

November 10, 1950.

Mr. H. J. Davis
Export Manager
Allard Motor Co. Ltd.
24/28 Clapham High St.
London, S.W. 4

Dear Mr. Davis:

I am enclosing several pictures taken of our Cadillac Allard at the Pebble Beach Road Race last Sunday. Considering the fact that the car was less than a week old and had only five hundred miles on the speedometer, I think we did exceedingly well. The car was driven by Michael Graham, one of your own country-men whom Mr. Allard may have known. We won our class heat race against Jaguar, etc. by one complete lap over a two mile course composed of macadam and decomposed granite surfaces. In the main event, which was only fifty miles, the fan belt fell off early in the race and the car was out for two laps. The driver made this up and finished in fourth position. We were laping consistently at ten seconds faster than the next fastest car. When we finished the race there was absolutely no lining left on the clutch disc. Another Mercury powered J-2 driven by Basil Panzer went out on the last lap with clutch trouble. Col. Steinmetz was unable to run due to not having the proper gear shift. Even though we did not win this race, we have succeeded in showing thousands of people what a really fine car we had and received a great amount of publicity for the Allard motor car. We have cured both the fan belt and clutch problem and are anxiously awaiting the next race where I know we will have the winning car. We have found that an M G 12 volt generator makes a much more satisfactory installation on either the Ford or Cadillac engine, if you are able to obtain the proper gear reduction unit for the tach. drive. We have found that your type of tach. drive is not very satisfactory, they will not stay in proper alignment for any length of time and on the Ford engines we had trouble fitting a fan. Have you done any experimenting with lowering the camber of the front wheels, please let me know. Have you found out what makes the J-2 whistle at high speed? This was very impressive in the race!!

I have cabled you many times in the last two weeks and have received no reply. If the parts were sent as you said on the 11th of October they certainly should have been here by now. I am enclosing a list of parts which were left off of the last three cars received by us. I would appreciate your prompt attention in this matter. Col. Steinmetz is threatening us with a law suit due to the non-delivery of his gear shift lever. I would suggest you write the Col. a letter of apology and explanation. Even though we did order his car without engine and transmission, all other cars delivered by your goodselves ordered that way were shipped with complete gear shift controls. If you cannot trace immediately the Col's. gear shift controls please dispatch another immediately.

The many people who have looked at Dr. Ure's K-2 Allard and the Dr. himself were very dissatisfied with several things about this car. For one thing, the windshield has a terrific vibration at anything over forty miles per hour, the top (hood), while better than on preceding cars, is far from being water proof, rain pours in, especially around and through the windshield. The lighting system was improperly wired and head-lights are impossible to focus. We all feel that on a car selling for this amount of money a little more attention could be paid to details. The tops and windscreens arrived but seem to be lacking many parts and fittings, also instructions for installing same. Will you please send us a COMPLETE price list of all models. Also, prices on De Dion rear-end, wire and disc knock-off wheels,, Z F differential, cotal gear box, Alfin brake drums, etc., as fitted on these cars. I also am in need of a fairly comprehensive price list of all parts, such as fenders, doors, wheels, nave plates, radiator grills, steering wheel, instruments, chassis parts (not Ford) etc. Also we have a request for the price and availability of a pair of seats as fitted in our J-2. These are inter-changeable we found with the earlier J-2, but are much nicer. We feel that within the next few months Allard sales, especially those of the Cadillac J-2, will increase. As you may know, automobile sales in general throughout the United States have fallen off about ninety percent in the last month due to the new credit regulations. I do not feel, however, that this will effect the glass of people who are buying sport cars.

Sincerely yours,

E. A. Moss
MOSS MOTORS LTD.