



*Brougham
Owners
Association*



Newsletter Vol. 6 No. 1

Brougham Owners Association, Inc.

B.O.A. Newsletter Vol. 6. No. 1. Spring 1994

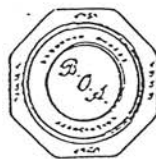
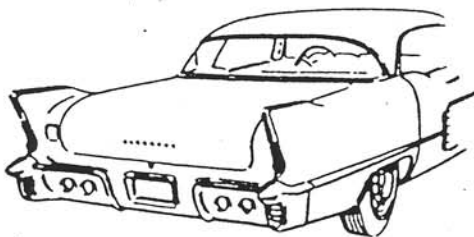
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President's Message

Were back, and stronger than ever for our sixth year of promoting the restoration and enjoyment of the "57-60" Eldorado Broughams. Together we are making a difference in the attitudes toward the Brougham - and Brougham values. Judging by the prices I see in Hemmings, and other publications, the Brougham is now becoming the respected and sought after classic that it has always been. Our enthusiasm and dedication to our restorations has made this possible. The sight of a mint Brougham will move even the harshest critic. The Brougham will always be a challenge to perfectionist; but, completion of the project is no longer an impossible dream. Let us continue to share our knowledge, skills, talents, and positive attitudes during this, our sixth year together.

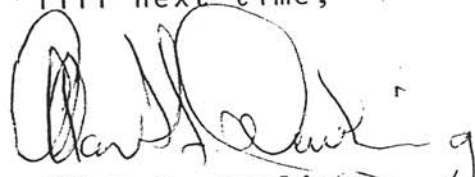
Speaking of positive attitudes, even with all the problem our California members have had lately, there is a strong possibility of having a Brougham National Meet in the Los Angeles area this summer. Mike Rizzuto has offered to host the meet at his farm south of L.A. A visit to his shop would be one of the highlights of the meet. In addition, I will be working on having one - if not the - original designers of the Brougham at the meet to give us the "inside story" on the creation of the Brougham. Sound interesting? Call Mike or myself to let us know if you wish to attend. Right now we are just talking about the possibility. We need you to make it happen! Date? How about the weekend before C.L.C. Nationals, August 6th & 7th. A lot of us will be going to Seattle from the east - perfect time to meet our friends out west.

I wish to thank Cy Strickler III for his permission to reprint the great article titled "Brougham History" in this issue. This is the first of a series of three articles on the development of the Brougham that Cy did in the early 1970's. You will have all three by the end of this year.



On Our Cover

Till next time,



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

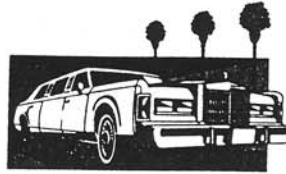
Our cover car this issue is #289 owned by Jan Linberg of Vasteras, Sweden.

LETTERS

To the editor:

February 25, 1994

Allan and Jean Dowling
19 Manning Drive
Berea, Ohio 44017



ABOUT TOWN

L I M O U S I N E

To All Brougham Owner Association Members,

Due to my fathers influence I have always had an affection for the Eldorado Brougham. But In all of my years of infatuation I have never meet anyone as deeply committed to the Brougham as Mike Rizzuto of Mastermind. I meet Mike when my father and I were in search of someone to work on our family "AIR" loom that had been in storage for 15 years. It didn't take long for Mikes enthusiasm to rub off on me, and for a short while I even worked with him in the shop. Mikes tireless dedication and knowledge of the Brougham is nothing short of incredible. While working with Mike I learned more then ever about the Brougham, but more important then that he thought me honesty, dedication, and perseverance. Mike once told me " Always put your goals just out of reach, so when you reach your goal you still have something to reach for" and to this day I do just that. The goals Mike sets for himself are nothing short of amazing, from the full frame-off restoration of a Brougham to the reproduction of his new lenses, you will not be disappointed. For all of you Brougham owners that are in search of service or parts for your cars I highly recommend that you get in touch with Mike at Mastermind. If you are in search of parts for your Brougham its important for you to let Mike know, In many cases it is very difficult to complete the manufacturing of reproduction parts without A collective effort from all B.O.A. members.

I would also like to send A most sincere "Thank You" to Allan and Jean Dowling for their continuing dedication to the publication of the B.O.A. newsletter. We as members have got to understand that their is strength in numbers and because of the efforts of people like Mike Rizzuto and Allan & Jean Dowling the Brougham Owners Association will continue to grow stronger.

Sincerely,

Joey Domenico

Joey Domenico

MASTERMIND Inc.
Attn: Mike Rizzuto
32155 Joshua Drive
Lake Elsinore, CA.
92530-9624

PH# (909) 674-0509

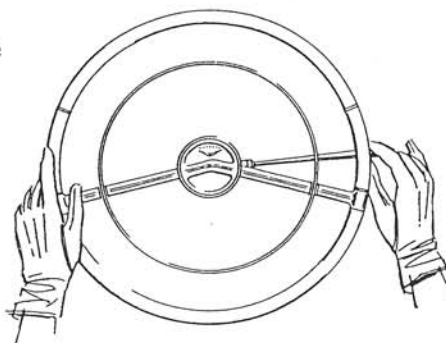
P.O. BOX 1576 ♦ PACIFIC PALISADES, CA 90272 ♦ 310 ♦ 454 ♦ 3228

LETTERS

To the editor:

STEPHEN L. ADAMS
537 East Wisconsin Avenue
Neenah, Wisconsin
54956-2966

February 25, 1994



Dear Allen,

Without a doubt, I am just as pleased to have a copy of the B.O.A. membership roster as you are to have done and in the mail! For me, the B.O.A. has now taken on a dimension.

I was surprised to see how many members own more than one Brougham. And, surprised at how many failed (forgot?) to supply more information than the existence of one in their garage. Maybe their passion for the car is far more incidental than for the rest of us.

Perhaps an incentive needs to be planted, in order to achieve greater consistency in reporting. For instance, could a certificate of registration be presented to Brougham owners who provide full documentation on their car? The certificate could travel with ownership, enhancing the desirability of owning an acknowledged vehicle.

In my year of looking for just the right Brougham, I've found many that were owned by disinterested individuals, dealers, or brokers who knew nothing of the B.O.A. These "orphaned" cars eventually passed to new owners who may or may not be members. Is there any merit in membership reporting the existence and condition of Broughams enduring these conditions? Surely a better knowledge of the total known to exist, will enhance values for all.

Once again, my thanks to you for all the great work you've done to keep a small band of enthusiastic members knit together!

Sincerely,

A handwritten signature in cursive script, appearing to read "Steve".

Stephen L. Adams



Questions & Answers

Q: How do I get the 8:20 X 15 tire by Goodyear to fit in the trunk? I like the 1" whitewall.

A: Dr. Zeiger tells me that, by using a vacuum pump, enough air can be removed to reduce the tire height by 1 - 2". Just enough to allow the trunk lid to close with tire cover on.

BROUGHAM HISTORY

PART I. - BY CY STRICKLER III

A classic or kitsch? Proponents of both sides, vis-a-vis the Cadillac Eldorado Brougham, are prominent and vociferous. One enthusiast quoted in Maurice D. Hendry's "Cadillac" called it "the most luxurious and complex automobile ever built in America," while admitting that as an owner he was glad he was an automotive engineer. To others the Brougham has been everything from the ne plus ultra of luxurious transportation to "a technological hodgepodge." To this organization, however, it rated easy citation as a Milestone car, and the writer hopes there will be little doubt where he stands at the end of this article. Whatever one's opinion the Brougham has to be deemed totally unique, a stand-out in postwar history.

Indirectly the Eldorado Brougham can trace its heritage all the way back to the late Thirties, when General Motors first began to experiment publicly with its "dream cars," led by the famous Buick Y-Job which predicted the shape of Buicks as late as 1948. The Prediction was intentional, of course. Always with a GM dream car there would be the implication that someday people would see it, or a close derivation of it, out on the road. In this lay the enormous appeal of those automobiles as publicity tools.

Peak period for the GM dream cars - at least those seen by the public - occurred with the Motoramas (not so named until 1953), held around the country between 1949 and 1961. With New York as a base, eight Motoramas attracted 10.5 million people, the greatest single year occurring in 1956, when 2,348,241 attended the display in New York, Boston, Miami, Los Angeles and San Francisco. The Motorama before that saw the first Eldorado Brougham show car make its debut.

Styling development of the car clearly is traceable to the 1953 Motorama. At this show, says Hendry, GM styling vice president Harley Earl noted that while "crowds had surged around the LeMans (a two-seat convertible dream car), those who could back up their approval with a check paid closer attention to a less showy car over in a corner. This was the Orleans, America's first truly pillarless four-door sedan. The majority of prospects said they wanted four doors, four seats and a metal roof." (The Orleans also featured center opening doors - later adopted for production not by Cadillac but by Lincoln - and a wrapped windshield, which was introduced on GM models the very next year).

Again at the 1954 Motorama, Harley Earl was carefully monitoring public reactions to the display vehicles. And again among the moneyed, the Cadillac Park Avenue with brushed aluminum roof and egg crate grille stole the thunder from the EL Camino coupe and La Espada roadster. The "54" show was still making its rounds when Earl made his decision: he would return to Detroit and approach Cadillac general manager



The Cadillac Orleans, above, from the 1953 General Motors Motorama, was the precursor to all the experimental and production Eldorado Broughams that followed.

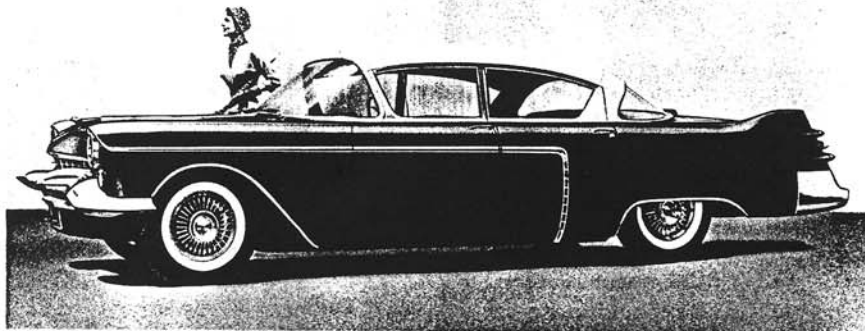
BROUGHAM HISTORY

Don Ahrens with the idea of building a limited production derivation of the Park Avenue. Ahrens thought the idea worth considering.

Following this meeting, Cadillac engineers were invited to the styling studios for a sort of Geneva conference, at which Harley Earl elaborated on his idea - a grand luxe four-door town carriage of impeccable credentials selling for a premium price even for a Cadillac. But during this and a subsequent visit the engineers felt the project was absolutely cost prohibitive. Then came news of Ford's plans for the Continental Mark II.

Cadillac has maintained through the years that the decision to produce the Brougham was not influenced by the forthcoming introduction of the Continental, but many of those in a position to know say news of the Mark II actually swung GM thinking toward a production car. It is interesting to note that as late as February 1955, Fortune had commented that Cadillac, "which sells its Eldorado for around \$6,300., believes there is no market worth bothering about for a car over \$7,000." Just one month later, Cadillac announced it would actually build such a car in 1956, on a limited production basis, and a few months later announced that the car would cost \$8,500. Its price, of course would climb to over \$13,000. before the first Eldorado Brougham was actually delivered.

History teaches that Fortune was quite out of date with its comment, because the decision to proceed had been made, and Cadillac styling chief Ed Glowacke given the go-ahead, very early in 1954.

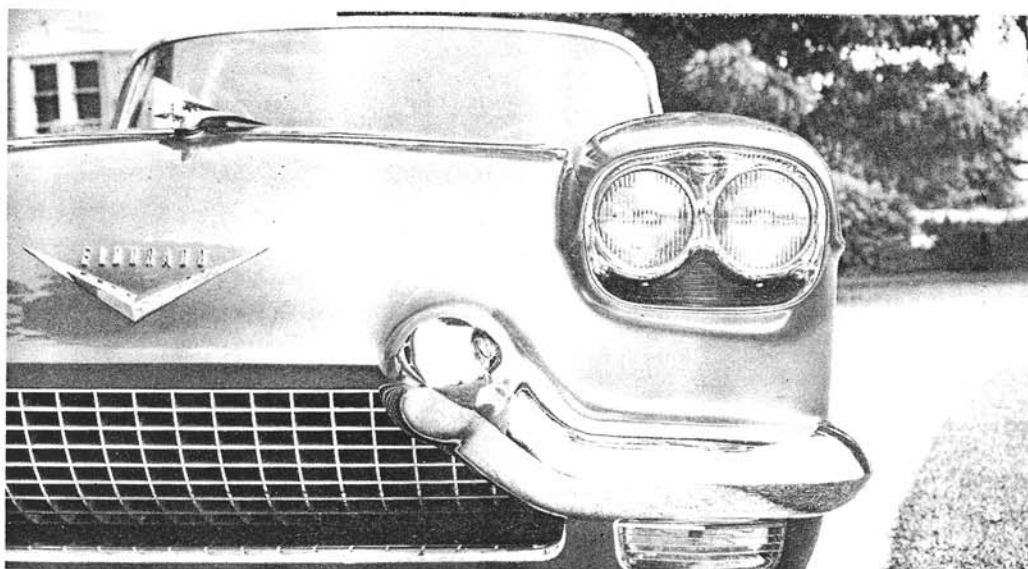
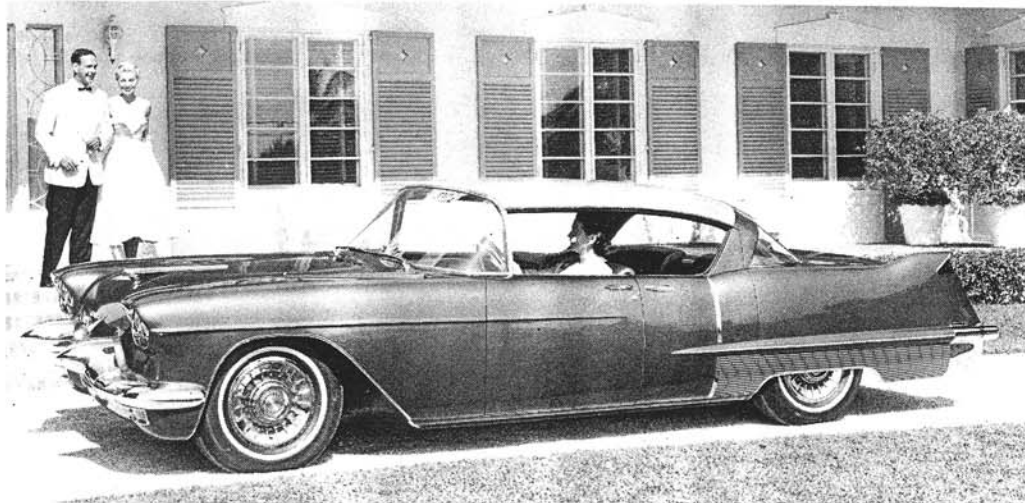
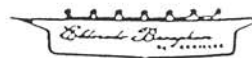
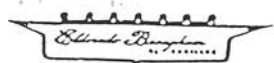


The next year saw many Orleans concepts evolve to the Park Avenue. Like the Brougham to come, the Park Avenue featured brushed aluminum roof and an elegant egg crate grille.



The first Eldorado Brougham "Dream Car" for 1955, with unique and later-replaced taillights, is at left. The dual headlamp installation was considered very risky, but Cadillac had already set its standards people to work legalizing the set-up in all 48 states.

BROUGHAM HISTORY

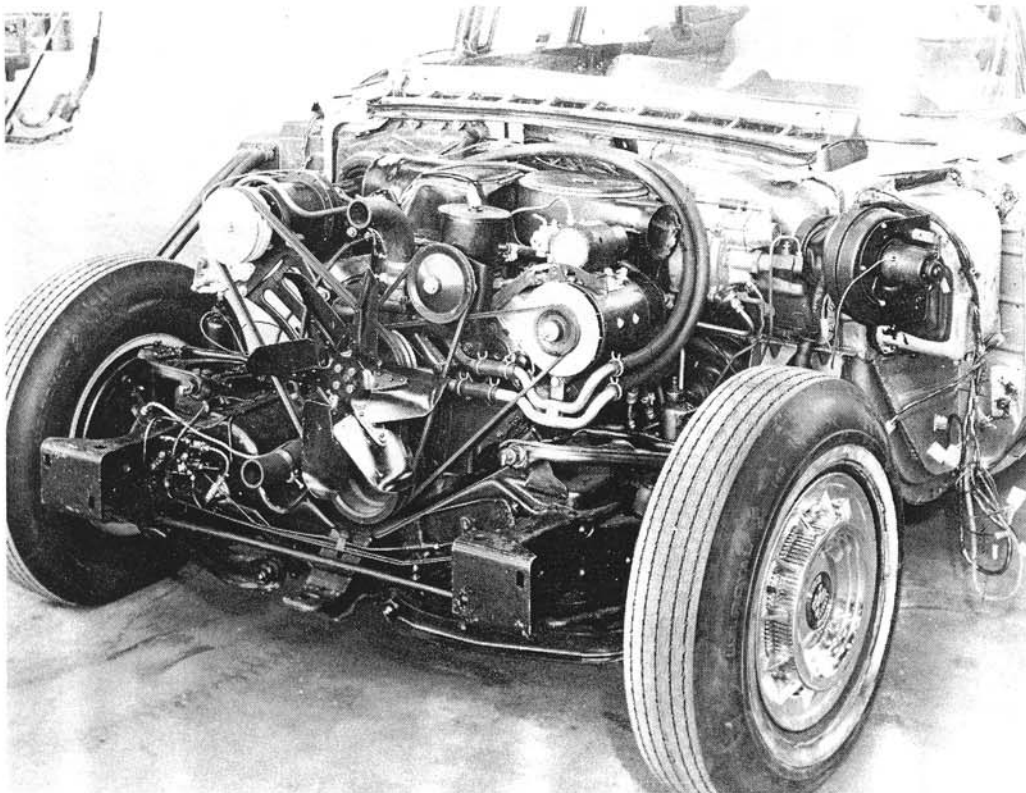


1955 ELDORADO BROUGHAM " DREAM CAR "

BROUGHAM HISTORY



The photo above was used extensively in Brougham publicity, but the car was actually a late prototype. Sabre wheels, combination Autronic-Eye and rearview mirror on dash, and missing chrome strip under doors are marks of non-production.



Above is production model with fuel injection: note plenum chamber and unusual air cleaner.

BROUGHAM HISTORY

In August of that year a full size clay model was ready for inspection by top management - much lower and trimmer, with much less overhang front and rear than the production Cadillacs. After its approval work began on the first hand-built prototype.

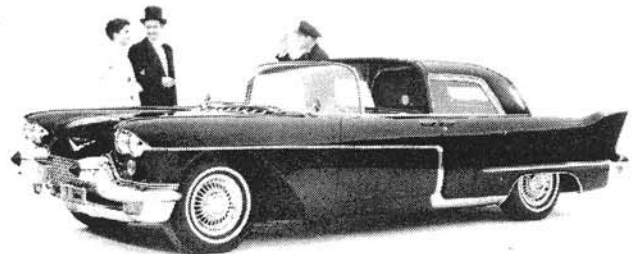
The 1955 Motorama was scheduled to open in New York on January 19, 1955. It was toward this deadline that Cadillac craftsmen labored. On January 10th the car was painted chameleon green, and the final touches were still being applied as it was loaded into its van for the two day trip to New York. At two in the morning of opening day the car fell off its jacks, damaging the front fender and gouging the rear bumper. Only the likes of General Motors could prevail at a time like this. Earl mentioned some "pretty frantic" panel beating in the interim, but when the doors opened the Brougham was revolving sedately on its turntable as God and General Motors had willed it.

Said Harley Earl in summarizing the project, 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 are to provide our exclusive clientele with a compact, personalized automobile, easy to operate and employing our latest knowledge of style and engineering." GM passed out mini brochures on the Brougham, promising limited production during the coming year. "Only 54" in height and 210" in length," they extolled, "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 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 biggest surprise for competitors on the 1955 Motorama car was, no doubt, its dual headlight installation. Traffic laws in some states banned such arrangements, and few thought GM would attempt such drastic treatment. Apparently the laws were changed in time for 1957, when the first production Broughams appeared with the same installation, and senior Chrysler products offered it optionally.

But before production the Brougham would require much further development. After the Motorama, work began all over again. The whole process was repeated, and a "new" Brougham, actually the production prototype, was shown at the Forty-second Pairs Automobile Show in December 1955. The model was continually modified from this point through introduction time, and used for almost all Brougham publicity, though it differs in many ways from the production model the reader's attention is directed to photographs appearing herewith.

In January 1956 came New York and another Motorama, marking the first U.S. showing of the production prototype. As the Brougham was now slated for production it could no



Above, the 1956 Eldorado Brougham Town Car, a one-off.

BROUGHAM HISTORY

longer be called a dream car, but this role was filled on Cadillac's stand by the Eldorado Town Car, a Brougham with special treatment of its passenger section. Harking back to the classic era, the Town Car offered a black leather upholstered front compartment sans steel roof, with an enclosed rear section trimmed in beige broadcloth and gold hardware. It was four inches longer than the Brougham, its body of fiberglass and its top covered with black landau leather. Unfortunately, only one was built, and it no longer exists. Note: Since this article the Town Car has been discovered and is in restoration.

Between February and June of 1956, several test model Broughams were built and driven to the GM desert proving grounds in Arizona. On one of these trips, a standard 1956 Cadillac and a Brougham were travelling together, and the smaller dimensions and lower profile of the latter was all the more obvious. Somewhere in rural Oklahoma the drivers stopped for lunch and Clarence Morpheu, the Brougham driver, noticed that a crowd had gathered around the strange car almost five inches lower than its companion Cadillac. He went out to investigate and found to his horror that the local TV station was preparing to take pictures. He knew he'd lose his job if they succeeded so wild pleading ensued and a hasty exit followed. The TV people were apparently persuaded, for the Brougham was not revealed ahead of time.

First public showing of the production Eldorado Brougham occurred at the New York Automobile Show on December 8, 1956. The car used body number three, which ended up in a California junkyard and was dismantled about a year ago; very little remains of it. Production Brougham number one was delivered in Detroit to the Fisher Body Division of General Motors on March 11, 1957, and on March 18th GM announced that Broughams were being shipped to dealers - with a staggering list price of \$13,074.00.

The proving grounds were not easy on the test cars. One morning the numerous test thermocouples and complex wiring caused a fire in one car which laid it up for several days. It was during this period that the Brougham began to fall behind in its development schedule, and engineers began wondering if all they had planned to go along with its radical and unique styling would be incorporated in time. Their plans make impressive reading: disc brakes, Hydra-Matic transaxle, independent rear suspension, fuel injection. The latter almost made it, but was dropped at the last minute. There were later delays in getting necessary sheet metal and body parts. And, on all too many occasions, engineers experienced a problem that would plague many Brougham owners: Flat air suspension....

SUGGESTIONS & SOLUTIONS

Dr. Zeiger has located a shock absorber rebuilding company. That can do the air ride shocks to perfection. The service even includes dent removal and painting. Contact Apple Hydraulics, 1610 Middle Road, Calverton, N.Y. Phone: (516) 369-9515, 1-(800) 882-7753 or Fax: (516) 369-9516.

ROSTER CORRECTION

Dr. Zeiger's correct phone number is (213) 275-8156.

Dear Al,

I wanted to bring to your attention that in the 1994 calendar entitled "Dream Machines" by Hallmark, there is a superb photo display on a black 1958 Eldorado Brougham for the month of May. It is against a black background and gives the appearance of something that would have been an original brochure. It is suitable for framing and displaying with the real car! The display shows shots from front, rear, and side. The car photographed is owned by Victor Jennings.

Charles D. Barnette
Texarkana, Ar.

Allan.

Enjoyed the Stephen Adams letter - Vol.5. No.4. - clinched my decision to "stay on air"; and get my car right. Didn't know what I was getting into when I bought VTN#...94949. 57 Eldorado Brougham: it will take me longer than restoring something else that's for sure, but I think it will be worth it. I decided to do it right or not at all! I have done Corvetts and of course good quality repro parts are available if you need them and for reasonable cash.

Anyway she's coming along well. Mechanicals are done - need to finish the air suspension correctly. I had the air compressor rebuilt with Mike Rizzuto's diaphragm, (Mike has help me alot with the car). I still need to get the car up on a lift and spend some hours cleaning the underside - didn't do a frame off; Maybe I should have.

The paint (black) is absolutely mint - mucho body work and prep. done - boy, my pocketbook knows it. Moldings, ect. going back on. Almost done with the door guts - everything works. Door panels will go on next and then seat clean up, and back in, over grey mouton (new) carpet.

When I get a bit further along I'd like to send some photos if you'd feature my car in the newsletter. I enjoy the newsletter's contents. Would like to meet some members some day soon, and see some Broughams. Thought I would at Lancaster last summer, but none were there.

Keep #466 warm, and ready for spring cruising.

Lee Mercy
Branchburg, N.J.

Dear Al,

After a three year pursuit, I recently acquired a rare 1959 Fleetwood Eldorado Brougham, body #20. This car was originally delivered to Oakland, California, and has spent its life in the bay area.

Currently, the car is very original, finished in a dealer color-change turquoise with a grey broadcloth interior. Mechanically, the car is very sound, with the air suspension working as new. I drove the car home from San Francisco to Los Angeles without any problems. Even the air conditioning blows cold.

The rust-free car will be taken back to its factory original color of ebony when it is restored.

Richard I. Zeiger M.D.
Beverly Hills, Ca.

PHANTOM OF THE OPERA



We drove to the Santa Fe Opera on a beautiful clear summer evening in my 1958 black shimmering Brougham, #574. The car was full to comfortable capacity; (3) males, (3) females. Rolling into the parking lot, the attendants fell back in awe, they motioned us into the privileged elite area. We had plenty of time before the Opera started, so the Champagne corks began to pop out.

The motley crew consisted of an ex-opera singer--voice teacher, dressed as a Harley queen, and possessing a supreme sense of humor. The way she began to fondle those fins, left nothing to the imagination.

A Chicago based car restorer holding, for the first time ever, a Champagne filled magnetic cup eyed the make-up kit. A prime candidate in three or four years for (Brougham -A-holic anonymous).

His lovely wife, dressed head to toe in delicious red stuff, was enjoying looking at the elegant black and white leather interior of my car, from the inside. She tactfully commented that the front passenger door didn't open from the inside? I must have left it in the dating mode!

Max, a female punk rock singer was wearing a skin tight silver dress and crushed beer cans as a stole. As I was explaining all the advanced features of the car-----she chimed in, "a little comb and mirror----how advanced"!

I, of course, was wearing a black top hat, matching full length cape, 501 tight blue jeans and a Meat Puppet T-shirt.

After more Champagne, brie, shrimp ect., we staggered into the Opera house. We are always armed with a selection of miniatures (tiny airline booze bottles), which are easily concealed in our clothing to insure a marvelous performance, even when things started waning a little on stage. Tonight Opera was "La Boheme", and quite well done indeed. The opera held our interest, so most of the miniatures were left intact for a future evening.

Touched by the performance as we were leaving, the punk rocker said, "It's the car Ollie, it's the car!" The Opera slid into the abyss, after three bars of-----it's the car!

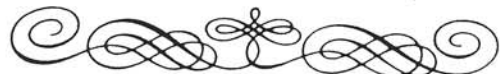
The attendants held back the masses, we streamed down the Opera hill gliding in blissful comfort through the midnight Santa Fe air.

Oh, by the way, the third man never spoke. So, in retrospect, I think it might have been the ghost of Harley Earl.

Yours,
William Olsen
Santa Fe, N.M.

P.S. We make a yearly costumed pilgrimages to the Santa Fe Opera. These were but a few of our thankful passengers. Fit to print?

AT PRESS TIME



PARTING OUT 1958 Eldorado Brougham: Contact Peter Krell, P.O. Box 541067, Huston, Tx. 77254 with your needs or call (713) 523-7709, Fax: (713) 523-7712.

RESTORATION & MAINTENANCE

Dear Allan:

Enclosed is a laser copy of my #189, taken at the Edsel Ford mansion, Grosse Pointe, Michigan.

I'm glad you enjoyed the brochure copy I sent. My son saw another of these things at the Toronto auto show. The guy was selling it for \$50.00. He told my boy that he had a 1958 Cadillac and that his fins were bigger than ours, a token of his total ignorance about Broughams.

I noticed quite a number of cars still on air in your member roster. I also noted that Mastermind is trying to reproduce the diaphragms exactly as original. I wish them loads of luck, but they are forgetting the problems inherent in the originals which caused their bad reputation.

One of those things was the steel rings embedded in the rims of the rubber. If those rings weren't perfectly round and they do bend - then a perfect seal is impossible.

Another metal problem: the big washer in the top of the rears. I've seen these sharp-edged things rip through fabric and rubber.

Speaking of fabric, the nylon in the originals sometimes caused leakage by a phenomenon known as "wicking" whereby air travels through the fibers until it finds an outlet.

I noticed that the diaphragms used in the new Lincolns have solved the wicking trouble by burying their fabric in the center of the rubber. They also solve the edge leakage trouble by crimping the rims or edges tightly into the pistons and upper domes.

These are the solutions I have used in my repro diaphragms. I hate the fact that they are expensive averaging two hundred dollars wholesale - but I'd hate to think what exact-as-original units will cost!

I really feel that two things are absolutely necessary for the air suspension to survive: the first is very tight air springs, using diaphragms which are designed not to rip, wick, or get out of round.

The second thing is that the cost be as low as possible. If one has to pay wild prices for things which tend to be unreliable - a-la the originals, the temptation to get rid of the air springs becomes irresistible.

By the way, for those who decry the air suspension and cite all its faults, I invite you to keep watch on your roads for air-suspended Lincolns. I have seen lots of them either riding high - faulty valves - or laying on their bump-stops, jouncing down the freeway. A visit to any Lincoln shop will show lots of service work being done to those new cars on their air suspension. If you want to play, you gotta pay!

Well... this summer I'm planning to install an extra set of free-flow mufflers between the front mufflers and the resonators - an experiment to see how quiet I can make my car. I will let everyone know if it works. I believe that one of the hallmarks of quality in a car is its quiet, so I have already installed a flex-blade fan and placed flex pipe over the head pipes, both big helps.

By the way, I have discovered what has to be the ultimate lubricant additive, Dura-Lube. While teflons seem to be mostly hype, this stuff actually works. I've used it in a number of impossible spots, turning frozen locks, raspy ashtray tracks, even the rattly transmission in my 1905 Cadillac into liquid-smooth mechanisms once again. Try it, everyone!

More later,
Dr. Roger Eickmeier

RESTORATION & MAINTENANCE

Dear Al,

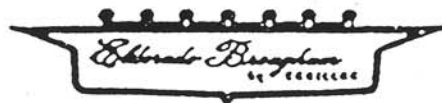
Sorry I haven't kept in touch. I have had some health problems, a back operation. I'm slowly getting back on my feet.

I am in the process of doing a video tape of rear leaf and coil conversions, as well as front coil conversions. The rear leaf is a very straight forward conversion and is by far the easiest. You just remove all Brougham parts hook the front of the spring to existing lower control arm bracket. Measure back 65 inches and cut a hole in the side of the frame rails for shackle mounts. Pull back leaf and hook on - its done. Then you have to weld brackets to top of frame to mount shock tops. The whole conversion can be done in an afternoon. I'm going to attempt using stock 1958 rear suspension to rear of Brougham, with out any alterations what so ever. You need stock "58" rear end housing with control arms, upper sway arm and spring towers from stock "58" Cadillac. This way is more work, you will have to shrink upper sway arm to fit in the brackets provided on the Brougham. You will need to cut towers off of a parts car, and fabricate brackets so they can be bolted in where air springs used to be. This can be done and I'll go more into it on the video, (which I'll make available to club members at cost).

How about the Budwiser commercial - "pretty cool"

Paul & Sandra Lauricella
Lyndonville, N.Y.

PRODUCT NEWS



MEMO BOOKS AVAILABLE

Jerry Schantz has succeeded in duplicating the memo book for the rear armrest. This often missing item is complete even down to the paper pad.

To order an exact reproduction call Jerry Schantz at: (904) 677-4373 evenings till 11:00 pm. Price is \$150.00 each.

Jerry also has a limited supply of jack instruction cards for your trunk at \$12.00 each.

Compact Mirrors Available

We are pleased to be able to offer the correct replacement compact mirror. Made of the highest quality optical instrument mirror, Complete with proper polished bevel, we have about (8) left. We are offering these to B.O.A. members for \$37.50 ea. or (2) for \$70.00. Make checks payable to: B.O.A., Inc., 19 Manning Drive, Berea, Ohio 44017.

COMPACT FELT POUCH NOW AVAILABLE

For the finishing touch to your glove box the pouch for the compact is now available. This reproduction is perfect in every respect from proper material to exact stitching. Order from Jerry Schantz (904) 677-4373 evenings till 11 p.m. Price \$37.50 each.



1994 Cadillac-LaSalle **GRAND NATIONAL**

Seattle, Washington

August 10 - 13, 1994

The Pacific Northwest region is pleased to host the 1994 Grand National Meet in beautiful, downtown, Seattle, Washington. We would like to welcome, once again, all of those who attended our last Grand National meet in 1987 and extend a very warm invitation to all of those who did not get a chance to attend or who have become members since then.

We have a slate of wonderful events planned for the National, and since it will be held downtown, are encouraging all of our guests to take advantage of all that Seattle has to offer as a city (shopping, the Seattle Art Museum, the Pike Place Market, Pioneer Square, the Aquarium, Seattle Center, etc.) by walking around and taking in the sights and sounds. On Thursday evening we would like you to join us for a cruise of Puget Sound and for dinner on Blake Island; on Friday evening a garage tour is planned.

Of course the main attraction will be the automobiles, and we would like to continue the tradition of auto-related seminars. The Auto-show will be held on Saturday in a vintage open-air parking garage followed by dinner, awards and dancing at the Seattle Sheraton Hotel, located just up the street. We will be publishing a concours level souvenir program with photographs of registered automobiles. (please see the Auto Registration sheet for more details.)

Also, all of those who register will be sent an invitation to participate in Apker's Affair d'Elegance, on Sunday, an annual concours and picnic at member, Gordon Apker's, home to benefit Children's Hospital.

The West Coast Camlin and West Coast Vance Hotels will be our meet headquarters. Both hotels are historic buildings within three blocks of all aforementioned events. The Hotels are 5 minutes from Interstate-5 and 20 minutes from Sea-Tac International Airport, which has full rental car facilities and several shuttle and taxi services to downtown.

We are doing several things with our National Meet that have never been tried before, so, for your sake and the sake of our registrars, Russ and Mary Hazelwood, **PLEASE - READ THE FOLLOWING FORMS VERY CAREFULLY.**

We look forward to seeing all of you.

Sincerely,

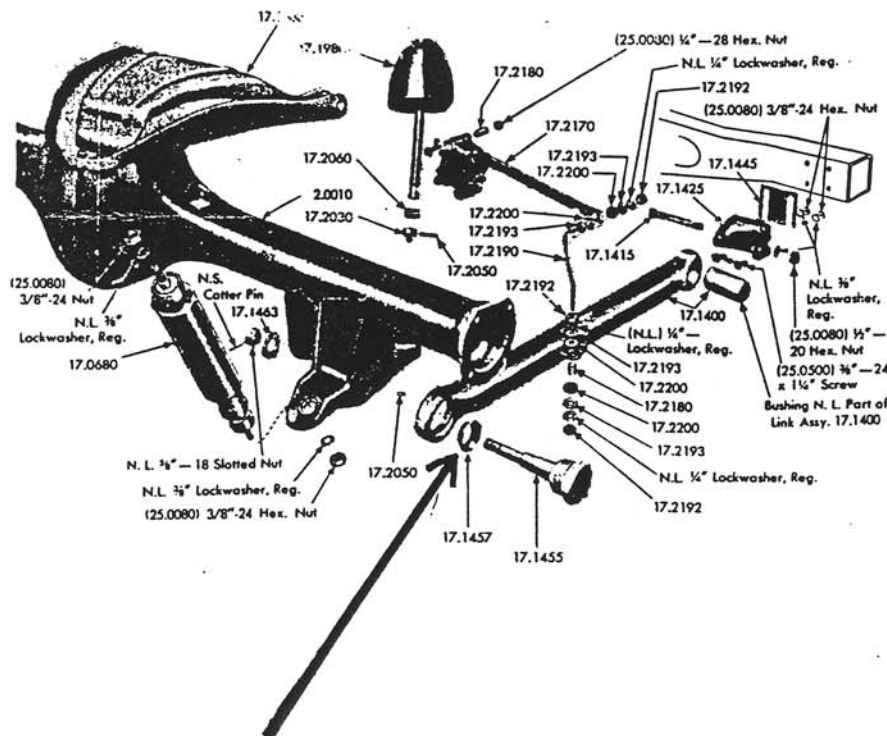
The Pacific Northwest Region
Bradley Huson
1994 Grand National Chairman
(206) 726-0394

Russ and Mary Hazelwood
Registrars
(206) 854-7884



REAR TRAILING ARM GREASE SEALS

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REAR AIR SUSPENSION—SERIES 57-70; 58-70

Classified

IMPORTANT NOTE

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

CARS FOR SALE

1957 Brougham - Body #256, trim #222, style #7059X, paint #110 (black). Bought new in Houston, Texas by "Glen McCarthy" who Rock Hudson played in the movie "Giant". Restored engine, transmission, paint, and chrome. The rest is original. Complete except vanities. Number 2 or 3 car, \$25,000.00. Wayne Hargrave, Catoosa, Oklahoma (918) 266-6662.

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.

1958 Brougham - White with stainless steel roof. Turquoise and white interior with 38,000 miles. Condition is running and needs restoration. No price just best offer would like to sell quick. Contact: Andy Leeds, Weston, Ct. (203) 222-9667 or Fax (203) 227-8991.

1958 Brougham - #525, 80,000 miles, white with leather interior. Original Vouge tires 8.40's, all vanities, mint chrome and body, air ride, stored since 1979. \$35,000.00 firm. Contact: Duncan Emmons, P.O. Box 381, Rancho Mirage, CA. 92270. Call (619) 346-1904 or (619) 328-5555.

1958 Brougham - All black, 42,000 miles, California beauty, some vanities, on springs, \$22,000.00 firm. Contact: Charles Marshall, (415) 854-7460.

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

1960 Brougham - Show winning 1960 Eldorado Brougham #79 of 101. 2000 miles since professional restoration. Dove grey interior, bordeaux exterior, all chrome redone. One of the finest 60's in existence. Asking \$40,000.00. Contact: David Fog (619) 324-9183.

1957 Brougham - #145 all body and parts complete, spring convention, 1964 engine and transmission, mechanics all redone. Needs finishing. \$45,000.00 invested - sell for \$10,000.00. Contact: Duncan Emmons, P.O. Box 381, Rancho Mirage, Ca. 92270. Call (619) 346-1904 or (619) 328-5555.

CARS FOR SALE

(2) 1957 Broughams #319 or #320.
Both reduced for quick sale.

#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. \$49,000.00.

#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 \$69,500.00 Call Jerry Schantz evenings only (904) 677-4373.

Parts

PARTS FOR SALE - 57/58 Eldorado Brougham: Rear center license frame (mint new chrome). "Gasoline" for gas fill lid (mint new chrome). Side view mirrors originals (mint new chrome and glass). Rear door cigarette lighters (correct and mint). Sun visor right side (very nice). Eldorado letters; A, O, L, and D only. Rear door lower trim (left side, light pitting). Rear door chrome spear (one only, mint new chrome). Black turn signal lever (very nice). Grey shift lever (very nice). Front bumper rubber bullets (mint). Hood hinges with springs wiring harness: engine compartment, also dash to rear. Title and all I.D.'s for #576. Rear heater units with fan and motor. Front fender stainless steel trim upper and lower. Front door stainless steel trim. Generators, relays, regulators, and gauges. Sheet metal; doors, hoods, trunks, rear quarters. Stainless steel trim; interior and exterior. Vent window motors and transmissions. Trunk operating mechanism complete unit. Window assemblies, motors ect. Call Jerry Schantz (904) 677-4373 evenings only 10pm to 12 midnight E.S.T.

PARTS FOR SALE 57/58 Eldorado Brougham: N.O.S. engine (short block). Transmission, overhauled by Cadillac transmission specialise with 30 year experience. Good hubcaps. Perfect stainless steel top. Side chrome. Mint, perfect chrome louver below windshield. (4) door panels. Fender skirts. N.O.S. rear bumpers. Re-chromed rear bumpers. Door handles. Speedometer. 100% perfect horn ring. Air ride air compressor. Upholstery fabric and much more. Reasonable prices. Call Edwin Alfred at (215) 667-2234, 26 Old Lancaster Rd., Merion, Pa. 19066.

PARTS FOR SALE 59/60 Eldorado Brougham: Big finned wheel covers, N.O.S. 100% perfect. Also upholstery cloth for 59/60 Cadillacs. Call Edwin Alfred, (215) 667- 2234, 26 Old Lancaster Rd., Merion, Pa. 19066.

Parts

PARTS FOR SALE 57/58 Eldorado Brougham: Vent window transmissions and motors, power window regulators and motors, relays, new and used engine mounts. Sheet metal; doors, trunk lid, rear quarters, front clip, ect. Rear window glass. (2) good rubber bumper bullets, (1) stainless steel top. Washer sets for gas and oil sending units \$10.00 pr., under hood I.D. cards \$10.00 ea., jack instruction cards \$12.00 ea.

PARTS FOR SALE - Eldorado Brougham: 1958 Tri-Power including manifold and fuel lines. Contact: Dr. Zeiger (213) 275-8156.

PARTS FOR SALE - 57/58 Brougham Heater unit, needs to be recorded, includes piping to rear seat unit \$85.00. Contact: Al Dowling (216) 243-0726.

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 FOR SALE - 57/58 Eldorado Brougham: I have 1958 tri-power and bottom portion of air cleaner, asking \$1,500.00. Contact: George Garvey, Ojai, Ca. (805) 646-8714.

PARTS FOR SALE - 57/58 Eldorado Brougham: Skirts, seat door switch, speedometer, inside knobs and handles, smalls clips for front molding, horn grill, exhaust louvers, backup and round stop lens, air cleaner knobs, antenna bezel, rear door outside spears, inside trunk switch, head lamp switch. Contact: Duncan Emmons, P.O. Box 381, Rancho Mirage, CA: 92270. Call (619) 346-1904 or (619) 328-5555.

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 Wanted

PARTS WANTED - 57/58 Eldorado Brougham: Desperately need the letter "E", also vertical tailite lenses, and N.O.S. air bellows. Call E. Alfred, (215) 667-2234, 26 Old Lancaster Rd., Merion, Pa. 19066.

PARTS WANTED - 57/58 Eldorado Brougham: 1 set of Brougham wheels and caps. Any condition. Roger Hicks, 4785 Mayfair Rd., North Canton, Ohio 44720 (216) 896-4079.

Parts Wanted

PARTS WANTED - 57/58 Eldorado Brougham: (1) parking light lens rear. (1) left front door locking pawl for door handle. Good chromer for bumpers, good air bags that work, (don't leak and hold up) front and rear. Call Lee Mercy (908) 722-2159.

PARTS WANTED - 57/58 Eldorado Brougham: I need a cigarette case and interior light lenses. Call Chuck Kelley (708) 381-4456.

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 - 57/58 Eldorado Brougham: Need radio antenna. Call Edwin Alfred, (215) 667-2234, 26 Old Lancaster Rd., Merion, Pa. 19066.

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.

Wanted

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

WANTED: I'm looking for a good 57/58, #2 or 3 Brougham. Black with black/white interior. Peter Krell (713) 664-6421.

Miscellaneous

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

I have (2) Evans compacts for sale with brass covers. These could be made into Brougham compacts with replating and leather covers. Price \$135.00 each. (1) My Sin stopper top bottle \$150.00. Call Chuck Kelley (708) 381-4456.

Repro Parts

MASTERMIND INC.

Thousands of reproduction parts for all types of postwar Cadillacs in stock!

Many unique parts and services unavailable elsewhere. Always courteous service. Restoration and parts for 1957-60 Eldorado Broughams, our specialty.

Please Call For Free Catalog

Phone/Fax (909) 674-0509

32155 Joshua Dr., Lake Elsinore, Ca. 92530

Michael P. Rizzuto
32155 Joshua Drive
Lake Elsinore, CA 92530-9624
909-674-0509

February 1, 1994

Dear Brougham Owners,

Soon it will be spring, when a young man's fancy turns to love! Love of his Eldorado Brougham that is! What better valentine gift for that beloved 6000 lbs. of steel than a fresh set of new plastic lenses to help in that restoration effort or to improve your point score at spring shows.

Tail Fin Lenses

Reg \$200.00/ea.

Sale \$160.00/ea.

Fog Lite Lenses

Reg \$225.00/ea.

Sale \$180.00/ea.

Round Bumper Lenses

Reg \$95.00/ea.

Sale \$76.00/ea.

Interior Dome Lenses

Reg \$75.00/ea.

Sale \$60.00/ea.

We have available for immediate delivery, 100 point injection tool quality Tail Fin Lenses, Round Bumper Lenses and Interior Dome Lenses.

New, never before available. We are taking pre-book deposits on the soon to be available Left & Right Clear Fog Lenses. (Delivered approximately 90 days)

Free: \$16.50 value - Trunk Lite Lens with any order. (First 10 orders only.)

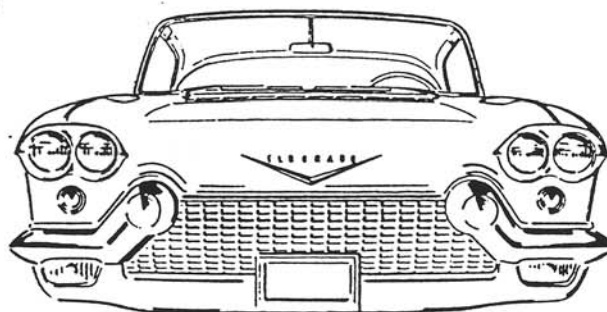
Free: \$75.00 value - 8 Piece Set of Die Cut Exterior Lens Gaskets with order of complete set of lenses.

Exact replicas copied from N.O.S. parts. (First 10 orders only.)



20% OFF

30 Days Only



SERVICES

I have a real technician here that can calibrate your oil pressure senders and gauges also for the gas gauges and senders. Also in the very near future I should have a limited supply of the glove box vanities for sale. Call Jerry Schantz (904) 677-4373 evenings only 10pm to 12 midnight E.S.T. Price \$295.00 either unit.

57/58 Eldorado Brougham. Spring conversions - rides better than air ride. Brougham Service Center, Box 381, Rancho Mirage, Ca. 92270. Call Duncan Emmons (619) 346-1904 or (619) 328-5555.

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.
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.
11. Complete set of news releases from Cadillac on the "57" Brougham. \$20.00 to B.O.A. members.

NEW MEMBERS

Kent Kozera Vioalia, Ca.	Ed Meurer Farmington, Mich.	John J. Phillips New York, N.Y.	Harley Sills Aztec, N,M,
Kjell kraakmo Norway	Ed Pentesco St. Catharines, Ont. Canada	Duane Sell Hillsdale, Mich.	J. X. Information Withheld on request.

Newsletter Deadline:

Closing Date

Summer 06/15/94



Mailing Date

Summer 07/04/94