

FOR ALL TYPES OF MOTORING

ALLARD



PALM BEACH OPEN THREE SEATER

The ideal small touring car, with two doors, detachable sliding windows and a bench type front seat. Powered with the Ford Consul or Zodiac O.H.V. engine.

4 cyl. Consul 1,508 c.c. 47 B.H.P. 6 cyl. Zodiac 2,262 c.c. 71 B.H.P. Gear ratios: 4.11 top, 6.96 second, 13.45 first, 16.87 reverse. Hypoid final drive. Centre gear change. Coil suspension front and rear. Girling hydraulic brakes with 2 leading shoes on front. 12-volt electrical system. 6.40 x 13 tyres. Fuel tank capacity 8 1/2 gallons. Wheelbase 8'. Overall length 13' 1 1/2". Width 4' 11". Ground clearance 5". Turning circle 28'. Additional equipment available includes wire wheels, overdrive, multiple carburettors, etc.

PRICE : CONSUL £720 plus P.T. £301 2s. 6d.
ZODIAC £750 plus P.T. £313 12s. 6d.

2 1/2 litre COACHBUILT SALOON

Built on the same chassis as the Palm Beach, the 2 seater Saloon body constructed by Messrs. Abbott Limited, has a low drag form, and has aluminium panelling on a frame of Ash mounted in one with the tubes of the chassis to form a very rigid structure. Visibility is exceedingly good with the low front, and large windscreen. A large carpet-lined luggage locker is fitted and supplemented by considerable space behind the Dunlopillo trimmed bucket seats.



PRICE : £1,250 plus P.T. £521 19s. 2d.

THE "MONTE CARLO" SALOON

Five-six seater with full equipment including heating and air conditioning with de-mister. Radio set at extra cost.

8 cyl. Ford V.8 engine, 3622 c.c. 85 B.H.P. Gear ratios: 3.78 top, 6.7 second, 11.8 first, and 15.1 reverse. Spiral bevel final drive. Side gear change. Coil suspension front and rear. De-Dion type rear axle. Lockheed hydraulic brakes with 2 leading shoes on front. 12-volt electrical system. 6.25 x 16 tyres. Fuel tank capacity 18 gallons. Wheelbase 9' 4". Overall length 16'. Width 5' 11". Height 5'. Ground clearance 8". Turning circle 41'.

PRICE : £1,375 plus P.T. £574 0s. 10d.



THE "SAFARI" ESTATE CAR

Built on the same chassis as the Saloon, this is a full six seater with two extra occasional seats at rear. All, except front seat with room for three, fold away leaving flat floor luggage space 72" x 50".



PRICE : £1,375 plus P.T. £574 0s. 10d.

THE K.3 TOURING THREE SEATER

A grand touring car with two doors, a bench type front seat, wind-up windows and a large luggage boot.

8 cyl. Ford V.8 engine with aluminium cylinder heads, 3622 c.c. 95 B.H.P. Gear ratios: 3.5 top, 6.2 second, 10.8 first, 14.0 reverse. Spiral bevel final drive. Side gear change. Coil suspension front and rear. De-Dion type rear axle. Lockheed hydraulic brakes with 2 leading shoes on front. 12-volt electrical system. 6.25 x 16 tyres. Fuel tank capacity 13 gallons. Wheelbase 8' 4". Overall length 14' 9". Width 5' 6 1/2". Height 4' 6". Ground clearance 8". Turning circle 38".

PRICE : £1,100 plus P.T. £459 9s. 2d.



ALLARD MOTOR COMPANY LTD. 24 - 28 CLAPHAM HIGH STREET, LONDON, S.W.4 - - ENGLAND

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Telephone : MACaulay 3201

Dear Sir,

It is recognised that the individualist seldom, if ever, purchases a "ready made suit" - nor indeed any intimate article in regular use which to the world is expressive of his or her distinct personality.

We would therefore like to explode the popular fallacy that this individualism (in this deplorable age of mass-production) cannot be extended to the motor car; insofar, that the ALLIARD MOTOR COMPANY still endeavour to maintain the proud reputation of producing hand-built town and sports cars exclusively "tailored" to suit the individualist, at a price comparable to that of their mass-production brethren !

Yours sincerely,
ALLIARD MOTOR CO, LIMITED.

H.J. Davis.
Export Manager.

HJD/LD/



TERMS OF BUSINESS

The Company reserves the right at any time to alter the specification, price and conditions of sale of all models. The price will be that ruling at the time of delivery. Every effort will be made to adhere to a promised date of delivery, but same cannot be guaranteed and no claim shall be made upon the Company in respect of any delay or for any loss or damage arising therefrom. The term Agent is used in a complimentary sense only, and our Agents are not authorised to incur any debts, or transact any business on the Company's behalf other than the sale of goods purchased from the Company: nor are they authorised to give any warranty or make any representation other than those contained in the guarantee, on the Company's behalf. Customer's cars are only driven by members of our Staff at Owners' risk.