



New instrument panel is easy to read, dash controls are always within easy reach of driver.

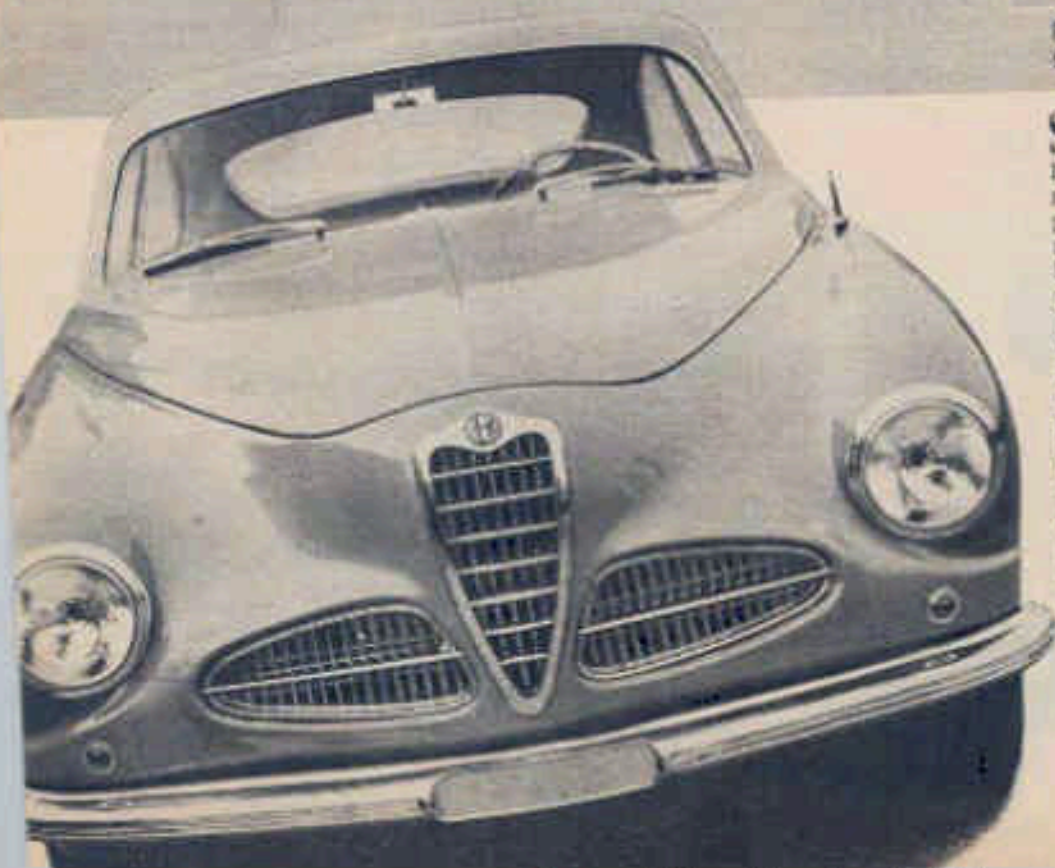


Luggage compartment holds spare tire, tools, has adequate storage space for average trip.

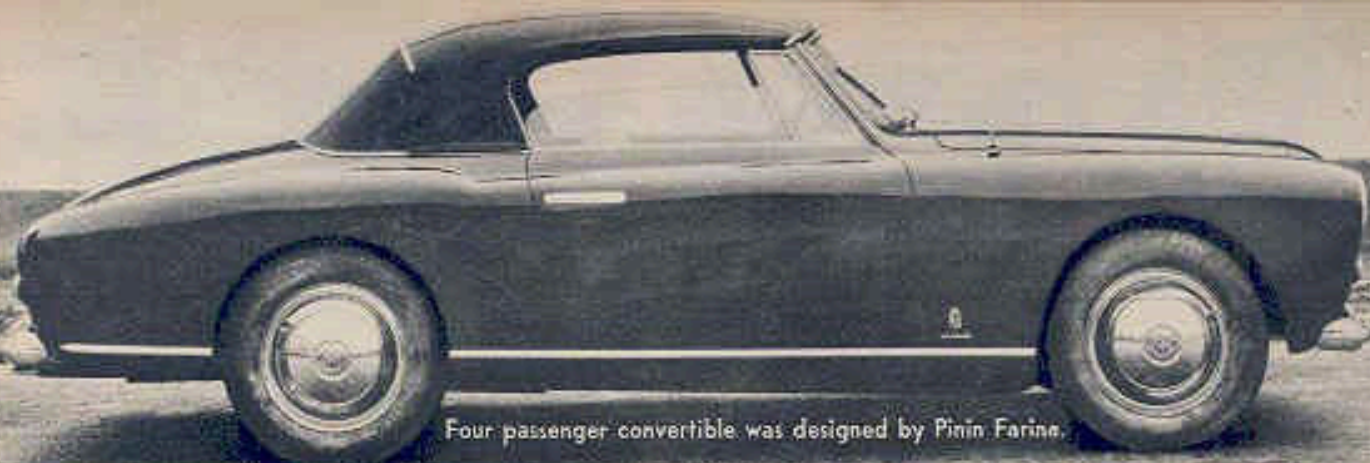
ALFA Introduces THE NEW 1900-C SERIES



Front wheel suspension incorporates torsion bars and hydraulic damping.



SUPERLATIVE craftsmanship and sound, practical engineering have given Alfa Romeo a long-standing reputation for brilliant performance coupled with absolute reliability. Although first eclipsed by the German Grand Prix teams under fascism and later heavily hit by the effects of war, Alfa has reconstructed with U. S. capital aid, and is presently producing both of its traditional lines of cars: Grand Prix racers and sports-touring models. In the former category, the 1500cc Formula 1 "Alfetta," pulling approximately 156 hp at 8,000 rpm, has been the most recent conversation piece in European racing circles. While developing new Grand Prix designs to challenge Ferrari supremacy, Alfa has also continued its luxury passenger series with the post-war model "1500." This "Gran Turismo" chassis, employing a 2½ litre 6-cylinder engine with dual



Four-passenger convertible was designed by Pinin Farina.

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overhead camshafts, has appeared with bodies by all the prominent Italian coachbuilders, ranging from roadsters through the most elegant of streamlined coupes and even limousines. With the success and prestige of the "2500" has come a wide demand for Alfa to produce a more modest car, practical for average driving. In view of this demand, Alfa's engineers have given birth to another masterpiece—the new series "1900."

These cars just recently appeared in the Turin, Paris, and London exhibitions. Their arrival in the U. S. was heralded by brief comments in several of our magazines. With inevitable curiosity, enthusiasts ask: how is the design and performance? What's the price? The first two qualifications are met with the usual superlatives. The price, however, doesn't suggest at present a very wide market for these jewel-like precision instruments. Admittedly the standard four-door sedan, at \$4500 or so, is hardly your answer for making pit-stops over at school for the kids or gaining precious seconds in hot pursuit of the groceries. The beautiful coupe by Touring of Milan, and the even more beautiful convertible by Pinin Farina, are museum pieces indeed—and museums are about the only places that can afford to show them, at \$6000 or more. Although Alfa has actually cut its purchase prices by

more than half, it definitely remains in the automotive "upper crust."

To many, this idea of a light "economy" car with small, high-efficiency 2-litre engine, is ridiculous unless there is some point in saving nickels. Otherwise, they reason, why not get your money's worth and buy a real road-eating monster? Well, in one respect Alfa's new product is like our Cadillacs—its high performance also gives real economy, whether you want it or not. The philosophy behind this—something we hear all too rarely today—is that modesty, just as much as extravagance, has a right to the best. The "1900" is a sensible car, simple and dependable; its conception marks a new trend away from brute force and gargantuan size in quality automobiles.

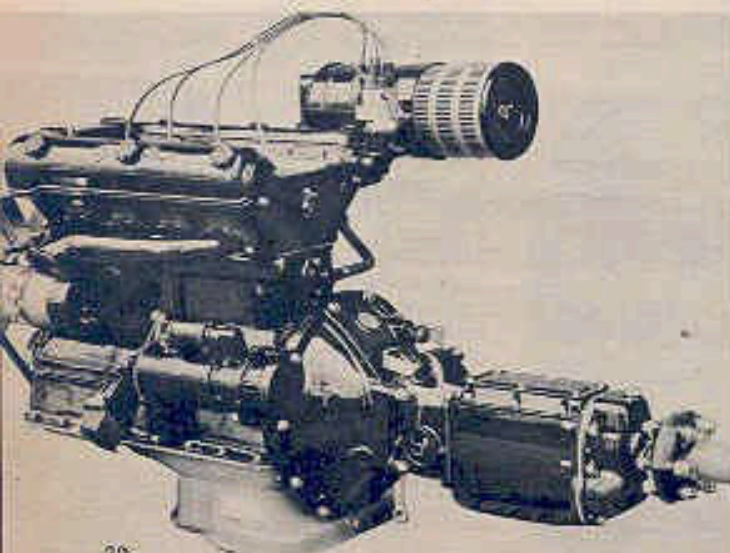
HERE is a statement direct from the Alfa factory, explaining the origin of the "1900":

"The project was based on the following fundamental considerations:

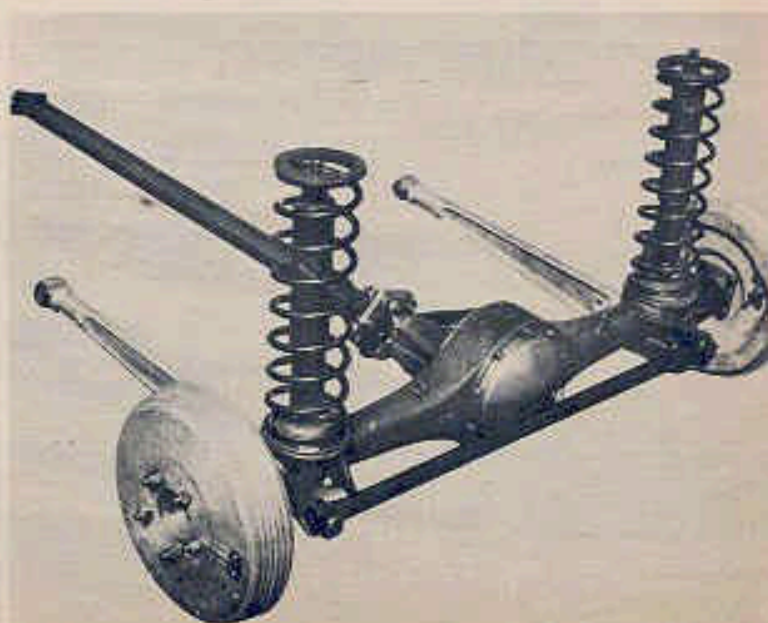
"1. Necessity of preserving the characteristics of speed, acceleration and road-holding which determine the success of the present '2500' model, and which constitute the most favorable distinguishing elements of Alfa Romeo products on the automotive market.

"2. Necessity of drastically reducing the purchase

1900C Alfa has four-cylinder dual overhead camshaft, high comp. engine.



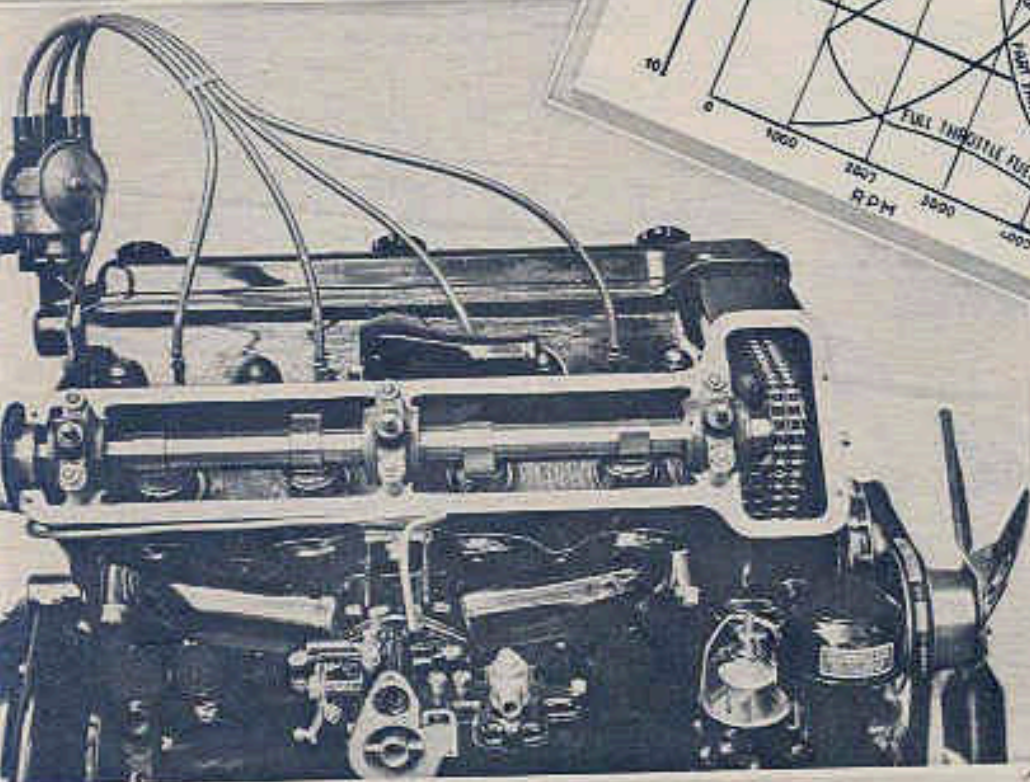
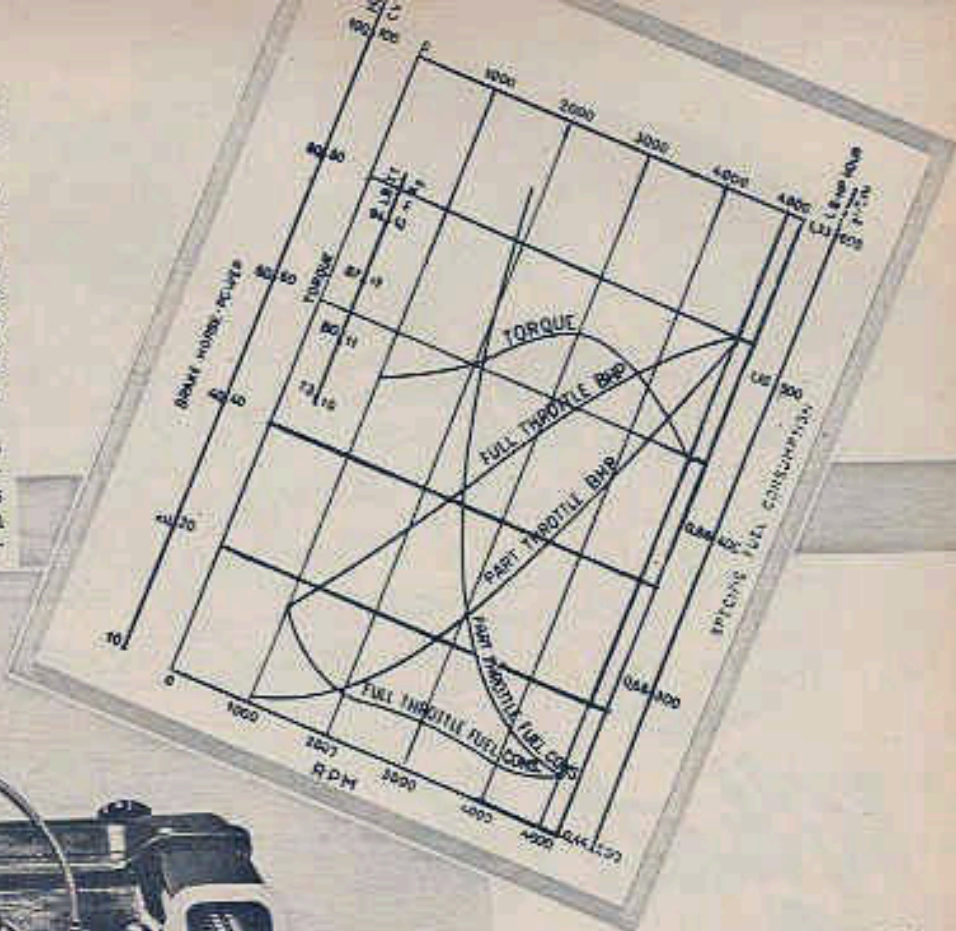
Torsion bar suspension, along with hydraulic shock absorbers are Alfa features.



price, while firmly retaining the brilliant functional and esthetic characteristics, to interest a larger inquiry of buyers.

"3. Necessity of adapting the new model to the precise and clear requests of the great majority of clientele, which may be summed up thus: 4- or 5-seater car, less pretentious than the '2500', more agile and easier to handle in city traffic, more easily parked, simple to maintain, and economical in consumption.

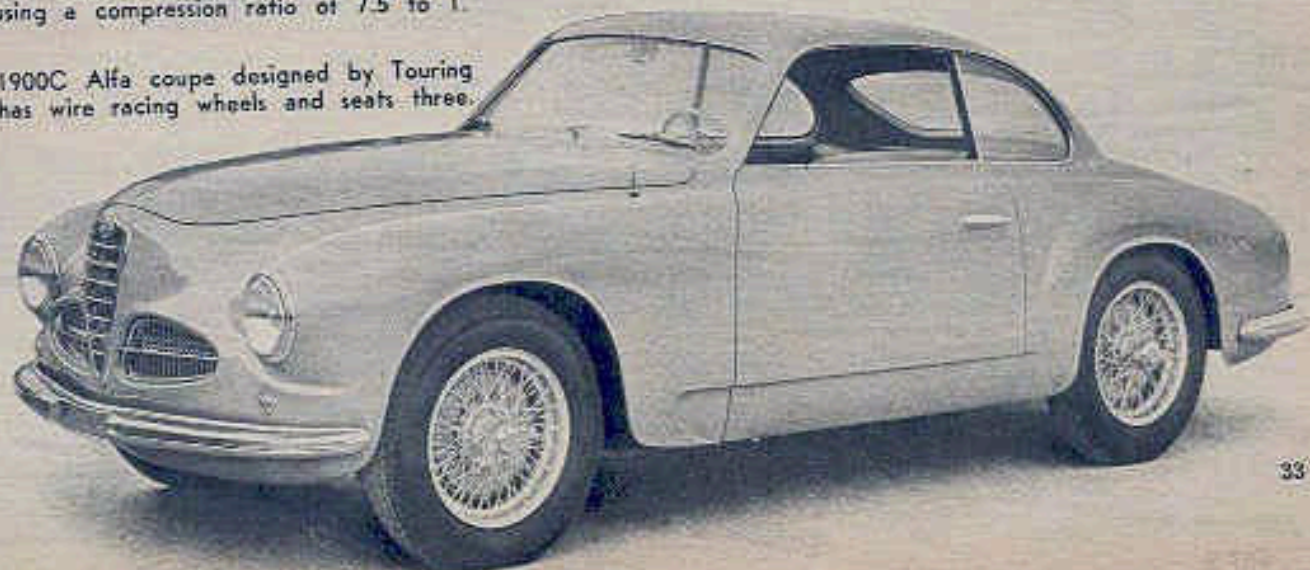
"To maintain the characteristics of speed and flexibility while limiting the power to such a value as would not entail heavy taxation and fuel consumption, it was evi-



dently necessary to reduce weight to a minimum. This was achieved in the first place by developing a frame integral with many parts of the body, composed of a reduced number of parts of thin stamped steel so welded together as to constitute a rigid whole. Other noteworthy advantages of weight and assembly were obtained through particularly light and compact suspension members, and by the adoption of a 4-cylinder engine with high-compression head. This type of motor, which furnishes about
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80 horsepower is developed at 4000 RPM using a compression ratio of 7.5 to 1.

1900C Alfa coupe designed by Touring has wire racing wheels and seats three.



ALFA

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45 hp per litre at 4,800 rpm, provides a high output even at low revolutions, this being a fundamental element in permitting elasticity of operation.

"Evidently, to reduce the sale price, the production cost should be as low as possible, and the volume of production as high as market demand permits. Economy of production was one of the fundamental elements held in view while working out the project. In addition to detail studies of the most convenient form of single sections to permit easy construction and minimum waste of raw materials, analysis of the project as a whole revealed some methods which, although considered in the past indispensable to a first-class product, were found in the light of experience to be replaceable by simpler processes. We may cite as examples the adoption of a rigid rear axle or the choice of a 4-cylinder engine. The former shows itself perfectly adaptable to the requirements of road-holding and comfortable suspension, reducing unsprung weight to a minimum; as for the engine, an accurate equilibrium and sufficiently soft suspension allow us to procure those qualities of silence and smoothness which usually characterize engines with a greater number of cylinders."

MECHANICALLY, the rugged new Alfa engine is characterized by up-to-date refinements on a simple basic formula. The crankshaft is of generous dimensions, having five main bearings and four dynamically balanced counterweights to offset centrifugal forces. The combustion chambers are of hemispherical layout, with central spark-plug and valves inclined at 45-degree angles. Bevelled piston-tops permit a large valve diameter. Overhead camshafts actuate the valves directly via mushroom tappets screwed into the valve-stems, permitting easy adjustment. Due to a pair of gears with inclined teeth at a ratio of 1:2, the double roller-chain driving the cams is kept at low lineal velocity, ensuring durability and reliable operation. The chain is of course crankshaft-driven, and is fitted with a tensioner pulley. In addition to large valves, good carburetion at any speed is further guaranteed by the horizontal Weber carburetor with carefully