



*Brougham
Owners
Association*



Newsletter Vol. 7 No. 3

Brougham Owners Association, Inc.

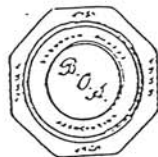
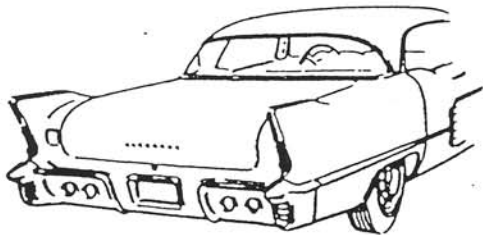
B.O.A. Newsletter Vol. 7. No. 3. Fall 1995

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President's Message

No part of a Brougham has perplexed and frustrated the restorer longer than the air suspension diaphragms. Many perfect Broughams spend their lives garaged because of the fear of a failure of this one part that could not be replaced at almost any cost. Values have suffered as a result of knowing once a "bag" is gone the car could never be original again. Thanks to Bill Stokel and Mike Rizzuto, a way has been found to forever put to rest this problem. Our "special report" in this issue is the single most important event in our history. New factory correct diaphragms at last! This is a rare opportunity that may never happen again. We will only have ourselves to blame if this chance is missed due to lack of interest or procrastination. It is up to us to enable the Brougham to be passed on to future generations in its original configuration. Let us begin by supporting Bill and Mike in this monumental project.

Many thanks to Ted Kade, of Classic Auto Restorer, for permission to reprint the article on Charles Barnette's #590. Great work Charles, you are giving the Brougham the accurate coverage it needs.



Till next time,

\$ave BACK ISSUE SPECIAL \$ave

For a limited time we are offering complete sets of back issues -Vol. 1, No. 1 - Vol. 7. No. 2. for \$120.00 per set plus \$3.50 shipping and handling. This is a \$60.00 savings. If you are a new member, don't miss this chance. Back issues will be \$7.00 each when this offer expires.

FEATURED ON THE COVER

Our cover car this issue is #476 based in Lake Elsinore, California. #476 is owned by new B.O.A. member Craig Sinclair.

AUGUST 1995

Classic Auto Restorer

THE HOW-TO GUIDE FOR VINTAGE CAR ENTHUSIASTS

ONE-UP IN THE STATUS WARS



Strutting
with the impressive
'58 Cadillac Brougham

WHEN THE BIG SHIPS COME IN

1958 & 1959 Imperials — Could it get any bigger than this?

CORVETTE PROJECT Sassy chassis is looking good

GOIN' TO THE SHOW Detailing like a pro

KING PIN RESTORATION Taking the suspense out of the suspension

\$3.95

CANADA \$4.50



0 71896 47960 7



Brougham Sweet Brougham

**When image is everything, this 1958 Cadillac Eldorado
is all you could want and more.**

BY DAVID TEMPLE

Photos by the author



From its introduction in 1953, the Eldorado was one of the ultimate possessions of the status-seeking socialites. The name, synonymous with gold and riches, was a stroke of genius. Cadillac was in fact golden. Their cars ruled the luxury-status field. The Eldorado was automotive elegance taken to a higher level. When Cadillac flaunted its motto as the standard of excellence, the Eldorado was its shining star.

It originally was designed as a limited-edition convertible, so that, like a priceless treasure, only a limited few would have access to this level of motoring elegance. When a hardtop was presented to the public, the name Eldorado Seville was

chosen to further its blue-blood pedigree and the convertible version became the Eldorado Biarritz.

Then came the elegant Eldorado Brougham: created from the best features of three Motorama show cars. Design influences from the 1953 Cadillac Orleans, 1954 Cadillac Park Avenue, and the 1955 Eldorado Brougham show cars are frequent. The Orleans was a pillarless four-door sedan with center-opening doors and a wraparound windshield (introduced to the public on the 1953 Eldorado). The Park Avenue flaunted an egg-crate style grille and brushed aluminum roof. The Motorama Brougham most closely resembled the car later put into production.

General Motor's chief stylist Harley Earl created the Motorama so the company could gauge public reaction to experimental automotive concepts. The feedback he was receiving in 1954 gave him a very good idea of what potential Cadillac buyers desired. Earl said the Brougham concept "was created with the intent of capturing the appeal of those who wanted the finest product, whether it be their home, clothing, jewelry, or their car ..."

The 1955 Motorama Brougham featured pillarless, center-opening doors, lounge seats, a vanity case and a brushed aluminum roof. Compared to the production Cadillacs, it was lower (height, 54 inches) and shorter (length, 210 inches). It featured

The Feature Car

The 1958 Eldorado Brougham seen on these pages is owned by Charles Decker Barnette of Texarkana, Texas. Barnette, an attorney, acquired the car in 1984 after noticing it being driven in town. He was so surprised upon seeing the rare Cadillac for the first time that he almost lost control of his own vehicle. Negotiations were soon underway for the collectible car, but after a few days Barnette traded his 1957 Cadillac Fleetwood along with the proverbial "arm and a leg" to acquire ownership of the Brougham.

The Eldorado needed exterior work including new paint and some chrome replating, but was still presentable in its original state. The car no longer had the glove box amenities or the items originally stored in the rear center arm rest. Furthermore, the original forged aluminum wheels had been replaced with 1953 Eldorado wire wheels.

Fortuitously, Barnette was able to trace much of the car's history. It was originally sold in Kansas City, Missouri. The third owner, the late Jerry Morton, former president of United Engines in Oklahoma City, Oklahoma, had the car's air springs updated with a Firestone system used on recreational vehicles. According to Barnette, the system is reliable. Morton was the owner who had kept the special items from the glove box and armrest. He also had the original wheels. Barnette purchased the items and now the only missing pieces are the atomizer and the original perfume bottle. A nearly exact copy of the perfume bottle was purchased through Arpege. Barnette's good fortune of locating these unique parts is comparable to the proverbial needle in a haystack.

In 1991, the car underwent selective rehabilitation. Fresh paint, rechromed bumpers and refurbished forged aluminum wheels were accomplished at that time.

Years earlier the seats were reupholstered. The original pattern was duplicated, but not with the correct material, although the material used has a stock appearance. The door panels, headliner, dash pad, and the upholstery on the back side of the front seat remain original.

Mechanically the vehicle needed only a new water pump. Aside from the updated suspension and a balanced engine, Brougham number 590 has been relatively maintenance free.

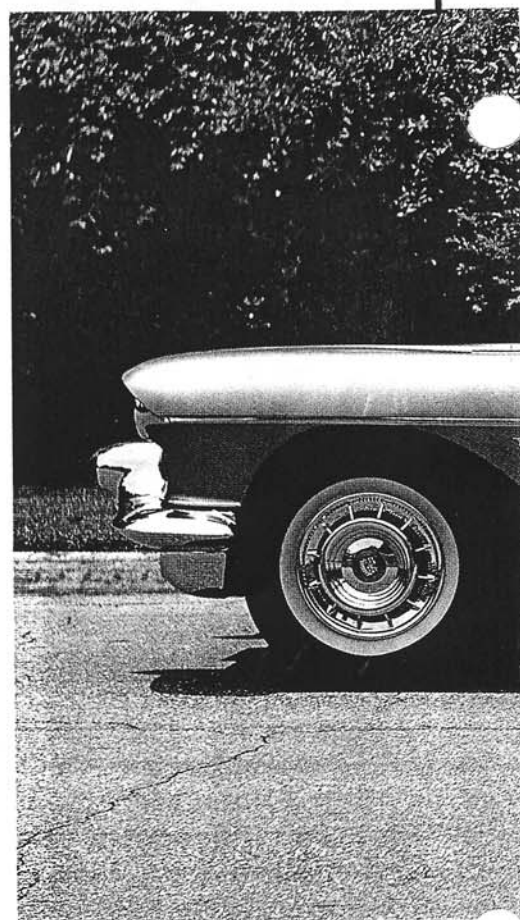
Barnette enjoys driving his prestigious Cadillac and says the car is really more for the "sporty minded" than the chauffeur-driven crowd.

quad headlights (which at the time were illegal in some states).

In early 1954, Earl discussed the idea of a limited-production Brougham model with Cadillac general manager Don Ahrens. The idea was given serious consideration, but was later rejected as too costly. However, when word that Ford Motor Co.'s new Continental division had been created to compete with Cadillac and a Mark II would soon be available, cost

factors were forgotten.

At the inaugural 1956 Motorama showing, a prototype Eldorado Brougham was unveiled. Additionally, a Brougham Town Car — a classic-era-inspired design with an open chauffeur's section and enclosed passenger compartment trimmed in beige broadcloth and gold ornamentation went on display. The (half) roof was covered in padded black leather. Unlike the Brougham prototype, this vehicle was a nonfunctional,

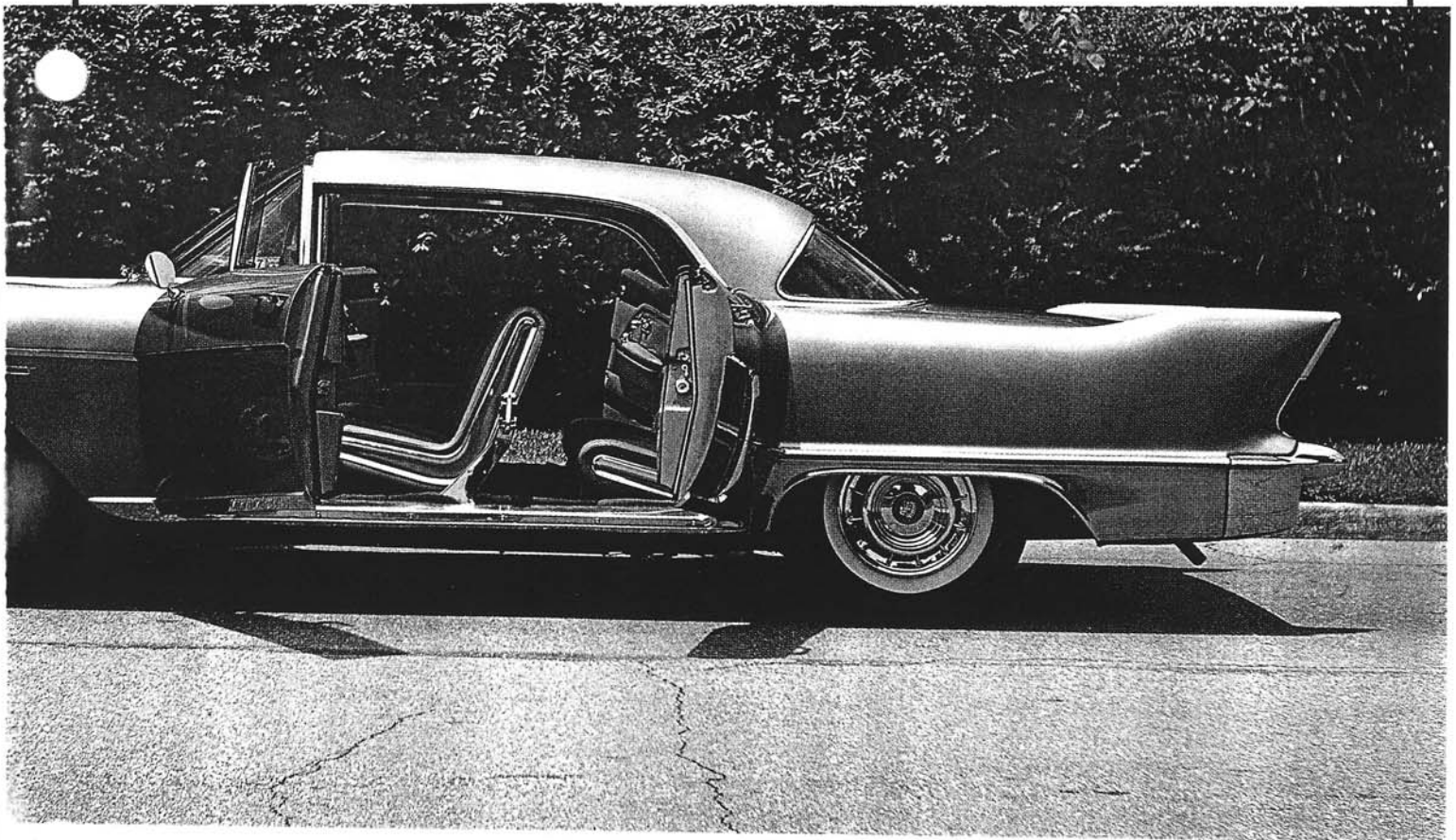


fiberglass show car. (See sidebar.) It may have been given serious consideration for production, but it never made it and just the one show vehicle was assembled.

The public first glimpsed a production model Brougham Dec. 8, 1956, at the New York Auto Show. By March 18, 1957, GM began releasing Broughams to their dealers. The announced list price was a stratospheric \$13,074 — considerably more than the \$8500 originally foreseen.

What you got for \$13,074

For the list price of a 1957 Eldorado Brougham, one could purchase a new Cadillac hardtop coupe (\$4677), Buick Series 40 Riviera hardtop coupe (\$2204), Oldsmobile Rocket 88 Holiday hardtop coupe (\$2854), a Pontiac Chieftain Catalina hardtop coupe (\$2529), and still have more than \$800 to put down on a new Chevrolet! What made the Brougham so



The center-opening doors of the pillar-less sedan led to a luxurious interior that included stainless steel tumblers, in case the occasion called for cocktails.

expensive? Standard equipment included a 325-horsepower, 365-cubic-inch V-8 with dual four-barrel carburetors; air conditioning; individual front and rear heating systems with underseat blowers; a six-way power seat with memory settings; power windows; power ventipanes; automatic power door locks; power deck lid; Hydra-Matic transmission; air suspension; automatic headlight dimmer; and a brushed stainless steel roof. (See complete list on page 19.) There were 45 interior combinations with either lambskin or Karakul carpeting and 15 exterior colors.

Originally the car was also scheduled to have disc brakes, Hydra-Matic transaxle and fuel injection.

Two interior features of distinction



are the contents of the glove box and rear center fold-down armrest. No ordinary glove box, this treasure chest was stocked with luxury — a fold-out shelf where six magnetic stainless steel tumblers were stored, a cigarette case, a tissue dispenser, a vanity case with mirror, lipstick and coin-holders. The vanity case came wrapped in a cream-colored flannel material.

Eldorado Brougham Production Totals

1957	1958	1959	1960
400	304	99	101

The rear center armrest (when folded) could also be opened to access a variety of prestigious necessities as well: the Cross sterling



Regarding Restoration

There are a number of things to consider concerning the restoration of a Brougham. Perhaps the most important of these is the completeness of the vehicle. Brougham parts are very difficult to locate. None of the body panels interchange with standard Eldorados. In fact, there are few items that are not unique to the Brougham.

One caution comes with buying NOS parts represented as Brougham pieces. Some sellers and buyers will mistakenly assume that 1957/58 Eldorado Seville and Biarritz parts fit the Brougham. Not so. The Brougham was essentially a limited-production "dream car." As a consequence, there were few replacement parts available when the car was new. Today even fewer exist.

If Brougham restoration is in your future, join one of the clubs listed at the end of this article. Members have a wealth of knowledge concerning these special Cadillacs. Parts will be easier to track down also.

pencil and notepad, the leather-backed mirror (color coordinated, of course), a perfume atomizer, and Arpege perfume.

Air Suspension

The Eldorado Brougham's air suspension was an automotive first. It's been described in many ways, but a Cadillac news release explained the system as developed "from the principle that air is a compressible, easily controlled medium with outstanding damping qualities. When controlled as in the Cadillac system the air does not transmit road harshness or vibrations."

Air suspension was intended to provide the Eldorado Brougham



with the smoothest and most constantly level ride ever known to a passenger car. Unfortunately, as sophisticated as the system was (composed of four air spring assemblies, three leveling valves, a control solenoid assembly, and an air compressor and accumulator) it did not significantly improve upon the ride qualities of steel springs.

A July 1957, *Motor Trend* drive report was mildly enthusiastic: "A rough, busted-up three miles of ancient concrete road provided a good place to drive both a conventionally suspended Cad 60 special and the new airborne Brougham. There is no doubt that the ride is amazingly improved, but riders and

driver too (through the entire structure) still feel shocks; the edge or sharpness of the bump and rebound is taken away."

Although the ride qualities were at least as good as a conventional arrangement, its reliability was not. Leaks were a constant source of irritation as the Brougham owner soon discovered. The first sight of a new \$13,074 automobile sitting almost flat on the pavement must have been quite a shock. This flaw, in a car that cost substantially more than a new Rolls-Royce Saloon, was intolerable (not to mention embarrassing) to a Brougham owner, and many had their air suspension replaced with steel springs.

Standard Equipment

- 365 cid V-8
- Hydra-Matic transmission
- Air conditioning
- Individual front and rear heating systems with underseat blowers
- Six-way power seat with memory settings
- Automatic power door locks
- AM radio with front and rear speakers and automatic power antenna
- Electrically operated trunk lid
- Fully carpeted trunk
- Air suspension
- Power windows and ventipanes
- Power steering
- Power brakes
- Automatic headlight dimmer
- Front and rear fold-down armrests - rear contains pencil, note pad, mirror, Arpege, atomizer
- Electric drum dial clock
- Cigarette lighters - two front, two rear
- Automatic engine starting and restarting
- Polarized sun visors which darken by tilting
- Tinted glass
- Forged aluminum wheels
- Brushed stainless steel roof
- Wide oval narrow-band whitewall tires
- Quadruple horns

Basically, the system worked in the following manner. As weight was added to the car, the body and frame settled under the load. When the frame lowered, the leveling-control valve arms rose. High-pressure air flowed into the air springs, thus raising the frame and body. As this took place the valve arms would move down toward their normal position, shutting off the supply of high-pressure air from the accumulator. Once normal

Most Fabulous 50's show cars met with a sad ending.

"Scrap it." These were usually the words spoken which sealed the fate of many of the fantastic concept cars of the "50s". Most were destroyed after their usefulness was exhausted. Too Bad. Many car enthusiasts would sell their soul to the devil in trade for a Motorama car even though many were nonfunctional - no drivetrain and built of fiberglass. Others were fully functional, but essentially untested for road worthiness and considered too risky to sell to the general public. (Chrysler Corp. apparently did sell a few of its show cars, however, and Harley Earl used the 1951 LeSabre as his personal transport for a while.)

Fortunately not all of these cars were destroyed. Chicago night club owner Joe Bortz has tracked down and purchased many of the more famous show cars. Most had deteriorated and needed restoration, but were generally complete. One of his finds was the fiberglass (nonfunctional) 1956 Eldorado Brougham Town Car. It was discovered in a salvage yard where it resided for about three decades. The yard owner apparently didn't have the heart to destroy it. Only a few people knew of it and although serious offers were made to purchase it, the salvage yard owner feared he would be sued by Cadillac if the company discovered he didn't scrap it. Eventually Bortz learned of the car's whereabouts and was able to persuade the owner to part with it. Bortz later sold the one-of-a-kind show car to another collector who reportedly not only intended to restore it, but add a drivetrain to it as well. Sadly, the current owner became ill shortly after the purchase and the effort has been set aside for now.

There are others - the Orleans, the Park Avenue, the "55" Brougham, and the prototype that debuted at the January 1956 Motorama. These cars are thought to have been destroyed, but then again.....

RESOURCES

Classic Chrome C/O John Petros The Brougham Owners Assn., Inc. & Associates, Inc.
140 South 7th Avenue
Maywood, IL 60153
(708) 948-8363

Mastermind, Inc.
32155 Joshua Drive
Lake Elsinore, Ca. 92530-9624
(909) 674-0509

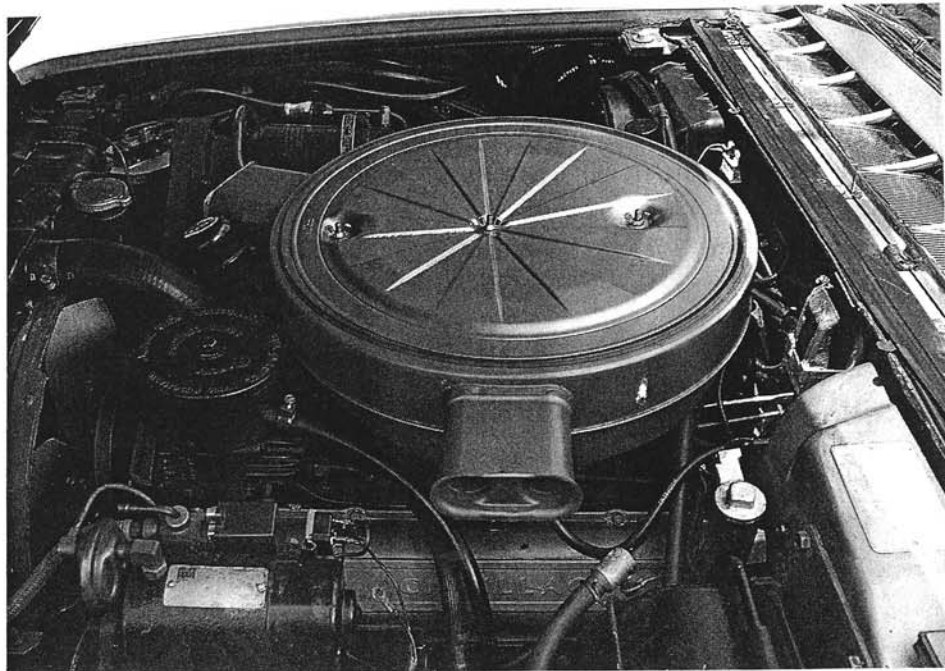
CLUBS

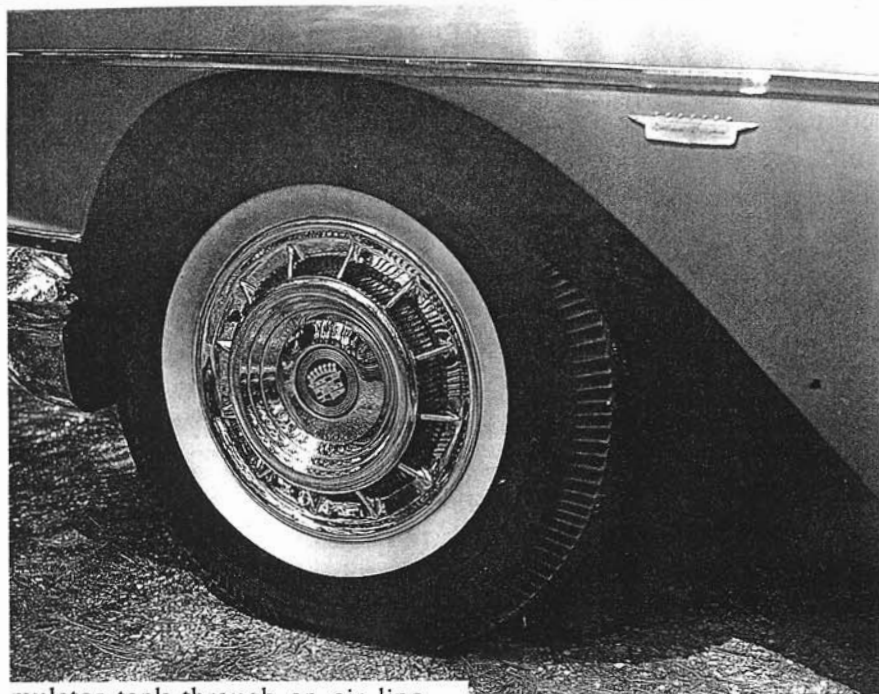
19 Manning Drive
Berea, Ohio 44017
(216) 243-0726

Cadillac LaSalle Club
223 S. Fairfield Rd.
Denvon, Pa. 19333
(610) 688-7747

height was restored, this action ceased. A similar action took place when weight was removed from the vehicle. The air compressor maintained 110 to 130 psi in the accumulator tank via a pressure-limit switch. Air taken from a line attached to the air cleaner was compressed and forced into the accu-

Three two-barrel carburetors fed the 335 horsepower engine. The automatic headlight dimmer was one of many conveniences.



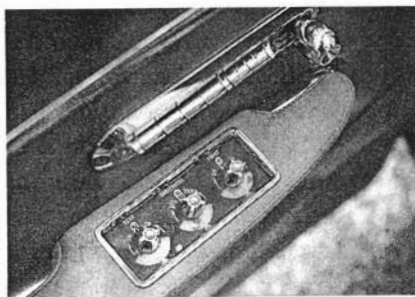


mulator tank through an air line leading from the compressor.

The compressor was driven by an electric motor and received lubrication from the engine's oil system. The control-solenoid assembly was composed of two valves. One pair served to lock out air to the air lines for parking, tire changing, or for any reason it became necessary to prevent the operation of the leveling system. The other set of valves regulated slow or fast leveling as needed.

Other notable features on the Brougham included the automatic restart should the engine stall in traffic. Turning the key to the "on" position and putting the gear selector in "park" or "neutral" would automatically start the car. For safety, the car would not start if either rear door was open. The AM radio was all transistor with an automatic power antenna and front and rear speakers. Externally the brushed stainless steel roof was perhaps the car's most distinctive feature. (Owners were advised to maintain the roof's appearance with a paste wax using only a fore/aft motion.)

Production for the ultra-sophisticated Cadillac totaled just 400 units



The Brougham used air suspension in an attempt to offer the most comfortable ride. Other conveniences proved to be more reliable.

in 1957. Obviously there is a limited market for cars in this price range as the Continental Mark II priced at \$10,000 demonstrated. But Cadillac had an image to protect and the Eldorado Brougham had the power and prestige to do this. In this regard, it didn't matter that production for 1958 totaled only 304 units. Little was changed for the '58.

A trio of two-barrel carburetors replaced the dual fours used previously. Horsepower was increased through raised compression ratios that jumped from 10-to-1 to 10.25-to-1. A few new exterior colors became available and upper door panels were covered in leather instead of being painted.



1958 Cadillac Eldorado Brougham

GENERAL

Front engine, rear-wheel-drive hardtop

Base price \$13,074

ENGINE

Type	Ohv V-8
Bore x stroke	4.00 in. x 3.63 in.
Displacement	365 cu. in.
Compression ratio	10.25:1
Carburetor	Three two-barrels
Power	335 bhp at 4800 rpm
Torque	405 lb.-ft. at 3400 rpm

DRIVETRAIN

Transmission	4-speed automatic
Gear ratios (:1)	Trans. Overall
1st	3.97 13.34
2nd	2.55 8.57
3rd	1.55 5.21
4th	1.00 3.36
Final drive ratio (:1)	3.36

SUSPENSION & BRAKES

Front	Independent, self-leveling air springs
Rear	Live axle, self-leveling air springs
Brakes (f/r)	Drum/drum, power assist

STEERING

Ratio	19.5:1
Turns lock-to-lock	4.25
Turning circle	42 ft.

MEASUREMENTS

Wheelbase	126 in.
Length	216.3 in.
Width	78.5 in.
Height	55.5 in.
Tread (f/r)	61.0/61.0 in.
Weight	5315 lb.
Ground clearance	5.3 to 6.3 in.
Fuel tank capacity	20 gal.
Tire size	8.40x15 in.

CALCULATED DATA

Weight per bhp	15.87 lb.
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PERFORMANCE

0-30 mph	4.9 sec.
0-45 mph	7.3 sec.
0-60 mph	12.9 sec.
Top speed	110 mph
Quarter mile	20 sec. at 76 mph
Fuel consumption	12 mpg

You will no doubt want a back issue of the preceding article - in full color. A must for your literature collection.

For subscription information, contact:
Classic Auto Restorer, P.O. Box 420235
Palm Coast, FL 32142-0235 904/445-4608

Thank you for featuring my car in Volume 7, No. 2, regarding the article that appeared in the GM Collector's Guide. I am proud to announce that my car has also been featured in the Classic Auto Restorer Magazine for August, 1995. It is my understanding you've been in touch with the author of the article, Mr. David Temple, and I am told he will be sending you a copy of the magazine. If you do not receive your copy, please let me know. What I am most proud of is not only does my car appear on the front cover, as it did in the GM Collector's Guide, but this time proper acknowledgment is given to the Brougham Owners' Association. Please let me know if Mr. Temple sends you a copy of same but if not, I will send you a copy myself. The article is "first class" and I believe does the Brougham justice. Not bad to have the Brougham featured in two magazines in the same year!



Charles D. Barnette

CERTIFICATE OF AUTHENTICITY

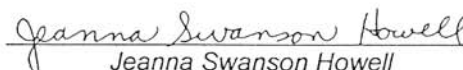
The 1957 - 1958 Cadillac Eldorado Brougham

Designed by Robert Scheelk

A Limited Edition Signed and Numbered Photograph from the Book

Cadillac Eldorado by James W. and Jeanna Swanson Howell

By my signature, we certify that this photograph has been approved and signed by Robert Scheelk and is Number 01 in a Limited Edition of only 199 prints.


Jeanna Swanson Howell

The Cadillac Eldorado Brougham pictured is owned by Herb Rothman and Ted Davidson of California and was photographed in January, 1994, by James W. Howell especially for the book, *Cadillac Eldorado*.

The B.O.A. is honored to have been chosen by Dr. James Howell, author of CADILLAC ELDORADO, to offer our members an authentic autographed photo of a Brougham signed by the Brougham's designer Mr. Robert Scheelk. This offer is limited to 199 copies and comes complete with a certificate of authenticity. If you love the Brougham and collect literature, you don't want to miss this rare piece. The price - a mere \$69.00 including shipping and handling. As a bonus, you will also receive a collage print showing the comparison of the original Brougham and the Continental Mark II. Send your check to B.O.A., Inc., 19 Manning Drive, Berea, Ohio 44017. Remember, only 199 are to be issued. MAIL TODAY !

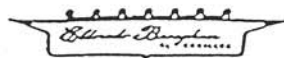
A.W.D.



ALUMINUM

Modern Metals® August 1995

BROUGHAM HISTORY



◀ Brobdingnagian Brougham: It's hard to believe that the 1957 Cadillac Eldorado Brougham, one of the largest cars ever built in the U.S., was also the most aluminum-intensive of its day. At 200 lbs., it was on par with the average aluminum content of 1995 domestic autos. General Motors photograph

More automotive aluminum

1957 We've written reams about lightweight automotive structures since the first fuel crisis of 1973, but cutting the weight of passenger cars was also a pre-shortage subject. Thirty-eight years ago we reprinted a paper that H. F. Barr, Chevrolet's chief engineer, gave to the American Foundrymen's Society, and the comparison between then and now is intriguing.

According to Barr, the aluminum content of 1957 domestic autos averaged 38 pounds; today it's just under 200 pounds. But individual variations were extreme; the 1957 Cadillac Eldorado, for example, had almost the same aluminum content as our current vehicle average. Barr predicted an average aluminum content of 75 pounds per vehicle and a 300,000-ton annual auto industry consumption by 1965. His predictions were close.

The average vehicle weight in 1965 was 71 lbs., and total consumption for 1967 (the first year the Aluminum Association compiled data) reached 397,000 tons. And today? Averaging 200 pounds per vehicle consumes 950,000 tons of aluminum. *October 1957*

LETTERS



My name is Mark Olin, and I own a 1958 Eldorado Brougham. I live in North Florida, in a town called Starke.

I am interested in selling the above vehicle, and would appreciate you sharing this information with your members.

I can be reached by mail, at P.O. Drawer 280, Starke, Fla. 32091 or call (904) 964-8222.

Sincerley,
Mark Olin
P.O. Drawer 280
Starke, Florida 32091



MASTERMIND T.M., inc.

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

SPECIAL REPORT

Fellow Brougham Enthusiasts,

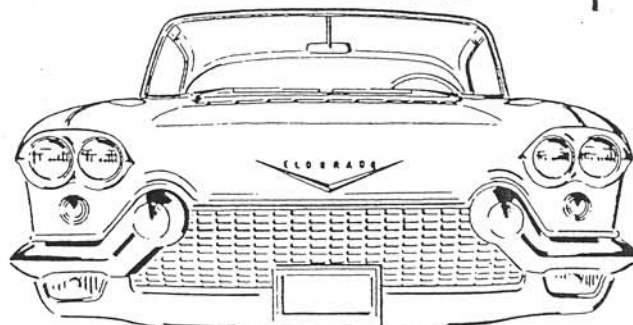
Many years ago I set out to find as much as I could about the Brougham air bags with the intent to reproduce them. I found this to be no easy task. Over the years we have made every part conceivable under the sun to rebuild all 1957-60 Cadillac air ride suspension systems to OEM specifications. The '57 and '58 Brougham air bags, however, have remained the weak link which has seemed insurmountable, until now that is! Contrary to what many of you have thought or been told, these systems can work great if they are properly restored. Most of the horror stories you hear were caused by the lack of skilled technical people at the dealer service level. Cadillac mechanics were untrained and intimidated by the Brougham, usually causing more problems than they fixed.

After seven years of hair pulling aggravation, shipping dry rotted air bags all over creation only to be met with, "It can't be done.", "We can't do this.", "This is not a conventional air spring, we don't know how it was done.", "It'll cost \$500,000. if we would consider it but we won't.", etc., etc. Finally good fortune has shone upon us Brougham owners, our friend Bill Stokel of the Goodyear Tire and Rubber Company began helping in the research approximately 2 years ago when he asked me to convert his Brougham from springs back to air ride, since which time we have collaborated often about this seemingly impossible task. We now, through him, have access to the Fred Flintstone machinery that no longer exists in America. These ancient machines, combined with the considerable skill of the worlds finest rubber technologist, chemist, engineers, and mold makers, have the potential to give us the old fashioned parts we need, made with the latest in state of the art materials. Potentially these parts, should the proposed project move forward, are capable of far exceeding original factory quality and working life. You would think you could make these parts in America, but most of the necessary old equipment is now in the third world. It is being phased out even there, and we have an approximate 15 month window of opportunity that may not present itself again, after which the equipment may not be as readily available to us.

So I'd say that we are faced with a unique opportunity that hasn't presented itself since 1957. We all know how hard its been to find N.O.S. air bags for the past 25 years or so, impossible to say the least! About 8 years ago, I personally gladly paid \$500.00 each for 4 NOS air bags only to find out that two of them had gone bad on the shelf! A condition Bill Stokel alludes to in his attached open letter to Brougham Owners.

This nagging problem must go away for the Brougham to increase to it's true value potential. I can't tell you how many people get scared off when I have to give them the bad news about air bag availability. Not everyone has the patience to put up with this. Most people buy expensive cars on impulse, but the fear of not being able to service a Brougham stops many people from this purchase, which has the chilling effect of depressing prices. The Brougham is the most incredible post war American car ever built. Brougham values should far exceed that of any Eldorado by a least double, but if it's thought to be unserviceable, prices will remain below expectations. Most of the more sophisticated car collectors I've been in contact with would never even consider a coil spring car.

Many of you over the years have expressed an interest in air bags. A very few of us have fairly good bags, but for how much longer? You've been on borrowed time for at least a decade now! A lot of us have dried up old junk that barely work and leak



down nearly as fast as they pump up, the vast majority of us have absolute garbage that wouldn't work even if blessed by the Pope!

The multitudes of you spring conversion victims (sacrilege in its ugliest form) now have the opportunity to return your car to its previous splendor, after all if it were meant to be a conventional car the factory would have sold the original owners a Sedan De Ville. The variety of abortions that pass for spring conversions are multitudinous; leaf springs, home made brackets combined with wrong size coil springs from later model cars, etc., etc. 90% of which I've seen range from marginal to downright dangerous. Air Ride compares like caviar vs. spam to coil spring ride!

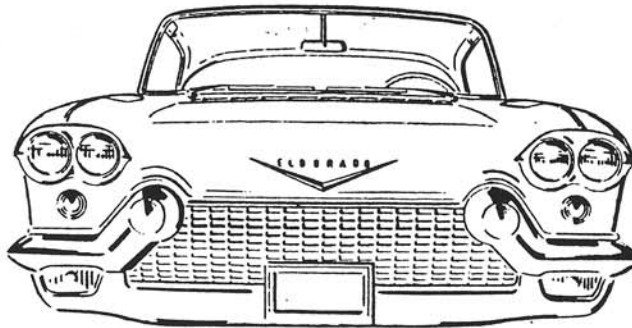
So it boils down to money, and lots of it to cover tooling, development and production costs. If this project is to obtain the substantial financing that will be required, its going to have to be a combined effort by all of us. Many, many requests have been made for these air bags. *This is where all the talk over the years must turn to action on your part.* The price has been set at \$350.00 each, pre-book with a 50% deposit and receive a 20% discount. That's just \$280.00 each, front or rear, to solve the single biggest problem with Brougham restoration.

This project hinges on the amount of pre-booked orders we receive. If we don't get enough orders the future of this project will be in question. Depending on the amount of pre-bookings we may decide to push forward as planned, return all deposits, or push through without enough orders in which case the original pre-book price will be honored, but the remaining stock price will go way, way up! Please help in this monumental effort that will secure our ability to float on air into the 21st century! Your contribution may mean the difference between continued limbo for the Eldorado Brougham or blue chip future value. So if you have any hopes of ever driving on air ride, now or in the foreseeable future, opportunity knocks! We all know how many times opportunity knocks, don't we?

Sincerely,



Michael Rizzuto, President
Mastermind, Inc.



ORDER FORM

We appreciate your order of our new product. Please note the 20% discount for prebooking.

Qty.	Item	Reg	20% off
	1957-58 Brougham Front Air Bag	350.00	280.00
	1957-58 Brougham Rear Air Bag	350.00	280.00

Name _____ Phone _____

Address _____ City/St/Zip _____

M/C or Visa # _____ Exp. Date _____

Signature _____

California residents add 7.75% sales tax.

Please mail or fax to: **MASTERMIND INC.**

32115 "B" Joshua Drive Lake Elsinore, CA 92530-9624

Phone/Fax 909-674-0509

Buyer will be required to sign a Release of Liability



Please respond by October 30, 1995



GOODYEAR LASTIKLERİ T. A. Ş.

BÜYÜKDERE CADDESİ MASLAK MEYDANI NO.41 LEVENT - İSTANBUL

P. K. 42 BEŞİKTAŞ

SİCİL NO. : 80093 / 22400

TELEFON : (0212) 285 21 68 (9 HAT)

TELEKS : 26491 GOGOTR

TELEFAXS : (0212) 276 47 51

TELETEKS : 38019 GODYR

REFERANSIMIZ

An Open Letter to Brougham Owners,

A few years ago, I joined the cuck-coo's nest and bought a Brougham -- number 460 to be exact - and have been joyously ploughing the greater part of my personal equity into it ever since. Like all Brougham enthusiasts, I was drawn to the car by its exotic design, thoroughbred conception, rarity, and engineering complexities. No single element of this automobile better captures the aura of mystique that surrounds the Brougham than the air suspension system. Like the car itself, the air ride was conceived of as the last word in automotive engineering, a fitting tribute to the very best vehicle ever designed and available only to the very few. And, like the car itself, the air suspension shared a tragic fate of its own -- technical complexities and maintenance failures that are as much a part of the overall legend as the atomizer, suicide doors, and Mouton sheepskin carpets. These considerations led to the ultimate fall from grace; coil spring conversions, at times carried out by Cadillac dealers themselves. Of the few Brougham's ever produced, just a handful retain this singular feature, today.

But even for these few remaining aristocrats that retain their historic endowments intact, it is only a matter of time before the limits of rubber technology catches up with them. Already well past their retirement ages, the critical rubber air diaphragms are doomed to drying-out, rotting, and cracking, and the only solution is outright replacement. Regrettably, no reliable substitutes exist. Even NOS parts would suffer from the same atrophy as used parts, and share the same fate. Coil springs, it seems, are the inevitable solution we must all face sooner or later.

As an employee of the Goodyear Tire & Rubber Co., Managing Director of Goodyear Turkey (where we maintain two large, modern rubber factories), and a Brougham owner, I have taken it upon myself to ensure this sad destiny is avoided. The air suspension system may indeed require more maintenance, and Brougham owner's may still opt for the more practical coil spring alternative, but not because of availability problems with correct diaphragms. Working together with Mike Rizzuto, of Mastermind Inc., I am marshalling the resources within my reach to reproduce to exacting standards a precision substitute air diaphragm that will exceed the quality and technical specifications of the original in all relevant respects.

Servicing the five tire factories here in Turkey (Goodyear 1&2, Bridgestone, Pirelli, Petlas) is an experienced maker of quality molds and mandrels, the essential tools to making the diaphragms. These will be ordered and made under our supervision to standards that far exceed the originals. Guidance will be obtained from our air-springs division in the USA for rubber compounds clearly superior to the originals, and the carcass materials will be both stronger and more

flexible than the ones produced 38 years ago. A butyl inner-liner (a sort of built-in tube) may also be incorporated to insure the integrity of the air-tight seal. All of these technical aspects will receive the "once-over" by our staff of experienced engineers, chemists, and production managers. Actual construction and curing would likewise take place under our supervision, if not on our premises. Finally, the most important hurdle to reproducing the diaphragms, the bead wires (steel hoops embedded in the rubber where the diaphragm butts-up against the domes), has been overcome thanks, once again, to the help of the air-springs division: These complicated, precision parts are today produced by just one company in the USA, who supply Goodyear with some of our air spring beads, and who have agreed to custom make these special, one-off beads for us. Perhaps most importantly, the whole process -- from mold designs, to rubber compounds, to bead wires, to the skilled labor to build and cure these specialty products -- will be watched over by industry experts with decades of experience.

So, fellow Brougham owners, fear not! The final solution to the critical problem of air diaphragm availability is within sight. In just a few months time, those of us who have been crazy enough to maintain the original air suspension systems will be rewarded with the necessary parts to continue our lunacy well into the next century. By restoring these delicate factory suspensions to their original complex state, we can expect to enjoy the entire array of maintenance problems, adjustments, and headaches just as fully as their original owners did more than thirty five years ago. Ah! The miracles of modern technology!!

One final note: I should make it clear that while several long-service employees of the Goodyear Tire & Rubber Co. are lending their expertise to this project, the diaphragms themselves will not be a Goodyear product, and hence the corporation, and all its worldwide subsidiaries, bear no responsibility whatsoever for them, and make no ascertations as to their performance, quality, fitness for use, or safety.

Mike Rizzuto will be financing this project and will outrightly own all of the related molds and mandrels. As such, he will be the sole source for these products once produced, and all commercial rights and responsibilities will be his, alone. Please direct all inquiries to his attention, at Mastermind (909) 674-0509.

Best wishes to all,



William K. Stokel
Managing Director

PS. 8.40-15 low aspect ratio white-wall tires, beware! Mike and I have you in our sights, too.
-- WKS.

Reidar Dittmann, Jr.
Architecture Interiors Gardens

September 15, 1995

Mr. Allan Dowling
Brougham Owners Association, Inc.
19 Manning Drive
Berea, OH 44017

Literature
IN PRINT

Dear Al:

Thank you so much for the membership roster and especially for the beautiful photograph of #466. I have framed the latter and it hangs near my desk at work where I can look at it often and dream of the day when I too will own a Brougham. The roster is a fascinating document. It seems almost unfair that there are people out there who own more than one Brougham. It is also interesting to me that so many Brougham owners do not seem to know the number of their car, since the Newsletter has published both body and engine numbers, and how to find them, in the past.

If I am in time for the next Newsletter, I have information on a new book that might be of interest to our membership. It is called *Moving Beauty*, and it is an extraordinarily beautifully illustrated catalog of an exhibit that is still on display at the Montreal Museum of Fine Arts in Montreal, Canada until October 15, 1995. Forty-eight automobiles, ranging from a 1886 Benz to three Pininfarina Ethos concept cars of the 1990s are detailed with large color photographs and descriptive text. There are only a few American cars included, but they are spectacular, and include a 1936 Cord 810 Westchester, a 1948 Tucker, a 1941 Chrysler double-cowl phaeton show car, and a 1957 Cadillac Eldorado Brougham. The Brougham is shown in two photographs, head-on, and full-side, and is immaculate-looking, finished in a stunning steel blue color. Its one unusual feature is its tires which have a very thin yellow band, and a white band made up of tiny squares. It has a black 1957 Massachusetts license plate, #83-822. The text has no information that will be new to BOA members and, in fact, contains a couple small errors, but it's the photos that really matter here, especially the long, double-page spread of the driver's side of the car. The Brougham is the only American car from the fifties or sixties included in the book.

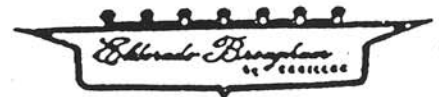
The other cars featured are European, including the expected Ferraris, Jaguars, Alfa Romeos, Mercedes Benzes, BMWs, and so on, but also included are a number of rarer marques, such as Cisitalia, Dubonnet, Voisin, Lagonda, and three Bugattis. There is also a beautiful Bentley Mark VI with a Pininfarina body. At \$50 for a very large format "coffee table" book, it ought to be good seller among the car crowd. I can't help wondering if the Brougham belongs to one of our members. I may check into the possibility of making copies of the Brougham photographs available for our members, if there is any interest.

Even though I don't yet own a Brougham, I am very much enjoying my membership in the Association. Thanks again for the photo.

Sincerely yours,



10927 - 107th Avenue SW
Vashon Island WA 98070



MEMO BOOKS AVAILABLE

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

To order an exact reproduction call Jerry Schantz at: (904) 677-4373 evenings till 11:00 pm. Price is \$150.00 each.

Jerry also has a limited supply of jack instruction cards for your trunk at \$12.00 each.

Compact Mirrors Available

We are pleased to be able to offer the correct replacement compact mirror. Made of the highest quality optical instrument mirror, Complete with proper polished bevel, we have about (8) left. We are offering these to B.O.A. members for \$37.50 ea. or (2) for \$70.00. Make checks payable to: B.O.A., Inc., 19 Manning Drive, Berea, Ohio 44017.

COMPACT FELT POUCH NOW AVAILABLE

For the finishing touch to your glove box the pouch for the compact is now available. This reproduction is perfect in every respect from proper material to exact stitching. Order from Jerry Schantz (904) 677-4373 evenings till 11 p.m. Price \$37.50 each.

GRILL "L" SECTIONS AVAILABLE

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

COMPACT "V" NOW AVAILABLE

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



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

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

CLASSIFIED

IMPORTANT NOTE

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

CARS FOR SALE

1960 Pininfarina Brougham - #88 dry Calif. car, needs restoration. A very good car! \$4,250.00 for quick sale. To many cars! Contact: Michael Rizzuto, 32155 Joshua Drive, Lake Elsinore, Ca. (909) 674-0509.

1957 Brougham - #341 original. Deauville grey metallic, with light grey Parisienne cloth and light grey leather. N.O.S. air diaphragms. 48,000 miles very nice original with vanities. Asking \$36,500. Phone (714) 720-1874 Bruce Sansone.

1957 Brougham - Body #256, trim #222, style #7059X, paint #110 (black). Bought new in Houston, Texas by "Glen McCarthy" who Rock Hudson played in the movie "Giant". Restored engine, transmission, paint, and chrome. The rest is original. Complete except vanities. Number 2 or 3 car, \$25,000.00. Wayne Hargrave, Catoosa, Oklahoma (918) 266-6662.

1960 Brougham - Show winning 1960 Eldorado Brougham #79 of 101. 2000 miles since professional restoration. Dove grey interior, bordeaux exterior, all chrome redone. One of the finest 60's in existence. Reduced to \$31,000.00 Contact: David Fog (619) 324-9183.

1958 Brougham - Black with perfect stainless steel top. Excellent running condition. Engine smooth as a whisper with clean exhaust. Elegant, all white original leather interior. Perfect spring conversion. Replated chrome front to back as needed. Incredibly smooth as satin hand rubbed perfect ebony, that would put some show room cars to shame. Must be worth 36,000.00. Quick sale price \$29,500.00. Contact Edwin Alfred, 26 Old Lancaster Rd., Merion, Pa. 19066 or call (610) 667-2234.

Parts

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

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

PARTS FOR SALE - 57/58 Eldorado Brougham: Evan's compact (not Brougham) \$150.00. One wheel (no cap) \$350.00. Set of headlight doors \$150.00. "57" shop manual (Brougham) \$60.00. Non-atomizer Arpege silver label, stopper top \$50.00. Arpege blue label new in the box \$200.00. Call Marion Falat (708) 381-4295.

PARTS FOR SALE - 57/58 Eldorado Brougham: 1959/1960 hubcaps (two), sometimes used to replace 1957/1958 Brougham wheels. Good condition make offer. Contact George Garvey, 2510 Ladera Rd., Ojai, Ca.93023 (805) 646-8714.

PARTS FOR SALE - 57/58 Eldorado Brougham: Side view mirrors originals (mint new chrome and glass). Rear door cigarette lighters (correct and mint). Sun visor right side (very nice). Grey shift lever (very nice). Hood hinges with springs, wiring harness; engine compartment, also dash to rear. Title, and all I.D.'s for #576. Rear heater units with fan motor. Front door stainless trim. Generator, relays, regulators, and gauges. Sheet metal; doors, trunks, rear quarters. Stainless steel trim; interior and exterior. Vent window motors and transmission. Washer sets for gas and oil sending units \$10.00 pr., under hood I.D. cards \$10.00 ea., jack instruction cards \$12.00 ea. Front leveling valve, control solenoid, (2) used front air ride shock absorbers. Mint newly rechromed hubcaps with new centers. Rebuilt oil pressure sending unit. ELDORADO letters, (2) sets. Switch for rear seat heater. License plate frame and back up plate. Steering wheel (4 pieces) newly chromed that fit on rim. Battery cover lid. 1958 Eldorado Brougham engine with all accessories, generator, fan, starter, air-cond., compressor, tri-power w/air cleaner, transmission, and all brackets & linkage. Runs smooth as silk, no rebuilt necessary. Call Jerry Schantz (904) 677-4373 evenings only 10pm. to 12 midnight E.S.T.

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

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

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

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

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

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

PARTS FOR SALE - 57/58 Eldorado Brougham: 1-good used fuel tank needs to be cleaned, has front dent.\$250.00. 1-excellent to mint used hornring. Very minor imperfections in chrome \$350.00. 1-NOS flexible fuel line in engine compartment (13" w/fittings) \$30.00. 2-NOS front & 2-NOS rear air bellows for 59/60 Brougham. Will trade for 57/58 Brougham same only-no cash sale. 1-rear heater grille,- fair chrome (no switch) 57/58 Brougham. Contact: Kjell Kraakmo, Sobstadveien 51, 7080 Heimdal, Norway. FAX: 011-47-72888750, PHONE: 011-47-72584762. We are 6 hours ahead of E.S.T.

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

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

PARTS FOR SALE - 57/58 Eldorado Brougham: One Brougham wheel #350.00. Original Brougham service mannual \$60.00. (2) Evans compacts - mint condition (complete) with correct buttons on one side - can be converted to correct Brougham compact \$250.00 each. Arpege, gold label with screw off cap type bottle empty, will fit correct atomizer \$100.00 One battery cover lid \$150.00. Contact: Marion Falat (708) 381-4295.

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

Parts Wanted

PARTS WANTED - 57/58 Eldorado Brougham: Air compressor. N.O.S. air bellows, front and rear. One N.O.S. hubcap. Front bumper face bar. Air cleaner, both types N.O.S. Radio mast and motor for 57/58 Brougham, condition not important. Contact Edwin Alfred, 26 Lancaster Rd., Merion, Pa. 19066 or call (610) 667-2234.

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

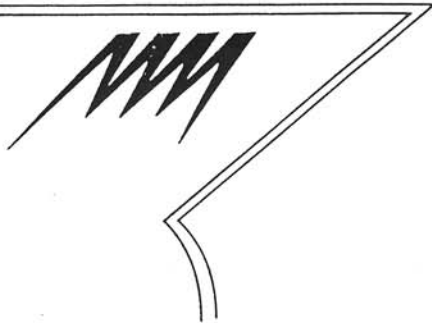
PARTS WANTED - 57/58 Eldorado Brougham: I need a cigarette case and interior light lenses. Call Chuck Kelley (708) 381-4456.

PARTS WANTED - Rear windshield for 1959/1960 Pininfarina Eldorado Brougham. Please call (909) 674-0509, minor flaws acceptable, cracked but intact OK. Mike Rizzuto.

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

CAR WANTED

WANTED: 57/60 Brougham in good to excellent cond. Would like to trade up or down. I have a 1960 Cadillac Conv. with A/C. Just finished a body off restoration. Will consider all. Call Mike Paone (908) 322-6486 before 10pm. EST.



MASTERMIND T.M., inc.

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

September 14, 1995

P R E S S T I M E

NOTES

We received the first Vanity Cup Plastic Holder sample off of the mold today! It was a very exciting moment. They are a vision of loveliness, 99% perfect. A few minor modifications will be done to the injection mold tooling and production should occur within approximately two weeks.

Price will go up to \$225 as soon as the production run arrives in my facility. Pre-book and receive a 25% discount \$168.75. Its time to act, save \$56.25! For more information refer to previous BOA Newsletter.

Thanks,
Michael Rizzuto, President
Mastermind Inc.

Miscellaneous

1957 standard set of (4) hubcaps. Good condition-----\$50.00.
Al Dowling (216) 243-0726 after six p.m. E.S.T.

Literature for sale - 1949-1991 Sales Brochures. All in excellent condition. Sorry no 57/58 at this time. For list send S.A.S.E. to Al Dowling, 19 Manning Dr., Berea, Ohio 44017 or call (216) 243-0726 after 6:00 p.m., E.S.T.

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

SALES LITERATURE

REPRODUCED

Jerry Schantz is offering laser copies of the rare 21½" X 14" Brougham brochure. THE RAREST SATISFACTION IN ALL MOTORDOM. For your copy, call Jerry at (904) 677-4373 till midnight. Price is \$37.50 each.

FREE LITERATURE

1. 57/58 photofacts radio diagrams free to B.O.A. members. Send letter size S.A.S.E. to: B.O.A., Inc., 19 Manning Drive, Berea, Ohio 44017.
2. 57/58 exhaust louver template. Free to B.O.A. members. Send letter size S.A.S.E. to: B.O.A., Inc., 19 Manning Drive, Berea, Ohio 44017
3. 57/58 Brougham Pre-Delivery Inspection Sheet. Send letter size S.A.S.E. to: B.O.A., Inc., 19 Manning Drive, Berea, Ohio 44017.

LITERATURE

4. Eldorado Brougham electrical system and compressor lubrication improvements. October 4, 1957 to all dealers (6) pages. Not in manual. \$8.00 to B.O.A. members.
5. Eldorado Brougham electrical circuit diagrams. (18) pages. Not in the manual. \$15.00 to B.O.A. members.
6. 1959 Brougham service supplement (15) pages \$18.00 to B.O.A. members.
7. 1960 Brougham service supplement (5) pages \$8.00 to B.O.A. members.
8. Full color Xerox copy of FORTUNE ad. 10 X 13 suitable for framing. This was the only ad ever published. \$15.00 to B.O.A. members.
9. Set of (6) 8 X 10 glossy photos from the originals at G.M. Tech. Center. (3) of the Towncar. \$50.00 a set to B.O.A. members.
10. Color copy of U.S. Steel advertising material featuring "56" prototype. \$10.00 to B.O.A. members.
11. Rare 10" X 12" factory rendering of "56" Towncar. Includes descriptive material on features ect. B/W Xerox copy \$10.00 to B.O.A. members.
12. Complete set of news releases from Cadillac on the "57" Brougham. \$20.00 to B.O.A. members.
13. Set of (5) 8x10 photos from, "Here It Is The Eldorado Brougham" sales brochure 1957. \$35.00 to B.O.A. members.

NEW MEMBERS

N. Hugh Anderson
Ontario, Canada

John Cobb Jr.
Easley, S.C.

Reidar Dittmann Jr.
Vashon Island, Wa.

Craig Sinclair
Lake Elsinore, Ca.

Hal R. Sundvahl
Royalton, Mn.

Newsletter Deadline:

Closing Date

12/10/95

Mailing Date

12/24/94

