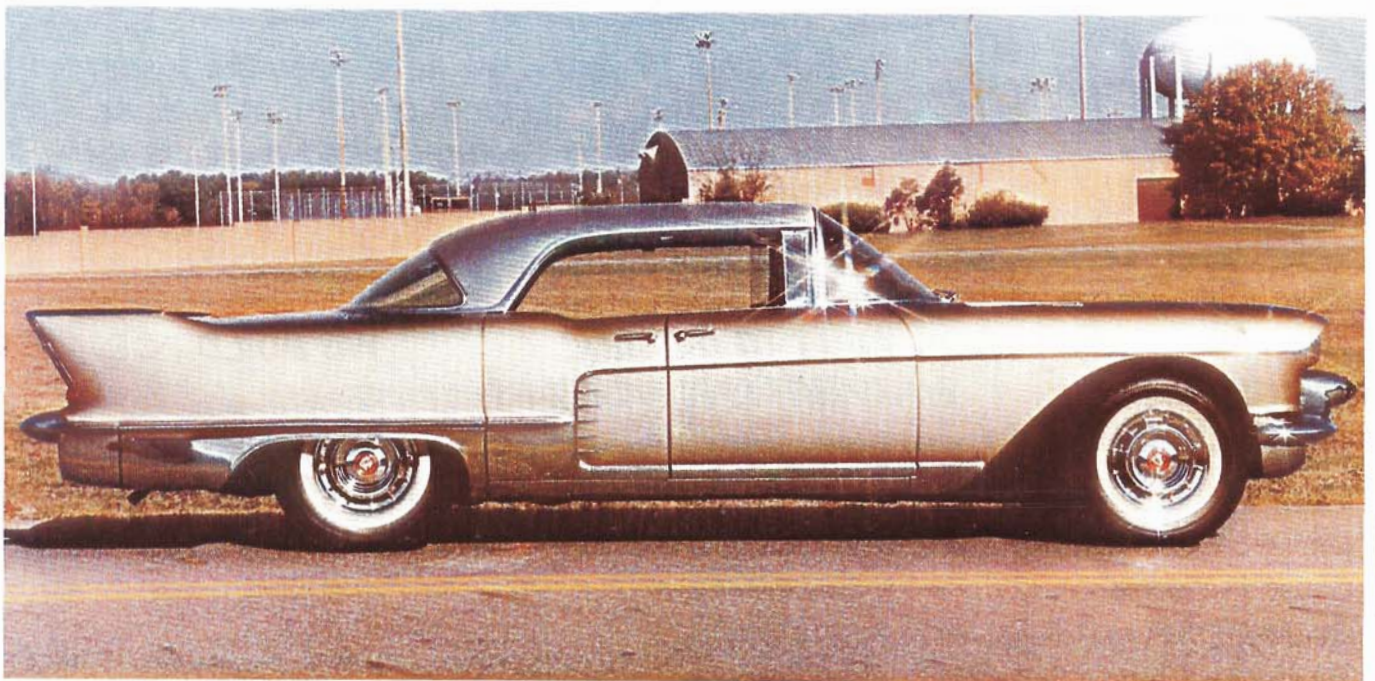




*Brougham  
Owners  
Association*



*Newsletter Vol. 7 No. 2*

# *Brougham Owners Association, Inc.*

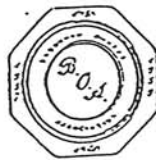
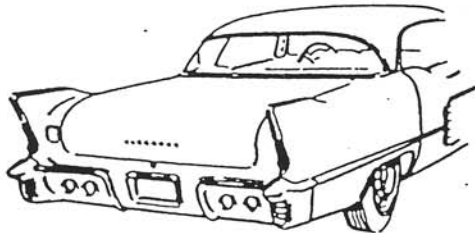
B.O.A. Newsletter Vol. 7. No. 2. Summer 1995

Published quarterly by the Brougham Owners Association, a division of Allan & Co. Antiques, Inc., 19 Manning Drive, Berea, Ohio 44017. Membership dues are \$25.00 per year and are not prorated or reduced at any time. Renewals are due upon receipt of your fourth issue. Back issues are \$6.00 each. All rights reserved by B.O.A., Inc. Reproduction of any part without written permission of B.O.A., Inc. is strictly prohibited.

## President's Message

Two more nagging problems solved. The sought after cup holder is going into production thanks to Mike Rizzuto at Mastermind. Jerry Schantz is now offering the "L" trim pieces for above the grill that are so often missing on the Brougham. In addition, the Brougham is getting recognition by way of the Franklin Mint model. We are on the right track; but, we need be on our guard when it comes to pricing our Broughams. Note the prices in Hemmings - too low - I think so. What do you think?

I wish to thank Mr. Ellis and his staff for granting us permission to reprint the article on Charles Barnette's "58" titled "Real Steel". The publication is G.M. Collector's Guide Magazine. To subscribe call (504) 926-6954. I highly recommend G.M.C.G. particularly if you are a G.M. fan.



Till next time,

## BACK ISSUE SPECIAL

For a limited time we are offering complete sets of back issues -Vol. 1, No. 1 - Vol. 6, No. 4 - for \$120.00 per set plus \$3.50 shipping and handling. This is a \$48.00 savings. If you are a new member, don't miss this chance. Back issues will be \$7.00 each when this offer expires.

## FEATURED ON THE COVER

Our cover car this issue is #590 owned by long time B.O.A. member Charles D. Barnette of Texarkana, Arkansas. Note that only five 58's were done in Kenya beige. For the whole story on #590 see "Real Steel" in this issue.

# BROUGHAM HISTORY



CONNOR BROWN, PRESIDENT

CLAUDE NOLAN, INC.

DISTRIBUTOR SINCE 1905

MAIN AND ORANGE STREETS

JACKSONVILLE, FLORIDA

TELEPHONE ELGIN 3-3922

March 14, 1957

Mr. Roy I. Dew  
Dew Motor Company  
St. Petersburg, Florida

This is a real piece of history. One gets a good feel of how Cadillac saw the Brougham. It almost seems Cadillac would have hand picked Brougham owners. Many thanks to N. Valoson for this insight.

A.W.D

Dear Roy:

The Eldorado Brougham is finally in production and the first shipments to certain areas are expected shortly. It is anticipated that there will be two Broughams shipped to Florida in early April—one for Jacksonville and one for Miami—that will be available for display purposes prior to delivery.

Attached you will find color and trim options together with the finalized price structure on the Eldorado Brougham which we will appreciate your acknowledging.

We understand that there will be little if any change in the Brougham until the beginning of the 1959 Model run. In other words, it appears that the styling will remain the same for the next eighteen months.

As you know, this is a limited production car with the factory planning to produce only 50 of these models per month when full production is reached, and it follows that we will probably receive no more than two (2) cars a month beginning in June for the entire Florida Area. There is thus a decided problem of distribution of these custom cars within our territory.

First of all, I would appreciate it if you would analyze carefully the orders which you have with the price now available and with the knowledge that only one or perhaps two of these cars may be available to you in the period of the next eight to nine months. Then, if you will, write us about each order, at the same time giving us a sketch as to who the customer is, his business, civic, and social background. I mention this because this is a prestige car and Cadillac hopes that these cars will be delivered to leaders in the various communities in which they are distributed—to people who will lend prestige to a prestige car.

It is important that we have this information just as soon as possible for we may be called upon to give specifications for one or two June cars at any time. Upon receipt of this information we will do our best to forecast both the number of cars that you will get and the approximate month, based on the information which has been furnished us by the Factory.

Very truly yours,

A. W. Johnson  
Wholesale Manager



**A**h, the 1950s. A time when life in America was a little more simple than the hectic world of today. Take luxury cars for example. Unlike today, the choices of luxury cruisers was easy; Cadillac, Lincoln, or Imperial. If you wanted to go all-out and exotic, you might order a Mercedes, Rolls-Royce, or Bentley, but these were uncommon sights on American roads due to their lack of chrome.

Detroit automakers have never taken being outdone by a competitor very well. This constant one-upping each other was at a fever pitch in the late fifties when automotive technology and design was changing rapidly. Lincoln had unleashed the fabulous Continental Mark II coupe, and fully expected it to sell so well that they actually made Continental a car make of its own. For 1956 and 1957, Continental was a separate car company. While strikingly beautiful and filled with gimmickry, the Mark II didn't sell.

Chrysler embarked on a partnership with Ghia coachworks of Turin, Italy to produce the Imperial Ghia limousine. This exotic long wheelbase monster boasted sheered mouton carpeting and a host of previously unknown luxuries, but was so expensive and hard to produce that only around 30 left the factory per year. Obviously, Cadillac needed something to counter these two image-mobiles - even if they were not selling well.

To counter anything the competition could possibly roll out of the factory, Cadillac stepped up its efforts in 1957 with what became one of the highest priced luxury cruisers offered at the time. Known as the Eldorado Brougham, the car was pricier than a Rolls-Royce and was literally

# Real Steel

by Bill Cooksey  
photos: James Cockrell

more of an auto show concept car than a practical production vehicle. It was beyond any doubt the crowning achievement of Cadillac's post-war efforts.

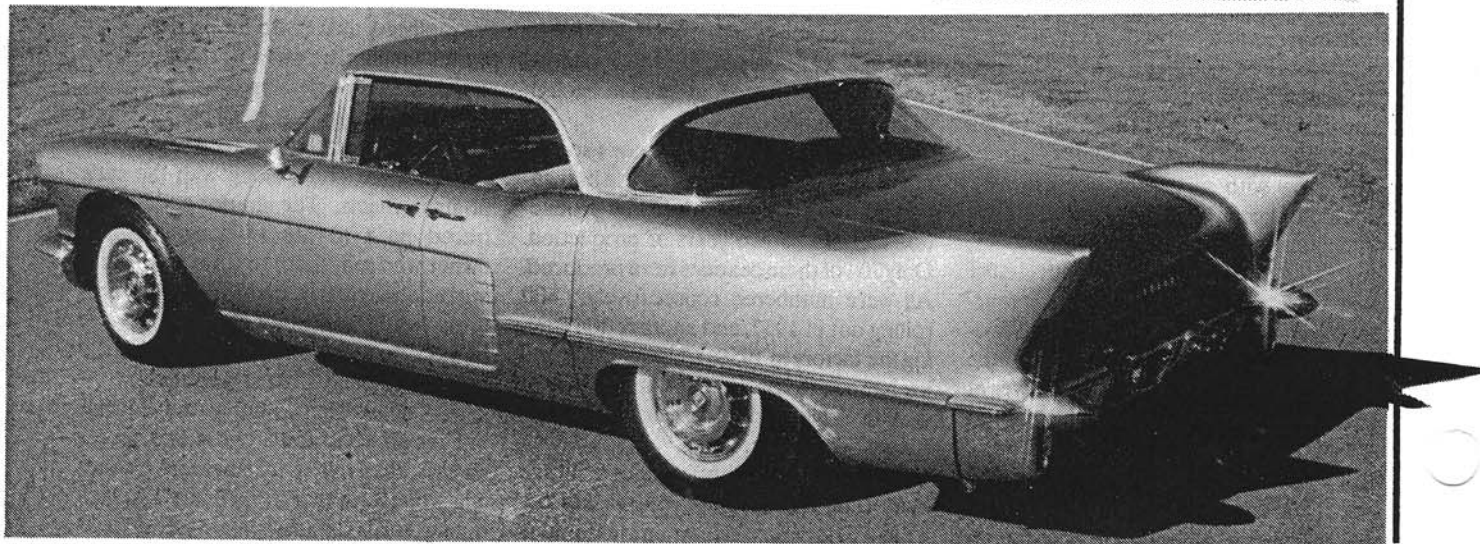
While that may sound like a big statement, a closer examination of the '57-'58 Brougham will make you a believer. The feature car you see here belongs to Charles D. Barnette of Texarkana, Texas. This '58 Eldorado Brougham carried a whopping list price of \$13,197. Like its 1957 counterparts, the most notable standard features include a stainless steel roof, suicide doors, a complex air bag suspension that operates with air lines that can raise or lower the car according to weight loads, a fully carpeted trunk (where the battery is located), automatic starter, a remote control trunk lock that opens and closes the trunk while the driver and passengers remain in their seats, and aluminum bumpers! Okay, one obvious question. If you stay in your seat, why do you

need to open and close the trunk? Cadillac didn't explain that one.

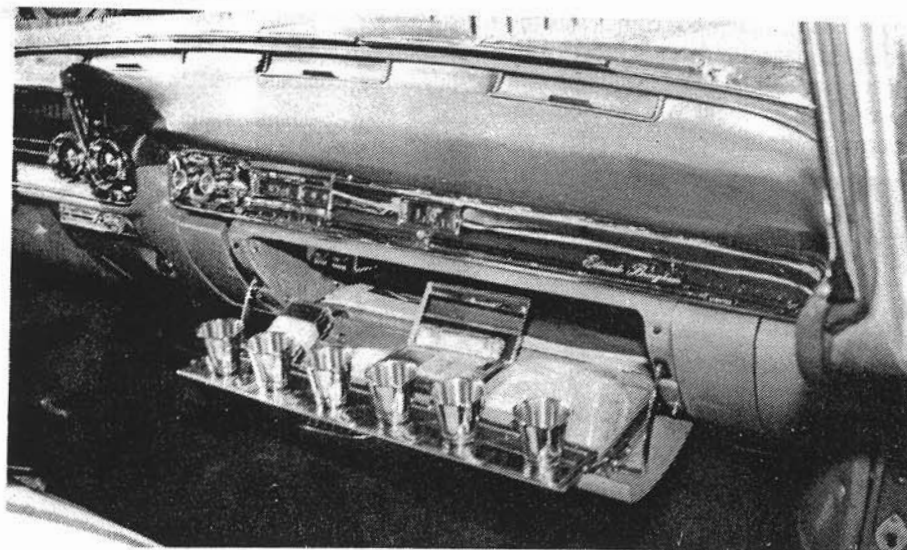
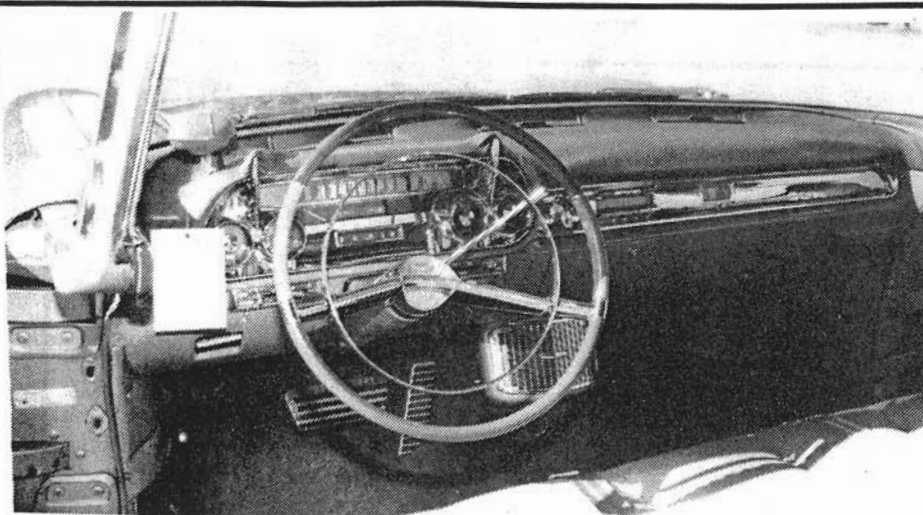
If that isn't enough, the Brougham also has a few extra creature comforts as standard fare. They include laminated tinted plastic sunvisors, a power memory front seat with controls located on the driver's armrest (and you thought that was a new idea), a glove box complete with six stainless magnetized shot glasses (for after those stressful business meetings) with a plastic holder mind you, fold-out shelf mirror, a tissue dispenser, a plastic ciga-

## The Cadillac Eldorado "Stainless Steel Topped" Brougham

rette case, and a separate compartment that is color coordinated and contains a ladies' vanity case with a clear plastic comb, mirror, lipstick holder, and a coin holder! Of course, passengers in the back seat couldn't be left out, so Cadillac installed a rear armrest compartment with color coordinated leather note pad, a sterling Cross pencil and business card holder,



GMCG



**What posh car would be complete without a bar that folded down from the dash? The specially designed glove box holds 6 magnetized shot glasses and other gimmickry to impress the passengers. We don't think MADD would like this too much!**

a color coordinated leather-backed beveled mirror, and a bottle of "Arpege" perfume! For the final touches, Cadillac installed a dash-mounted automatic headlight dimmer and 15 inch fluted wheels with 8.40x15 inch tubeless whitewall tires.

Now with a package like this, you wouldn't expect Cadillac to offer a plain Vanilla engine would you? For the money, buyers got a 365 inch V-8 with 10.0:1 compression and topped with dual four-barrels in 1957, and three Rochester two-barrels in 1958. Our feature car has the three deuces, giving it 325 horsepower at 4,800 RPM and 400 pounds of torque at 3,300 RPM. Handling the shifting duties, GM installed a Hydra-Matic two-speed tranny and a 3.36 geared rear. Obviously, the designers figured the car's hefty price

also meant it should perform with the best the competition had to offer. But due to the car's extreme weight, 5,315 pounds empty, the engine had more than enough to do.

Because of the Brougham's special features, high price, and glitches in its technology, it was destined to be a low-production car. In its two years of production. Only 704 of these beauties were produced. All were numbered consecutively. 400 rolling out in 1957, and another 304 leaving the factory in 1958. Charles' pride and joy happens to be car #590 and is one of only five '58 models produced with the Kenya Beige paint.

With its hefty price and exclusive nature, we'd love to tell you this car belonged to someone really rich and famous

like Elvis Presley, Marilyn Monroe, or John Wayne, but that's not the case here. Charles has traced his Cadillac's history back to being delivered new to a paving contractor in Kansas City, Missouri in 1958. The gentleman kept the car for years before letting it go to another Missouri resident. It changed hands twice more in the state before being sold in the 1980s to the president of United Engines - a trucking company in Oklahoma. By this point, the rare Caddy still appeared clean and original, but age was taking its toll on the drivetrain. The owner put his mechanics to work on the Cadillac while they were between servicing diesel trucks. Within months, the Cadillac was back in top mechanical condition.

Tiring of the car, the truck company owner sent it to an auction in Tulsa, Oklahoma, where it was bought by a Dallas car dealer. He called Charles' buddy, Bob Lamb, a car dealer and fellow classic enthusiast. Bob took one look at the Cadillac, plunked down the cash, and packed the rare beast back to Texarkana where Charles found it in 1984.

"When I spotted this Brougham sitting on a local car lot I almost lost control of the car I was driving!" He quickly turned loose of his prized '57 Fleetwood and had the rare and expensive '58 Eldo parked in his garage.

Charles is a long-time luxury car fan. His collection now has three Lincolns and three Cadillacs, but he was overwhelmed by this Brougham. "I had heard about the cars, but had never seen one before. When I finally saw one and actually bought it, I was just amazed".

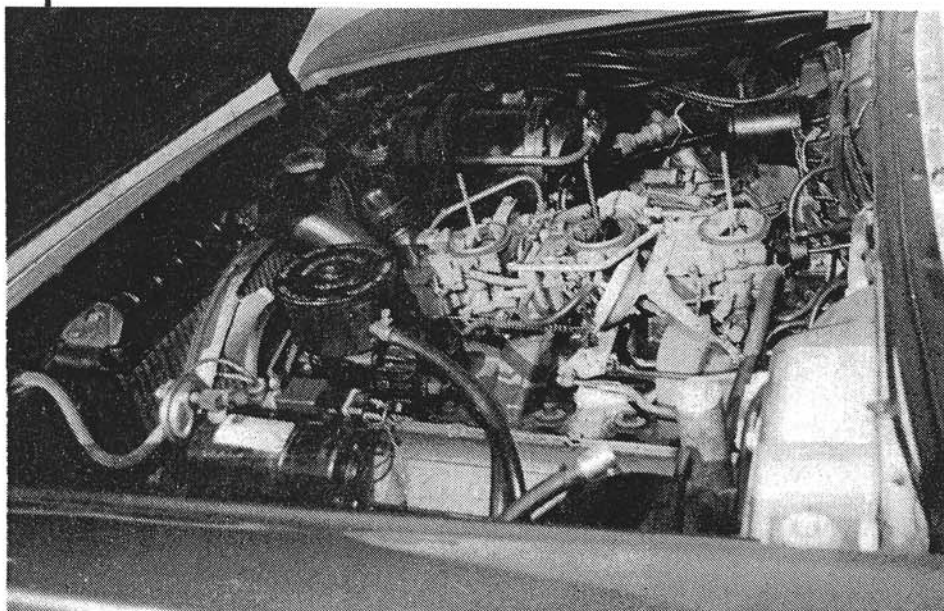
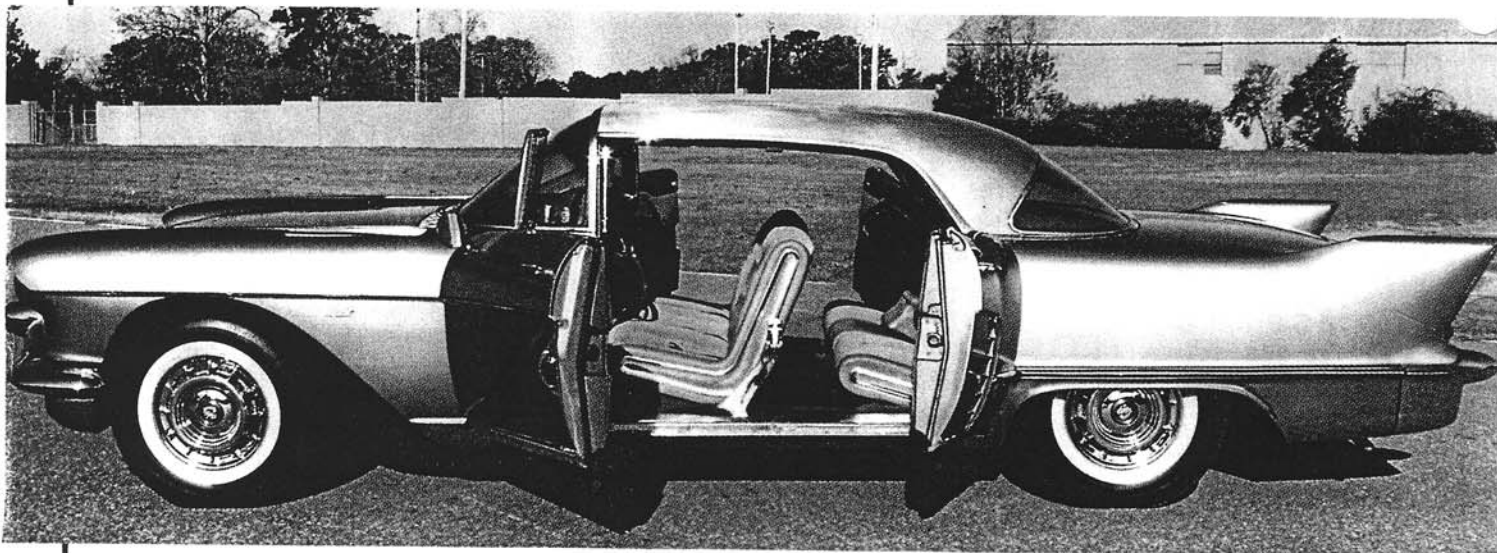
Charles had the car repainted, the chrome and stainless steel trim pieces refinished, and had sections of the seat covers replaced, along with the carpet. After some detailing, he was able to start showing his prized possession.

Two things, however, plagued him. The original drink glasses and interior goodies were gone, along with the car's original wheels. The interior goods were traced back to the trucking company owner who sent them to Charles - including the shot glasses, tissue dispenser, perfume bottle and all! The wheels were hunted down thanks to help from the Cadillac/LaSalle Club of America.

Today, Charles brings the Cadillac out for an occasional cruise or area car shows. His walls of trophies and plaques can attest to the car's cleanliness and high quality. Is it for sale? No way! Charles says this baby is for keeps.



## CHARLES D. BARNETTE'S #590



### GMCG Collector's Guide

10067 El Camino Ave.  
Baton Rouge, LA 70815  
(504) 926-6954 FAX (504) 924-5456

#### PUBLISHERS

John D. Ellis, Sr.  
Rob Wolf

#### FEATURE EDITORS

Randy Holden  
Dennis Casteale

#### MOTOR SPORTS EDITOR

Ned Radinsky

#### ADVERTISING MANAGER

Shirley Bencaz

#### PRODUCTION MANAGER

Tim Welborn

#### SUBSCRIPTIONS/BILLING

Linda M. Harris

News  
FROM THE FIELD

## CONGRATULATIONS

News  
FROM THE FIELD

A B.O.A. salute goes to Don Turkletop and #43 - featured in Vol.7, No.2, - for winning the prestigious "Most Elegant Closed Car" award at this years Hillsborough, California car show. Don says "it goes to show that the "59" can do it!" Well, we never doubted that - did we?

## 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.

## Viewpoint

ATC Peter M. Dorey, USCG (Ret.)  
Gristmill Road - Fire Lane 228  
Rural Route 2 Box 652-A  
Bridgton ME 04009 9550

Tel. 207-647-8072

April 13, 1995

The Franklin Mint  
Collector Returns  
Franklin Ctr. PA  
19091



Dear Mr. Stone:

Re: Your model of the 1957 Cadillac Eldorado Brougham

I am a proud owner of a 1957 (parts) and 58 "Brougham" since 1960, driving the 58 from Maine to San Diego, to Norfolk, VA and back, placing over 100,000 miles on it, driving it as my only car until 1973 when I retired it and placed it in dead storage. I have wished Franklin Mint would add this rare and exotic automobile to their fine collection. As a member of the, "Brougham Owner's Association" (BOA) newspaper I was pleased to learn of its addition to your inventory. Thank you, such recognition is long overdue. Naturally, I had to have one.

Overall the picture of the model in the BOA club newsletter looked great, but it appeared that the front grill was flat, not horizontally curved as designed by Cadillac. BOA club president, Allan Dowling had already received his Brougham model, so I called him about this apparent discrepancy, Allan assured me his model had the properly designed curved grill. Eagerly, I placed my order.

Three days later (pleasantly surprised at your quick service) your model arrived. Like a kid at Christmas time (I'm 61), I reluctantly, paused long enough to read the unpacking instructions before carefully opening the shipping container.

Gingerly, exposing the model to daylight, I was amazed and pleasantly surprised at the exacting detail you were able to maintain with a 1:24 scale. The detailing of the engine, suspension, interior etc. is exquisite, as one would expect of the Franklin Mint.

However, when I looked at the front grill, my pleasure quickly turned to shock and dismay! With all the care and exacting detail, even the small Cadillac crest on the front fenders and tire treads, the relatively "large" front egg crate grill was FLAT, as it appeared in the BOA newsletter pictures! Unfortunately, my earlier concerns were correct.

This vehicle has many distinguishing features; one of them is the "horizontally rolled" aluminum egg crate grill. Considering all the exacting details you were able to incorporate in this model, I am truly surprised that this "much larger" design feature escaped your crew's detailed study.

Again, I called Al; he stated that your normal procedure is to borrowed the actual vehicle for a design study. I can hardly believe a BOA member's Brougham would have a non-standard grill. But, that is the only reason I can come up with, causing your detailing crew to duplicate this glaring flaw.

I am enclosing one polaroid showing the factory installed grill on my Brougham and two polaroids of a "slightly" damaged spare Brougham grill to show the factory designed curvature.

For easy reference, I placed the grill on my kitchen counter with a 36" ruler to show the amount of the factory designed curvature. The "outside" (outer) edge of the curvature extends 3-7/16" off the counter as shown by the yard stick in the photo (This curve is not part of the minor damage to the spare grill). When installed on the car, the left longer edge as shown in the pictures would be the bottom of the grill.

Also, enclosed is also page G-16, G-18, & G-21 of the July 1960 Cadillac Eldorado Brougham Parts List showing the "rolled" grill, though not as well as my polaroids.

Re: Your blue information sheet, some errors exist

Engine Plan (outside view)

Item 4 is a 55 amp DC generator, not an (AC) alternator

Identify and add "item 16" to your "outside view" of the engine. That is the all important AIR COMPRESSOR for the air suspension system, mounted on top of the generator (item 4) on your diagram. This air compressor is also shown in Fig. 2-1 & Fig. 4-1, highlighted on the excerpts from the 1957 Cadillac Eldorado Brougham Service Information book.

Engine Plan (nearside view), as shown - correct

Driver's Compartment Layout:

Re: excerpt copied from the, "The Eldorado Brougham", operating (owner's) manual, pages 6 & 7, showing the instrument panel.

- a) Dash (-) = correct data
- b) Corrections in normal print
- c) *Italic items are incorrectly identified*, correct data in normal print

- 1. -
- 2. Oil Pressure gauge & warning (idiot) light
- 3. Photo-electric cell, automatic headlight dimmer control
- 4. Engine Temperature gauge & warning (idiot) light
- 5. -
- 6. -
- 7. *Altimeter* (WRONG!) Generator indicator gauge & warning (idiot) light



8. -
9. -
10. Gasoline quantity gauge & "low fuel" warning light
11. Variable density, laminated plastic translucent sun visors
12. Radio off/on, volume and tone control switch
13. Radio manual station selector and power antenna control switch
14. Transistor (an industry first) AM radio. When radio turned on the antenna automatically extends to half of its full height. When in weak signal areas, depressing the manual station selector switch will extend the antenna to its full height. When turning the ignition, or radio switch off, the antenna fully retracts into right fender grill. Two speakers are standard, a front and rear. A speaker "fader ring" located on the manual station selector knob allows the operator to select, or balance the front and rear speakers.
15. Air-conditioner vents (3)
16. Clock, drum type, displaying, hours, minutes, and seconds
17. Glove Box; Including: metal backed mirror, 6 stainless steel drinking cups with magnetic bases to hold cups onto fold-away bar, tissue dispenser, plastic cigarette package holder, ladies vanity containing: compact, lipstick holder, plastic comb, mirror, coin holder and compartment for loose cigarettes.

Also - Control buttons allow the rear luggage compartment (trunk) to be opened or closed by the front seat occupants

18. -
19. Ignition & Automatic Starter switch
20. Heater/Air Conditioner Duct (WRONG!) Front Radio Speaker
21. -
22. -
23. -
24. -
25. -
26. -
28. -
29. Add "Direction Control Indicators" on the dash-top edge, on either side of the steering wheel as highlighted on my copy of your drawing

Your descriptive card listing features and technical specifications.

Mostly, accurate, with one exception: it **WRONGLY** indicates that a "Cruise Control" was among the Brougham's many standard amenities.

NOT SO!

However, your list failed to mention many other Brougham amenities. For a complete list please refer to the enclosed copy of STANDARD EQUIPMENT ITEMS as listed in the 1957 Service Information supplement book, pages 1-3, & 4.

Allan Dowling mentioned some members had observed other discrepancies, specifically:

- 1) the stainless steel moulding at top edge of the doors missing
- 2) the engraved "Gasoline" nameplate on the roll top gas cap missing

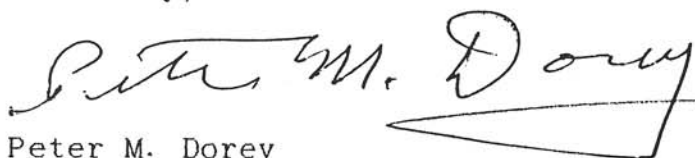
However, those items are less than 1/2" in actual size, as such, the reduction to the 1:24 scale reduces them to near nothing.

As I write this, UPS has just delivered a display case for your models. However, it's the wrong one, its for the "1959 Eldorado Biarritz", (not the Brougham) with its nameplate askew and barely affixed.

Disappointed, I am returning both the Brougham model and the "Biarritz" display case for replacement.

I hope the grill and display case problems can be easily resolved, anxiously awaiting corrected replacements.

Sincerely,



Peter M. Dorey

Enclosures:

- 1) 3 polaroids of my Brougham grills
- 2) copies of photos from Cadillac manual showing rolled grill
- 3) copies of photos from Cadillac manual showing air suspension compressor
- 4) copy of photo from owner's manual showing heater grills under rear seat
- 5) copy of Brougham Supplemental manual listing standard equipment
- 6) copy of your information and specification card

cc: Allan W. Dowling, President, Brougham Owner's Association

## **Commentary**

Thank you for sharing your thoughts on the Franklin model. Your attention to detail is most commendable. To be honest, I did not read the literature as closely as you did. The corrections you suggest should be taken care of with little upset to Franklin. As for the model itself, that is a different story. To re-tool to correct the grill would be a rather expensive project. Given the overall quality of the model, I doubt if it would be a worthwhile project. In the scale Franklin works in I am amazed at the detail they accomplished. I would have preferred a larger replica that would have allowed for more detail; however, I can not condemn the effort in its entirety. I remain thrilled with my model including the case.

I hope you will forward any answer you receive from Franklin Mint for publication in future issues. We welcome comments from other members as well.

A.W.D.

# CERTIFICATE OF AUTHENTICITY

The 1957 - 1958 Cadillac Eldorado Brougham

Designed by Robert Scheelk

A Limited Edition Signed and Numbered Photograph from the Book

*Cadillac Eldorado* by James W. and Jeanna Swanson Howell

By my signature, we certify that this photograph has been approved and signed by Robert Scheelk and is Number 01 in a Limited Edition of only 199 prints.

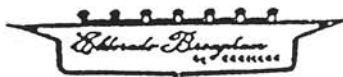
*Jeanna Swanson Howell*  
Jeanna Swanson Howell

The Cadillac Eldorado Brougham pictured is owned by Herb Rothman and Ted Davidson of California and was photographed in January, 1994, by James W. Howell especially for the book, *Cadillac Eldorado*.

The B.O.A. is honored to have been chosen by Dr. James Howell, author of CADILLAC ELDORADO, to offer our members an authentic autographed photo of a Brougham signed by the Brougham's designer Mr. Robert Scheelk. This offer is limited to 199 copies and comes complete with a certificate of authenticity. If you love the Brougham and collect literature, you don't want to miss this rare piece. The price - a mere \$69.00 including shipping and handling. As a bonus, you will also receive a collage print showing the comparison of the original Brougham and the Continental Mark II. Send your check to B.O.A., Inc., 19 Manning Drive, Berea, Ohio 44017. Remember, only 199 are to be issued. MAIL TODAY !

A.W.D.

## 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.

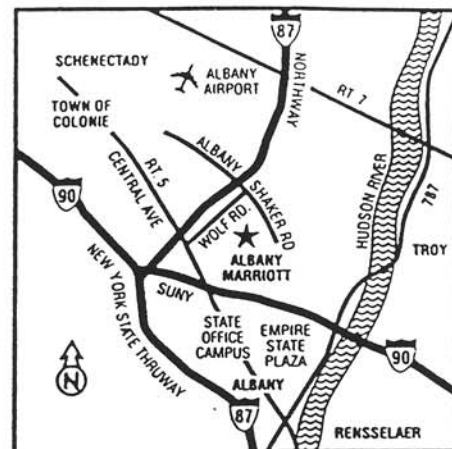
### COMPACT FELT POUCH NOW AVAILABLE

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.



# GRAND NATIONAL ALBANY, NEW YORK

## JULY 19-22, 1995



The New York Capital District Region is pleased to be hosting the 1995 Grand National Meet. The Capital District area is in a beautiful setting west of the Berkshires, north of the Catskills, and south of the Adirondack Mountain ranges situated at the confluence of the Hudson and Mohawk rivers.

Our Schedule of Activities includes: trips to Cooperstown's Baseball Hall of Fame; a private Corvette Museum; a dinner cruise on beautiful Lake George; a day at the famous Saratoga Thoroughbred race track; a junkyard jaunt for Cadillac parts; and guided tours of the State Capitol, Governor's Mansion, and State Museum.

There will be opportunities to have self guided tours of the local area, such as the Waterford Steps (the beginning of the Erie Canal Lock System); and the Shaker Heritage.

There will be free shuttle service for shopping at nearby Colonie Center and Crossgates Malls (second largest mall in New York State.)

The meet headquarters and site of the car show, hospitality center, and flea market will be at The Albany Marriott located on Wolf Road immediately accessible from the New York State Thruway (Exit 24); I-90 (Exit 1N); the Northway

I-87 (Exit 2E) and 5 minutes from the Albany County Airport. The Albany Marriott provides free shuttle service from and to the Albany County Airport, which also has full car rental facilities available. The Albany Marriott has large indoor and outdoor swimming pools, along with a full service health club. There are several public golf courses within 5 to 10 miles. The Hotel also features restaurants for formal and casual dining; a night club for your dancing pleasure; as well as a quiet conversation lounge; and full parking facilities.

We are excited about hosting our first Grand National, and trust that you will have an enjoyable stay with us.

Sincerely,  
The Capital District Region  
1995 Grand National Chairman  
Jim Lyng  
(518) 383-2913

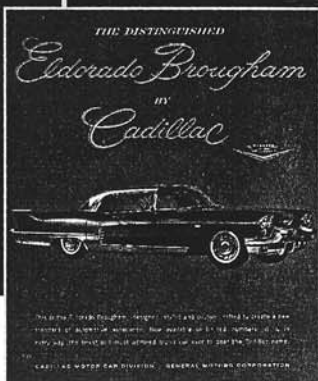
Registrars:  
Jackie O'Rourke  
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Norman R. Swanson, Ed.D  
(518) 456-6359

CADILLAC MOTOR CAR DIVISION PRESENTS

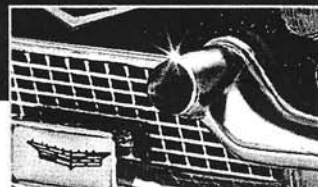
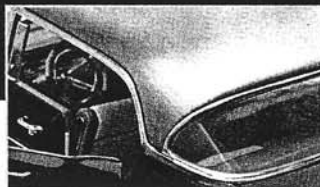
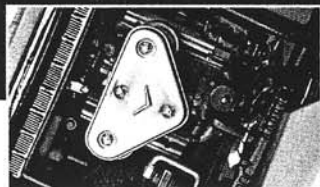
# The First Eldorado Brougham



Shown smaller than actual size of 9" (22.86 cm) L. Scale 1:24.



The first and only officially authorized replica of the 1957 Cadillac Eldorado Brougham. Precision-engineered with stainless steel roof, just like the original.



In an age of excess, it was without peer. And more luxurious than anything on the road. Now, the most sought-after Caddy of them all is captured to perfection in this specially imported die-cast replica officially authorized by Cadillac Motor Car Division.

It's a collector's dream come true. And it's jam-packed with authentic detail. From the Brougham's trademark quad headlights and torpedo-shaped bumper pods to the taillights integrated within those awesome tail fins. Even the roof is crafted of real stainless steel, brushed to an elegant finish, just as on the real car.

Grab your share of the Good Life—Fifties-style. Just \$120, payable in monthly installments.

## SATISFACTION GUARANTEED

If you wish to return any Franklin Mint Precision Models purchase, you may do so within 30 days of your receipt of that purchase for replacement, credit or refund.

\* Brushed stainless steel roof, just like the original.  
Road and steering wheels actually turn.



Franklin Mint Precision Models  
Franklin Center, PA 19091-0001

Please mail by  
March 31, 1995.

Please enter my order for the 1957 Cadillac Eldorado Brougham. I need SEND NO MONEY NOW. I will be billed in 5 monthly installments of \$24\* each, with the first installment due prior to shipment.

\*Plus my state sales tax and  
a one-time charge of \$4.95 for shipping and handling.

SIGNATURE \_\_\_\_\_ ALL ORDERS ARE SUBJECT TO ACCEPTANCE.

MR/MRS/MISS \_\_\_\_\_ PLEASE PRINT CLEARLY.

ADDRESS \_\_\_\_\_ APT. # \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE # (\_\_\_\_\_) \_\_\_\_\_

17125-14-001

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FRANKLIN MINT PRECISION MODELS.<sup>®</sup>  
SIMPLY MILES AHEAD.



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

Michael P. Rizzuto  
32155 "B" Joshua Drive  
Lake Elsinore, CA 92530-9624  
Phone/FAX 909-674-0509

Dear Brougham Owners,

As many of you may be aware, we have been reproducing the Magnetic Shot Glasses for your Brougham for many years. Many of you who have purchased the cups over the years have been asking me for the Plastic Carrying Case, and it would seem to me that most of you who have an old Plastic Case would love to replace that highly coveted scratched up, yellowed and cracked eyesore. Now is your chance!

Instead of building a beautiful in ground swimming pool and spa in our backyard, we have chosen to be martyrs and put this huge sum into very expensive, highly polished, optically clear injection tool steel molds for these parts. Perfect crystal clear replicas should be ready to ship in 8 to 12 weeks. Prebook orders received prior to final production will receive a 25% discount. After parts are in stock and ready for shipment, they will be billed at our regular price.

**25 %  
OFF!**

**Regular Price \$225.00**  
**Introductory Prebook Price \$168.75**  
**You Save \$56.25**

**25 %  
OFF!**

You may prebook using your credit card and form below. A 50% deposit will be billed to your account, balance is due on delivery. Check or Money Order is fine, if you prefer.

This is a swinging deal compared to the enormous cost of this tooling. Please help me to continue to provide you with the very best in impossible to acquire Brougham parts. If this proves to have been financially prudent, I will reproduce the Plastic Cigarette Case next.

Thank you all for your confidence in me over the years.

Sincerely,

### ORDER FORM

We appreciate your order of our new product. Please note the 25% discount for prebooking.

Qty.	Item	Reg	25% off
	1957-1958 Brougham Magnetic	225.00	168.75
	Vanity Cup Plastic Holder		

Name \_\_\_\_\_ Phone \_\_\_\_\_

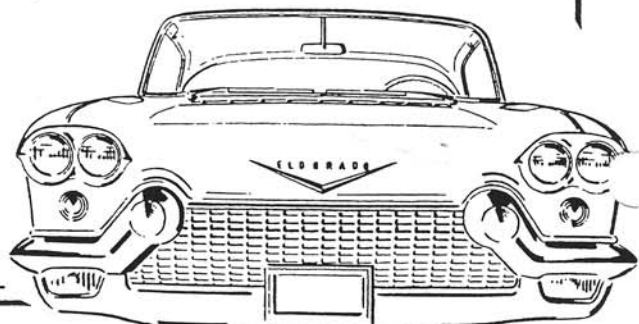
Address \_\_\_\_\_ City/St/Zip \_\_\_\_\_

M/C or Visa # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_

*California residents add 7.75% sales tax.*

Please mail or fax to: **MASTERMIND INC.**  
32115 "B" Joshua Drive Lake Elsinore, CA 92530-9624  
Phone/Fax 909-674-0509







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

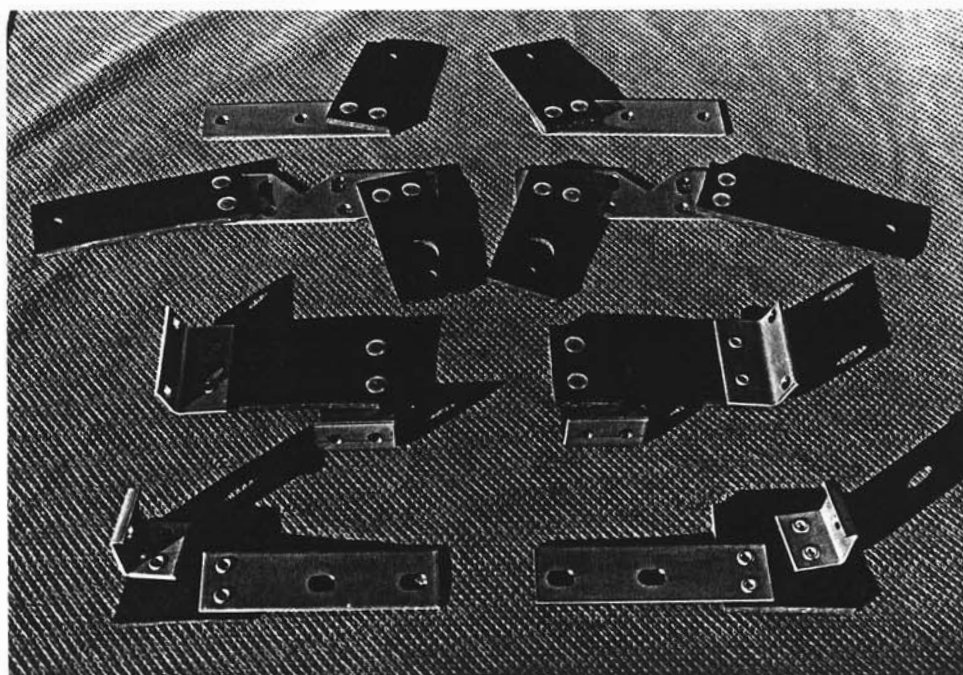
Michael P. Rizzuto  
32155 "B" Joshua Drive  
Lake Elsinore, CA 92530-9624  
Phone/FAX 909-674-0509

May 1, 1995

Dear Brougham Owners,

At long last a way to install your exhaust system without the assistance of Rube Goldberg. Throw away your home made welded on brackets, bailing wire, coat hangers, chewing gum, etc. We have now, ready for immediate delivery, a limited supply of extremely high quality stainless steel muffler hanger sets. We've die stamped the brackets and rivets using non magnetic 304S/S and die cut the rubber parts using a virtually indestructible reinforced neoprene. These parts will look new when your great grandchildren are in retirement!

**60  
Days**  
*Limited  
Time*



**20 %  
OFF!**

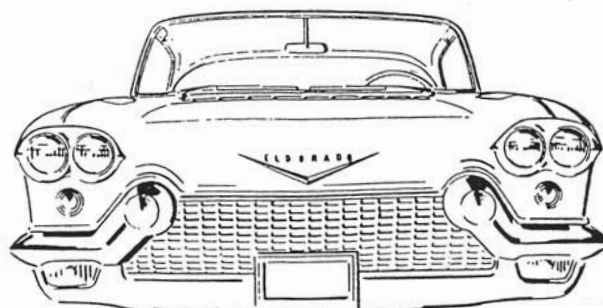


These sets can be purchased one of 3 ways. The first is the purest, an OEM 6 assembly set that your Brougham was delivered new with. (Top six pieces in photo.) This requires you to run exhaust pipes through the rear bumpers. Unfortunately, this causes your bumpers to be destroyed by corrosive exhaust gases. *Reg \$250.00 Now \$200.00*

Option Two is an 8 assembly set which consists of the OEM set plus two special retrofit hangers for the rear tail pipe area. These well engineered and researched retrofits allow you to drop the exhaust tail pipe in front of the bumper casting. Best of all, they bolt into existing holes and appear to be a factory part because the style is so closely matched to the rest. *Reg \$375.00 Now \$300.00*

Option Three is the Tail Pipe Retrofit only. (Bottom two in photo.)  
*Reg \$125.00 Now \$100.00*

You will not be sorry you made this purchase, you'll save the cost of these parts in labor alone, and you'll get a lot better job than your "Torch Happy" local muffler shop man can do! Why have your pipes rubbing on the tire or banging on the frame when you can do the job right?



# 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.

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.

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. Reduced to \$31,000.00 Contact: David Fog (619) 324-9183.

1958 Brougham - Black with perfect stainless steel top. Excellent running condition. Engine smooth as a whisper with clean exhaust. Elegant, all white original leather interior. Perfect spring conversion. Replated chrome front to back as needed. Incredibly smooth as satin hand rubbed perfect ebony, that would put some showroom cars to shame. Must be worth 36,000.00. Quick sale price \$29,500.00. Contact Edwin Alfred, 26 Old Lancaster Rd., Merion, Pa. 19066 or call (610) 667-2234.

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: Hubcaps from perfect to good used. Good side chrome. Absolutely gorgeous pair of replated rear bumpers. Will give generous allowance for your old bumpers. N.O.S. engine block. Chrome louvers for top of fender. Upholstery cloth. Emblem for side of fenders. Fender skirts perfect. Tail-light housing. Perfect stainless steel top. Money re-funded if not satisfactory. Used big finned wheel covers for 59/60 Brougham. Call Edwin Alfred (610) 667-2234.

PARTS FOR SALE - 57/58 Eldorado Brougham: Evan's compact (not Brougham) \$150.00. One wheel (no cap) \$350.00. Set of headlight doors \$150.00. "57" shop manual (Brougham) \$60.00. Non-atomizer Arpege silver label, stopper top \$50.00. Arpege blue label new in the box \$200.00. Call Marion Falat (708) 381-4295.

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 (310) 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: 20 year collection of parts, call Dr. Zeiger (310) 275-8156 with your needs.



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). Rear door lower trim (left side, light pitting). Black turn signal lever (very nice). Grey shift lever (very nice). 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. Generator, relays, regulators, and gauges. Sheet metal; doors, trunks, rear quarters. Stainless steel trim; interior and exterior. Vent window motors and transmission. 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. Front leveling valve, control solenoid, glove box liner (grey), (2) used front air ride shock absorbers. Mint newly re-chromed hubcaps with new centers. Rebuilt oil pressure sending unit. ELDORADO letters, (2) sets. Emblems for front fenders. Switch for rear seat heater. License plate frame and back up plate. Air cleaner knobs (2) for 1957. Steering wheel (4 pieces) newly chromed that fit on rim. Battery cover lid. 1958 Eldorado Brougham engine with all accessories, generator, fan, starter, aircond., compressor, tri-power w/air cleaner, transmission, and all brackets & linkage. Runs smooth as silk, no rebuilt necessary. Call Jerry Schantz (904)677-4373 evenings only 10pm to 12 midnight E.S.T.

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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.

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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.

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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.

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PARTS FOR SALE - 59/60 Eldorado Brougham: N.O.S. 59/60 windshield; original, with bill of lading included. New 1960 Owner's Manual (Brougham). Contact: Dr. Zeiger (310) 275-8156.

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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.

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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.

## Parts Wanted

PARTS WANTED - 57/58 Eldorado Brougham: Air compressor. N.O.S. air bellows, front and rear. One N.O.S. hubcap. Front bumper face bar. Air cleaner, both types N.O.S. Radio mast and motor for 57/58 Brougham, condition not important. Contact Edwin Alfred, 26 Lancaster Rd., Merion, Pa. 19066 or call (610) 667-2234.

PARTS WANTED - 57/58 Eldorado Brougham: One right front door latch assembly. Contact Gerald Miller, 1024 North Tenth Street, Albemarle, N.C. 28001 or call (704) 982-3813.

PARTS WANTED - 57/58 Eldorado Brougham: (1) parking light lens rear. (1) left front door locking pawl for door handle. Good chrome plating company 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 Brougham front lower impact bar. 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.

## CAR WANTED

WANTED: 57/60 Brougham in good to excellent cond. Would like to trade up or down. I have a 1960 Cadillac Conv. with A/C. Just finished a body off restoration. Will consider all. Call Mike Paone (908) 322-6486 before 10pm. EST.

## Miscellaneous

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

Literature for sale - 1949-1991 Sales Brochures. All in excellent condition. Sorry no 57/58 at this time. For list send S.A.S.E. to Al Dowling, 19 Manning Dr., Berea, Ohio 44017 or call (216) 243-0726 after 6:00 p.m., E.S.T.

55/56 Dual quad set up with intake manifold and bat wing air cleaner \$1200.00. "59" tri-power air cleaner \$350.00. (2) St'd "57" hubcaps \$40.00 ea. "56" Limo Jack assembly (rare) \$140.00. Call Marion Falat (708) 381-4295.

## SALES LITERATURE

### REPRODUCED

Jerry Schantz is offering laser copies of the rare 21½" X 14" Brougham brochure. THE RAREST SATISFACTION IN ALL MOTORDOM. For your copy, call Jerry at (904) 677-4373 till midnight. Price is \$37.50 each.

## 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. \$50.00 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

Nick Apostolakis  
Medina, Ohio

Rolf Hansen  
Germany

Joseph Marchione  
Philadelphia, Pa.

John F. Baynes  
Conyers, Ga.

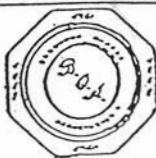
G. H. Himelhoch  
Houston, Tx.

Nelson E. Valosen  
Southampter, N.J.

### Newsletter Deadline:

Closing Date

Fall 09/15/95



Mailing Date

Fall 10/04/95