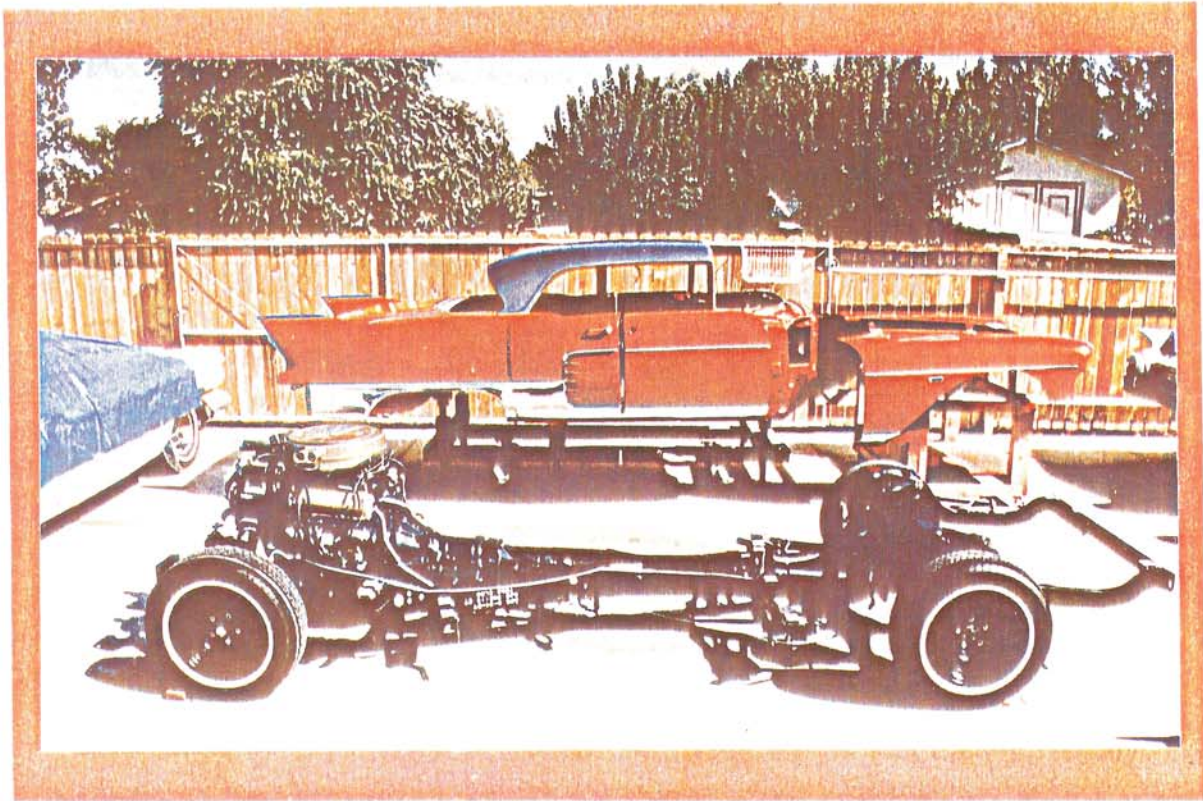


*Brougham  
Owners  
Association*



*Newsletter Vol. 6 No. 4*

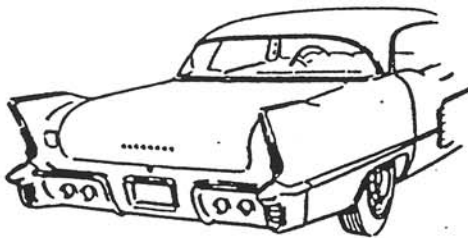
# *Brougham Owners Association, Inc.*

B.O.A. Newsletter Vol.6. No.4. Winter 1994

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19 Manning Drive, Berea, Ohio 44017. Membership dues are \$20.00  
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## **President's Message**

***May we express our thanks to you for making the  
past year one of our most successful. We hope  
this holiday season will be especially joyful for  
you and we look forward to serving you  
throughout the coming year.***



Till next time,

*[Signature]*  
*Jean M. Dooling*

# *Happy Holiday*

## **FEATURED ON THE COVER**

I shot and developed two rolls of 36 mm film in an attempt to get the shot just right. I hope you like it! The car is body #428 and is owned by a B.O.A. member: Jerry Cochran. It is one of 4 cars originally painted Dakota red (paint code #50). As you can see it is going to be one of the best when completed. Its owner should get a medal for his patience.

Michael P. Rizzuto  
Mastermind, Inc.



# LITERATURE REVIEW

**CADILLAC ELDORADO BY:  
JAMES W. HOWELL AND JEANNA SWANSON HOWELL**

"The Eldorado saga is much more than which colors were available in which year. It's the story of the men behind the car, the engineers, designers, stylists, and executives who mold their automotive vision into showroom reality.

**Cadillac Eldorado** follows the history of Cadillac's flagship from its inception in 1953 through today and even takes a look at possible future Eldorados. Authors James W. Howell and Jeanna Swanson Howell interviewed many of the Eldorado's most influential engineers, designers, and executives, ensuring a historically accurate text.

More than 230 photographs culled from GM archives and the personal collections of Cadillac employees and enthusiasts accompany this thoroughly research text"



Bob Scheelk.

The quotes above and below give just a taste of the treat you are in for when you purchase "Cadillac Eldorado" by the Howells. The entire history of the Eldorado is covered with special consideration given to the 57-60 Broughams. This work is a pure joy to read cover to cover. No matter how long you have been around Broughams, you will learn something new on most every page. This a true five star publication that I guarantee will not end up on a shelf collecting dust. An absolute must for Brougham and Eldorado lovers. To order call Classic Motorbooks 1-800-826-6600 Stock# 119933. A.W.D.

"To identify a particular car designed by one particular person is extremely rare. To identify the primary designer is a bit easier. We could only name a few such automobiles and their designers. Bob Scheelk was the primary designer of the 1957 Eldorado Brougham. Several designers worked with him, but his was the primary influence. Ned Nickles was the primary designer of the 1963 Buick Riviera. Again, there were other designers working with these masters in both cases.

In the case of the 1957 Brougham, Harley Earl was vice president of design at GM at the time. While his hands most likely never touched the car, ultimately the design was his responsibility because he had the power to veto and the force of his much-sought-after encouragement. As head of the Cadillac Studio, Ed Glowacke also held a great deal of responsibility for the car, but the primary source of ideas for that particular project was Bob Scheelk."

ALLAN W. DOWLING



19 Manning Drive  
Berea, Ohio 44017  
(216) 243-0726

## *Brougham Owners Association, Inc.*

Bob Scheelk

Wickenburg, Ariz. 85358

Dear Bob,

As president of the Brougham Owner's Association it is my privilege to confer honorary membership in our organization on you. Our group is made up of 160+ Brougham owners spanning the globe. Our membership accounts for almost all Broughams known to exist. We are bound together by an almost fanatic love of the Eldorado Brougham and see it as the finest American masterpiece of an all too missed era - the true "Crown Jewel" of Cadillacs. I can't tell you how much your now known contribution to the Brougham means to us now and to those who will follow. The Brougham is taking its well deserved place in auto history as we always knew it would as will the name of Bob Scheelk.

We look forward to hearing from you. Feel free to grace the pages of our newsletter with anything you wish to share with us. You will never find a more appreciative audience - our dedicated members.



Sincerely yours,

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

# CONTEMPLATING THE CADILLAC ELDORADO BROUGHAM FROM A DISTANCE

by Steve Adams

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

As a member of BOA who does NOT own one of the much coveted Eldorado Broughams but wants one so bad he can taste it, I've often asked myself why such mindless longing for just a car. Only recently I discovered that the answer to this question rests squarely in the word "just".

The Brougham is clearly NOT just a car. To some aficionados, it offers a myriad of opportunities to solve problems that illuded even its maker. For others, simply viewing the incredible gracefulness and fluidity of its design is ample reward. And for still others, pride of ownership and its attendant membership in a rarified association of kindred spirits is the true value. Astoundingly, the mighty Eldorado Brougham may not even have to operate in order to satisfy its owner! Few cars in history can make that claim.

And thank goodness it may not have to operate. From the much-dreaded dashboard fire to the worry of abruptly becoming a "low-rider", the Brougham affords more motoring excitement than anything Pontiac currently offers. How many cars were ever made that inspire keeping a freshly charged fire extinguisher on board, or an externally accessible emergency battery disconnect?

For the vast majority of well-heeled owners in the late '50s, the thought of involuntarily gliding silently onto the shoulder of a freeway, could scarcely be offset by its daring and ultimately timeless lines. In the wake of making a substantial bank transfer to the local Cadillac dealer, proud Brougham owners wanted performance along with their lines. Small wonder, with a legendary fire-breathing Eldorado engine installed under the hood. Do you suppose Bob Hope was ever left stranded en route to Palm Springs, with 300 gas-starved horses waiting for fuel from a full tank?

The Brougham fancier is a rare and unique individual. You don't often discover one in the course of a normal day. Yet somehow a small cadre of dauntless dilettantes have found each other under the Brougham Owners Association banner. From all walks of life, rich and poor, young and old; each bears an unmistakable and unexplainable love affair with a car Cadillac would rather forget.

I happen to have a good friend and colleague who shares my passion for the Brougham. I once asked him why he was so taken by the car. He said it was because there was so much to go wrong inside a body that is so right. That Cadillac, in a moment of pure American exuberance, created a car which represented the essence of our society; vibrant, flowing, filled with expectation, but in desperate need of inner perfection. You can't fix society, but you CAN make a Brougham operate.



Aside from its disaster-mandated limited production, the list of personally indulgent features can only be compared to certain Rolls Royces and custom-built cars. Never before nor since, has an American manufacturer of mass produced automobiles proffered a product so unlikely to succeed within their context. Perhaps this is part of the allure which creates an endless source of men and women who thrill to the purchase of a 35 year old car that will cost more to repair than the astronomical original sticker price.

Over the past few years during which my desire to own a Brougham has become irrational, I have unavoidably come to know the names of several notable aficionados. Scattered about the country, these men have clearly "done time" in the garage with more than one recalcitrant Brougham. At least, it sounds as if they've done time. Periodic letters to the Editor of the BOA Newsletter and short articles on how to solve a particularly pesky problem, reveal a uniformity of "hard knocks". By now, I can only assume that at least one man may not have ten fingers, and several probably have discharged a fire extinguisher in the general direction of their "project" sometime in the past five years. I have a mental image of each of these men, and I fear that meeting them could be somewhat of a disappointment. Their persona in print continues to be an elixir to my mind four times per year.

What is it that draws one inexplicably to the Brougham, like a moth to a flame? I can only conclude that for each person the reason is different. But whatever the reason or combination of reasons, I still sense a dichotomy within myself. I know I shouldn't buy one (the list of reasons is formidable). But I want one VERY much (again, the list of reasons is lengthy). One day, when all the pieces align, I will undoubtedly cast caution to the wind and buy one. And it may very well be "on air" for I am tantalized by that which never worked reliably in the first place.

Until then, savoring the lines, the mystery, and the absurdity of the Eldorado Brougham is reward by itself.

## Commentary

For several years now, I've been watching #485 which has been on a collector car lot in Sarasota, FL. It was originally sold in Wisconsin, and is in Maharani Maroon. I really wanted that car, but the price had long been arrogantly firm at \$65,000, and it was in very poor condition. A few days ago, the dealer called to tell me they had sold it for \$12,000. I was crushed. If only I had known they would consider an offer that low. For two years they held firm at \$65,000. I'll bet you've been through this kind of thing before.

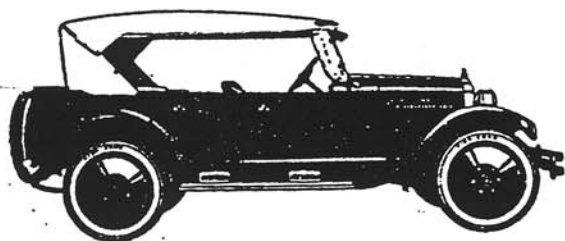
Thanks for the hard work of keeping this organization going. As President of the American Theatre Organ Society, I know what it's like to "head the list". Our Society has over 6,000 members in 22 countries. We have two publications and an annual operating budget well in excess of \$100,000. Trying to keep everyone happy sometimes seems like an impossible task!

# EDITORIAL

THE WALL STREET JOURNAL FRIDAY, SEPTEMBER 16, 1994

## Let True Classics Enjoy Old Age

### Letters to the Editor



Good to see our members fighting for the right to own and preserve classic vehicles. You are 100% correct, the figures being used to justify removing our cars from the road are just plain wrong. The current lack of respect for history that our legislators often display is most disturbing. We are all for clean air; but, classic cars pose little if any threat to that goal. Let your legislators know how you feel. Future generations will thank you. A.W.D.

\* \* \*  
My 1957 Cadillac Eldorado Brougham, a stainless-steel-topped beauty restored at a cost of \$51,000, resents being called a clunker merely because it was manufactured before 1982. It is one of 400 made, and cost more than a Rolls-Royce in its day. Fewer than 100 are still in existence. Your article on clunkers quotes sources as saying "these vehicles [pre-1982] make up 25% of the cars . . . but they account for more than half the vehicle smog." My Cadillac pleads not guilty on two counts. First, it is driven less than 500 miles a year—a fact common to most collector cars—and thus produces far less smog than any new car. Second, the quote assumes that older cars are driven the same miles annually as new cars. This assumption is false and even more so when it comes to cars more than 20 years old. Old cars are kept for their intrinsic joy and not primarily for transportation. Consequently they are driven much less. If I drove my Cadillac to work it would have a fit. In its old age it is above that sort of thing.

WENDELL B. WILL

Glendale, Calif.

## Repro Parts Compact Available

Jerry Schantz has tooled up to produce the Brougham compact using the standard Evan's core. Jerry has (5) units ready to complete your Brougham glove box. To order yours, Jerry needs to know your interior color to match the leather insert to your car. Call Jerry Schantz at: (904) 677-4373 till 11:00 pm. E.S.T.

## SERVICES OFFERED

Oil gauge and gas gauge sending units rebuilt to perfection. Price for this service has just been reduced. Call Jerry Schantz (904) 677-4373 evenings only 10:00 pm. to midnight E.S.T.

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.

## Letters to the Editor

Dear Allan

The information in the newsletter is fascinating and the parts availability seems to be better than I expected (although I haven't yet called on the ads and I'll bet the prices will be "hefty").

My Brougham, #298 was re-painted and re-upholstered in Miami sometime in the early seventies. The upholstery fabric is somewhat wild - people who see the car either love it or hate it - no middle ground. The engine has been set up for a single quad carb ( I have the dual quad manifold but no "bat wings" or linkage) and the wheels are silver sabers.

I bought the car as a driver and intend to keep it that way - probably new paint and upholstery as time and money allow - also replace non original parts and broken parts with originals as I can find them. I don't see any full-blown restoration in my future. Unless I win a big lottery.

I will approach my local Cadillac dealership regarding original owners of any Broughams delivered here. I'm looking forward to speaking with you again. Thanks for everything!

Sincerely  
Patrick Crist  
Gig Harbor, Wa.

P.S. I am enclosing our business address and phone if any B.O.A. members need photographic services (developing, reprints, enlargements) our quality is on the highest order and special attention will be paid to B.O.A. members work. Phone:(206) 851-3582.

## Hot off the press

Dick Baruk is looking for a 57/58 Brougham front lower impact bar. Dick will swap an unbuilt "57" original Revell model (still in the box) for the bar. Contact Dick Baruk days: (313) 326-1222, or (810) 442-0443 evenings.

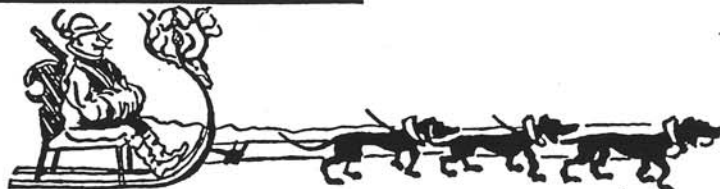
Brougham For Sale: 1957 Brougham flawless ebony exterior, elegant white leather interior. Perfect running gear. Rides like a dream on spring conversion. "A joy to behold, a thrill to drive-the best in the country." Call Edwin Alfred (610) 667-2234.

## FRANKLIN MINT BROUGHAM

The Franklin Mint Brougham model seems to be getting less press than the real thing did in 1957. Had a B.O.A. member not sent me an ad from Washington state, I would not have known it was available. I ordered one November 8th and am still waiting. Hoped to have a report on it in this issue. Best bet is to order by calling 1-(800) 643-3796. Price is \$120.00 + S/H. Wish I could tell you more about it; but. they must be going through what Cadillac did trying to meet a deadline.  
A.W.D.



## VIEWPOINT:



Mr. Dowling

I have been a Brougham owner for about one year and currently well under way with a frame off, every nut and bolt restoration of a 57. Having been a Cadillac collector for 20 years, the Brougham has been a favorite for quite some time. Finding a solid untouched original seemed to be more difficult than one might anticipate. Most every car being offered either has been converted to spring suspension, has a more modern engine or is in other ways altered. Regardless what some people may say, the only way to truly preserve these magnificent automobiles is to keep them original as they left the assembly line. This always holds true in any collector market. The originals, numbers matching, always attracts the most interest and the far best prices.

I had the opportunity to visit Mike Rizzuto at Mastermind, Inc. this summer. He is a true enthusiast and purist and we spent the most part of a day sharing our common interest. His knowledge about these cars as well as his many excellent reproductions would be both inspirational and of big help to most Brougham owners.

Unfortunately not all Brougham owners offering their parts or services are as reliable. Since joining the B.O.A. I have been in contact with several people in my search for parts. Your editorial encouraging everyone's honesty and fair description of parts for sale was well timed. I have found that some people advertise parts they don't even know they have advertised, while others will hold your money (prepayment) for months on end and only offer repeatedly calling back do you get what you paid for only to find it is just junk. Some fellow members would qualify for the Liar-of-the-year award, I am sad to say.

My car is #80 and was bought sight unseen over the phone from Gary Yelton of Missouri last October and it was a great relief to find the car to be every bit as good (or better) as Gary said it would be. Thanks to Gary. Thank you and keep up the good work.

Regards

Kjell Kraakmo  
Heimdal, Norway

News  
FROM THE FIELD

## CONGRATULATIONS

News  
FROM THE FIELD

Congratulations are in order to member Don Turkletop of Oakland, Ca. who just completed a three year restoration of his 1959 Brougham body #43. Don sent us a set of 14 photos that I hope to share in our next issue. The car is just magnificent as is the quality of the restoration. Don, we need a good sharp 4 X 6 for our cover. Hope you can send one. Let's show just how unique the "59" really is.

A.W.D.

# Classified

## IMPORTANT NOTE

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

## CARS FOR SALE

1958 Brougham - #442, Deuville gray with all blue cloth and leather interior, mouton carpet, one repaint since new, super nice original, unmolested car on air ride, no rust ever, delivered new in California. \$37,500. David Barclay, 169 County Road East, Colts Neck, New Jersey 07722 - (908) 544-9035.

1958 Brougham - White/ white leather interior. Very nice original car on air. 50,000 miles - \$35,000. Call Todd Todd, 61 Via arroyo Dr., Corralitos, Ca. 95076 or call (408) 476-6260 (408) 728-5152

1959 Pininfarina Brougham - #20 of 99 cars. Original So. Ca. car, with black plates. 55K. mi. outstanding original condition, rebuilt air suspension, new air bags. Ice cold A/C. Perfect chrome, an original owners manual. Asking \$25,000. Call: Dr. Zeiger (310) 275-8156.

1960 Pininfarina Brougham - #88 dry Calif. car, needs restoration. A very good car! \$4,250.00 for quick sale. To many cars! Contact: Michael Rizzuto, 32155 Joshua Drive, Lake Elsinore, Ca. (909) 674-0509.

1957 Brougham - #294; Lake Placid Blue, air ride body-off restoration 80% complete; every single part of this car has been removed, rebuilt or replaced; interior yet to be done; includes all restored trim, bumpers and all parts to finish car; \$50,000 now or will negotiate to complete car for you. David Barclay, 169 County Rd., East Colts Neck, New Jersey 07722 (908) 544-9035.

1957 Brougham - #341 original. Deauville grey metallic, with light grey Parisienne cloth and light grey leather. N.O.S. air diaphragms. 48,000 miles very nice original with vanities. Asking \$36,500. Phone (714) 720-1874 Bruce Sansone.

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.

(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.

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 conversion, 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.

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.

## 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). 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 motor. Front fender stainless steel trim upper and lower. Front door stainless trim. Generators, relays, regulators, and gauges. Sheet metal; doors, trunks, rear quarters. Stainless steel trim; interior and exterior. Vent window motors and transmissions. Trunk operating mechanism complete unit. 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. (2) mint original vanities - complete. (1) mint original antenna with new mast. Call Jerry Schantz (904) 677-4373 evenings only 10pm to 12 midnight E.S.T.

PARTS FOR SALE - 57/58 Eldorado Brougham: 1-good used fuel tank needs to be cleaned, has front dent. \$250.00. 1-excellent to mint used hornring. Very minor imperfections in chrome \$350.00. 1-NOS flexible fuel line in engine compartment (13" w/fittings) \$30.00. 2-NOS front & 2-NOS rear air bellows for 59/60 Brougham. Will trade for 57/58 Brougham same only-no cash sale. 1-rear heater grille, fair chrome (no switch) 57/58 Brougham. Contact: Kjell Kraakmo, Sobstadveien 51, 7080 Heimdal, Norway. FAX: 011-47-72888750. PHONE: 011-47-72584762. We are 6 hours ahead of E.S.T.



PARTS FOR SALE - 59/60 Eldorado Brougham and 59/60 Fleetwood wheel-covers. Also upholstery fabric. Call; Edwin Alfred (610) 667-2234.

PARTS FOR SALE - 57/58 Eldorado Brougham hard to find N.O.S. engine block. N.O.S. perfect fuel tank. Brand new and 100% perfect right rear bumper. Left rear bumper replated. Left rear bumper polished aluminum. Fender skirts. Hubcaps all conditions. Center chrome for dash N.O.S. Rear window. Stainless steel top. Many side chrome items, some N.O.S. and much more. Reasonable prices. Also upholstery. Contact: Edwin Alfred, (610) 667-2234.

PARTS FOR SALE - 1958 tri-power and bottom portion of air cleaner. Carbs., manifold and air cleaner missing cover. Make reasonable offer. Contact George Garvey, 2510 Ladera Rd., Ojai, Ca. 93023, (805) 646-8714.

PARTS FOR SALE - 57/58 Eldorado Brougham: 1959/1960 hubcaps (two), sometimes used to replace 1957/1958 Brougham wheels. Good condition make offer. Contact George Garvey, 2510 Ladera Rd., Ojai, Ca. 93023 (805) 646-8714.

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: Skirts, seat door switch, speedometer, inside knobs and handles, small 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: (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.

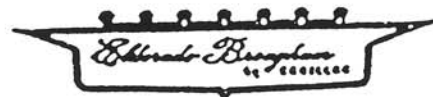
PARTS WANTED - Rear windshield for 1959/1960 Pininfarina Eldorado Brougham. Please call (909) 674-0509, minor flaws acceptable, cracked but intact OK. Mike Rizzuto.

PARTS WANTED - 57/58 Eldorado Brougham: 2-NOS front & 2-NOS rear air bellows (diaphragms) will accept excellent used with out cracks or rubber deterioration. Have NOS 59-60 air bellows to trade. 1-complete R/H sunvisor bracket. 1-L/H green turn signal indicator lens. 2-NOS parking lamp lenses. 1-used original antenna. 1-cigarette case, 1-plastic cup holder. 2-front molding corner clips (escutcheons). 5-retaining clips for front molding above bumper. Contact Kjell Kraakmo, Sobstadveien 51, 7080 Heimdal, Norway. Note we are 6 hours ahead of E.S.T. FAX: 011-47-72888750 PHONE: 011-47-72584762.

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 - 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.

## ***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 reduced to \$120.00.

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.

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.



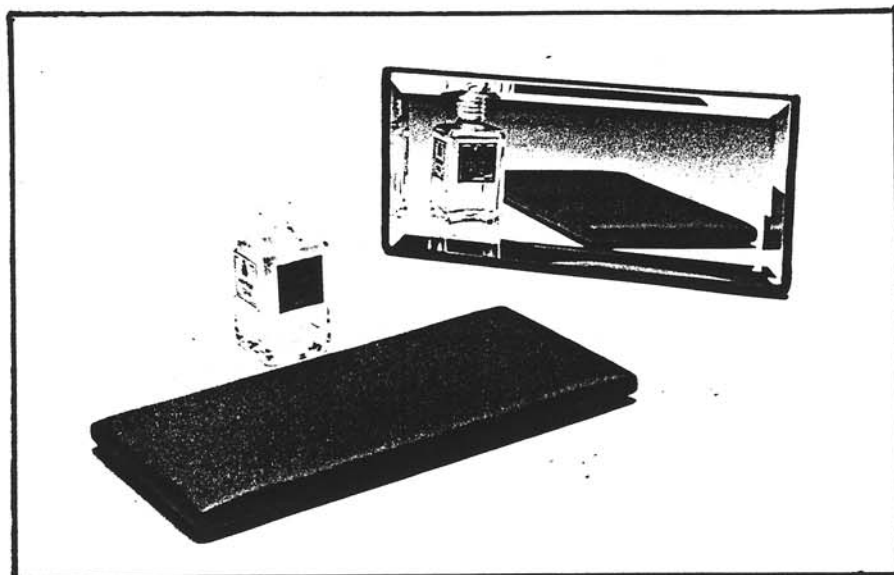
MASTERMIND<sub>T.M.</sub>, inc.

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

December 1, 1994

Dear Brougham Owners,

We are pleased to offer another Christmas special again this year. Extremely high quality reproductions of the beveled glass, leather covered rear armrest mirror for your Eldorado Brougham. These identical replicas would be a perfect holiday gift that any discriminating Brougham owner would love!!



REGULAR PRICE \$300.00

LIMITED TIME

SALE PRICE 20% Off \$240.00

PREFERRED CUSTOMERS PRICE 25% Off \$225.00

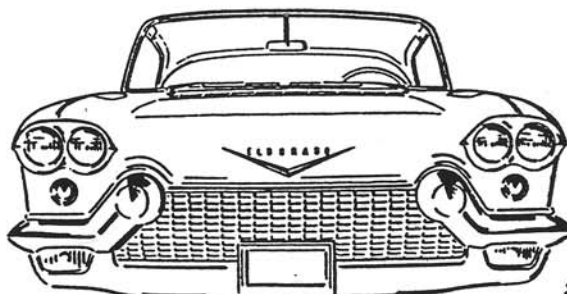
These limited production mirror assemblies are not as simple as you might imagine, a great deal of effort has gone into replicating every detail, right down to the double angle cut glass and paper thin leather edge work. Best of all, these will be on special for the next 60 days, but guaranteed Christmas delivery is limited to stock on hand.

Please call today to insure Christmas delivery in the color of your choice. Without these rare artifacts, a Brougham appears to be a regular Cadillac, a mere second class citizen, now we can't have that, can we!

**Bonus:** To show our appreciation for our regular customers, those who can send us an invoice number for products purchased from Mastermind in 1994, will receive an additional 5% off. *Total 25% Discount!*



SPECIAL  
UP to 25 % OFF !





**MASTERMIND** T.M., inc.

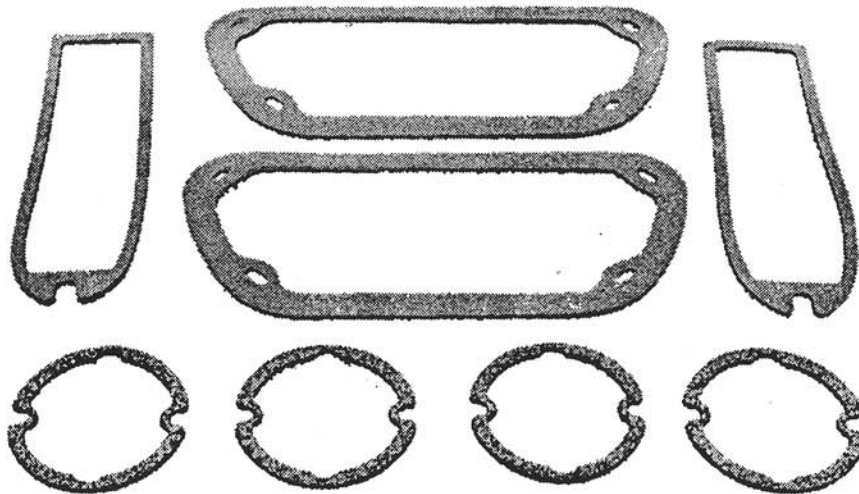
Michael P. Rizzuto  
32155 Joshua Drive  
Lake Elsinore, CA 92530-9624  
909-674-0509

January 1, 1995

Dear Brougham Owners,

I'll bet you've lamented and agonized over many minor details as I have over the years, well here is one you can stop thinking about!

After many years of trying to find N.O.S. parts for patterns and months of searching for correct materials, we've finally done it! We now have ready for immediate delivery the entire 8 piece set of exterior tail, fog and reverse light lenses gaskets. They are die cut from OEM style textured grey foam and cork as required.

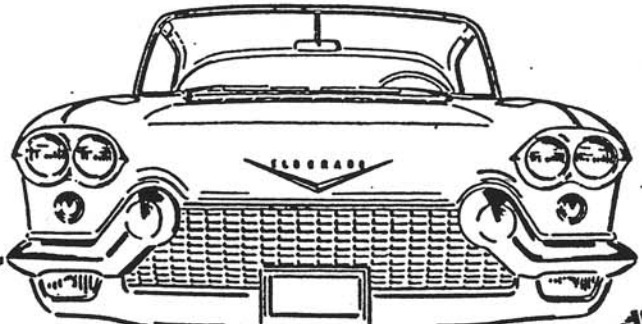


**25 %  
OFF !**

REGULAR PRICE \$75.  
LIMITED TIME SALE PRICE \$56.25  
60 DAYS ONLY

Rube Goldberg once again is crying foul because you no longer have to spend all day cutting rag tag parts out of incorrect gasket material which then fit poorly and look absolutely horrible thru your clear fog lenses. Our parts produce professional factory quality results, and if you count your time worth anything at all, a real net savings of money in the long run.

**BONUS:** First 5 orders get free shipping.



## 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
3. 57/58 Brougham Pre-Delivery Inspection Sheet. Send letter size S.A.S.E. to: B.O.A., Inc., 19 Manning Drive, Berea, Ohio 44017.

## LITERATURE

4. 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.
5. Eldorado Brougham electrical circuit diagrams. (18) pages. Not in the manual. \$15.00 to B.O.A. members.
6. 1959 Brougham service supplement (15) pages \$18.00 to B.O.A. members.
7. 1960 Brougham service supplement (5) pages \$8.00 to B.O.A. members.
8. 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.
9. 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.
10. Color copy of U.S. Steel advertising material featuring "56" prototype. \$10.00 to B.O.A. members.
11. 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.
12. Complete set of news releases from Cadillac on the "57" Brougham. \$20.00 to B.O.A. members.
13. Set of (5) 8x10 photos from, "Here It Is The Eldorado Brougham" sales brochure 1957. \$35.00 to B.O.A. members.

## NEW MEMBERS

Steve Chapman  
Waxahachie, Tx. 75165

Patrick & Renee' Crist  
Gig Harbor, Wa. 98335

Jeff Furman  
Bloomsburg, Pa. 17815

Norman Huggins  
Birmingham, Al 35214

John S. Raymond  
Kenthurst N.S.W.  
Australia

Newsletter Deadline:

Closing Date

Spring 03/15/95



Mailing Date

Spring 04/04/95