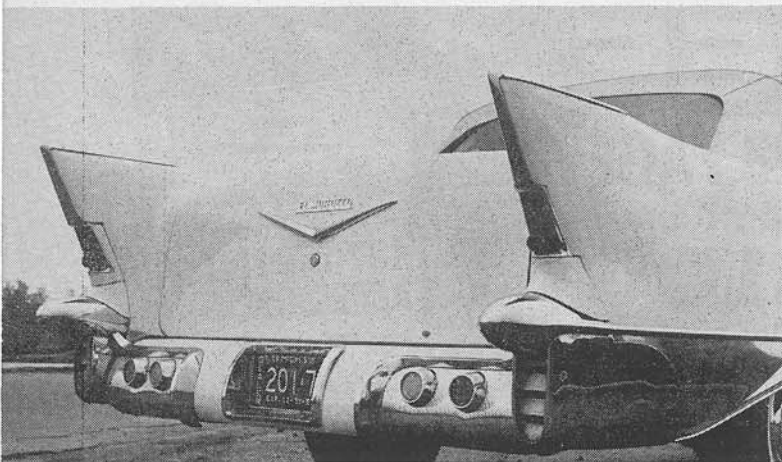




**CADILLAC ELDORADO BROUGHAM** compared with Chevrolet El Morocco shows distinct similarity in rear view. Due to clever rework by Allender & Co., many genuine enthusiasts would be fooled, if given only the rear view to distinguish between the two.



## The El Morocco



**BUMPERS** are reworked and Brougham-type aluminum cross-hatch grille is installed. The hood and deck are de-chromed and then the new El Morocco name plate mounted in place of stock trim.

**T**HERE'S an old saying about having a "Cadillac appetite on a Chevrolet budget." A Detroit firm (Allender & Co.) has come up with a solution for potential car buyers in this fix—the El Morocco.

The car is basically a Chevrolet Bel Air, but has many of the distinctive styling features of a Cadillac Eldorado Brougham. The result is a very interesting and surprisingly attractive automobile.

Equally noteworthy is the fact that this custom car is being produced on a "volume" basis. (What else, in Detroit!) For this reason the price is considerably lower than it would be for an individual custom car reworked to the same extent.

In fact, El Moroccos sell for only a few hundred dollars more than corresponding, similarly equipped stock Chevrolet models.

As the pictures show, the El Morocco is a dead ringer for the Brougham from front and rear. It has the same high fins and rear bumperette treatment. The egg-crate grille is used at front along with rubber-tipped bumper guards.

Here is how the car is reworked in the Allender factory:

All trim is removed and the holes filled. Hood and deck lid are de-chromed and smoothed.

Rear fenders are cut to receive the steel fins, which are then welded in place. Plymouth tail lights are added just under them.

Front bumpers are reworked and the Brougham-type aluminum grilles mounted.

The chromed panels at the lower edge of the rear fenders are fabricated from textured sheet brass—the same material used for rear bumper panels on each side of the license plate. All other trim is aluminum and steel.

El Morocco insignia nameplates are used on hood and

deck. A neat touch is a leather disk which fits the steering wheel hub and has the words "El Morocco Custom Built for (Name of owner)."

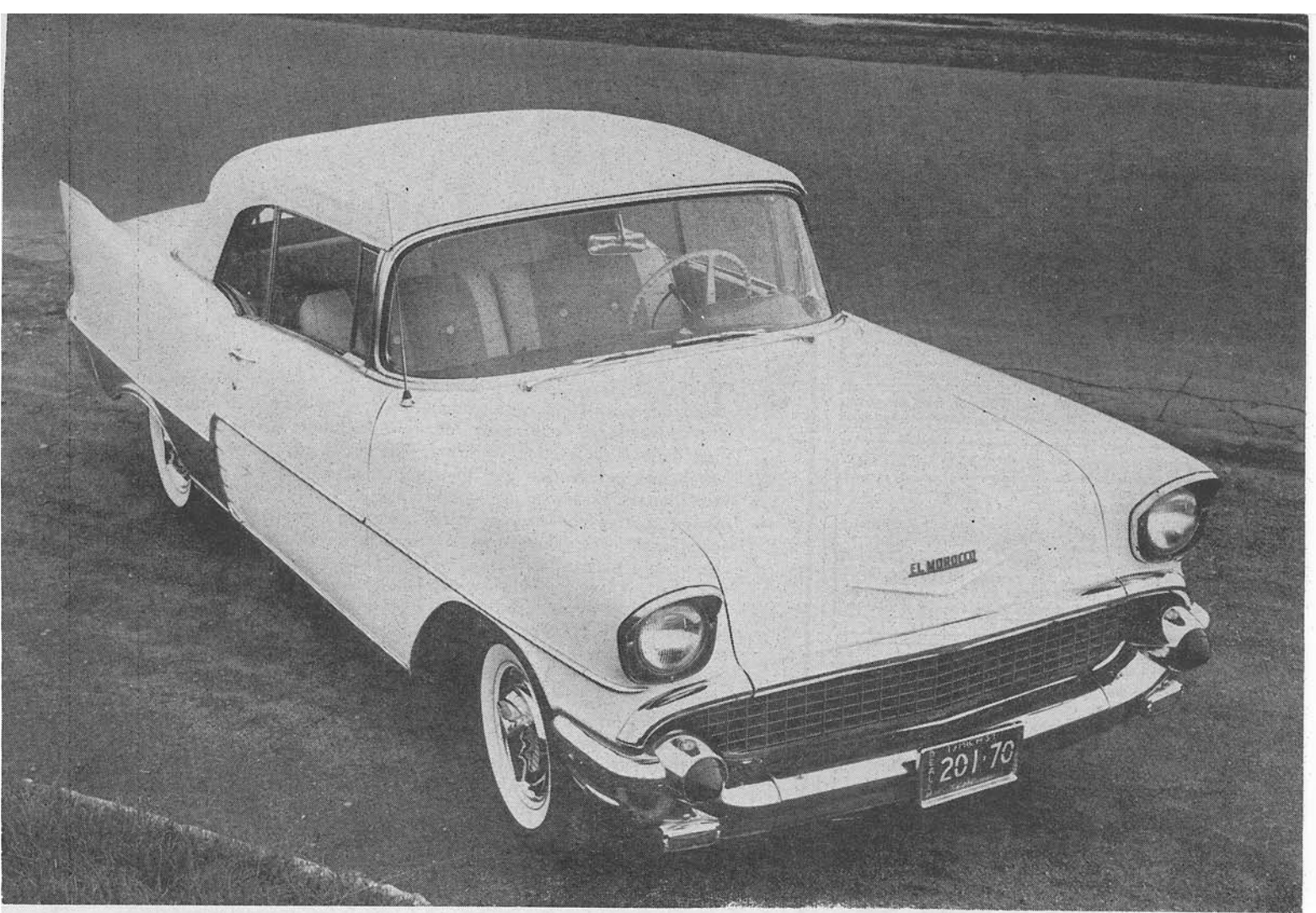
Allender is buying stock Chevrolet convertibles and hardtops for conversion, expects to produce some 400 to 500 El Moroccos this year. Plans are to stock up on 1957 Chevrolets for next year also; current design will be carried over except that dual headlights will probably be added.

Available are convertibles in white, blue, bronze and light green. Two- and four-door hardtops are also offered.

The latter come in Brougham shades of dark blue, dark green, gray and black, with roofs painted to match the brushed aluminum used on Broughams.

All El Morocco models come with the 220 hp V-8, power steering and brakes and automatic transmissions.

Allender, incidentally, is thinking tentatively of producing an Americanized custom body on a foreign chassis—perhaps the Volvo station wagon model. More on this later. ●



**DUAL HEADLIGHTS** will probably be added to next year's version to keep it up to date. Allender plans to stock '57 convertibles and hardtops before 1958 models appear.

# Chevrolet

**CADILLAC APPEARANCE** is especially noticed in the rearward area of the Chevy. Chrome panels on the rear fenders, and beside the license, are from textured sheet brass.

