Time for a New Radiator?

With Warm Weather Straight Ahead, It May Be Time to Consider a New One

Summer is on the way, and that means lots of driving and lots of heat. In this issue of the Danchuk Update we show you how to keep your classic cool, and dress her up a little, with a new aluminum radiator and an electric fan.

If you are running a stock engine in your classic then the stock cooling system is probably all you need. But if you are running a high horsepower engine, in stop and go traffic (like a cruise), chances are you have experienced some problems with cooling. Changing over to a system designed and built with today’s technology will go a long way to keeping your car from limping along the side of the road looking for the nearest watering hole. Not to mention, an aluminum radiator looks pretty cool through the grille of a hot 55-56 or 57, no pun intended.

Note:
1955-57 Chevy’s mounted their radiators in different positions, depending on which engine was installed, V-8 or 6-cylinder. The V-8 radiator mounted in the V-8 position, engine side of the core support, and used a V-8 core support. 6-cylinder cars mounted the radiator on the grille side of the core support for clearance, since the 6-cylinder was longer than the V-8, and used a 6-cylinder core support.

If you already met the radiator in the 6-cylinder position, and you are running a V-8, you will not need these brackets, as you will have plenty of room already.

You will need these Danchuk parts:
- 13270 Radiator, or use the 13274 Triple Flow
- 13452 Electric Fan Kit
- 11236 Conversion Brackets, 6-Cylinder Position
- 11236A Fan Mounting Brackets
- 044 Upper Radiator Hose
- 10856 Lower Radiator Hose
- 12163 Hose Clamps (4)

You will also need:
- Semi-Gloss Black Spray Paint
- Scrap Cardboard (enough to cover the fins on the radiator for protection)
- Masking Tape
- Hose Cutter, Razor Cutter or Carpet Knife
- Flat Blade Screwdriver
- 3/8” Ratchet
- 7/16” and 1/2” 3/8 Drive Sockets
- 7/16”, 1/2” and 9/16” Open-End Wrenches
- Drip Pan for Coolant

1.) Drain the coolant from the radiator into the pan by opening the petcock that is located on the front of the bottom tank, grille side.
2.) Once it is drained, use your flat blade screwdriver to loosen the clamps holding the hoses to the radiator, thermostat housing and water pump and remove them.
3.) If your car is running an automatic transmission, disconnect the oil cooler lines from the bottom of the ra-
RADIATOR INSTALL

2. Radiator, engine side, using your 1/2" and 9/16" open-end wrenches. Work carefully here, as you don't want to twist the cooler lines. Loosen the bolts on the side of the radiator using your 9/16" socket or open-end wrench and 1/2" open-end wrench and remove them.

3. 4.) Watch for any shims that may be between the core support and the radiator and save them. If you are running a 6-cylinder core support you may need them again. Remove the radiator and set it aside.

4. With the radiator out of the car, remove the stock fan from the water pump using your 1/2" socket and 3/8" drive ratchet.

5. 6.) Once it is removed, put the bolts back in place and tighten to secure the pulley back to the water pump.

6. 7.) Remove the conversion plates from their package. (If you have a 6-cylinder core support you will not be using them.) Hang them in a convenient place and paint them black to match the core support.

7. 8.) While you wait for them to dry, remove the new radiator from the box. Be careful, as the fins on an aluminum radiator are fragile. Using your razor cutter cut two pieces of cardboard large enough to cover the radiator core. Tape them in place on both sides of the core with masking tape. This will help to protect the fins while you do the installation.

8. 9.) Install the conversion plates by lining the horizontal holes up with the original holes in the core support where the radiator mounts. The other end of the plate passes through the core support opening to the front side near the grille. Install the provided bolts into place, (leave loose at first, you will tighten using your 1/2" and 9/16" open-end wrenches).

9. 10.) Test fit your radiator. Adjust the brackets so the radiator fits without interference and tighten.

10. 11.) Remove the radiator and place face down on a bench. Remove the cardboard from the inboard side.

11. 12.) Next, install the electric fan, which mounts directly on the back of the radiator.

12. 13.) You will either have to fabricate brackets yourself (or use what Flex-A-Lite provides), or you can purchase the brackets we made for the application that sandwich...
between the conversion brackets and the mounting brackets on the radiator. A rubber seal around the front of the fan seals against the radiator core so the fan pulls air through the core, not from around it.

14.) Attach the bracket to the fan with the provided bolts and tighten with your 1/2” open-end wrench.
15.) Being as careful as possible (a second set of hands will help here) mount the radiator/fan assembly in place between the conversion brackets.

16.) Install the bolts and tighten using your 1/2” and 9/16” open-end wrenches. Make sure the fan is snug against the core but not too snug. You don’t want to damage the fins.

17.) Using your flat blade screwdriver and two new hose clamps, install the lower radiator hose.

18.) Then install the upper hose on the thermostat housing. It will be longer than it needs to be so line it up and trim it the proper length with your hose cutter and install with a new hose clamp.

19.) Install the radiator overflow hose by pushing over the hose bung. You can now fill the radiator with coolant, check for leaks and install a new pressure cap.

Note:
The stock rating for the radiator pressure cap on 55-57’s was 7 lbs. If you are using an original heater core do not install a higher pressure cap, as you will damage the core. If you are running an aftermarket AC system with an updated heater core you may be able to install a 12-16 lb. cap. Check the manufactures recommendations.

All you have left to do is wire up the fan. As there are numerous places the electronics can be mounted and different configurations for A/C and non-A/C cars, we are leaving that up to you. Follow the manufacturers instructions, which are included in the fan kit. Our new aluminum radiator looks great, and it works really well too! (21 & 22) Best part is you can do this job in an afternoon. Help your classic beat the summer heat with a new aluminum radiator and electric fan. All the cool cars are doing it.
The fastest way to get through and out of this financial crisis, this recession that our country is in, is for us to support American businesses by buying American products that are made in the United States of America.

Even though our economy is deteriorating and our unemployment rate is skyrocketing, some Americans are still going out and buying foreign cars. The American auto companies make great cars for great prices; there is no reason to buy foreign. For that matter there is no reason to buy most things foreign, there are great websites that guide you to American products. All you have to do is type “Made in USA” or “Made in America” on any of the major search engines and you will be amazed at how many sites are set-up just for the sole purpose of pointing out American made products.

The time has come to support the country we all live in and love so much. If you’ve ever travelled outside of the U.S.A then you know that most countries have adapted this patriotism and attitude long ago. You are hard pressed to find American made products in other countries because they support their own countries and local economies. They would laugh at you for asking for American products, so why shouldn’t we be laughing at them for expecting us to buy their products?

Our classic American cars deserve the best. They were made over 50 years ago by the best craftsmen in the world and still should be. You still have a choice to buy American parts made by American tool, die and mold makers. Danchuk Manufacturing makes more American parts for these classics than anyone in the industry, and we are coming out with more. We know you can sometimes purchase parts that appear to be the same for a few bucks less, but if you really take a good look at them you’ll find that they don’t even come close to comparing. Take a little time and read our “No Comparison” ads. Most other “manufacturers” are just middlemen peddling foreign products made who knows where. They sell inferior parts to you for a slightly cheaper price, but you’ll soon learn they aren’t the quality or fit an American classic deserves.

Don’t contribute to the worst recession this country has ever seen since the Great Depression. Just ask any company that manufactures in this country and most will tell you that they make it almost impossible to sell our products overseas yet they effortlessly flood our country with millions of inferior and sometimes dangerous products. At this rate the imported products will eventually ruin our businesses and our country.

The best way to combat this economic slide before it turns into an all out depression is to support the country we live in and love so much, “America”.

Buy Quality, Buy American and

God Bless America!
**Check Out New Danchuk Apparel**

**DANCHUK SMOKIN’ HOT WOMEN’S TEE SHIRTS IN WHITE**
These 100% cotton cuties are just what the gal in your life needs to bring a classy car theme to her wardrobe.
- All Short Sleeve, Small: #15487 $14.95/ea.
- All Short Sleeve, Medium: #15488 $14.95/ea.
- All Short Sleeve, Large: #15489 $14.95/ea.

**DANCHUK WINGS WOMEN’S TEE SHIRTS IN BLACK**
Biker chicks aren’t the only one’s who love wings. Get the angel in your life looking sexy in these 100% cotton V-necks.
- All Short Sleeve, Small: #15490 $16.95/ea.
- All Short Sleeve, Medium: #15491 $16.95/ea.
- All Short Sleeve, Large: #15492 $16.95/ea.

**DANCHUK FLAG WOMEN’S TEE SHIRTS IN NAVY BLUE**
These 100% ring spun cotton classics will not only help keep her warm with long sleeves but has a beautiful snug fit to show off her lines. Also, the Danchuk is dressed with rhinestones to sparkle along with her gorgeous eyes.
- All Long Sleeve, Small: #15493 $21.95/ea.
- All Long Sleeve, Medium: #15494 $21.95/ea.
- All Long Sleeve, Large: #15495 $21.95/ea.

**MEN’S DANCHUK DICKIES SHIRTS**
These are the real deal gentlemen. Dickies have been the choice of mechanics for decades and there’s a good reason why. Dickies are incredibly well built shirts that can withstand the abuse we sometimes put our shirts through when working on cars. They are a cotton and polyester blend to be rugged and comfortable at the same time. They have a classy look if just being worn for fashion and the Danchuk shield is a top quality machine stitching.
- All Black, w/ Red Shield, Large: #15502 $32.95/ea.
- All Black, w/ Red Shield, XL: #15503 $32.95/ea.
- All Black, w/ Red Shield, XXL: #15504 $32.95/ea.
- All Grey, w/ Silver Shield, Large: #15505 $32.95/ea.
- All Grey, w/ Silver Shield, XL: #15506 $32.95/ea.
- All Grey, w/ Silver Shield, XXL: #15507 $32.95/ea.

**MEN’S BLACK DANCHUK TEE SHIRTS**
- All Short Sleeve, Large: #15496 $10.95/ea.
- All Short Sleeve, XL: #15497 $10.95/ea.
- All Short Sleeve, XXL: #15498 $10.95/ea.
- All Long Sleeve, Large: #15499 $10.95/ea.
- All Long Sleeve, XL: #15500 $10.95/ea.
- All Long Sleeve, XXL: #15501 $10.95/ea.
Summer’s coming . . .

TEMPERATURE SENDING UNIT WIRE INSULATOR
The wire insulator covering is usually charred or missing. Replace this key detail item and save yourself from fried wiring.
All
#1211........ $4.50
Special
$3.95/ea.

ADJUSTABLE FAN THERMOSTAT
For use with electric fans. Probe mounts in stock drain plug hole on the radiator. Adjustable temp makes sure the fan runs when needed.
All
#085........ $48.95
Special
$43.95/ea.

THERMOSTAT HOUSINGS
Included with these quality water necks are neoprene o-ring gaskets, designed to eliminate leakage. They fit small and big-block engines. Chrome-plated bolts included.
1955-65 V8, '64 Chevy II, '53-63 Vette (Shown)
#1959........ $10.95
Special
$9.95/ea.
1966-75 Chevelle, Camaro, Chevrolet
#1960........ $10.95
Special
$9.95/ea.

ALUMINUM THERMOSTAT HOUSINGS
All 15° Swivel
#12505........ $16.95
Special
$14.95/ea.
All 45° Swivel
#12124........ $15.95
Special
$14.95/ea.
All 90° Swivel
#12125........ $17.95
Special
$15.95/ea.

ADJUSTABLE THERMOSTAT HARNESS
For use with part #085, adjustable fan thermostat.
All
#085A........ $41.95
Special
$37.75/ea.

STAINLESS THERMOSTAT HOUSINGS
All 45° Swivel, Natural
#15297........ $139.95
Special
$125.95/ea.
All 45° Swivel, Polished
#15298........ $159.95
Special
$143.95/ea.
All Straight-Up, Natural
#15299........ $103.95
Special
$93.95/ea.
All Straight-Up, Polished
#15300........ $124.95
Special
$112.95/ea.

ADJUSTABLE THERMOSTAT
For use with electric fans. Probe mounts in stock drain plug hole on the radiator. Adjustable temp makes sure the fan runs when needed.
All
#085........ $48.95
Special
$43.95/ea.

THERMOSTAT HOUSINGS
Original design in fit and function.
1956
#093........ $26.95
Special
$24.25/ea.
1957
#094........ $26.95
Special
$24.25/ea.

THERMOSTAT HOUSING O-RING
Replacement for all stainless thermostat housings.
All
#15306........ $3.50
Special
$2.95/ea.

THERMOSTAT SWIVEL HOUSINGS
1955-57 15 Degree, Stainless (Shown)
#14777........ $139.95
Special
$125.95/ea.
1955-57 15 Degree, Polished (Shown)
#14778........ $160.95
Special
$144.95/ea.
1955-57 45 Degree, Stainless
#14779........ $139.95
Special
$125.95/ea.
1955-57 45 Degree, Polished
#14780........ $160.95
Special
$144.95/ea.

PRICES GOOD THRU JULY 18TH, 2009
FAN SHROUDS
We are proud of our 100% Made in USA fan shrouds. Made of durable 3/16" ABS plastic, these shrouds feature a smooth finish for that original look. The fit and quality is the best on the market, with slots cut narrower and deeper for an extra secure fit. The top and bottom of each shroud is cut deeper allowing for a better seal against the radiator. All this eliminates the need for any extra clips or drilling, making this a simple bolt-on installation. Made in the USA.

1955-57 V8 in 6 Cyl. Mount Position ..........................#2537 .........................$99.95 ......................$89.95/ea.
1955-57 V8 ......................................................#2428 .........................$99.95 ......................$89.95/ea.

S-BLADE ELECTRIC
These S-Blade fans can be used as a primary or auxiliary fan. The 16" Cyclone pulls 2500 CFM which makes it strong enough to replace your belt driven fan, freeing up horsepower and increasing mileage. Both fans are reversible (push/pull).
All 14", w/o Relay & Thermostat, 1530 CFM ......................#13457 ........ $96.95 .......... $87.50/ea.
All 16", Cyclone, w/o Relay & Thermostat, 2500 CFM. #12168 ....... $161.95 ..... $146.95/ea.

ELECTRIC FAN KIT
The Flex-A-Lite Black Magic Xtreme fan out performs typical cage fans by 45%-50%, and provides consistent cooling regardless of engine speed. Get more power and better mileage by replacing your stock fan. Includes adjustable thermostat, A/C relay and manual switch. Available in Puller version only. Recommended for 6-cylinder position radiators. Measures 21-1/2" by 17-1/2" by 4-3/16".
All ..........................#13452 ........ $305.95 ...$275.95/ea.

PROGRAMMABLE FAN CONTROLLER
WITH LED READOUT
This programmable will control either single or dual fan applications and will work with your existing temp gauge and sending unit. You can set what temp the fan(s) turn on/off as well as having the fans stay on for up to 5-min after the engine is shut down. The digital temp readout makes set up a breeze.
All .........................................................#15123 .................$99.95 .................$89.95 /ea.

FAN THOM II ELECTRIC FAN CONTROL KIT
Fan-Thom fan controls offer you clean, simple and safe fan controller for your electric fans. The supplied thermostat threads into the engine or cooling system for a professional installation.
All 200 degree ......................................#14615..............$71.95 ........ $64.95/kit
Note: Turns fan on at 200° & off at 185°.
All 185 degree ......................................#14616..............$69.95 ........ $62.95/kit
Note: Turns fan on at 185+F75° & off at 170°.

DANCHUK . . . “THERE’S NO COMPARISON”
There’s never been a better time to replace eleCtriC, variaBle SPeed fan Control

Sets fan speed from 60%-100% depending on thermostat setting. Reduces charging spikes and current load. Runs your cooling fans 30 seconds after your car is turned off to reduce heat soak. Special
All Adjustable, for Dual or Single Fans #13782 $254.95 $229.95/ea.

CHroMe radiator COVеры

The first thing they see when lifting the hood is the radiator. Nothing can dress it up better than our chrome radiator covers. Make your engine compartment shine! Technical Note: As to not detract from the show quality, our radiator covers are sealed. To access radiator cap, cover needs to be removed. Made in the USA.

<table>
<thead>
<tr>
<th>Model Description</th>
<th>#</th>
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U.S. Radiator DOWNFLOW ALUMiniUM RADIATORS

Aluminum Downflow radiators feature fully welded construction (no epoxy) and dual 1” tubes. Radiators are available in either a standard or Tripleflow configuration. Tripleflow radiators achieve the maximum temperature drop by creating walls which force the coolant to pass through the core 3 times resulting in greater temperature reductions. Aluminum radiators do not have transmission coolers. An auxiliary cooler will be required so be sure to check out our transmission coolers. When mounting #13274 the hood baffle may require modification. Polished available by special order. Made in the USA.

<table>
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<tr>
<th>Model Description</th>
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PRICES GOOD THRU JULY 18TH, 2009
GRiffin
Aluminum Radiators
These HP series radiators feature a high efficiency core with two 1.25 inch tubes, and a core thickness of 2.75 inches. Aluminum radiators include side shims, transmission line fittings, petcock and drain hose. Radiators fit standard and automatic equipped cars and are compatible with Danchuk Fan Shrouds, parts #2428 and #2537.

1955-57 V8 ...... #733 .......... $699.95 ..... $629.95/ea.
1955-56 6 Cyl... #734 .......... $699.95 ..... $629.95/ea.
1957 6 Cyl...... #735 .......... $699.95 ..... $629.95/ea.

Desert Cooler Radiators
They drop right into your favorite tri-five and feature the latest cooling technology. V-8 owners can choose from either standard or high-efficiency styles. High efficiency models are recommended for A/C and performance applications. Each unit includes side shims, transmission line fitting, petcock and drain hose making for an easy installation. If the radiator is mounted on the engine side of the core support, you have a V8 core support. If it’s on the grille side, then it’s a 6 cylinder support. Radiators fit both standard and automatic transmission equipped cars, and don’t forget to order a fan shroud, parts #2428 and #2537 for the best in cooling performance.
Made in the USA.

1955-57 Standard, 4 Row ...........................................#12072 ........ $399.95 ........ $339.95/ea.
1955-57 Hi-Efficiency, 4 Row, V8 Position .......... #12072A ........ $399.95 ........ $339.95/ea.

Be Cool Aluminum Downflow Radiators
When mounting in the 6 cylinder position on 1957’s, the hood baffle may require modifications.


ALUMINUM CROSSFLOW RADIATOR CONVERSION MODULES
Be Cool’s Super Street Series Power Cooling Module assemblies are designed to cool vehicles with up to 700 dyno-rated horsepower. Each kit contains a Be Cool aluminum dual 1” core crossflow performance radiator with oval fluted tubes, a dual 11” electric puller fan set with vented shroud for highway cruising, a set of fan mounting brackets with hardware, a diamond cut, vented coolant recovery tank, a primary fan wiring harness with a 40 amp relay, a secondary wiring harness to independently control the second fan and to top it all off with a Be Cool Billet radiator cap. Available in standard finish or polished.

1955-57 Auto .................................................................#13759 .......... $1576.95 ........ $1418.95/ea.
1955-57 Auto, Polished ......................................................#13769 .......... $1650.95 ........ $1484.95/ea.

Radiator Conversion Brackets
Allows you to mount a V8 position radiator into the 6 cylinder position of a V8 core support.

1955-57 ....................................#11236 ........ $47.95 ........ $42.95/pr.

Special Prices Good Thru July 18th, 2009
FINISHING TOUCHES MAKE ALL THE DIFFERENCE!

**Radiator Bug Screen**
If you show your daily driver or drive a show car daily, these bug screens are a must. Easy to install and remove.


**Radiator Petcock With Hose**
The same brass valve used in 1955, 1956 and 1957, with the original 6" of rubber drain hose included. Made in the USA.


**Aluminum Radiator Core Support Bracket**

**Radiator Support To Frame Shims**
Hardware included.

**Show Quality Radiator Hoses**
These radiator hoses are correctly numbered with the GM codes used in 1955, 1956 and 1957. These are the hoses for detail-oriented collectors and anyone seeking to restore the original factory look. Original style spring clamps are included.

1955-57 V8, Upper Hose
......................... #044A .......... $27.95 .......... $24.95/ea.
1955-57 V8, Lower Hose
......................... #045A .......... $27.95 .......... $24.95/ea.
1955-56 6 Cyl., Upper Hose
......................... #046B .......... $22.95 .......... $19.95/ea.
1957 6 Cyl., Upper Hose
1955-57 6 Cyl., Lower Hose
......................... #047A .......... $27.95 .......... $24.95/ea.
1956-57 Dual 4BC & F.I., Upper Hose
......................... #2559 .......... $49.95 .......... $44.95/ea.
1955-57 V8 in 6 Cyl. Pos., Lower
......................... #10856 .......... $18.95 .......... $16.95/ea.
1955-57 Upper, Trim to Fit Crossflow
......................... #12161 .......... $22.95 .......... $19.95/ea.
1955-57 Lower, Trim to Fit Crossflow
......................... #12162 .......... $27.95 .......... $24.95/ea.

**Radiator Caps With Be Cool Logo**
A great way to top off your cooling system upgrade. These Be Cool billet radiator caps, besides being great looking, are designed to allow the use of a coolant recovery system where needed.

All Round Style
......................... #13776 .......... $49.95 .......... $44.95/ea.
All Octagon Style
......................... #13777 .......... $49.95 .......... $44.95/ea.

**Radiator Caps**
Fits the Desert Cooler® radiator or any other 1955-57 radiator application. Seven pound pressure capacity.

1955-57 7-Lb.
......................... #141 .......... $9.95 .......... $8.95/ea.
1955-57 1-Lb.
......................... #12160 .......... $5.95 .......... $4.95/ea.

**Decorative Radiator Cap With Bowtie**
......................... #12159A .......... $64.95 .......... $57.95/ea.

**Prices Good Through July 18th, 2009**
FLEXI-KOOL RADIATOR HOSE KITS

Flexi-Kool Hose kits are made of ribbed stainless steel which won’t freeze or crack. Flexi-Kool hoses ribbed design improves cooling which helps prevent overheating and possible engine damage. Hoses can be formed to any angle or length while reducing installation time and maintenance costs. No longer do you have to search to find a hose that you can make-work. Just order a Flexi-Kool hose kit for downflow or crossflow radiator conversions and you know you’ll have the right hose all the time. Kits are available in chrome, black, red and yellow. 48” hose kits make 2 hoses. Dress caps are also available separately, shown at right. Makes 2 hoses.

- All 24”, Chrome w/o Caps: $39.95 #13628
- All 24”, Chrome w/ Chrome Caps: $39.50 #12413
- All 24”, Black w/ Black Caps: $46.75 #13629
- All 24”, Red w/ Red Caps: $46.75 #13630
- All 24”, Blue w/ Blue Caps: $46.75 #13631
- All 48”, w/ Chrome Caps: $93.95 #12504
- All 48”, Chrome w/o Caps: $62.95 #13633
- All 48”, Black w/ Black Caps: $89.95 #13634
- All 48”, Red w/ Red Caps: $89.95 #13635
- All 48”, Blue w/ Blue Caps: $89.95 #13636

Special

- #13636: $39.95/kit
- #13635: $39.95/kit
- #13634: $39.95/kit
- #13633: $39.95/kit
- #13632: $39.95/kit

EDEL BROCK ALUMINUM WATER PUMPS

Get’em while they last! Check out these smokin’ prices on these Edelbrock water pumps that are ideal to prevent overheating in street machines and feature state of the art cooling technology. These supercooling water pumps provide equal distribution to both sides of the block and flow in only one direction for maximum efficiency. Pumps listed are standard rotation only.

- All Short Style, PermaStar Finish, SB (Shown): $248.95 #13155
- All Short Style, PermaStar Finish, BB: $254.95 #13157
- All Long Style, PermaStar Finish, SB: $229.95 #13159
- All Long Style, PermaStar Finish, BB: $259.95 #13161

Super Special

- #13161: $185.00/ea.
- #13160: $185.00/ea.
- #13159: $170.00/ea.
- #13158: $160.00/ea.
- #13157: $160.00/ea.
- #13156: $160.00/ea.
- #13155: $190.00/ea.

RADIATOR HOSE DRESS CAPS

Flexi-Kool hose dress caps are now available separately so that you can dress up your original hoses or mix and match with your Flexi-Kool hoses. Made from chrome plated or powder coated aluminum. Clamps not included.

- 1-3/4”, Black #13643: $10.95 #9.95/ea.
- 1-3/4”, Red #13644: $10.95 #9.95/ea.
- 1-3/4”, Blue #13645: $10.95 #9.95/ea.
- 1-3/4”, Chrome #13647: $10.95 #9.95/ea.
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DANCHUK . . . “THERE’S NO COMPARISON”
Road to El Morocco

The El Morocco was the brainchild of a wealthy Canadian car enthusiast named Rueben Allender, who wanted to turn Chevy Bel Air’s into affordable versions of Cadillac’s El Dorado, so more could know the joy of driving a stylish automobile.

The public is already brainwashed into the belief that Cadillac’s, and particularly El Dorado’s, fins represent the epitome of motordom.

If you are a fan of 1955-57 Chevrolet’s then you have probably heard of the “El Morocco”, the rarest Chevrolet ever built. The El Morocco was the brainchild of a wealthy Canadian car enthusiast named Rueben Allender. Allender was a Cadillac fan; he had owned many through the years and had just purchased a new Eldorado Biarritz convertible. He loved the styling, luxury and, of course, the status driving a Cadillac gave you. He also realized that most people, even though they wanted one, just didn’t have the money to buy one. In 1955, when the new Chevrolet came out, Allender thought that he could build a car that would look similar to an Eldorado, without the price tag, out of the new Bel Air. A smaller, easier to maneuver Cadillac, one that his children could learn to drive with. And he was in a position to build it. In fact Chevrolet actually helped Allender with his project when they came out with the 1956 Bel Air, which looked even more like the Cadillac he was trying to emulate than the 1955 model he had originally thought to use.

Allender hired, according to an article written in 1990 by Jerry Heasley and published in Special Interest Auto Magazine, an experienced tool and die maker named Robert Thompson in early 1955. Allender put Thompson in charge of the El Morocco project and Thompson designed and engineered both the 1956 and 1957 editions. The name El Morocco was chosen for two reasons. El Morocco was the name of a popular Manhattan nightspot, so it was recognizable, and the name El Morocco was very similar to Eldorado. This meant that only a few letters would need to be cast to make Eldorado badges into El Morocco badges.

The donor cars, which were purchased from Detroit’s Don McCoullagh Chevrolet at $50.00 over cost, had no modifications made to the frame, drive train or interior so the El Morocco was identical to a ‘56 Belair in that respect. The outside of the car, however, was a different story. In keeping with the Eldorado theme, the El Morocco had Cadillac Eldorado like taillfins made from the new wonder material, fiberglass. A man named Cyril Olbrich, an experienced fiberglass fabricator who worked for a local Detroit company, Creative Industries, made the molds for the taillfins. Olbrich was also hired to attach the fiberglass fins to the Bel Air body and mold them into place. All the side stainless was custom made in Allender’s warehouse by Robert Thompson and the few parts that Thompson couldn’t make, or find in Allender’s stock, were fabricated by Wettlaufer Engineering Co, another local Detroit company who specialized in automobile body trim.
The 1956 El Morocco used a Kaiser-Frazer horn button for its hood medallion and '55 Willys dash panels for the "saddle" door top trim. 1955-56 Dodge Coronet taillights mounted side by side above dummy exhaust ports gave the rear a look that closely resembled the Biarritz. The front bumper included fiberglass reinforced 'Dagmars', so named after a famous buxom blonde from the 30's, 40's and 50's, made from reversed '37 Dodge headlight shells. The rear fins were edged with trim that was sourced from a 1955 Ford. To top it all off, Plexiglas extensions were added to the '56 Bel Air Hood bird’s wings to create a hood ornament unique to the El Morocco and the modified block script “El Morocco” was added to the hood and deck lid. Hubcaps that mimicked the Eldorado’s “Sabre Spoked” wheels were added to round out the look.

The price of the 1956 version of the El Morocco was around $3250. With a Continental Kit, and many of them were so equipped in classic 50's style, was around $3400. Roughly $1000 more than a similarly equipped BelAir and well under the price of a Cadillac. This impressed Motor Trend writer, Don MacDonald, and he wrote in the September 1956 edition "There should be ready acceptance. The public is already brainwashed into the belief that Cadillac’s, and particularly El Dorado’s, fins represent the epitome of motordom. Unfortunately, many believers can’t afford the real thing; Eldorado sales do not reflect their true popularity. We can’t help but agree with Allender that a Chevrolet-based miniature at $3250 complete....should be a hot seller."

Problem was, it wasn’t a hot seller. Even though the price was only $1000 more than a comparable Bel Air that $1000 was a lot of money in those days and many who could afford the El Morocco’s Cadillac styling could afford the real thing. Allender originally thought he would be building up to 10 El Morocco’s per day. In reality, there were only 20 or, depending on the source, only 10 1956 models completed: a mixture of hardtops and convertibles. Regardless of the actual numbers only 1 car, a convertible, still exists today.

For the 1957 edition, Allender gave Thompson the task to design and engineer a totally new El Morocco “kit” for the 1957 Chevrolet that would resemble Cadillac’s new Eldorado Brougham. To reach this end the modifications for the ’57 El Morocco would be much more extensive than for the 1956 model. To start, the hood rocket assemblies were removed, the hood shaved, and the holes filled with scrap steel. All the side holes for the 1957 side stainless were leaded in. The front grill was replaced by an egg-crate design made from stainless steel and relocated turn signals were added to the front bumper. The sides were treated to L-shaped moldings with integral dummy air scoops that looked like they had come off an actual Brougham along with the chrome plated brass lower quarter panels. But the rear of the car is where it really got interesting. The rear tailfins, integral rear bumper and roll pan, provided by Wettlaufer Engineering, made the rear of the ’57 El Morocco look so close to the Cadillac it was easy to mistake one for the other, at least from a distance. The fins included small red taillights from a 1956 Plymouth and the edge moldings looked like they were taken from a real Brougham. The bumper/roll pan included two small lights, but they were dummies like the side air scoops, as well as some additional...
The name El Morocco was chosen for two reasons. El Morocco was the name of a popular Manhattan nightspot, so it was recognizable, and the name El Morocco was very similar to Eldorado.

Chrome plated brass material, like was used on the quarters, on each side of the license plate recess. The front hood and rear trunk lid were finished off with the original V-8 “Vee” and the same El Morocco badges that were used in 1956. To bring it all together buyers could choose from the same wheel cover used in 1956 or a new “Triple Spoked” design that mimicked the Cadillac.

As in 1956, the frame, drive train and interior were exactly like what came original in the donor cars. The main difference between 1956 and 57 was that the lower cost 210 models were used as donors in 1957, except for convertibles, the top of the line Bel Air models were used in 1956. All cars used the V-8 283 engine with a powerglide transmission. All the cars came equipped with a radio and heater.

Production figures are pretty consistent between sources for 1957. The total number of cars produced was fourteen (actually all the sources say 16, but when you look at the numbers of each model, that doesn’t add up). Ten 4-door hardtops, two 2-door hardtops and 2 convertibles. The transformation from Chevrolet to El Morocco was actually more suited to the 4-door models as the Cadillac Brougham was, of course, a 4-door itself. Price wise, the hardtops retailed between $2,750 and $2,800 and the convertible came in at $2,950. These prices were actually less than their 1956 counterparts and only $500 more than a regular Chevrolet Bel Air.

Regardless of the price it was too late. The fact was that R. Allender and Company were not making anything on the cars and when a plan to sell them through selected Chevy dealerships fell through Allender, who was in the stages of planning a 1958 edition, scrapped the project.

Of the original 14 cars built in 1957, only six are known to exist today. Two 4-door hardtops, two 2-door hardtops and 2 convertibles. One of the convertibles is owned by Jay Leno, you can go to his website and see pictures, and three are on display at Dick Clarks American Bandstand Theater in Branson, Missouri, one 2-door hardtop, one 4-door hardtop and one convertible. The collection in Branson is touted as the “world’s largest collection of 1957 automobiles” and can be seen for a small donation on the facilities ground floor. Other photos of the 1956 and 1957 El Morocco can be found by a search on Google or Yahoo.

So what are they worth, these El Morocco’s? Almost totally ignored by Cadillac collectors those who know of them in the Tri-5 crowd consider them the Holy Grail of Chevrolet’s. In August of 2007 a 4-door hardtop was put up for sale at the Monterey Sports and Classic Car Auction. Before the car hit the block the estimated sale price was put at between $75,000 and $120,000. It sold for $77,000. In comparison a 1957 Bel Air 4-door hardtop in comparable condition would sell at auction for between $20,000 and 25,000.

It is curious to note that many stories about Allender’s El Morocco state that Chevrolet, because they sold him cars at $50 over dealer cost, approved of the endeavor. This is not the case. Were they concerned about him? Well he was selling the El Morocco as a brand new car, not a modified car. But considering how many vehicles he put out we find it hard to believe that Chevrolet would care, at least in those days. It has been written, however, that at least some of the upper echelon of Chevrolet was interested in Allender’s project. In the winter of 1956 two men strode into the office of R. Allender and Company asking to see the new El Morocco. El Morocco? Yes, they had seen Allender’s creation in an article in the paper, and now they wanted a real look. Apparently that was all they wanted for as soon as they had seen the car they seemed satisfied and quietly left the building. Reuben Allender raised his eyebrows on recognizing the face of one of the men from a wedding announcement in the newspaper. He was John Z. Delorean. One thing we know Delorean would have been surprised to learn is that through a bit of “finagling” the first 1956 El Morocco was titled in the state of Michigan as an “El Morocco”, not a Chevrolet. How Allender pulled that off one can only speculate...but it is the only time that a Chevrolet was not titled as a Chevrolet in history. 
Danchuk is proud to announce that we launched our new website at www.danchuk.com on March 24th, 2009. This project, which we have been working on for the past 2 years, is the largest we have ever undertaken in our 30+ year history and involved a complete update of our operating software and hardware as well as building a new website from the ground up. A huge undertaking, but one that we felt was necessary so we could offer our customers the best service and most up to date e-commerce experience possible. We feel we succeeded.

The new site does everything we wanted it to do for our customers. You can modify your billing and shipping address, credit card information, email address and set your email preferences. There is an address book where you can store addresses you send orders to for easy retrieval. The system will email you with confirmation that you have placed an order, as long as you have an email address attached to your account, and our shipping software will send you an email confirmation, with tracking information, when your order ships. You can go online and check on current orders and see their status, as well as see your order history for the past 2 years, providing that you have your proper account number attached to your online account. Very soon you will be able to see what items are in stock, and which are not, as the new site is able to give you real time stock levels throughout the day, or night. And when you check out, you will know your entire order total, including shipping, before you finalize your order.

Now we have to tell you that the site is still under construction. We wanted it to be finished before we launched, but here were just too many things the old site didn’t have that we wanted our customers to be able to take advantage of. We are still working on getting a picture for every part we offer, all 8000+ of them, and there are spots where the information on the parts is lacking....rest assured that we are working every day to get this taken care of....be patient with us. If you see something that needs immediate attention, or you have an order question, tech question or other issue with us, please use the Customer Inquiry Form under the Contact Us tab on the homepage to let us know. Everyone in the company monitors these communications and you should have an answer to your inquiry, or action on your request, in a couple of days. Most of the time, much sooner.

If you are not on our email list you can sign up by clicking the link on the homepage. From time to time we will be sending out notices of new parts that have become available for your classic as well as the occasional email only specials, maybe a notice about a cool show you might be interested in attending. And if you decide that you no longer wish to receive email from us, you can always unsubscribe by hitting the link in the email.

We do regret that the “Danchuk Garage” did not make it over to the new website. Managing an online forum was more than we thought it would be and we just didn’t have the resources to do it correctly. Rather than kill it, however, we joined forces with another growing online community dedicated to the 1955-57 Chevy’s...TriFive.com. In the coming months you will find on TriFive.com all the stuff you found in the Garage, along with 8000 online fellow Tri-5 fans. If you were a member of the Garage, please join TriFive.com and check out the new Danchuk Only section.

We know you will love the look and feel of the new www.danchuk.com, and we think you will like the added features and conveniences. Feedback is welcome, so let us know what you think.

Our new homepage will always have our latest announcements in the body of the page. The left hand column list all our e-commerce categories, and the top tabs make it easy to get to all other important topics at Danchuk.

Our new parts pages allow you to view each item up close by choosing to “view larger” and getting a whopping 800 pixel image.

If you want to take a peak at our printed catalog, it’s easy to browse by choosing a PDF of each section. And if you decide you want to order one just add it to your cart, all from “Catalogs” under the “Downloads” tab across the top.

Find out if Danchuk will be in your neck of the woods . . . . just click on the “Schedules” tab located across the top.
### COAST TO COAST SHOW TRAILER SCHEDULE

**START THE SHOW SEASON OFF WITH DANCHUK**

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<td>Spring Carlisle</td>
<td>Carlisle Fairgrounds</td>
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<tr>
<td>May 15-17</td>
<td>Super Chevy Show</td>
<td>Texas Motorplex</td>
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<tr>
<td>May 22-24</td>
<td>Ohio Swap Meet, Cars and Parts</td>
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<td>June 5-7</td>
<td>Super Chevy Show</td>
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<td>Super Chevy Show</td>
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