

*Brougham
Owners*

Association



Newsletter Vol. 5 No. 1

Brougham Owners Association, Inc.

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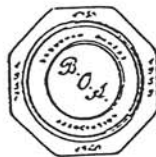
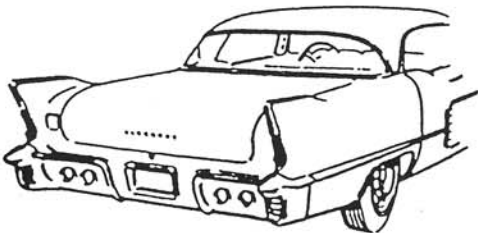
President's Message

Five years ago Vol. 1., No. 1. went to press. We had a mailing list of about seventeen brave souls, no money, and large shoes to fill following the great work of Cy Strickler III and others. We dedicated ourselves to the preservation, restoration, and enjoyment of the " 57-60 " Broughams knowing that controversy would be a constant companion. Even after 35+ years the Brougham is still the subject of much controversy as well as highly charged and emotional opinion. It is my feeling that there is no way for the B.O.A. to side step the issues involved in restoration. For that reason, all sides must be heard. It is my hope, that as we get to know each other, we can learn to be tolerant of views we may not agree with. I can assure you all views are welcome in this newsletter. If you feel your opinion is not getting enough press, a letter is your key to space in this publication. Don't drop out - get involved. We need every Brougham owner actively involved to make our next five years even more enjoyable than our first.

As we enter our fifth year we are nearing 170 members worldwide. I would like to see 200 by the end of this year. If you know a Brougham owner, who is not a member, get him or her to join.

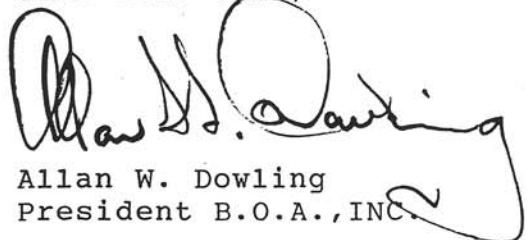
Many of you will be receiving your registry and value survey in the next month or so. Please do not send your dues with this form. I am hoping to finish this project a bit early. Give the value survey a lot of thought; However, be sure to fill it out. We need your input. This is your chance to be heard. The letter from C.P.I. Ltd. on page (9) is evidence that there is interest in what you have to say. Mr. Hill will be receiving a copy of the newsletter starting with this issue.

In closing, I wish to thank member Nick Vermet for the set of photos now being offered, (see last page), to thank all of the contributors to this issue, and to thank all of you for making our fifth anniversary possible.



On Our Cover

Till next time,


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

Our Cover Car this issue is #189 owned by Dr. Roger Eickmeier of Mitchell Ontario, Canada.

BROUGHAM HISTORY

The CAR COLLECTOR'S Crystal Ball



In this column each month the CAR COLLECTOR will present a collector car that we feel is being neglected by collectors although very worthy and collectible, a car often referred to as a *sleeper*. Of course some of these cars may not be sleeping, they may be dead. But in our opinion the cars that you will find in this series may well be ones that five years from now you will be wishing that you had collected while the price was still right.

The Cadillac Eldorado Brougham: America's Greatest Milestone Car?

by C. W. Strickler III and Gregory D. Wells

Unless otherwise noted, all photos in this article appear through the courtesy of GM Photographic.

These days many automotive critics fill their leisure hours by carping at that industrial giant, General Motors. "Creator of automotive pabulum for the masses," they cry, and variously describe its cars as plain, cheap, conservative, and even boring. If this argument contains a kernel of truth (and it does), these commentators also should realize that there is more than profit behind the fact. In the past, GM has forged its paths of innovation but generally with poor results on the sales charts. Recall the "Copper-Cooled" Chevrolet of 1923, a car so fundamentally bad that the company tried to buy back all the ones that had been sold. And there is the Corvair, which was really a beautiful and technically brilliant automobile. It failed largely because of a shift in public demand from economy to performance, and not by Nader's whim.

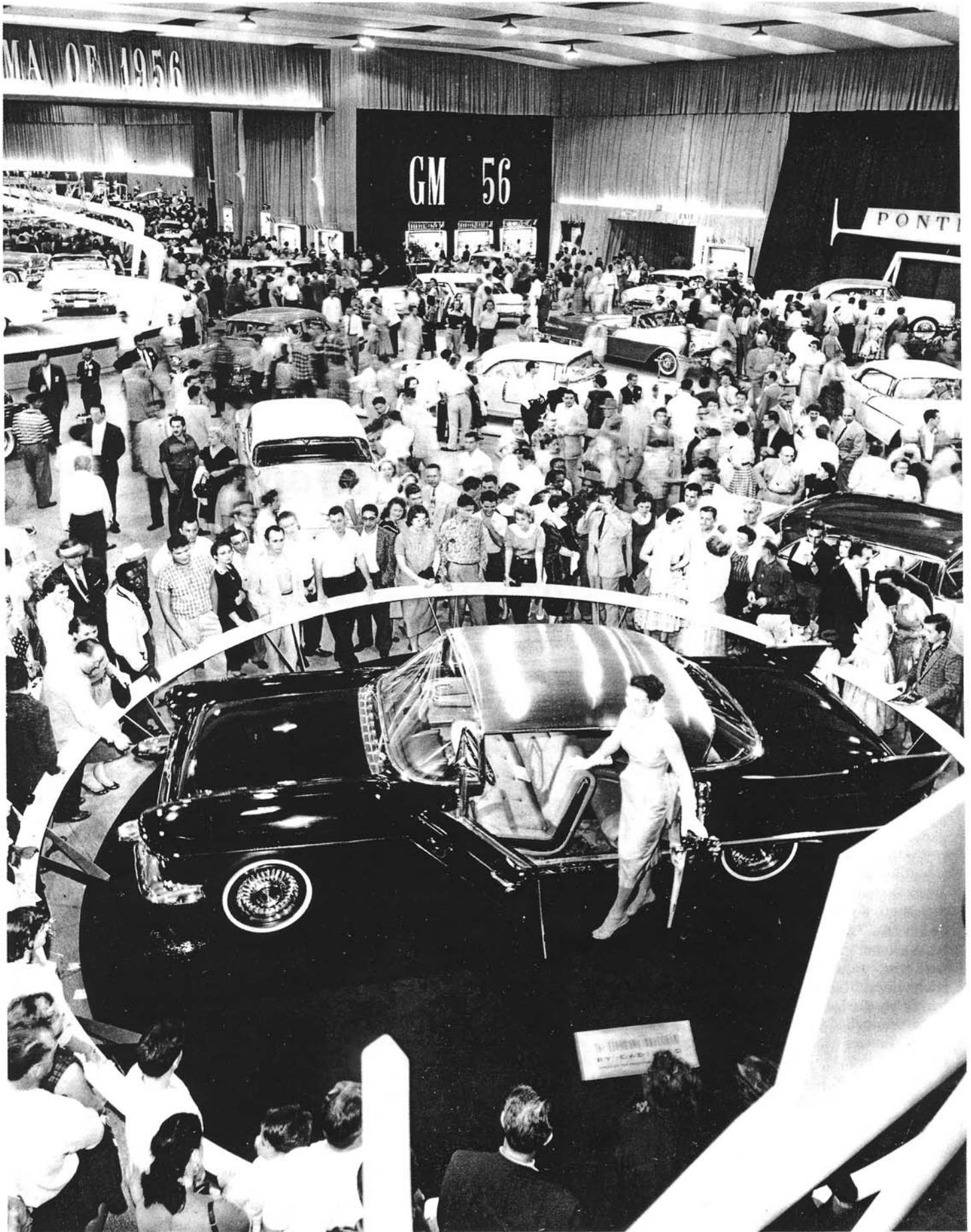
But General Motors' most technically advanced car of all time was the 1957-58 Cadillac Eldorado Brougham, a car which sold when new for more than a Roll-Royce. It, too, was a flop, with only 704 being produced, although the car does not shoulder all the blame for this. Today, the Eldorado Brougham is virtually unknown. In its heyday, only one magazine ad appeared so perhaps its obscurity has a reason. Even among those who are aware of its existence, many dismiss it as another example of fifties kitsch. How did it all happen? Just read on . . .

The Brougham's roots actually extend back to the years between the two wars, when many manufacturers were able to add a little sparkle to their bread-and-butter lines by selling expensive, luxurious cars to the monied gentry. The onset of the depression caused this market segment to all but disappear, as it became increasingly dangerous for the wealthy to be seen in such ostentatious vehicles. Of course, the luxury three (Packard, Lincoln, and Cadillac) continued to build low volume, conservatively engineered, multicylinder automobiles, but no one sold a high-volume luxury car, as for instance, had Packard in the late 20s.

When economic conditions improved in the late thirties, Lincoln introduced their tasteful Continental, which was patterned after Edsel Ford's own custom Zephyr, as an effort to re-enter this prestige market. GM also addressed the carriage trade, albeit weakly, with a series of widely-shown "dream cars," beginning with the influential Buick "Y-Job" of 1938. But scarcely had the country shaken off the chill of the depression when the clouds of world war swept in again, and civilian automobile production was soon halted.

At the conflict's end, the industry cranked up to meet the unprecedented demands of a car-starved nation, and although Ford continued with the Continental until 1948, no other car company bothered to tool up for a similar flagship. In the

March, 1978



The Brougham stand at the 1956 Miami Motorama. This is the production prototype as evidenced by the lack of a door latch pillar and the Sabre wheels.

postwar seller's market, most just produced as many units as their quotas and supply sources would allow, and banked the resulting profits.

In 1949, General Motors instigated a new-car auto show, later named the Motorama, which traveled to major cities across the country. This provided a perfect setting for the "dream cars" that GM Styling Vice-President Harley Earl and his staff created. The Brougham lineage can be traced directly to the Orleans, a pillarless four-door sedan with suicide rear doors that was shown at the 1953 Motorama. It was joined at the show by a sleeker convertible, the Cadillac LeMans, which garnered much attention.

According to Cadillac historian Maurice Hendry, the Brougham had its start when Harley Earl noted "that while 1953 Motorama crowds surged around the LeMans, those who could 'back up their approval with a check' paid closer attention to" the more conservative Orleans. After research showed that the Orleans' "four doors, four seats, and... metal roof" constituted most of its appeal, Earl sketched up a similar but flashier car for the 1954 Motorama. This was called the Cadillac Park Avenue and, as before, well-heeled buyers clustered around the sedan in preference to the crowd-pleasing El Camino coupe and the La Espada roadster.

Harley Earl had been convinced. In early May, 1954, while the Motorama was still making its rounds, he took his plans to Don Ahrens, Cadillac's general manager and secured his approval to begin work on yet another Cadillac dream car, but this time with more of an eye toward production. The resulting car was named the Cadillac Eldorado Brougham and was scheduled to debut at the New York Motorama on January 19, 1955. As late as January 10th, just nine days before the show, the car had not been painted and it was only shipped to the show on January 17th. Only a company with GM's resources could have recovered when it fell off its jacks at two o'clock in the morning on show day, and Earl remembers there were some "pretty frantic" repairs made to the damaged fender and bumper. Yet when the show opened, the Brougham was sedately revolving on its stand with hardly a blemish.

If there had been any doubts in GM's corporate mind about producing the Brougham, the overwhelmingly positive response from the Motorama crowds dispelled them. The late-arriving news that Lincoln was readying a successor to the Continental for the 1956 model year only firmed up their decision more. As it was, the brochure that was handed out at the show (reproduced herein on page 23) contained the statement that "the Eldorado Brougham will be placed in limited production during the coming year."

After over twenty years it is difficult to imagine the uproar that this ultra-advanced car caused. Even Flash Gordon's vehicle didn't have quadruple headlights, a brushed stainless steel roof, and air-spring, self-leveling suspension. The Brougham show car was easily the most talked-about car in years. One should note that this first "Motorama" Brougham featured unusual ribbed wheels (see photo on page 26) which only appeared on this particular car and thus it is easily distinguished in photographs. Late in the year Cadillac announced that the Brougham would sell for "around \$8500."

But before the car could be sold, much work had to be

- Choice of 45 interior trims and colors
- Choice of lambskin or Karakul carpeting
- Low-profile tires
- Glovebox vanity with 6 stainless magnetized tumblers, fold-out shelf/mirror, tissue dispenser, cigarette case, and lady's compact
- Fully carpeted trunk
- Rear armrest compartment with notepad, Cross pencil, beveled mirror, and Arpege perfume atomizer

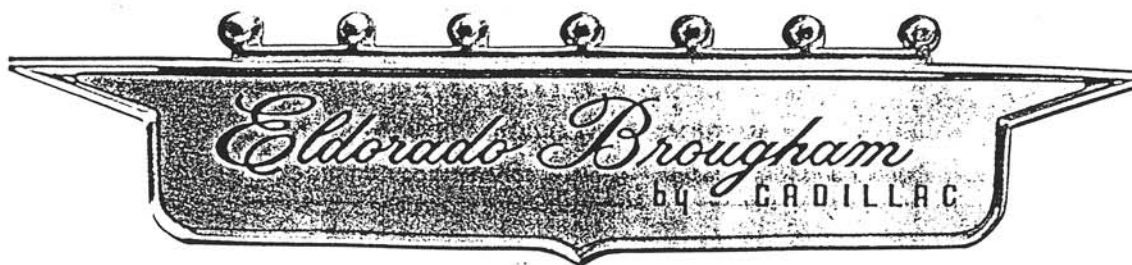
MISCELLANEOUS DATA

Fuel capacity, U.S. gallons	20
Fuel requirement	leaded premium
Fuel mileage, mpg	12-14
Cruising range, miles	240-280
Oil capacity, quarts	6
Oil change interval, miles	3000
Filter change interval, miles	6000
Standard tire size	8.40 x 15
Overall length x width x height, inches	216.3 x 78.5 x 55.5
Ground clearance, inches	5.0
Curb weight, pounds	5420
Compression ratio	10.25:1

expended on production development. The problems encountered with the Brougham's many dazzlingly new features caused the actual introduction date to be delayed several times. At the 1956 Motorama, Cadillac showed the "production" Brougham (actually the first production prototype) along with a nostalgic open-front Town Car based on it. Both these cars were shod with gorgeous finned "Sabre" wheels (see bottom photo on page 26). The latter was a non-running, fiberglass model constructed to be another dream car since the Brougham itself was now in limited production. (As was its custom, GM sent the Town Car to be destroyed several years later, but a persistent rumor places its delapidated remains in a secluded Detroit area scrapyard.) However, the first Broughams were not shipped to the selected dealers until March 11, 1957, over a year behind the announced schedule. By that time, the car's sticker price had risen to a staggering \$13,074, making the Brougham the most expensive car ever to roll off a Detroit assembly line.

ELDORADO BROUGHAM STANDARD EQUIPMENT

- Air conditioning
- Heater, including 2 rear underseat with individual blowers
- Power steering, brakes, windows (including vent windows)
- Dual carburetors (triple carbs on 1958)
- 6-way power front seat with twin 'Favorite Position' settings
- Automatic starter
- All transistor radio with automatic antenna
- Electric safety door locks
- Fog lamps
- Tinted glass
- Center arm rest, front and rear
- Electric deck lid opener and closer
- Remote control trunk lock
- Air spring and leveling system
- 4 unit headlamp system
- Forged aluminum-center, chrome-plated wheels
- Automatic headlamp dimmer
- Brushed stainless steel roof
- Hydra-Matic automatic transmission
- Cigarette lighters, 2 front, 2 rear
- Polarized sunvisors that darken when rotated
- Electric drum-type clock
- Full instrumentation with 6 tell-tale lights
- Remote control left outside mirror
- Quadruple horns
- Dual back-up lights
- Windshield washer and coordinator



But what a car the buyer got for his money! The list of standard Brougham features has not been equaled on any other American car to this day (refer to box on page 25). Brougham firsts include the previously mentioned headlights, roof, and suspension, the first all-transistor automotive radio, an automatically disappearing antenna, polarized sunvisors that darkened when rotated, electrical opening and closing of the trunk lid, automatic locking of the suicide rear doors when in motion, and the first low-profile, narrow whitewall tires, which were developed jointly by U.S. Rubber and Cadillac especially for the car. The personal accessories that were furnished with a Brougham were particularly impressive (see photos on page 45) and these are a real headache for today's Brougham enthusiasts as they were frequently retained by the cars' original owners.

That only 400 Broughams were sold in 1957, with 304 sales in 1958, is due to a number of reasons. The nation was approaching the second postwar depression at this time and Cadillac saw the handwriting on the wall. And while initially good, the \$3,000-cheaper Continental Mark II's sales fell alarmingly in the early months of 1956 and Ford was to discontinue the model in late 1957 after a meager 3,000 units had been made. Though it was too late to stop the Brougham's production, Cadillac took the hint and decided not to advertise the car at all. That way if it did not sell, at least the company would not lose as much face as if it were widely trumpeted. With this move, management sealed the Brougham's fate; no \$13,000 car would sell by word of mouth alone.

But as it turned out, Cadillac might have made the best move. With its far-out specifications, the Brougham was extremely complex in its mechanicals. One owner, quoted by Hendry, averred that the Brougham was "the most luxurious and complex automobile ever built in America," and in the same breath stated his relief in being an automotive engineer himself. Indeed, when faced with anything more than standard maintenance on a Brougham, most mechanics threw up their hands in despair. For example, a current owner has tallied 167 electrical relays in the car, which made the resolution of electrical problems very difficult at best. Moreover, the Brougham service information manual, a supplement to the regular Cadillac shop manual, contained over 170 pages of procedures specific to this car.

Additionally, the innovative air spring suspension suffered many problems in service. Most were due to minor air leakage at valves and fittings, but the result was the same as total failure: the suspension would settle and bottom out. Such embarrassing traits did little to enhance the car's reputation and to this day, many remember the Brougham only because of these problems. In this context, it is frightening to realize that Cadillac engineers toyed with even more complex devices for the Brougham, at various times testing fuel injection, a Hydra-Matic transaxle, and oil-cooled disc brakes!

The car also suffered because of its year-late introduction.

Had it been produced during the 1956 model year, the car's styling surely would have had much more dramatic impact. Instead, it ended up looking like a slightly different 1957 Cadillac. The company also should have given this model a unique name, but instead confused the public by another use of "Eldorado." To the wealthy individual, these facts negated most of the exclusivity he sought by purchasing such an expensive automobile.

When General Motors realized in 1958 that it was losing well over \$10,000 per unit on the Brougham, it moved to discontinue the expensive-to-produce model. The Brougham name was continued for two more years on a series of standard-chassis Cadillacs which were custom bodied by Pininfarina in Italy. But in the wake of the earlier car's technological ground-breaking, these sold dismally, with 99 being made in 1959 and 101 in 1960. It is instructive to note that the Milestone Car Society has refused to recognize this later Brougham, although it *has* certified the 1957-58 car.

In summarizing the project, Harley Earl stated that the Brougham "was created with the intent of capturing the appeal of those who demand the finest product, whether it be their home, clothing, jewelry, or their car — our intentions [were] to provide our exclusive clientele with a compact, personalized automobile, easy to operate and employing our latest knowledge of style and engineering." To a large extent, these goals were reached. But the timing of the effort was wrong, dreadfully wrong. In retrospect, the Brougham's market had vanished forever in the terrible depression of the thirties. But the fact remains that no other American manufacturer has with one car so expanded the state of the automotive art. The technology of the Brougham began immediately to be applied to more mundane cars and truly brought about a quantum leap in the quality of automotive production throughout the industry. For these reasons, we'd like to nominate the Eldorado Brougham as America's greatest Milestone car. If it isn't this, we'd like to know what is.

For years, due to the aforementioned mechanical problems, Cadillac Eldorado Broughams could be bought for a song, with tunes in the range of \$2,000 to 4,000 frequently heard. And frankly, this is still the case, with the exception of the handful of cars in the country that are in excellent condition. One of the reasons that prices remain depressed is that virtually no new parts are available for these cars. Consequently Broughams are both expensive and difficult to restore, with many discouraged owners selling their cars partially finished. Happily, the Brougham's quality of construction is exceptional (look down the side of the body of an original car and see what we mean) and unless maintenance is neglected, a Brougham will deliver long-lived service.

Also happily, collectors are beginning to recognize the importance of the Eldorado Brougham, and this is pushing

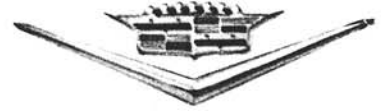


The 1955 "Motorama" Brougham on the show's opening day. Compare this car with the production model on the cover. Reflection of the camera can be seen in the paint above the rear wheel.

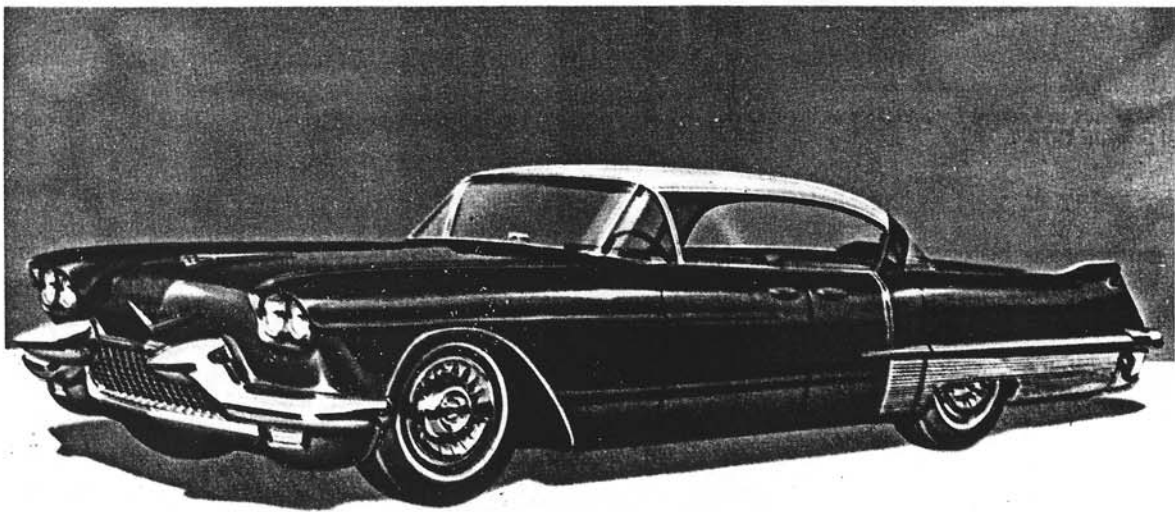


The elegant Eldorado Town Car in a shot posed by GM Photographic. Note that the Brougham hood line is lower than the fender line.

Introducing the Eldorado Brougham



... Cadillac's "Car of the Future"



Cadillac's Eldorado Brougham represents an exciting look into the future of automotive design and engineering. Only 54" in height and 210" in length, it features low, sweeping lines . . . graceful contours of roof and hood . . . a unique pillarless door design . . . and great areas of vision. Among its interior innovations are specially designed lounge seats, a distinctive vanity case, and a unique instrument panel. Its performance is highlighted by a special high-powered Cadillac engine.

the Eldorado Brougham

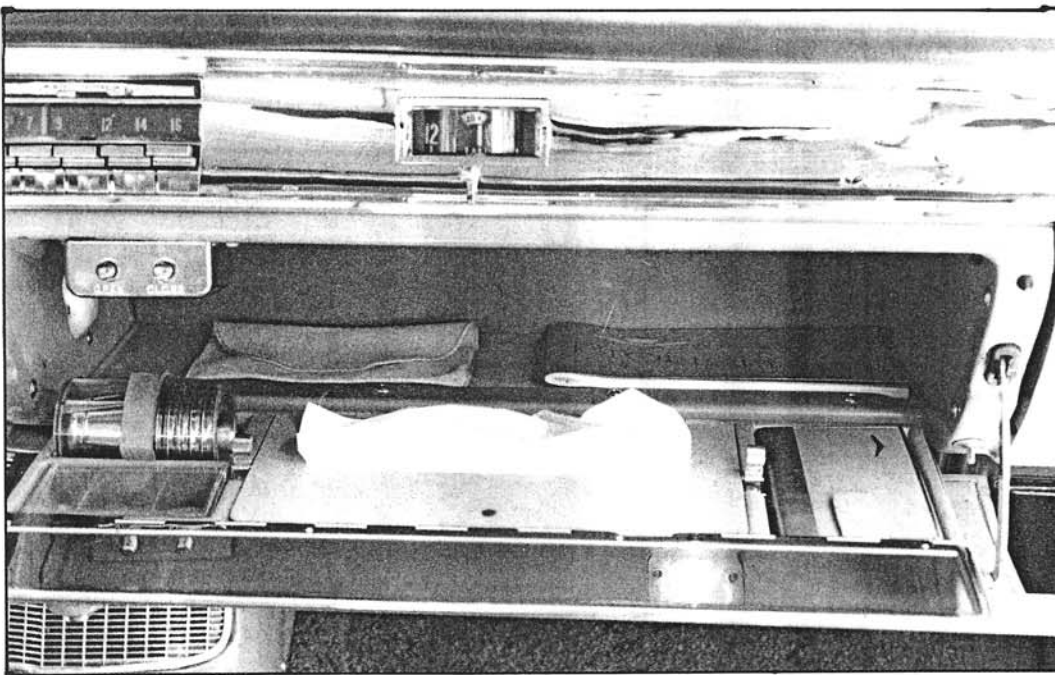
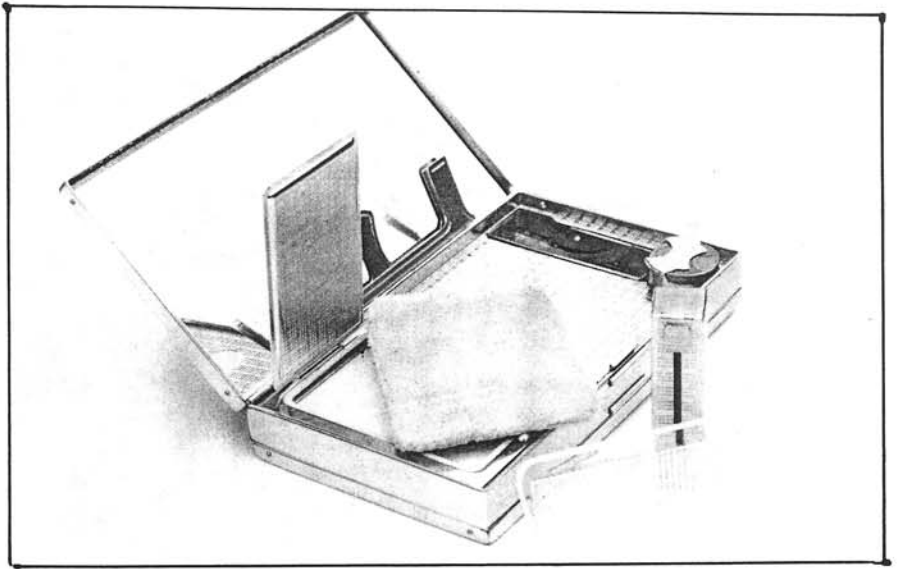
The fabulous Eldorado Brougham offers still further evidence of Cadillac's leadership in automotive styling . . . and promises continued progress in Cadillac's crusade to build greater quality into the American motor car.

The Eldorado Brougham will be placed in limited production during the coming year

This page actually depicts the first three pages of the Eldorado Brougham's only brochure, the Motorama handout. Note the illustrated car's correct wheels.

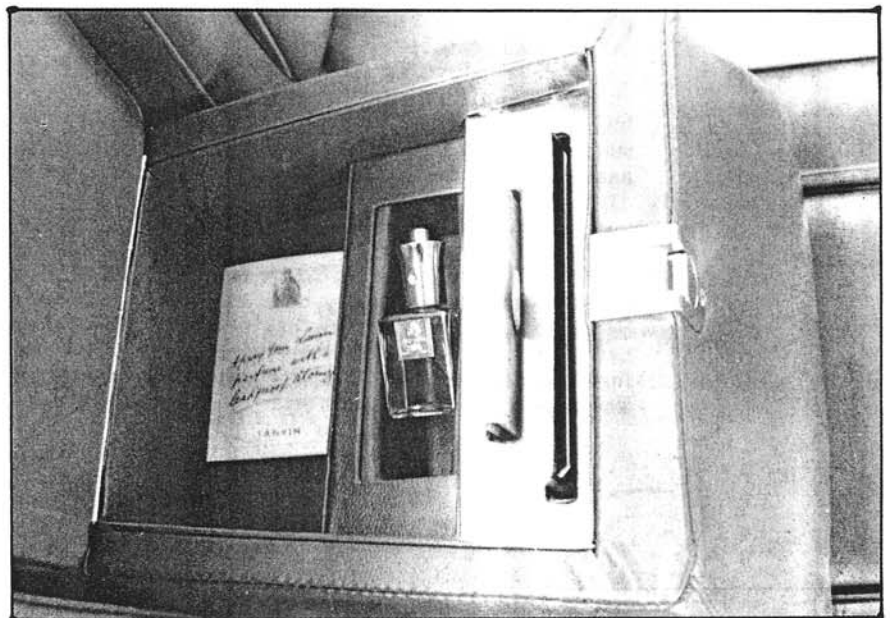
These photos by Dr. C. W. Strickler, Jr.

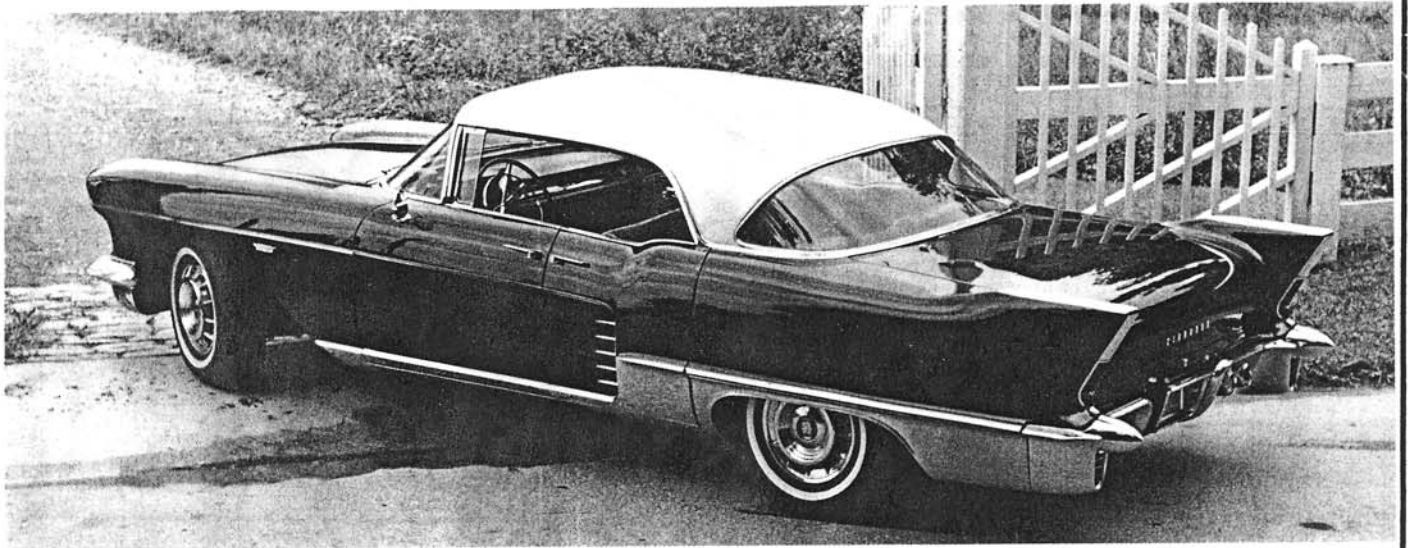
The intricate leather-covered Brougham vanity case, with mirror, comb, facial powder and puff, lipstick, and nickel holder. The opposite side holds cigarettes.



The glove box holds, starting at left, six magnetic stainless steel cups in a plastic holder, a cigarette pack holder, tissue dispenser, and the vanity case.

The hidden compartment in the rear seat armrest, showing the Arpege Extrait de Lanvin atomizer, note pad, and leather-bound beveled mirror.





From this rear angle, the Brougham displays perhaps the cleanest lines of any mid-fifties car. many to persevere with their restorations. The Brougham Owner's Association (see address at end of this article) was reactivated a few years back and now boasts around a hundred members. With this burgeoning Brougham interest, parts are beginning to be found, reproduced, and remanufactured, and the next few years should see the parts situation improve slightly.

Similarly, we believe that Brougham values will improve in the coming years, steadily, if not dramatically. But eventually the Brougham will have to take its rightful place among Cadillac's other engineering and luxury masterpieces, the V12s and V16s. We happen to think that this ascendancy will take

place sooner, not later, as many of those who summarily passed the Brougham by realize the magnitude of their mistake.

**C
P
I**

A Value Guide to
Cars of Particular Interest

March 10, 1993

Brougham Owners Club
Berea, OH 44017

Dear Al,

I have enclosed a complimentary copy of the CPI Value Guide for collectible cars. CPI has been published since 1977 and is used by thousands of dealers, financial institutions and insurance companies for determining the values of collectible cars. CPI's data base of 90,000 or more records per quarter ensures that our published values are as accurate as possible.

The editors of CPI Value Guide rely on many sources of information for its data base; such sources include auctions, dealer sales reports, and market surveys. Because many owners of collectible cars are members of clubs such as yours, we would like your assistance in researching the values of collectible cars.

In most instances we exchange a subscription to CPI for club membership and/or a subscription to the club's newsletter. There have been occasions when we have mailed surveys to club members (with the permission of the club or chapter) and we have enclosed a complimentary copy of CPI. We have provided a speaker for some club meetings, but thus far this has been restricted to clubs within a reasonable drive of Laurel, Md. The speaker describes some of the methods employed in developing values for used car guides. Although complimentary copies of CPI are distributed at these meetings there is no effort made to sell the product.

Sincerely,

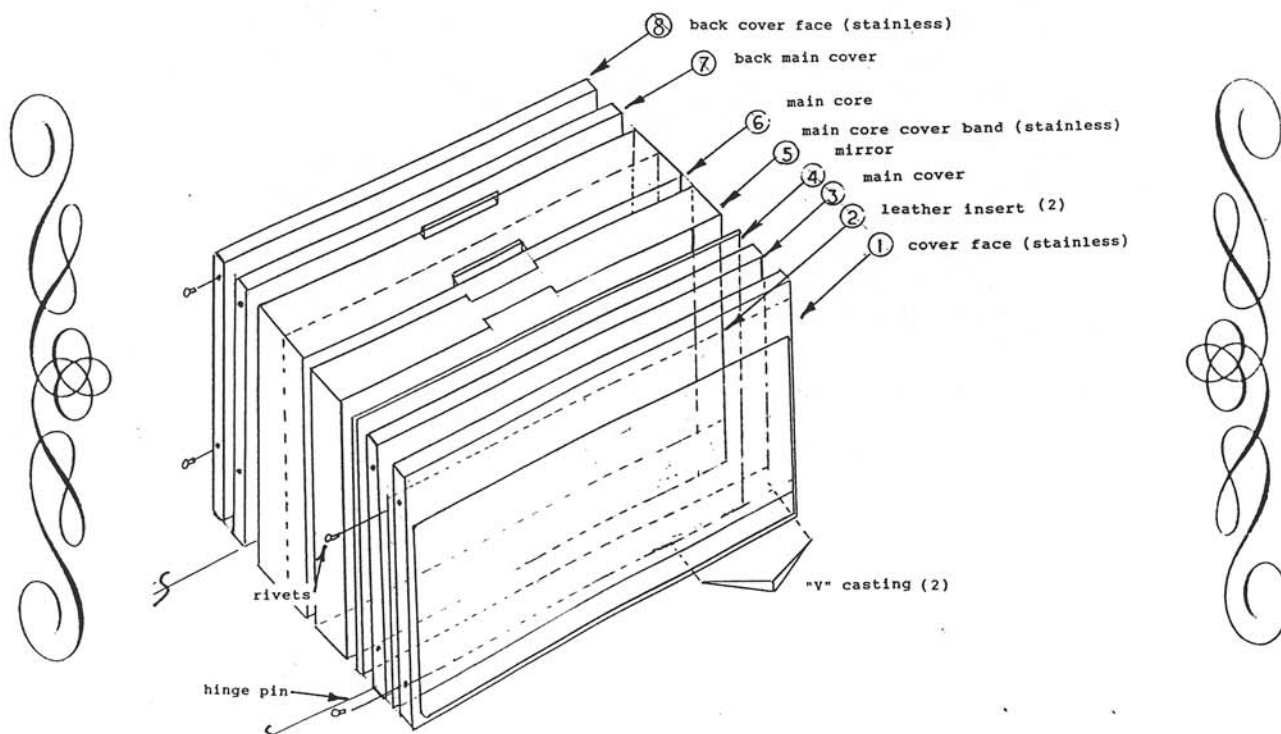
Steve Hill
Associate Editor



BROUGHAM HISTORY

Construction Of The Evans Compact

We have established that the Arpege atomizer was, although made in limited numbers, an over the counter item. The Brougham ladies compact, built under contract with the Evans Co., differed from the standard compact only in exterior features. Those features were the (2) external stainless covers, the leather inserts, core cover band, and two cast "V" emblems. Referring to the diagram, these items are #1, 2, 5, and 8 plus the "V's". The intricate interior core and all items contained within the core - comb, lipstick, powder puff - are common to all Evans compacts of the style used in the Brougham.



The standard compacts (now collector items) came in a wide selection of inlayed and jeweled exteriors. Most were gold both outside and inside and came with a carrying strap at one end. Antique shops, Mall shows, and Flea markets are good places to find the standard compacts. They will fit and can be used until you locate a correct Brougham compact. Prices range from \$75.00 to \$300.00.

Compact Mirrors Available

After a long search for 3/64 mirror material, we are pleased to offer a replacement Evans compact mirror. Made of the highest quality optical instrument mirror, complete with proper polished bevel, (25) mirrors are due March 29, 1993. We are offering these to B.O.A. members for \$37.50 each or (2) for \$70.00 including installation instructions.

10 th Annual Antique & Special Interest Car Show
Holy Cross Abbey, Canon City, CO



CONGRATULATIONS TO BILL WOODMAN AND HIS 58 ELDORADO BROUGHAM

Best Cadillac and People's Choice.

Due to a week of rain only a few from Denver ventured to Canon City on Saturday morning, but were joined by many of our members from the southern part of the State, for a great day of car show. This show continues to be one the most poplar shows in the state, with over 500 entries. Thanks to Ron Barry from Colorado Springs and his father, the Club was once again privilege to have the best spaces on the show grounds.

The entourage was pleased to have Bill Woodman's 58 Eldorado named as "Best Cadillac" and then awarded the "Peoples' Choice" awards.

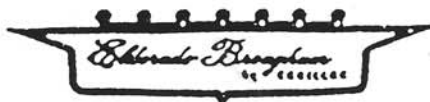
"Since few people have ever heard of these cars - much less seen one. I enjoy driving it and letting others share in observing its beauty"

Bill Woodman

Golden Gate Production is producing a film entitled "Golden Gate", they will be shooting the film in San Francisco December 7th though February 15th. They have asked the C.L.C. to supply cars from the 50's so hopefully mine will be there.

Don Weber

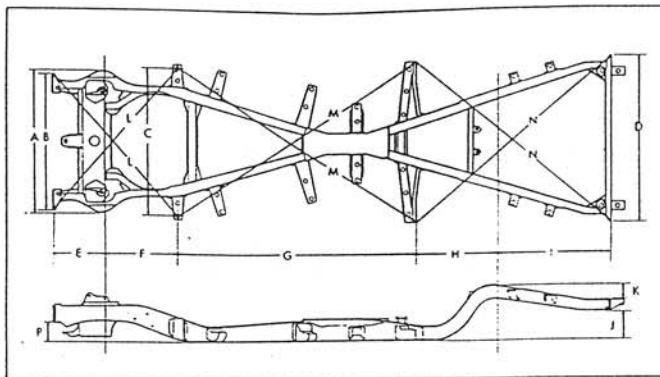
Jerry Schantz is tooling up to produce the flannel bag for the compact. Need one? More on the progress of this project next issue.



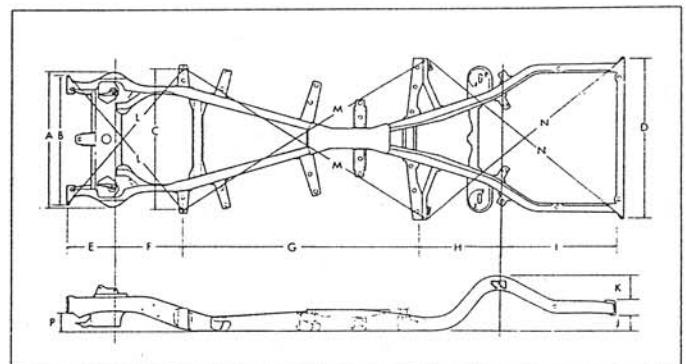
WHAT WORKS

BY: ALLAN DOWLING

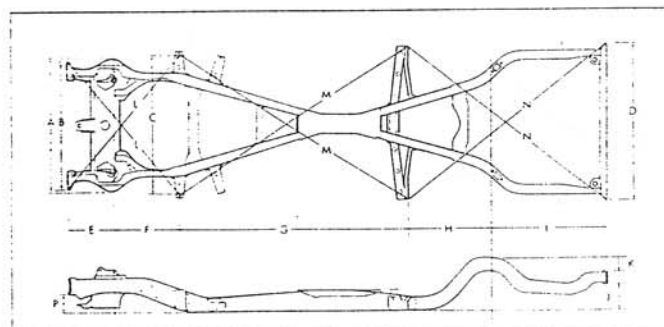
Shown below are the frame layouts for the 57, 58, and Brougham. If all dimensions were given the differences from model to model would indicate little concern for interchangeability. Today the industry would frown on such extravagance. Given this fact, suffice to say that the Brougham frame is unique to the year and model. Any hope of dropping your Brougham on a good 57-58 chassis would be futile. I doubt many of you are considering this possibility; but, a good look at the diagrams indicate the problems you would encounter. For the purpose of this article let us assume your frame is sound and your concerns are with what is attached to it. Most questions I get deal with ball joints, shocks, bushings and so on. It is in this area where being on air or not is most significant. The diagrams on the following page will show that if you are on air not much will interchange with the standard Cadillac. You can, however, use standard shafts, ball joints, bushings and associated hardware. Standard wheel bearings work just fine. Do not try to use standard shocks. Air ride shocks are a single action design - internal valving is different regardless of outside appearance. Brougham shocks are rare and expensive. If yours are bad, consider having them rebuilt. There are several companies in Hemmings that offer this service. Be sure to explain your situation before sending the shocks. As I have mentioned before, the idler arm is 1957 even if your Brougham is a "58". Pitman arm and steering link are also standard items and can be interchanged. Tie rods, stabilizer bar and bushings are also standard items on air or not.



ST'D. "57"



ST'D. "58"



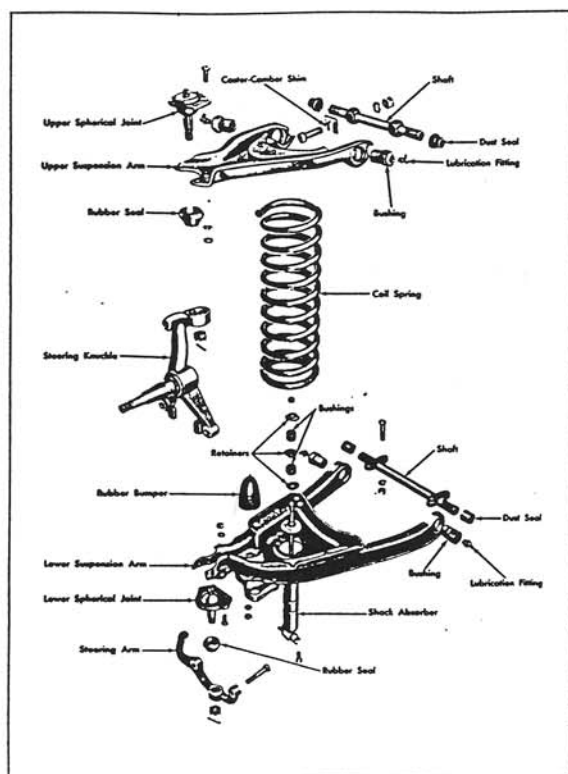
"57-58" Brougham

WHAT WORKS

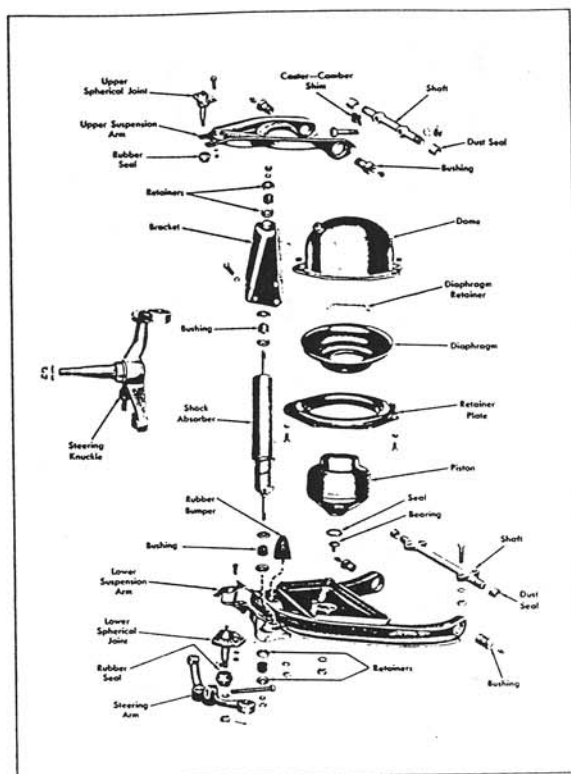
BY: ALLAN DOWLING

If you have decided to convert to coils, keep in mind all the components you can save given the list on the last page. You may even wish to keep the upper and lower suspension arms and the outboard shock arrangement - this can be done. For a much neater, and factory looking job, replacing the suspension arms with standard "57" components is advisable. Once this is done, conversion is rather straight forward. Spring location is much easier as the pigtail pods are stamped in. No welding or modifications for spring acceptance are required. A word about springs. Don't buy new repro. springs. Get a good set of used Cadillac sedan springs. If they sag, take them to a company that does shot peening. Peening will remove all rust and will "stress relieve" them to bring them back to life. Needless to say if you have gone this far, total rebuild of the front end is in order. The rebuild kits on the market are ok; however, standard Cadillac parts are far better. Perfect standing height will be attained using the above method. Nothing looks worse to me than a Brougham sitting six inches too high - back or front. Many conversions end up with this problem: usually wrong springs are the cause.

In our next issue we will discuss the rear suspension. We will cover both air ride and conversion at that time. I have heard that standard "58" air springs have been adapted to the Brougham. I can cover Brougham air ride and coil conversion, but I need help on "58" air spring use and leaf conversion. Drop me a line if you have knowledge to share on these topics.



ST'D. "57"



"57-58" Brougham

Questions & Answers

Answers to questions I asked Don Weber (our "92" C.L.C. Grand National 1st Place Winner) regarding his restoration.

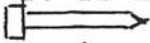
Q: Notice you are on radial tires. What make and size are they?

A: Vogue, custom built radial VII wide trac touring 225/75/R15.

Q: Does this size tire fit in the trunk well?

A: Yes it does now. I do not know how close in size they are to 8:40 X 15's; but, they are a little bigger. (Wider and taller). I stretched the wheel well a bit and increased the angle of slant just a little, not obvious at all. I'am working on getting the original 8:40 X 15's reproduced. Just ran into the right contact. Will need an old original tire. More on this next time.

Q: Your wheels are great. How did you get them apart for restoration?

A: I am going to be brief on this one. If you would like a detailed account or procedure will need some time at a latter date. In taking the finned part off of the wheel DO NOT DRILL THE RIVETS OUT. If this is done the finned part will be ruined. Take a 1/8" by 1" bolt or machine screw and weld it (mig weld) to the head of the rivet and then use a slide hammer or gab bar to pull them out. It is best to grind the end of the bolt to a "V" Like this  "V" this will allow a better weld. 2 or 3 tugs on each rivet is needed depending on how stubborn they are. It takes a couple of hours per wheel. The rivets can not be drilled out because they are so hard. I could not find a drill that would do the job, even the most expensive. Even if you could drill them the rivet is so small that the drill would not go exactly through the center because of the surrounding soft aluminum. You just make a giant mess. Now, in taking the aluminum wheel section off the steel we drilled a pressed the factory rivets out, sand blasted the steel section and painted, rechromed the face section and put them back together with rivets that we made. We also had to make up a special jig to hold the wheel while we riveted. The finned section was screwed back on with self tapping screws. (Instead of rivets) not factory; but, much easier to do and a lot easier to take back apart. The wheel project is not an easy job or in my estimation a home project. If you are thinking about publishing any of this we need to get together with more details and measurements.

Q: Would you be willing to help our members with this project?

A: Yes, I would be willing to help others with their wheel problems.

Questions & Answers

Q: \$64,000.00 question. Who did your plating and stainless work?

A: Plating and stainless - was done by:
A.A.A. Plating
2081 Rene Avenue
Bldg C. Unit #1
Sacramento, CA. 95838

SUGGESTIONS & SOLUTIONS

Roger Hicks of Canton, Ohio suggests adding an additional hood release wire to the latch and concealing the end under the dash for use should the original wire fail. This addition could save a lot of time and anguish.

Roger Hicks
Canton, Ohio

Should the wire break, you can get the hood open by removing the left rear (main) dust shield and with a broom handle placed between the rear of the engine block and the latch you can get enough leverage to open the hood. Roger's idea will save you having to do this.

A.W.D.

RESTORATION & MAINTENANCE **Wheel Project Moving Forward**

Are you driving your "57 or 58" Brougham with wheel covers? Are your wheels too deeply pitted to refinish without seriously changing their shape and appearance? We have successfully reproduced the aluminum turbine wheels. Our castings faithfully copy the original wheel and are machined ready to rivet to your steel rims. Rims from standard "57 or 58" cars will also work. We are presently selecting sources for polishing and plating. If you have an interest please let us know. These will be made in small lots as requested. Call Duke Gerke (419) 588-2661 or Jerry Schantz (904) 677-4373.

Brougham on Display

I recently learned that my good friend and local GM dealer John Bergstrom, owns a "58" Brougham that he just finished having restored. It's currently on display at the Paper Valley Hotel, Appleton, WI., which John also owns.

Steve Adams
Neenah, WI.

View From The Left By: Paul Lauricella

I'm writing this letter because I believe that not every Brougham should be restored to the point of being a museum piece. Unless the car has been in heated (perfect storage) and all is functioning and it has had regular service, and exercise ect., and is original rust-free - a really fine example - and, the cost of cosmetically restoring it is realistic to the value, then I say fine: trailer it to the Grand Nationals. But, cars like that are few and far between. Realistically most Broughams that people have, have been sitting in barns, garages, warehouses, and yes even outside in the elements for the last 20 years. Proper original restoration will cost more than the cars are worth; especially, if the owner does not know a thing about how to fix things. The cars sit unknown, unnoticed, and inevitably under valued, and feared. Feared, because the Monster-within a matter of seconds - leaves you flat on the side of the road, embarrassed and with a costly flatbed ride home.

I'm talking about air ride. You can tell I'm not afraid to say air ride is worthless and troublesome. (I'm not a purist). It is no better than coil and leaf springs. In my opinion, it is the number one reason why Broughams are not seen; because, they are not driven. A Brougham not driven is a waste of a Brougham. I have had a few cars with air ride. I am a skilled old Cadillac mechanic. I have also been let down so to speak by air ride. I've always managed to get home; but, every time I took the cars out I had that fear-that knot in my stomach-that fear of driving it too far from its safe haven. Needless to say, out came the garbage air springs for fearless coils. Relief and enjoyment of my Cadillac at last, and I have all the parts stored so if I sell my car and the person cries what? No air ride? I've got the original stuff to give him or her so he can return it to a big paperweight - unseen, undriven, under valued. Now don't get me wrong I'm talking about the lesser condition Broughams which realistically is what most people have regardless of what they think.

Next on the chopping block - 2X4's, 3X2's and electric fuel pumps. Do we really need them? Yes and no. If I were building a paperweight - yes. If I were building a driver that is going to be enjoyed, seen, taken on long trips, short trips, driven to out of state shows, (driver's class) - you get my point. The fuel pump: take a stock 1957 fuel pump rod and a mechanical fuel pump and you have reliable delivery of fuel. Single 4-barrel intake and carb. = dependable driving and fuel economy. How often do we ram the pedal to the metal on our coveted cars. Take it off and save it in case you sell the car to someone who wants to make a paperweight. Don't loose the breather, another Brougham only item. More Broughams being driven reliably means more attention to Broughams and less fear of the "one of a kind Cadillac".

Everyone who has seen one has been in awe. But how often do you see one? They are few and far between. Why? Because they're sitting somewhere on rotting air bags, because the purists preach, "its not ok to convert to reliable steel springs". The ones that are glimmering jewels are also hidden away in hermetically sealed bags-only seeing the light of day from on top of a trailer being hauled to a spot at an important show a tenth of a mile from the trailer (if that).

The proud owner of the paperweight, with more money in the car than its worth, with knots in his stomach, wonders if a valve is going to leak, a bag is going to blow, right there, in front of everybody. I know this feeling well. What I'm trying to say is the jewel's are only seen by a few which does not do justice to the Brougham. Brougham owners should be encouraged to get there cars roadable by any means possible. If it means making some alterations then I'm all for it and you should be too. People with Broughams that are drivable and look presentable should donate their cars to local businesses that make T.V. commercials. For example: every big city has a very fancy restaurant that is the place to eat at. Its elegant, you can only get in if you are in a suit and tie and ladies in evening dresses. The elite people go there with class and money. If they advertise this restaurant on T.V., get a hold of the owners and offer your Brougham for free. Imagine, they show the Brougham pulling up in front of the restaurant, you and your wife getting out dressed to kill. The valet looks at the car in awe and as he's driving away makes a comment like "totally awesome!" Then they go on with the commercial inside the restaurant and talk about what they normally talk about and end it by saying something like "the fine things in life don't end with the meal!" I am sure they could come up with something better than that; but, there are all kinds of businesses who do T.V. commercials that would just love to have a Brougham in it. It would help them and help us. T.V. is powerful. Look what it did for the 1959 Caddy.

You probably think by now that I'm a lunatic. But were dealing with a handful of cars that nobody has ever seen or heard of and those who have fear. In closing, I just want to say these are just my opinions and ideas, crazy as they may be. My wife and I totally enjoy B.O.A. newsletters and I hope the future of the Brougham is a good one. These cars must be seen - only then will values go up and these truly --- truly awesome Cadillacs be appreciated for what they are.

Sincerely
Paul and Sandy Lauricella
Lyndonville, N.Y.

Many Broughams gave their owners long and faithful service. Rudy Stahl comes to mind having logged 151,000 mi. with air ride, 2X4's and electric fuel pump. The car is still giving pleasure to its new owner. Rudy would be the first to tell you maintenance and use will insure long service. When asked about the Motorama cars he created, Harley Earl said " they are not altogether Buck Rogers vehicles---- They are small opinion laboratories-----some experimental features have been so promptly approved by Motorama visitors that they have immediately been incorporated into production models. It is equally true that we have built into many of the dream cars some downright impractical things, or at any rate, features that appear to be impractical today. You can never tell about tomorrow!"

Remember the Brougham went from Motorama to production almost without change. A.W.D.

CHANGES AT CADILLAC Recently Cadillac canceled the Allante (it dies this September), shelved its entry-level Cadillac 2000 four-door, and acknowledged it won't get a new platform before MY '99. But don't despair. **Cadillac is looking at the ultra-luxury segment.** The replacement platform for the Eldorado/Seville and Fleetwood could spawn a \$70,000 four-seater. And work on the Eldorado convertible is intensifying. Negotiations are taking place with ASC. and the company hopes to have the car ready for MY '94.

Here We Go Again !

March 1993 AUTOMOTIVE INDUSTRIES

Classified

IMPORTANT NOTE

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

CARS FOR SALE

(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.

1957 Brougham - #250 of 400 built. Desirable factory color combo. Blue metallic exterior, full white leather, black sheepskin carpets and dash. Drivable car on coil spring suspension. Need restoration; but, very decent beginnings 98% complete. Reasonably priced at \$14,500.00. Michael Rizzuto, (714) 244-0460.

1958 Brougham Parts Car - Good windshield and glass, it has most all of it's trim, interior complete, tri-power with air cleaner, air ride, relays, bumpers ect. If you are restoring one of these cars it would be in your best interest to have a parts car. Price \$6500.00. Paul or Sandy Lauricella (716) 765-9106.

1957 Brougham - easy restoration. Contact: Ken Gimelli, 239 Forrester Road, Los Gatos, Ca. 95032. Asking \$17,000.00.

1958 Brougham - #692 sandalwood with grey leather and cloth, 33,000 miles. Car is on springs, runs and drives excellent. Very strong #2. No vanities. You will not be disappointed \$37,500. Call Todd Todd, 61 Via Arroyo Dr., Corralitos, Ca. 95076 or call (408) 476-6260 (408) 728-5152.

Parts

PARTS FOR SALE - 57/58 Eldorado Brougham: Vent window transmissions and motors, power window regulators and motors, relays, new and used engine mounts, 1958 Brougham engine missing intake manifold and carburetors. 1958 title with all I.D.# 576. Sheet metal: doors, trunk lid, rear quarters, front clip, ect. Rear window glass, good transmission, (2) good rubber bumper bullets, (1) perfect (newly chromed) headlamp bezel right side. (1) stainless steel top. Call Jerry Schantz (904) 677-4373 eveings till 11 p.m.

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

PARTS FOR SALE - 57/58 Eldorado Brougham: Brougham water pumps in stock. Rebuilt and tested. \$95.00 with core. Contact: Rudy Stahl (419) 729-4785.

PARTS FOR SALE - 57/58 Eldorado Brougham: Left rear door lower chrome moulding, N.O.S. Front bumper ends, N.O.S., rear bumper ends, plated rear bumper ends, stainless steel roof perfect, 100% perfect horn ring. Brougham upholster cloth and many more Brougham parts. Also (regular 1959 and 1960 upholstery cloth, reasonable prices. Call E. Alfred, (215) 667-2234, 26 Old Lancaster Rd., Merion, Pa. 19066.

PARTS FOR SALE - 57/58 Eldorado Brougham: Two inserts for the emblem which are on the side of the front fenders. Precision work made in Switzerland, \$80.00 each. Roger Zimmermann, Mattenweg 15, CH-2557 STUDEN, Switzerland. Or call 011 41 32 525-273. Leave your number, if you have to speak to the answering machine.

Parts Wanted

PARTS WANTED - 58 Eldorado Brougham: (2) emblems for the front fenders. A set of front and rear, air diaphragms. Body piece which screws on below the rear license plate. One oil filter support mount. Correct cigarette case (glove box). Tire jack assembly. Mount and brace for right rear fender skirt, vanity items. Please call Marion Falat, (708) 381-4295, Barrington, Illinois 60010.

PARTS WANTED - 58 Eldorado Brougham: 1. Virgin front bumpers (not rechromed) used, but in good shape. 2. Cigarette case (glove box). 3. Mint fender grills (four) no pits. Contact: Allan Dowling (216) 243-0726 after 6:00 p.m. E.S.T.

PARTS WANTED - 57 Eldorado Brougham: Front cigarette lighter, a set of original Delco shock absorbers. Contact: Bruce Sansone, 2000 Seadrift Drive, Corona del Mar, Ca. 92625 (714) 720-1874.

Wanted

PARTS WANTED - 57/58 Eldorado Brougham: (2) Tailights 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 - 57/58 Eldorado Brougham: 1 complete plastic cup holder. A repro is welcome. Roger Zimmermann, Mattenweg 15, CH-2557 STUDEN, Switzerland.

PARTS WANTED - 57/58 Eldorado Brougham: Lower half of plastic cup holder or complete holder. Contact: Duke Gerke at (419) 588-2661.

PARTS WANTED - 57 Eldorado Brougham: 1 batwing chrome nut. Steve Raskind (619) 458-5908.

PARTS WANTED - 57/58 Eldorado Brougham: One original stainless steel drinking cup, Dr. Zeiger (310) 275-8156.

Wanted

The following members are looking for Broughams, can any one help?

WANTED: 57 or 58 Brougham. Will trade nice 1949, 60 special and original 1948 Cadillac 62 series. #2 condition. Write to Larry Muckey, 4588 Sheridan, Muskegon, Mi. 49444; or call (616) 777-1849.

WANTED: 57 or 58 Brougham. Will trade "51" Cadillac 61 Cpe, 82,000 miles (#3) car and a "63" Chevy SS, 283, PG, (#3) for "57/58" Brougham. Contact: Steve Adams, 537 East Wisconsin Ave., Neenah, WI. 54956-2966 or call (414) 725-0918.

Miscellaneous

Rare 1957 Revell Brougham Model. Unbuilt in the box. Missing the steering wheel-----\$400.00.
Call Al Dowling (216) 243-0726 after six p.m. E.S.T.

1957 standard set of (4) hubcaps. Good condition-----\$50.00.
Al Dowling (216) 243-0726 after six p.m. E.S.T.

Classified ads are free to B.O.A. members and will appear in one issue unless requested to be continued. We assume you have sold or located a car, parts or literature unless otherwise notified.

The B.O.A., Inc. makes every reasonable effort to verify information published. However, the B.O.A., Inc. assumes no responsibility for validity of manufacturer claims or statements in news items, articles, selection charts and advertisements.

FREE LITERATURE

1. 57/58 photofacts radio diagrams free to B.O.A. members. Send letter size S.A.S.E. to: B.O.A., Inc., 19 Manning Drive, Berea, Ohio 44017.
2. 57/58 exhaust louver template. Free to B.O.A. members. Send letter size S.A.S.E. to: B.O.A., Inc, 19 Manning Drive, Berea, Ohio 44017

LITERATURE

3. Eldorado Brougham electrical system and compressor lubrication improvements. October 4, 1957 to all dealers (6) pages. Not in manual. \$8.00 to B.O.A. members.
4. Eldorado Brougham electrical circuit diagrams. (18) pages. Not in the manual. \$15.00 to B.O.A. members.
5. 1959 Brougham service supplement (15) pages \$18.00 to B.O.A. members.
6. 1960 Brougham service supplement (5) pages \$8.00 to B.O.A. members.
7. Full color Xerox copy of FORTUNE ad. 10 X 13 suitable for framing. This was the only ad ever published. \$15.00 to B.O.A. members.

New Literature

8. Set of (6) 8 X 10 glossy photos from the originals at G.M. Tech. Center. (3) of the Towncar. \$35.00 a set to B.O.A. members.
9. Color copy of U.S. Steel advertising material featuring "56" prototype. \$10.00 to B.O.A. members.
10. Rare 10" X 12" factory rendering of "56" Towncar. Includes descriptive material on features ect. B/W Xerox copy \$10.00 to B.O.A. members.

Make all checks payable to: B.O.A., Inc.

NEW MEMBERS

Meet Your New Colleagues ...

Steve Hill C.P.I. Ltd. Laurel, MD.	Gustav H. Mechenstock Mulheim - Germany	Pete Rainone Arlington, TX. 76013
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1993 Newsletter Deadline:

Closing Date

Summer 06/15/93

Mailing Date

Summer 07/04/93