



*Brougham  
Owners  
Association*



*Newsletter Vol. 8 No. 2*





## *Brougham Owners Association, Inc.*

*B.O.A. Newsletter Vol. 8 No. 2 Summer 1996*



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 billed upon receipt of your forth issue. Back issues are \$8.00 each. All rights reserved by B.O.A., INC. Reproduction of any part without written permission is strictly prohibited.

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### PRESIDENT'S MESSAGE

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I wish to begin by welcoming our new advertiser to the B.O.A. family. George McVey is no stranger to Cadillac restorers and offers an extensive line of Cadillac parts and services. Please let George know you saw his ad in our newsletter. Of special interest are the Eldorado hubcaps George is reproducing. You can now forget the endless search for the illusive and expensive N.O.S. caps. And yes, they can be used on a Brougham.

We are now "on line" with our own homepage on the net. In addition, many of our friends in other groups have linked to our page. Of special note is the Cadillac homepage link where they have recommended us as a club and a source of restoration information. I think it is safe to say that the Brougham has more coverage now than it has ever had. I am planning on expanding our page to include classified advertising at some point. I will let you know about that when I work out the details and cost of expanding our page. Keep those good sharp 4"x 6" photos coming as I would like to feature other cars on our page. I started out with #466 because I had good photos to scan. Ideally, photos should be on CD disk for the best results. Unfortunately we had to scan from photos thus losing detail. All in all, I hope you are pleased with our efforts.

I know you will be pleased with the recent value increases by N.A.D.A. The basis for the recommendations we forwarded was the value survey we did some time ago. I thank all of you who took the time to fill in the value questionnaire. It worked!

Allan W. Dowling

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### VOL. 8, NO. 1 COVER CAR IDENTIFIED

"I wanted to enclose a note regarding your question about the cover car on Vol.8 No.1. The car is body # 210 (mine). The photo was taken during a National Cadillac Week display. The location was the G.M. Building northwest showroom at 3044 West Grand Boulevard in Detroit. The photo was taken in June of 1991. One of the "perks" of previously having responsibility for Cadillac Owner's and Service Manuals (1982-1994) was the ability to include some Cadillac heritage information & my own car"

Alan D Haas

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# 210 can be seen at the Cadillac Museum in Detroit. If your visiting Detroit, a tour is a must. Of course, Brougham owners will not want to miss # 210. She is one of the best examples of an original 1957 Brougham you will find. A truly magnificent vehicle.

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### ON OUR COVER

We are proud to feature a rare 1960 Eldorado Brougham on our cover this issue. Total production in 1960 was 101 making it one of the rarest Cadillacs made. The car pictured is #55 of the run of 101. The proud owner is George Petesco who resides in Canada. See the story of George's recent outing to a C.L.C. meet in this issue. Good to see a 1960 Brougham getting the attention it deserves.



## BROUGHAM VALUES SOAR PER NEW N.A.D.A GUIDE

A lot of us remember the days when a near perfect Brougham could not fetch more than \$4000.00. More recently, we seemed to have topped out at \$30,000-\$40,000 and holding with very little hope on the horizon of seeing another significant increase. The April 1996 N.A.D.A. guide showed a 1957-58 Brougham at \$27,600, \$5,400 less than a comparable Biarritz convertible. Hold on to your hats- the new May-August N.A.D.A. guide now lists the 1957-58 Brougham at \$60,000, \$18,000 more than the Biarritz convertible. The 1959 is now at \$32,000 and the 1960 at \$31,000. Our cars are finally getting the respect they always deserved. It has indeed been a long uphill battle bringing to the attention of the world a true American classic. I believe the Brougham was the victim of a campaign of misunderstanding that lasted many many years. The fact that so many Broughams are now being seen, that have been restored to their former glory, and seen by a new generation of automobile enthusiasts has lead to a fresh appreciation of the technical and styling masterpiece that has always been the Eldorado Brougham. Publication after publication has featured the Brougham and the effect is now being felt. We are in debt to those who made their cars available to enlighten so many. We all know the difficulties that our brave Brougham restorers have had to overcome to have the impressive cars as we have seen in some of the top automotive magazines. A few years back, we were called crazy to put so much effort into a seemingly futile venture. We may never be known for our sanity, but we will be known for leaving the world a better place to enjoy the lost art of the American automobile. Next time you show your Brougham, watch the faces of the spectators to savor the desire they feel to return to the grand old days of dreams becoming reality. You will not see that look in any new car showroom. Corporate America has lost that touch. But, that is is a subject for a future article or book.

The following is the main body of my most recent letter to N.A.D.A. regarding Brougham values. I hope that you agree that vanities are worthy of consideration when pricing a Brougham.

**B.O.A.** *Brougham Owner's Association*

19 Manning Drive

Berea

Ohio

44017

Dear Sirs:

I am writing in regards to the significant options on the 1957/1958 Cadillac Eldorado Brougham. Since the 57/58 Broughams did not list any options, a very important fact is often overlooked when appraising these cars. As standard equipment the Brougham came with 1. A lady's vanity case containing comb, lipstick, powder and powder puff, all specially created for Cadillac by the Evan's Company. 2. (6) magnetized drinking cups in a plastic holder. 3. A plastic Cigarette case. 4. A note pad and Cross pencil in a leather holder. 5. A beveled mirror with a leather back. 6. A 1 oz. bottle of Lanvin Arpege perfume with an atomizer top. As one might expect, these items quickly disappeared as Broughams changed hands. Attempts have been made to reproduce these items; however, a Brougham is not complete without them. Owner's have been known to buy entire cars to get a missing vanity item. Consideration should be given to this fact when pricing a Brougham with and without vanities. I have owned Broughams since 1962 and can say in all honesty that items like the perfume bottle are just not to be had. As an antiques dealer I have spent a lot of time searching for the atomizer bottles with very little success.

A Brougham with all vanity items should bring at least \$10,000 more than one without them. Mention should be made of this in the guide. Deductions should be made for missing items. Should you have any further questions on these items please contact me.

Sincerely,

Allan W. Dowling



# OUR WEB SITE

<http://www.pantek.com~adowling>

## ***Brougham Owner's Association, Inc.***

P.O. BOX 254  
Berea, Ohio 44017

### **THIS IS THE ELDORADO BROUGHAM BY CADILLAC**

You are the **00816** visitor.

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*The car featured this page is number 466, a 1958 owned by Allan W. Dowling President Brougham Owner's Association, Inc.*

In the fall of 1957, as promised two years earlier, Cadillac brought to limited production their Eldorado Brougham Motorama "Dream Car". Designed by Robert Scheelk, the Brougham was the realization of the life long ambition of Cadillac's styling chief - Harley Earl. The hyper - luxurious Brougham was described by Cadillac management as " The most advanced automobile ever built and a mirror of things to come ". It is still the most complex car ever offered to the American public with features not yet found on today's cars.



The price for this car was, in 1957, a staggering \$13,074.00 making it the most expensive production car in the world. All this in the days when you could buy a top of the line Biarritz convertible for \$6500.00 or a Rolls Royce Saloon for about \$9000.00.



These chariots were typically owned by movie stars, wealthy industrialists, and a gangster or two. Bob Hope, John Wayne, Frank Sinatra, Aristotle Onassis, are but a few of the original Brougham owners. For their money they took delivery of the most opulently equipped car ever to come out of Detroit. Interior

appointments included a lady's compact, magnetized drinking cups, cigarette case, lipstick holder, beveled mirror, note pad and pencil, mouton carpeting, and even a perfume atomizer filled with Arpege extrait de lanvin parfume from Paris. The Brougham was for those privileged few who could afford a car of the future while living in the present.



The Brougham marked industry firsts in all sorts of technological advances and luxury: air suspension, electronic memory seat, electric door locks, full opening and closing power trunk, power automatic antenna, even an automatic starter that allowed the owner to turn the key and sit back while the Brougham "started itself". The front and rear bumpers as well as the wheels were cast chrome plated aluminium. The

Brougham was powered by a special multiple carbureted engine that developed 335 h.p. All mechanical components of the Brougham were "select fit" and run in before installation.

Only 704 Broughams were produced during 1957 and 1958. These magnificent cars are distinguished by their stainless steel roof panels and "suicide doors".

Production of the totally re-styled 1959 Pinninfarinia bodied Broughams was 99. 101 1960 Broughams were completed before the Eldorado Brougham was discontinued. The cost of producing cars of the Brougham's stature was more than Cadillac wanted to absorb. Every Brougham was produced at a

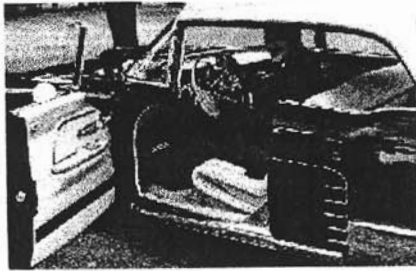
considerable loss. The Brougham was the height of elegance, the ultimate personal luxury car. Unsurpassed even today, the Eldorado Brougham stands out as the best example of the post war love of the American automobile.



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It is very difficult to copy pictures from the Internet to a hard copy and again transfer them to print. When you view the pictures on the net the quality is superb and they are in color. I hope that you all have a chance to see the pages presented here in all their glory on a good computer monitor. The Internet has provided us with but another way to spread knowledge of the Brougham to the entire world. Our counter is indicating that we have had almost 900 visitors. There is a lot of interest in the Brougham as evidenced by these numbers. I'm sure there will be more Broughams on the net as time goes by. I would like to see some colors other than black. How about you?






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Allan & Co. Antiques Inc.  
 E-mail to: [adowling@pantek.com](mailto:adowling@pantek.com)

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Web Insights 1996©

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Insights

Photos by Fred K. Carson

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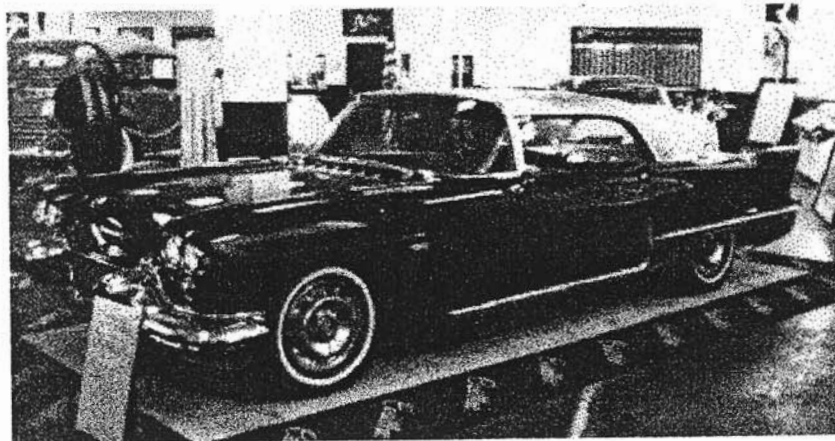
88% Links to Cadillac and Automobile Related Sites

Summary: Manufacturers and Models Cadillac Motor Car Home Page Chrysler Technology  
 Center Classic Mustang Page DeLorean Automobiles FerrariNet: The Italian Dream Ford  
 Motor Company Lexus Oldsmobile Online - Only through aol - Keyword: Oldsmobile Saab  
 Saturn Valiant Home Page VetteNet Clubs Car Club MotorNet Brougham Owner's  
 Association - 1957-1960 Cadillac Eldorado Brougham owners (very slick site,...

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Alan D. Haas' #210. Another Brougham on the net. <http://www.com.wayne.ed>  
 The tailfin era

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This 1957 Cadillac Series 70 Eldorado Brougham was a limited-volume hand-built four-door hardtop sedan designed by Ed Glowacke. It was the first American pillarless hardtop four-door sedan and was distinguished by a brushed stainless steel roof and the first appearance of quad headlights. It differed from other Cadillac sedans in that it had "suicide" doors. Every possible luxury was included in this car, intended as a rival to the Rolls-Royce, including automatic trunk lid opener, Cruise Control, automatic memory seats and Arpege perfume dispenser, among many others. Buyers had a choice of 44 leather upholstery combinations and could select mouton, Karakul or lambskin carpeting. The Eldorado Brougham cost \$13,074 new, a little more than a Rolls-Royce that year. Cadillac's top-selling conventional hardtop sedan that year cost \$5,539. Only 400 of the '57 Broughams were built.



# Congratulations To Ed Pentesco



Our cover car made quite a splash at the Trillium C.L.C. meet in Huntsville, Canada. Ed Pentesco's 1960 Brougham garnered **THE MOST RARE CADILLAC AWARD** and seemed to amaze the participants at the event. To quote from the Trillium Cronicle says it all. The following is taken from Vol. 3 No. 3 published June of 1996. You may wish to get a copy of this issue as another article features the Brougham for 1957/1958. Contact: Barbara Barr, 2 Viewmark Dr., Richmond Hill, Ontario Canada L4S 1C9.

"But by far the most notable Cadillac on display was the one made in Italy and lovingly restored in St. Catharines, Ontario. Not many Cadillac shows ever have a 1957 to 1960 Eldorado Brougham on display, but TCLC member Ed Pentesco chose our Deerhurst event to unveil the culmination of years of restoration of his 1960 Eldorado Brougham, number 55 of 101 produced for 1960. Stunning and awesome are apt descriptions for a gleaming Ebony sedan with an all black pleated leather interior (even the headliner is leather) which sits only two or three inches above the ground! Some spectators, unaware of the history of this rare Cadillac, wondered if it was a lowrider. Well, not for long, because quite a crowd gathered when the Eldorado Brougham's engine was fired up to start the air compressor doing its formidable task of raising the 5000 Lb. King-of-the-road to its fully stately and regal ride height. TCLC members were treated to a pretty rare sight as, as the air compressor slowly raised the Eldorado Brougham to its correct altitude, because so many of these Broughams were converted to mechanical suspension by Cadillac dealers under warranty in the early 1960's. Air ride was a marvel back then but, now, we marvel at the notion that Cadillac thought it could make air ride work reliably back then. It came as no surprise that the award for the rarest Cadillac was captured by Ed Pentesco's 1960 Eldorado Brougham. But even among the few remaining 1959 and 1960 Eldorado Broughams, Ed's has also achieved a singular claim to fame. So rare is this car and so rarely are they trailered to car shows, it was amazing to learn that Ed's Brougham was driven all the way from St. Catharines to Huntsville to attend this TCLC event. Of all the Broughams in the world, this is probably the longest trip any of them has driven in a decade! Ed, your fellow Trillium Cadillac & La Salle Club members salute you for your dedication, perseverance and fanaticism above and beyond the call of Cadillac duty."

By Dick Woodside

I wish we could have included more photos; however, to Xerox from a Xerox copy is near impossible. I'm sure we as B.O.A. members feel the same pride in your accomplishment as your TCLC fellow members express in the above quote. I must admit, that when I saw the original photos of the car years ago, I felt the project may be hopeless. It appeared that there was not one part that could be salvaged. I must admit I am amazed and thrilled with the result of your effort. We are in your debt for saving #55 from what appeared to be a trip to the crusher. You have preserved a true piece of Americana for future generations to enjoy.

Al Dowling

#55





# Broughams In The News

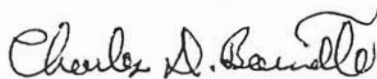
April 16, 1996

Mr. Alan W. Dowling  
19 Manning Drive  
Berea, Ohio 44017

Dear Al:

Please find enclosed a copy of the publication from Cadillac Motor Division known as *Higher Standard*. This is the Spring 1996 issue and you will note the picture of the Brougham which appears on the next to the last page. I am very proud that a Brougham won this contest and I think it further promotes the Eldorado Brougham.

Cordially yours,



Charles D. Barnette

CDB:lb  
Enclosure



THE *HIGHER STANDARD* PHOTO CONTEST:

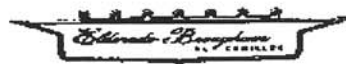
## WE'VE GOT THE PICTURE!

Thanks to all of you who sent in pictures to our first *HIGHER STANDARD* photo contest. The judges chose Mr. Charles Barnett's entry (shown here) as the winner. Mr. Barnett, of Texarkana, Arkansas, is pictured with his rare 1958 Cadillac Eldorado Brougham. As it turns out, Mr. Barnett owns two other Cadillacs: a 1955 "62" sedan and a 1987 Allanté. Mr. Barnett is also a member of the National Cadillac LaSalle Club and the Brougham Owners Association. An interest in Cadillac cars runs in his family: His father currently owns six. Nice shot, Mr. Barnett. And congratulations on being the first *HIGHER STANDARD* photo contest winner.





# PRODUCT NEWS



## MEMO BOOKS AVAILABLE

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

To order this exact reproduction item call Jerry Schantz at: (904) 677-4373 evenings till 11:00 pm. Price is \$150.00 each. NOTE: The Cross pencil is not included. Ask Jerry about availability when you order this item.

Jerry also has a limited supply of Brougham jack instructions to add the finishing touch to your trunk. The cards are \$12.00 each.

## EVAN'S COMPACTS AVAILABLE

Tired of looking for an original Brougham Evan's compact? Well, Jerry Schantz has tooled up to produce the compact using the standard Evan's core. Each compact is made to order so that the leather exterior matches your interior. Needless to say, this is a very limited production project. If you need a compact you would be well advised to place your order now. Call Jerry Schantz today at: (904) 677-4373 till 11:00 pm. E.S.T.

## "L" TRIM SECTIONS AVAILABLE

No need to drive your Brougham with missing trim. The two little "L" pieces that fit above the grill are now being reproduced thanks to Jerry Schantz. A Brougham missing these parts is just not complete. Call Jerry Schantz at: (904) 677-4373 to order till 11:00 pm. E.S.T. The price is \$47.50 each.

## COMPACT "V" NOW AVAILABLE

Part of the project of manufacturing the compact involved making the Cadillac crests that are so often missing from original compacts. If you are missing a crest, why not order one of Jerry's extras. For just \$37.50 each you can put your compact in new condition. Crests come with mounting wire. Call Jerry Schantz at: (904) 677-4373 to order.

## SALES LITERATURE REPRODUCED

Laser copies of the rare Brougham sales brochure, THE RAREST SATISFACTION IN ALL MOTORDOM, are now being produced in full color. 21"x 14" this piece is a must for your collection of Brougham literature. To order your copy call: Jerry Schantz at (904) 677-4373 till 11.00 pm. E.S.T. Price is \$37.50 each.

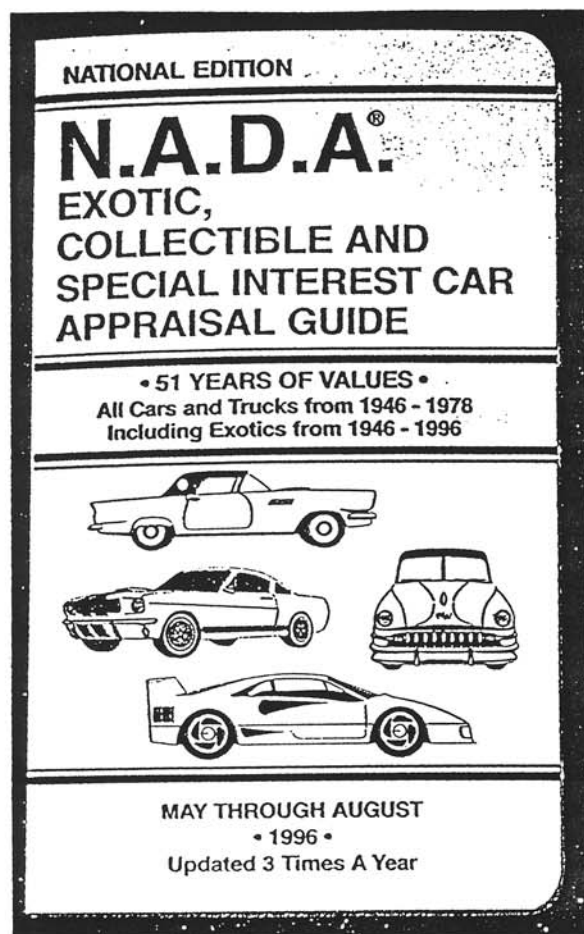
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NOTE: To reach Jerry July-October call (704) 387-4860



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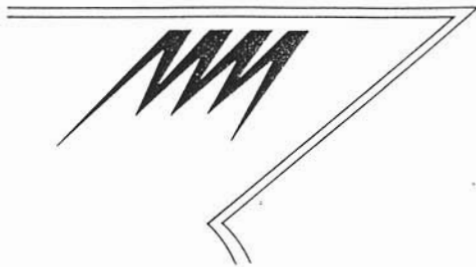
ORDER BY PHONE (800) 966-6232

ORDER BY FAX (714) 556-8715

<i>Billing Information</i>	
<input type="checkbox"/> Payment Enclosed	
<input type="checkbox"/> MasterCard	<input type="checkbox"/> VISA
<input type="checkbox"/> Discover	<input type="checkbox"/> American Express
Authorized Signature _____	Expire Date _____
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**MASTERMIND** T.M., inc.

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

#### NEW PRODUCTS

- **Front Cigar Liters:** Perfect replacements of those very unusual, perfectly brush finished knobs.

- **Rear Cigar Liters:** Exact replacement of the tall, highly polished, inverted angle top knobs.

If you've ever tried to re-condition or re-brush finish either of these two knobs, (that is in the unlikely scenario that your lucky enough to have the right ones), you'll find our price to be a bargain compared to the amount of aggravation and labor time involved in restoration!

Achieving factory quality perfection on these parts was very difficult, time consuming and expensive. Our parts are without a doubt as good or better than N.O.S. They come complete with heating element, ready to install. \$125. ea

**Introductory Special:** Buy 3 at regular price, get fourth at no charge.

While it has become politically incorrect to smoke, it is still in vogue to have the correct parts on your Brougham!

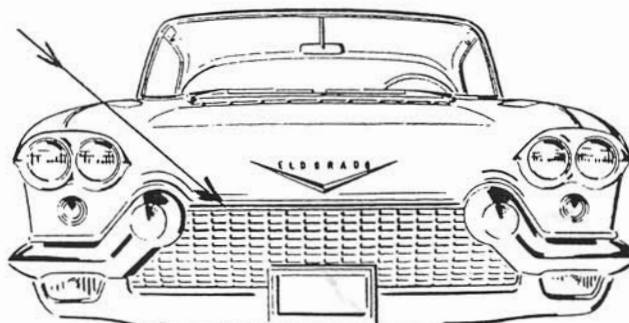
P.S. We can now also recondition your brush finish dashboard knobs! Ever tried that nightmare yourself?

#### AVAILABLE FOR IMMEDIATE DELIVERY

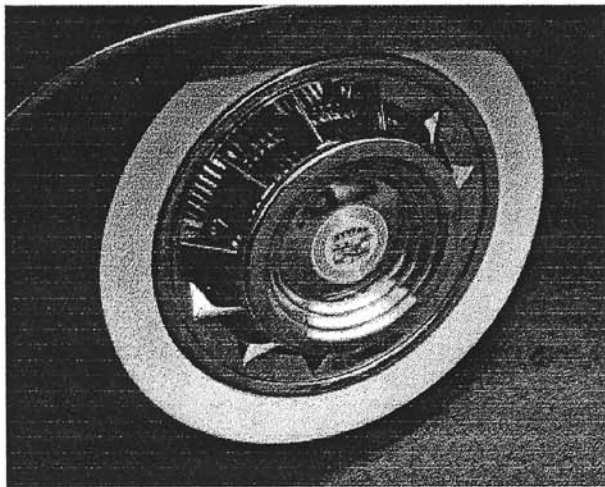
- **Front Cowl thin stainless bead molding above grill.** Often badly bent or missing part carefully reproduced in original alloy magnetic type stainless steel. Polished and ready to install.

If you need one it would cost you more to buy a used one, straighten and re-polish it. After all that it would still never be near as good as our new ones!

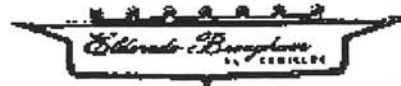
Now's your chance to save! Regular \$375 each.  
**Introductions special on a very limited supply of parts:** \$350 each.







You don't have to spend \$5000.00 to \$10,000.00 to restore the wheels on your Brougham anymore. Get brand new, aesthetically correct, show quality PERFECTION for under \$800.00.



#### WE HAVE SOME OTHER NEW PARTS FOR BROUGHAMS

- Medallions
- Engine Decal & Detail Sets
- Trunk Lining Material
- Glove Boxes
- "ELDORADO" Letters
- Door Mirrors
- Exhaust Systems
- Heater/Fresh Air Duct Hose
- Courtesy Lenses
- Fog Light Bulbs
- Locks & Keys

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Suite E  
Merriam, KS 66203

Phone: (913) 722-0707  
Fax: (913) 722-1166

Mastercard/Visa



- Doorpost Lube/ ID Plates
- Authentic DELCO Batteries
- Wiper Blades
- Air Cleaner "V"
- "Ribbed" Heater Hose
- Heat Risers
- Ignition Switches
- T-3 Headlights
- Windshield Washer Lids
- Battery Tray & Hold Down
- Speedometer /Cruise Control Cables



"Serving Cadillac - LaSalle Enthusiasts Worldwide"

## 57/58 Rear Bumpers Going Into Production

A few of you have expressed an interest in purchasing reproduction rear bumpers for the 57/58 Brougham. I am considering making another run of them soon. These are high quality, high density aluminum sand castings. I would be selling you the raw castings, unfinished and not plated. The price will range from \$575.00 each to \$675.00 each depending on how many I have the foundry manufacture. I can't nail down the price any closer because I literally get a price break on every single one they do at a time. I'm doing the bumpers for love of the Brougham and your price will only be over my costs to cover expenses. August 31st will be the deadline for ordering. Those interested should send me a \$200.00 deposit per bumper (\$400.00 per set). Soon after 8/31/96 I will notify you of the final price and expected delivery time (I anticipate about 8-10 weeks). I will ship to you UPS collect. Shipping is extra. Contact: Dave Barclay, 169 County Road East, Colts Neck, New Jersey 07722. Call at (908) 544-9035 for details.

## 57/58 Gas And Oil Sending Units Restored

Now you can have accurate gas and oil pressure readings in your Brougham. Both units (unique to the 57/58 Brougham) can now be restored to cosmetically correct as well as functionally correct original specifications. To find out more about this service, contact: Jerry Schantz at (904) 677-4373. July-October (704) 387-4860. Don't risk running out of gas or blowing an engine ever again.





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

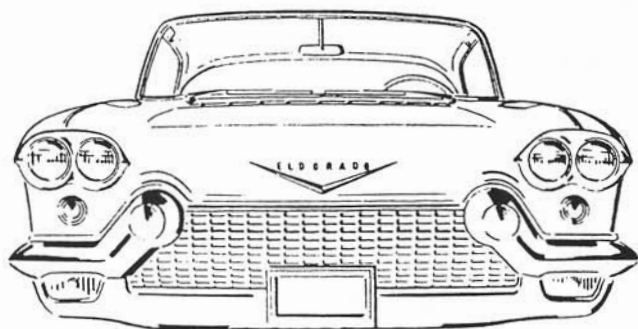
Michael P. Rizzuto  
32155 "B" Joshua Drive  
Lake Elsinore, CA 92530-9624  
Phone/FAX 909-674-0509

#### MASTERMIND PROJECT UPDATE

- **AIR BAGS:** Air bags are in progress. We have commissioned all of the metal reinforcing rings to be produced. We should be receiving first sample rings in approximately 30 days, we will then proceed with building rubber molds. Working proto-types should arrive in our shop for testing in the fall. Best to get your deposits in soon. Price will surely be much higher for those of you who procrastinate!

- **PLASTIC CUP HOLDER:** Have had a major set back. Spent thousands on tooling, mold company destroyed injection tool mold trying to make minor corrections, then went out of business; taking my deposit with them!

We will absorb the loss and begin again. Have new tool house and vender lined up. And people wonder why Brougham parts are so expensive!



Exhaust System

Exterior Body Parts & Trim

Accessories

Air Suspension (Air Superiority T.M.)

Brakes

Chassis & Frame Parts

Chassis, Frame Hardware  
& Misc. Details

Cooling System

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## *Eldorado Brougham* **Parts Catalog**

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**MASTERMIND, Inc.** To Order, Phone 909-674-0509



# CLASSIFIED



## IMPORTANT NOTE

All articles, ads, etc., will pertain to the 1957-1960 brougham unless designated otherwise.



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## CARS FOR SALE

1958 Brougham-#476. Expensive restoration of a California car. Fabulous Heather paint work as seen on cover of B.O.A. newsletter Vol. 7 No. 3. accented by beautiful silver cloth with grey leather trim. Excellent running car with tri-power. Very good chrome and wheels. Car has been converted to springs. \$32,950.00. Contact: Craig Sinclair (909) 678- 5951.

1959 Brougham #43 of 99 made by Pininfarina. 390 motor with tri-power. Driven 1000 miles since total restoration. Ebony black exterior with new white leather interior. Voted "MOST ELEGANT CLOSED POST WAR CAR" 1995 Hillsborough, Cal. show. #43 also won the "PEOPLES CHOICE AWARD" at the same event. #43 was featured in the B.O.A. newsletter Vol. 7 NO. 1. \$45,000.00 invested in this 96 point car. Now accepting offers, or may trade for what have you. Contact: Don (510) 531- 7205.

1960 Brougham #79 of 101 made by Pininfarina. Driven 2000 miles since total professional restoration. Bordeaux exterior with Dove grey interior. All chrome has been redone. One of the finest 1960 Broughams in existence. Just reduced to \$27,000.00. Contact: David Fog (619) 324- 9183.

1958 Brougham- Black with all white original interior. Perfect stainless steel roof. All chrome replated front to back as needed. Engine smooth as glass with clean exhaust. Car is in excellent running condition. The hand rubbed paint puts some show car finishes to shame. This car should be selling for \$36,000.00. Priced for quick sale at \$29,500.00. Contact: Edwin Alfred, 26 Old Lancaster Rd., Merion, Pa. 19066 or call (610) 667- 2234.

1957 Brougham- #387. California car. Black with grey leather interior. Very straight and rust free. Perfect glass and roof. Very good original chrome. A very presentable car that just needs the finishing touches. \$15,000 firm. Contact: Nick or Lori Vermet. (313) 886-8349.

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## PARTS FOR SALE

PARTS FOR SALE- 57/58 Brougham: Rear door outer panel upper molding \$40.00. 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, Cal. 93023 or call (805) 646-8714.

PARTS FOR SALE- 59/60 Brougham: N.O.S. windshield. Original, with bill of lading included. New 1960 Brougham owner manual. Contact: Dr. Zeiger (310) 275 - 8156.



## PARTS FOR SALE

PARTS FOR SALE- 57/58 Brougham compact powder puff \$50.00. Contact: Allan Dowling (216) 243- 0726. After 6:00 P.M. E.S.T.

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PARTS FOR SALE- 57/58 Brougham: (1) good used fuel tank. Needs to be cleaned, has front dent \$250.00. (1) excellent to mint horn ring. Very minor imperfections in chrome \$350.00. (1) N.O.S. flexible fuel line in engine compartment(13") with fittings \$30.00. (2) N.O.S. front & (2) N.O.S. rear air bellows for 59/60 Brougham-will trade for same only for 57/58 Brougham. (1) rear heater grill with fair chrome (no switch) Contact: Kjell Kraakmo. Sobstadveien 51 Heimdal, Norway. Fax: 011-47-72888750. Phone: 011-47-72584762. (note) we are (6) hours ahead of E.S.T.

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PARTS FOR SALE-57/58 Brougham heater unit (main unit). Needs to be recored \$85.00. Contact: Allan Dowling (216) 243-0726. After 6:00 P.M. E.S.T.

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PARTS FOR SALE- 57/58 Brougham: (20) year collection of parts. What do you need? Contact: Dr. Zeiger (310) 275-8156 with your needs.

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PARTS FOR SALE- 57/58 Brougham: Side view mirrors (originals with new chrome and glass). Rear door cigarette lighters (correct and mint). Sun visor -right side (very nice). Gray shift lever in very good condition. Hood hinges with springs. Wiring harness for dash to rear. Title and all I.D.'s for #576. Rear heater units with fans. Front door stainless trim. Generator, regulators, and gauges. Stainless steel trim for both interior and exterior. Sheet metal: doors, trunks, rear quarters. Vent window motors and transmissions. Washer sets for gas and oil sending units \$10.00/pr. Under hood I.D. cards \$10.00 ea. Jack instruction cards \$10.00 ea. Mint newly rechromed hubcaps with new centers. Rebuilt oil sending units. Steering wheel trim (4) pieces that fit on wheel (newly chromed). Battery cover lid. Air conditioning evaporator unit. Main front heater unit (very good condition). Front splash pans. (4) good Brougham wheels (possible 5). Brougham drive shaft. One very good front impact bar. Complete rear end assembly. Includes: Differential, Trailing arms, Brake drums, Air ride components such as domes and diaphragms. Entire front frame (cut off at the firewall) Includes: Air ride components, A-arms, Power steering pump, Steering box, Tie rods, Idler arm, Ball joints, Center link, and much more. Note: the engine has been sold; but, everything else is there. Contact: Jerry Schantz (904) 677-4373 10:00-12:00 midnight E.S.T. Summer July-October call: (704) 387-4860

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PARTS FOR SALE- 57/58 Brougham: Perfect stainless steel roof. N.O.S. engine block. Perfect fender skirts. Good hub caps. Perfect chrome scoop that goes below windshield. Rear window. Four doors. Side chrome. Gas tank. (4) N.O.S. door handles. Door chrome. Glove box door. Fender skirts. N.O.S. bumper ends. Front seat cushions. Rear window. Complete front bumpers. Upholstery cloth. Carpeting. Eldorado hubcaps 59/60. Many, many more parts to consider Contact: Edwin Alfred, 26 Old Lancaster Rd., Merion Pa. 19066 or call (610) 667-2234.

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PARTS FOR SALE- 57/58 Brougham: Voltage regulator. \$100.00. Contact: Allan Dowling (216) 243-0726.



## PARTS FOR SALE

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

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PARTS FOR SALE- 1958 Brougham: Tri-power for air conditioned car in excellent condition including air cleaner. \$1500.00 or will trade for "57" 2x4 unit with a/c and Brougham "Bat Wing" air cleaner. Contact: Mike Rizzuto (909) 674- 0509.

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PARTS FOR SALE- 1955/56 2x4 manifold, carbs and "Bat Wing" air cleaner. \$1500.00 or will trade for "57" 2x4 unit with A/C and Brougham "Bat Wing" air cleaner. Contact: Mike Rizzuto (909) 674- 0509.

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PARTS FOR SALE- 57/58 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 Brougham: Original clear correct comb for the Brougham compact. \$100.00. Contact: Allan Dowling (216) 243-0726 after 6:00 P.M.

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## PARTS WANTED

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

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PARTS WANTED- 59/60 Brougham (Pininfarina) rear windshield. Minor flaws acceptable, cracked acceptable; but, must be intact. Contact: Mike Rizzuto (909) 674- 0509.

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PARTS WANTED- 57/58 Brougham: Front lower impact bar. Will swap an unbuilt "57" original Revell model sill in the box. Contact: Dick Baruk (313) 326- 1222 (days) or (810) 442- 0443 (evenings).

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PARTS WANTED- 57/58 Brougham: Front lower impact bar. (1) rust free gas tank. 57/58 rear fender skirts. 1960 Brougham rear fender skirts. Contact: Mike Guastalegname (03) 93151222 or fax (03) 93151931. Note: Mike is located in Australia.

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PARTS WANTED- 57/58 Brougham: Air compressor. Front and rear diaphragms. One N.O.S. hubcap. Front impact bar. Air cleaners 57 and 58. Radio mast and motor for 57/58 Brougham. Condition not important. Contact: Edwin Alfred 26 ) Old Lancaster Road, Merion, P.A. Or call (610) 667- 2234.

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PARTS WANTED- 57/58 Brougham: Cigarette case. Contact: Allan Dowling (216) 243- 0726 After 6:00 P.M.



## MISCELLANEOUS FOR SALE

Cadillac literature for sale - 1949 - 1991 agency sales brochures. All are in very good to mint condition. Sorry no 57/58 at this time. For a complete list send a large S.A.S.E. to: Allan Dowling 19 Manning Drive, Berea, Ohio 44017. If you prefer call (216) 243- 0726 after 6:00 P.M.

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Nice set of four 1957 Cadillac hubcaps in good condition. \$50.00. Contact: Allan Dowling (216) 243- 0726 after 6:00 P.M.

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### Brougham photos needed for Irish publication

To: adowling@pantek.com

The Club Secretary  
Brougham Owners Association



Dear sir or madam,

Our company, Multimedia Publications Ltd., an Irish based producer of multimedia titles for the home PC market is presently involved in producing an encyclopaedia of classic automobiles, to be sold in Europe and the USA. The encyclopaedia will be released on CD-ROM for use with home personal computers and Philips CDi machines and will combine written descriptions of cars with animation, pictures and video. It will feature over 100 manufacturers and 1000 models, including many Cadillac models.

We are currently looking for photographs of all types of classic cars for inclusion in our encyclopaedia and would like to hear from any members of The Brougham Owners Association who would be interested in having their cars featured. Those who are interested should send photographs of their cars along with such details as year of make, etc. and stating whether they wish to be credited as the car's owner, to the address below. We promise to promptly reply to all those who contact us. I greatly appreciate any help you can lend on this matter.

Regards,

Tom Bergin

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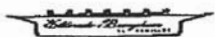
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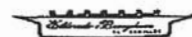
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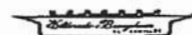
## FREE LITERATURE



1. 57/58 Photofacts radio diagrams. Free to B.O.A. members. Send letter size S.A.S.E. to: 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: 19 Manning Drive, Berea, Ohio 44017.
3. 57/58 Brougham Pre-delivery inspection sheet. Free to B.O.A. members. Send letter size S.A.S.E. to: 19 Manning Drive, Berea, Ohio.



## LITERATURE



4. Eldorado Brougham electrical system and compressor lubrication improvements. October 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 manual. \$15.00 to B.O.A. members.
6. Eldorado Brougham service supplement 1959. (15) pages. \$18.00 to B.O.A. members.
7. Eldorado Brougham service supplement 1960 (5) pages. \$8.00 to B.O.A. members.
8. Full color Xerox copy of FORTUNE ad. 10x13 suitable for framing. This was the only ad ever published. \$15.00 to B.O.A. members.
9. Set of (6) 8x10 glossy photos from the originals at G.M. Tech Center. (3) of the Towncar. \$50.00/set to B.O.A. members.
10. Color copy of U.S. Steel advertising material featuring the "56" prototype Brougham \$10.00 to B.O.A. members.
11. Rare 10x12 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" Eldorado 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



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