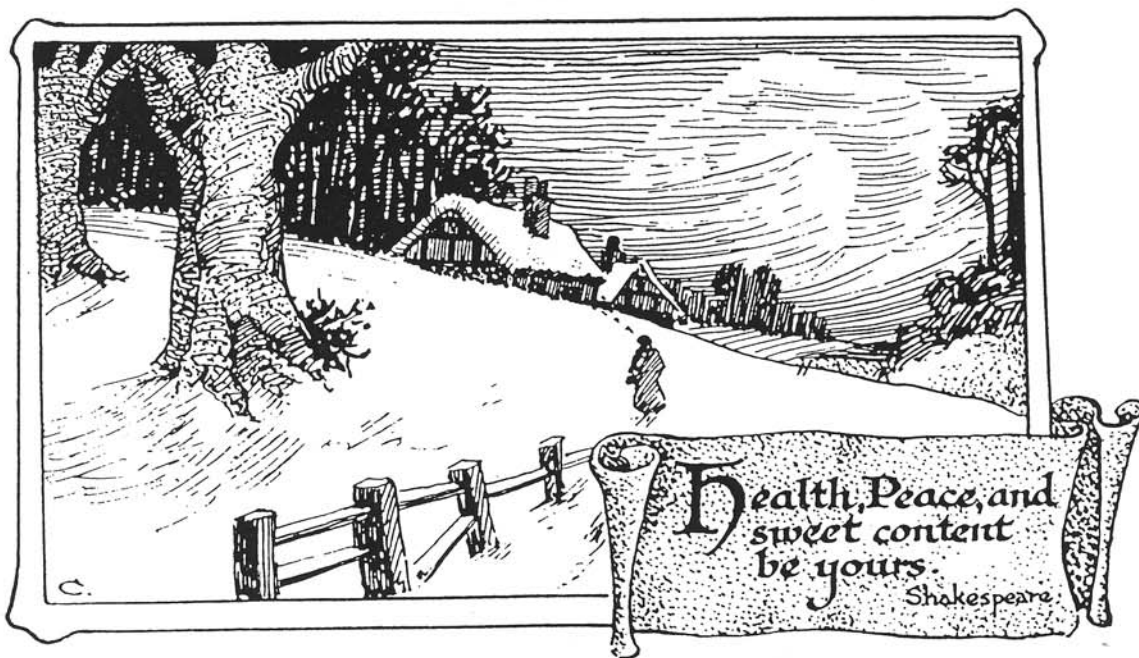


*Brougham
Owners
Association*



Newsletter Vol. 7 No. 4

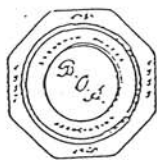
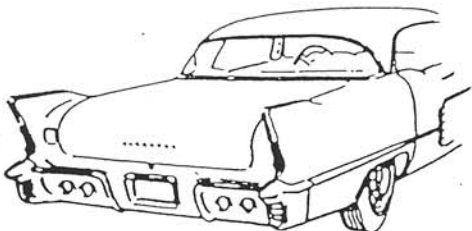
Brougham Owners Association, Inc.

B.O.A. Newsletter Vol.7. No.4. Winter 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.

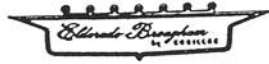
President's Message

*"Never a Christmas morning,
Never the old year ends—
But someone thinks of someone,
Old days, old times,
old friends."*



Alan D. Dunning
Jan Dunning

BROUGHAM HISTORY



CADILLAC MOTOR CAR DIVISION

GENERAL MOTORS CORPORATION

DETROIT 32, MICHIGAN



STANDARD OF THE WORLD

April 21, 1958

TO ALL DISTRIBUTORS AND DEALERS

General Manager's Copy

Parts Manager's Copy

Service Manager's Copy

SUBJECT: Eldorado Brougham Electrical Circuit Diagrams

The diagrams attached to the Service Manager's copy of this letter will assist servicemen in tracing 1957-58 Eldorado Brougham body wiring circuits.

The 1958 Brougham has several significant changes in Air Suspension electrical circuits, such as the addition of a fuse in the compressor power supply, that are not shown in the original Brougham Service Information Manual. These changes are shown in the air ride circuit diagram included with the body wiring pictorial views.

Very truly yours,

R. M. Phillips
General Service Manager

-ls

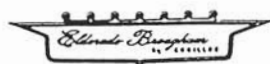
Att.

Printed in U.S.A.



B-BLACK
N-NATURAL
P-PINK
R-RED
V-VIOLET
BRN-BROWN
DBL-DARK BLUE
LG-LIGHT GREEN
OR-ORANGE
B/W-BLACK
DBL/W-DARK
WHIT
P/G-PINK WITH

BROUGHAM HISTORY



On September 18, 1957 Mickey took what seemed like the first step to oblivion. At Internal Revenue Service office in Los Angeles, he told Collection Officer Guy McGown that he had no hope of paying his debt to the Government. Under oath, he signed a statement that, aside from clothing and personal effects, he didn't have a dime. Sometimes Government officials write off such debts and close the books. Distrusting Cohen, they kept his account alive. They had the right hunch. For on that very day, after swearing that he was broke, Mickey bought himself a new Cadillac Brougham. The cost: \$16,222.24.

Unfortunately, the newspaper in which this article appeared is not known, but if the information is correct, it means that the Brougham that Mickey Cohen purchased is somewhere around Body #300. It is also interesting that Mickey paid an unusually high price for his Brougham.

The material below was taken from the January and March, 1976 issues of CARS & PARTS.

Tool Bag

(Mail your questions for this column to The Tool Bag, 194 South Greer, Memphis, Tenn. 38111. The Tool Bag cannot answer questions regarding the search for cars or parts since that is the function of the ads in *Cars & Parts*).

QUESTION — I have recently purchased a 1958 Cadillac Eldorado Brougham by Derham. I have tried in vain to find any information as to original cost and production figures and hope you might be able to help me. My car has a canvas top and small rear window. — Robert Mannino, New York, New York.

ANSWER — If Reader Mannino has a 1958 Cadillac Eldorado Brougham with custom work by Derham it is our opinion that he has a "one-of-a-kind" or one of very few. We have Maurice Hendry's book, *Cadillac*, probably the best and most complete history of Cadillac ever published, and we can find no reference to a 1958 Derham. Nor can we find it in any other source of our library sources. Hendry's book, and other sources, do mention

the regular Eldorado Brougham, made by Cadillac, of which 304 were listed as being made in 1958, at the price of \$13,074. The only clue we can find in answering Mr. Mannino's question is contained in the two part history of the Derham Body Company by Hugo Pfau, which ran in the January and February issues of *Cars & Parts*, 1973. Mr. Pfau pointed out that the Derham firm was one of the last of the custom body shops to survive, but that even Derham found little custom body work to do after World War II although they continued to do a few modification jobs, including padded tops, mostly on Chryslers but some for other makes, including Cadillac. However, if we interpret Mr. Pfau's articles correctly, most of this work was in the 1946 to 1950 period and by 1958 Derham was doing very little. Mr. Pfau states Enos Derham sold his building some time around 1963-65, reserving the right to use a part of it as a shop and continued doing an occasional conversion or padded top job after that. Our guess is that someone bought a Cadillac Brougham from a dealer, then took it to Derham for whatever custom work was done on this car and that it is a very rare car indeed. Does any reader have better information?

QUESTION — More on the Derham Cadillac Brougham for 1958, as discussed in the January Tool Bag.

ANSWER — We now have a letter from C. W. Strickler III, president of the Brougham Owners Association, and who lives in Atlanta, Georgia. Reader Strickler confirms that our answer was largely correct but writes, "I would like to add a little further information. I am aware of two Eldorado Broughams that had the Derham conversion to the small rear window and the canvas covered top. Whether or not Derham did more of these conversions, I do not know. I do know another interesting conversion was done by Hummer Binder of New York for William Randolph Hearst, Jr. They installed a sunroof in the brushed stainless steel top, and this is definitely a 'one of a kind.' All this work was done on an individual basis, by arrangement with the owner of the car, and the Cadillac factory had no involvement in this custom work. I have personally researched the entire Brougham production at the factory and Cadillac did not participate in any such work." Thanks for more information from Mr. Strickler. As president of the Brougham group, he should know. In fact, we were not even aware of the existence of his association, but will now add it to our "club" file.

LETTERS

To the editor:

The Eldorado Brougham story is one that evolved rather than ended. I enclose proof of this in the article I found in *Automobile Quarterly* in 1967. As you can see from the first two pictures, the fake Brougham wheel covers are on the 1961 clay model and the 1962 proposal has the Brougham's center-opening four door hardtop theme.

I think that the "modern" Eldorado is a blend of the Brougham and the old Seville-Biarritz and I also believe that the spirit of the Brougham—to do something really special—had more to do with 1967-present Eldorado than just an updating of the standard Eldorados of the fifties. Anyhow, I'm hoping the club members will enjoy this article from so long ago.

Sincerely,
Dr. Roger Eickmeier
Mitchell, Ontario

From the very outset those who were responsible for the Eldorado were determined that this new car for Cadillac was to be something quite superior and advanced in both engineering and design. It is surprising—and highly commendable—that the Cadillac Motor Car Division of General Motors would break tradition and offer simultaneously a choice of two types of luxury automobile. It is very seldom that an automaker with such an entrenched position and established image would risk competing with itself—and with a car incorporating an all-new approach. But, as was stated by Carl Rasmussen, Cadillac's Chief Engineer, "Throughout the development of the Eldorado, Cadillac engineers had in mind that this car had to be exceptional or there was no use in producing it . . . it was *not* to be just another car."

Rarely does an automaker have the degree of freedom in the planning of a new model that was the Eldorado's. Usually, a new car is an elaborate complex of compromises; current production methods must be followed; for economy's sake many regular engine and drive-line components must be used, as must many body parts. Also, an established production line must be utilized, as well as regular test facilities. All of these factors must inevitably limit the meaningful areas in which a "new" car can actually be new. With one stroke the Eldorado was freed from all these limiting influences—it was to have a completely new factory. For the first time in their sixty-five-year history, Cadillac was to have a second assembly line, and it was to be devoted exclusively to the manufacture of the Eldorado.

The site chosen for the new plant was the old Cadillac foundry building at 2860 Clark Street in Detroit. During 1964 the building had been cleared and made ready as a possible Eldorado production area, but the story of the car's development goes back much farther than this.

As early as 1959 the initial impetus for

Cadillac to develop a different kind of personal car, appropriately a cut or two above the rest of the field, was supplied by Dan Adams, Assistant Chief Engineer, and Tom LaRue, now deceased, but then Assistant General Sales Manager. Harold G. Warner, General Manager of Cadillac, was presented with the concept, and was sufficiently impressed to authorize initial experimental and development work. By the autumn of '59 the project was under way.

Les Milliken, a Cadillac staff engineer, was one of a number of design experts who were assigned to work in conjunction with other GM engineers on the Unit Power Package which eventually became GM's front wheel drive.

During the winter of 1959 exhaustive tests of a front wheel drive unit were begun at an airport near the town of Grayling in upper Michigan. At the same time the styling section was resolving the outer dimensions of a five-seater, two-door body, as well as establishing interior dimensions to provide optimum comfort. At this stage the styling section was prepared to adapt to either front or rear wheel drive, depending on the success of the front wheel drive test program. It was a formidable challenge GM engineers took upon themselves, when one considers the vast amount of torque that was to be transmitted, considerably complicated by Cadillac's steadfast requirement that the steering should have a light touch and yet retain a definite feel of what was happening at the wheel/road interface.

Once the engineering development was under way, the styling section began evolving various body styles, a continuing feature of which was the "neo-classic" long-nosed, short-tailed configuration. Work on the first clay mock-up, designated XP-727, was begun on October 1st, 1959, but after a few months of development it was felt by GM management that it was leading them in the wrong direction, so it was scrapped and the styling group started afresh.

XP-727 #2 followed, and was revised and

refined from February through August of 1961. Another "classic" feature, the "V" windshield, made its appearance on this model, finally manifesting itself as the crisp, V-shaped rear window on the eventual production model. Various headlight arrangements were also tried, one actually employing English Lucas PL 700 driving lamps.

The final version of the first experimental series, XP-727 #3, was evolved from the end of 1961 through November, 1962. This was a great improvement over the previous treat-

ments, and although it was cursed with a rather unfortunate headlamp arrangement, it was by far the best balanced and least outlandish approach so far. This was the first version to have concealed headlamps, though only the high beam units were unexposed. For the first time, also, the wheels were fully exposed, both front and rear. Although XP-727 #3 was taken to a highly finished state, it was finally decided to scrap the idea and pursue something more "modern". The result was XP-784.

This was the first styling study to be conceived at the outset as a front wheel drive car, both the FWD approval and the construction of the first clay model occurring in May of 1963. XP-784 was a much rounder, pointier car than its predecessors, and it seemed to be mainly distinguished by its remarkable similarity to the then current Thunderbird. After four months' development, this project was also dropped in August of 1963.

The following September XP-820 entered upon the scene, and was the first to be based on the C-body components which Cadillac shared with larger Buicks and Oldsmobiles. This was the first car to bear a strong resemblance to the final production version. Various frontal treatments were tried, some best forgotten, but the rear half of the car, from the windshield



back, suddenly looked "right" all over and, in fact, remained virtually unchanged from that point onward. For the first time, a convertible was also prepared on this basic design. In December of 1963, the final clay mock-up was created, and was identified as XP-825. The general features of XP-820 were retained, with detail revision, the whole now being based on the GM E-body components which the car was to eventually share with the Riviera and Toronado. An interesting concave windshield was tried on this final styling exercise, as were underslung headlamps beneath the radiator grille, but both these ideas were later dropped.

In early 1964, the styling section had finally reached the point where they felt they were ready to show the car to Corporation and

Division management, so a fiberglass replica of XP-825 was built and was shown in May of that year. The E-body program became official, and the decision was made to prepare the car for production.

All the while that the styling studios had been juggling their various approaches, the engineering staff had been chasing the bugs out of the front wheel drive and the automatic leveling unit. To realize how successful they were, one needs only to drive an Eldorado for a few blocks. All of the traditional characteristics of front wheel drive cars, most of

which are unpleasant, have been totally eliminated in the Eldorado. The time-honored feeling of being yanked down the road by the steering wheel is now a thing of the past. Cadillac's variable-ratio steering imparts a nimbleness and agility that makes their cars feel much smaller than they are, and the excellent automatic leveling system completely eliminates the pitching and heaving that most cars display when heavily laden.

Indeed, with all of the Eldorado's praiseworthy qualities, it is in the area of handling that the car shines brightest. Absolutely neutral at all but the highest cornering speeds, the car, when forced, will finally develop a mounting understeer when under full power, but this is easily neutralized by backing off the accelerator, at which time the tail will move out in the classic FWD tradition. There is still complete controllability at this stage, and, in fact, the Eldorado can be held in this mode and sent into and around bends at speeds that will send many so-called sports cars skittering off the road out of control. It is, of course, quite unnecessary that the Eldorado should handle this well. It is doubtful that one owner in a thousand will drive the car this way, but it does speak volumes on how thoroughly Cadillac engineers have done their job.

It is suggested that any owner who plans to use his Eldorado in this fashion should seriously consider specifying the installation of

the optional front disc brakes, exclusive to the Eldorado and not available on any other Cadillac. These units, very smooth and very powerful, give the spirited Eldorado driver all the confidence and security he could want, and if he still succeeds in getting himself into trouble, it won't be the car's fault.

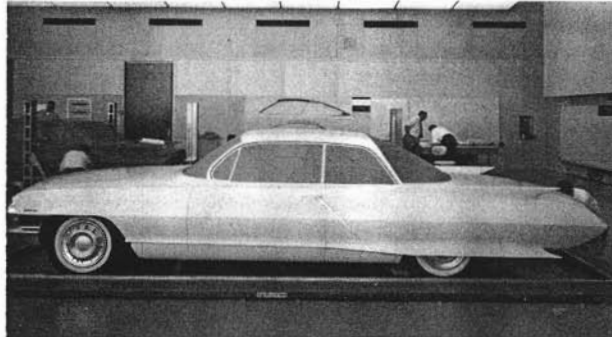
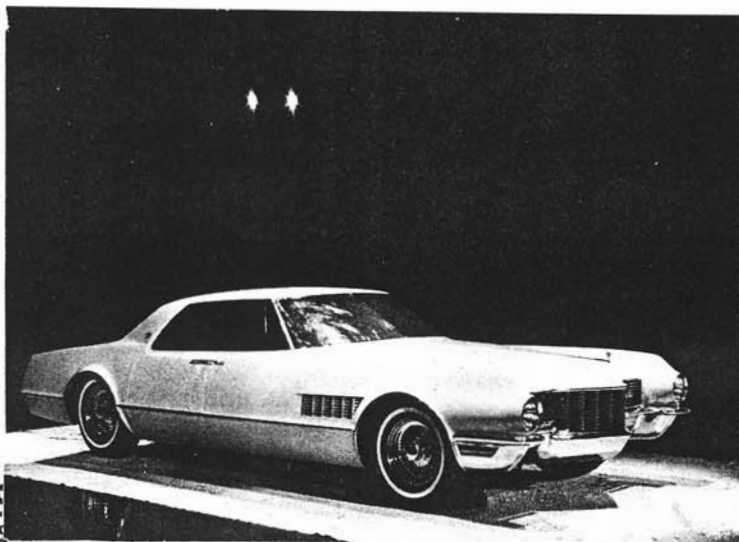
The Eldorado's interior is everything the habitual Cadillac owner has come to expect; the materials are the finest in the industry, the range of comfort and convenience options is practically endless, and includes GM's famous Climate Control air conditioning-heating-ventilating system which is quite probably

the best in the world. All this, combined with Eldorado's nimble handling and striking appearance, adds up to a very impressive motorcar.

An Eldorado driver truly travels *Grand Luxe*, and those who care to give a thought to it can be reassured that underneath all these lavish surroundings is a thoroughly engineered, smoothly functioning, extremely impressive automobile. For several months now, Cadillac advertising has been referring to the Eldorado as "The world's finest personal car." Further than this, we think it is the most outstanding automobile in both design and engineering introduced for 1967. ♦



Above, full size clay model of XP-727 #2, an Eldorado forecast, 1961.
Below, a four-door exercise, XP-727 #3, highly finished, 1962.



The Eyes Have It

A museum exhibit of automobiles asks the question: Are cars art?

by Dan Neil

Stunning, tempting, sexy, lyrical. These are the attributes that make cars collectibles. But are cars art? Before you answer, remember, your opinion doesn't count. Because if you are holding this magazine, you're most likely a fan of the automobile—fan as in fanatic, with all the uncritical enthusiasm the word suggests. After all, the guy in cowboy boots and 10-gallon hat will tell you that Frederic Remington is the greatest artist who ever lived. Whether cars are art is a question for the experts, such as art historians, museum curators and critics. Among them, the answer is far from unanimous.

In early May, the Museum of Fine Art in Montreal premiered "Moving Beauty," a collection of 50 extraordinary cars brought together under the rubric "pure form." Director Pierre Theberge spent two years and \$3.2 million converting his museum's maze of walls into the ultimate collector's garage—over here the Rumpler Tropfenwagen (1921), over there the Dubonnet Xenia (1946) or Bugatti Atlantic (1938). Theberge intended the exhibit to be definitive, a demonstration of what he calls the "autonomous strengths of the automobile."

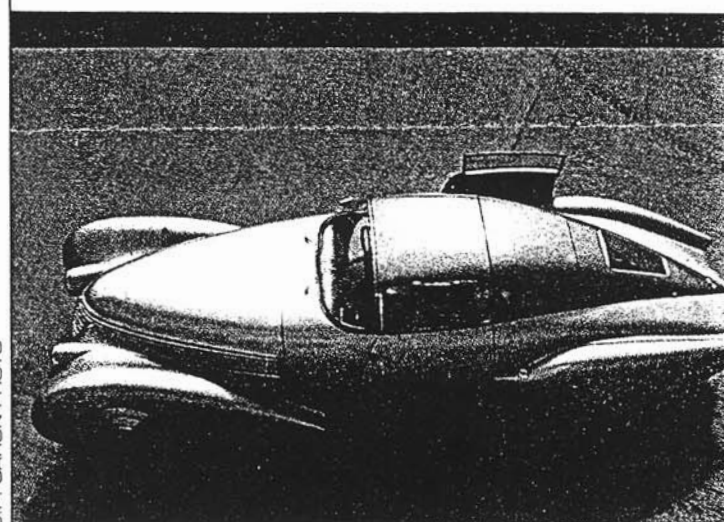
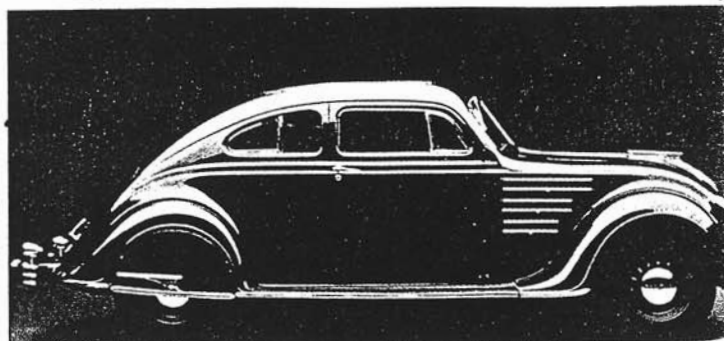
Guido Molinari was unimpressed. As elder statesman of Montreal artists, the well-known abstract painter conducted a campaign of dissent over the exhibit, arguing that in a time of budget-cutting for the arts, the city's premier museum shouldn't be wasting its resources on something that isn't art. Molinari met the opening-night, black-tie guests on the street with a placard. And then a strange thing happened.

He changed his mind.

"The principle seemed a little far-fetched at first," Molinari says. But after seeing the exhibit, he "had to admit it made a point about the car as aesthetic object." In fact, Molinari says, the pioneers of the Golden Age of Automotive Design—names like Pinin Farina, Figoni and Falaschi, Voisin, and Cord—could be regarded as "sometimes better artists, more profound, than many fine artists relying on a tradition." Like the early Modernists, they intuited their designs based on abstraction and formal properties: form, function and speed.

"Inside these concepts, there is room for great beauty," Molinari says. Car lovers have known this all along.

"Moving Beauty" isn't the first time the art establishment has



J.P. CARON PHOTO

considered the automobile. In 1968, the Museum of Modern Art staged "The Machine as Seen at the End of the Mechanical Age," and in 1984 the Los Angeles Museum of Art exhibited "Automobile and Culture," but in both cases the emphasis was on the automobile's connection to art rather than its own status as *objet d'art*. Last year's Ferrari exhibit at MOMA, "Designed for Speed," was the first time a major American art museum had regarded the automobile as an essentially aesthetic expression, but this exhibit suffered because it included only three cars—a 1949 166MM Barchetta, a 1987 F40 and a 1990 Formula One racer—all from one company.

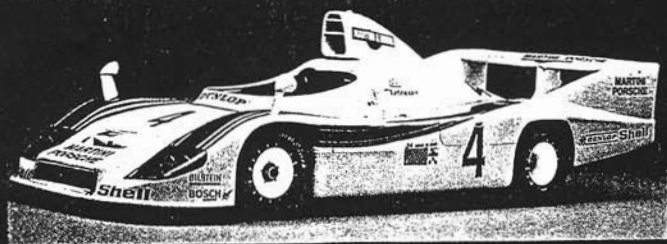
There are no open hoods in "Moving Beauty." Indeed, Theberge—a self-described automotive dilettante—excludes the automobile's technical development from discussion wherever possible.

"I wanted to take the car out of the ghetto of enthusiasts," he says. "I wanted to raise it into another context, to open art history up to a new field of study."

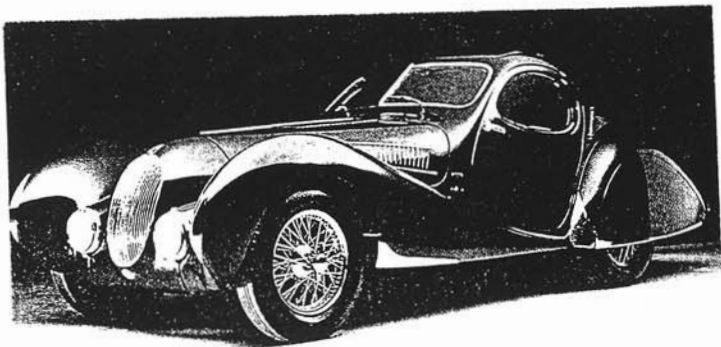
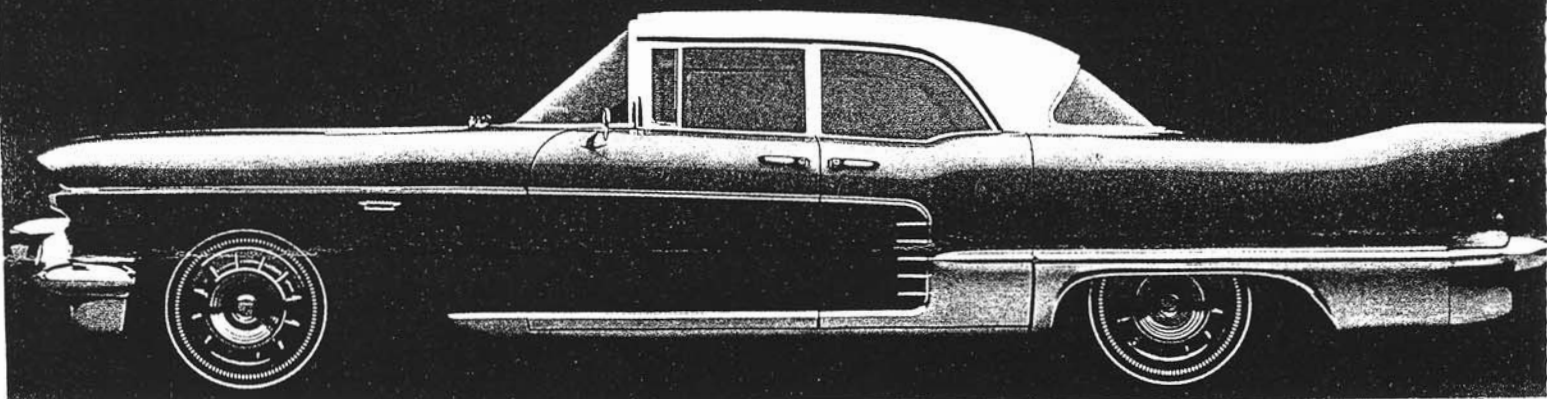
As an automotive outsider, Theberge has made some interesting choices for "Moving Beauty." Many landmark vehicles aren't included. Like an English professor who leaves *Moby Dick* out of a class on American Literature, Theberge's exhibit suggests that aficionados consider the reason why such cars as the Mercedes 300SL Gullwing Coupe and the Model T are part of the automotive canon.

The cars that did make the cut comprise what is quite possibly the most heart-in-the-throat gorgeous collection of cars ever under one roof. The glittering thoroughbred Miller 91 racer (1928), for example; the Panhard-Levassor 35CV "Des Records"; the Voisin C25 Aerodyne (1935); the Tucker (1948); the Alfa Romeo Disco Volante (1952).

"Moving Beauty" offers patrons the revelation of seeing these kinds of cars in a perfected curatorial frame. The BMW 328 (1938)



Automotive art has many interpretations, as for example, in the basic functionality exhibited by purpose-built race cars like the '77 Porsche 936/77 (left), or the '38 Auto Union Type D V12 (bottom right). The '57 Cadillac Eldorado Brougham (below) mirrors societal excess, while the '34 Chrysler Airflow (opposite page, top) exhibits an aerodynamic ideal. But for most people, the automobile as art takes a more lyrical form, as in the '38 Talbot-Lago T 150 SS (bottom left), or the '46 Dubonnet Xenia (opposite page, bottom).

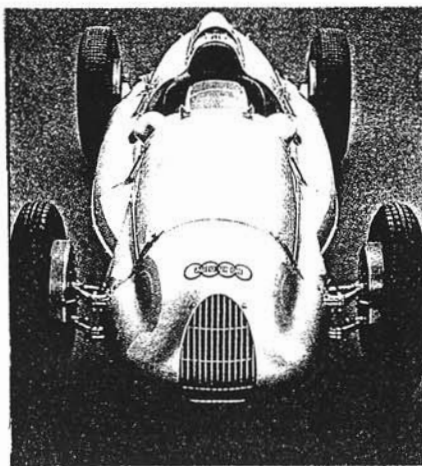


sits on a slightly raised platform in a large, empty, pale green room. Viewers can circle the car, following the reflection of the lights in its fluid curving bodywork. In a nearby salon, an Alfa Romeo 6C 1750 Gran Sport (1930) sits in all its red angularity. In yet another room, the Talbot-Lago T 150 SS (1938) sits a few paces away from the Cord Westchester 810 (1936).

This juxtaposition captures a critical change in the history of automotive form. The Cord represents the moment when American luxury cars broke away from the fussy lyricism of the European profile perfected in the Talbot-Lago. From this point forward, aerodynamics became less a visual and more a technical phenomenon. The Bugatti Atlantic and Count Trossi SSK Mercedes (each owned by Ralph Lauren) sit alone under a halo of lights, setting opal-like fire to each curve and crevice. How different it is to see these cars this way, so unlike the cramped, wheel-to-wheel displays they endure in typical car museums.

"We tried to create a minimal, severe, reductive display," Theberge says. "After all, what is a museum? It's about focusing, about looking. It's about the phenomenology of seeing."

The collection of passenger cars ends with the baroque Cadillac 57-70 Eldorado Brougham (1957). This car is a riot of gleaming brightwork cast like brush strokes across its superb proportions. Extravagant, whimsical and daring, the 57-70 Eldo epitomizes the doomed optimism of late 1950s American culture. After the



1950s, Theberge argues, "The link between the car and the consumer society's dream of abundance and prosperity would be abruptly severed. The automobile has gradually become a more utilitarian vehicle, required above all to respect increasingly strict safety and environmental regulations. Utopia arrives when you go into the imaginary."

Is art history ready for the automobile? Perhaps. The great virtue of modern art is its willingness to take seriously expression that doesn't conform to oil/marble/bronze elitism. If Christo's gift-wrapping the Reichstag counts as art, surely there is room for the most central object of modernity. Beverly Rae Kimes, a former editor of *Automobile Quarterly*, suggests that 100 years from now cars will be regarded in the same light as great Impressionist paintings. Referring to a Ferrari 250 Testa Rossa, she says, "Even Keats would be moved."

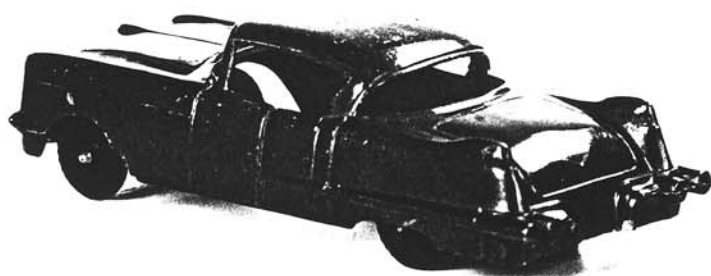
But the automobile's status as art remains problematic. It's a utilitarian object, less created than designed, and subject therefore, to a rationality inimical to fine art. If we admit cars to the museum, why not Chanel suits, Patek Philippe watches or even Sony Walkmans? The line between good design and fine art is vague, but most everyone agrees it is there. As for cars, Theberge has developed a handy test: He imagines a particular car in mid-air. With its wheels off the ground it ceases to be a car. "If it is still beautiful," he says, "it is art." ■

OLIVIA STAUB PHOTO

News
FROM THE FIELD

From Our Members

News
FROM THE FIELD



Dear Al,

Enclosed are a couple of items of Brougham interest. The photos are of a cast-metal toy I bought recently. It appears to be the 1955 Brougham prototype. The only words stamped on the toy are "Structo", on the inside of the roof. Ever seen one of these before?

I had a great summer driving the "57" to many local car shows and actually taking a couple of trophies with it. People do love seeing these Broughams!

Sincerely,
Patrick Crist
Gig Harbor, Wa.



I recently came across this, "long in storage" 57 Eldo at an auction in the central valley of Calif. It sold for \$1,500. Body #391 - trim #1412 - paint #126. Heres one more that is alive but needs everything,

Jeff Maltby
C.L.C.





BROUGHAM TRIVIA

What's this? Why it looks like the ghost of Ebenezer Scrooge's business partner Jacob Marley! No wait, upon closer examination its only Michael Rizzuto from Mastermind, Inc. encumbered by a 1958 Brougham wiring harness. (Body #428 owned by Jerry Cochran).

It seems Rizzuto was curious of exactly how many pounds of wire were in a Brougham so he removed it to weigh it! A bit extreme, but Mike has never been known for his moderation!

Apparently eleven years of specializing in Brougham restoration and parts has finally taken its toll. Maybe soon Rizzuto will find out how many miles of wire are in the harness as well! Mental Health official's have posted an observer at Mastermind, Inc. - evaluation is pending! Actual harness weight will be posted in a future B.O.A. newsletter.

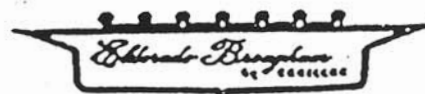
Dear Allan,

September 28, 1995

I saw one Brougham model in Switzerland; I asked the owner where he bought it. The answer is simple, he ordered it at Franklin in Switzerland! That is the reason why they do not export directly to here. So, would you think, the problem is solved for Roger! Well, not quite. I have to report a small detail: the model costs about \$ 240.00 when ordered in Switzerland.

Roger A. Zimmermann
Mattenweg 15
CH-2557 STUDEN
Switzerland

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.

GRILL "L" SECTIONS AVAILABLE

No need to drive your Brougham with missing front trim. Jerry Schantz has reproduced these often missing; but vital pieces, to perfection \$47.50 ea. Call Jerry Schantz at (904) 677-4373 evenings till 11 pm. E.S.T.

COMPACT "V" NOW AVAILABLE

Compact "V"s are being offered for the first time. Complete with mounting wire attached. Complete your compact. Price \$37.50 each. Call Jerry Schantz at (904) 677-4373 evenings till 11 pm. E.S.T.



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

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

MASTERMIND T.M., inc.

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

December 1, 1995

Dear Brougham Owners,

Watch out for that curb! Aw, Ah, Too Late. Your beautiful Eldorado Brougham hubcaps now resemble bent up garbage can lids whose distorted reflection is a mere shadow of its former self. An all too familiar scenario which I have repeated myself. Don't despair, luckily we're ready to come to the rescue with new and absolutely flawless replicas of this vulnerable and hard to replace part.

Several years ago we decided to make these replacements because we were tired of repairing the old ones at twice the cost, only to be disappointed with the results! These high quality replacements are built to exacting standards and are as good or better than factory OEM parts. Great care has been taken to perfectly replicate the slightly convex shape of all four bands to insure proper reflective quality. There is no finer replacement part at any price!



**20 %
OFF!**

**60 DAYS
ONLY**

It's Christmas Again

*Time to treat yourself to something special and of lasting value.
You couldn't straighten, repair, and chrome plate your old hubcaps for this price!*

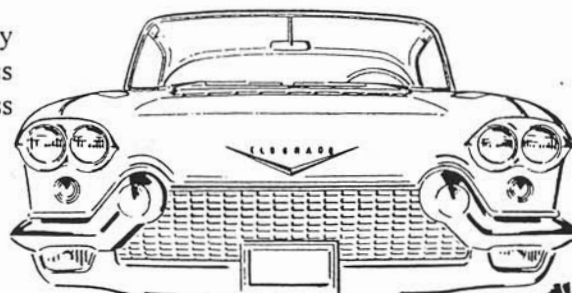
Reg \$200.00 Each*

Now \$160.00 Each

(Guaranteed Christmas delivery orders must be received by December 18, 1995. Limited to stock on hand.)

Bonus: Anyone who orders a full set of four hubcaps and accurately guesses the exact weight of the 57-58 Brougham wiring harness receives another 5% off the purchase price. Please submit one guess per order.

**Plastic center emblem not included, shown for display only.*



CLASSIFIED

IMPORTANT NOTE

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

CARS FOR SALE

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 - #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.

1958 Brougham - #476 expensive restoration of California car. Fabulous Heather paintwork as seen on cover of B.O.A. 7/3. Accented by beautiful silver cloth with grey leather trim. Excellent running car with tri-power. Very Good chrome and wheels. Spring conversion \$32,950.00. Contact: Craig Sinclair (909) 678-5951.

1959 Brougham - Pininfarina #43 of 99 made, tri-power 390, 1000 mi. on total restoration, new white leather interior, Ebony black exterior. Voted most elegant closed car post war, 1995 Hills Borough, Ca. Plus people choice, pictures in B.O.A. newsletter Vol.7. No.1. spring 1995. \$45,000 invested. B.O. or will take intresting trade for what have you. Car has been judged at 96½ points. Call Don (510) 531-7205.

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 show-room 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.

Parts

PARTS FOR SALE - 57/58 Eldorado Brougham: Perfect stainless steel roof. N.O.S. engine block. Perfect fender skirts. Good hub caps. Perfect chrome scoop below windshield. Rear window. Four doors. Side chrome. (4) N.O.S. door handles. Complete front bumpers. Gas tank. Upholstery cloth, and much more. Edwin Alfred, 26 Old Lancaster Rd., Merion, Pa. 19066 - Call (610) 667-2234.

PARTS FOR SALE - 57/58 Brougham: 5 Brougham wheels and caps. Wheels (3) excellent, (1) fair, (1) poor. Caps 2 of 4 near mint \$1600.00, Call Craig Sinclair (909) 678- 5951.

PARTS FOR SALE - 57/58 Eldorado Brougham: Side view mirrors originals (mint new chrome and glass). Rear door cigarette lighters (correct and mint). Sun visor right side (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 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. 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, (2) used front air ride shock absorbers. Mint newly rechromed hubcaps with new centers. Rebuilt oil pressure sending unit. ELDORADO letters, (2) sets. Switch for rear seat heater. License plate frame and back up plate. Steering wheel (4 pieces) newly chromed that fit on rim. Battery cover lid. 1958 Eldorado Brougham engine with all accessories, generator, fan, starter, air-cond., 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.

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

PARTS FOR SALE - 57/58 Eldorado Brougham: 20 year collection of parts call Dr. Zeiger (310) 275-8156 with your needs.

PARTS FOR SALE - 1958 Brougham tri-power, for air condition car in excellent condition, also air cleaner. \$1500.00, will trade for "57" 2x4 with A/C and Brougham batwing air cleaner. Contact: Mike Rizzuto (909) 674-0509.

PARTS FOR SALE- 57/58 Brougham: Recently aquired a trailer load of good used Brougham parts. Inquire with your needs. Trades for your spares considered. Please send list of extra parts you have. Mastermind, Inc. (909) 674-0509.

PARTS FOR SALE - 1955/60 2x4 manifold, carbs and bat wing \$1500.00, will trade for "57" 2x4 with A/C and Brougham bat wing air cleaner. Call Mike Rizzuto (909) 674-0509.

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

PARTS FOR SALE - 57/58 Brougham rear door outer panel upper molding \$400.00. Rear door lock assembly right side \$30.00. Rear under seat heater and core left side \$75.00. Window washer & wiper control plate vacuum button only, no lever \$25.00. Contact: George Garvey, 2510 LaDera Rd., Ojai, Ca. 93023 or (805) 646-8714.

PARTS FOR SALE - 57/58 Eldorado Brougham: (1) original dome light lens. Good condition \$50.00 contact: Craig Sinclair(909) 678-5951.

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

PARTS FOR SALE - 57/58 Eldorado Brougham: Correct comb for your 57/58's compact \$100.00. Also have mint compact power puff \$50.00. Contact: Al Dowling (216) 243-0726 after 6:00 p.m. E.S.T.

PARTS FOR SALE - 57/58 Brougham: Non-atomizer Lanvin Arpege 1oz. parfum. Gold screw off cap in original box 1/3 full \$150.00. Contact: Al Dowling (216) 243-0726.

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 - 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.



MASTERMIND T.M., inc.

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

MASTERMIND PROJECT UPDATE

* Still need a lot more orders for air bag project to be solvent! Please call and support this monumental effort, its in your best interest to do so. Currently good original condition Broughams with working air ride are typically worth approximately \$10,000 more than spring conversion cars. As cars are restored and as values rise, and they surely will over time, the valuation difference will become much greater. I'm talking to all you spring ride guys too! They can be converted back to air!

** Plastic vanity cup holder has meet with delays. I asked for a few minor changes to the die, in attempting these changes 1/2 of the mold was ruined. We are starting over to rebuild the damaged section. Hope to deliver in January.

*** When the two above projects are complete we plan to proceed with 8:40 X15 low profile tires and clear plastic cigarette vanity case. Please give a ring or drop a note if these items interest you!

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.

"56" Limo Jack assembly (rare) \$140.00. Call Marion Falat (708) 381-4295.

Complete air suspension system from change over for 1959 Eldorado Biarritz except tank and compressor \$695.00. Call Craig Sinclair (909) 678-5951.

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

Jerry Ball
Kilgore, Tx.

John Farrar, II
Acton, Ca.

Paul Hildebrand
Glendale, Az.

Lee Sicilio
Ft. Worth, Tx.

Geoffrey W. Smith
Kensington, Ca.

David Synn
High Park, Il.

Newsletter Deadline:

Closing Date
Spring 03/15/96



Mailing Date
Spring 04/04/96