

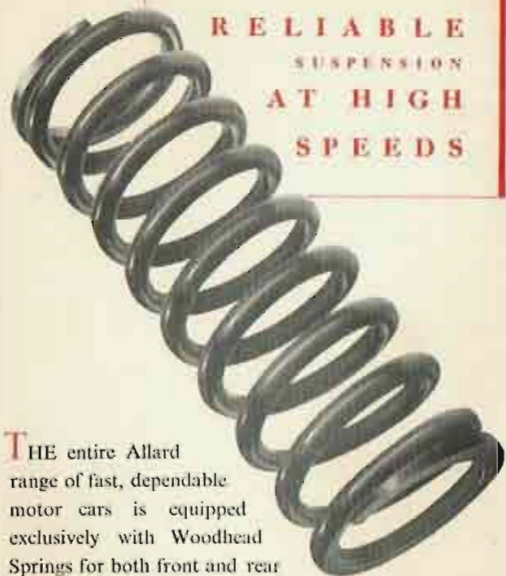
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*Official*

**YEAR BOOK**

1952-53





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SPEEDS

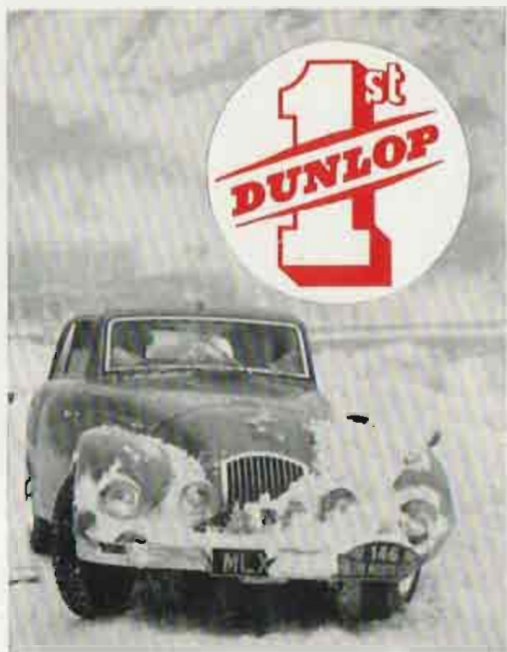
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MONTE CARLO RALLY 1952

*The toughest test for cars and drivers  
won by S. Allard and G. Warburton  
driving an Allard fitted with  
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244115

Page One

**SIDNEY ALLARD**  
*prefers*  
**VIGZOL**



**MONTE CARLO RALLY**  
1952

Won by Sidney Allard

**CRAIGANTLET (Hill Climb)**  
11 August, 1951

Sidney Allard in Allard single-seater broke record by 2/5 sec. — time 1 min. 13 sec. — fastest time of day.

**BRIGHTON SPEED TRIALS**  
1 September, 1951

Sidney Allard (Allard/Cadillac) 1st in Sports Cars Class. Set up Sports Car Record — 2nd fastest time of day. Mrs. Allard in same car won 1st place in Ladies Race.

**LEINSTER TROPHY MEETING** 21 July, 1951

T. L. Cole 1st in Sports Cars Race, breaking lap record at 81.38 m.p.h.

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The Official  Year Book  
1952-53

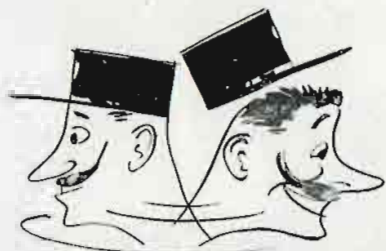
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*Bravo les vainqueurs!*

## MONTE CARLO RALLY

**FIRST**-SIDNEY ALLARD  
and GUY WARBURTON  
*driving an Allard car*

using



— You can be sure of Shell

## The Allard Story



*Photo: Smyth & Davey*

The first ALLARD SPECIAL was built by Sydney Allard in 1936, to be followed by a succession of 'one off' competition cars, each of which was soon busy collecting trophies in home trials.

The outstanding success of these specials led to the decision to commence production of more-or-less standard models and in 1946 the ALLARD MOTOR COMPANY LTD., was formed. The first model produced by the Company was a sleek 2-seater Sports with 30 h.p. V.8 engine and these soon proved their worth by finishing first of 173 competitors in the Lisbon Rally in 1947 and winning premier awards in the Alpine Trial, Maloja Hill Climb, Develiers des Rancieres, Craiganlet Hill Climb and Bouley Bay Hill Climb, as well as winning hosts of less important events.

In 1948, slight modifications were made to the body of these K-type 2-seaters and two more models were added to the range, a 4-seater Tourer and a Drophead Coupe, all being fitted with the same engine. With more ALLARD cars competing in all types of events an increase in the number of victories naturally followed, and no less than 11 trophies were collected in international events alone that year, including four in the Alpine Trial.

## The Allard Story . .

In response to public demand a Saloon model was introduced in 1949 and although the necessarily heavier weight of a closed body made it less suitable for competition motoring than its open predecessors, the model was an immediate success. Business and professional men, a very large proportion of them being doctors, saw in it a car of distinctive but not bizarre appearance, possessing the power to move easily in slow moving traffic until such time as its vivid acceleration and high cruising speed could be brought into use solely by depressing the pedal. This year saw the number of international trophies won double that of 1948, with 3 in the Monte Carlo Rally, 6 in the Lisbon Rally, 5 in the Alpine Rally and successes in seven other international events consisting of hill-climbs, rallies and speed trials.

Although introduced during the previous year it was not until 1950 that the J.2 Competition 2-seater began arriving in foreign markets. A short chassis lightweight 2-seater, designed primarily for competition motoring, such has been the demand for this model from sporting motorists overseas that only a mere handful have reached the home market. The racing motorists in U.S.A. soon found that with a Cadillac engine fitted in this model there was nothing in its class to hold it, and success followed success. Many types of V.8 engines have been fitted by various owners in the States, or by our works to customers' requirements, and all have proved victorious in important events overseas.

No fewer than 45 successes were achieved by ALLARD J.2's during the first year in Switzerland, France, U.S.A., Portugal and Denmark as well as in the British Isles, and several other countries have witnessed victories by this model already this year.

Other newcomers to the marque are the K.2 Sports 2-seater and the 1952 Drophead Coupe. The K.2 was first produced in 1950 and this is the model that has proved just as popular abroad as the J.2., with consequent 'starvation' of home demands. With high-compression heads and dual induction fitted to the standard engine, a really high performance can be obtained despite the full-size wings, full-width windscreen, etc., of this popular roadster.



### LE MANS 24-HOUR RACE, JUNE, 1950

TOM COLE OF NEW YORK (TOP PICTURE) AND SYDNEY ALLARD WHO BETWEEN THEM BROUGHT HOME SYDNEY'S CADILLAC-ENGINEED ALLARD J.2 TO FINISH THIRD IN THE GRUELING LE MANS ENDURANCE RACE. TOM AND SYDNEY RAN THE CAR 2,118 MILES IN THE 24 HOURS AT AN AVERAGE OF 82.2 m.p.h. TO BREAK THE CLASS DISTANCE RECORD, WIN ITS CLASS AND BE FIRST BRITISH CAR IN THE EVENT.

THE

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---

## THE ALLARD POLICY

---

BY SYDNEY H. ALLARD, A.M.I.A.E., M.I.M.T.



*The aims of the Allard Motor Company are, as they have always been, to produce high-performance cars and to sell them at the lowest possible price consistent with limited and specialised production. As a private company and a 'family concern,' we have no necessity to constantly aim at increased turnover and profits in order to satisfy shareholders whose natural interest is in dividends rather than in motor-cars.*

*Every Allard car is 'tailored,' the chassis individually assembled and the body built on to the chassis by hand. When the car is complete the body is dismantled for its journey through the paint shop and again assembled.*

*It is inevitable that the problem of performance or roominess should arise whenever a new four-seater model is designed, but we have hitherto decided to maintain our original intention to concentrate on performance—not a record top speed but a high average over long distances and the most efficient of road-holding. When we have evolved a satisfactory method of increasing body capacity without impairing either speed or manoeuvrability we shall not hesitate to combine these virtues.*

*Meanwhile, we shall continue to offer cars for which we claim a high all-round performance with complete safety, distinctive appearance and world-wide service, and a model to suit every taste from the out-and-out competition motorist to the business man who wishes to travel far, fast and safely.*



*Photo: Baratt's Photo Press Ltd.*

morning and were in the control at Amsterdam in time for a very early breakfast. It was here that we joined up with the competitors from some of the other starting controls, and for the first time we began to see foreign makes of cars bearing the registration plates of most of the European countries. One amusing incident occurred at this control. When we came to get back into our car, we were horrified to see that somebody had painted an enormous greyhound on the side. We were rather annoyed, although we could do nothing, and it was not until we attempted to unlock the car and found our key would not fit, that we discovered it was in fact not our car but another Allard, identical in colour and appearance, that had started from Norway. We had a lot of fun over this coincidence during the rest of the Rally when we watched other people making the same mistake.

---

ABOVE—SYDNEY EXPLAINS THE INTRICACIES OF CORRECT TIME-KEEPING TO MRS. ALLARD BEFORE THEY SET OFF IN THEIR SEPARATE ALLARD COUPES.

---



escorted from Paris by motor-cycle policemen, who led the cars in convoy to the outskirts of the city; the policemen took the opportunity to enter thoroughly into the spirit of the thing and our average speed for the short distance through the Paris traffic was very high indeed! Just south of Paris, we turned off the main road, which until now had been used for the entire route, and for the first time made our way over secondary roads towards the mountains which lay ahead.

At the Bourges control which lay in the valley, we were told that the roads ahead were deeply snow-bound and that heavy snow was falling on the mountains. We pressed on, travelling as fast as possible because we knew that the critical part of the Rally now lay ahead. The snow was being blown horizontally against the windscreen, and thick patches of fog made visibility extremely poor. The width of the road was considerably reduced by the high snow banks on either side, and this made passing a matter of awaiting one's

---

THE SNOW AND THE ROADS CLEAR A LITTLE AS THE CAR COMMENCES THE LAST LAP OF THE JOURNEY INTO THE RELATIVE CALM OF MONTE CARLO

---

chance at a wider section, or perhaps a bend, and then pressing on without hesitation. This was a very interesting procedure, as one never quite knew what lay around a bend.

We covered all these sections without loss of time, although the last one from Le Puy, down through the Rhone Valley to Valence, a distance of some 80 miles, was completed with only 60 seconds to spare. This was in fact where most of the other competitors lost marks, and we were the only Glasgow starter to get through on time.

The rest of the run to Monte Carlo was uneventful, although the roads were snowbound and we arrived at 1-30 p.m. on Friday, having covered a little over 2,000 miles in three days and nights.

The deciding factor in the Rally was a special average speed test, which was to be held over a 50 mile circuit on the Sunday, and realising its importance we went straight out to the circuit after we had signed off, and snatched a quick bath. We were naturally very tired, but we drove up and down the winding section until about 9 p.m. when sleep dulled our senses to an extent where it was useless to stay out any longer.

After an early breakfast on Saturday, we went out on the circuit and spent the whole day going round, memorising the important landmarks and positioning of the kilometer stones.

We had fitted to the cars a special recording instrument which theoretically showed when the car was maintaining its required speed of 28 m.p.h. but which in fact was rendered inaccurate by the terrific wheel-spin on the ice-bound hairpin bends. We therefore evolved a scheme of allocating a time at which the car should pass each kilometer stone and the navigator was to count off the seconds, so that the driver could adjust his speed to pass the stone at the exact time called out. As there were some seventy stones round the circuit, working out the time table was quite a long job, and we were very happy when Stanley Sedgwick of the Bentley Drivers' Club offered to draw this out for us while we continued our practice runs. During the evening we were interested to see various competitors making their own identification marks on trees, marking posts etc., and we thought it would be most amusing to reproduce every sign at a different place, thereby causing a certain amount of confusion! However, we had not the time or facilities for doing this, and in the early hours of Sunday morning, when the whole crew was confident that they had a mind picture of the complete circuit, we retired to bed.

Page Sixteen

NEGOTIATING  
A TYPICAL  
KEY BEND  
IN THE  
MOUNTAINS



Photo: Expe, Nicé

HERE ARE VIVIDLY  
ILLUSTRATED THE  
PREVAILING  
CONDITIONS  
DURING THE  
SPECIAL AVERAGE  
SPEED TEST



Photo: Autospot

Photo: Expe, Nicé

THE RALLY  
FINISHED.  
THE ALLARD  
BASKS IN THE  
SUNSHINE &  
ADMIRATION  
OF MONTE  
CARLO





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## *International Rally of Great Britain - 1952*

THE 1952 R.A.C. RALLY which this year bore the title of the International Rally of Great Britain was made more severe than in previous years by the extreme weather conditions during the first two days. The special tests at Silverstone were cancelled owing to snow and the route through the Lake District and Southern parts of Scotland was extremely difficult.

Godfrey Imhof had entered his Cadillac-engined J.2 in this event and chose Hastings as his starting point. The first man left Hastings at 8 a.m. amidst snow showers and a strong wind, and the road from Hastings to Silverstone led through deeply banked snowdrifts over the South Downs. Some of the Competitors were held up by snow ploughs and Imhof was incorrectly directed, making a 30-mile detour and only just reaching Silverstone in time. The regularity test which was to have been held round the circuit had been cancelled earlier in the day when weather conditions were very bad. The later arrivals found the track in a usable condition but the decision having been made to cancel the test, competitors had to just wait for an hour, doing nothing, until their time for departure became due.

From Silverstone a cross county route was followed to Bridport and here again many detours to avoid snow-blocked roads were necessary.

From Bridport control through the gathering dusk, competitors drove northwards to Castle Combe Aerodrome where reversing and manoeuvring tests had to be carried out with no other lights except those provided on the car. The test consisted of Pylons so placed as to form two garages, and competitors had to drive ahead into number one, reverse into number two, and drive over the finishing line.

By this time a hard frost was settling and people in open cars had a very cold journey over the hundred mile section through Gloucester into Wales, and on to the Military Ground at Eppynt, where competitors had to cover a winding downhill section of narrow road a little over two miles long in a minimum time. Unfortunately the radio telephone units used in connection with time keeping gave trouble and later competitors suffered a long delay, which cancelled out the time allowance for breakfast at Llandrindod Wells.



IMHOF AT THE HALF-WAY STAGE

*Photo: J. S. Grace*

Northwards again through the Welsh mountains, over the notorious Bylch-y-groes and so on to Blackpool, where another test had to be endured before drivers could seek a bath and bed.

The next day, Wednesday, was spent in motoring through the Lake District, including the road from Ulpha to Kirkstone which was to be used two days later for a regularity test. This trial run, as it were, was not timed but had to be covered non-stop, and a surprising number of people failed here through lack of power off the starting line. From there a direct route was followed to Edinburgh, where competitors were allowed to relax without any further demands on their skill.

An early start was made on Thursday, and competitors drove westwards to Drymen, and along the narrow winding road beside Loch Lomond to Tarbet, over the hill to Arrochar, and so around the end of Loch Long to the famous Rest-and-be-Thankful, the Scottish equivalent of Shelsley Walsh. The surface of the hill was wet, although

it was not actually raining, and many people had exciting moments as they made the ascent against the ticking of the stop watches. From the top of the hill the road was followed to Onich through Fort William and so in a roundabout way to the beauty of Pitlochry and the Falls of Amulree. Unfortunately this last part of the journey was covered in the dark and the rough roads caused damage to some of the lower built cars.

The route then led south to Hyndford Bridge and over to Heads of Ayr, where a very welcome 2½ hours rest period was enjoyed.

From here, back through Carlisle, to Ulpha, and the regularity test. The three sections here at Hard Knott and on Stock Gill on the way up to the summit of Kirkstone Pass, were of varying lengths, but were all capable of being covered in the same time. They were, of course, taken from a standing start and competitors were timed over each one. The weather although dull, was fine, but in spite of this a large number of competitors lost marks. At the top of Kirkstone Pass the tired drivers were allowed a brief halt for coffee supplied from a travelling van, and off again down the winding road through Kendal, and so to the finish at Scarborough.

On the latter part of this section, the R.A.C. had set up a secret check to discover if anybody had averaged more than 40 miles per hour from Kendal. As a result of this, two cars were excluded.

After a welcome night's sleep, the remaining 200 competitors were up early on the Saturday morning to retrieve their cars from the control park where they had been left over-night and from which they had to be driven in a minimum time which made no allowances for tired batteries or stubborn starters.

The final regularity test, which was to decide the winners from the few who had completed the road section without loss of marks, was held on the well-known motor cycle circuit at Olivers Mount. The circuit was divided into two separate sections, each of which had to be covered in the same time. Proceedings here were extremely long-winded, and cars were still going round during late afternoon.

When the results were finally announced, Godfrey Imhof had captured the open car award, and an Allard Saloon, driven by J. Park, took second place in the over 2-litre closed car class.

\* \* \*

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Page Twenty-four

## *Current Models*



IN THE FOLLOWING PAGES THE  
ALLARD MOTOR COMPANY LTD.  
PRESENT THE DETAILS AND  
ILLUSTRATIONS OF THEIR 1952  
MODELS. FULL SPECIFICATIONS  
OF ALL THESE CARS MAY BE  
SECURED IMMEDIATELY UPON  
APPLICATION TO THE COMPANY'S  
HEAD OFFICE IN CLAPHAM

Page Twenty-five



## SALOON AND DROPHEAD COUPE

THE  
SALOON



THE  
DROPHEAD  
COUPE



Both the Allard P.J. Saloon and the M.2 Drophead Coupe, with aluminium-panelled coachbuilt bodies, incorporate all the good features of the previous models, including sports car manners on the road, plus such refinements as independently-adjustable close fitting front seats providing ample room for three abreast, luxurious hide upholstery and Latex cushion rubber, controlled air conditioning, heating and demisting equipment and automatic reversing light.

*The family models with the sports car manners*

ALLARD

## J.2 COMPETITION 2-SEATER

Built mainly for participation in sporting events, the J.2 Competition 2-seater is undoubtedly destined to create many sensations in that field and to add to the long list of successes achieved by previous ALLARD models.

For the benefit of sporting enthusiasts overseas, the chassis is specially designed to accommodate many of the larger capacity American engines, and the car can be supplied less engine if preferred.

With its aluminium body the dry weight of the complete car is only 2,006 lb.



The K.2 Sports 2-seater has been designed for the motorist who prefers a touring car which is capable of putting up a good sports performance.

It has high-compression cylinder heads, dual induction with twin Solex carburettors, remote centre gear change and racing-type fly-off handbrake. Like the J.2 the chassis has been designed to accommodate alternative engines if required.

The body is aluminium-panelled and has a large lockable luggage boot and all-weather equipment.

## K.2 SPORTS 2-SEATER

ALLARD



## 'SAFARI' ESTATE CAR



The "Safari" Estate Car is built around a tubular chassis frame designed to combine formidable strength with desirable lightness, thus ensuring freedom from twist and attendant body rattles when driven over rutted surfaces, cart tracks, etc.

In ground clearance, comfort, road holding capacity, performance, reliability and other essential features, the answers are all there, and the J.2X-type Front Suspension and Steering have already been proved in road races and hill climbs all over the world. Two Leading-Shoe Lockheed Brakes are fitted, giving perfect safety on any surfaces. Controlled built-in heating, ventilating and de-misting are incorporated and the car will comfortably seat 6 persons and still provide 45 cubic feet of luggage space.



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AND BE SAFE

Allard of course fit "Triplex" throughout

"THE ALLARD OWNERS' CLUB is open to all Allard enthusiasts and aims to promote and encourage social and competitive meetings between members and to disseminate technical information."



This extract from the rules of the A.O.C. would really suffice to tell you about the Club, but perhaps just a little elaboration would be of interest.

Recently formed, with temporary headquarters at the Head Office of the Allard Motor Company by whom it is sponsored, the Allard Owners' Club is rapidly expanding both in membership and in the scope of its activities and it should be possible in the near future to open district branches to make local arrangements.

The Club offers the sporting motorist, whether novice or seasoned 'veteran' first hand information and advice from fellow members with long experience in every type of competition motoring rallies, hill-climbs, speed events, trials, scrambles and gymkhanas and having actual experience in every event of any importance.

For the Allard enthusiast who is not competition minded the A.O.C. offers many social amenities such as air trips to important continental events, a private tent at the main British Meetings, an annual dinner, a gymkhana (good fun this) and an occasional "noggin and natter."

Another privilege enjoyed by members of the Club is a free subscription to the *Enthusiast's Edition of the Allard News Letter*, a bi-monthly bulletin giving all the Allard news.

Full particulars about the Allard Owners' Club can be obtained from the Hon. Secretary at 24 Clapham High Street, London, S.W.4.



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# International Successes of the Allard



BILL POLLACK'S CADILLAC-ENGINED  
ALLARD—1st IN RENO ROAD RACE, 1951

1947

LISBON RALLY: 1st of 173 competitors.  
ALPINE TRIAL: Winner of Coupe de Aix-les-Bains.  
MALOJA HILL-CLIMB: 1st in Sports Car Class (Course Record).  
DEVELIER DES RANGIERES: 1st in Unlimited Sports Car Class.  
CRAIGANTLET HILL-CLIMB: 1st in Racing Car Classes.  
BOULEY BAY HILL-CLIMB: 1st in Sports Car Classes.

1948

MONT VENTOUX HILL-CLIMB: 1st in Sports Car Class.  
VUE DES ALPES HILL-CLIMB: 1st in Unlimited Sports Car Class.  
RHEINECK-WALZENHAUSEN-LACHEN: 1st in Unlimited Sports Car Class.  
ALPINE TRIAL: Winner of Coupe des Alpes; Winner of Coupe de Paris-Presse; Winner of Coupe de Mont Ventoux; Winner of Commissariat General de Tourisme Medallion.  
SHELSLEY WALSH HILL-CLIMB: Fastest Unsupercharged Car (Course Record).



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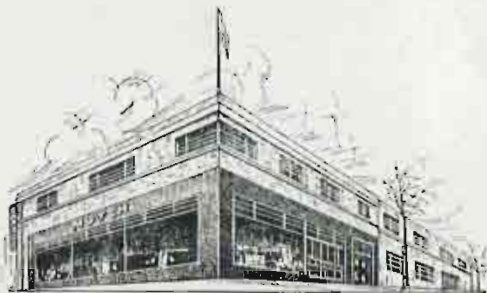
PRESCOTT HILL-CLIMB : Fastest Unsupercharged Car.  
BOULEY BAY HILL-CLIMB : Fastest Unsupercharged Car.  
CRAIGANTLET HILL-CLIMB : Fastest Unsupercharged Car.

1949

MONTE CARLO RALLY : Winners of Team Challenge Trophy ;  
Winner of Stuart Trophy ; Winner of Late Public Schools Cup.  
LISBON RALLY : 1st of 111 competitors. Winner of five trophies.  
BONESS HILL-CLIMB : Fastest Sports Car (Course Record).  
ALPINE RALLY : Five 1st's.  
BOULEY BAY HILL-CLIMB : Fastest Time of the Day, 1st in Racing  
Car Class.  
DEVELIERS DES RANCIERES : 1st in Experts Class (Class Record).  
MONT VENTOUX HILL-CLIMB : 1st in Unsupercharged Class ;  
1st in Sports Car Class.  
MALOJA HILL-CLIMB : 1st in Experts Class  
BRIGHTON SPEED TRIALS : Winner of Chater Lea Trophy.  
PRESCOTT : Fastest Time of the Day (Course Record) ; 1st in  
Sports Car Class ; 1st in Racing Car Class ; Team Award.

1950

MONTE CARLO RALLY : Won Stuart Trophy ; Won B.T.D.A. Cup  
RALLY SOLEIL CANNES : 1st in General Classification.  
CIRCUIT OF IRELAND : 1st of 167 competitors ; 1st in Sports Car  
Class ; Winner of Castlereagh Trophy.  
CRAIGANTLET HILL-CLIMB : Fastest Time of the Day ; 1st in  
Racing Car Classes.  
VUE DES ALPES : Fastest Unsupercharged Sports Car ; Won Ladies  
Cup.  
SIERRE-MONTANA-CRANS : 1st in Touring Car Class (Amateur).  
LE MANS : 1st in Class (Course Record).  
SUSE-MONT CENIS : Winner of Suse Cup.  
WATKINS GLEN GRAND PRIX : 1st in General Classification  
(Record Average).  
REST-AND-BE-THANKFUL : Won Frew Cup ; 1st in Class.  
LEINSTER TROPHY RACE : Fastest Scanding Lap.  
PRESCOTT HILL-CLIMB : 1st in Sports Car Class.  
BRIGHTON SPEED TRIALS : Fastest Sports Car (Course Record).  
1951  
PARIS-ST. RAPHAEL RALLY : Won Lausanne Hill-Climb.  
ULSTER TROPHY RACE : Fastest Lap in Handicap Race.  
SHELLEY WALSH HILL-CLIMB : Won Unlimited Production Car  
Race ; Winning Team.  
TULIP RALLY : Member of Winning Team.  
ALPINE RALLY : Won Coupe des Alpes ; Won Coupe de Mont  
Blanc ; Won Cortina Cup ; Won Milan Gold Cup ; Won Auto  
Club Milan Cup.  
LEINSTER TROPHY RACE : Set up new Lap Record.



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Photo: L. Minton, Nice.

C. S. FROWO, 1st PRIZE, CONCOURS  
D'ELEGANCE, NICE, 1949

EVIAN-MONT BLANC RALLY: Won Clarkson Cup; Won Class;  
Won Megeve Hill-Climb (New Record).

IBSLEY RACES: Won Unlimited Sports Car Class.

BRIGHTON SPEED TRIALS: Fastest Sports Car (New Record);  
Won Ladies Cup.

REST-AND-BE-THANKFUL HILL-CLIMB: Won Unlimited Class.  
PRESCOTT HILL-CLIMB: Won Unlimited Sports Car Class; Won  
Unlimited Racing Car Class.

GRAND PRIX DU SALON: 1st British Car.

ISLE OF MAN ROAD RACES: Won Unlimited Class.

1952

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