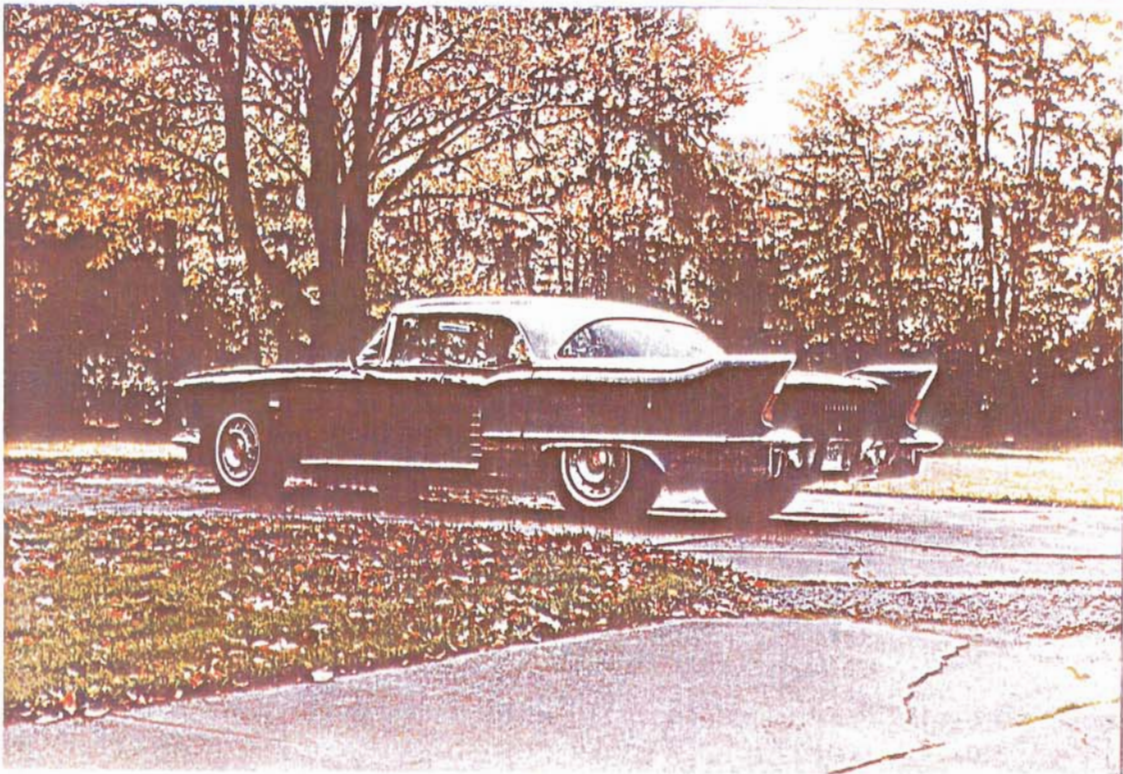




*Brougham  
Owners  
Association*



*Newsletter Vol. 8 No. 3*



# Brougham Owners Association, Inc.

B.O.A. Newsletter Vol. 8 No. 3 fall 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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We apologize for being a little late with this issue. Jean and I are in the process of buying another home and, if you remember what that is like, we trust that you will be a bit patient with us as we get settled after our impending move which we hope will be around November 10th. Given the current situation, we ask that you send all mail to our box number until we are settled. Use PO BOX 254 BERE, OHIO 44017 until further notice. All renewals should be sent to the box number should we forget to change the mailing address on your renewal form. We will keep you informed of other changes as our moving date dictates. Hopefully we will regain our sanity after we get moved. After being at Manning Drive for over 20 years, moving is quite traumatic even with the joy that comes with a new and lovely home. We are hoping our phone number will remain the same, but don't be alarmed if it is disconnected at some point.

We are a bit alarmed by what appears to a trend in contributions to the newsletter. We just are lacking in this department. There must be more going on out there than what we are receiving of late. We know of many restorations that have been completed of late that must have revealed some new information on techniques on how to solve some nagging problems. And yet, we are not getting anything to print. How about sharing some of your knowledge? I know it is difficult to write some of these things down, but give it a try. Your fellow members need you. We have not covered all the possible topics that our members need to understand to continue and complete a restoration. Remember when you first started your project? We have made a lot of progress over the years-this is not the time to let our success lull us into apathy. We look forward to any contribution you can make to our mutual cause.



Till next time,

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## ON OUR COVER

We had hoped not to have to use #466 on our cover; but, we had no other photos to choose from. We hope that next issue you will favor us with a photo of a Brougham in an unusual color like green for Christmas. The cover is to show off your prize Brougham. Remember the picture should be 4x6 and very sharp with few shadows. At any rate, #466 sure blends in will with the fall background.

# BROUGHAM HISTORY

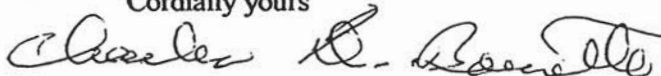
July 8, 1996

Mr. Allan Dowling  
19 Manning Drive  
Berea, Ohio 44017

Dear Al:

At the Grand National, weekend before last in Dallas, I purchased the original of the enclosed letter with its enclosure. You will note that the letter is from Cadillac dated August 25, 1955, announcing the Eldorado Brougham along with the Seville. The picture of the Brougham appears to be the same as in the original brochure except that it has printed on it the words "The Cadillac Eldorado Brougham". At any rate I feel that the letter and its contents is an important part of the Brougham's history. Please publish it in our newsletter.

Cordially yours



Charles D. Barnette



OFFICE OF THE GENERAL SALES MANAGER



MOTOR CAR DIVISION  
GENERAL MOTORS CORPORATION

DETROIT 32, MICHIGAN

August 25, 1955

Mr. John Jones  
1234 Liberty Avenue  
Stockton, Mississippi

Dear Mr. Jones

Knowing of your interest in fine cars through Mr. John Thompson, your Cadillac dealer in Stockton, I am writing at his suggestion to tell you of a special project under way at Cadillac.

Two new Cadillac creations are shortly to be introduced ... both represent a dramatic departure from current automotive styling and design. Not even in Cadillac's illustrious past is there anything against which they can be measured.

The first of these models will be the Eldorado Seville. Custom built in a manner that sets it instantly apart from all other Cadillac cars, the Eldorado Seville will be in the truest sense a "dream car" in actual production.

Featuring advanced exterior design -- luxurious interiors -- and performance brilliant beyond any previous Cadillac standard, the Eldorado Seville will be in production within the next two months. This car will sell for approximately \$6,500 and it is expected that deliveries will start in late October.

The second of these two models is the Cadillac "car of the future" the Eldorado Brougham. In the 1955 General Motors Motorama it presented a concept of automotive design and engineering assumed to be almost a decade away from actual production.

Now the decision has been made to place this car into actual production and, as you can see from the enclosed picture, it is truly revolutionary in styling. Only 54" in height and 210" in length, this four-door sedan with completely pillarless door design combines -- graceful roof styling -- low sweeping lines to create a motor car of rare majesty and beauty.

An equally exciting interior is provided by unusual appointments and unusually luxurious fabrics. New engineering developments, including a special high-horsepowered Cadillac engine, bring a performance which marks another significant Cadillac achievement.

This exclusive Cadillac creation will be available sometime in 1956 at an estimated cost of \$8,500.

Both the Eldorado Seville and the Eldorado Brougham, because of their custom built nature, will be in very limited production ... and both will unquestionably be in great demand among fine car owners.

A representative of the Thompson Motor Company will contact you in the near future to discuss these remarkable new Cadillac models.

You will find, I feel certain, that the creation of the Eldorado Seville and the Eldorado Brougham marks another step forward in Cadillac's unending effort to provide America's discriminating motorists with the finest in automotive transportation.

Sincerely,

A handwritten signature in dark ink, appearing to read "J.M. Roche", with a large, stylized flourish at the end.

General Sales Manager

JMRoche/rb  
Attachment

---

This is great material. Anything that gives insight into the development stage of the Brougham is always most welcome. This kind of material also has a personal touch that adds pride to ownership.

## BROUGHAMS IN THE NEWS



Allan Dowling  
19 Manning Drive  
Berea, Ohio 44017



Stephen Nadon  
136 Albert Street #104  
London, Ont. N6A 1M2  
Canada

Dear Allan:

As you know, I was doing research to write about the 1957-58 Eldorado Brougham. You will be pleased to know I completed the story. Moreover, I have enclosed a copy as a further token of my gratitude. The story appeared in the July edition of THE STANDARD, newsletter of the LAKE ST. CLAIR C.L.C. You will also note a photo of a 1957 model. I photographed it at the 1995 Cadillac Grand National. Lee Barthel, of Northville, Michigan is the owner. He mentioned \$100,000 was invested in the restoration. The body is painted dark brown, which I find unusual. Perhaps a custom job.

In June, I went to the MOTOR MUSTER and the AACA show in Dearborn. Much to my disappointment, no Eldorado Broughams appeared. In fact, I did not even see one at Hershey 95. Ed Pentesco, another B.O.A. member commented "they only go to prestigious shows". I'm planning to go to Meadowbrook and Willisted Manor (Winsor, Ont.) shows next month. Is it possible some will turn up there? Is it feasible to provide a list of other Cadillac shows where Eldorado Broughams will appear? In closing, I look forward to hearing from you in the near future.

Happy Motoring  
Sincerely,

Stephen Nadon

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### AT PRESS TIME

Parts for sale - Tri-power air cleaner w/ chrome deck, model? Year?. Some 1960 Pininfarina parts, e.g. windshield molding, rear bumper center section, trunk lid motor. Contact: Lars Aagaard (718) 797-5201.

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### Brougham Video

Joe Reinhardt has a professional video of his Brougham in operation and in motion. Great effects and music- you will love it! To receive a copy call Joe at (813) 547-9559 or e-mail [access@packet.net](mailto:access@packet.net)

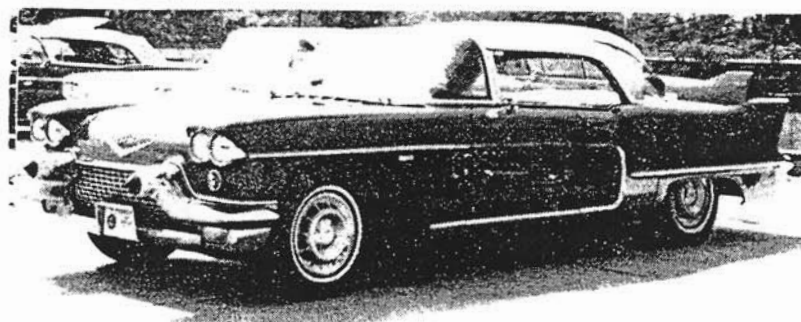
### Cars for sale (2) 1960's

We got a message on the Internet the other day from a gentleman offering (2) 1960 Broughams. One has 43,000 miles and the other 65,000. Both are in restoration and need windshields. The present owner is frustrated with the restoration process and wants to sell both as a package deal. The e-mail address is [bernardc@db.erau.edu](mailto:bernardc@db.erau.edu) Call Al Dowling for a phone number if interested.

# BROUGHAMS IN THE NEWS

## Motorodom's Ultimate: 1957-58 Eldorado Brougham

By Stephen Nadon



In 1957, General Motors, Ford, Chrysler, and even independents like Hudson were fiercely competing to be number one. Naturally, Cadillac had no intention of being outdone, and created the Eldorado Brougham.

It was the first North American automobile with Air Suspension. This was developed on the principle that air was compressible, had an exceptional ability to dampen shock and jolts, and most important, was easily controlled. The air flow would be blocked when the doors were closed, ignition and levelling systems were off. This prevented air loss from the storage tank while the motorcar was jacked, parked or being transported.

The air suspension provided five major advantages. First, the vehicle was always level and the same height from the road when carrying only the driver, or fully loaded with passengers and luggage. Secondly, the clearance between the rear axle and the frame was maintained, furnishing a consistent quality of ride. Thirdly, a softer cushioning action was allowed, as excessive bottoming was overcome. The fourth advantage was that the rear suspension permitted location of the roll centre near the axle housing top. This was higher in autos with conventional springs. Lastly, side sway was minimised, as the rear suspension always kept the frame and body firmly aligned with the rear axle.

Significantly, the body was sleek, and graceful with a low silhouette - only 55 1/2" high! The Dagmar bumpers were continued from 1956, but were larger, and rubber tipped: quite aggressive looking. In addition, the hood was hinged, in a "Pancake Style". For the first time, Parallel Dual Headlamps and one inch whitewall tires were featured.

The brushed stainless steel top was the most recognisable part. It was beautiful, yet strong and durable. Other innovative details included stainless steel lower rear fender panels and rocker sill mouldings,

centre-opening doors, and 15 body colours. Overall, the body design was balanced, and an eye pleaser.

Beneath the hood was a 365 c.i.d. V-8 engine, giving 325 horsepower with four double barrel carburetors. In 1958, it was boosted to 335, and three double barrel carburetors. The engine space was loaded with accessories, and the battery was placed in the rear trunk. Like the standard Cadillac's, a Hydromatic transmission was included. Gear ratios changed smoothly, and quietly - virtually unnoticed.

The Dashboard featured a chrome plated panel. To top it off, the glove compartment was equipped with a cigarette case, tissue dispenser, vanity compact/lipstick for her, stick cologne for him, a full metal-backed, acrylic vanity mirror, and SIX magnetised silver drinking cups, attached to the compartment's door.

The summit of the car's luxury was the six way power front seat. Nicknamed the "Memory Seat", desired positions could be pre-selected with three dials in a power pod from the driver's armrest. When the front doors opened, the seat automatically retracted and returned to its original place when the doors closed. Seat positions could also be pre-set for two different drivers. The rear compartment was equally luxurious, featuring an armrest containing a notepad/pencil, portable bevelled vanity mirror, and for her an atomiser holding *Aprege Extrait de Lavin*.

Both front and rear seats were genuine leather, and comfortably accommodated five passengers. Imagine a Maharani Maroon Coloured body with a choice of 15 different grey interior shades to complement it! Owners had a choice of Nylon, Karakul and Mouton carpeting. Indeed, photos of the carpeting make your feet relax. Depressing a button on the front left or right door panels locked all doors at once. If either rear doors were open, the car would remain idle. Certainly a boon for young families.



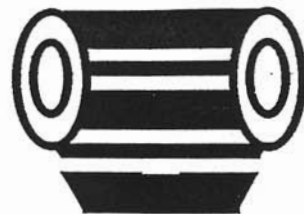
There were numerous accessories, to name a few: automatic starter, transistor radio, which used less battery power and automatic radio antenna. Save for the door panels, the '57-'58 Broughams were identical. 1957 featured metal uppers, and leather trim in 1958.

The Eldorado Brougham cost \$13,074 - the most expensive automobile at that time. In fact, the 1956 Continental Mark II, its direct competitor, sold for \$10,000. Price aside, it also surpassed the Mark II in limited production, as 704 were built. I saw one for the first time at the 1995 Cadillac Grand National, and my heart skipped a beat. The time passed quickly taking many snapshots.

Prices paid for models in excellent condition have been astronomical. For instance, the April 1996 Hemming's Motor News lists several for sale in the \$20-40,000 (U.S.) range. According to the 1985 Illustrated Cadillac Buyer's Guide, this was the first '50s car to receive a five star rating by the Milestone Car Society. Above all, the Eldorado Brougham confirmed Cadillac's place as "THE STANDARD OF THE WORLD".

*What more can I say?*

*Steve*



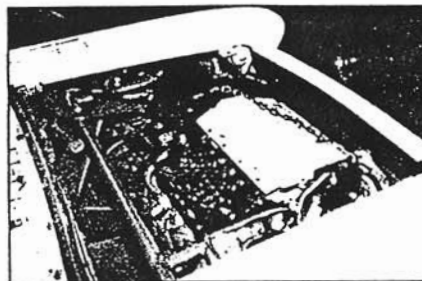
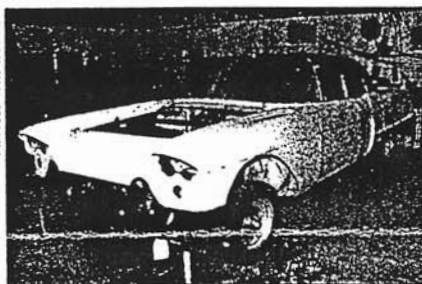
## SHOP SCENE

# NEW AND OLD ADAMS CADDY

We saw these cars being assembled recently at Adam's Rod Shop (ARS) in Palm Beach, Florida. This '57 four-door Caddy is one of 300 (oh, you can hear the purists screaming now) stainless-steel models, into which ARS has installed a front-drive Northstar engine and trans combo and the late-model

Cad's front and rear air-ride suspension. A complete front frame stub was built to do it. ARS also shaved the door handles and some of the trim for a cleaner look. We also caught Adams whipping up one of his round-tube chassis for a '57 shoebox Chevy owned by Miami Dolphins linebacker Trace Armstrong. The car will have front and rear independent suspensions, a fuel-injected small-block, a six-speed trans, and more. —Will Handzel

Photos: Will Handzel



Remember the program "That's Incredible", Well, I guess this project would qualify with honors. There does seem to be a desire on the part of some to have a 1997 Cadillac under the shell of one of the greatest styling masterpieces of all time. Like it or not, this "restoration" is a marvel of ingenuity and engineering skill. I'll have to say I'm very interested to see how this works out. I sure hope this one gets you to pick up the pencil and comment pro or con. We look forward to your input.

Al Dowling

Contact: Steve Cutforth  
Great American Insurance Company  
P.O. Box 429569  
Cincinnati, OH 45209

Phone: (800)252-5233  
ext 8401  
Fax: (513)530-8405  
<http://www.gaic.com/classic.htm>

## Classic Collectors<sup>®</sup> Insurance

### Press Release (for immediate distribution)

Classic Collectors<sup>®</sup> Insurance Program unveils new Web site.

Collectible car owners can find out how much it costs to insure their "baby" in seconds.

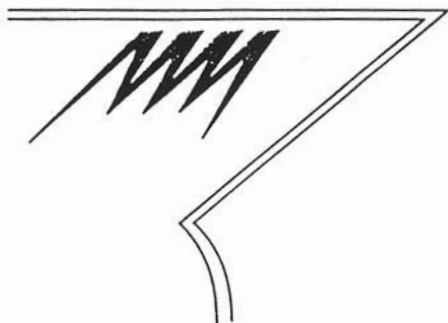
**Cincinnati, September 25, 1996:** Collectible car owners that "cruise the net" can quickly and discreetly find out how much it costs to insure their car or collection with Classic Collectors new web site (<http://www.gaic.com/classic.htm>).

Once the web site is accessed and the applicant completes a few basic questions about his/her vehicle and coverage desired, the site will generate an annual premium estimate. Car owners can then request to have a policy application and additional information mailed to them.

"To my knowledge, no other classic auto insurance site has this interactive quote capability," reports Steve Cutforth, manager of the Classic Collectors Program. "Our site allows collectible car owners to obtain a quote without any sales pressure. The response has been overwhelming with over 100,000 visitors to our site so far." The site also features information on free car club promotional support, eligibility information and free posters to visitors.

Eligible collectible car owners can usually enjoy savings of 50 percent or more over a conventional auto policy. The low cost program is available to collectors of cars and light trucks over 15 years old and in restored condition. Other qualifications include limited use of the vehicle and a good driving record.

The Classic Collectors Insurance Program is offered by Cincinnati, Ohio based Great American Insurance Companies<sup>®</sup>, insurers of classic and antique vehicles for over 15 years. The program is currently being broadened to include coverage for street rods, replicars, and modified vehicles. Visit the web-site or call Classic Collectors at 800-252-5233 to learn more about their programs. Coverage is offered through the Dempsey & Siders Agency Inc. of Cincinnati, Ohio.



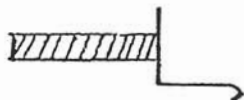
**MASTERMIND** T.M., inc.

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

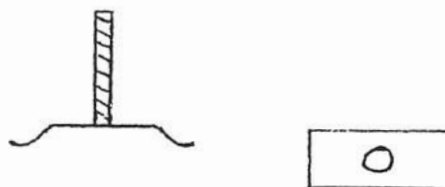
***Fellow Brougham Enthusiasts,***

*Now there is no longer any excuse to Mickey Mouse your front fender and cowl trim installations. It's taken two and half years to complete and we've spent a ton of money on die stamp tooling, but now have ready for immediate shipment exact replicas of those commonly rusted, broken or missing clips that makes our lives such hell!*

*As many of you know it is an excersize in futility to try to install these moldings without the proper clips. Trying to use generic butterfly clips on your fender moldings only results in damaging your trim. Trying to install the bead moldings without the proper 6-32 stud size clip and retainer plate, well lets just say it's just short of a magic act!*

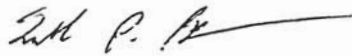


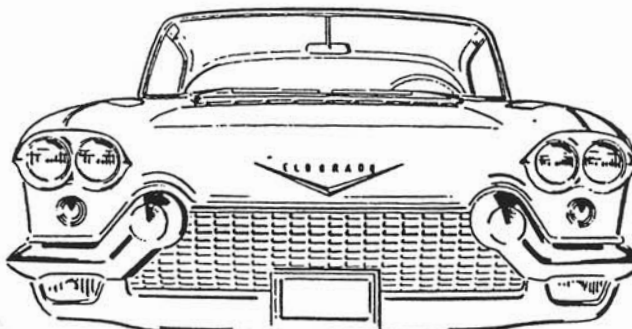
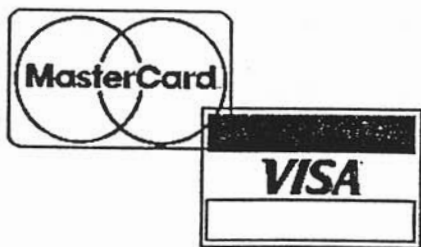
57EB19-007  
16 piece set \$175

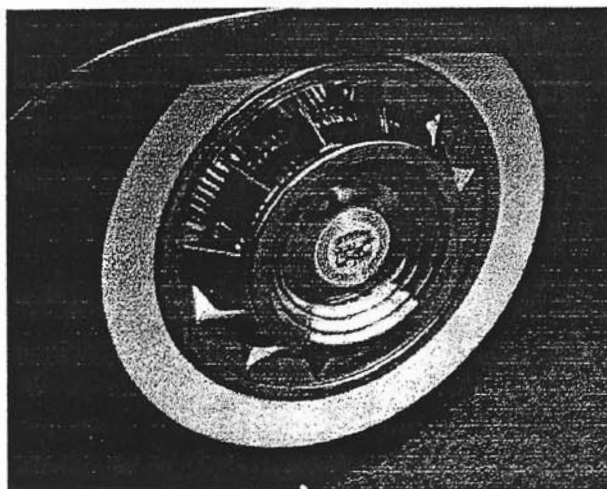


57EB19-008  
36 piece set \$225

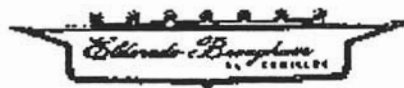
*Now you no longer are faced with these obstacles on at least one major Brougham trim problem. Please call today and order your new clip sets. Save yourself from at least some frustration! There are no substitutes for the correct parts!*

Sincerely,   
Michael Rizzuto, President  
Mastermind, Inc.





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
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- Glove Boxes
- "ELDORADO" Letters
- Door Mirrors
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Merriam, KS 66203

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- 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

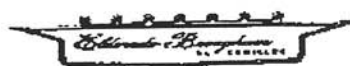
A few of you have expressed an interest in purchasing reproduction rear bumpers for the 57/58 Brougham. I am considering making another run of them soon. These are high quality, high density aluminum sand castings. I would be selling you the raw castings, unfinished and not plated. The price will range 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.

*Jerry Schantz*

## 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

# CLASSIFIED



## IMPORTANT NOTE

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



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## CARS FOR SALE

1957 Brougham Serial # 5770109696. Car is in #4 condition. Previous owner had this car for 28 years. Missing 2x4's, Have 3x2's if wanted. Car is on springs, but all air ride parts are available. Will sell for \$11,000.00. Contact George Garvey. 2510 LaDera Road, Ojai, California 93023. Call (805) 646-8714 for details.

---

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.

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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.

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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.

---

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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## PARTS BONANZA



For years member Bill Pozzi has held the record for the most Broughams owned at one time. Well, Bill has decided to weed out a few, about 10 to be more exact. If you are looking for a parts car or maybe just some rare parts, give Bill a call. The following ad from Hemmings gives full details.

**Cadillacs: 1957/58 Eldorado Broughams. 10 available, some parts cars only, several complete and very restorable from \$2500 to \$8900. Phone: (714) 662-2277. Fax (714) 546-2277, Ca.**

This is a rare opportunity indeed. Don't miss out on a bonanza of cars and parts. Now that they are in Hemmings, they won't last long.

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## SAVE BACK ISSUE SPECIAL SAVE

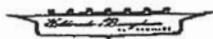
With the growing numbers of new members we have, we have decided to continue offering our back issues at a considerable savings over individual pricing. The first eight years of the B.O.A. can be your for \$204.00 plus \$4.50 shipping and handling. This amounts to a savings of \$68.00 at our current \$8.00 per issue price. See the development of the B.O.A. from Vol. 1 No.1 to today. We have made a lot of progress over the years. New members- take advantage of this offer. You will find just about every topic covered that concerns the history of the Brougham as well as the advice of our members on care and restoration of your Brougham.

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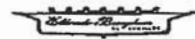
Classified ads are free to B.O.A. members and will appear in one issue only unless requested to be continued. We must assume you have sold you advertised car, parts, or literature unless otherwise notified.

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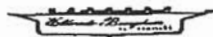
The B.O.A., Inc. makes every reasonable effort to verify information published. However, the B.O.A. Inc. (A division of Allan & Co. antiques Inc.) assumes no responsibility for the validity of manufactures claims, statements made in news articles, the suitability of of suggested restoration techniques or the safety of same.



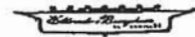
## FREE LITERATURE



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



Stephen Chandler  
England  
#74 #91 1959's

Andrew Edmonds  
Vero Beach, Fla.  
#583

Jean-Claude Franchitti  
Boulder, Co.

Woodrow Lewis  
Newport Beach, Ca.  
#377

Lars Aagaard-Mogensen  
Burdett, NY.  
1960 # ?