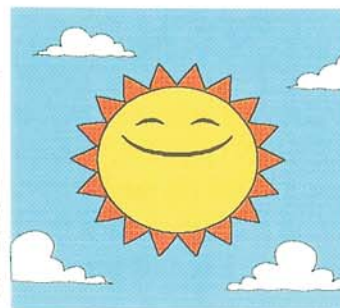




SPRING



2000

*Brougham
Owners
Association*



Newsletter Vol.12 No.1



Brougham Owners Association, Inc.



B.O.A. Newsletter Vol. 12 No.1 Spring 2000

B.O.A. Website- <http://www.nacs.net/~adowling>

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President's Message

Winter is behind us and soft spring fragrances are in the air. Time to get the Brougham out of storage and burning gas. We are perhaps a little late with this issue, but things have been very crazy here and time has just flown by. We will endeavor to be more on time next issue. Our late batch of renewals are still coming in and you forgot to mail yours back you will find a renewal form with this issue. Please get renewals back as soon as possible. We need to cover our "day to day" expenses between issues. Renewals and new members are our only source of income as well as a gage of how we are doing as an organization. If there is an error, or any other problem, call me. The major problem we have with billing after the forth issue is late returns. Not only do you miss issues, but your renewal date may have to be changed causing a lot of confusion. As well, we need more contributions. Our issues are shrinking and that is not acceptable. I will do as long a newsletter as it takes *if* I have material to print. We don't want to become a clique of the same contributors issue after issue. If it seems that way, it is not by choice when I were my editor's hat. So, let's get back on track this year with some new material about your car, tips, historical information, and some just plain fun stuff.

Till next time

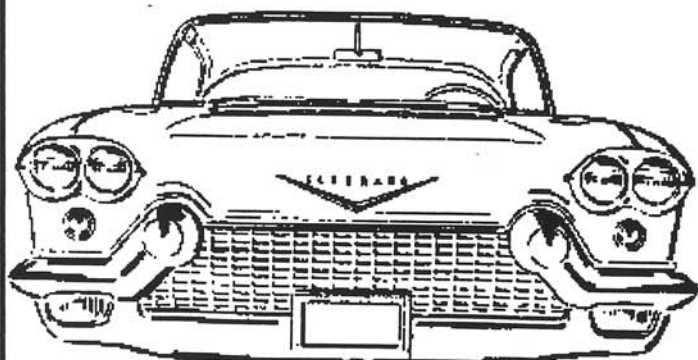


ON OUR COVER

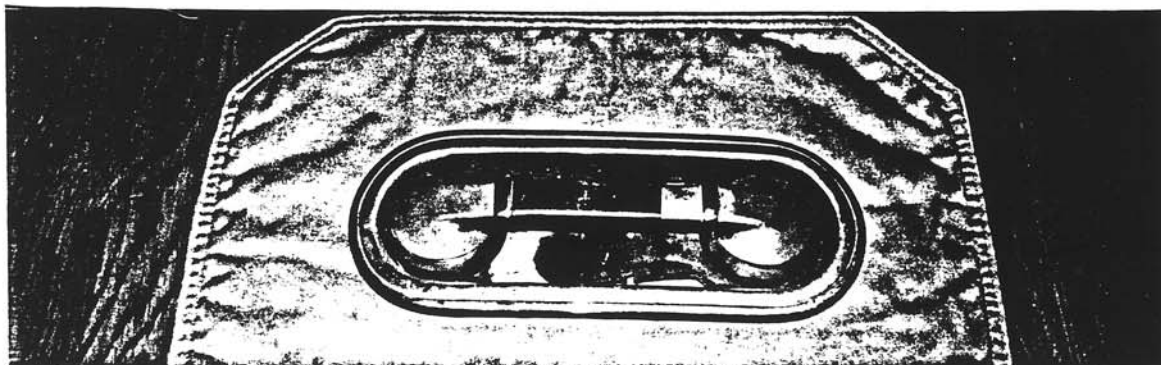
Our cover car this issue is #170 owned by Malcolm Graham of Australia. 170 is no secret to the world as it has appeared in numerous publications and was featured in THE SELF STARTER not long ago. A really superb example that seems to see a lot of road as almost every issue of the CLC magazine LACAD shows 170 at a different event. Malcolm just sent me three copies of LACAD which I will be sharing with you in future issues as the articles relate to the Brougham. I have yet to see an issue that does not have something on the many Broughams in Australia included. Wish that we had as much to report on here in the states. It seems that, "down under", they love to drive and tend to keep there cars running and on the move. Cadillacs, Including Broughams, will go and need to be used. We all, including myself, tend to forget that these were diving machines.

Original Chauffeur's Phone Reunited with Town Car

Thanks to Mr. Joe Bortz, famed motorama car collector and fellow member of the B. O. A., the original chauffeur's phone for the 1956 Eldorado Brougham Town Car has been located and is being reunited with the car. A big thanks is owed to Mr. Bortz from all those who love the old car hobby not only in regard to this phone but also in regard to the significant contribution he has made and is making in the preservation of the most beautiful automobiles that the world has ever known. The phone is for the chauffeur to communicate with the passenger compartment of the car. The phone will be installed in the chauffeur's compartment between the individual seats which was its original location according to Mr. Dick Baruk, the current owner of the car.



Submitted by: Charles D. Barnette
Photos by: Rusty Thompson



136 Albert St. #104
London, ON N6A 1M2
Canada

February 28, 2000

Hi Allan:

Hope this letter finds you well. The London area weather last weekend was very warm, and I even saw a few people walking in short sleeve shirts. Although it was cold today, March 21 marks the first official day of spring. Yes, I AM counting down the days.

Enclosed is my membership renewal payment. I have also included five illustrations, with, of course, the **1956 Eldorado Brougham Towncar**. You may wish to feature some or all of these drawings in future BOA newsletters.

I recently went to Toronto for a day trip. While there, I glanced at some Cadillac books at the library. Cadillac Motor Cars: 1950-1959 by Roy Schneider has a five to six page chapter devoted to the 1957-8 Eldorado Broughams. Moreover, there are several illustrations detailing our beloved marque's features. Truly a great investment.

A red 1953 Eldorado was sold at the Barrett-Jackson auction for a record-breaking **\$147,000**. Indeed, I was amazed that anyone would pay so much. I also phoned Pete Peters and he mentioned I was the fifth person to tell him. Chances are the '57-8 Broughams will be eventually worth the same. More than that, this confirms that Cadillac *is* the king of the 1950's luxury cars.

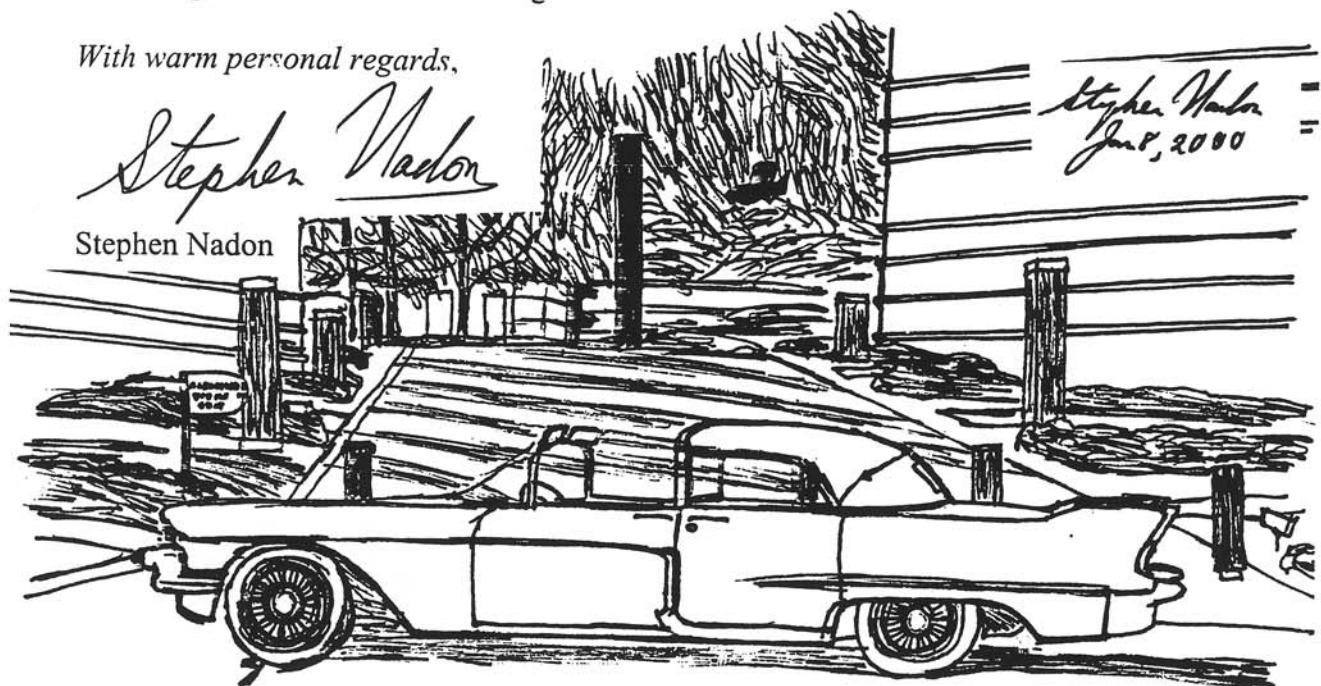
In closing, I look forward to hearing from you

With warm personal regards,

Stephen Nadon

Stephen Nadon

Stephen Nadon
Jan 8, 2000



Brougham Owners Association
16784 Timberline Drive
Strongsville
OHIO 44136

Malcolm Graham
11 Robert Street
Willoughby NSW 2068

2 February, 2000

Dear Allan,

G'day from down under. I wish you and your family good health for the New Year.

Please find my cheque for fees including balance of previous year.

No. 170 spends a lot of time in the garage, just looking stunning and impressing visitors. On the rare occasions I take the car out it attracts admirers and even a couple of trophies.

I have fixed the vibration problem by replacing all the rear bushes and ball joints. What a difference! I suggest other also look aft first, when looking at this problem.

On a club outing last year a member told me he had a mint condition fog light lens. Of course I did not believe him. But suffice to say, two weeks later I had a L.H. fog lens in mint condition. He had found the lens in an American junk yard, buried in the dirt - unbelievable but true! What a find!

Another Brougham incident happened at a car show, where a passer-by claimed he had seen a blue Bbrougham on the island of Malta. Do you know this car?

I have included some more club magazines and photos of 170 for your perusal. Hope you can use them.

I am still working on the return of the original air pump and bags etc for 170. Maybe I will get them this year, one of the previous owners still has them.

Last week my black 57 Seville was wanted for a film currently being made at Sydney's new Fox Studios. The Director said that the Brougham was "too flashy". Watch for the car in "The Life Story of The Three Stooges" once released .

Did you see our Cadillac's in "Babe - Pig in the City"?

Good news for old car enthusiasts. Left hand drive vehicles may now have full road registration in all States of Australia as long as they are 30 years or older. No need to chop up you car and convert to RHD. My cars will stay on our limited use club registration scheme, which is more enonomical when you have a few, and still allows the cars out and about twice a month.

Regards,



Malcolm Graham

News From The Net



Date: April 6, 2000
To: adowling@nacs.net
From: <hkoebler@execulink.com>
Subject: Eldorado Brougham and Cadillac Gossip

Hi Allan:

Hope this message finds you well. Spring is two weeks old, and at writing, it is RAINING in London. However, the weather will change for the better and the worst of winter is over. And that means the car club activities will start soon!

The November '99 Car Collector printed the survey results on the Top 20 Cars of the Century. Divided into prewar and postwar models, the 1955-7 Chevrolet was rated the most popular autos. Moreover, NO '50's Cadillacs or other luxury marques were mentioned.

In February, I wrote to the editor and stated the results were misleading. To start, I used the 1953 Eldorado, the '53 Eldo sold at Barrett-Jackson, and of course, the '57-8 Eldorado Broughams to support my viewpoint. Guess what, my letter WAS printed in the April issue. My Brougham description was omitted, but most of the letter was left intact.

I am well aware that Chevrolets are affordable for the "average" person, but the '57-8 Broughams had EVERYTHING. In fact, Nicky Wright stated the Brougham made a Rolls-Royce look like a Base Chevrolet. This was an exaggeration, but close to the point. Equally significant, the '57 El Morocco was a big joke.

I do not object to '55-7 Chevrolets, but I see FAR TOO MANY in Ontario I sometimes wonder if ANY '50's Eldorados - especially the Eldorado Broughams - exist at all! In this regard, it would be great to have a Brougham Grand National. I will mail you a copy of my letter, and your feedback about the matter is most welcomed. Might you also consider publishing it in the next newsletter?

I plan to attend the SPRING AUBURN auction. According to an ad, a 1959 ELDORADO BROUGHAM and a 1960 Eldorado Biarritz will appear. Mind you, this is a partial list, and chances are good many '30's Cadillac V-16's and '50's Eldorados will show up. Yes, I will bring my Minolta camera and LOTS of film.

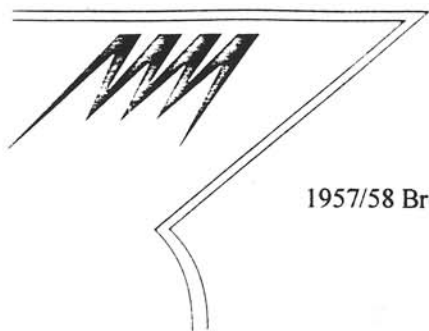
Lance Hirsch recently saw the Elvis Presley '57 Eldorado Brougham. The

owner has spend \$650,000 in restoration to date, but Lance commented it is the FINEST ever seen. Now, that is STAGGERING! Mind you, the owner is a very private fellow, and this is the only information I have to date. That said, I am eager to see some photos.

In closing, I look forward to hearing from you.

With warm personal regards,
Stephen Nadon
Transmitted for Stephen by:

FINALLY, A TRUNK KIT FOR YOUR 57/58 BROUGHAM



1957/58 Brougham Pre-sewn, Ready to Install Trunk
Upholstery Set 57EB14-058

MASTERMIND T.M., inc.

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

Dear Brougham enthusiast,

The Brougham has without question the most complicated trunk upholstery set ever devised by man. To make your life easier you may wish to consider making the very intelligent and time saving decision to purchase our pre-assembled trunk kit. You may already realize that this is the best way to go if you have tried to use your old parts for patterns. Unless you have a really perfect unmolested original car you have no doubt realized that many, if not most of your old parts, or what is left of them are virtually unrecognizable, and are useless as patterns. Even parts from near perfect original cars will crumble into worthless chunks of disintegrating cardboard if you look at them wrong. If you have a car where the trunk upholstery was previously re-done by amateurs, your situation is hopeless.

Sixteen years of collecting the best parts from many different cars has been put to good use in reconstructing perfect replica masters of the OEM patterns. This diligence was invaluable for use in the faithful replication of the very intricate and expensive dies that were required to fabricate the cardboard and floor mating parts precisely to OEM specs.

We went through all this trouble and expense because many years ago we wasted about 40 hours labor in a hopeless attempt to precisely replicate these difficult parts by hand with upholstery cardboard, razor blades a scissors. Just for laughs try that on the hinge cover parts if you do not understand what I mean. Then we wasted another 40 hours doing the upholstery work and installation. Vanity of vanities, grasping at the wind as King Solomon once wrote. While this trunk interior looked better than an old one it was far from what we wanted. It looked home made no matter how hard we tried. I swore I never would do another trunk set until proper tooling was built with which to do the job to OEM standards. Needless to say this project has been planned for a long time, and it has cost unbelievable amounts of time and money to see it to fruition. We have even gone as far as to custom order a truckload of cardboard large enough for the trunk lid upper trim panel. You can not buy upholstery cardboard big enough for this part even if you are friends with the Pope! The labor bills for pattern work, research, development, and die building were astronomical! We were working with the best patterns we could find over the years, but in essence still forty-year old junk that was barely recognizable. This made for a lot of time consuming guesswork and trial and error sessions, which caused many costly die revisions during the development of this project. We even corrected a few factory mistakes along the way!

To develop and replicate the swedged metal eyelets was a huge job in itself. Of course as with most Brougham parts there were no identical replacements available at any price, though we searched the world over for three years! We had no choice but to build special forming dies for this precision part at enormous expense. We had come too far to compromise at this point. Most people close their eyes to such difficult details, then wonder why they wind up with an inferior restoration. These details are what separate the men from the boys in the restoration world. They make the difference between an exceptional OEM quality finished product, which the Brougham richly deserves, and the slop that we usually see at car shows. These metal parts have a definite purpose. They act as spacers to keep the cardboard parts from puckering and warping because they will not allow the screws to be over tightened. They also act as strengtheners to keep the cardboard parts firmly attached to the car, as well as serving to create a very refined look.

Most people would simply use an incorrect trim screw instead of going through all this trouble. We could not bring ourselves to install the trunk upholstery without the correct structural and decorative parts that are so critical to proper OEM fit and appearance, regardless of cost. Now we can supply pre-installed, exact replicas of these parts in highly polished stainless steel, which will outlive all of us, instead of the OEM chrome plated steel which will go bad before we do. We have copied the unusual shape of these parts right down to the last detail.

As many of you know in years past we have also spent a lot of time and money custom weaving and dying the fabric as well.

The point is that our ready to install kit will easily pay for itself twice over in upholstery shop labor savings. If you compare the labor cost of 80 hours or more x \$50 per hour for an inferior job, this kit becomes a real bargain. You will not have to do the job over again at even greater expense because you were dissatisfied and you will have paid less money to begin with. Less cost and aggravation over all! With our kit you wind up with a ten times better, flawless OEM quality installation for half the price of the home made, Mickey Mouse version! No matter how good an upholstery man you have he can not do the job successfully without the correct patterns. Even with the patterns he could not hope to duplicate some of these complex shapes by hand, or duplicate without error some of the finer details that we, having learned from experience, build into our pre-sewn kits. The learning curve can be very expensive! Delivered pre-assembled as they are, your trunk upholstery could be installed in only a few hours. With the detailed instructions that accompany the kit and our assembly hardware kit, which includes every last screw that is required for installation, you can not go wrong! The fit and finish of our kits are superior to the very high OEM quality standards.

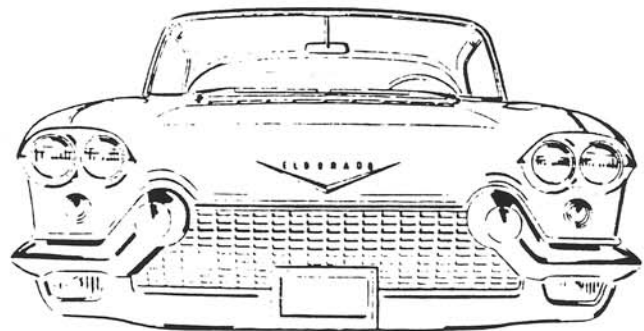
For you die hard do it yourselfers we can also supply the die cut parts, fabric, speaker cover netting, jack curtain clips, split rivet sets, metal eyelets and related swedging tools as well as complete installation hardware kits separately. Unless you know of an extremely talented upholstery shop that works very inexpensively, have an original 8:40 x 15 tire to fit the wheel cover to and an excellent original set of patterns, I am quite sure that our pre-sewn and assembled kit will be your better value however.

Thank you for your consideration of our offer.

Sincerely,



Michael Rizzuto



Broughams for sale from Mastermind

1959 Brougham One of 99. Not Running. Needs complete restoration. Black with full white leather. \$7500.00

(2) 1960 Broughams Only 101 produced. The 59/60 are really factory customs, the last of an era. They are refined elegant and understated. A superb investment to be prized by true connoisseurs. Both need complete restoration. One Black with gray interior, the other white with blue interior. Both badly weathered but restorable. \$6500.00 each.

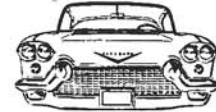
1958 Brougham - #506 Mint garaged Palm Springs beauty. Incredible original chrome. NOS air ride parts, 40,000 original miles. Partially disassembled. New engine and trans. This is a very clean machine. Over \$60,000.00 invested, sell for \$40,000.00 as is. Contact: Mike Rizzuto (909) 674-0509 California.

CLASSIFIED



IMPORTANT NOTE

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



CARS FOR SALE

1957 Brougham - #241 New Paint, new brakes and exhaust. Needs bumpers plated for show. A rust free car with all vanities. \$27,500.00.

1957 Brougham - #271 Engine and trans. rebuilt, new brakes and exhaust. Complete new white leather interior. Front bumpers plated rears buffed & polished. Lots of chrome done. Needs paint. \$13,500.00. Contact: Larry Muckey (616) 777-1849

Will "Deal" Reducing Collection

1958 Brougham- #442 California original, 43,000 miles. Everything works and air ride. Deauville gray with blue cloth and leather, Mouton Carpeting. Asking \$26,500.00.

1957 Brougham - #45 Diassembled, body off frame, all parts inventoried. Buy to restore or as 100% complete parts car. Asking \$6000.00.

1958 Broughams (2) parts cars. Complete drivetrains. Missing bumpers and various trim parts. Asking \$2500.00 each.

For further details on these great buys contact: Dave Barclay. 169 County Road East, Colts Neck, New Jersey 07722. Phone (732) 544-9035

1957 Brougham - #195 Black #2 car without vanities located in Kansas. For complete details and price information Contact: Matt Massoth (913) 651-2866

1957 Brougham - #143. Sandlwood 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

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.

1958 Brougham # 651. Chamonix white, solid black leather interior (all original). Black mouton carpet. 34,000 Miles. Perfect glass and roof. Converted to coil springs. \$35,000.00 Contact: Ken Ward for further details. (513) 521-2029.

CARS FOR SALE

1958 Brougham: Copenhagen blue. With white leather seats and black and white leather door panels. On air and working well. Original tri-power just overhauled. Includes compact and rear seat mirror. Perfect original chrome, no rust anywhere. Car was repainted in the 80's and is in excellent condition. All electricals are working; however, the seat needs attention. Very presentable car with 61,000 miles showing. Pictures and a video tape are available. Car is in Canada, owner in California. Contact: Allan Dowling for details and to arrange to see the tape. Call: (440) 238-8474. Just reduced to \$25,000 for quick sale.

1957 Brougham # 223. Blue with Blue leather interior. Very complete car that runs. Virtually no rust. Bumpers have just been show chromed. New windshield still in the box. Complete history of car available. I am the second owner. Needs restoration. \$18,000.00. Contact: Hal Sundvahl (806) 384-3157

(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: Alpie Quелlette for further details (508) 655-6445.

1958 Brougham - #476 Once owned by Mary Tyler Moore. This is a driven car that wins at every show. Was in Concours D' Elegance last year. Painted in Mary's favorite color of lavender with white leather interior. Asking \$45,000.00. Contact: Alan Cobleigh (647-5862

1957 Brougham - #284 Painted dark green metallic #132. Green and white leather interior. California car with owner history available. Five new tires. Car has been completely restored with original parts. Converted to springs. Mechanically and visually this is a strong #2 car or better. 63,000 miles. Price is \$34,000.00 U.S. Contact Gustav Meckenstock (Germany) fax +49 208 48 94, Phone +49 208 48 18 45, e-mail ju.sa@t-online.de

CARS WANTED

1957 - 1960 Eldorado Broughams in any condition, even parts cars. Contact: Peter Krell at (972) 458-2004. Dallas Texas.

57/58 Spring Conversion Kits Available

Still want to convert to springs? Two kits are available from the Brougham Service Center. These kits have been tested and have kept Broughams standing tall for over four hundred thousand miles in actual operation. To order contact: Duncan Emmons at The Brougham Service Center Box 381 Rancho Mirage, CA. 92270 Or call (310) 641-7571 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. 6:00-11:30 P.M. Don't risk running out of gas or blowing an engine ever again.