



Brougham

Owners

Association



Newsletter Vol. 9 No. 3



Brougham Owners Association, Inc.



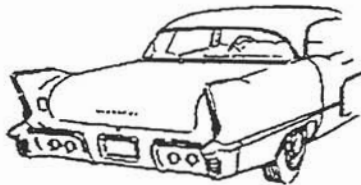
B.O.A. Newsletter Vol. 9 No.3 fall 1997

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

Published quarterly by THE BROUGHAM OWNERS ASSOCIATION, a division of ALLAN & CO. ANTIQUES, INC. 16784 Timberline Drive, Strongsville, Ohio 44136. Membership dues are \$25.00 per year and are not prorated or reduced at any time. Renewals are billed upon receipt of your forth issue. Back issues are \$8.00 each. All rights reserved by B.O.A., INC. Reproduction of any part without written permission is strictly prohibited.

PRESIDENT'S MESSAGE

Sorry to say that there were no takers on our art contest; but, who knows, maybe there still is a budding Bob Scheelk out there. Keep this in mind though for future issues. It could be a fun thing to try. In my last message I mentioned giving instructions on installing a stereo in a Brougham. At that time I was not aware that the most important news on the Brougham was going to be announced and elaborated on by Bill Stokel and Mike Rizzuto as it is in this issue. The air suspension diaphragm project is nearing a successful completion and nothing can top that event. I know those of you who have been waiting for the good news on the "bags" will forgive me for forgoing an article on stereo systems to allow for the concentrated coverage I know is due the suspension project. Many thanks to bill Stokel for his observations on the technical side of this undertaking. It just goes to show how advanced the Brougham was in 1957. I think sometimes we forget what a marvel of engineering genius this car was. It should be noted as well that trying to duplicate anything on these cars is a major feat. Those who are taking it upon themselves to reproduce parts for the Brougham are brave soles indeed and deserve our support even when they have to charge a bit more than you may like to pay. The Brougham would have never seen a new and improved set of diaphragms had it not been for the perseverance of Mike and the resources at Bill's disposal. The B.O.A. hat is off to Bill and Mike for a monumental achievement.



Till next time,

ON OUR COVER

Finally!! Brougham # 294 is on the road. I looked back in my notes and suddenly realized I've been working on this restoration for 10 years. It's a real thrill to get the car out on the highway. I still have one minor quirk in the driveshaft causing a vibration but otherwise everything worked fine on the first trip out. It's sort of like pulling a Brougham off the assembly line because it is essentially a "new car".

There's lots of details I want to write about and maybe some things you can include in future newsletters. I'll be getting to all that soon but wanted to get these pictures off to you right away. Maybe one of these will make a future newsletter cover car.

Wish I could have used one of the 8x10's, but we really can only use 4x6's. If we scanned an 8x10 and tried to reduce it we run into all kinds of problems. Have that side shot done 4x6 and we can sure use it. Al

Best regards

Dave Barclay

BROUGHAM HISTORY

NEWS FROM

Cadillac

IMMEDIATELY

ELDORADO IS THE NAME.....

DETROIT--Choosing the name for Cadillac's new Eldorado was a simple matter.

Traditionally, companies may spend thousands of dollars in market research, brainstorming and computer applications to find the "perfect" name for a new product, but Cadillac's choice was obvious.

"ELDORADO is a distinctive nameplate historically given only to the division's specially luxurious cars," explained Mr. Calvin J. Werner, Cadillac's general manager and vice president of General Motors.

"The word, itself, refers to an imaginary South American kingdom of fabulous wealth," Mr. Werner said. "Translated from Spanish, Eldorado means gold--and the golden cars of the Eldorado era rightly deserve the name. From the first Eldorado sports convertible in 1953 to the 1967 Fleetwood Eldorado, they have been a breed apart from the regular Cadillac line."

Only 34,781 cars have been produced in Eldorado's 14-year history--an average of less than 2,500 per year. Even in 1956 when a record high of 6,050 were built, they represented a mere four per cent of Cadillac's total production for the model year. During the first year, 532 of the sports convertibles were built.

BROUGHAM HISTORY

Many comfort, convenience and safety-related features standard on today's Cadillacs first appeared in Eldorados. The 1953 model had Cadillac's first wrap-around windshield and padded dashboard.

In 1956 a hardtop version of the "golden cars" was introduced--the Eldorado Seville. The convertible model was given the name Eldorado Biarritz. And taking the nameplate literally, gold anodized aluminum grilles and wheel covers were a customer option available at no extra cost. The 1956 Seville had Cadillac's first vinyl-padded roof as standard equipment.

Individualized styling in 1957 provided the Biarritz and Seville with a distinctively different silhouette and rear view that gave them a "dream car" appearance.

A total of 8,905 Sevilles were produced during its five-year existence, and it was the only Eldorado hardtop coupe built until today's front-wheel drive Eldorado was introduced. The Biarritz name was used until 1964 when the model designation became Eldorado Convertible.

Perhaps the most unique of Cadillac's "golden cars" was the Eldorado Brougham. It was first seen as a show car in 1955 at the GM Motorama in New York's Waldorf Astoria. Public response was so overwhelming that Cadillac decided to put it into production.

This was the first time since the "dream car" idea was introduced by General Motors in 1938 that one of the futuristic models was built for public sale. Billed as Cadillac's "Car of the Future," the Eldorado Brougham carried a suggested list price of \$13,074 when introduced in 1957.

The Brougham included many features never before seen in an automobile--a stainless steel roof, the first all-transistor radio, pillarless body construction, and a four-headlamp lighting system originally shown in the 1955 show car version.

BROUGHAM HISTORY

Unique power equipment included a "memory seat" that moved down and back when the front door was opened and returned to a pre-set "favorite position" when door closed. The radio antenna raised automatically when the ignition and radio were "ON" and lowered when either was turned "OFF." An automatic trunk opener unlocked, raised, lowered and locked the trunk without the driver leaving his seat. Even the engine started automatically when the ignition was turned on and car was in "PARK" or "NEUTRAL."

The Eldorado Brougham was discontinued in 1960 after four model years. Only 904 of them were produced.

"The 1967 Fleetwood Eldorado is the only car in the world offering variable ratio steering and automatic level control combined with front-wheel drive," said Mr. Werner. "Its distinctive design and engineering features make it unquestionably an Eldorado."

"There was little doubt about what it should be named," he concluded.



55C Cadillac Eldorado Brougham

Many thanks to member Art Levine of Las Vegas for these nostalgic looks back at the glory days of Cadillac. The one News Release almost sounds like they are remembering the Brougham. If you come across any more of these News Releases, please forward them for inclusion in the next paper. There must be a lot more out there that we have not seen. The Brougham did receive a lot more press than we know about. Maybe someday a box of goodies will show up in an old attic. I've heard about such finds. Hope we get lucky.

Al

Hardtop four-door bodywork on tubular-centre X-frame. Power-assisted steering and brakes, power operated windows and front seat. 6-litre 279-bhp V8 engine with Hydra-Matic transmission.
55C: Cadillac introduced the limited-production luxurious Eldorado Brougham model, with air suspension as standard equipment. The Brougham, which had four headlights, was 55½ inches high, 216½ inches long. The 325-bhp engine had dual four-barrel carburetors and 10:1 CR. Roof, mouldings and fender skirts were of stainless steel.

BROUGHAM HISTORY

NEWS FROM

Cadillac

IMMEDIATELY

DETROIT--If past and present existed together in Cadillac's Eldorado assembly building a spectacular sight would result.

The gleaming colors of Eldorados on the assembly line would reflect a brilliant glare of fire from giant foundry furnaces. The smell of new cars would mingle with the odor of melting metal.

"For nearly 40 years the building was the center of Cadillac's foundry operations," explained Mr. Calvin J. Werner, general manager of Cadillac Motor Car Division and vice president of General Motors. "Today, 10 Eldorados an hour are built where almost 400 tons of iron were formerly produced in a 16-hour working day."

Cadillac men remember when the foundry closed on July 23, 1963. In a gesture of sentiment, the last ladle of metal was used to make plaques commemorating the event.

"The enormous engineering feat required to dismantle the foundry, design and build an entirely new assembly system took almost three years," Mr. Werner said. "Now for the first time, two separate assembly lines are in operation at Cadillac's main plant."

BROUGHAM HISTORY

The entire 170,000 square feet of foundry space is devoted to building the Eldorado. Nearly a mile of conveyors carry the parts that are assembled to become Cadillac's new luxury personal car.

The completely self-contained assembly and painting operations use the most up-to-date tools and equipment available.

A new air system has been installed for powering automated wrenches. It utilizes a compressed air dryer and special centralized lubrication system to insure that each bolt is turned to the correct degree of tightness automatically.

Final assembly operations also include a new dynamic tire balancing system which indicates tire balance while the wheel is spinning as if it were in place on a car.

New equipment and attention to detail make the Eldorado paint shop one of the most modern in the country. Even the infra-red reflectors are gold-plated to provide the high quality paint finish that owners expect from Cadillac.

"When production of the Eldorado was announced," Mr. Werner pointed out, "many Cadillac men and women who had begun their careers in the foundry asked to be returned to the area where they formerly worked."

And, in the afternoon when the whistle blows, Cadillac craftsmen head home past the aisles of new cars--remembering the rich history surrounding them.

They can almost envision sparks from hot iron and feel the heat of liquid metal.

CONCOURS ITALIANO

An annual migration, attracting automotive enthusiasts from around the world, occurs every year during the third week in August. The destination is the scenic Monterey Peninsula located along the central California coast. The attraction is a series of events which gather the finest automobiles on earth for a weekend of motoring delight.

The weekend is punctuated by automobile auctions, historic races, and new model introductions leading up to the finest car show in the world, the Pebble Beach Concours d'Elegance. The "kick-off" event for this weekend takes place Friday in nearby Carmel Valley. Concours Italiano, now in its 11th year, is a celebration of Italian style, and is open to Italian automobiles.

Not surprisingly, Ferraris, usually bright red in color, are the most frequently seen cars. The rest of the field is filled out with Lamborghinis, Maseratis, Alfa-Romeos, and Fiats. What a surprise it was this year when a large black 1960 Cadillac Eldorado Brougham showed up on the lawn. As I approached the entry gate, I was politely informed that I must have been misdirected as this event was open only to Italian cars. I assured them that my entry was accepted and that this car was, in fact, built in Italy.

The field director, still skeptical, acknowledged my entry paperwork and begrudgingly let me onto the grass. That hurdle passed, the organizers of the event were at a loss as to where to place my car. Carefully steering clear of the other Italian automotive exotica, I found a clear spot near the awards ramp. The location was ideal as it afforded a full view of my car.

The double-takes from the spectators and other entrants was great fun. I had an information sheet on the car printed up, explaining the history of these Broughams, numbers built and so on. Even among this automotive crowd, few people knew of these cars or how they came to be. The collective Eldorado Brougham awareness was greatly increased that weekend.

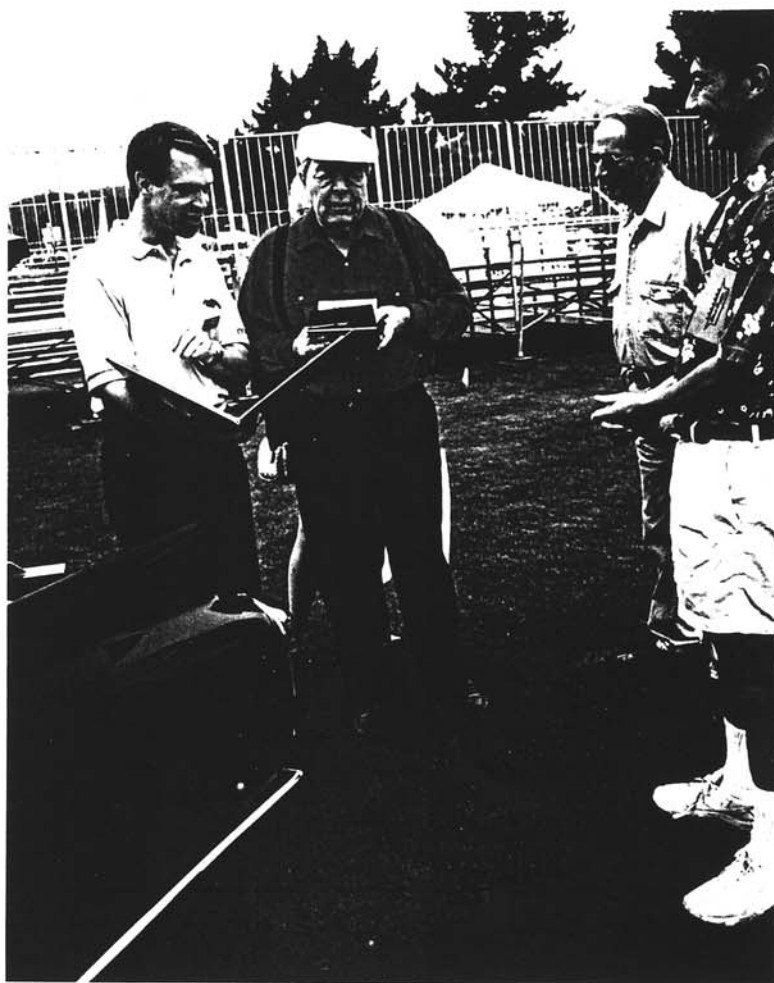
The highlight of the show for me was when former GM designer, Dave Holls showed up to chat about the car. Dave Holls worked on the design of the '59-'60 Eldorado Brougham and pointed out the unique styling characteristics of the car such as the rake of the windshield and different tail-fin design. He was thrilled to see the car there remarking how rarely one of these cars is seen. I shared photos of my other Eldorado Broughams with him as well as literature from the Brougham Owner's Association.

The show afforded a great opportunity to educate the crowds about these landmark cars. I urge other owners to get your Brougham out on the streets where people can see them.



DR.

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August 15, 1997 Carmel Valley, California
11th Concours Italiano
Dr. Rick Zeiger's 1960 Eldorado Brougham #34



From our members



"BAY AREA BROUGHAM OWNERS"

Greetings from the left coast! My name is Geoff Smith and I have been a Brougham owner for two years. I would like to cover several topics here while I have your attention. As you can see by the title, I am very interested in hearing from anyone in the San Francisco Bay area that might enjoy getting together occasionally to talk about our Broughams. I have gone from novice to somewhat knowledgeable in the past two years. It would be great to talk to other owners to share experiences. Please give me a call at 510-210-1060. I believe there are at least ten of you out here locally and I would really like to hear from you.

My car is a '57, Fairfax Blue with medium blue leather interior. It originally went to Texas, but was purchased by a man in Sacramento shortly thereafter. This second owner held it until 1990 when he sold it to his nephew. The nephew rebuilt the engine (nicely) and removed the air suspension (not nicely). With only 47,500 miles on it, the car was in good, but not great, condition. No restoration had been done and this is what intrigued me. I have spent many wonderful hours over the past two years tinkering and cleaning though at times I wonder why I ever bought it. What I now have is a pretty nice looking original Brougham with most everything in working order. Yes, even the memory seat and the trunk lid! I have most of the vanity items, even though only the mirror was included two years ago. I have put in new air diaphragms that don't leak though I still have yet to put in shocks and valves. It is the conversion back to air that has consumed much of my time and energy.

Here are a few hints that I can pass on from my personal experience. I noticed that there was quite a bit of exhaust noise under the hood. I had read that the intake manifold was prone to cracking at the heateriser channel so I assumed that this was the case. I discovered that the channel had already been repaired. It was then quite by accident that I realized that two of the three plugs in the manifold had rusted through at the center. I was able to extract the large one on the front and I had it repaired after searching in vain for a like replacement. The two small plugs on the bottom would not unscrew by any means. So we welded the centers closed in place. I put the whole thing back together and was pleasantly surprised at how quiet the car had become. Hint #2 is simply this: there are a lot of interchangeable parts between '57/'58 Cadillacs that you may not be aware of. If you know of a wrecking yard with older Caddies, check them out. Much of the dash board is the same. I was able to find an ash tray insert and various small parts that I needed. These old cars are also a good source of the Phillips head chrome screws that hold together all of the interior trim pieces. I was surprised how many screws

on my car were not correct.

This past July I put my car into the local Lafayette Concours. While I certainly couldn't compete with the fully restored cars in my class, the Brougham always had a crowd around it. I did not stop talking all day. The most frequent exclamations; "Wow, suicide doors!" and "What's that roof made out of?" I met alot of really interesting and interested people, included Mr. Alex Beloff, who owned the Onassis Brougham for 12 years. More about it in a later issue.

If you're interested in catching up on your history of the Brougham, you really need to pick up the book titled, CADILLAC ELDORADO by James and Jeanna Howell. This book was first published in 1994 by Motorbooks International. I found it at Barnes and Noble. Lots of archives photos and very revealing interviews with people that worked on the Brougham project in the 1950's. Also good reading is the August issue of "Cars and Parts" magazine. A six page article features the '57 Brougham owned by Edwin Davidson of Santa Ana, CA.

That about does it from me. I hope to hear from those of you in the Bay Area. I think that we could have loads of fun learning more about our favorite cars.

Sincerely - Geoff Smith

From The Internet

Allan Dowling

From: Laurie Lynn Walczak <llwalcz@rs6000.cmp.ilstu.edu>
To: Allan Dowling <adowling@pantek.com>
Subject: Re: a little help
Date: Wednesday, September 03, 1997 11:13 PM

Mr. Dowling--Thanks so much for the information. The assignment is called a "treasure hunt." It's a weird kind of hazing the professors put first year grad students through. It consists of rather strange questions to which we must find the answers. I got the one about the source and cost of a 1957 Cadillac Eldorado Brougham. Others included the details of Cary Grant's sex life, the fate of Flannery O'Connor's peacocks, the number of colonels 'fragged' in Viet Nam, etc. (By the way, we can't find the peacocks.) I have to write a one page essay on my answer and how I found it. Your name will be most gratefully acknowledged! I'm glad I got this question, for I've come to find that this car is fascinating. My father is a car lover, so I've grown up around them all of my life. We're not wealthy to own anything spectacular, but we go to shows, and he builds models of them. I do own a 1976 Chevorlet Chevette Woody. It's a rarity, but not as much so as your car! Thanks again for all of the information. Your web site was very useful. The vanity items just floor me. Amazing. I'm also smitten by the stainless steel roof and suicide doors. I think this car will earn a place on my top ten list. Number one is the Tucker, of course. I'll send you a copy of my paper. Sincerely, laurie walczak

We will print Laurie's answer to this assignment in our next newsletter. Laurie is studying for her masters degree in English. Are our cars getting better known? Sounds like it to me if they are being given as assignments in College.

For Gustav on wiper blades—

LONGER WIPER BLADES USED ON ELDORADO BROUGHAM

BEGINNING at Engine No. 105021, all Eldorado Brougham cars will have 15" windshield wiper blades instead of the standard 12 $\frac{7}{8}$ " blades. This new blade, Part No. 1470418, will provide a larger wiping pattern area. The location of the windshield wiper transmission on other series cars does not permit use of the longer blade. When wiper blade replacement is required on Eldorado Broughams built before Engine No. 105021, both blades should be replaced with the new 15" blade.

MASTERMIND^{T.M.}, inc.

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

September 17, 1997

Dear Brougham Owners,

It appears that the approximate 30 year wait for replacement air bags is nearly over! We have been in the development and testing stages of this project for nearly two years. There have been quite a few unexpected complications along the way but finally we can report success!

From approximately February 1997 - June 1997 we had one rear prototype under pressure with the weight of the car bearing down on it. The static test lasted nearly five months after which time we had to let the air out of the bag in order for it to collapse (or stick it with an ice pick). In the beginning of July we installed a complete set of four air bags for dynamic testing in body #105 (AKA:Testmobile). We've driven it approximately 2,000 miles under various conditions. To date the car is still up showing no signs of leakage.

I've driven it very hard around turns, 110 MPH on the freeway, (I would have gone faster if the rest of the car was good as the air ride), bumpy roads etc. The new air bags performed perfectly. Driving an air suspended Brougham on the highway is more like flying low than driving!

After driving the Testmobile every day for approximately six weeks I let the car sit statically for approximately one week. It sat in the hot August sun untouched, when I came back to the car it was actually approximately 1" higher than when I left it, this was due to expansion of the trapped air in the bags. I had to open the car door to activate the valves which brought the car down to correct standing height. I have to think that is the first time in history that has ever occurred. Quick somebody call Ripley's .

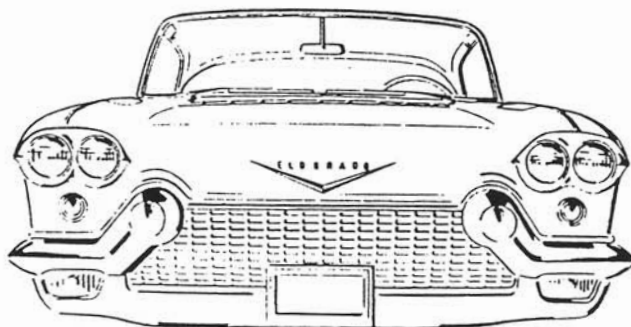
The next step is to remove these air bags from the Testmobile. They will first be examined by myself, Goodyear Air Spring, and finally the factory in Turkey to check for any unforeseen problems. Production run will begin shortly there after providing the final evaluation is satisfactory. We don't expect any problems. Goodyear says if there were problems we would have likely known about them the first week.

So in closing I would like to thank all of you who are supporting this effort for your patience which is soon to be rewarded. We'll keep you posted.

Sincerely,



Michael Rizzuto, President
MASTERMIND, INC.



Diaphragm Development

By William Stokel

Dateline: Istanbul, Turkey

Dear Fellow Brougham Owners

As Mike Rizzuto has alluded to in previous B.O.A. editions, the project to recreate the flexible members (incorrectly referred to as "air bags") for the pneumatic suspension system of the 57/58 Cadillac Eldorado Brougham is coming to a successful conclusion. With my own contributions to this project coming to a close, I thought it would be appropriate for me to share some observations about these crucial parts with you so that we may collectively better understand what these parts are (and are not), and why they have been so difficult to procure these many years.

What the "Second Generation" Bags are: The products that will shortly be available to the public for sale though Mastermind are (thought to be) a faithful recreation of the airbags offered as original equipment on the 57/58 Cadillac Eldorado Brougham. In nearly every respect, they conform to the original shape, contour, materials, and design of the old U.S. Royal bags. Moreover, their intended use is to fit the existing unaltered parts of the pneumatic system - such as the air domes, pistons, locking plates, etc.- as correct replacement components with no retrofitting or modifications to the system required (Note: See Disclaimers, below).

What the "Second Generation" Bags Are NOT: The project that Mike Rizzuto & I began two years ago was of a strictly limited scope. Namely, to faithfully recreate the existing bags. No attempt has been made to reinvent or improve on the original composition, incorporate new design features that might have improved its performance characteristics, or alter the item in any way whatsoever. To a great degree, this is due to the R&D resources and testing that such an undertaking would require coupled by the infinitesimally small quantities to be manufactured once an "improved" design were determined. That is, the basic economics of this project preclude anything other than a strictly limited scope - a situation we all face with regards to many Brougham components. The engineers who oversaw this project have unavoidably had to take some "artistic" liberty however, given that no original blueprints, molds, mandrels, chemical formulas, or drawings are known to exist. All that is certain about the original bag is what can be gleaned from visual observation of surviving bags - 40 year old bags at that, and even these are mostly used, abused, stretched, rotten, and overly perused. The one saving grace was that Mike Rizzuto contributed one front and one rear N.O.S. airbag for evaluation. Fully understanding the nature of these "liberties" requires some knowledge of the product and its manufacturing process (I will try to be brief):

1. Rubber Compound. According to comments made in the Society of Automotive Engineer's report of the Brougham airbags, the compound originally used was 100% natural rubber "because of its good flex life." While that statement was unquestionably valid in 1957, rubber compounding has evolved considerably since then, and today's compounds of superior flexibility and strength exist. One such compound has been used in the 2nd generation bag. Additionally, a thin sheet of 100% butyl has been applied to the pressure-bearing surface of the bag. Butyl is 100% impenetrable to air and such a butyl liner is used in modern tubeless-type tires, acting as a sort of built-in inner tube. This combination of a modern rubber compound and a butyl inner liner should prevent air leakage though the side walls.

2. Carcass Material. The S.A.E. report indicates that the carcass of the bags was composed of "rubber impregnated---two ply nylon construction," a fact confirmed through observation. The 2nd generation bags also use nylon cord, for the same reasons. However, nylon cord (like rubber compounds) has evolved considerably in 40 years, and so the cord used now is of a far superior quality than that employed originally.

Diaphragm Development

By William Stokel

3. Stud & Plate Assembly. The rear bag contains a treaded stud & plate assembly imbedded into the rubber "cap." The original assembly was fabricated from base mild steel and was exposed to the elements, thereby acquiring a propensity to rust. The oxidation process destroys the bond between the rubber and steel with the consequent result that these parts tended to rip out from their rubber envelope.

The 2nd generation bags employ a stud & plate assembly made from marine grade stainless steel, subsequently coated with a rubber based paint.

4. Bead Rings. This was one of the most challenging aspects of the project. The Brougham airbag employs a solid bead wire, or ring, embedded within the rubber envelope where the airbag butts up against the dome/piston. Solid rings of this sort are most unusual. These beads are high precision components composed of high carbon steel, machined to a fine tolerance, and welded closed using a sophisticated process. The purpose of the bead is to maintain a firm seat around the dome/piston and achieve an air tight seal. Imperfections in the bead design and related lip areas are undoubtedly the primary source of air leaks. More time and money for R&D might have yielded a better bead design - we'll never know.

The lower (larger diameter) beads to the front and rear bags were reproduced exactly as they were 40 years ago. The upper bead to the rear bags have been made from a slightly larger gauge ring than originally used. The original I.D. has been reshaped to ensure a proper fit on their pistons. It is hoped that this will result in a somewhat stronger part.

5. Shaping. Achieving the conical shape of the Brougham airbags represented the major challenge to the engineers of the 2nd generation flexible members for two reasons. In order to provide uniform resistance to crushing under pressure, the nylon cords in the airbag's sidewalls must rise up and spiral inward from the larger bead towards the smaller at a constant angle of elevation, not unlike the stripes on a barbershop pole. This requires the cord density per inch to be variable - relatively dense thread count at the small diameter bead and more sparse thread count at the larger one. By contrast, a constant density cord distribution would result in a variable angle of elevation, and hence subject the airbag to twisting and crushing under weight. (Note: You can demonstrate this to yourself by taking a sheet of lined paper and rolling it into a cone. Where the edges of the paper meet, two very distinct line angles will be noted, one nearly horizontal to the ground and the other nearly vertical). The variable thread count can only be achieved by first making a cylinder from the denser rubber impregnated fabric, and then stretching the material out to a conical shape, usually by inserting a roller-pin underneath the fabric and pulling outwards as the airbag rotates on a revolving drum. Sometimes, a wax is applied to the airbags inner surface to facilitate the stretching process by lubricating the tacky, unvulcanized rubber where the roller pin is inserted. The process involves quite a high degree of skilled labor and specialized machinery.

Once the general shape has been achieved, the yet unvulcanized rubber piece must be inserted into a mold and cured, not unlike dough into a bread pan. During this process of insertion, the delicate cord distribution just achieved in the construction process is often subjected to stresses and pressures that distort a uniform composition. In the original U.S. Royal airbag the unvulcanized rubber cone was fitted over a bell-shaped steel slug, and then both were covered by a conversely shaped "bowl". In the process of sandwiching the rubber between the bowl-over-bell mold, the rubber carcass was sometimes pinched, thereby grossly distorting the cord distribution. While not externally visible (owing to the flow of molten rubber smoothing out the exterior rubber skin) the result was that some sidewall areas were too sparsely reinforced with cord, inviting tearing, cracking, and air loss.

Diaphragm Development

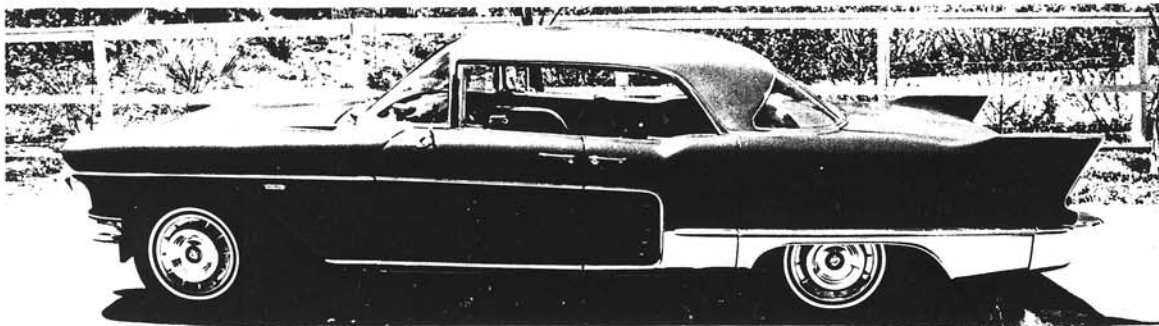
By William Stokel

In the 2nd generation bag, an entirely different approach has been used. The unvulcanized rubber airbag is hand-laid into the bowl shaped mold. This combination is then placed over a deflated rubber balloon, called a bladder. Once assembly is complete, the bladder is then inflated with steam from within to a predetermined pressure. The result is that the airbag is pressed out against the bowl shaped mold with even force at all points without suffering any trauma. Consequently, 2nd generation airbags should be characterized by a superior cord distribution, and demonstrate enhanced air retention properties and

uniform sidewall strength under pressure. You can detect the bowl-over-bladder technique by inspecting the outer surface of the 2nd generation airbags. The grainy surface is actually the imprint of the bladder onto the airbag sidewall. The original bags had a shiny surface (caused by the mold) with radial vent lines running from top to bottom, again, a feature of a metallic mold.

The Disclaimer #1: As previously indicated, this project has been carried out thanks to the efforts of experienced professionals in the rubber industry working on a voluntary basis, some of them Goodyear associates. Nevertheless, the items being offered are not Goodyear products, and the company and its worldwide affiliates deny any and all responsibility whatsoever for them.

The Disclaimer #2: Similarly, Mastermind, Mike Rizzuto, myself and others who have lent their experience to the project, have collectively made a good faith effort to resolve the crucial problem of airbag availability for the 1957/58 Brougham, thereby ensuring fidelity to the original design and enhancing the value of our cars. However, due to the lack of R&D resources and testing facilities referred to above and elsewhere, no warranty of any sort, implied or explicit, can be made regarding their fitness for use, safety, or quality. Brougham owners who elect to purchase and deploy these products do so entirely at their own risk. Written and signed disclaimer forms will be a prerequisite to purchase of these items.

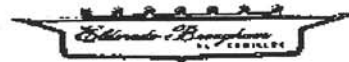


#105 The U.S. Testmobile



Jerry Schantz

PRODUCT NEWS



MEMO BOOKS AVAILABLE

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

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

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

EVAN'S COMPACTS AVAILABLE

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

"L" TRIM SECTIONS AVAILABLE

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

COMPACT "V" NOW AVAILABLE

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

SALES LITERATURE REPRODUCED

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

CLASSIFIED



IMPORTANT NOTE

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



CARS FOR SALE

1958 Brougham - #466. Over \$60,000.00 spent in restoration. About as nice a job as you will ever find. Carbon black Sickens paint, redone interior including dash. 390 powered single four barrel, motor re-manufactured, trans. re-manufactured. Coil spring suspension. All bumpers redone by Rick Tate. All vanities including atomizer Arpege. A consistent 1st place winning show car. Even has a (5) speaker stereo and CD player. Now accepting offers and will accept less than restoration costs. Contact: Allan Dowling (440) 238-8474. After 6:00 P.M. E.S.T.

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

1958 Brougham - #442 (58P007550): Deauville gray with all blue cloth and leather interior. With air ride. Mileage at 44,600. One quality Lacquer repaint since new. Interior flawless, mechanically perfect. Delivered new to California. Super nice original car that's ready to roll. \$32,500.00. David Barclay: 169 County Road East, Colts neck, New Jersey 07722. Call: (908) 544-9035

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

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

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 Vernet. (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.

PARTS FOR SALE

PARTS FOR SALE- 57/58 Brougham compact powder puff \$50.00. Contact: Allan Dowling (216) 238-8474. After 6:00 P.M. E.S.T.

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

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 Brougham: Rear door cigarette lighters (correct and mint). Sun visor -right side (very nice). Gray shift lever in very good condition. Hood hinges with springs. Wiring harness for dash to rear. Title and all I.D.'s for #576. Rear heater units with fans. Front door stainless trim. Generator, regulators, and gauges. Stainless steel trim for both interior and exterior. Sheet metal: doors, trunks, rear quarters. Vent window motors and transmissions. Under hood I.D. cards \$10.00 ea. Jack instruction cards \$10.00 ea. Mint newly rechromed hubcaps with new centers. Rebuilt oil sending units. Steering wheel trim (4) pieces that fit on wheel (newly chromed). Air conditioning evaporator unit. Main front heater unit (very good condition). Front splash pans. (4) good Brougham wheels (possible 5). Brougham drive shaft. Contact: Jerry Schantz : July-October (704) 4860.

PARTS FOR SALE- 57/58 Brougham: Voltage regulator. \$100.00. Contact: Allan Dowling (216) 238-8474

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

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

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

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

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

PARTS WANTED

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

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

PARTS WANTED- 57/58 Brougham: L/R license plate light glass. New or used shocks (air ride). Right hand dash turn signal lens. Front "L" pieces for above grill. Rear seat heater switch. Call or write: Wayne Meadlin 5200 Camp Bowie, Fort Worth, Texas 76107. Call: (817) 737-0002.

More Parts Available

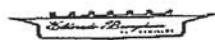
More good reproduction news was received from member Larry Muckey. The Brougham front bumpers are now being recast. I'm told the quality is very good and the price is around \$975.00 without chrome. If these parts sell well the impact bar will be the next project for the casting shop. For more information, contact Gary Stuckle at: (509) 725-1830.

\$AVE BACK ISSUE SPECIAL \$AVE

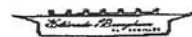
With the growing numbers of new members we have, we have decided to continue offering our back issues at a considerable savings over individual pricing. The first eight years of the B.O.A. can be your for \$216.00 plus \$4.50 shipping and handling. This amounts to a savings of \$52.00 at our current \$8.00 per issue price. See the development of the B.O.A. from Vol. 1 No.1 to today. We have made a lot of progress over the years. New members- take advantage of this offer. You will find just about every topic covered that concerns the history of the Brougham as well as the advice of our members on care and restoration of your Brougham.

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

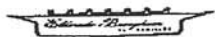
The B.O.A., Inc. makes every reasonable effort to verify information published. However, the B.O.A. Inc. (A division of Allan & Co. antiques Inc.) assumes no responsibility for the validity of manufactures claims, statements made in news articles, the suitability of a suggested restoration technique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



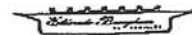
FREE LITERATURE



1. 57/58 Photofacts radio diagrams. Free to B.O.A. members. Send letter size S.A.S.E. to: 16784 Timberline Drive, Strongsville, Ohio 44136
2. 57/58 exhaust louver template. Free to B.O.A. members. Send letter size S.A.S.E. to: 16784 Timberline Drive, Strongsville, Ohio 44136
3. 57/58 Brougham Pre-delivery inspection sheet. Free to B.O.A. members. Send letter size S.A.S.E. to: 16784 Timberline Drive, Strongsville, Ohio 44136



LITERATURE



4. Eldorado Brougham electrical system and compressor lubrication improvements. October 1957 to all dealers (6) pages. Not in manual. \$8.00 to B.O.A. members.
5. Eldorado Brougham electrical circuit diagrams. (18) pages. Not in manual. \$15.00 to B.O.A. members.
6. Eldorado Brougham service supplement 1959. (15) pages. \$18.00 to B.O.A. members.
7. Eldorado Brougham service supplement 1960 (5) pages. \$8.00 to B.O.A. members.
8. Full color Xerox copy of FORTUNE ad. 10x13 suitable for framing. This was the only ad ever published. \$15.00 to B.O.A. members.
9. Set of (6) 8x10 glossy photos from the originals at G.M. Tech Center. (3) of the Towncar. \$50.00/set to B.O.A. members.
10. Color copy of U.S. Steel advertising material featuring the "56" prototype Brougham \$10.00 to B.O.A. members.
11. Rare 10x12 factory rendering of "56" Towncar. Includes descriptive material on features ect.. B/W Xerox copy. \$10.00 to B.O.A. members.
12. Complete set of news releases from Cadillac on the "57" Eldorado Brougham. \$20.00 to B.O.A. members.
13. Set of (5) 8x10 photos from "HERE IT IS THE ELDORADO BROUGHAM" sales brochure 1957. \$35.00 to B.O.A. members.



NEW MEMBERS



Paul Garber
Edgecomb, Maine

Rick Rudolph
Denver, Colorado

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Willingboro, New Jersey