

Allard Motor Company Ltd.

HEAD OFFICE & SALES

24/28 CLAPHAM HIGH STREET, LONDON, S.W.4

Telegrams: ALMOTCO, LONDON

Telephone: MACAULAY 3201 (3 lines)

HJD/LD/AMERICA.

17th October 1950.

Mr. E. Alan Moss,
MOSS MOTORS LIMITED,
3210, West Olympic Boulevard,
LOS ANGELES 6., CALIF:

Dear Sir,

We thank you for your letter dated October 10th, and were sorry to note that you are not happy about our advertising methods - we trust however that you appreciate that as we are represented by only a handful of dealers in the States it would hardly be a wise policy to advise the public of this fact. Personally we consider that we are giving all our dealers a pretty fair advertising support considering the size of our company and the specialised nature of our cars, the sale of which is promoted more by personal introduction of owner and car into a select circle of fellow enthusiasts than by general advertising. Clause 7. of your Overseas Dealers Agreement should, if adhered to, identify your position as Allard distributor for the area concerned and invite enquiries.

We are somewhat puzzled to note that the East Coast sales virtually treble those of the West Coast, a fact which is inconsistent with the motor sale statistics of the 'Auto News' and other U.S.A. trade periodicals which indicate that the greatest percentage of cars purchased and registered in the States emanate from the California region? We venture to suggest that you might well consider the advisability of fitting the Cadillac engine in as many cars as possible bearing in mind that the success of your clients in competition events reflects directly upon your future sales; it is a significant fact that the recent Watkins Glen road race has already boosted the sales of dealers specialising in the Cadillac installation, and what is more promising has started a movement from clients anxious to trade-in XK 120's for the Allard J2 (Cad)? It makes you think, doesn't it? Please do not misinterpret the above comment - we are only trying to be helpful and have indeed every confidence in your ability, and we visualise that the coming Spring will reward your original spade-work and favourably reverse the present sales comparison between the West and East Coast.

Your criticism concerning the deficiencies on K-1706 and J-1738 are quite justified, although in mitigation for the omissions on the part of our works, we would point out that the request to leave off so much electrical equipment and other items on J-1738 resulted in the omission of the entire electric equipment, this amount being deducted from your invoice. Please check documents AMC/EXP/TOOLS Nos. 1018 and 1017 to ascertain equipment supplied with cars on delivery to docks. Arrangements are in hand to forward the missing parts by airfreight; we cannot admit liability for items stolen in transit, but in view of the prevalence of these accessory thefts we are making arrangements to parcel such portable items in a strong container securely wire banded, insured, and marked on the bills of lading

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as a separate package.

We were pleased to note that you are satisfied with recent improvements on the J2 and K2 models, and you may rest assured that all constructive criticisms received from your goodselves are passed immediately to the departments concerned, and should be actioned accordingly.

To prevent further confusion when ordering, please note that all cars ordered less engine and modified to accomodate a Cadillac motor are supplied with gearbox, 12-volt generator and coil and all necessary adaptions which will enable the Cadillac engine to be readily installed without any further alteration or addition to original equipment.


In future, all cars ordered less engine and gearbox (without any specified special modification) will still be supplied with the additional 12-volt generator and coil, as we realise that otherwise it is impossible to link up our 12-volt electrical equipment with the recognised 6-volt fitted to almost all American motors. We have found in every instance that the 6-volt American starter motor operates ok on the 12-volt system. You will appreciate therefore that J-1736 left our works in a condition which will enable you to link-up your Cadillac engine without any difficulty whatsoever. All connections are clearly labelled. Our Drawing Office are forwarding you full details concerning the generator mounting and other useful information concerning the Cadillac engine installation.

Had Mr. Richter (BELL Autoparts) ordered his cars originally through your introduction or intervention we would have been prepared to consider allowing your request for a 5 percent rebate, but we are not inclined to count these as your orders in the circumstances. Should you reach an amicable agreement with Mr. Richter on any orders (other than J-types) you would be entitled to handle his order and profit by the increased five percent discount. Our arrangement and agreement with Bell Autoparts (as previously explained to you) permits him to import J-types only direct on a full commission basis, any other models must be placed with your goodselves.

Required prices are :-ZF differential \$225.00.; Luggage carrier (J-2) \$48.00.; Tourer half shaft, each, \$16.80. subject to our receiving further information concerning the precise chassis number of the vehicle referred to. This information is also required in respect of the 'gearbox remote control assembly' quotation requested in your letter.

Mr. Allard regrets that pressure of business prevents his anticipated visit to California this fall, but he nevertheless greatly appreciates your kind offer.

Trusting that you will favour us with your earliest comments,

Yours faithfully,
For THE ALLARD MOTOR CO, LIMITED.

Export Manager.