

THE NEXT FIFTY YEARS FOR FORD

MOTOR WORLD

THE MOTORING NEWSMAGAZINE

**SECRETS OF VUKOVICH'S
INDIANAPOLIS WINNING CAR**

JULY 3, 1953

Every other Friday

25 CENTS



BY CASTAGNA



BY VIGNALE



BY BERTONE

ALFA-ROMEO — ONE CAR STYLED SIX WAYS



BY FARINA



BY GHIA



BY BONESCHI

FLASH RESULTS! LE MANS 24-HOUR RACE



The Alfa Romeo 1900 as styled into a four-seater by Boneschi.



Ideas expressed by Bertone came out remarkably like those of Boneschi, at the left.

SIX EXPERTS STYLE NEW CAR

Vignale went futuristic with this nose on the Alfa Romeo 1900 coupe.

WHAT happens when six skilled body stylists exercise their professional talents upon the same car? A glance at the models appearing on these two pages provides an answer.

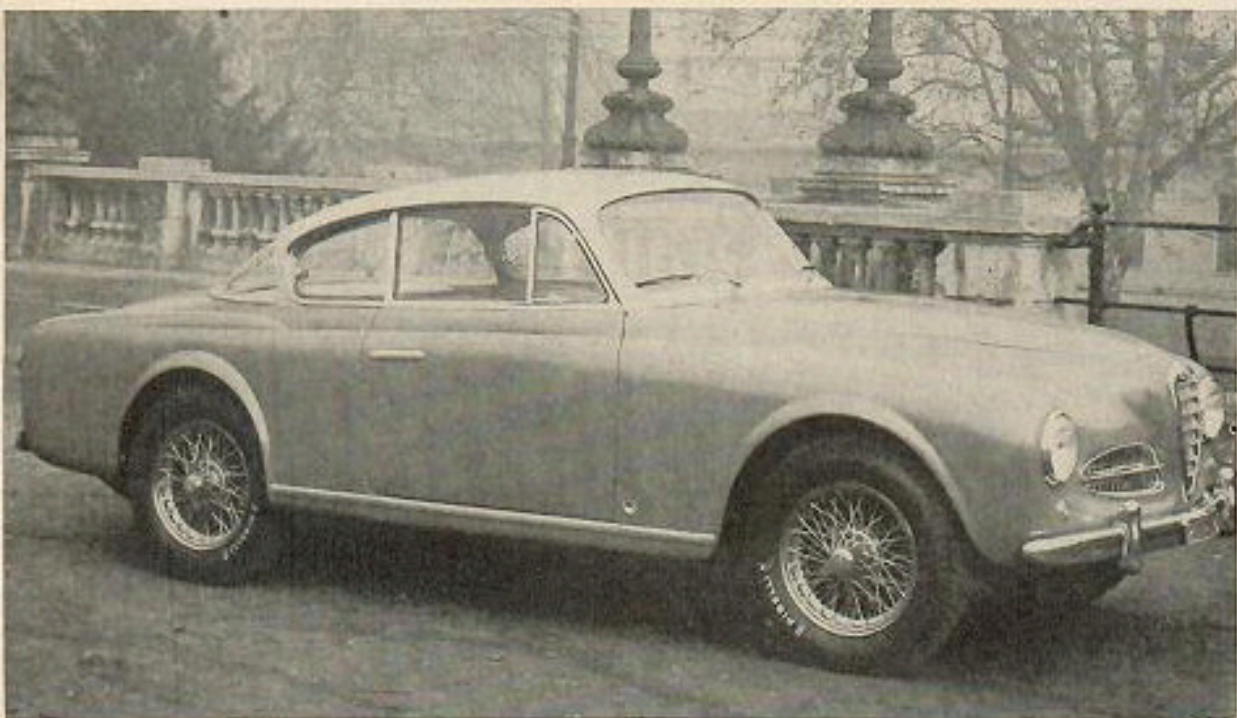
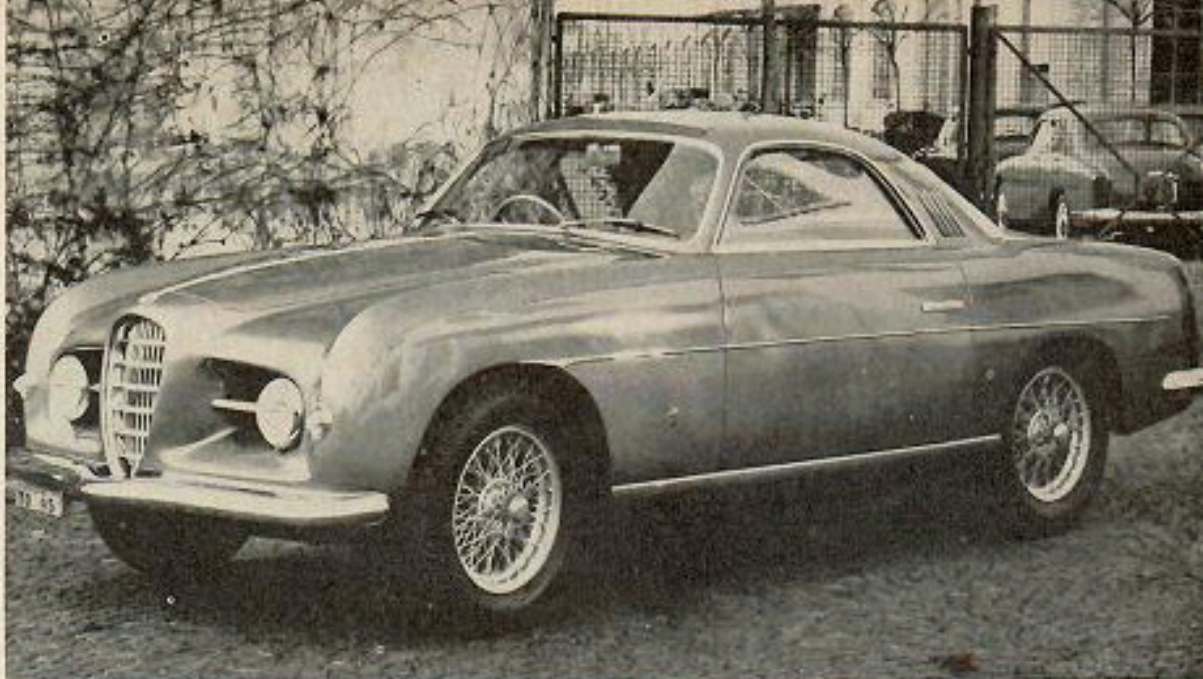
In Europe, as in America, competition between the great and little names in the motor car world is a fierce struggle which only a few can survive. What a car looks like has much to do with its public acceptance. Therefore, when the Alfa Romeo brass mapped their strategy for 1953, they left nothing to chance. Out from the works at Milan, Italy, went the engine and chassis of the new 1900 series to be delivered into the hands of the six stylists.

Working with the same basic components, each created an attractive version. As striking as the differences, however, are certain similarities which evolved. The result leads to a bit of interesting speculation: what would happen if one of the major U. S. manufacturers attempted to market its cars with an equally wide choice of body types?

—WIDE WORLD PHOTOS



Ghia, who has done much experimental work for Chrysler, developed this 1900 coupe.



Another Alfa Romeo 1900 coupe got this kind of treatment from Castagna.

Pinin Farina, of Nash fame, produce an Alfa Romeo 1900 coupe in the traditional style.

