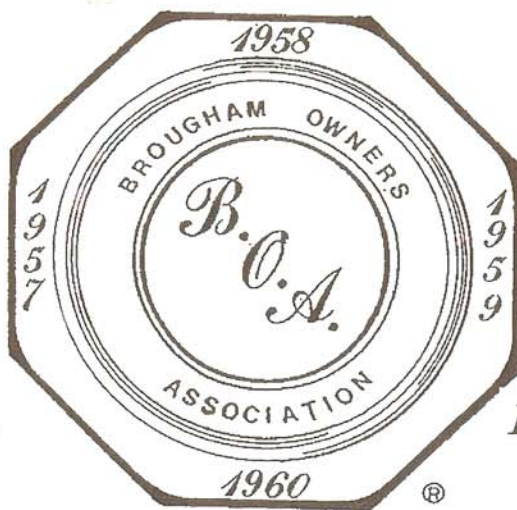




Merry Christmas



Happy New Year

*Brougham
Owners
Association*



Newsletter Vol. 10 No. 4



Brougham Owners Association, Inc.



B.O.A. Newsletter Vol. 10 No. 4 Winter 1998

B.O.A. Website- <http://www.pantek.com/~adowling>

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President's Message

MAY YOU AND YOURS HAVE A
VERY MERRY HOLIDAY SEASON
AND A MOST PROSPEROUS NEW
YEAR. YOUR SUPPORT HAS
MADE THE B.O.A. FAMILY POS-
SIBLE.



Till next year,

Barb Dowling
Jean M. Dowling

ON OUR COVER

We wish to thank Dick Baruk for his support both in time and financially for making this a very special issue. We also wish to thank Larry Muckey for the production assistance in getting this issue printed with so many color pages. We could not have done this paper on our own as the cost would have "broke the bank". The thrill of seeing the Town Car back to new was overwhelming. For that, we always be indebted to Dick Baruk who made a rumor a reality and a dream come true. We are confident that the Town Car will instill a new interest in the Brougham as we have never seen before. The automotive world will realize that this was more than just another Cadillac when they have an opportunity to appreciate the Town Car first hand. We hope to have many more pictures for those of you who may not be able to visit the Town Car and maybe a disk available next year. Maybe a set of 8 x10's. Interested? Let us know.

IN THE BEGINNING



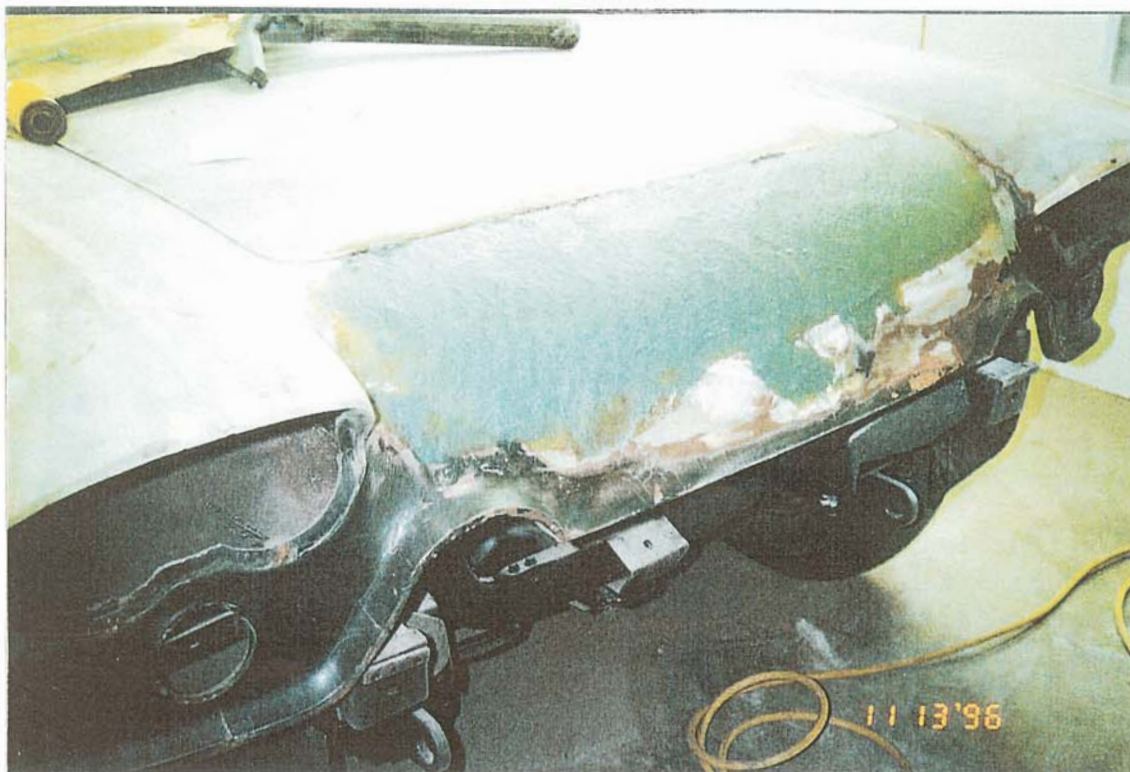
THE TOWN CAR ARRIVES AT DICK BARUK'S



By the time these pictures were taken the car actually looks pretty good compared to how it looked in the junkyard. Larry says the reason the fiberglass cars were not destroyed was that there was no value in them for salvage purposes (No metal to speak of). Believe it or not, quite a bit of work had taken place by the time Dick received the car. A lot of the interior wood structure was at least started and as much was saved as could be. The remainder was replaced. The really amazing thing is that all the one of a kind parts were found.



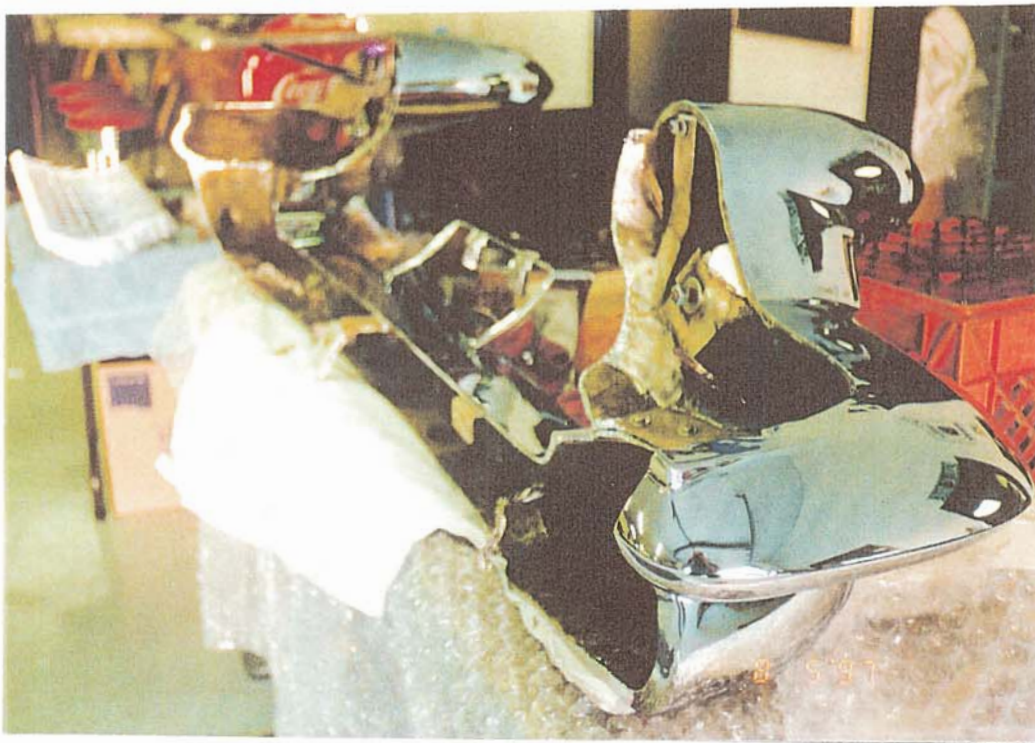
Good thing this is all fiberglass. The crossover panel had been badly damaged by the hauler on the way to Dick's. The whole panel had been caved in when the boom smashed into it. Another hurtle to clear! It was soon discovered that all the trim pieces were plated brass castings including the trim above the grill. The entire front bumper assembly is plated fiberglass.



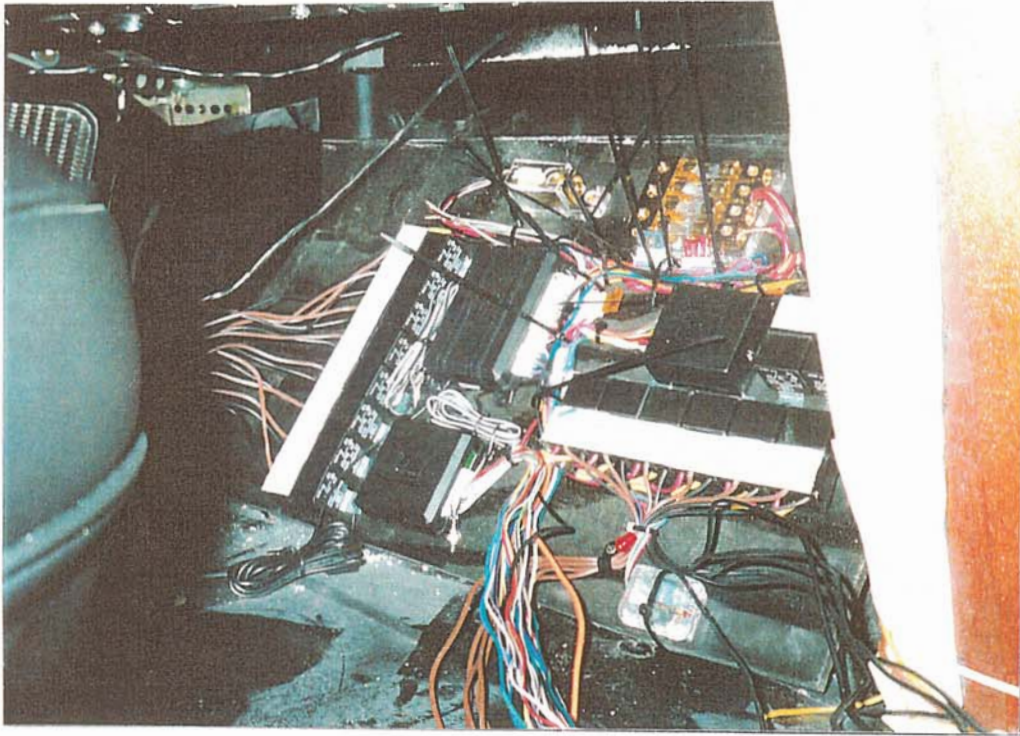
RESTORATION BEGINS



Stripped of paint and disassembled, the Town Car gets some long over due and very complex body work. She must end up perfectly smooth. Below is the fiberglass bumper assembly. Note the large copper electrodes still attached that were used in the plating process. These bumpers now look better than any cast bumpers I have ever seen Remember, this was 1956. Amazing!



NEARING COMPLETION



The Town Car had a few electrical gadgets of its own. Shown here are the controls for the door opening solenoids, windows, and lights. Below the almost finished masterpiece. The only parts of the rear bumpers that could be salvaged were the very ends. The rest had to be reformed in sheet metal and blended with the ends. All trim is numbered and designated left or right. There are slight differences even in the fin crown moldings. All passenger trim is finished in 24K gold!



Presenting The 1956 Eldorado Brougham Town Car



The Town Car as it is **TODAY** - proudly and silently turning slowly on its turntable. The love for the automobile that was shown in the construction of this car shows at every angle. A must see for anyone who can remember when styling was an art and artists styled cars.



Extending from the front of the fin, in a thin body line that extends to the top. A detail not carried over to the production Brougham. In addition, the mirrors sit on pedestals just behind the louvers. The chrome screens are not present on the Town Car. Great attention to detail.



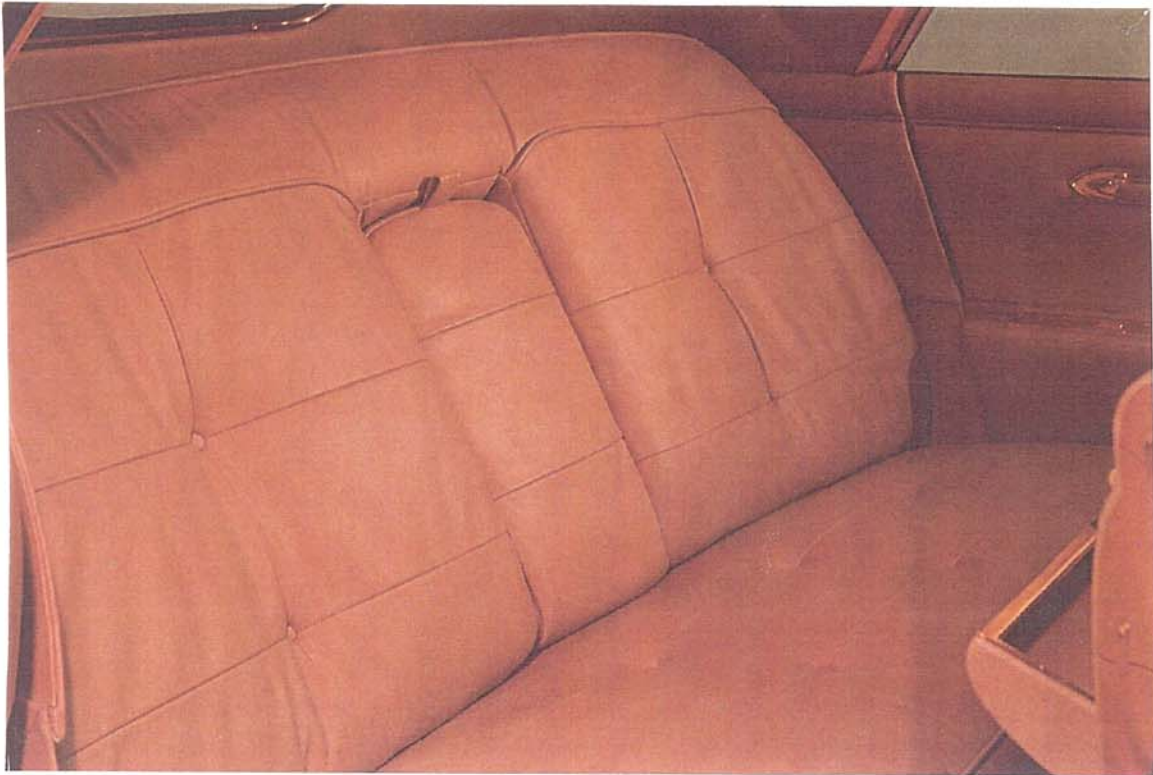
There has always been talk of converting a standard Brougham to a Town Car. Well, after spending a little time with the real thing It becomes clear that such an undertaking would just not work. The Town Car appears quite standard in some ways, but the difference is like a Fleetwood compared to a Brougham. How many times do people think they have seen a Brougham only to discover it was just a Fleetwood. The Town Car will always be just what it is - One of a kind. Note that she is in good company surrounded by Dick's magnificent Brougham collection. What a line up!!





The front bumpers are plated fiberglass and the rears are sheet metal. The headlight doors and the molding over the grill are cast brass. The one piece design of the molding over the grill eliminates the three piece arrangement on the standard Brougham as well as those troublesome "L" sections that always come up missing. This feature also adds a very clean look to the grill trim. Note the slightly different turn signal lenses. The castings added a lot of weight, but who cared. The effect was what was important and brass plates to perfection.





The lavish interior is done in leather, mouton, with all details gold plated. The cups and compact are also gold plated. That is probably where the rumor got started that all Broughams had gold cups. The amazing part of this whole story is that the goodies were found and were in restorable condition. As you can see in these pictures, no detail was left unattended to. Perfection was the goal. After all, you only get one chance at a restoration like this. We lost a little color on this disk to paper transfer, but the quality of the restoration is obvious. Even though the Town Car was a non-functional model, you would never get that impression viewing it. On the next page are more pictures of the interior appointments. The telephone under the radio controls and clock allowed the owner to contact the chauffeur. The interior is done in the best of taste. Simple, but the height of elegance.



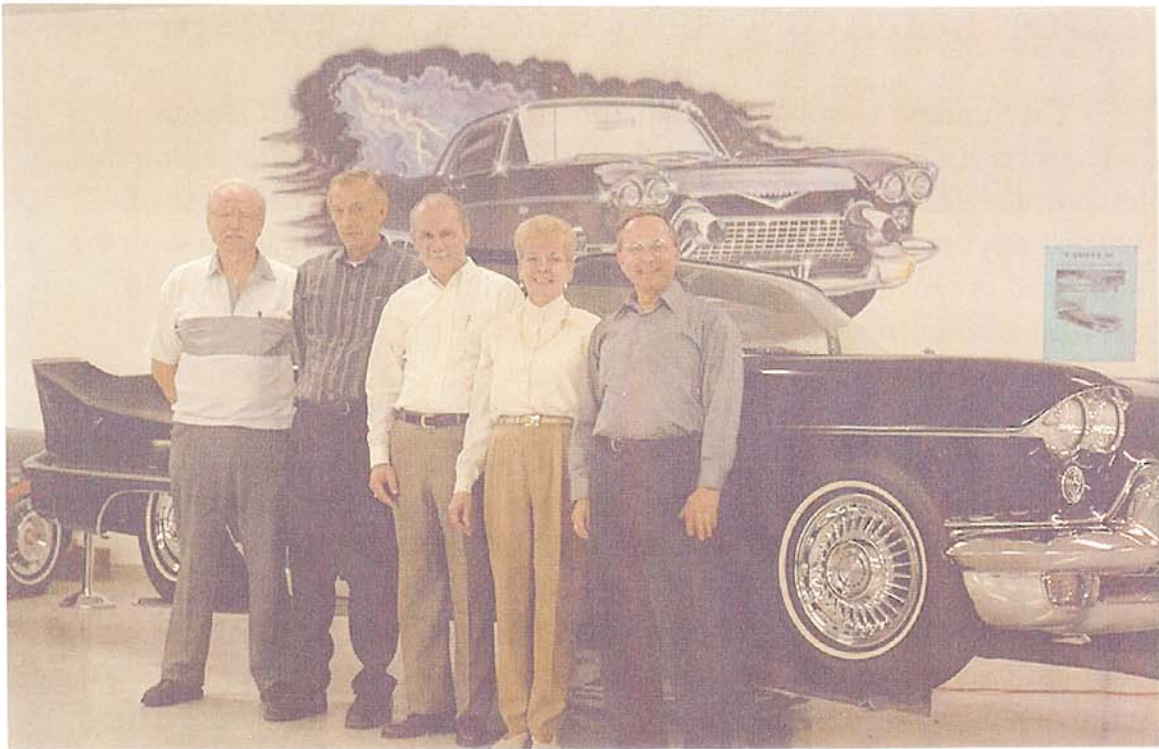
Two compartments are located in front of the passengers that are filled with gold plated vanities. In addition, the phone and all controls are gold plated. We changed lighting for the bottom photo and lost a little color, but the beauty of the combination of beige leather and gold plating is most overwhelming. Beige Mouton carpeting under foot topped off with gold plated sill plates rounds out the elegance of the Town Car interior. It can't get any better than this.





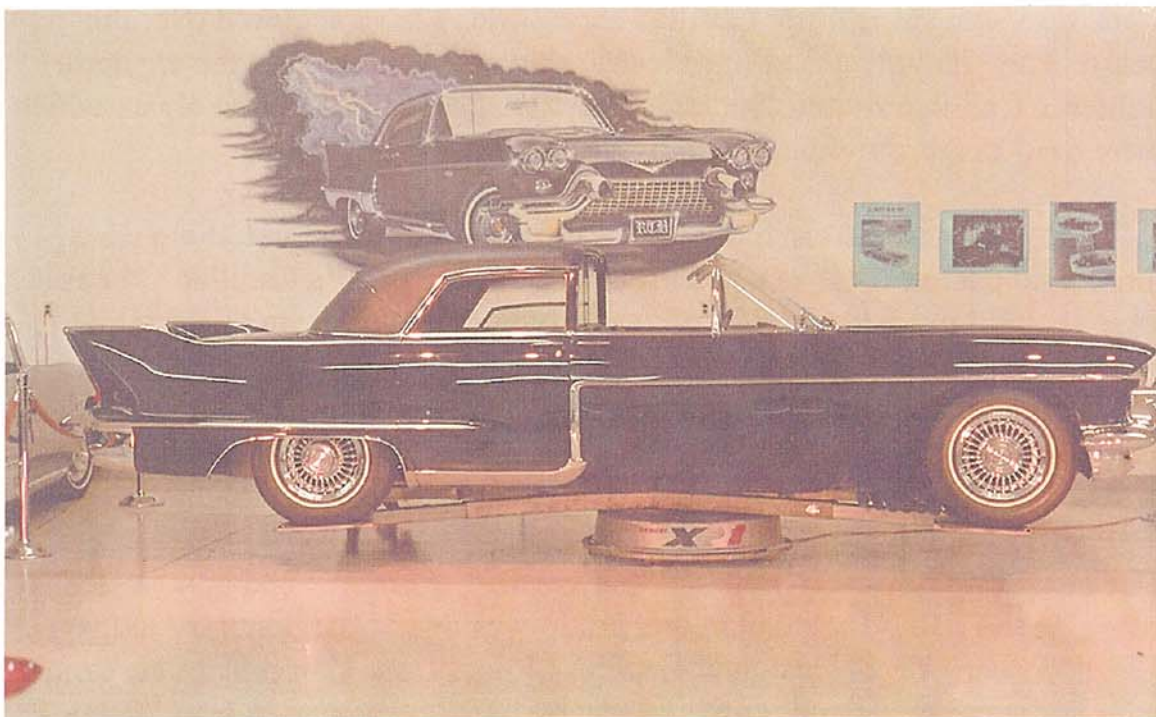
The chauffeur's compartment was done in black leather with a bucket seat arrangement. The dash was made in wood and the original steering wheel was cast brass. Believe me, It is heavy. Of course, all the instruments were dummies but look very real. A telephone was placed between the seat so as to receive instructions from the passenger compartment. You can see some of the fine wood work framing in the door jambs. Finished like a fine piece of furniture.





Left to right: Dick Baruk, Larry Muckey, Al Dowling, Jean Dowling, Photographer Fred Carson
Five Brougham lovers in paradise.

Below a direction side shot showing that great and distinctive Brougham motif. I make a motion that we get the stylists that created this work of art back to Detroit to give those bubble designing kids a few lessons in true Cadillac design. This is what made us the envy of the world.



NEWPORT BEACH CONCOURS d'ELEGANCE by Rick Zeiger

On Sunday, October 4, 1998, the 16th annual Newport Beach Concours d'Elegance was held at the Pelican Hill Golf Course along the Newport Coast. Sunday morning, the sky was sunny after a series of overcast days prior to the show. The blue skies and ocean along with the manicured greens made for a wonderful setting to display almost 200 beautiful automobiles.

The mix of automobiles at this show is heavy on the American Classics side with a good representation of Antique-era cars, along with Mercedes-Benz, Ferrari and Porsche classes. This year's feature was British racing and a number of rare Jaguars and Aston Martins were on display.

In 1989, the year Cadillac was the featured marque, I entered my 1957 Eldorado Brougham and was delighted when it was chosen for their "Design Achievement" award. This year, the judging class of "Post-war Luxury Touring" allowed me to enter my 1960 Eldorado Brougham for the event. I doubt they knew what they were accepting but I'm sure the Pininfarina-built designation caught their eye. Other Cadillacs at the show were all pre-WW2 models, making my Brougham the newest Cadillac on the field.

While the '59-60 Broughams lack the vanities of the '57-58 models, I made due with some other Cadillac accessories I have acquired over the years. They include a Cadillac electric shaver that plugs into the cigarette lighter, a Cadillac first-aid kit and 1960 vintage Cadillac jumbo cigars which were used as a promotional item by the dealer.

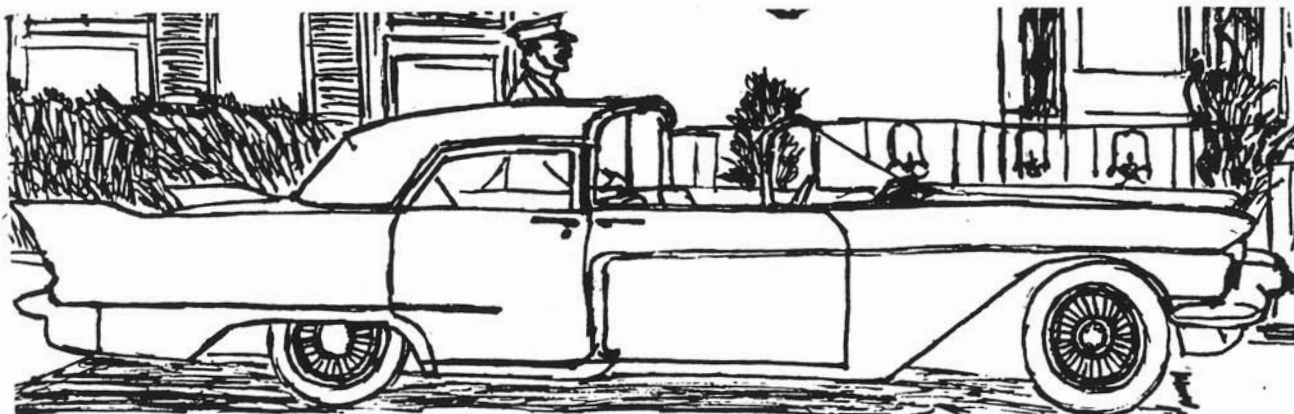
Reaction to the car fell into three distinct groups. First, there were those who passed it off as a generic late '50's/early '60's Cadillac. "I could have brought my Sedan deVille," was a typical remark from this group.

Others more knowledgeable about Cadillacs couldn't quite place the car. They usually did a double take, noticing the windshield, hood opening or rear fender skegs. This group was eager to hear more about this rare car.

The last group, fewest in number, knew what the car was and appreciated it being on the field. Included in this group was one of the honorary judges, Chuck Jordan, VP of Design at General Motors from 1986-1992. He came over to the car twice and remarked that he hadn't seen one in over 20 years.

I must admit, the car looked a bit out of place amongst some very expensive coach-built Rolls-Royces, but it got more attention than any of those cars. I saw it as a great opportunity to let the local automotive enthusiasts learn more about these rare cars.

Please drive and show your Broughams!





Fellow Brougham Owners,

MASTERMIND™, inc.

Michael P. Rizzuto
32155 "B" Joshua Drive
Wildomar, CA 92595-8403
Phone/FAX 909-674-0509
Est. 1975
WWW.MASTERMINDINC.NET

During our yearly holiday season we often take time to ponder life's bigger questions. Here is something for those moments of quiet reflection.

COST AND VALUE COMPARSION

*A 1957 Chevy cost \$2,500 in 1957. Cost of living doubles every ten years for four decades. Today's dollar equivalent \$40,000. People gladly pay this and more these days to restore a Chevy, which has about as much character, value and significance as your modern day econoboxes.

*1957 Eldo Brougham cost approximately \$25,000 a copy to build. Cost of living doubles every ten years for four decades. Today's dollar equivalent \$400,000. Most Brougham owners are trying to restore on a '57 Chevy budget! Very few owners want to admit, or are willing to pay the true cost to own, restore and thoroughly enjoy the single most significant, timeless and impeccably designed, engineering marvel of post war America. A car that can be compared with nothing else ever built, before or since!

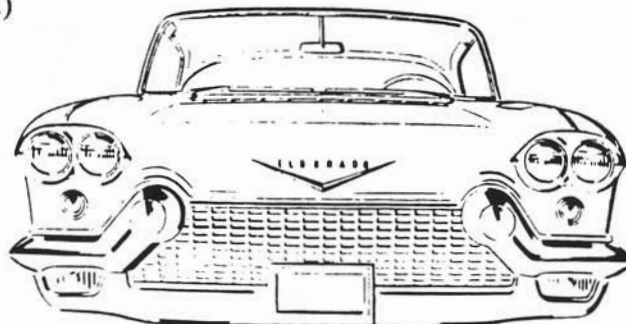
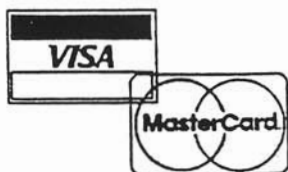
WHY?

Please clue me in if you can come up with some logical answer to this question.

Happy Holiday's

Sincerely confused,

P.S. A second perplexing question for your amusement. If you have a Brougham with white leather bolsters & rear center armrest, with blue cushions, what color should the vanity compact leather be? Since the rear armrest is white leather the beveled mirror and notepad should be white to match, that's a given. The same car though would have a blue leather trim on inside of glove box door. My guess is the compact should match the other two white leather items, but I'm not 100 % sure. It is also equally logical that it might be blue? Anyone out there have an original car, with original compact and can give a definitive answer to this question, please call. (Information on all colors welcome and requested.)





December 1, 1998

Fellow Dreamers,



MASTERMIND, inc.

Michael P. Rizzuto
32155 "B" Joshua Drive
Wildomar, CA 92595-8403
Phone/FAX 909-674-0509
Est. 1975

WWW.MASTERMINDINC.NET

List price \$650
10% off introductory price \$585
60 days only

For the Brougham owner who has everything! At long last the single rarest, most sought after and coveted of all brougham vanity items is now available in limited quantity. The most elusive of all trinkets, absolutely fabulous and extremely accurate reproductions of the stealthy spill proof perfume atomizer soon could be providing that new car smell to your brougham!

At last count I know of 7 people on the entire planet, including myself, who are in possession of an original Arpege atomizer! Why is this the hardest of all accessories to find you may ask? Simple, what do most people do with an empty perfume bottle? That's right, they are all buried under 40 years of trash at your local landfill!

The impossible dream is now a reality! I began this zealot's quest in 1985, After six years of searching an original unit became available to me, which then had to be sacrificed to the Brougham God! After the dissection and Autopsy I spent a fortune on highly detailed blueprints and engineering drawings of even the minutest details. These are dated 1991. This led me to the U.S. patent office to study this very unusual spill proof concept. This was very little help because the registered drawings bore very little resemblance to the actual production atomizer. After almost 8 years of frustrating and expensive trial and error we have succeeded in replicating the dozens of small internal working parts that comprise this very ingenious device. It yielded its secrets slowly and painfully! No one I contacted in the perfume industry had ever seen anything like it!

A tremendous amount of time, effort and expense has gone into the very elaborate, very intricate polishing and engraving work. These faithful copies are identical right down to the patent numbers engraved on the bottom, then machined so that part of the numbers are missing. Exactly like oem! The extremely tiny intricate engraving on the atomizer spray button has been replicated exactly (which literally took years to perfect) and is executed in such a way as to be far more crisp and distinct than oem. The special polishing jigs and techniques we developed make the 24 K gold finish on these parts look more like jewelry than auto accessories! When you compare these to oem, it will make you glad the originals were thrown away!

After 40 years in the proverbial (and actual) wilderness we have reached the Promised Land! Again we have gone out on a very expensive limb to make another impossible dream a reality. As usual I must heavily subsidize these Brougham parts projects with barrels of cash (in this case enough to buy 2 pretty decent Broughams) and many years research, development and final production labor. (i.e., 5 years later I've recovered about one third of my investment in vanity cup plastic case!)

There are a very limited number of these rare aromatic delights available ready to ship at this time. This job may never repeat again because of the enormous cost and time involved. The relatively few Brougham owners who support such projects virtually doom them before they begin, causing prices to rise for the faithful few. Financially it is extremely difficult to run projects of this complexity the first time, nearly impossible the second.

There is no time like the present to hear opportunity when it knocks! Remember, as usual, the only way to distinguish our copy from the original is that ours are superior in every way! You know what they say, it's not bragging if you can do it! Next we will tackle the glass bottle which is half done now.

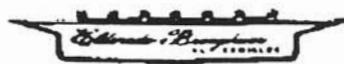
Sincerely,

Michael P. Rizzuto



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. 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.

"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. The price is \$47.50 each. **New Shipment just received.**

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.

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. Price is \$37.50 each.

To order any of the above items or to inquire about the many other used parts Jerry has available call: Jerry Schantz between the hours of **6:00-11:30 P.M. only** at (904) 677-4373



CLASSIFIED



IMPORTANT NOTE

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



CARS FOR SALE

1957 Brougham - #349. Rust free sheetmetal, some good glass, air ride components, Electricals, mechanical components, some decent. #1212 interior panels, seat cushions, mouton, nice interior chrome, headliner, sunvisors, nice grill, front bumpers, impact bar. A 35,000 mi. car that was stored inside for ten years. Will consider parting out or selling as a package deal. Also see parts car #607 in the PARTS FOR SALE section. A good deal for someone needing a lot of good parts or a major project. For full details contact: Peter Krell in Dallas Texas at (972) 458-2004

1957 Brougham - #143. Sandwood with Beige cloth (very nice). 55,000 miles, Nice original car on springs. Some vanity items. \$27,000.00. Contact: Gary Yelton. (573) 581-0445

1960 Brougham - #48. Conceived in Detroit, born in Italy, and grew up in California. Champagne gold with black leather. 62,000 miles. Nice original car. \$22,500. Contact : Dave Barclay, 169 County Road East, Colts Neck NJ 07722. Phone: (732) 544-9035, Fax: (732) 524-7855

1957 Brougham - #387. California car. Black with gray 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.

1960 Brougham - #81. #4 condition. Straight body primed gray. Runs, needs carbs rebuilt, only small parts missing. On springs. Rear bumper rechromed, new brakes & wheel cylinders. Engine detailed. Comes with leather owner's manual. G.M. micro film that has sales brochure, specs, shop manual. (5) excellent caps. Contact: Art Levine (702) 434-2603. Las Vegas.

1957 Brougham - #94949. Black exterior with gray cloth and leather interior. Restoration under way- seats, trunk, and wheels to to complete. \$33,900.00. Contact: Lee at (908) 722-2159

1957 Brougham - #284. Painted dark green with metallic finish (paint #132). California car (first owner is known). Interior done in white leather with green. Five new white wall belted tires. Car has been completely restored with original parts. Suspension converted to coil springs, Mechanically and visually this car is a in 2A condition. Mileage is 61,000. Price is \$54,000.00. Please contact: Gustav Meckenstock (Germany). Fax: + 49 208 48 15 94. Phone: (If you speak German) + 49 208 48 24 17.

1958 Brougham - #542. 37,000 mi. rust free in storage four years. Chamonix white repaint. Interior white with blue leather and white trim (#258) in good shape. Blue mouton carpet. On air. Runs but does not drive. Has Tri-power. No vanities. \$19,995.00. Contact: Peter Krell at (972) 458-2004 evenings. Dallas, TX

CARS FOR SALE

(2) Broughams: Car #29 is 100% complete but lacks a windshield. Car can be driven anywhere. Car #97 has had extensive restoration done, but needs completed. It is 95% complete. Only needs body and interior work to be complete. All mechanical work has been done. A lot invested in both cars. I am looking for a windshield, but would be interested in selling both. Please contact: Alphonse Quéllette for further details (508) 655-6445.



PARTS FOR SALE



PARTS FOR SALE- 57/58 Brougham compact powder puff \$50.00. Contact: Allan Dowling (440) 238-8474. After 6:00 P.M. E.S.T.

PARTS FOR SALE- 57/58 Brougham: (1) excellent to mint horn ring. Very minor imperfections in chrome \$350.00. (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.

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

PARTS FOR SALE- 57/58 - White turn signal indicator plastic knob. 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. Under hood I.D. cards \$10.00 ea. Jack instruction cards \$10.00 ea. Rebuilt oil sending units. Steering wheel trim (4) pieces that fit on wheel (newly chromed). Air conditioning evaporator unit. Main front heater unit (very good condition). Front splash pans. (4) good Brougham wheels (possible 5). Brougham drive shaft. Complete set of fender louvers. Left stainless rocker cover. One set of fender skirts. Reproduction air cleaner knobs. Reproduction Exhaust louvers (2) sets. (1) perfect antenna chrome escutcheon. Contact: Jerry Schantz : (904) 677-4373 6:00 - 11:30 P.M. ONLY

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 and 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- 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 need Contact: Mike Rizzuto (909) 674- 0509.

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.

PARTS FOR SALE - 57/58 Brougham: Left (driver's side) lower stainless rocker panel cover. Very good condition \$200.00. Heater blower motor (main unit) \$40.00. 57 gas tank ready to convert to Brougham tank. Just add holes. \$175.00 +shipping. Contact: Allan Dowling at (440) 238-8474