

LUXURY SECOND TO NONE
PLUS AIR SUSPENSION RIDE,
MODERN STYLING FOR ALL-NEW

Eldorado Brougham

What's New?

Newest all-new car on road today . . . Full-sized scale model of last year's Motordrama dream car . . . Air suspension here at last . . . Probability of fuel injection . . . World's most luxurious interiors . . . Driver-operated controls for door locks and trunk lid . . . Standard equipment includes air-conditioning and Autronic Eye . . . Free perfume, lipstick, Kleenex, and drinking cups with each car.

Your Choice

The Eldorado Brougham is a styling concept revolving around the four-door hardtop. No other body style is being planned, though of course a customer could make arrangements with Derham to fabricate a town car or perhaps even a convertible from the basic body structure.

Price has not been set as of presstime, but rumors have it that the cost will substantially exceed Continental's healthy tag. In any case, up in this rarefied atmosphere, \$1000 one way or the other is not much of a factor. Choosing between the cars is a matter of styling preference and degree of mechanical advancement. The first boils down to personal opinion; the second is a foregone conclusion.

Eldorado Brougham Power

It is a tribute to the professional consciences of Cadillac Chief Engineer Fred Arnold and his staff that the decision to include fuel injection in Brougham specifications or leave it off has not been made as of the date we write. Quite frankly, unless it shows a considerable margin of performance over the regular dual four-barrel carburetor engine, it will not be used. With orders on hand already double the first year's possible production, sales gimmicks for their own sakes are not needed.

Regardless of the type induction system

used, the Brougham powerplant will be essentially the same as the 365-cubic-inch, ohv V8 used in regular Cadillacs. The alternative to injection will be the twin four-barrel carburetors now optional on the Eldorado Seville and Biarritz. Standard transmission is, of course, the latest silky-smooth Hydra-Matic, mounted in its usual location directly behind the engine.

Eldorado Brougham on the Road

No one other than Cadillac test engineers has driven the chassis equipped with the new air suspension system, so we cannot comment on the ride. The individual air cylinders at each wheel, however, can be factory tuned just like coil-spring shock-absorber combinations to give any kind of a ride. You can be sure, therefore, that Cadillac engineers aimed for their excellent combination of softness and roadability.

The central air source comes from a compressor driven by its own electric motor. Levelizing devices governed by a central "brain" keep the car level regardless of load distribution, but are not so overly active that they affect cornering. The latest type, air-suspended Greyhound bus is troubled with this problem. Watch one on a highly crowned road; the wheels will adjust so that the body stays level. Then when the driver pulls out to pass, compound lean sets in until the system catches up with the situation.

The unusual 1957 Cadillac X-shaped chassis was originally developed for the Brougham before being incorporated in regular production cars. The 126-inch wheelbase Brougham version is three inches shorter, but tread front and rear remains the same at 61 inches. It should be a very stable, compact design.

Inside Your Eldorado Brougham

The Brougham's interior matches Eu-

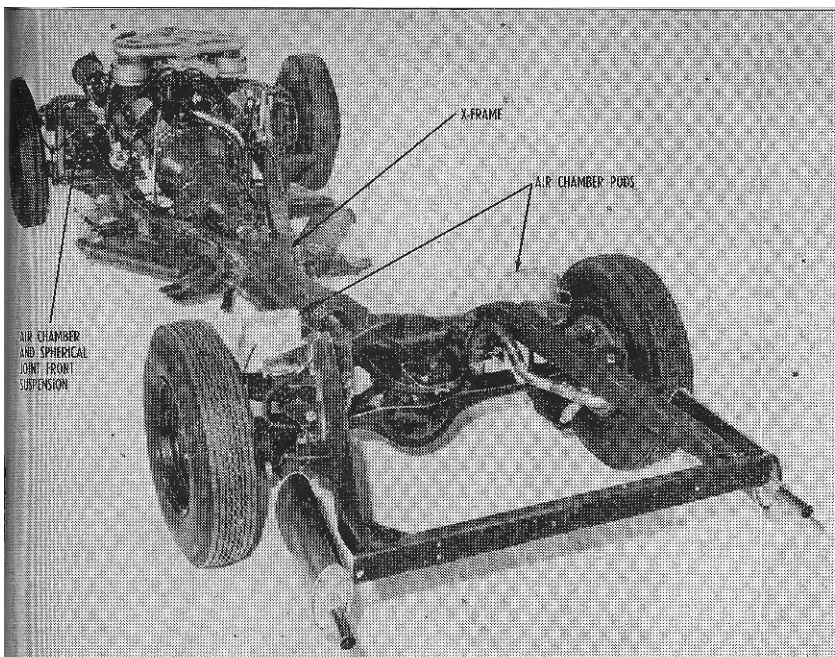
rope's most costly custom productions. Upholsteries ranging from all-leather to sedate and tailored broadcloths can be had in 40 variations. Mouton (a kind of furry lambskin) rugs are standard. Completely equipped vanity cases, front and rear, even contain a complimentary ounce of Arpège Extrait de Lanvin, a perfume in the Brougham price class.

Instruments are housed in a panel designed especially for the Brougham. Extra controls (all standard equipment) include a warning light for low air pressure in the suspension system, three knobs in the driver's door to operate a "memory" seat (see page 40 for Mercury's version), and buttons to control the electric door locks and the power-actuated trunk lid. An Autronic Eye mounted under the mirror is designed to give way under any kind of impact. Radio with front and rear speakers, an antenna that pops up and down when the set is turned on and off, and a combined heater, air-conditioning system are standard equipment. The heater includes two separate units mounted under the rear seat.

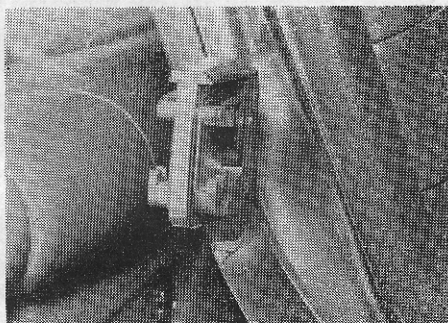
The Brougham is 3.5 inches lower than the already low standard Cadillacs, but headroom, both front and rear, is actually greater. Front seat legroom remains about the same, but suffers considerably in the rear from the shortened chassis. However, the rear seats are separate lounge chairs, for two people only. Much of the lost legroom can be made up by reclining at an angle. Entrance and exit is greatly facilitated by elimination of the usual seat-back height door post. This has been reduced to a stub on the Brougham with the doors locking against each other. The car cannot be started with either rear door open, and they are electrically locked whenever the car is in gear.

Why Buy?

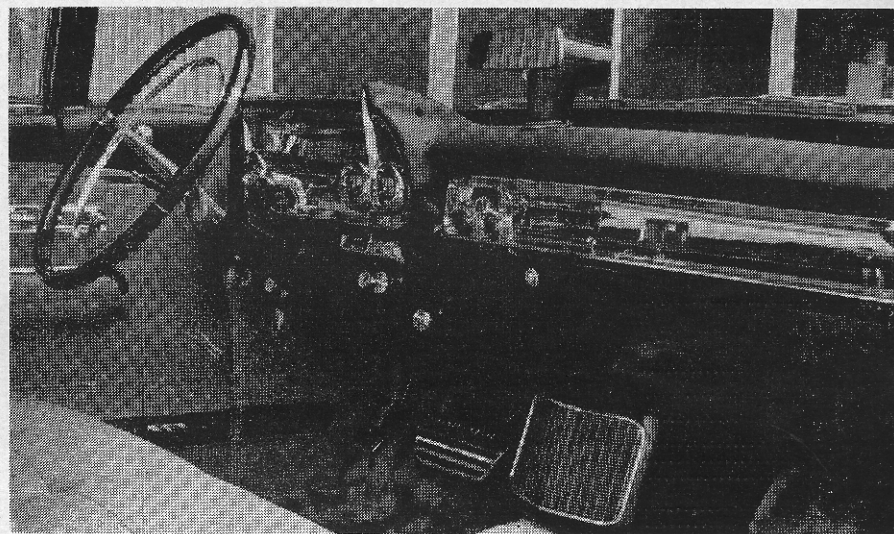
Ummh . . . why not?



REAR SEAT armrest has a built-in storage compartment.



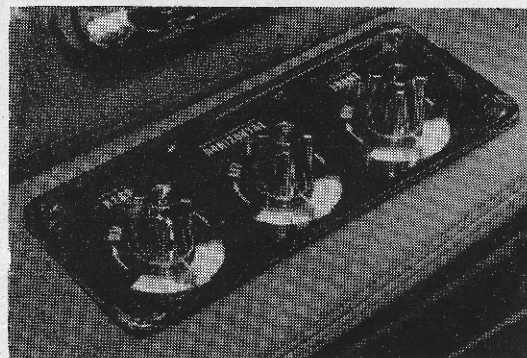
STUB PILLAR and locking mechanism into which doors lock electrically.



PLUSH INTERIOR is set off by chrome-rimmed instruments, a combination mirror-Autronic Eye on the panel, and a radio speaker below the panel.



WE'VE SEEN these dual headlights so often now that they no longer look strange. Broughams in all states will feature them.



SET THE DIALS at position you desire the driver's seat and the "memory" selector automatically puts seat in that position.

SPECIAL! 1957 SHOW ISSUE!