered another 1st place to add to his collection. The Awards Banquet was, for me, the highlight of what was an already a most eventful week. All B.O.A. members were asked to stand for C.L.C. recognition. I'm sure Harley Earl smiled down on that moment. His dream was still alive and well.

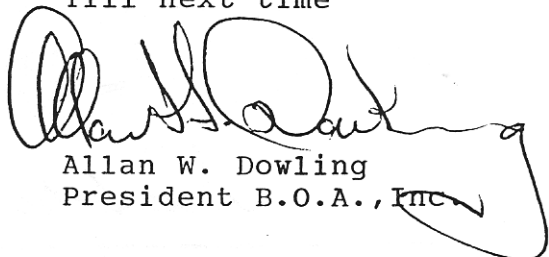
Can we top this event? You Bet! Next year Nationals will be in Phoenix, Arizona. I can see twenty five Broughams in attendance - Let's set a new record. June is the target date and we have our work cut out for us. If we start planning Now I know we can do it. We have a warm C.L.C. welcome - the rest is up to all of us.

A WINNER

Jean and I were very proud of #466 which took its second 1st place at Motor Meet "91". Next year she will compete in Diamond Award Class.



Till next time


Allan W. Dowling
President B.O.A., Inc.

FROM THE [REDACTED]
FRONT COVER



Dear Mr. Dowling,

Please find enclosed membership application for the Eldorado Brougham club. We would be very grateful for any information you can send to us, as you will appreciate we are very isolated here in Australia as far as information on American cars - particularly the Eldo. Brougham. 99.8% of the population here would not even know what type of car it was.

Our car is in excellent condition with just 37,700 miles on the speedo—which we are certain is correct. It is a beautiful irredescent blue, and everything works. We love the car very much and feel very lucky to own it. It is still left hand drive, but we would never correct it to right hand drive and spoil the car.

We have the full history on the car and the first owner was Clarence Schuber III. from Texas. An extremely wealthy cattle rancher, oil rancher, and banker.

Looking forward to hearing from you soon, and I have not forgotten about the other 2 Eldo. owners here and I will pass the details of your club on to them.

Incidently we also own:

1953 Fleetwood
1958 Sedan DeVille
1961 Coupe DeVille

All in excellent condition and also very collectable cars down here.

Michael and Lorraine Morris
Sidney, Australia

AUTOMOTIVE INDUSTRIES, September, 1991

NEWSLINE

**Look Out,
500SL**

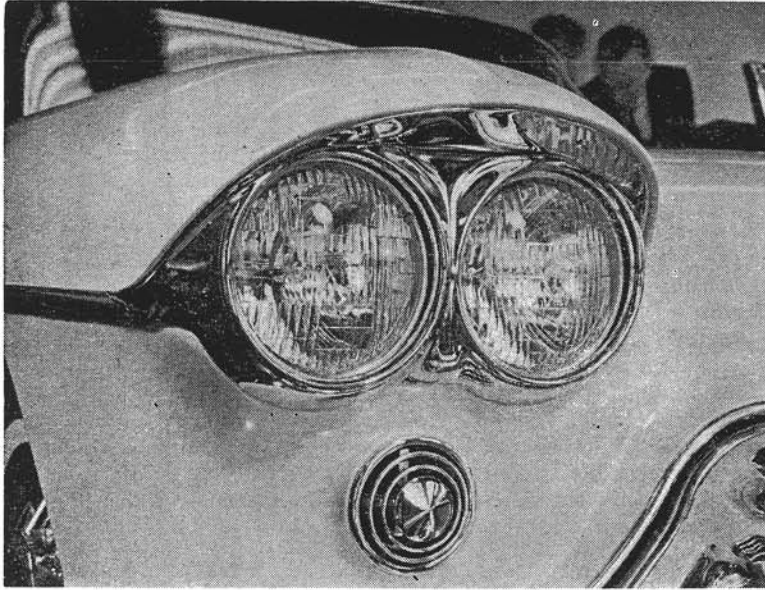
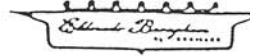
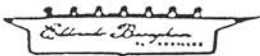
Knowledgeable sources at GM tell us that Cadillac is going to **replace the present front-drive Allante with a rear-drive, Lotus-developed sports car.**

Power will come from either of two Dohc, 32-valve V8s—Cadillac's upcoming 4.6 L 'Northstar' or the Chevy LT-5—and drive through a five-speed automatic transmission. Also on the agenda, sources say, is a Range Rover competitor.

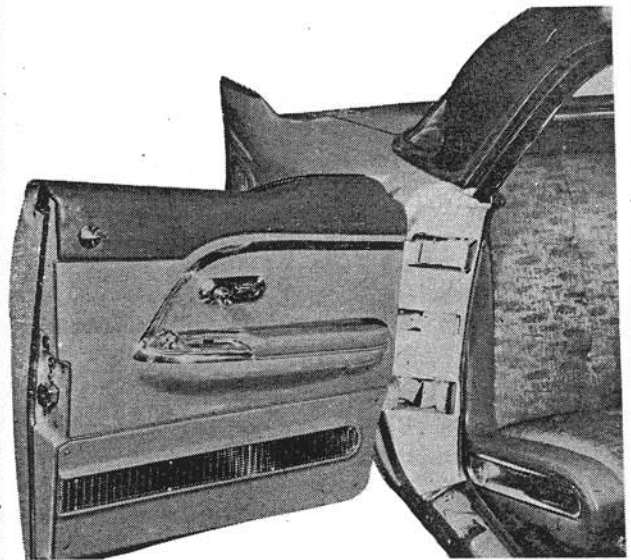
Meanwhile, a Northstar-powered Allante (shown) will pace the 1993 Indianapolis 500—the sixth Cadillac to pace Indy since 1927, and the first since 1973.



BROUGHAM HISTORY

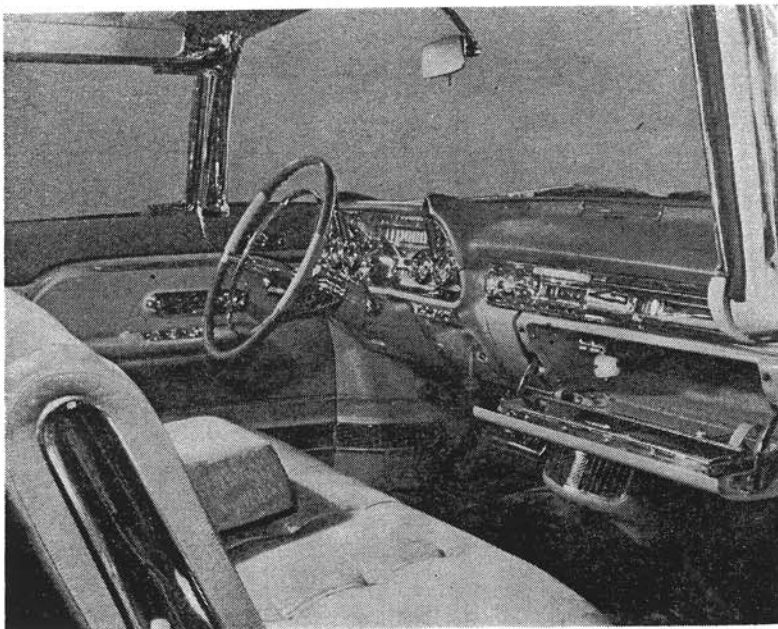


DUAL HEADLIGHTS were pioneered on the original Eldorado show car and will be in widespread use throughout the industry soon. Most features claimed for the Eldorado "Dream car" will be found on the production version and may follow soon on other models.



REAR DOOR has its own cigarette lighter and ash tray mounted in the arm rest. Pull-type door handle and window lift buttons are grouped above arm rest. Round object, in upper left hand corner of door, is electric door lock control switch.

The New Pattern For GM

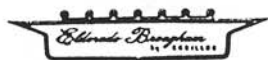


MUCH HAS been made of the fact that the Cadillac Eldorado Brougham is a super-luxury vehicle, the costliest made in the U.S. This is an interesting item, but what is of greater significance to the car buyer and driver is that the Brougham is a rolling forecast of what is likely to appear in General Motors' other and less expensive cars, in the future.

This is a pattern from the past and it is not likely to be altered in any important way. In other words, a close look at the Brougham will provide some excellent clues on forthcoming features. These innovations extend up to and beyond such revolutionary developments as air suspension. They include some of the most minute details, right on down to door latches, ash trays and seating arrangements. With all this in mind, on these pages is a closeup look at the pride of Cadillac. •

INSTRUMENT PANEL in the Brougham is similar, but not identical, to the standard 1957 models in the Cadillac line. Inside the glove box are the controls for the electrically operated deck lid, along with vanity mirror, tissue dispenser, etc.

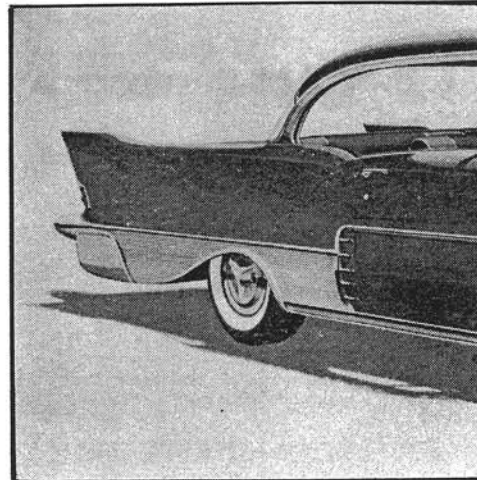
BROUGHAM HISTORY



EL

Story and photos by Joseph H. Wherry

New production-line custom is R. Allender's answer to the Eldorado Brougham



CHEVY BEL AIR body lines serve as basis for Cad-like custom restyling.

THE FACTORY where the new El Morocco is being built on a limited production basis has been visited by your Detroit Editor. Experienced body craftsmen were working like beavers on 18 cars.

Ruby (for Ruben) Allender, a dealer in surplus materials, has been badly infected with the desire to own a distinctive car that would combine a package of reasonable overall size with the features of "the standard of the world" while still retailing at a moderate price.

To accomplish this, Ruby selected the Chevrolet Bel Air with 283-cubic-inch V8 with four-barrel carburetor, radio, heater, and Powerglide, as the base.

Allender is buying showroom new Bel Air models in fair quantity. He is organizing a network of distributors and plans to deliver the cars by the most economical means at hand. In all but the largest cities Allender envisions one dealer only. It is understood they will still be covered by the factory guarantee.

Available at as yet undisclosed prices will be a convertible (white, blue, bronze, or light green), and two- and four-door hardtops. The latter will be finished in Eldorado Brougham colors: dark blue, black, dark green and dark gray on the lower portion with the roofs finished in either silver or aluminum. The final enamel finish, after the extensive custom rebuilding, is put on in a well-equipped spray booth.

When the stock Chevy first enters the factory, it is stripped of all trim, the hood and rear deck are removed, and the trim-mounting holes are filled in. Then the hood is completely smoothed with extra sheet steel, welded in place.

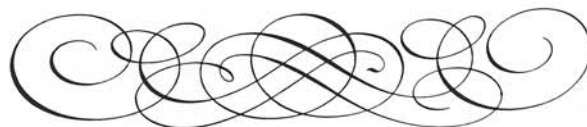
The fender fins are built up of steel (last year, when about 27 models were built, the fins were of Fiberglas) and welded in place. The only original trim that remains on the El Morocco when finished is the chrome fin tip and the headlight bezels. All other trim is special (and expensive) cast or shaped aluminum or steel. All trim items are chromed.

Front bumpers are slightly reworked and the turn signal lights are new. The Eldorado-like latticework grille is aluminum. The generous chrome rear-quarter side panels are dimpled sheet brass, which is chromed. Similar material is used in back at each

side of the license plate recess. The two small lights in each rear chrome panel are dummies.

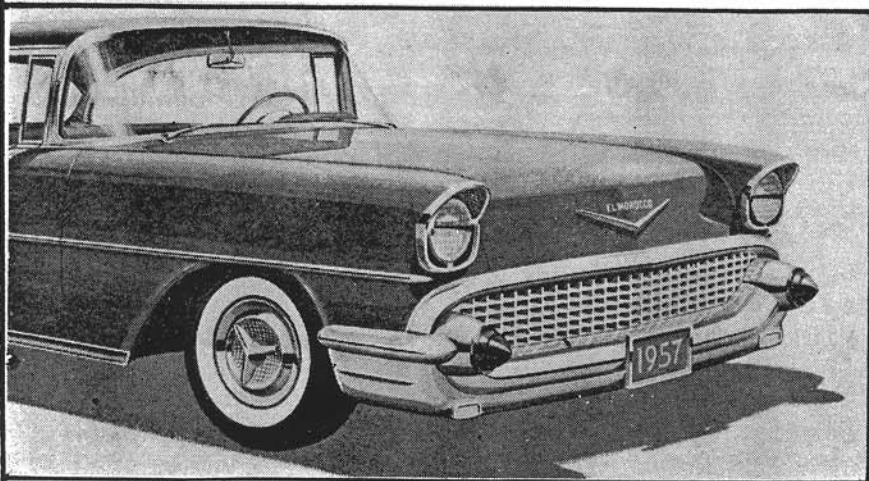
Of course the cast and chromed hints of airscoops on the lower rear-quarter panels are not functional, but they add to the Eldorado illusion, as do the dual and louvered dummy exhaust outlets below the rear dagmars. Special wheel discs are used.

We have it that 1957 will see well over 100 El Morocco models on the loose. They will be attractively priced just a bit over what one would have to pay for a completely stock and



It didn't take the nose, deck, chop and block customizers of the fifties era long to try to duplicate the flowing lines of the Brougham as can be seen in this "57" Motor Trend article on the El Morocco. There were just enough body similarities to create a head turner out of the "56-57" Chevy. A total of twenty were built in 1956 and an additional sixteen were completed in 1957. The Chevy was also used to create a look alike "55" Eldorado conv. There is fine coverage on these customs in the May 91 Consumer Guide-Auto Special 55-57 Chevy WPS 37611.

MOROCCO



EL MOROCCO convincingly disguises its Chevy ancestry.



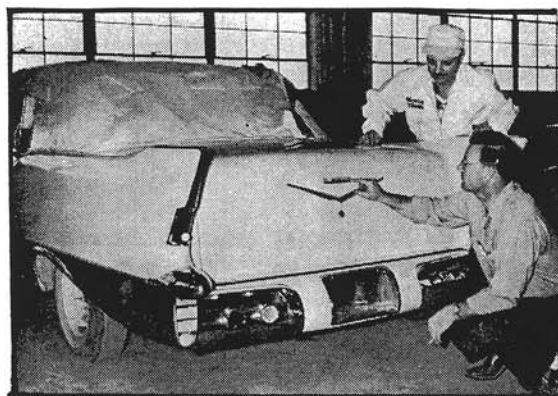
FRONT has new grille, reworked bumper.

comparable Chevy Bel Air, putting it within everyone's reach.

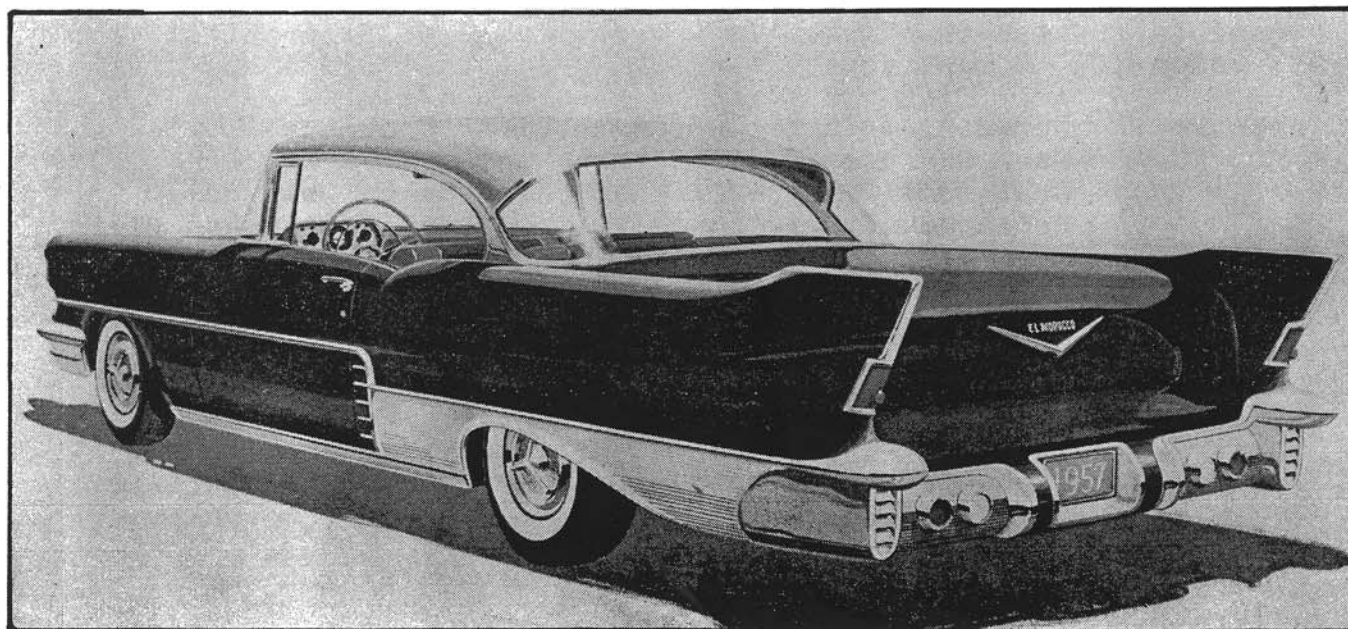
On the "personal" side, the steering wheel hub of each El Morocco is fitted with a piece of leather with the following imprinted in gold gilt: "El Morocco Custom Built for"

It's a nice package and one which may very well ignite the old urge for distinction which once enabled many a limited production shop to flourish. Incidentally, Allender is toying with the idea of *not* changing models each year — rather he's thinking about making the El Morocco a changeless prestige item without annual facelifts. Sounds like a good idea!

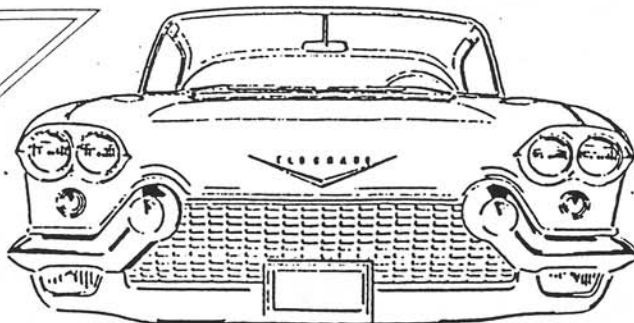
REAR END has recessed license, dummy lights.



LARGE FINS, chrome panels add to Brougham illusion.



RESTORATION & MAINTENANCE



Michael P. Rizzuto
Restoration of Exotic and Classic Autos
29710 Goetz Road, Quail Valley, CA 92381
(714) 244-0460

Hello Again,

Greeting from Brougham Heaven !

Well I'm still alive and kicking. Been working on a few mind bending and expensive projects lately.

One of these very hard projects was re-brush finishing the lines in the stainless roof. The maintenance manual refers only to spot repairs, to refinish the entire top with all it's compound curves is quite another matter ! Several thousand dollars have been spent on engineering and tool building along with two and a half months of my free labor ! It was worth it, what a difference. We can now offer a service to do this for you at my place or yours. We can take out anything from dents to small hairline scratches going against the grain.

Also your ugly wrinkled dash can be a thing of the past ! Dash Pad re-molding (not recovering) will be a reality soon ! Any interested parties out there please contact us A.S.A.P. We will make approximately one run per year, and must have your metal core to mold new cover onto. We would need deposit and core by Oct. 31, 1991. Hope to have first delivery around Christmas. Cost will be \$1200.00 in black, \$1400.00 in all other colors. These will be exact replicas !

Please accept my sincerest gratitude to all who have made this possible ! Also thanks to all who have visited from out of town. It was a joy to meet you.

Also New: - Automatic Starter Units Rebuilt (exchange)
- Fuel Senders Rebuilt (exchange)
- Stainless Tops Refinished (also dents removed)
- Replacement Rear Lower Valance Beneath License Plate

Michael P. Rizzuto
Restoration of Exotic and Classic Autos
29710 Goetz Road, Quail Valley, CA 92381
(714) 244-0460

RARE 1957 EL MORROCCO
FOR SALE

One of nine 1957's documented known to exist. This is a most unusual car! These rarities were sold new through Chevy dealers in 1957. They were radically customized "57" Chevy's made to look like 1957 Broughams!

This is the only perfect 100 point example on planet earth. \$100,000.00 in restoration costs alone! Please submit serious offers only. Some trades considered.

QUESTIONS / ANSWERS:

- Q. Two years ago I had chrome plating done on my Eldorado Brougham and the chrome is already flaking off. I understand you have to do a good job copper plating it first. Is there anyone that could recommend a good plating company for the aluminum parts on the Brougham? There are too many aluminum parts on the Eldorado Brougham not to get a good chrome plater.

The basic problem is the casting itself and the electrolytic action between the steel (grounded) frame and the copper plating on the bumper. The casting is a sand mold type as opposed to a pressure casting. As a result the metal after and during solidification picked up a lot of hydrogen thus forming what is called porosity (holes) in the internal grain structure. The surface "skin" is thin and when ground through will expose the internal porosity as well. Given 30 years of electrolytic action you develop what is called "white rust". The surface skin is destroyed and again porosity is there. White rust is similar to the condition you find on battery terminals. In essence, the reaction between the bumpers and the body of the car causes the aluminium to corrode much like a battery. This condition was compounded when Cadillac decided to run the exhaust acids through the rear bumpers. Enough of what goes wrong - what can be done to restore these parts to respectability? In general, re-plating should be attempted only once. If your bumpers were re-plated once before the skin of the casting is probably gone. The shop doing the work must be able to heliarc weld aluminium to fill cracks and repair or rebuild eaten away areas. After welding they must be skilled in grinding to reshape filled in areas. They must be skilled in blocking (sanding) all surfaces to perfect smoothness. After polishing they should be prepared to silver solder porosity large enough for the naked eye to see. More polishing will follow. When the part is perfect the plater will need to be able to zincate bathe the part to allow the copper to adhere to the base metal. The next step - copper - is critical. Flash copper simply will not do. The bumper must enter an acid copper tank and be plated, not flashed, with copper. Nickle plating follows using special fixtures to position the anodes to distribute or "throw" the metal in the elecrolite into curved and recessed areas. The final chrome process follows the principle as above. Who does this kind of work? Mike Rizzuto has a source in California that I know of and in the midwest Classic Chrome appears to have the process mastered. You can reach Classic at (312) 343-2112, ask for John. What would I suggest? Contact Dave Barclay and arrange to have a new set of rears ready to bolt on.

COMMENTARY

Classic Chrome is not the only plater out there doing aluminum. Has anyone tried the plater advertising in Hemming that claims to do 56-57 aluminum plating? We need to hear from you if you have had good or bad luck with a plater. Give me a call if you want to hear about my experience with this nagging problem.

Allan W. Dowling

MEMBERSHIP 1991

NAME	NAME1	CITY	STATE	NAME	NAME1	CITY	STATE
Adley	Ron	Corona	CA	Harder	Jim	Torrance	Ca.
Alfred	Edwin	Marion	Pa.	Henson	Steve	Folsom	Ca.
Amoth	Dennis	Afton	Mn.	Heusser	Bill	Agoura	CA
Anderson	Gary J.	Lansdowne	Pa.	Hicks	Roger	N. Canton	Oh.
Anderson	James C.	Buffalo	N.Y.	Higgins	Garth	Yucaipa	Ca.
Asbury	Gene	Ojai	Ca.	Holley	John A.	Petaluma	Ca.
Ashlock	James W.	Nampa	IND	John Sobers	Bruce Sansone/	Corona Del Mar	Ca
Bailor	Larry D.	Dalmatia	Pa.	Jones	Bill	Sausalito	Ca.
Barclay	David	Colts Neck	N.J.	Jones	Robert E.	Ann Arbor	Mi.
Barnette	Charles D.	Texarkana	Ar.	Justus	James	San Diego	CA
Barron	Thomas Major	Saugus	Ca.	Kestenbaum	Mel	Pinebrook	NJ
Barrows	Chester W.	Cranston	R.I.	King	Alan	Fresno	Ca.
Barthel	Lee	Northville	Mi	Koppenhaver	Paul L.	VanNuys	Ca.
Barton	Steve	Las Vegas	Nv.	Krell	Peter	Houston	Tx.
Basom	Jack	Hudson	Oh.	Lamrock	Roger	Casnovia	Mi
Belmont	Tony	Pinellas Park	FL	Lannen	Dick	Birmingham	Mi.
Bouthillier	Gaetan	Brossard, Quebec	Canada	Lease DDS	Alan J.	Atlanta	Ga.
Boynton	David	Avenel	N.J.	Leland	B. Mitchell	Flintridge	Ca.
Brennan	Sidney L.	Mound	Mn.	Levine	Arthur M.	Las Vegas	Nv.
Brown	Raymond A.	Hershey	Pa.	Lewis	C.V.	Marcy	N.Y.
Buckingham	Wm E.	Worth	Il.	Lewis	Ralph V.	Topeka	Ka.
Butler	John	St. Louis	Mo.	Long	Kenneth	Dallas	TX
Cadillac	Harry's	Asheville	North Car	Massoth	Mathias	Leavenworth	KS
Campa	Luz	Loretto	Mn	Mc Cullen	Donald	Gainesville	Fl.
Carson Jr.	Fred K.	N. Olmsted	Oh.	McCorrick	Don	Clarendon Hills	IL
Carvell	Louis	New York	NY	McCraken Sr.	Frank H.	Gloucester	Ma.
Cashman Jr.	James	Las Vegas	Nv.	McGarrity	Thomas F.	White Plains	N.Y.
Cochran	Jerry	Los Alamitos	Ca.	Metal Craft Mfg	E Zepke/	Sprigfield	Ma
Coons	Bob	Monroe	La	Meurer	Edmund	Farmington Hills	Mi.
Dannenfelser	John	Reno	Nv.	Mihelich	Mark R.	Pueblo	Co.
Dauer, M.D.	Edward A.	Ft Lauderdale	Fl	Miller	Gerald	Albermarle	North Car
Davidson	Ted	Santa Ana	Ca.	Moe	Robert I.	San Francisco	Ca.
Dick	Richard J.	Park Ridge	Il.	Mongeluzzi	Anthony J.	Fresh Meadows	N.Y.
Dobbins	Gilbert	Lafayette Hill	Pa.	Moore	Hill Ray	Dallas	Tx.
Domenico	Joseph G.	Pacific Palisades	Ca.	Murphy	Thomas H.	Front Royal	VA
Dowling	Al	Berea	Oh.	Nathans (LIQUID BRILLIANCE)	S	Stratford	New Jersey
Drescher	Jerry R.	Tacoma	Wa.	Oberhaus	Edwin G.	Archbold	Oh.
Dumas	L. Paul	Orangevale	Ca.	Olsen	William	Santa Fe	New Mexico
Durmisevica	Glen	Rochester Hills	Mi.	O'Sullivan	John Patrick	Grand Blanc	Mi.
Eaton	Geoffrey	Franklin	Mi.	Palovcik	Anton	Warren	Mi.
Eickmeier	Dr. Roger	Mitchell, Ontario	Canada	Paone	Michael	Berkeley Heights	N.J.
Ficco	Anthony	Wheat Ridge,	Co	Popovich	Louis	Farmingdale	N.Y.
Field/GMF Productions	Greg	Hartford	Ct.	Pozzi	Bill	Huntington Beach	Ca.
Fogg/David Manwill	David	Palm Springs	Ca.	Puckett	Marvin R.	Brookville	Oh.
Gadaleto	Michael	Morrisville	Pa.	Reiter	Sam	Miami Beach	Fl
Garvey	George H.	Ojai	Ca.	Rizzuto	Michael	Quail Valley	Ca.
Geisow	Keith	Westfield	NJ	Robertson	Dave	Downey	Ca.
Gercke	Herman G.	Berlin Hts	Oh	Rooker	Barry	Oklahoma City	Ok.
Gillete	Bill	New York	New York	Sabella-Alessio	Lucie	Lighthouse Point	Fl.
Gimelli	Ken	Los Gatos	Ca.	San Giorgi	Joe	Longwood	Fl
Gragson	Richard R.	Long Beach	Ca.	Schantz	Gerald A.	Ormond Beach	Fl.
Grossman	Myles	Greenville	N.Y.	Schnauss, M.D.	Roy	Jacksonville	Fl
Gutsche	Oz	Las Vegas	NV	Schreiber	John	Hoagland	IN
Hallada	Robert P.	Mountain View	Ca.				

NAME	NAME1	CITY	STATE
Schroeder	Harry	Heath	Tx.
Schwartz	Lon	St. Thomas	U.S. V.I.
Schweitzer	Ronald	Elmhurst	Il.
South	Eugene	Sebring	Fl.
Stahl	Rudy E.	Toledo	Oh.
Steele Lail	Debra	Denver	NC
Strickler III	Cy	Atlanta	Ga.
Taft	David W.	Coquitlam B.C.	Canada
Taylor	Bill	Wilton Manors	Fl.
Todd	Todd	Soquel CR	CA
Vyhnaiek	Rick	Lakewood	Ohio
Wade - Chev's 40's	Ron	Vancouver	Wa.
Ward	Ken	Cincinnati	Oh.
Weber	C.D.	Sacramento	CA
Weisberg	Arthur	Phoenix	Ar
Werner	Robert B.	Dayton	Oh.
Widdifield	Fred	Nanaimo	B.C.
Woodman	Bill	Pueblo	Co.
Woods	Dr. Tom	Dallas	Tx.
Wright	Jerry	Reno	Nv.
Wright	Tom	San Antonio	Tx.
Yelton	Gary S.	Mexico	Mo.
Zamardi	Mr. & Mrs.	Los Gatos	Ca.
Zeiger MD	Richard I.	Beverly Hills.	Ca.
Zimmermann	Roger A.	Studen	Switzerland

Classified

IMPORTANT NOTE

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

CARS FOR SALE

1957 Eldorado Brougham, original deauville gray metallic paint still shines ! Runs and drives excellent. Same owner since 1962, recently spent \$16,500.00 on mechanical service including complete air suspension overhaul. All parts in excellent condition. Needs restoration to be show, but can be driven with pride as is. If you want an excellent, very complete, very rare, unmolested original car for restoration this is the best you can hope for. Exciting color combination. \$23,500.00. Michael P. Rizzuto (714) 244-0460

1958 Eldorado Brougham, all original car on air suspension, black with black and white leather, complete mechanical rebuild within last three years. New tires, all accessories work, older repaint OK. \$22,500.00 Dave Barclay, 169 County Road East, Colts Neck, N.J. 07722. (908) 544-9035.

(2) 1957 Brougham #319 or #320:

#319 has only 30mi. since a complete frame up restoration six years ago. A.A.C.A. senior winner. Recently shown for Cadillac Motor Div. in World of Motion Bldg. at Epcot Center. Deauville grey with light and dark grey interior. Most vanity items: shot glasses, vanity, cig. box, mirror, perfume bottle. Engine, trans. and all moving parts rebuilt. \$59,000.00.

#320 is two months from completion. Frame off, every nut and bolt restoration. Thousands of hours labor and dollars spent on mechanics, chrome, upholstery and paint. Black exterior with white and black leather interior. All vanity items except perfume atomizer. Both cars are quality personified. Much more invested in #320 need no less than \$79,500.00 Call Jerry Schantz evenings only (904) 677-4373.

1958 Eldorado Brougham - White with blue leather interior. All original and on air. (4) N.O.S. diaphragms go with car. No vanities. A/C perfect, all accessories in good working order. \$23,000.00 call Lucie Sabella-Alessio (305) 782-9888 Fla.

CARS FOR SALE

BROUGHAM COLLECTION:

These rare Italian built Cadillacs present a rare opportunity to own a very unusual and special post war factory custom with superb investment potential:

1959 Pininfarina: only 99 ever produced! Perfect windshields, not running, needs restoration. 98% complete. Black exterior, full white leather \$14,500.00 Body #16

1960 Pininfarina: only 101 ever produced! 35M original miles, runs and drives, on air ride, special order lavender metallic with bone white leather, needs restoration, 98% complete. \$22,500.00 Body #38

1960 Pininfarina: 98% complete original car from Newport Beach, Ca. Runs and drives on air ride, black exterior, grey leather, needs restoration. \$12,500.00. Body#46

SEEN ONE LATELY? Call (714) 244-0460.

Michael P. Rizzuto
Restoration of Exotic and Classic Autos
29710 Goetz Road, Quail Valley, CA 92381
(714) 244-0460

TWO 1960 BROUGHAMS FOR SALE - Body #32, trim 1251, paint 52. This car is unrestored and needs total restoration. Some rust, some parts missing. Asking \$6,500.00 O.B.O.

ID.#60P012575 - body tag missing. This car has faded paint and vinyl interior very little rust, some parts missing. Please call for details. Asking \$7,500.00 O.B.O. Will to make package deal for both cars. Gene Asbury (805) 379-3418 Ca. call anytime.

Parts

FOR SALE - 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. Heater unit (cowl/w housing) needs to be recorded \$45.00. Fuel gage dash unit \$35.00. Oil pres. dash unit \$35.00. Allan W. Dowling, 19 Manning Drive, Berea, Ohio 44017.

For Sale: 57-58 Eldorado Brougham parts, 20 year collection of parts call Dr. Zeiger (213-275-8156) with your needs.

Many good parts for sale from my (3) 1957 Brougham parts cars. Call Jerry Schantz evenings. (904) 677-4373.

Brougham water pumps in stock. Rebuilt & tested. \$95.00 with core. Rudy Stahl: (419) 729-4785.

Parts Wanted

PARTS WANTED - The gasoline plate which goes on the gasoline door opening to the gas tank which reads GASOLINE. The "V" which goes underneath the Eldorado letters on the cowl above the front bumper. Two (2) of the small emblems which go on the side of each of the front fenders and reads Brougham by Cadillac. Call Thomas F. McGarrity, 200 Mamaroneck Avenue, White Plains, N.Y. 10601 (914) 684-0200.

PARTS WANTED - Front cigarette lighter, a set of original Delco shock absorbers. Contact Bruce Sansone, 2000 Seadrift Drive, Corona del Mar, Ca. 92625 (714) 720-1874.

PARTS WANTED - 57-58 Eldorado Brougham: 2 Tailight lenses, 2 rear and 1 front diaphragm for "58" Brougham. Will pay cash or trade for parts. Edwin Alfred, 26 Old Lancaster Rd., Merion, Pa. 19066 (215) 667-2234

PARTS WANTED - 1959 Eldorado Brougham: (Car #66) Need a nice all leather front seat. Red rear tail light lenses for pod fin. Back-up light lenses (clear). Front glass fog lenses, not scarred or pitted. Contact Hill R. Moore, 2812 Rosedale, Dallas, Tx. 75205.

PARTS WANTED - 57/58 fan shroud. Also need letter "L" for trunk. Contact: Jerry Schantz, 29 Rio Pinar Trail, Ormond Beach, Fla. 32174 After 10:00 p.m. (904) 677-4373.

One original stainless steel drinking cup, Dr. Zeiger (213-275-8156).

Right rear fender skirt. Need good straight part with no deep scratches and no dents. Contact - Greg Field (203) 953-0029.

PARTS WANTED - 57-58 Brougham: L & R front door lower stainless mouldings. Right rear door moulding (in good shape). Eldorado lettering front and deck lid. Call: Nick Vermet (313) 886-8349.

The 1957-58 Eldorado Brougham.

It's probably the only time since World War II the word brougham actually meant something. This dream car, derived from the Park Avenue and Orleans show cars, was a reality for a select few willing to part with a big hunk of change in those pre-inflationary days.

About \$13,000 plus pocket change.

Let's put the entire project into perspective. If you multiply \$10,000 by the 700 cars it sold, Cadillac took in roughly \$7 million dollars. Tooling costs for the project have been estimated at \$10 million dollars. Materials cost another \$3 million dollars. That leaves a deficit of \$6 million dollars.

A bath of red ink? An exercise in corporate egos wasting resources?

Quite the contrary. This car was the atom bomb to the only remaining luxury car maker, Packard. The Brougham showed 'em all that Cadillac was truly the "Standard of the World". No other manufacturer for twenty years was able to mount an offensive towards knocking Cadillac off as the ultimate luxury car maker.

Add to this the research & development costs, engineering, labor, administration, and overhead costs & testing and I'll bet the losses were a lot more.

Cadillac has never released the real numbers and I'm sure they never will. It sure was a different era.

WEATHERSTRIP

Windshield Gasket

C-0886 \$93.40

Winshield Post

C-0552 \$27.00

Vent Window (main)

C-0038-BD . . . \$147.30

Vent Division Post

C-0511 \$57.30

Door Lock Pillar

C-0573 \$81.40

Front Door (sold by the foot)

C-0491 \$3.00

B Pillar Center Bumper

C-0508 \$29.40

Roof Rail

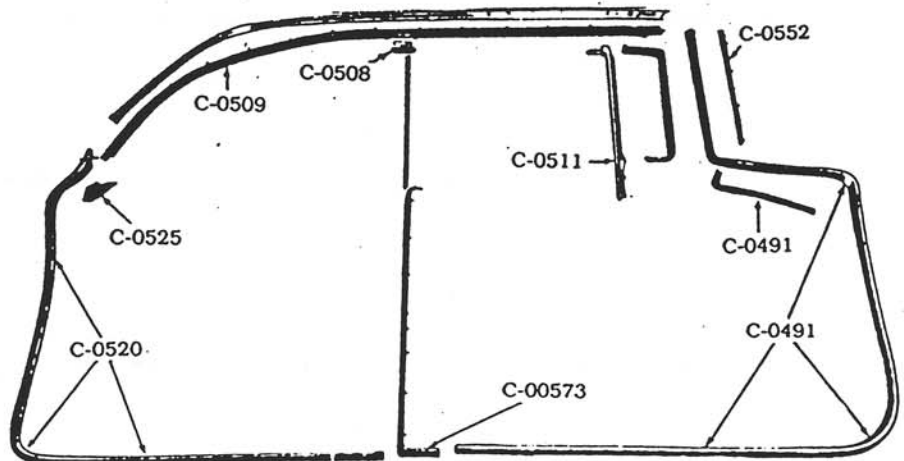
C-0509 \$123.60

C Pillar Filler

C-0525 \$19.75

Rear Door

C-0520 \$88.60



Trunk Lid

C-0896 \$58.30

Hood to Cowl

C-0908 \$52.10

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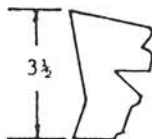
C-0484 \$1.60/ca.

1953-58 Bumper, door lock post, upper, 1/2" diameter X 1/2" diameter X 1/2" tall, plated screw. Most models as required, including 1957-58 Eldorado Brougham.



C-0650 \$4.70/ft.

1954-58 Weatherstrip, decklid opening in gutter of body. Replaces #4650072, #4711666. Top grade, fine grain sponge.
1954-56: All models.
1957-58: Eldorado Brougham.



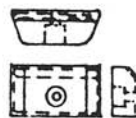
C-0525 \$19.70/pr.

1957-58 Weatherstrip, rear door hinge pillar at beltline Replaces #4734198. 2 per car. 2 piece set. Eldorado Brougham only.



C-0507 \$3.20/ca.

1957-58 Pad, vent window frame, self-retaining, 1/2" diameter X 5/32" high, for 3/16" hole. Eldorado Brougham...



C-0538 \$10.40/ca.

1957-58 Bumper, door lock striker plate. Replaces #4746647. Rubber with steel core, 7/16" thick, 1 per door. Installed in rotary latch receiver. Eldorado Brougham Series 70.



C-0508 \$29.40/pr.

1957-58 Pads, window stop, top center, made to slip over original steel core. Replaces #4694985. Eldorado Brougham only.



C-0502 \$40.00/pr.

1957-58 Bumper, rubber, rear spring to frame, 2 per car. Eldorado Brougham only.



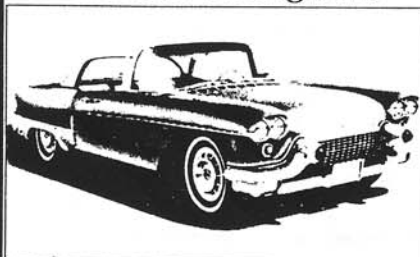
C-0154 \$28.20/pr.

1946-64 Pad and seal, fenderskirt edge, exact copy, trim notch for skirt lock at installation. Compare sketch with your original to be sure. Most models including 1957-58 Eldo. Brougham coupes. Two 5 ft. strips for 2 fenderskirts.

Specialty item re-produced

Wheel ring, grooved and predrilled for rivets. Machined and ready for chrome. Limited supply. \$150.00 ea. Call Jerry Schantz (904) 677-4373 evenings till 11 P.M.

1957-58 Cadillac Eldorado Brougham



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Cadillac for the first time is releasing archive records for the purpose of funding the Historical Cadillac Museum.

To receive a copy of the original Build Sheet and Historical Package for your Cadillac or LaSalle Motor Cars 1903-1970, send \$35.00 payable by check or money order, along with your vehicle identification number, year, and style of your Cadillac or LaSalle to:

Cadillac Historical Services
c/o Greg Wallace Dept. 805
2860 Clark Street
Detroit, Michigan 48232
1-800-458-8006

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. 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 W. Dowling, 19 Manning Dr., Berea, Ohio 44017.
3. Eldorado Brougham electrical circuit diagrams. (18) pages. Not in manual. \$12.00 to B.O.A. members, \$18.00 all others. Allan W. Dowling, 19 Manning Dr., Berea, Ohio 44017.
4. 57/58 Jack instructions \$12.00 ea. Gerald Schantz, 29 Rio Pinar Trail, Ormond Beach, Fla. 32174.
5. 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.
6. 1959 Brougham service supplement (15) pages \$15.00 to B.O.A. members, \$18.00 all others. Allan W. Dowling, 19 Manning Dr., Berea, Ohio 44017.
7. 1960 Brougham service supplement (5) pages \$5.00 to B.O.A. members, \$7.00 all others. Allan W. Dowling, 19 Manning Dr., Berea, Ohio 44017.

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