

# Allard Motor Company Ltd.

HEAD OFFICE & SALES

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

Telegrams : ALMOTCO, LONDON

Telephone : MACAULAY 3201 (3 lines)

HJD/LD/AMERICA.

30th January 1950

E. Alan Moss, Esq.  
3200, West Olympic Boulevard,  
LOS ANGELES 6, CALIFORNIA.

**AIR MAIL COPY**

Dear Sir,

We thank you for your esteemed letter of the 24th inst, the context of which has been carefully noted; we trust that you will now have to hand our letter and proforma agreement of the 27th January.

We were pleased to note that you are agreeable to our provision in respect of J-type 2 seater sales and enclose for your guidance a copy of our letter to the relevant 'mail order motor trader' whom we had in mind, and trust that you will be able to work amicably together. His publicity is centred around the 'hot rod' confraternity and the J-2, and as such should not affect any of your legitimate production car clientele or vice versa.

Our publicity department have been instructed to forward the required literature and will subsequently regularly mail you additional supplies of similar material.

Cellulose colours normally carried as standard finishes, are :- Red, dark blue, light blue, grey, green, black, maroon, gunmetal, silver grey, bronze; although any other colour could be supplied to specimen order for an extra £28.00.

Leather shades are :- Red, maroon, grey, dark blue, brown, tan (or natural).

Hood (or top) cloths are :- Grey, beige, dark blue, black, maroon.

We have never attempted any bi-coloured paint job; the colour of the cellulose, leather upholstery and hood cloth is of course left to your choice

Left hand or right hand drives are optional to order.

With regard to the local installation of an American motor and gearbox, these link up quite readily with our 12-volt electrical equipment as we supply the 12-volt dynamo (when the motor assembly is omitted). We have found by experience that the 6-volt starter works quite satisfactory with the higher voltage.

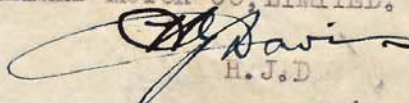
With regard to shipping instructions we referred mainly to any special shipping marks that you might wish to have placed on the cars; in the absence of your instructions on this point we have had the first car marked, viz:-

( MOSS.....).....Name  
( 71K.770.....).....Chassis No:  
( LOS ANGELES.....).....Port

and trust that this will be in order ?

Trusting that you will favour us with your earliest comments,

Yours faithfully,  
For THE ALLARD MOTOR CO. LIMITED.

  
H.J.D.

avis.