

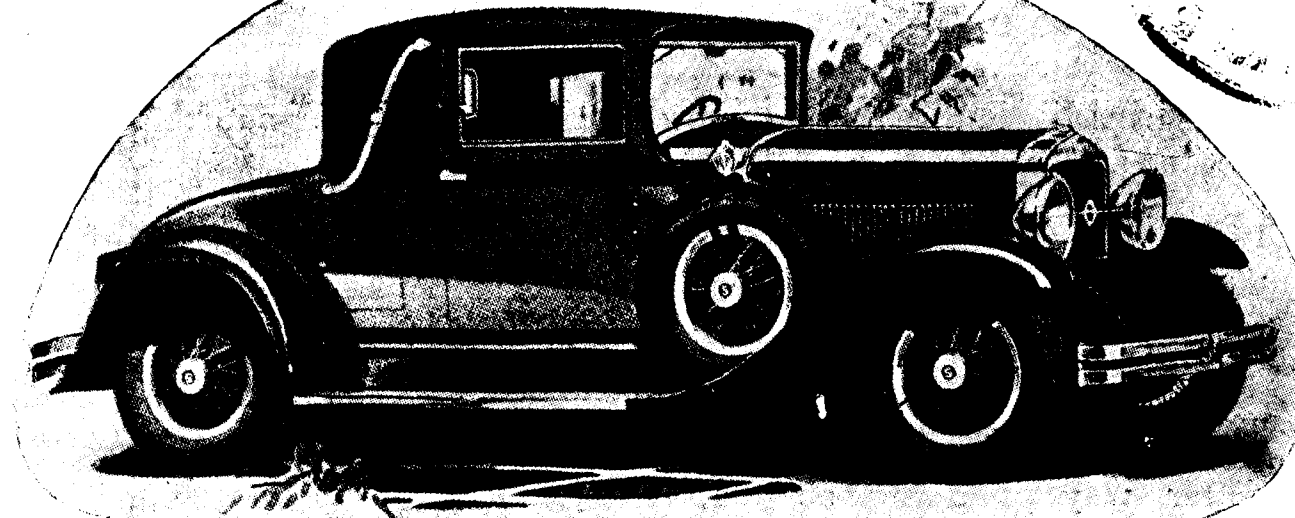
THE SOUTH INDIA

Registered ..  
No. M. 2515

# MOTOR OWNER

304

Official Organ of the Automobile Association of Southern India



AN ILLUSTRATION OF A STUDEBAKER CAR WE PREPARED FOR THE DISTRIBUTORS, MESSRS ROMER DAN & CO.

Successful advertising depends primarily upon three important factors—Copy, Illustrations, and the Medium through which the first two are presented. The South India Motor Owner is the medium if you are endeavouring to sell cars or accessories to South India motorists—and we are always prepared to assist in the preparation of your advertising with crisp, selling copy and clean, attractive illustrations.

EASTERN TECHNICAL PUBLICATIONS. MOUNT ROAD, MADRAS.

# ARE YOU A MEMBER

of the

**Automobile Association  
:: of Southern India ::**

**R**EMEMBER that there are to-day many signs to indicate that Motorists as a class are regarded by Government as a potential source of increased revenue, and are to be "squeezed" in all directions. Increased Taxes, increased Registration Fees, increased Licence Fees, are all in the air.

TO protect themselves motorists must combine, and there is no better way of doing so than by joining the Automobile Association of Southern India.

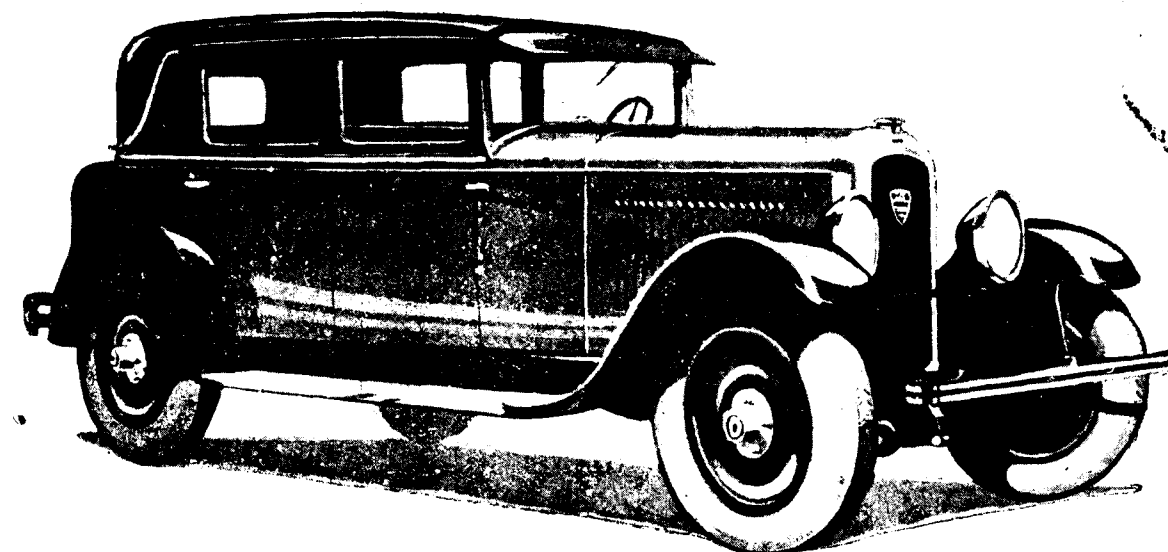
WRITE to-day for details of the Association's activities, organisation, etc., and a form of application for membership to:—

**The Secretary**  
**Automobile Association of Southern India**  
**Kardyl Buildings, Mount Road, Madras**

Phone: 2439.

P. O. Box No. 1229.

'Grams "S.I.M.U."



## SOLVES HALF YOUR PROBLEM

It is the first business of the advertiser to be interesting and in this he shares a common task with the publisher. The editorial pages of THE SOUTH INDIA MOTOR OWNER interest the motor owner upon motoring matters as no general magazine could. Thus the advertiser in these pages has the greater part of his first big task accomplished for him, and his advertisement reaches and interests a section of the public that can be barely touched through any other channel.

**LET US HELP YOU TO PLAN YOUR ADVERTISING**

*Advertisement Manager :*

**THE SOUTH INDIA MOTOR OWNER**  
**MOUNT ROAD - - - - - MADRAS**

**Madras Motor Directory**

A full Directory of car owners in South India. This publication is invaluable to motor dealers and all who sell to South India motor owners.

With this Directory by your side your motor owners' mailing list is always right up to-date by reason of the correction slips mailed to you each month.

Rs. 10 per copy

**Chakravarthi & Co.**  
Mount Road, Madras.

### When writing a small Advertisement

- Imagine you are buying a car - and then put down all the facts you would want to know.
- Give full particulars of the make, model and year of manufacture with any points about speciality fittings which may interest the buyer.
- Use a box number: it insures privacy.

**FOR SALE****1929, TRIUMPH O.H.V.**

Twin-port in good condition.  
Licensed to August 31st, 1931.

Owner Leaving India.

Price Rs. 450.

Apply, Box J. A. C/o.

South India Motor Owner.

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**The Printers**

of  
THIS JOURNAL

Invite enquiries for the production of all classes of printed matter. This press is equipped with plant which ensures accurate and pleasing work at prices which satisfy every customer.

Why not let us quote you for your next printing order?

**EVERYMANS PRESS,**  
McLean Street, MADRAS.

**Read**

"The South India Motor Owner"  
Every Month.

**TRUCKS**

From whatever view point—quality, reliability, economy for appearance—Diamond T offers outstanding value for every rupee of its price.

Write for full particulars to

**COROMANDEL  
AUTOMOBILES**  
MOUNT ROAD,  
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**BROOKLANDS "DOUBLE-12"**

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**LE MANS GRAND PRIX (24 HOURS)**

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**TARCA FLORIO**

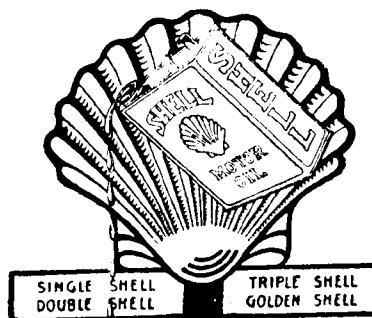
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**CALCUTTA-RANCHI**

In less than 8 hours

**GRAND PRIX OF ITALY**

1st, 2nd, 3rd and 5th



**BURMAH-SHELL OIL STORAGE &  
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(INCORPORATED IN ENGLAND) AGENTS  
**CALCUTTA. BOMBAY. MADRAS.**  
**KARACHI - - - DELHI.**

**ALL ON  
SHELL OIL  
& PETROL**



### MOTOR INSURANCE

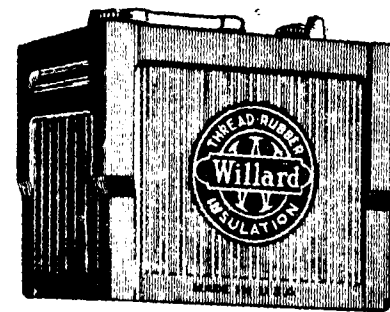
We can offer you the best Policy obtainable in India to-day—Write for Particulars.

CHIEF AGENT:  
**ADDISON & Co., Ltd.**  
MADRAS.

### CONSTANT VALUE

Eighteen months ago The South India Motor Owner first made its appearance and the value of the journal has been consistently upheld. Good and instructive reading matter—neat illustration and a desire on the part of the publishers always to help the reader, make this journal invaluable. Have you ensured receiving your copy regularly by subscribing?

## Willard Motor Car Batteries



### Obtainable in two qualities

1. Those fitted with Wood Separators at prices which defy competition and
2. Those fitted with Willard Patent Threaded-Rubber Insulators, at a little extra cost but giving thousands of miles more service.

For particulars and prices apply to:

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WILLARD BATTERY SERVICE STATION,  
12/35, Khaleel Mansions,  
Mount Road, MADRAS.

Managers :  
**BEST & CO., LTD., MADRAS.**

# The New Wolseley The **HORNET** 6 CYLINDER

### GIVES YOU.

See this  
car at  
our show  
rooms and  
enjoy a  
trial run  
without  
obligation

65 miles per hour. 35 miles per gallon of petrol. Comfortable seating for four adults. Plenty of leg room.

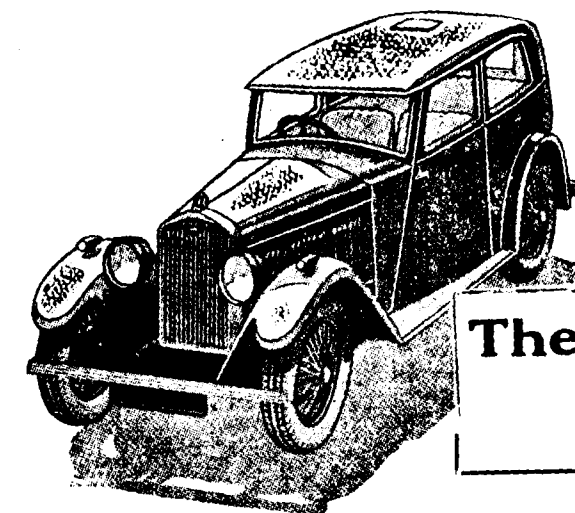
Easy riding over bad roads—achieved by long half elliptic springs and hydraulic shock absorbers. Smooth and rapid acceleration with a minimum of gear changing.

Thermostatically controlled engine temperature by large radiator with automatic shutters.

A performance comparable only with that of a big six cylinder car that is costly to buy and costly to run.

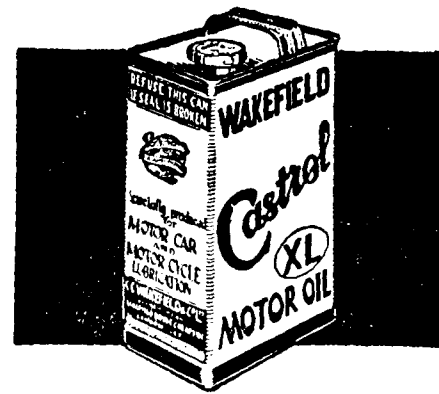
Perfect safety at all speeds. Powerful hydraulic braking on all four wheels.

Every possible refinement to be found on large, expensive cars.



*The Coachbuilt Saloon with Sunshine Roof is one of the most attractive small cars ever built—spaciously comfortable, finished inside and out in perfect taste, this model will appeal to all car owners.*

**The UNION Company**  
MOUNT ROAD,  
MADRAS.



**Less  
Carbon  
•  
More  
Power  
•  
More  
Miles**

Here, briefly, are the advantages of using 'Castrol' regularly. 'Castrol' gives perfect piston seal and leaves a minimum of Carbon.

'Castrol' penetrates every moving part of the engine, which means that not an atom of power is wasted, and that friction is reduced to a fraction.

'Castrol' is scientifically blended to give you more miles of carefree Motoring.

Ask for 'Castrol' (In the green and red sealed tin) at your nearest garage—it costs no more than ordinary oils.

**C.C. WAKEFIELD & Co., Ltd.**

Head Office- BOMBAY.

Calcutta, Karachi, Delhi, Madras, Lahore.

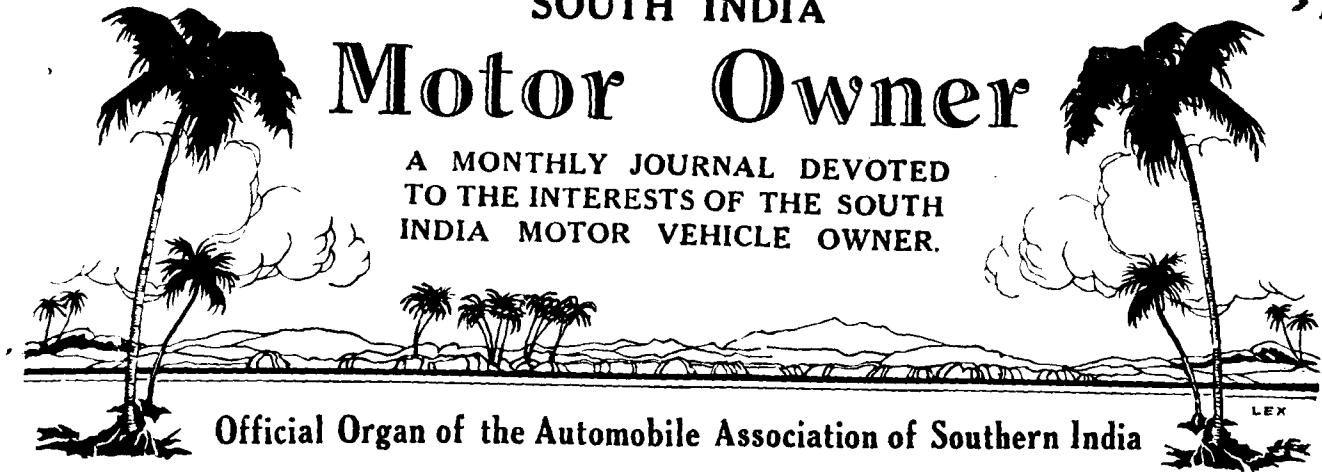
20,00,000 gallons of Indian Castor Oil have been used in the past 5 years in the manufacture of Castrol.



THE  
SOUTH INDIA

# Motor Owner

A MONTHLY JOURNAL DEVOTED  
TO THE INTERESTS OF THE SOUTH  
INDIA MOTOR VEHICLE OWNER.



Official Organ of the Automobile Association of Southern India

Vol. III, No. 1

January, 1931

Price As. 8

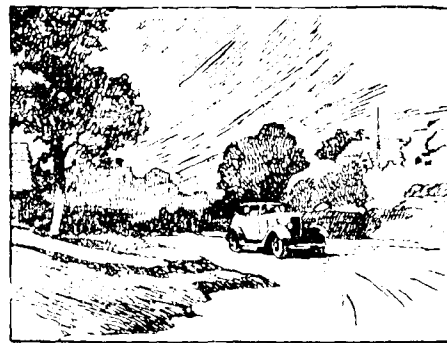
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## How Humidity affects Engine Performance.

The Influence of Various Atmospheric Conditions upon Power Output, Smooth Running and Petrol Consumption, Cars that seem Capricious.

CARS like people often appear to be capricious when in reality their moods are due to external conditions over which they have no control. Just as a suitable diet will improve the temper of an irascible motorist, so a change in the mixture with which his engine is fed may produce a big alteration in its temperament.



moist atmosphere it is actually using 1 lb. of water to every gallon of petrol. This is quite sufficient to produce a marked anti-knock effect.

Laboratory tests have been made to ascertain the exact effect of humidity upon power and petrol consumption. These have shown that when the air is moist a greater spark advance can be used,

The cool damp weather which we experience in the autumn has often a kindly effect upon the behaviour of petrol engines; it is quite a common experience, says a writer in "The Motor", that a power unit which is usually prone to roughness will run much more smoothly and quietly when the air is thoroughly moist. It might almost be said that engines in general, like ducks, enjoy really wet weather.

This fact is due to the anti-knock influence of water vapour in the mixture which is drawn into the combustion chambers. Many engines which never produce audible pinking actually suffer from a trouble which the experts call "incipient detonation". In other words, when they are working hard, the flame rate is too high, although not quite high enough to produce an audible knock.

### Moisture Prevents Rough Running.

A certain amount of shock is, however, occasioned by the suddenness with which the pressure rises after the spark occurs, and this is felt by the sensitive driver as a kind of roughness caused primarily by crankshaft vibration. Moist air reduces the rate of flame propagation, so preventing shock and enabling the engine to run more smoothly.

On a wet day it is not uncommon for the atmosphere to carry .01 lb. of water per lb. of air. Remembering that the engine uses a mixture of about 14 lb. of air to 1 lb. of petrol by weight, a simple calculation shows that when it is inhaling a

which is what one would expect from the effect of moisture upon the flame rate. Even with suitable spark adjustments, the power output is decreased slightly by the presence of the water, but in practice this is usually offset by the fact that air temperatures are lower in the cool weather than in the summer. Consequently, the engine is receiving a denser and therefore heavier charge, which more than makes up for the presence of the water. Petrol consumption appears to be practically unaffected by the degree of humidity commonly met with.

### Barometric Pressure and Power.

It may be opportune to point out here that the barometric pressure has a marked effect upon the power output of an engine. This is always taken into account when careful bench tests are being made, suitable corrections being applied in order to secure uniform results. When a piston falls on the induction stroke it is the external atmospheric pressure which "pushes" air into the carburettor and down the inlet pipe; we are so fond of speaking of "suction" that we tend to lose sight of this elementary fact.

In considering atmospheric temperatures, which also affect the charge density (as already noted), it is important to remember that it is the *absolute* temperature which counts, reckoned from a zero which is 460-odd degrees below the zero of the Fahrenheit scale.

A change in air temperature from, say, 50 degrees F. to 100 degrees F. does not therefore represent anything like as large an alteration in density as might be thought. The absolute temperatures (found by adding 460 in each case) are respectively 510 degrees F. and 560 degrees F., so that the alteration is only about 10 per cent.

From these facts it might be deduced that the power output would be 10 per cent. less at the higher temperature, supposing the barometric pressure to be the same in each case. In actual practice, however, this is offset to some extent by the beneficial effect of a higher temperature upon carburation, mechanical efficiency and so on.

Consequently, the alteration to the power output is only half as great as that mentioned above.

### Cars That Run Better at Night.

A cool, damp evening, with the barometer high, will ordinarily produce conditions under which an engine will pull well and smoothly; it is probably for this reason that cars are popularly supposed to run better as darkness falls.

Optical effects must also be taken into account, however. When day-light fades visibility decreases and a car then gives the impression of travelling faster.

## Life of Automobile Finish

May be Prolonged Indefinitely.

THE necessity of preserving the outside appearance of an automobile unquestionably deserves the attention of all good motorists. No one can deny the fact that there is a certain personal pride attached to an automobile and very often it is reflected in the cleanliness and lustre of the body finish. With just a little care and attention the smart appearance and attractiveness of a car can be easily maintained and protected.

Deterioration of the finish is generally caused by two things. First, a thin film of dirt accumulates on the surface and becomes backed there by the sun and engine heat. Second, the finish itself becomes weathered through frequent exposure to the sun, rain, heat and cold. The element most destructive to automobile finishes is the ultra-violet rays of the sun. These rays cause the disintegration of the tiny pigment particles on the surface which were originally put into the finish to colour it. Consequently the colour

fades or certain parts of the surface loses colour and the result is a shabby looking car. When dirt is allowed to remain on the surface for any length of time, it hardens and forms a film over the original surface thereby eliminating the fine lustre of the finish.

### THE ROAD - BREAKER

*With crowbar, pick and mamoty  
Inside a flagged enclosure  
He sets about the simple task  
Of sub-tarmac exposure.*

*Precisely where it's busiest  
He tears the road asunder  
And opens to the light of day  
The pipes and things thereunder.*

*The traffic wriggles round the hole  
Whence comes on awesome clatter  
Pedestrians go dawdling by  
To see what is the matter.*

*The coolie glories in the task  
He hated to begin it.  
But doesn't find it hard to heave  
A shovel full a minute.*

*He excavates his little plot  
Resignedly—and then  
Just when we all detour that spot  
He fills it in again.*

The best way to preserve the finish of a car is to apply a polishing wax to the car as soon as it is purchased. If, however, this is neglected, a polishing wax can always be applied as long as there is a finish on the car. But the finish must be thoroughly cleaned before a wax can be applied satisfactorily. It is not enough to have the car washed. It must be polished also to remove chalked pigment and traffic film. Then a lustre cream should be applied and rubbed vigorously to develop a good shine. This excludes the ultra-violet rays of the sun and retards the deterioration until it wears off.

## EDITORIAL

## Prospect and Retrospect

## The New Road.

BY the time this is published we shall all have settled down to a new year already well into its stride. Just as we do not know everything which will happen on starting a long run in the car, so do we little know what luck—good or bad—will attend our journey through the present year. Adventures we shall welcome, mishaps we can afford to laugh away; but we do fervently hope no catastrophe will overtake us upon the road.

And having said just so much, we will refrain from any further allusion to these wearisome matters, and devote ourselves to the far more pleasant, yet just as sincere task of wishing all readers of the *South Indian Motor Owner* every good wish for 1931.

Though there may be shadows on the road, and crossings fraught with peril, we still hope that none of them will be black enough to spoil a pleasant journey.

## Danger of Smooth Tyres.

In a recent case in England where a car skidded causing a collision, the defence pleaded was that the skid was unavoidable, and the judge summed up in a very definite manner. To prove effective, he held that the defence must satisfy him that there was no blame attaching to the driver of the skidding car. It seemed to him that to establish it the driver must show that there was no defect in his car which might have caused or contributed in any way to the skidding.

The purpose of patterns on tyres was to minimize or avoid skidding which would be unavoidable with smooth tyres. He said that in the present case the principle he was going on was that the defendant skidded in the way he did and had not shown that his car was free from defect in that his tyres were worn smooth.

This is a very important decision. In these times of slippery roads a well-defined gripping tyre tread is an absolute essential, and it will be seen that, in the event of a collision as a result of skidding, it is no defence to plead that such a happening is unavoidable if it can be

proved that tyres are being used with treads so worn as to constitute a defect in the vehicle. The modern tyre gives remarkably long service, but it is false economy to run it to destruction.

## The £100 Car at Last?

At frequent intervals for many years the £100 car has been heralded but it has been left to Sir William R. Morris to be the first man actually to put an automobile at this price into production.

The new model was announced recently. It is to be known as the Morris Minor S. V. (side-valve) so as to distinguish it from the present popular Morris Minor, the engine of which has overhead valves operated by an overhead camshaft. In other words, it will be a supplementary model to the existing Minor.

Despite the low price, it will be fully equipped; the two-seater body is coachbuilt and finished in cellulose with red upholstery. The radiator is black and there are no external bright parts.

## Abolition of Tolls.

There is every indication that a real effort is shortly going to be made to abolish the toll nuisance. This is a matter which has occupied fleeting attention at frequent intervals in the past, but nothing of note has been achieved.

Now, however it would seem that a determined effort is to be made to introduce a Bill early in April, whether this Bill will meet the fate meted out to previous schemes for elimination of tolls remains to be seen. Even more important to motor owners than the abolition of tolls, is the provision of an equitable substitute. Revenue for the maintenance of roads has to be obtained, yet we would recommend for study by those responsible for alternative methods of levy, the simple sum which proves that three cars paying 8 annas each toward the upkeep of roads will give us better roads, than one car paying one rupee!

And that is a basis of an excellent new year resolution for all our legislators who interest themselves in motors and motoring.

## The Value of Service

## What does service mean to the buyer and to the seller?

ONE of the most prolific of all sale producers and custom retainers is Service. This rule dealers in cars have come to accept without reservation, and buyers of cars have come to expect it—and rightly so—of the car dealer, in fact we can safely say that we have no knowledge of a case when service, did not result in increased goodwill and better business.

From the dealer's point of view service is a super-salesman who secures endless repeat orders and keeps motorists perfectly satisfied—just another instance of the rule that it is easy to sell something once, but one has to do more than sell to ensure repeat orders. A dealer may conduct his business with the highest efficiency, take advantages of all ethical means of sale promotion, earn and maintain a high business and personal standing among the community with which he deals, and do all those other things that mark the difference between success and failure in any line; but in addition he must give something more. He may have an excellent product line, plan his sales work carefully, his product might compare favourably with any other on the market, and he might offer more value for money than any of his competitors, but unless he looks to after sale service all the foregoing is of little avail except that it results in immediate profit. All business men will grant that immediate profits are of very little importance compared with sustained profits over a period of years and the modern merchant builds, not for the immediate but for the remote future. Today's work being merely a foundation upon which his ambitions are being gradually built.

Service does not mean merely taking care of a car during its early existence in the hands of the

purchaser, neither does it mean looking after a car during the period of say a hire purchase agreement. Ethically it means as long as a car owner drives any one of a particular dealer's cars, then this dealer must give that service which the owner has every right to expect. On the other hand

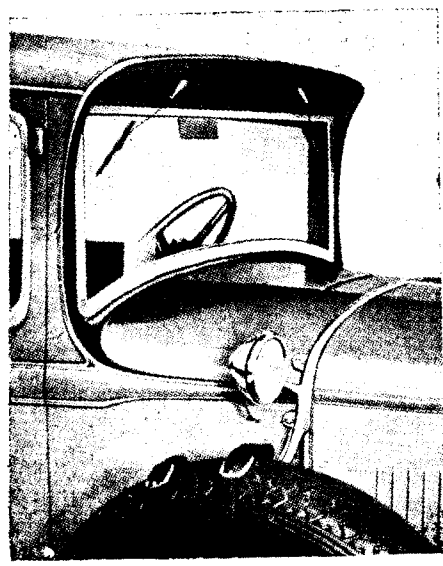
the owner has not any right to expect free service, because any thing which is given free in this way defeats its own object, because if free it is apt to be given negligently and without the care which should be devoted to the matter to procure the highest efficiency.

No one expects to get something for nothing, but at the same time one expects to pay for good service. At the present time competition in automobilism is so keen that buyers expect to have service of maximum efficiency as an inevitable background when they contemplate purchasing a car.

It thus comes about that the service department of any motor car dealer means a great deal both to the dealer and to the purchaser. The dealer is charged with a grave responsibility and the owner must not think he has been given something quite inconsequential. It behoves dealers, therefore, to get a right perspective regarding their service department and car buyers to examine the question of service once in a way from the dealer's viewpoint. Only when sellers and buyers get together on this matter of service will full value be obtained. A better understanding on this point is one of the ways in which motoring in Southern India can be made to grow and prosper.



The Bangalore dealer tests all his Cars on the maidan the picture shows a Ford Sedan just ready to undergo the trial.



## Concerning Visibility.

BODYWORK WHICH  
"BLINDS" THE DRIVER  
AND CAUSES ACCIDENT.

The adjacent illustration shows the tendency of modern coach work. A low wind shield, thick corner pillars, screen wipers and interior driving mirror all tend to narrow the drivers range of vision. This matter of decreased visibility forms the subject of this article.

THE tendency in motor car coachwork has reached the dangerous stage. In the olden days, when cars were novelties and those who drove them adventurers on uncharted seas, the seating accommodation was such that one sat on—not in—the body. Exposed to every wind that blew, the stalwarts endured hardships that the modern spoiled child of progress would not tolerate for a moment.

But the pioneers had one great advantage: they enjoyed a practically unrestricted view, not only of the road ahead, but also of their own front mudguards. In these days the ability to see at a glance the precise location in space of the near front wing was not so important as it is at the present time, for a quarter of a century ago the roads, to all intents and purposes, were deserted, and one might travel on them for miles at a stretch without seeing any vehicles.

Then, as motor cars began to come into general use, a cry arose for protection from the elements, and inch by inch we sank down into the body, what time the body sides grew ever higher and higher about us. And as we sank so did our range of view become restricted. No longer did we look almost perpendicularly down on to the road over the end of a short, squat bonnet. Engines lengthened and bonnets naturally followed suit; and as the radiator receded into the distance it grew in height; the tops of the front wings changed their position horizontally with the radiator, and this process has gone on until to day we are often sitting so low in the body, and the scuttle and bonnet top are so high, that we cannot without craning our necks upwards and sideways see our front mudguards at all.

Now this is by no manner of means as it should be. In present traffic conditions, far from having the roads to ourselves, we are forced to share them with hordes of other cars, many of which are driven by persons of but scanty experience. In such circumstances an ability to see easily, precisely what is going on around us, and exactly where our own wings are in relation to those of other cars is highly desirable. We may, ourselves, be not over-skilful—at any rate, we may find great difficulty in estimating to a matter of six inches or so where is the outside edge of our near front guard, when that guard cannot be seen save by an acrobatic performance which distracts our attention from other important duties.

Even the experienced motorist is not always too happy when he is thus "driving blind" in a crowded thoroughfare; what the discomfort must be to a novice, those of us who served our apprenticeship at the wheel many years ago can but guess. That it must be acute is obvious, and that it contributes in no small degree to the minor collisions which occur with such lamentable frequency is unquestionable.

### Moderation the Solution.

The problem is in reality not difficult to solve. The trouble is due principally to the all-too-common mistake of overdoing something which, done in moderation, would be good. The old seating arrangements were ridiculous; they could be improved by alteration along certain well-defined lines. Those lines were followed until we "ran of the rails." The carrying of fashion to extremes in this case, as in so many others, has been our undoing. We must now go back a few steps on the road that leads to complete sanity, and the body-builders must help.

It is, as a rule, the body built to special order that is the chief offender, though many standard types of bodywork also are not free from criticism. The correction of the tendency to obliterate the driver's view should be capable of achievement by the good sense of those who design coachwork.

Germane to the subject of restricted out-look already referred to is the very poor visibility of

which complaint may fairly be made at many corners and cross roads. Admittedly in this respect there has been a very marked improvement during the past few years, but much remains to be done.

In this matter the local authorities can help, for they already have certain powers to deal with blind corners, and in all probability, an extension of those powers could be secured without much difficulty.

## On Advertising.

MR. A. M. Wade, Advertising Manager of General Motors India Ltd., gave a radio talk on American Advertising methods on December 18th, and he began by briefly reviewing the history of advertising. He showed how the development of trade, the flowering of the arts and the steady march of man toward civilization, all were largely correlated to the story of advertising.

Mr. Wade further remarked that while the fundamentals of advertising were the same the whole world over, the methods by which the advertising appeal was made were dependent upon the audiences to whom the advertising was directed. He said that an advertiser knows his own home audience almost intuitively, but when he comes to consider the advertising of another country, unless he rightly judges it in the terms of the audience of that particular country, it does not appear very sound. Therefore any advertiser wishing to succeed outside his own country must study the people of that country and make his advertising understandable to them.

A comparison was then drawn between American and English methods of advertising and showed that the methods differed as the audiences differed. He pointed out the average Englishman has a tremendous respect for tradition, conservatism and discipline. The average Englishman has a home, and the average American has not. An Englishman's home is his castle; in other words, he has roots, personal roots, family roots, class roots. He thinks that the way he does things and likes things is the way he will continue to do things and like things. His ancestors had the same autocracy of spirit. The average Englishman, said Mr. Wade, retains a certain aloofness and is not looking out for new things; everything round him is stable and habitual, in fact, he hates upheavals. Generally speaking, he is a difficult man to sell unless he likes you. He is self-reliant and has little faith in experts and little desire for direction.

Mr. Wade then pointed out that the average American is in many ways the opposite. He has no home; his is a nation of migrants from one job to a better job, and from one set to a higher set. He has no respect for tradition and will always try to benefit by the experience derived from his ancestors

and progress further. He has no privacy. He likes to join movements; he loves the mass psychology of a crowd. His mind is always open to new ideas. He sees progress and change all around him. He senses that there is more before the human race than behind it. Generally speaking, the average American is an easy man to sell, if you have something to sell him which is an advance on what he has. This fact perhaps accounts to a very large extent for the great success of American advertising and American industry.

To the British mind American advertising is very unfriendly stuff. It is importunate and appears a bit crude. The Englishman does not understand it because it is foreign to his conservative ideas.

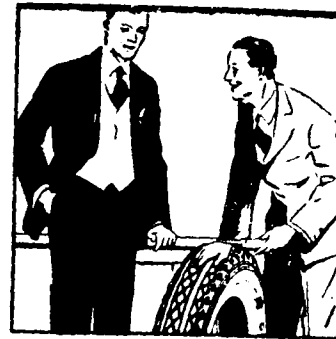
To the American, English advertising is equally difficult to understand. It looks cold and weak. It has no life or punch. It is too timid and obscure. It is often mildly comic and fatuous. But it pays because it suits its audience.

English advertising is different in its approach; cheerful without being intimate, amusing without being presumptuous, suggestive rather than commanding. It does not appeal to the American. It is talking British to the Britisher.

American advertising—direct rather than subtle—forceful rather than discreet, trades on the possibilities of creating mass opinion. To the Englishman it is offensively familiar and prying. He is wrong in his presumption that American advertising is "irresponsible." It is talking American to Americans.

In closing, Mr. Wade stated that he believed American advertising methods are more successful in India than English methods because the Indians are mass thinkers and not individualists. American advertising as it exists today, said Mr. Wade, is too advanced for India at the present time and the American advertiser in India can attain success more easily by adapting American advertising of from 5 to 10 years ago to present Indian conditions.

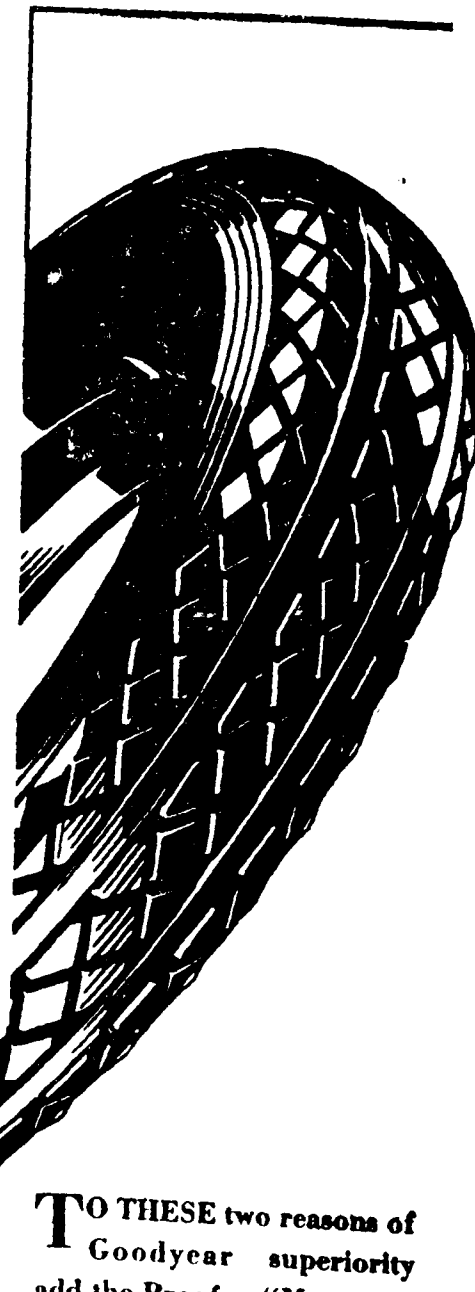
Mr. Wade finally closed his talk by stressing the point that as long as advertising talks in a language which is common currency with its audience, it will succeed no matter what foreign advertisers may think about it.



Palm Test shows you how the All-Weather Tread grips the road, giving added safety and extra traction.



Cord tests show you why a Goodyear Supertwist cord carcass has greater elasticity and ability to absorb the blows of the road.

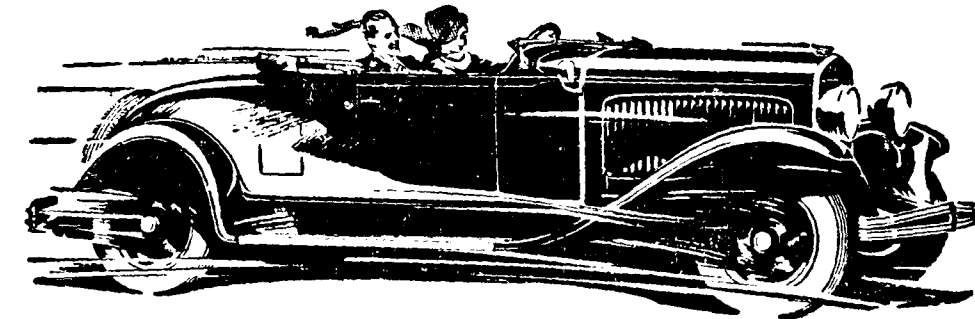


**TO THESE** two reasons of Goodyear superiority add the Proof: "More people the world over ride on Goodyear Tyres than on any other make!"

**GOODYEAR**

2-30 24

## Useful Notions for the Owner-Driver



Helpful hints for the motorist who wants to get the most service and enjoyment out of his motor car.

IN starting the car it is important to release the starting pedal immediately the engine begins to fire. Do not continue cranking engine with starter if ignition does not take place promptly. If necessary to use "choke" in starting, do not keep the button out too long, as the cylinders will then be flooded with petrol. Do not race the engine immediately upon starting or drive the car high speed until thoroughly warmed up. Scoring of pistons and cylinders may follow if this precaution is not observed.

The function of the oil filter is to remove from the crankcase oil all particles of dirt and carbon not already eliminated from circulation by the oil pump screen. When the filter is entirely free of dirt, its capacity is such that the quantity of oil in the crankcase will pass through the filter approximately every five minutes, at a car speed of 25 miles per hour. This rate of flow will gradually decrease until such time as the filter ceases to function, due to clogging, and while there is no definite limit to the life of the filtering unit, it is advisable to replace this unit after approximately 10,000 miles use.

To drain the cooling system, open the drain cock which is located on right side of the car at the lowest point in pipe between water pump and lower tank of radiator. The car should never be stored, especially in cold weather, without draining the system thoroughly.

Once or twice a year, it is advisable to clean the cooling system. In performing this operation, the following suggestions may be of assistance.

First drain the system thoroughly and after dissolving a pound of sal soda or a half pound of lye in five gallons of water, pour mixture in the radiator after straining through a cloth. Run the engine slowly for five minutes and then drain the cleansing

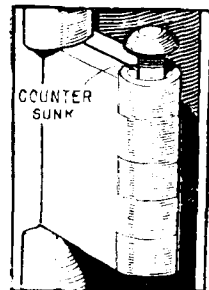
mixture. Again fill the system with clear water, running the engine as before; after draining this thoroughly, the radiator may be refilled for use. Through flushing of the system after using the cleansing mixture is essential in view of the detrimental action of such mixtures on the hose connections. It should be remembered that contact of the cleansing mixture with the enamelled or painted surfaces will injure the finish.

Adjustment to cylinder valves should never be made when the engine is cold. Valve stems will expand and so be longer when hot than when cold. If the adjustment is made on a cold engine, the valves may not seat properly when hot. In fact, adjustments to various engine parts should not be made when the motor is cold.

The products of complete combustion of petrol are invisible. These are water vapour, carbon dioxide and carbon monoxide. If the smoke from the exhaust is black but rapidly disappears this is probably free carbon and enough air has not been available for the amount of petrol drawn into the cylinders. If the smoke is bluish in colour and rather heavy, the indication are that the lubricating oil from the motor is being consumed in the combustion chamber. This is especially noticeable on old cars when valves need grinding, cylinders reboring and new pistons and rings are required. Water blown from the exhaust of a cold motor does not always indicate a leak in the cooling system. The water vapour which is a product of combustion of petrol has merely condensed to liquid in the cold exhaust pipe is being blown out.

A dragging brake increases tyre wear in addition to cutting down speed and adding to the consumption of petrol and oil. It is not always possible to tell when a brake drags by the performance of the

motor. The only method of saving tyres and getting the most out of petrol and oil is to have the brakes properly adjusted from time to time. If the brakes are dragging the drums will be heated. They may become so hot as to set fire to the grease and oil around them.



The top of a hinge can be countersunk to allow easy ingress of oil.

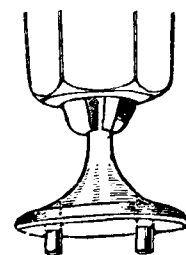
To ensure that door hinges receive lubrication withdraw the pin and countersink the top of the hinge to make a small space through which thin oil can be inserted. Periodically by tapping the pins upwards about  $\frac{1}{4}$  in, lubricant can be inserted in the countersink; the pins must then be tapped down again.

When troubled with a sagging door, install a new set of door hinges or ream the holes in the hinges for larger screws. An old hinge becomes weakened with use. Moreover the hinge pins become worn and the screws or bolts that hold the hinge to the door post become loose.

The formation of carbon is generally due to the mixture being too rich or to oil getting past the piston rings and collecting on top of the pistons, valve heads, etc. The latter may be due to the rings leaking or too much oil being in the crankcase. If the oil is low grade, the formation of carbon will be very rapid, as it takes high grade oil to stand the great heat encountered in a petrol engine. For this, and many other reasons, the purchase of a cheap oil is decidedly poor economy.

Excessive use of the "choke" causes fuel waste, sooting, oil dilution, fouled spark plugs and irregular running of the engine.

Owners of cars fitted with valves having two holes in the head instead of a screwdriver slot will find that a convenient way to grind in these is to take an old valve of this type and drill the holes right through the head. Insert two tightly fitting pins which project about  $\frac{1}{4}$  in. on the top side of the valve head. The valve stem should be shortened, and if the tool be gripped in a brace it can be used by engaging the two pins with the holes in the heads of the valves to be treated.



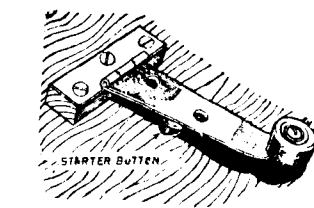
An old valve converted into a tool to facilitate grinding in valves with pin-holes in place of a slot.

Spring shackle bolts which are too tight will cause the car to ride badly. Breakage of a spring at the end is usually caused by too tight a shackle. Breakage at the centre is caused by spring clips not properly tightened to hold the leaves together.

Two things are necessary to keep good brakes on the car. Firstly, have the type of lining suitably to the particular brake system, which might call for low friction lining, high friction lining, hard woven lining or soft woven lining. Secondly is to have it properly applied and in adjustment.

A small quantity of glycerine applied to the windshield with a piece of clean waste will help to keep the glass clean when driving in the rain. The water will not stick to the glass so readily and much clearer vision will be obtained. If too much glycerine is used the effect will be worse than originally; so care should be taken.

The starter button on many cars, is placed in the floorboard, but is difficult to operate owing to its position. To overcome this a hinge fitted on the floorboards in such a way that the long arm falls over the button curbles the starter motor to be operated by simply applying pressure to the hinge. The hinge may be japanned black and a rubber door stop fitted to the end of it to improve the device:—



Showing how a starter button in an out of the way position may be made easily accessible.

The relative balance in wheels is an important factor in modern high speed cars. Unless front wheels are in substantially perfect running balance wobbling and bouncing is likely to occur at very high speeds, with serious effects upon safe steering, not to mention the discomfort caused to passengers, excessive tyre wear and the dangerous strains to which the steering gear is subjected. Each wheel itself must be perfectly balanced and any lack of balance which tests disclose, should be corrected by the application of the counter weights which are to be had for this purpose. The tyre unit must itself be balanced and this is provided for by the tyre makers so distributing the weight of the shoe so that it acts as a counterweight for the valve stem. Motorists who apply their own tyres should realise that in order to render this balancing scheme effective, the inner tube must be so placed in the shoe as to make the valve stem coincide with the lightest portion of the casing. This point is usually marked with a red dot, a square mark or the word "valve."

## EXPORTERS & IMPORTERS of INDIA—BURMAH—CEYLON.

### A Trade Reference Book

Size 12 $\frac{1}{2}$  x 10, Printed Red and Black, in English, French, German and Italian, on best quality of paper, bound in full blue cloth and lettered in gold.

Advertisements are printed in four languages and two colours. Should other languages than those arranged for (i.e., English, French, German, Spanish) be required others can be inserted at slight extra charge.

Each advertiser is entitled to a write-up occupying the equivalent space of his advertisement free of extra charge.

This publication offers to the motor dealer an excellent opportunity to get into touch with manufacturers on the continent and in the U.S.A. Many advertiser have obtained the exclusive handling of sound lines solely through the medium of their advertisement in this publication.

A specimen page will be sent to you on application and we shall be glad to know what space you require as early as possible.

3,000 Copies of the first issue were distributed free of charge by the Times of India Press to: Prospective Buyers, H.M. Trade Commissioners, Enquiry Offices, Foreign Consuls, Crown Agents for the Colonies and Chambers of Commerce :: :: ::

### THROUGHOUT THE WORLD

Write for full particulars to

**EASTERN TECHNICAL PUBLICATIONS,  
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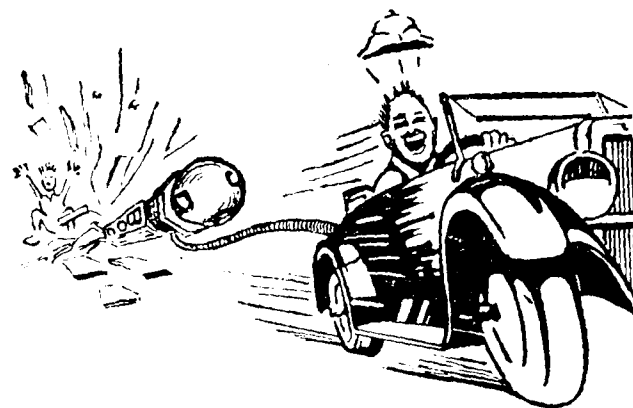
## From an Owner Driver's Note Book



by  
"SPOTLIGHT."

### At Pistol Point.

READING through the home newspapers recently I came across the report of an interesting case which came before the Southend magistrates. A certain person had imbibed a few drinks—it was not certain whether he had taken too many—anyhow, he was so full of good spirits that he jumped into a car and refused to go despite the protests of the car's owner.



"Full of good spirits"

The citizen who owned the car then produced a toy pistol and, pointing it at the exuberant one's head, demanded immediate possession of his car. At this stage a policeman appeared on the scene.

Now everyone would have thought that the policeman intervened to put under restraint the festive one and see that he did not annoy law-abiding motorists upon the highway, and their lawful occasions.

Not a bit of it. What actually happened was that the motorist was prosecuted for carrying "firearms" without a licence and hauled before the Southend magistrates, wasting a day of his time and that of the constable, whose time perhaps was not so valuable.

Let it be said to the credit of learned

magistrates of Southend that the summons was dismissed on payment of costs.

### Little and often, the Rule.

In the matter of providing lubricant for all parts of a car the policy of "little and often" should be adopted, though for different reasons as applied to the engine and the chassis details respectively.

The supply of engine oil that can be carried in the sump without its being overfilled may not be reduced to the actual danger point until 1000, 1500 or even perhaps 2000 miles have been covered; but it is unwise to replenish it only when the level has fallen so low. It is better to add small quantities frequently to keep the supply at "high tide", for that implies more oil in circulation, and the greater the quantity in use the cooler it keeps. And needless almost to add, the cooler the oil the more effectively it serves as a lubricant, within limits, of course.

In the case of chassis bearings fed with oil or grease from a gun, supplies given frequently prevent the lubricant in the internal holes and ducts from hardening owing to lapse of time and an admixture of dust, grit and abraded metal. On that account it will be easier—or not impossible, as when long neglect has occurred, to introduce fresh oil or grease.

Then, too, it is precious little use flooding a bearing and leaving it alone for two or three months; the surplus oil does no good, and after the first week or two the bearing becomes dry, and remains so until the next charge is given.

It is not only better to provide "little and often" for chassis bearings in order to reduce the rate of wear to the minimum; it is also conducive to greater ease in driving, and the maintenance of high standards of riding comfort and noiseless operation.

### Passengers Please Note.

All drivers will agree that passengers are either a pleasure or a confounded nuisance, and by far the greater number of persons who regularly ride in cars really need a few lessons on the subject. They do not seem to realise that the driver has a job of work on hand which can be hindered to quite a large extent by their behaviour.

For example, if they commence or continue

to talk to the driver while he is anticipating or negotiating a difficult situation they will probably prevent him from concentrating upon the driving control of the car. Very few people can think of two things at once, and unless the individual driver is able to steer, use the brakes and do everything else that is or may be called for instinctively, his attention upon his duty may be diverted at a critical moment.

## More Miles to the Gallon

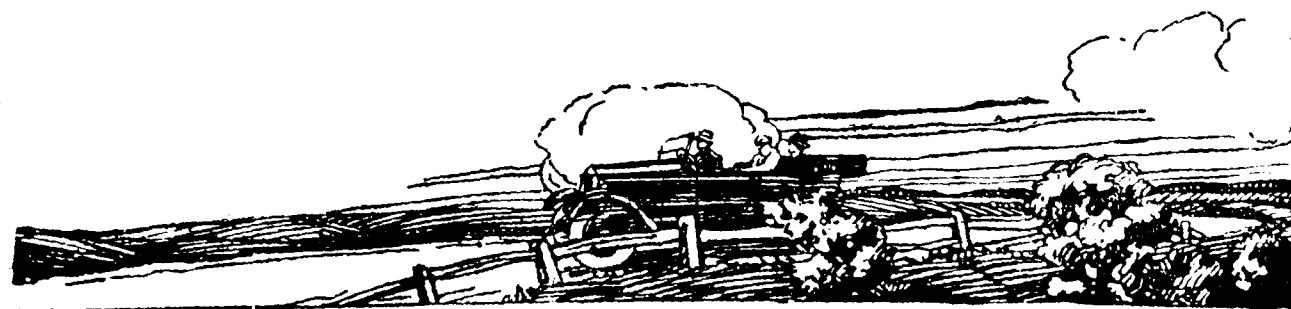
OWING to the price of petrol in this country petrol consumption makes an important factor in car ownership and the suggestions, listed below if followed out, will save money for the motor car driver. These suggestions are the result of a thorough investigation before the subject of fuel economy by the engineers of the Chevrolet Motor Company and they say that gains of from two to five miles per gallon of petrol can be effected on the average if the motorist will pay attention to the elements that govern fuel consumption.

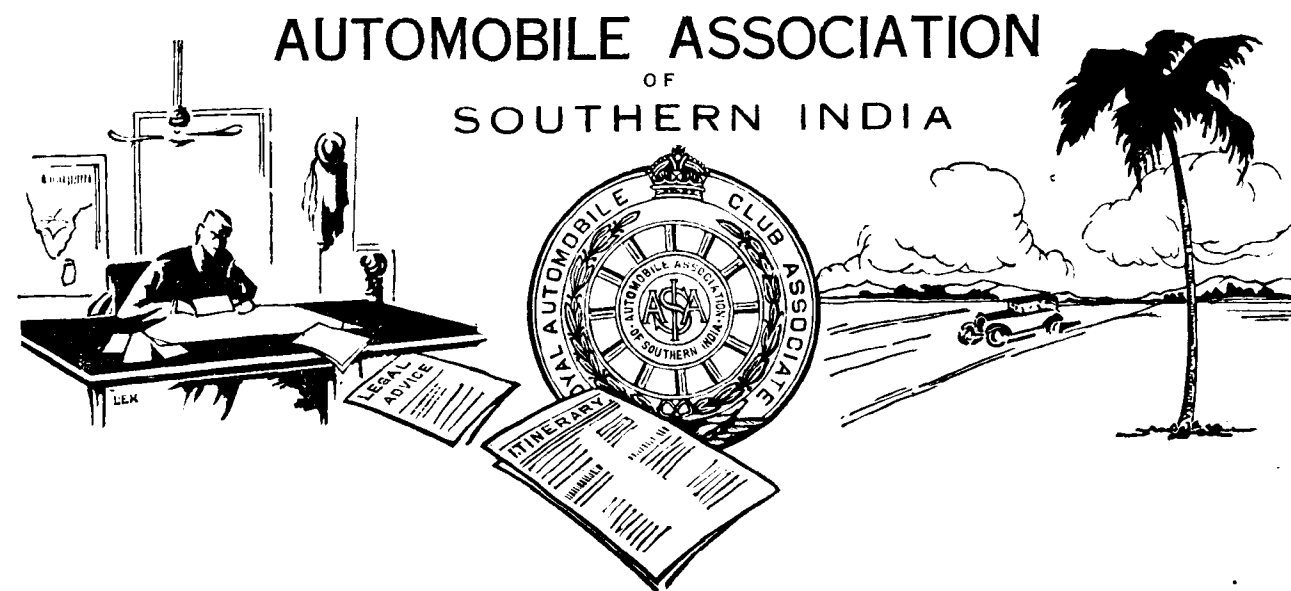
The majority of the items to be watched are rather obvious to the average owner, but through an inadequate appreciation of their importance, they are usually overlooked. The factors to be observed which should materially increase mileage are there:

1. When standing or waiting for the traffic signal to change, don't race your motor.
2. When you make a stop of more than a minute, turn off your motor.
3. Don't drive at excessive speeds unless the occasion demands. High speed travelling consumes more petrol.
4. Remember that the faster you drive, the more petrol you consume, so when you find that you are about out of petrol and are heading for a petrol station, take it slowly and your chances of negotiating the distance will be greater.

5. When starting, watch the choke. Don't drive with the choke out a moment more than necessary.
6. Be sure that your brakes are not dragging. This cuts down your mileage. Have brakes inspected frequently.
7. Have your valves ground when they need it.
8. See that the idling adjustment on the carburettor is set at the proper point so that the mixture is not too rich. If it is not at the proper point, it gives you insufficient idling performance and wastes petrol.
9. Don't fill your petrol tank full to the cap some will escape through the vent in the cap.
10. Don't ride the clutch.
11. Watch the petrol line for leaky joints and check periodically to see that fittings are tight.
12. Be sure that the spark is in fully advanced position.
13. Avoid excessive use of brakes in traffic.

Most of these things as stated before are fairly obvious but many of them are overlooked by the average motorist while using his car. The information above might be of use to you in keeping down petrol bills.





## Secretary's Report for December 1930

### Floods.

1. The early days of the month were busy once on account of the cyclone of 29th November 1930 and the extensive floods and consequent damage to roads that resulted from it. For the second time within a month most of the unbridged rivers in the East of the Presidency were impassible on all main roads for a week or more while several causeways and bridges were damaged. I think I am correct in saying that the water in level on the Rice and Wenlock causeways reached a record height during the December floods.

The "river crossing" information scheme of the Association gave good service, though in one or two cases it broke down owing to the A.A.S.I. Agents being "marooned" and unable to get to a Post Office for several days. Many enquiries were received and answered, and much information collected from road engineers. As the result of the damaged causeways and bridges it became necessary to devise several new main routes and to prepare fresh itineraries.

Periodical flood reports and road information notes were published in the local press, posted in Clubs, Hotels, etc., and circulated to motor garages and dealers, and to District Representatives.

Incidentally the dissemination of this "flood" information resulted in a temporary increase in applications for membership. It is hoped that the motoring public will show its appreciation of the flood and road notices issued by the press, by either joining the A.A.S.I., or if already members, by inducing their motoring friends to join.

### Committee Meeting.

2. The Committee assembled on 22nd December 1930, and, amongst other items of minor importance, passed resolutions:—

#### New Committee Member.

- (i) Electing Mr. K. Srinivasan, Proprietor of "The Hindu" to be a member of the Committee vice Mr. G. A. Johnson who has gone on leave.

#### Bridge at Site of Rice Gateway.

- (ii) Approving the submission of a letter to the Government of Madras pressing for an "all weather" crossing (or bridge) to be erected across the Ponnai River to replace the Rice Causeway which is now in a much damaged and impassable condition and is under deep water every year for lengthy periods.

### Abolition of Tolls.

3. It is possible that the Madras Government will consider, at the next Sessions of the Legislative Council, a bill for the abolition of Tolls. It is hoped that all A.A.S.I. members will use their influence toward inducing the particular M.L.C. to support the bill.

### Traffic Advisory Boards

4. The Madras Government has indicated its inability to consider for the present the appointment of Traffic Advisory Boards in Madras City and large Mofussil towns.

### Revised Guide Book.

5. As a result of a representation by the A.A.S.I. the Madras Secretariat are considering the question of issuing a "Road Book." Copies of the Road Books published by the United Provinces and Bombay Governments have been loaned by the A.A.S.I. for inspection. Pending a decision on the subject, further expense will be incurred in the compilation of revised A.A.S.I. Guide Book.

### Automobile Signs.

6. The Madras Government having suggested that a revised "sign" for a "School Zone" was desirable, the matter was duly considered. In consultation with other automobile associations in India it has been decided that a change is undesirable because uniformity throughout India, and throughout the world is the object aimed at, and the present sign (a red triangle with a flaming torch) is a well known international sign. The Madras Secretariat have been so informed.

### Petrol Rates.

7. A revised List of Petrol Depots and Price List has been printed and is being distributed. Any members desiring a copy should apply to the Secretary who will supply one free of charge.

### River Crossings.

8. It is understood that the "Guard Fence" of the Wenlock Causeway is to be moved from the up-stream to the down-stream side of the roadway, so as to ensure vehicles are not washed off the roadway by swift currents.

The Chingleput District Board has been asked to consider the possibility of erecting a similar "guard fence" on the Palar River Causeway just south of Chingleput.

### Travellers' Bungalows.

9. Enquiries show that, although Government in 1929 advised the remodelling of T.Bs. at District Headquarter Towns and at intervals of from 100 to 150 miles along trunk roads, little has yet been done in the matter which is being watched.

### Road Sense.

10. A series of pamphlet, etc., on the subject of "Safety First" (or Road Sense) have been obtained from "The National Safety First Council" in London and communicated to the Madras Police. Government is considering a suggestion that education in "Road Sense" should be a normal school subject.

### Road Improvement.

11. Intimation has been received that the Mysore Ooty Road is undergoing extensive repairs in the Nilgiris, and that the portion within the Mysore State will be improved by July 1931.

### Provincial Road Board.

12. The Secretary of the A.A.S.I. has been recently appointed a member of Road Board, but up to the present has had no opportunity to attend a meeting.

### Petrol Supplies.

13. A suggestion that a roadside petrol pump should be installed at Gunglupet (on the Mysore-Ooty Road) has been fully considered by the Burmah Shell and the S.O.C.O.N.Y. Companies, both of whom have decided that the demand for petrol at that place is not large enough to warrant the erection of a pump.

A pump exists at Nanjangud Railway Station only 23 miles distant.

### District Representatives.

14. Mr. Summerling having resigned the representativenesship for Malabar, Mr. U. Sarjiva Rao of a Calicut has kindly consented to act in his stead.

### Official Organs.

15. Complaints having been received from the members regarding non-receipt of the journal "I. & E. Motors" for the month in which they were elected, enquiries were made of the publishers; it appears that monthly lists of newly elected members are not received until after the monthly journal has gone to press, so provision cannot be made. Normally new members will not receive a copy of this journal until the month after election.

### Motor Laws in United Kingdom.

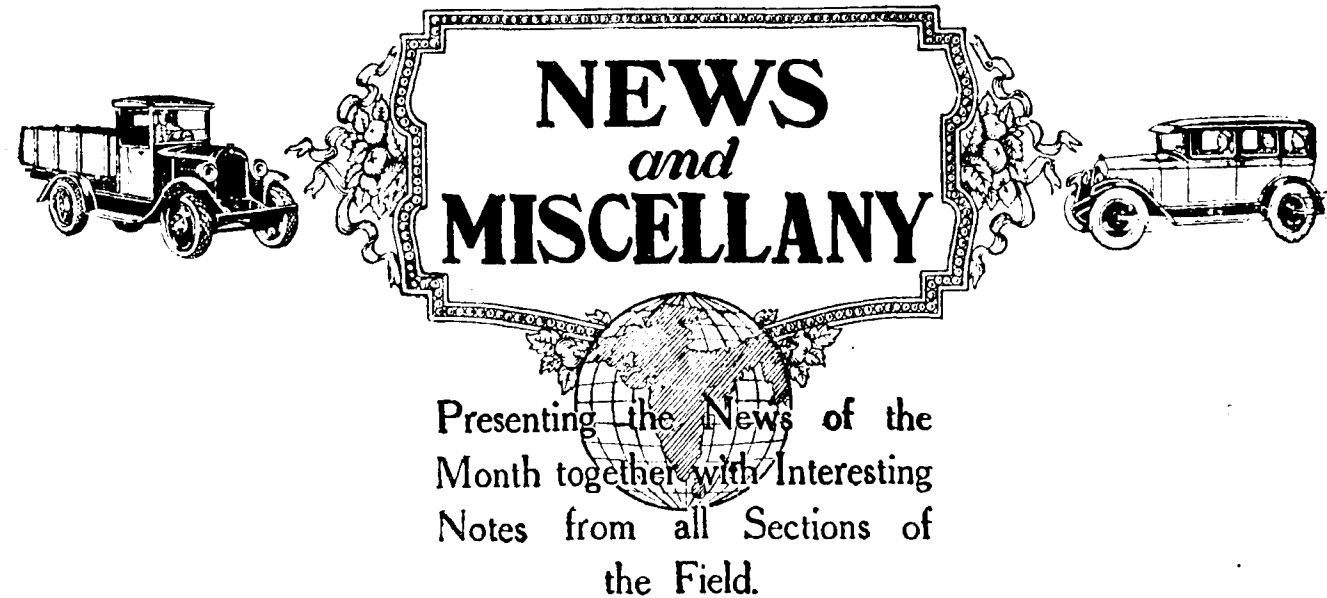
16. A pamphlet on the subject of the new Motor Laws in England, drawn up for the use of visitors to that country, has been received from London.

Under the new Road Traffic Act, which will be fully operative in Great Britain in 1931, facilities are to be given to the foreign motorist bringing a car into England for touring purposes. In the case of motorists not equipped with the International Travelling Pass, the R. A. C. will issue a driving license, subject to the applicant signing a simple declaration that he is not suffering from any mental or physical defect or disability which might render him liable to lose control temporarily of his vehicle, or to be a source of danger to the public, and that (with glasses, if worn) he can read a British car number plate at a distance of 25 yards. There is no examination as to driving competence.

The Royal Automobile Club will also issue a Certificate of Foreign Insurance to permit circulation for a period of four months providing the visitor signs a declaration that he holds a foreign policy giving third party cover in Great Britain.

The visitor will also be supplied with an International Circulation Permit which gives exemption from motor license taxation for four months.

(Continued on page 24.)



#### Chevrolet Victorious in Economy Test.

FOR the second time this year, the economy of six cylinder cars was officially demonstrated when three Chevrolets swept everything in their class in the recent women driver's economy contest conducted by the Gilmore Oil Company of Seattle, Washington, under the auspices of the American Automobile Association.

In a field of 44 entrants, Chevrolets not only won first, second and third places in their class but the total gasoline consumption of the three winning sixes was less than that in any other class. Twenty-one different makes of automobiles ranging from standard-sized four cylinder cars to the newer eights were entered in the economy contest.

The course extended for 188 miles, from Seattle to Mount Baker Lodge, and included nineteen miles of detour. Every kind of traffic condition and all types of roads were covered by the contestants. Miss Beulah LaHaise, driving the victorious Chevrolet, covered the distance with an average gasoline consumption of 34.47 ton miles to the gallon. Total consumption was 8.1 gallons, or better than 23 miles to the gallon. The Chevrolet sixes which came in second and third, against seven different makes of cars, also averaged better than twenty miles to the gallon.

Officials of the American Automobile Association checked every car to make sure that it was strictly stock model, and every gallon of gasoline and oil used. An observer rode with every driver to keep track of mileage, gas and oil consumption.

Earlier in the year, the Gilmore company also sponsored an economy run at Los Angeles, California, under American Automobile Association sanction, in which a Chevrolet six captured first place in its class as well as winning the sweepstakes for all classes.

#### Kurnool Roads.

In the course of their review of the administration report of the Kurnool Municipal Council for 1929-30 the Government observe as follows:

The Council maintained 27 miles of roads including two miles and two furlongs of trunk road and incurred on their maintenance an expenditure of Rs. 15,147 which represented 96 per cent. of the net income from tolls. The Collector reports that the general condition of the roads in the municipality has improved considerably and the Council must be satisfied with the fruits of its creditably increased expenditure. The number of lights maintained by the Council fell from 429 to 427 (inclusive of 19 high power lights) while the cost of lighting increased from Rs. 6,020 to Rs. 6,284. The electric lighting scheme was brought into operation only after the close of the year.

#### Abolition of Tolls.

It is likely that the Bill to abolish tolls in this Presidency and for the imposition of a provincial tax on motor vehicles in its stead will be introduced in the ensuing session of the Legislative Council and that the Act will probably come into force in April next.

#### Road Improvements.

The Tinnevely District Board, at a recent meeting sanctioned estimates for about Rs. 16,900 for making village roads, Rs. 15,288 for acquisition of lands for village and railways feeder roads, Rs. 40,050 for constructing culverts on all the District Board roads, Rs. 26,865 for maintaining existing roads, and Rs. 1,500 for improving travellers' bungalows. It was resolved to apply for

a grant in 1932-33 to the extent of Rs. 9,725 for constructing culverts.

#### American Automobile Trial.

Pikes Peak Hill is one of the most gruelling climbs in America. It is a recognised test hill and the scene of an annual tussle for motor car supremacy, held under the supervision of the American Automobile Association. This year the trial resolved itself into a traffic test of power, speed and stamina, for the number of entries was greater than ever. The first and second places were won by two standard Willys Six Roadsters, entered by Willys Overland.

The winner covered the route of 12.1/3 miles in 24 minutes, 18.1/5 seconds, while the second Willys Six was clocked in at 25 minutes, 18 seconds, exactly 59.4.5 seconds behind the winner.

Fifteen thousand persons lined the course from the valley to the summit, when the first car dashed from the starting line in its career to the summit, 14109 feet above sea level in what is known as the sternest test of a car's power, speed and safety.

Through the massive canyons, the 65 h. p. of the Willys Six flashed back with a mighty roar and after the first five miles, the car encountered, inch by inch, the most difficult and hazardous part of the route. In those upper reaches, where the grades are steepest, the Willys Six continued its steady climb, with its powerful engine responding to every demand of the driver. Four miles from the finishing line, the car entered upon the most thrilling part of the races, negotiating the famous Pikes Peak switchback, a portion of the course where the car travels over a zig-zag course climbing higher and higher up the side of the mountain. It was here that the Willys Six showed its outstanding brilliance of performance. It was here that the perfect carburetion and the efficient cooling of the car was dramatically proved, as it dashed up the last grade and swept across the finishing line at the summit of the peak.

Closely following the winner came the second Willys Six, less than a minute behind, and when both had drawn up at the end of the race, the engines were ticking over as softly as at the start, neither showing any designs of weakening under the severe punishment.

#### Travelling Cook House

An all-prevailing aroma of Irish stew which followed a motorist wherever he went and made pedestrians tilt their noses puzzled Middlesex people for hours mentions a note in the *Madras Mail*. The motorist noticed the aroma after driving some time. He enjoyed it at first, though greatly puzzled, but presently he began to wonder. He noticed that from his radiator issued steam—and that smell of Irish stew. He removed the radiator cap, looked, and saw a tiny onion and a wee carrot. After probing he discovered more onions, more carrots—and a little meat! Someone had played him a little joke.

## Diamonds !

WHEREVER wealth and dignity are to be joined, there also will be seen precious stones in abundance. To-day, when there are so many imitation "Stores" on the market there is a still greater fascination in owning and wearing the finest diamonds.

Our experience is at your service

**P. CUNNIAH NAYUDU & SON.**

China Bazaar Road,

**MADRAS.**

For the small subscription of Rs. 3 the 'South India Motor Owner' will be sent to you post free for twelve months—there is a simple form on page 32 which is easily filled on. . .

**DRIVE A NEW CAR**

Spray-painting with DUCO can make your car look neat and new. The hood and upholstery, too, can be renovated by our experts—so why drive a shabby car?

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**BOUND VOLUMES**

See page 29

**Automobile Association  
Report.**

(Continued from page 21)

**Landing Cars in Madras.**

17. Two cars from Ceylon have recently been landed at Madras by the A. A. S. I. The formalities to be gone through being somewhat cumbersome, a pamphlet on the subject has been drafted and sent to the Secretary of the Automobile Association of Ceylon for the guidance of his members. Copies are available for members of the A. A. S. I. if required.

**Bus Halts.**

18. An inconvenient Bus Halt on Esplanade near Parry's Corner has been moved to a better site.

**Itineraries.**

19. Many applications were received, and complied with, for itineraries for Xmas Tours. Many of these came from the molussil, some being for circular tours to the north of India and back.

**Membership.**

20. Twenty new members were elected during the month, while nine members resigned.

Madras } F. CHURCH, Major (Retd)  
5th Jan. '31 } Secretary.

**Filling Up the Baby Car.**

Economy is the order of the day in America, and the following is alleged to be a dialogue between the lady owner of a bantam car and an American garage man.

Lady: "I want a wineglassful of water in the radiator."

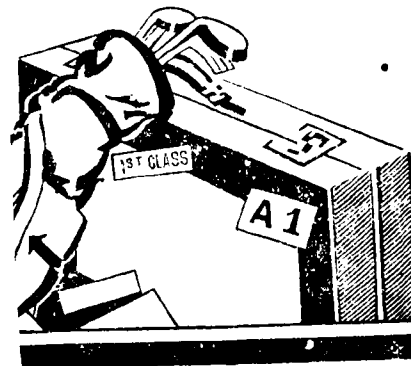
Garage Man: "Yes, madam."

Lady: "A thimbleful of oil in the sump."

Garage Man: "Ye-es, madam."

Lady: "And a glass of gas in the tank."

Garage Man: "M' ye-es, madam, all that—and may I suggest I cough on the tyres!"



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MADRAS.

**FALSE ECONOMY IN OIL.**

Lubricant is so much cheaper than bearings.



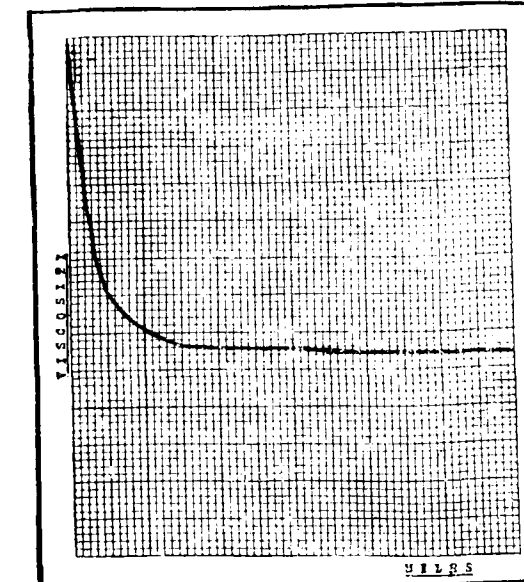
After 16000, Miles—The Result of Efficient Lubrication.

**T**HERE are two ways in which it is unwise to attempt to secure economy in engine oil. The first is to buy a brand of oil, or an "unbranded" oil, merely because it is cheap. Nobody wants to pay more than he need for engine oil or anything else, but in attempting to save money by buying a low-priced oil there is a serious risk of getting an inferior grade, which is bound to be expensive in the long run. It will be "used up" more quickly and will be likely to carbonise the engine in a comparatively small mileage, while its most serious shortcoming is probably a low order of lubricating efficiency. The latter implies the risk of rapid bearing, cylinder and piston wear, a possibility of bearing or piston seizure, and reduced efficiency in power development, evidenced in the first place by sluggish running, especially on hills and when fairly high speeds are attempted, and in the second place by heavier petrol consumption.

The other kinds of false economy is represented by running an engine indefinitely, or for more than, say, 1500-2000 miles, without

draining off the old oil in the crankcase and replenishing the latter with fresh lubricant alone. Lubricating oils become impoverished in course of use, and contaminated by the heavier fractions of the fuel that remain unevaporised when the engine is first started from cold and find their way past the pistons into the oil sump. The curve shown on this page indicates how oil loses its viscosity through dilution by heavier fractions of fuel. Merely adding fresh oil to keep up the correct level is not enough; the bulk must be drained off and thrown away periodically, otherwise excessive wear of the moving parts will occur. Failure to "change" the oil is the principal cause of piston and cylinder wear.

When a car is used for very short journeys—two or three miles or less at a time—and the engine cools down between runs, the oils need to be changed a good deal more frequently because impoverishment occurs more rapidly and the engine oil never becomes really hot enough to vaporise off the lighter element of the contaminating fuel.



A Curve Showing the Rapid Drop in Viscosity Brought about by Dilution.



## WHAT DO PEOPLE THINK OF YOUR DRIVING?

E. J. Minert, Service Manager of General Motors India Ltd., writes upon the subject of good, and bad, driving.

EVERY one probably knows a few owner and occasionally a paid driver, who seem always to have a particularly good car and a car in which it is a pleasure to ride. When starting off, breaking in traffic, climbing a hill or rounding corners, there is a pleasure in motoring, if you, as a passenger, have absolute confidence that the driver does not need your assistance in watching the road for him, so as to avoid accidents. These are the good drivers.

And then there are the average and below average drivers, who keep every passenger under a nervous strain until the trip is completed. Why cannot everyone become a good driver? Cars are very much alike and a few people are not endowed with all the sense that is required to operate a motor car properly!

The reason is this:—

The new driver does not study or properly apply what he has learned. He wants to "step on it" before he has learned to control the car and has developed judgment as to speed, distance, what other traffic is likely to do, what his own car can do as to acceleration, braking, turning, shifting gears, etc.

A motor car is an inanimate machine without feeling except that the operator makes it respond in the same manner as a pianist gets music out of a piano. The musician probably studied years to operate his instrument properly, but the driver was instructed for perhaps one hour, then turned loose with a vehicle to torture passengers and drive other occupants of the road to desperation. If we admit the fact that it is not as difficult to drive a motor car as it is to play a piano, then there is less excuse for poor drivers than for poor musicians.

Control of a vehicle must be placed first in importance. Never go so fast at any time that you cannot handle your car in any emergency that may arise. Consider every other driver on the road as a fool who needs watching and you will be prepared for the unexpected. You may be wrong 99 per cent of the time, but you are sure to meet the other 1 per cent on your side of the road rounding a curve talking to some one in the rear seat with his

eyes off the road, with no brakes and without a horn or with only one light.

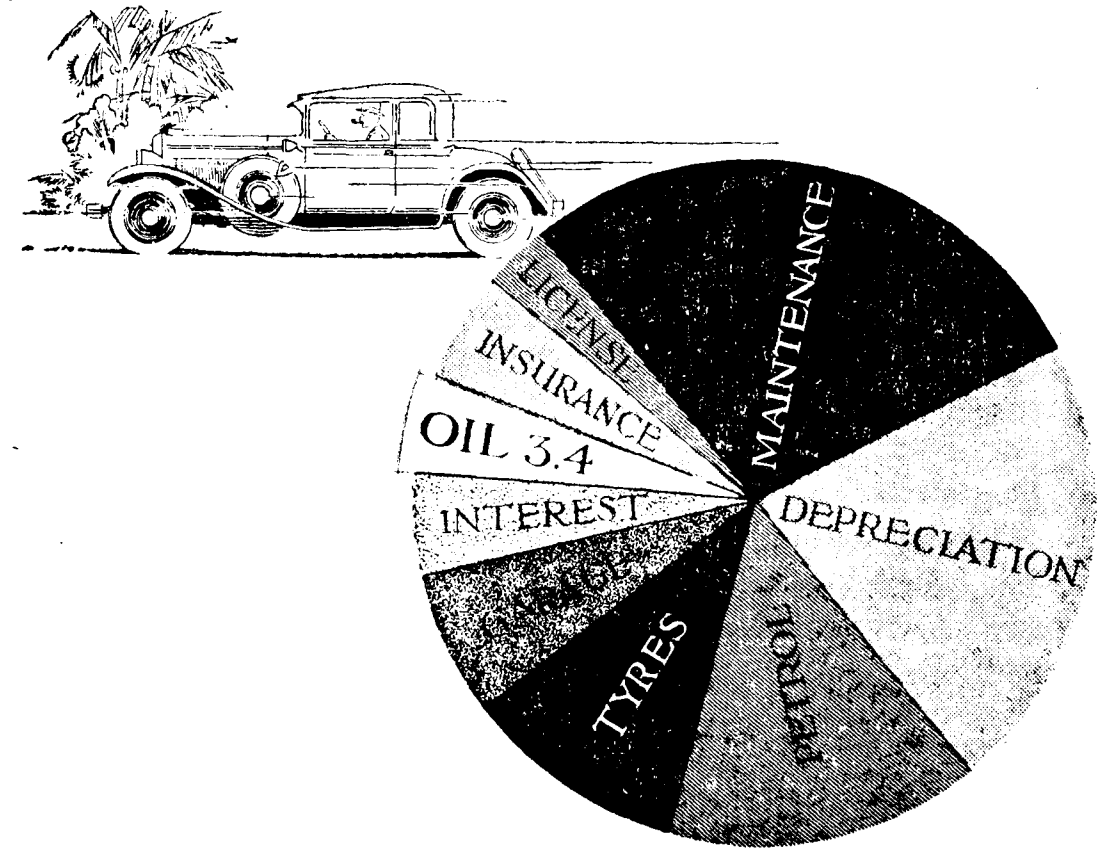
Judgment of the speed of other vehicles, of distance, of what people and animals are likely to do when startled suddenly, can only be developed, but it is an interesting study while you are driving.

Be fair in your driving. Don't blame the other fellow when you are as much to blame yourself. Give animals and pedestrians a chance by blowing your horn in time for them to move. If they had your mentality and you theirs, your positions would probably be reversed, so take that into consideration.

A poor workman blames his tools but a good workman learns to correct his mistakes. Do not blame your car for your own inefficiency and lack of judgment. If the car needs fixing have it attended to at once, otherwise don't blame the policeman for what inconvenience he puts you to.

There is a nicety of touch in good driving that marks the experienced driver. He coasts into a curve instead of speeding at full open throttle. He gives the motor a gradually increasing throttle when the curve is half rounded and eliminates much of the skid and body sway. In climbing a hill too steep for high speed he changes down before the car begins to stall. He keeps to his side of the road especially around curves and at street intersections. In braking he gradually applies pressure instead of jamming down the brake pedal, because he knows if the wheels are locked and slide, the car becomes uncontrollable. He releases the brake before the car stops short and pitches the passengers forward. Instead of rushing to overtake and pass a car when another one is coming in the opposite direction he slows down instead of forcing the other driver to pull into the curb, stop. He does not race his motor when the car is standing.

Under all these conditions he has merely used common sense, fair play and judgment and is rewarded by people saying, "Mr. Smith, it is a pleasure to ride when you drive," instead of, "I'll be blessed if I ever ride with that idiot again," or having people remark as he passes, "if I were Chief of Police I'd revoke that fellow's license and give him six months hard labour".



## Only 3% of your total expense . . .

Lubricating oil is a trifling item in the cost of running your car—only 3% of your total expense. But the *quality* of that oil determines the life of your engine and the service it gives.

80% of all engine repairs are directly traceable to incorrect lubrication. Taking chances with incorrect oils may cost you many times over the few annas saved on the purchase price.

The makers of Mobiloil have specialized in scientific lubrication for 65 years. Every grade of Mobiloil is exactly fitted for the job it has to do. Experienced Mobiloil engineers have carefully analysed the lubrication requirements of your particular type of engine. For better performance and fewer repair charges follow their recommendation on the Mobiloil Chart at your Dealers.

ASK FOR

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VACUUM OIL COMPANY

## No More Rust on Motor Cars

### Oldsmobile Cars Treated with New Process.

MOTORISTS in India are faced with many problems relating to the care of their cars. Their chief concern, perhaps, is the avoidance of rust from which every car is likely to suffer owing to the heavy drenching it is subjected to during the rainy season. They will be interested therefore to learn that rust-proofing is the latest innovation in use on Oldsmobiles to make them impervious to the elements. This rust proof method is being used by Oldsmobile engineers for small parts of bumpers and lamp assemblies, bolts, nuts, washers and similar parts principally used in the exterior metal work.

The process deposits a chemical coating over the entire portion of the metal, sealing it against the formation of rust scale. Parts which have been rust-proofed will hold their rust-resisting qualities for years under severe conditions. From two to four hours, according to the kind of metal being rust-proofed, usually is required by the process. This includes a cleansing bath, then a rinse in hot water, followed by a pickling bath of the sulphuric acid, which removes any scale, and then a final rinse.

After these four cleansing baths, the parts are placed in the rust-roofing solution and rotated in it from one to two or more hours. This solution is

kept at the boiling point and bubbles continually during the process. The bubbling does not subside until the rust proofing solution has entered and fully covered every portion of the metal in the bath. When the rust-proofing is completed, the parts are again rinsed, drained and then placed in a dye tank where they obtain a permanent black colour. The final operation is drying and oiling to give them a uniform finish and increase the preservative qualities of the process.

The rust-proofing solution is tested for strength before each operation. A random selection of parts rust-proofed is made every second day and these are tested under a salt spray in the factory laboratory to insure the high quality of the work. Various types of plating, including nickel and cadmium, have been tried to make these small parts rust-proof, but the new method now being used is reported to give far more satisfactory results. Many of the articles rust-proofed are assembled by wrenches or screw drivers and these tools have a tendency to break down ordinary plating.

Chromium-plating, which is used for radiator shells, bumpers, headlamp supports and other decorative exterior parts, was adopted by Oldsmobile nearly four years ago and since then has been generally used by the motor car industry.

## Readers Ideas

### Another Starter-button Hint.

The starter-button situated in the floor-board of many cars is not in a really convenient position for the driver to operate with his foot without twisting his ankle considerably. This can be improved by an extension in the starter-button control up to the dash-board. It comprises a length of rod such as a wire wheel spoke, soldered or screwed on to a small metal lid (the lid of a shaving-stick container, for example), which will fit over the starter-button. The upper end of the rod protrudes through the dash-board and is fitted with a wooden or vulcanite knob, the former being quite easy to make, of course. This starter-button control will be found quite useful as well should the engine stop in traffic, as it will save slipping the gear lever into neutral every time and transferring the foot from the clutch to the button.

### Ingenious Siphon Tube.

If ever it be necessary to siphon petrol or oil from a tank or drum, one invariably has to start the siphon by sucking through the tube. I have

contrived a siphon which is entirely self-starting and has proved excellent for emptying drums and tanks, etc. The ordinary tube which would be used for the siphon is passed into a tube of slightly larger diameter at one end; the other end through which the pipe passes is otherwise closed. The result is that when the double tube is plunged into the liquid the air in the outer tube is compressed and consequently, forces the liquid up the inner tube, thus starting the siphon.

### When Topping Up the Battery.

I find the following method better than those frequently recommended for topping up batteries. I used 2 ft. or more of rubber tubing such as is used for suction-operated screen wipers and insert one end in a bottle of distilled water. I draw the water through to the other end and so start siphon, and this proves better and easier for filling the battery, as there is no waste whatever. The flow of water can be controlled by nipping the tube and the siphon kept in operation so long as the bottle is kept above the free end of the tube.

## Publisher's Notices

### The South India Motor Owner

Published Monthly by

Eastern Technical Publications,

Wood's Road, Mount Road, Madras

'THE South India Motor Owner' is issued on the 15th of each month. It aims to furnish the latest and most authoritative information on all matters relating to motors and motoring under South India conditions. Contributions and correspondence on all matters coming within the scope of this journal are solicited and prompt remittance will be made for all acceptable matter. Contributions should preferably be illustrated.

### Subscription Rates

One year . . . Rs. 3 postage free payable in advance or recoverable by V.P.P. with the first issue mailed. Sample copies annas eight each plus postage. All remittances for subscriptions should be made payable to the Eastern Technical Publications, Madras.

When subscriptions expire, unless previous notification has been received from the subscriber the first issue following the expiry will be sent to the subscriber V.P.P. for a further twelve months' subscription. It is therefore advisable, if any subscriber wishes to discontinue *The South India Motor Owner*, to notify the publishers a month in advance.

### Advertising Rates

Rates for display space will be furnished on application. For small advertisements and entries under 'Sales and Service Guide,' see page 30.

Advertisements to secure insertion in any month's issue should reach this office not later than the 20th of the month preceding. The publishers of *The South India Motor Owner* reserve the right to reject any advertisement for any cause.



## Volume III.

This issue of the South India Motor Owner concludes Volume II, and a limited number of volumes bound in full cloth will be available for those readers who may wish to keep their copies for reference.

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THE SOUTH INDIA  
MOTOR OWNER

Sales and Service Guide

Arranged alphabetically under vehicle headings this guide should prove extremely useful to motor owners throughout Southern India. The up-to-date Service Station and Sub-Dealer will find entries in this section to be a profitable method of inexpensive advertisement. Each entry in these columns is charged for at the rate of Re. 1 per line, but no contract can be accepted for less than six consecutive insertions. Correspondence both from Dealers and Car Owners invited in order to make this section as useful as possible.

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o o o

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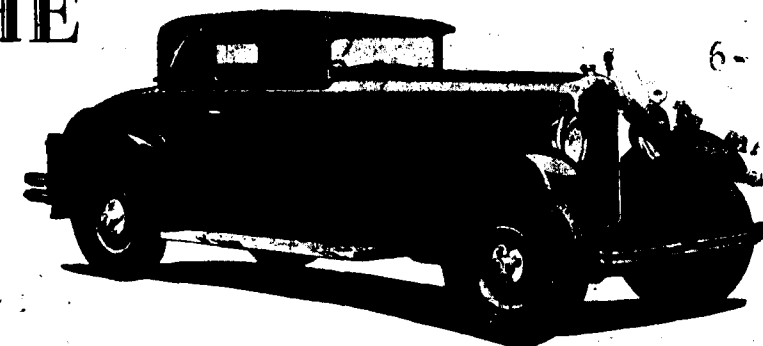
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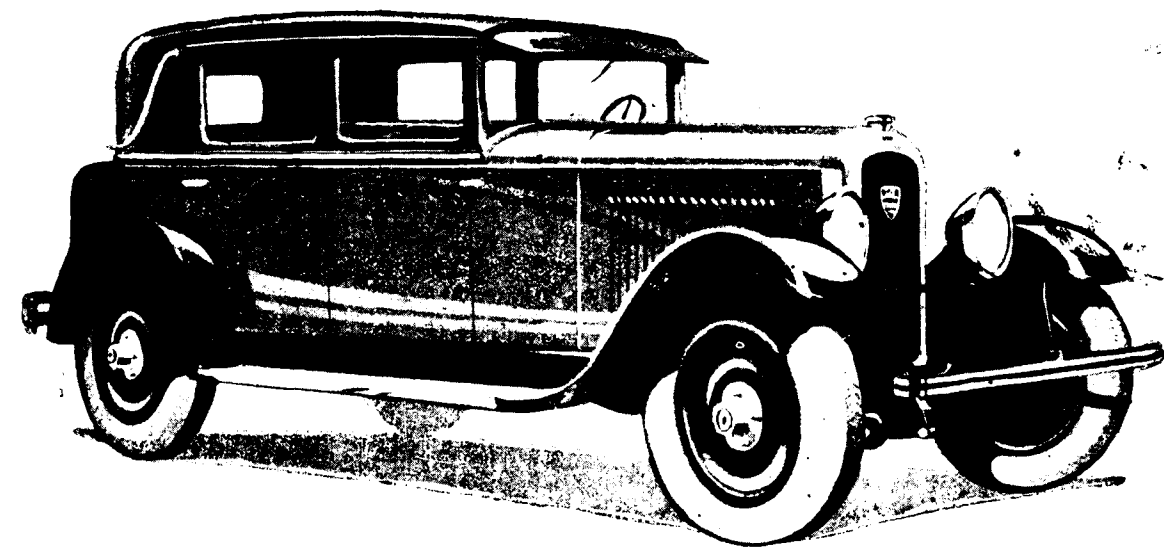
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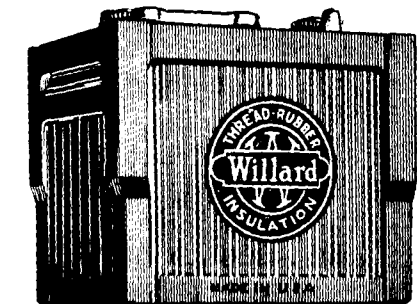
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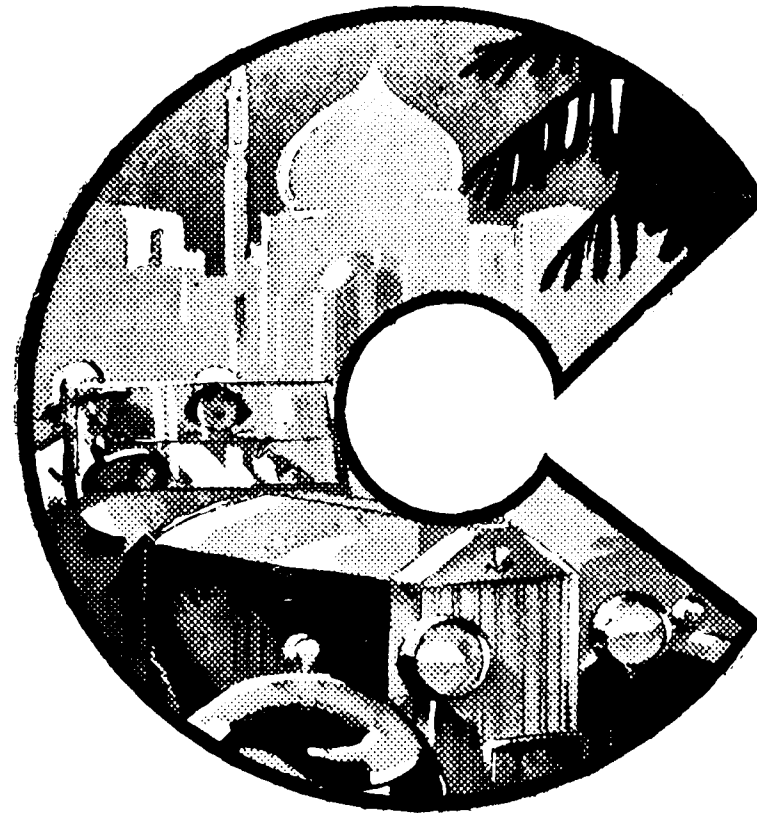
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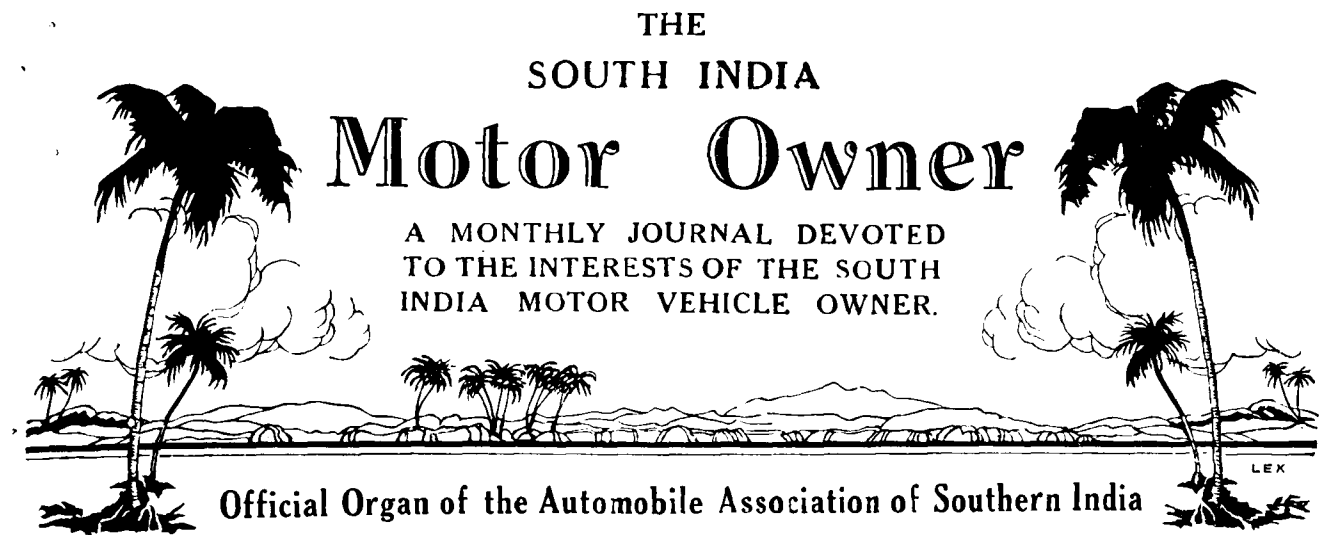
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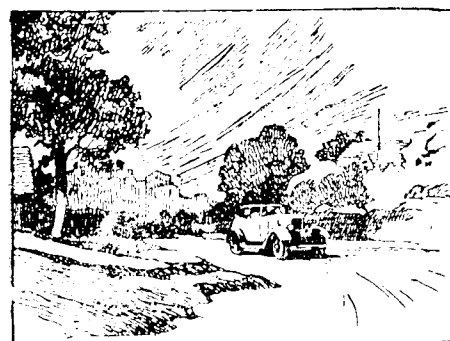
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February, 1931

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## - Safer Cornering - The Commonsense Way

The fact that a corner is a notoriously dangerous one is absolutely no excuse, legal or moral, for the accidents which have earned it a reputation. If every driver would give a few moments' serious thought to the principles briefly laid down in this article, a large decrease in the number of accidents many of them serious, occurring day by day and week by week on the roads of this country, would undoubtedly result.

FROM a safety first point of view, corners fall roughly into two categories—the "blind" or almost so, and the more gentle type of curve where the danger lies more in an approach at too great a speed to get round than in risk of collision with some vehicle not seen until too late. Of these, the former, although as a rule more terrifying to the inexperienced, presents a danger of a less insidious type. Let us consider it first.

### A Golden Rule.

It stands to reason that the blind corner, be it on a main road, leading on to one, or leading off one—anywhere in fact—must be approached with the utmost caution. Where so many drivers err is in failing to appreciate the degree of caution required. The golden rule is always to assume that just exactly one inch farther round the bend than the driver can see, something dreadful and unforeseen has happened—perhaps a man has fallen down in the road in a faint, a building has collapsed across the street or an earthquake has opened up a yawning abyss. Anything startling or unusual that happens to grip the imagination of the individual driver will do. If then, the driver will allow some such hypothetical terror to be borne vividly in mind and will then allow a further twenty-five per cent. margin of safety and will drive accordingly, all will be well with him, whatever speed he indulges in on long straight stretches.

No definite speed limit can be laid down, of course. The situation depends on (to use a phrase of years gone by) "the tactical situation and the nature of the ground". In addition to the extent of "blindness" of the corner, the driver must take into consideration the state of the road surface and the state of the braking system (including tyre treads) of his car. One factor of which the law appears to take cognisance, that the safe driver must make it his business absolutely to ignore, is "the amount of traffic that might reasonably be expected to be on the road at the time". So far as the driver is concerned, a steam wagon and trailer definitely have broken down and blocked the road just round the bend; some cheerful fellow in a state of the most glorious temporary amnesia as regards the

rules of the road in this country, is approaching at speed in his 100 m.p.h. Splittenpusch Special. The safe driver is at all times prepared for any of these things.

### Signals.

How far does the all clear signal, given, of course, by a police officer, absolve the driver from further responsibility in the negotiation of a blind corner at cross-roads? The answer is, not in the least. Any actual mistake on the part of such a man is, of course, almost unknown, but the careful driver must bear in mind that mistaken interpretations of the ordinary accepted signals of the road are occasionally made by novice drivers and others. Neither can even an officer of the law ensure that no child will leap into the road right under the wheels of the oncoming car. So, in taking a blind corner, while the "came on" signal, given by a responsible individual may be accepted at its face value and so a brisker pace kept up than would otherwise be consistent with safety, considerable caution is still called for. Let the careful driver, then dismiss at once from his mind the idea that the responsibility for the safe navigation of his car can be for one instant transferred wholly or even partially from his shoulders. Signals are good servants but bad masters.

### When Turning Right.

Even more dangerous than the signal received is the signal given. It seems an extraordinary thing that even in this year of grace there are still to be found at the wheels of motor vehicles folk who seriously believe that all they need is to extend the right hand, whereupon the vehicle about to overtake will vanish in some mysterious way until they are safely off down the particular turning down which they wish to go—in fact, the driver of the overtaking vehicle is considered a bit of a blackguard if he insists, rather on principal, upon honking his way through.

To extend the right hand confers no right, legal or moral, to do anything, least of all to execute some hair-brained manoeuvre right in front of the bonnet of some unfortunate going about his lawful occasions.

The signal is a useful one, of course, in its proper place; the police officer on point finds his task easier if every approaching car indicates which way it is to go, and the driver of the following car appreciates the tip not to overtake in the course of the next fifty yards (that is, if he has not already started so to do). Apart from these contingencies, the right hand is best kept on the wheel, unless it is being used to wave people on—the obvious thing to do if wanting to turn off to the right when being followed at all closely by any vehicle. If, however, there is something coming in the opposite direction around the back of which the car can be swung quickly, so as to rule out the possibility of being

overtaken while in the act of turning, even this signal is not called for.

### Safety First.

It cannot be too strongly emphasised that to turn off to the right without full and due consideration of traffic in both directions—but especially overtaking—is a dangerous act of the worst type. When in doubt, stop and wave the other fellow through, and, above all things, do not imagine that the human right hand or any of the remarkable devices, mechanical or electrical, that it has of recent years created, can relieve the driver of one iota of his responsibility.

## This Walking Business.

### Being an Ex-owner's Musings upon the Departure of his Faithful Mount.

UNTIL quite recently I should have refused to believe that I am the possessor of an excessively lazy disposition. That was before I sold the car.

I know differently now, and it has not required exhaustive self-analysis to give me the information.

During the many months of my proud ownership of a car I considered myself, other things being equal to be a fairly normal member of the community, not over given to the shirking of exercise. Perhaps in course of time I was led towards a state of mind not fully appreciative of the advantage born of having a car at one's beck and call. Not that this was due in any sense to shortcomings on the part of the car but attributable mainly to a certain lack of continuous gratitude inherent in many people.

### Were Legs Meant for Use?

The blow fell when for various reasons the car had to be sold and I was doomed to pedestrianism for an indefinite period.

At first the cumulative effect of being car-less at week-ends; at having no personal conveyance for the theatre, for shopping, and for the thousand and one occasions when one employs a car, was, to say the least, crushing.

Apart from the use of public vehicles, which I dislike, and the offer of "lifts" from more fortunately placed acquaintances—an inconstant force—obviously the only course open to me was to walk. Now, walking in itself is by no means distasteful to me, but when one has to walk simply because there is no alternative, then after the use of one's own car

for many moons, this beneficial exercise becomes a different proposition.

How great is the contrast between travelling day by day in one's car and making the same journey in a crowded public conveyance.

Shopping, evening engagements, and getting to and from office to my outlying district all involved walking, and a very hard pill I found it to swallow. How I envied a neighbour his brand new saloon—the lucky beggar.

Any car, no matter of what make so long as it were roadworthy, would satisfy me. I felt I could put up with almost anything on four wheels with an engine!

Where did the week-ends find me? Near a main road, I whisper, surreptitiously taking an envious interest in the passing cars, and wishing that the least of them might be mine.

### Two Points of View.

I should hesitate to point a moral—dread word—from this light account, but it seems to me, in passing, that there are too many blasé car owners. Owners who, in spite of a definite interest in motor-ing, become so accustomed to the presence of a car in the garage as to lose sight of the great boon which its possession confers upon the owner, and of the acute sense of loss which can be felt when perchance it has to disappear from one's life. For to-day the car is truly a part of the life of thousands, and the axiom, "once a motorist, always a motorist," though perhaps trite, is more apt than many of its kind.

## EDITORIAL

## Safety First—A New View Point

### Women at the Wheel.

IT has been the fashion among certain writers on motoring matter to express openly, or insinuate, that the great majority of women drivers are more daring than skilful, to put it politely. With this contention we cannot agree. Every day that goes by sees more and more women of all ages at the wheels of cars of all types.

In the main women appear to be careful and considerate drivers. Exceptions are, of course to be found, but in no greater proportion to their numbers than is the case with men drivers. All the big sports meetings, which are indubitably a severe trial to both driver and machine, have seen a number of clever and successful women competitors, and there appears to be no reason whatever why women should not show just as much skill and consideration at the wheel of car as they have done in other sports and pastimes in which they compete on equal terms with men.

There is one aspect of this matter worth more than passing consideration. The majority of young children are controlled and instructed by women, and the more women gain experience of driving cars the more are they likely to appreciate road risks and instil into the minds of children the necessity for "Safety First." Such instruction should form part of the education and upbringing of all children to-day, and if it were more usually carried out than is actually the case many a tragic accident would be averted.

### Weak Links on Main Roads

This is the time of the year when District Boards devote a few hours to the complacent

reviewal of their past activities and the optimistic discussion of future programmes. Plans are made for the expenditure of quite large sums upon the upkeep and construction of roads, and as public opinion is so strong on these matters good roads are undoubtedly being made.

It is, however, of vital importance that the bodies responsible for the construction of roads should realise that many extremely good roads are spoiled by the presence of weak connecting links. Bridges, causeways and level-crossings should be capable of carrying the type of traffic borne by the stretches of road these links connect, and not as often is the case, be the weak spots which regularly render impassible stretches of highway which are in themselves in perfect condition. Obviously, expense is the one consideration standing in the way of bridge construction, but this does not enter to any marked degree into schemes for the modernising of causeways and the widening and levelling of railway-crossings. In fact, as regards the latter forms of connecting links, some mutual understanding should be brought about whereby the railway companies contract to keep level crossings as wide and as smooth as the roads they cross.



A PICTURESQUE PART OF THE PONDICHERRY ROAD.

It is easy to see how detrimental the existence of these weak links must be to the progress of road transport, and whilst the magnitude and importance of this problem can be easily appreciated, we hope that those who are responsible for the provision of our South India roads

will bear in mind the trite but note the less truthful fact that "a chain is as strong as its weakest link."

## The Importance of Accurately Fitted Bearings.

**Tolerance Good in Religion and Politics but the Less it is Applied to Bearings the Better.**

REMEMBER passing a creaky old bullock cart drawn by a white bullock almost as decrepit as the cart itself? Remember the wheels—how ridiculously they tilted? How alarmingly they swayed at casual angles to the vertical? Remember wondering how the ancient turnout could possibly hold together long enough to get its slumbering driver safely home?

Let's consider those wheels.

Hubs and spindles worn till no grease could stay between them. Hubs worn bell shape. Spindles worn oval, barrel shape, or any shape at all—a gap between them that would hold a cheroot. It was just a question of the endurance of bare metal.

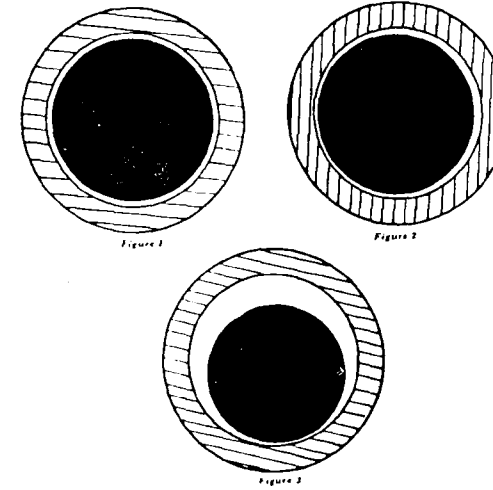
Trap wheels too were once a smooth-running fit on neatly tapered spindles. For their day and use, they were a fine piece of workmanship. Probably they were advertised as the "attainment of that ultimate perfection." And yet, even at their best and newest they were far from good enough for an automobile.

If the bearings of today's cars were fitted no better than those trap wheels were fitted when new, you could not run six months without finding yourself in more trouble than the trap's owner was after forty summers of greaseless travelling. And part of the difference between the cheap and the expensive car of today lies in the accuracy with which the bearings of the more costly cars are fitted.

As this accuracy means many thousands of added miles before overhauling is needed, and as accuracy, like most good things, costs money to obtain, a glance at the subject will be interesting and perhaps save money for the reader.

Consider the 1 inch pin in a bushing in the cross section represented by Figure 1. Both pin and bushing are true cylinders. The difference between

their diameters is one one-thousandth of an inch (the thinnest tissue is about  $1\frac{1}{2}$  one-thousandths of an inch thick). A film of oil  $\frac{1}{2}$  of one-thousandth of an inch thick separates them.



Apply a load to the pin, pressing it against the bushing. The oil film will partially squeeze out on the loaded side, perhaps to  $\frac{1}{4}$  of one-thousandth inch, and will build up on the opposite side. The reduced film will be under a pressure greatest on the centre line of the load, and tapering both ways to zero, 90 degrees from the centre line (see Fig. 2), and also at the ends. This pressure will just balance the load. (The drawings greatly exaggerate the oil film, for clearness.)

With a lighter pressure, the thinnest part of the oil film will be thicker. It will be thicker also if heavier oil be used.

A sufficiently heavy pressure will break the oil film and make metal-to-metal contact. If the pin or bushing turns, and if the oil is fed to the unloaded side to replace what squeezes out at the ends, oil will be carried continually to the loaded side by adhesion, and will bear a much heavier load.

An oil clearance of  $\frac{1}{2}$  of one-thousandth of an inch is the closest fit that can be obtained commercially. It causes the support of the load to be well distributed, instead of being concentrated close to the centre line. It means comparatively light pressure per square inch, and negligible wear.

But now suppose that the pin, instead of being 1 one-thousandth of an inch smaller than the bushing, is four one-thousandths of an inch smaller. (See fig. 3). That is two thousandths on each side. Unless the pin is very much larger than one inch in diameter, and correspondingly longer, even a heavy oil will not hold together and sustain pressure far from the centre line. Whereas the well-fitted 1-inch pin first supposed will support almost as much load as a flat oiled slab 1 inch wide, the loosely-fitted pin is likely to be no better than

a slab  $\frac{1}{8}$  inch wide. And that means a short life and early repairs.

In a nutshell, that is why the makers of the better grade of passenger cars and a few of the better class trucks spend money liberally to enforce close tolerance for all wearing parts. A fraction of a thousandth of an inch may mean months' difference before a visit to the repair shop is necessary. "Tolerance" is good in politics and religion; but as applied to bearings, the less we have, the better.

Naturally, there are other things that need watching, too. A pin supposed to be a cylinder

may have a thousandth or two of taper—just enough to ruin the fit. Or it may be oval instead of circular in section. Or the bushing may be bell-mouthed. Or two bearings, supposed to be exactly parallel or precisely in line, may miss by a hair's breadth. Skilled mechanics know how to watch for these things, how to detect them with gauges that betray even the faintest error, and how to contrive tools with which to correct with accuracy these errors.

When buying a car, ask about the bearings. Get details on how closely they fit. Remember that bearings have an important bearing on the life of any transportation unit.

## Car Colour Specialist Visits Bombay.

MR. A. Lincoln Cooper, one of the America's most prominent colour specialists recently arrived in Bombay to visit the Bombay Plant of General Motors India, Limited. Mr. Cooper's position as head of the Art and Colour Department of General Motors Export Company, Fokker Aircraft Corporation and American Dornier Company, which builds the large "Do.X" sea planes is one of great responsibility as the effect of colour on sales of cars and planes has become tremendous in recent years.

Mr. Cooper has made intensive studies of the colour preferences of various nations, which as is well known, differ to a great extent. He has studied these matters on a psychological basis, so that the colours he chooses are certain to meet the approval of buyers in each particular country. It gives a fair idea of the comprehensive nature of Mr. Cooper's work to learn that twice each year he supervises the selection of about 150 different colour combinations, which must appeal to the motoring public all over the world.

### An Impressive Career.

Mr. Cooper has the right qualifications for this responsible position. He has had a brilliant career in the world of art, and both in U.S.A. and in Europe he enjoys a reputation both as an artist and decorator. Besides his inborn sense of colour he has acquired a thorough knowledge of the purely technical side of colour and has consecrated a part of his time to studies of colour chemistry, all of which gives him practical colour knowledge which is of great importance when selecting and combining colours that must be able to withstand the influence of the weather.

The career of Mr. Cooper is remarkable for a number of outstanding achievements. In a competition arranged by the U.S.A. Government he

scored the first prize of \$10,000, for the most decorative draft for a customs building in San Francisco and yet another one of \$15,000, for the custom building in Columbus, Ohio.

In the painting field he has been honoured with numerous prizes. Lately he acquired distinction on the Aircraft Exhibition in St. Louis, where a silver cup was handed him for the construction of the most beautiful plane shown. This plane was a Fokker built by the Fokker Aircraft Corporation, which is now a member of the large General Motors concern.

During a visit to Denmark last month Mr. Cooper was honoured by a commission from the Royal Automobile Club to paint a full length portrait of Prince Axel of Denmark.

Many public buildings inside as well as outside U.S.A. and also private dwellings of well-known persons have been built with the assistance of Mr. Cooper. Among these must be mentioned, the National City Bank in New York, the famous Capitol Theatre, which is one of the largest cinemas in U.S.A., and the beautiful Ambassador Hotel in Atlantic City.

Yet another one of Mr. Cooper's imposing works must be mentioned. It is the Cadillac car which was recently donated to His Holiness the Pope by Mr. John Raskob in New York. Both the details of the body and the choice of colour combination were carried out under Mr. Cooper's guidance, and it is said that he obtained a brilliant result.

After leaving Bombay Mr. Cooper will visit Java, Australia and New Zealand where other plants of General Motors are located before returning to New York.

## GETTING *the* LAST MILE OUT *of* YOUR TYRES

**An interesting article on tyre repairing describing how this difficult work is being successfully performed throughout India.**

Reprinted by courtesy of "The Goodyear News."

THAT last mile in the tyre comes very soon unless the RIGHT treatment is applied to the many ills which befall the tyre user while on the open road. Out of the large towns and cities, the piercing nail or the splitting bullock shoe causes inconvenience and loss of time apart from

the inside of the carcase. With continued use the extra weight at one point comes into violent contact with the ground until the whole construction of the tyre is destroyed.

If, on reaching home or a garage, a permanent repair is effected, the life of the casing is preserved.

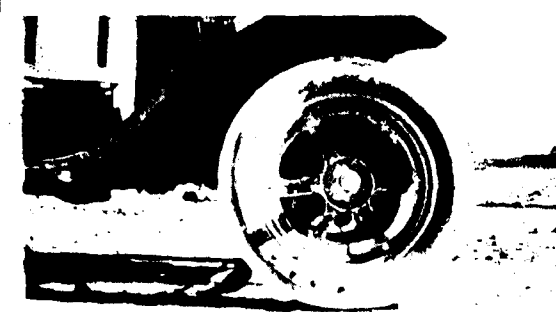


Fig. 1.



Fig. 3.

damage. This has to receive attention and with the standard type of blow-out patch a temporary repair can be effected which enables the motorist or bus owner to reach his destination.

More often, however, a piece of an old cover is applied as a boot or gaiter. Figure 1 shows such an example of a gaiter bolted into the cover in two places. By reason of its extra thickness, the gaiter bulges the cover, extends the original damage and chafes

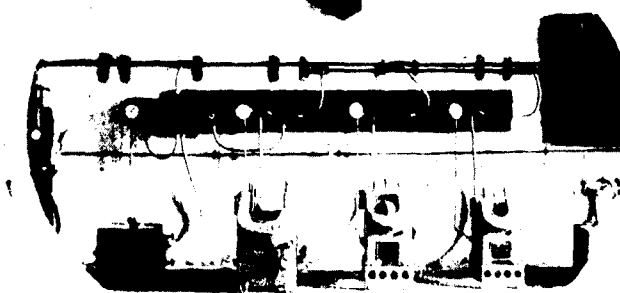


Fig. 2.

the balance available mileage can be used, and the owner thereby obtains the maximum return for money expended. If for an expenditure representing no more than 20% of the initial cost, the remaining 60% mileage can be obtained, a permanent repair is worth while.

Such worth while repairs are being effected nowadays by repair and service stations which have been established in the important centres of Bombay, Calcutta, Madras, Delhi, Rangoon,

Bangalore, Coimbatore, Jhansi, Poona and Ambala.

Illustration 2 shows a battery of moulds in Messrs. Bhagwat Mody & Co.'s Station in Poona, while in Figure 3, a tyre is being cured after repair by Messrs. Siya Ram Motor Works, Delhi.

In each of these plants, the same equipment, materials and methods are employed as are used during the manufacture of new tyres. Moreover the staffs responsible for the actual workmanship have been trained by Goodyear factory engineers having long experience in the work of tyre repairing. By these means the tyre user is assured that, provided his cover is in a fit state for repair, the job effected represents the *maximum* of efficiency at *minimum* cost.

and mounting of tyres. In Figure 5 the petrol pump on one side of the entrance is balanced by the inflatometer on the other side. In this way Messrs. International Tires and Motors maintain petrol with air service. Figure 6 shows a closeup of the inflatometer, by which the tyre is inflated to the required figure without the necessity of using a pressure gauge.

As well as the removal and fitting of tyres, whether for repair

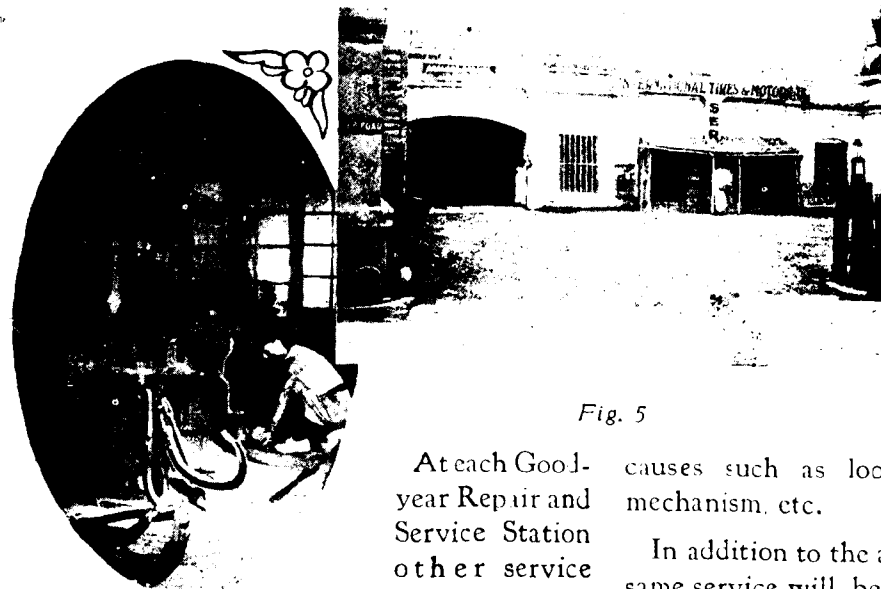


Fig. 4.

Figure 4 shows the fitting department of International Tires & Motors, Calcutta, for the removal

Fig. 5.

At each Goodyear Repair and Service Station other service facilities too are available in addition to repairs.

causes such as loose axle pins, worn steering mechanism, etc.

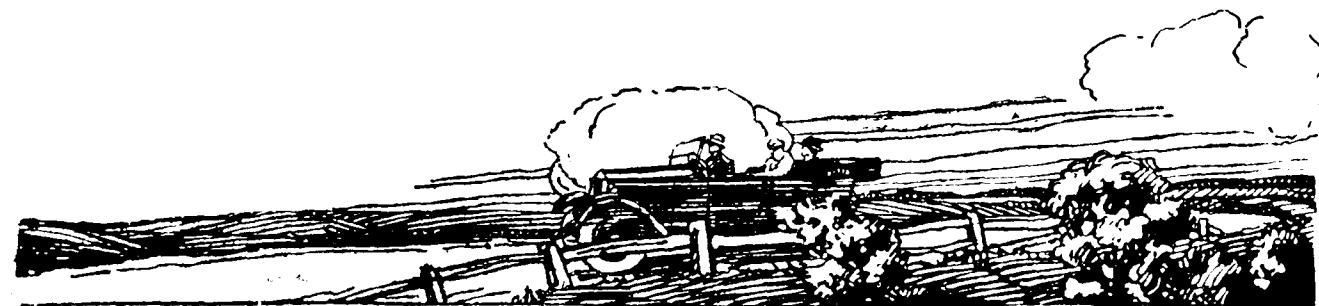
In addition to the above mentioned locations, the same service will be available during the next few months in Lahore, Rawalpindi, Colombo, Lucknow and Indore.

If you need tyre service, write to us for information as to your nearest Repair Station.

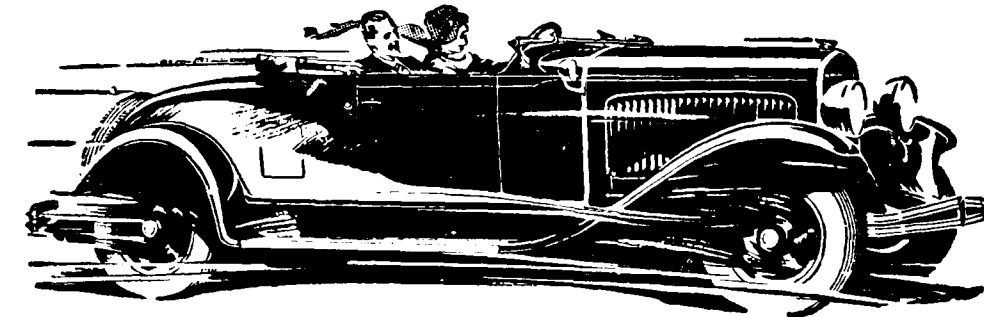


Fig. 6.

or renewals, wheel alignment receives due attention thereby avoiding extra tread wear from



## USEFUL NOTIONS FOR THE OWNER-DRIVER



Helpful hints for the motorist who wants to get the most service and enjoyment out of his motor car.

By E. J. Minert, Service Manager of General Motors India Limited.

LACK of driving control may be the indirect result of inefficient steering apparatus and should be attended to immediately. There are many things that may reduce steering gear efficiency. The steering gear itself may have too much play. The steering control on any one of the steering knuckles or joints may be too loose to give the driver good road control. Likewise the toe-in or camber of the front wheels may be out of adjustment and the wheels may be out of adjustment or improperly aligned, causing the machine to pull to one side. Such conditions may have been caused by a collision or jamming of the wheels against the curbing. Positive steering control is essential to the safe operation of a motor car. All of these points should be carefully checked at periodic intervals, so that the driver may be certain his car will be always under control.

Extreme caution should be exercised in checking for damage when the car has been in a collision. If a careful inspection is not made, should the car again be operated before repairs, additional damage may be incurred. For instance, in addition to a bent axle, which will ruin tyres, the motor supports may be cracked or the transmission housing may be broken. Either condition may cause serious damage. If the car has been struck near the rear end the rear housing may be sprung, thereby causing damage to bearings, gears, tyres, etc.

A smooth rolling car means a big saving in operating costs. A car that is hard to roll may be caused by under-inflated tyres, brakes which do not fully release but drag on their drums, lack of lubrication of the transmission or rear end or the use of too stiff or too little lubricants in these housings, too tightly adjusted or improperly lubricated wheel

bearings, universal joints lacking grease or misalignment of front wheels.

Never use petrol or any "drying" liquid to clean or preserve leather upholstery. The dirt can be removed by washing with pure soap and water, rinsing off the soap and drying with a moist chamois.

Carbon will collect more quickly if the insulator of a spark plug is scratched with a knife or sandpaper. The best way to remove carbon is to soak the plugs in denatured alcohol, cleansing the insulator with a small, stiff brush and a piece of cloth.

Many drivers never pay attention to the fan belt until it breaks, and if this happens when on the road it may be very difficult to get it replaced. Look at the belt once in a while and get a new one before it is too worn.

It is not enough to avoid running out of gas. Do not let it get too low in the tank because sediment and water, which sink to the bottom are sucked into the feed line and carburetor from a low tank.

A thorough washing is the only protection against rust, the principal destructive evil to the finish of a car. The formation of rust is promoted by road dirt, grime and grit. Hose the car with cold water by using a full stream without the nozzle. All possible dirt should be floated off and loosened in this way, assisted from time to time by gentle rubbing with a thoroughly water-soaked sponge. The car should afterward be wiped thoroughly dry with chamois.

## 25 YEARS OF PROGRESS

A comparison indicating the remarkable advance in motor car design and construction.

GENERAL Motors India Limited have unearthed a 25 years' old Oldsmobile, which is stated to be one of the first series of Oldsmobiles imported into India in the late nineties. This Oldsmobile was until recently the property of Morvi State, having been purchased in 1905 by the late ruler of Morvi. We are able to publish some interesting details of the car for the information of our readers. The Oldsmobile is still in an excellent running condition. It took part in a recent parade through the streets of Bombay, maintaining an average speeds of 25 miles an hour. The strange appearance of the Oldsmobile excited great interest and comment and since then many motorists have paid a visit to the General Motors dealers' showroom on Hughes Road, Bombay, where the car is on exhibition, side by side with the current Oldsmobile models.

### Features in the Old Car.

The car is a 5-passenger phaeton model without top or windshield. The power plant is the two cylinder horizontal type motor with L-type head. Access to the valves is made through two port plugs at the top of each cylinder. The motor having a bore of 5" and stroke of 6" is capable of developing 20 horse power and lubrication is maintained through pipes from a small oil box located on top of the engine. This box holds 1-1/2 quarts of oil and must be refilled approximately every 150 miles. It is noteworthy that in a recent run the car maintained a speed of 25 miles per hour.

Each cylinder is equipped with a carburetor and the average petrol consumption is about five miles to the gallon. The old time spark coil boxes are used with a make and break distributor. The engine is immediately beneath the front seat and the crankshaft extends from the engine to the right side of the frame. The engine is started by cranking from the side of the car and in order to make starting easier a lever is located over the starting crank hole which lifts the valves, thus allowing the engine to be turned on half compression.

In order to make adjustments on the engine it is necessary to raise the floor boards, which are hinged, and to take out the front seat cushions. The petrol tank is under the bonnet and has a capacity of 10 gallons. There is also an auxiliary



eight gallon water tank under the bonnet. The rear axle is of the sprocket differential type and is driven by a single chain.

There are two forward speeds on the long gear shift lever is located just inside the driver's seat. There are two foot pedals, one of which is for reverse gear and the other for braking. The brakes are the old time external contracting type and operate on the rear wheels only.

The clutch is of the early epicycle type and is actuated by the gear shift lever. By pressing a small pedal near the steering column it is possible to shift the steering column forward or back to suit the driver's comfort. There are only two car springs—one on either side. These springs extend from the rear axle to the front axle forming the frame or bed for the body.

The seats and back rests are stuffed with hair and upholstered with leather. The body and mudguards are all hand formed and are built more for endurance and utility than for appearance.

### The New Car.

What great changes are revealed on an examination of the new Oldsmobile! The simple, sturdy construction is still retained but under the bonnet is a six cylinder engine which develops 62 horse power and enables the owner to travel at a speed of over 60 miles an hour. The carburetor is of the latest design as is the ignition system. By raising the bonnet every part of the engine is easily accessible for any adjustment. The engine oil pan holds 7 quarts of oil and the average consumption is 500 miles to the quart. All moving parts of the engine are lubricated by a pump which forces oil through a main feed line at a pressure of 15—30 lbs., depending on the speed at which the engine is running. The new Oldsmobile gives you 20 miles to the gallon of petrol instead of the former five.

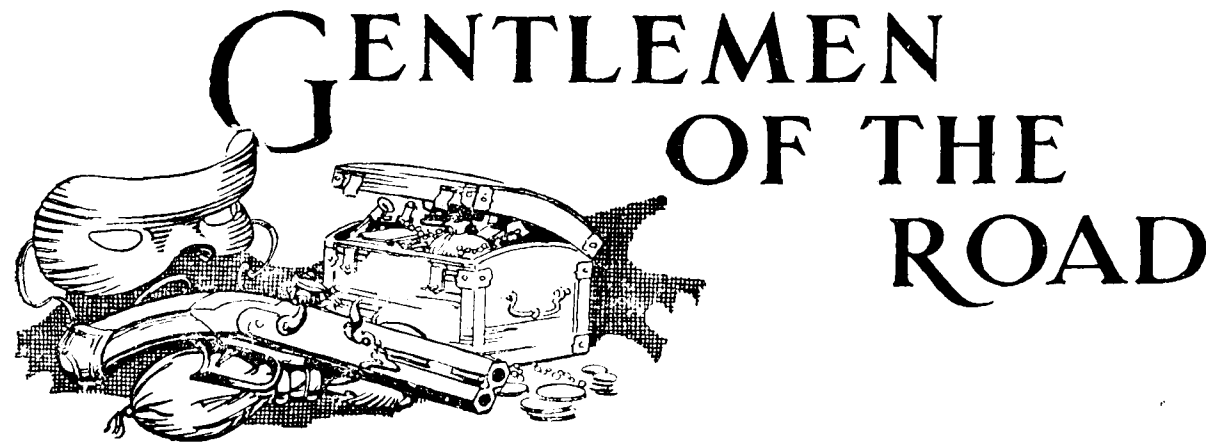
Twenty-five years of steady progress marked by brilliant engineering achievements in the automotive field, have placed within the reach of owners all these desirable qualities demanded in a modern motor car. The present day Oldsmobile in its smart, well conceived appearance, is a fine example of the art of the coachbuilder being carried to the highest point of artistic execution.



The world over more  
people ride on Goodyears  
than on any other make

**GOODYEAR**

2-30-37



Ralph Wade, writing in MODERN MOTORING, makes an appeal for courtesy on the road. We make no apology for reproducing the article in entirety.

OUR coach-riding ancestors used to think with dread of the possibility of an encounter with one of the 'gentlemen of the road' of their day, and the term conjured up visions of a black mask, a pair of pistols—or may be a blunderbuss—and a polite request to hand over anything valuable. To-day quite a different state of affairs exists and I, for one at any rate, think of the phrase in its more literal meaning and welcome with metaphorical open arms any instances of manners which I may be fortunate enough to encounter at the hands of fellow motorists—including the paid chauffeur.

I frequently, but not always, drive one of the present-day 'baby' cars which are deservedly so popular, and I cannot help remarking that the treatment usually meted out to such 'small fry' by those in charge of the largest type of saloon or limousine is, to say the least of it, careless. What joy is it, therefore, when one encounters a driver of a big bus who does not indulge in such tricks as overtaking in traffic and immediately cutting diagonally across to the near side so that the small car has either to pull up or risk trying a battle of wings—with foregone result. Another trick of the big brother—especially it seems the American brand—is to play strident notes on its hooter behind the small car until the latter readjusts his own scheme of necessity to enable the noisy beast to plough its blatant way onward. Again I say, what a pleasure it is to meet a modern gentleman of the road who realises that speed isn't everything in this world.

I honestly endeavour to model my own driving on what I should like everyone else's to be and, whilst I by no means claim perfection, I do at least realize when circumstances land me into a position where I know I have annoyed another driver, and if opportunity permitted I would always apologise, and am always ready to kick myself.

I hope it won't be thought that I am a disgruntled small-car owner and that I have an inherent dislike of those who can afford 70 h.p. or a chauffeur—oh dear no! Many of the most offensive drivers I have met or been passed by—are seated in 7 h.p. cars some of them with noisy open exhausts to boot.

I wonder what percentage of those who practise the ignoble art of cutting in would elbow their way through a doorway in front of someone else who was just about to go through the same door? Very few, I expect, and yet they do not seem to realize that their cut in is equally ill-mannered—and incidentally far more dangerous. It must be seldom that time is so precious that one must behave like a boor in order to gain a minute—besides, how can it be assumed that 'the other fellow' isn't in an equally important hurry?

I have sometimes thought whether it would be practicable for one of the motoring organizations—or the motor press—to keep a black list and to accept reports from motorists of the registered numbers of offending cars. Such a report as 'XYZ 12345 guilty of boring Austin 7 into the gutter on August 10, 1930'—the report to be signed by the sufferer. The list could be published under a general heading such as 'Ill-mannered driving reported,' and the number of the car only given. I imagine road hogs aren't proud of their vice and wouldn't like their friends to see their driving publicly branded. It might also happen, sometimes that the lack of manners was genuinely unintentional, and perhaps unknown, in which case the 'offender' would no doubt like to inquire for further details and perhaps even offer an apology. Such a list might also on occasions be an assistance to the police in support of prosecutions for dangerous driving—a form of police activity which decent motorists should always welcome.

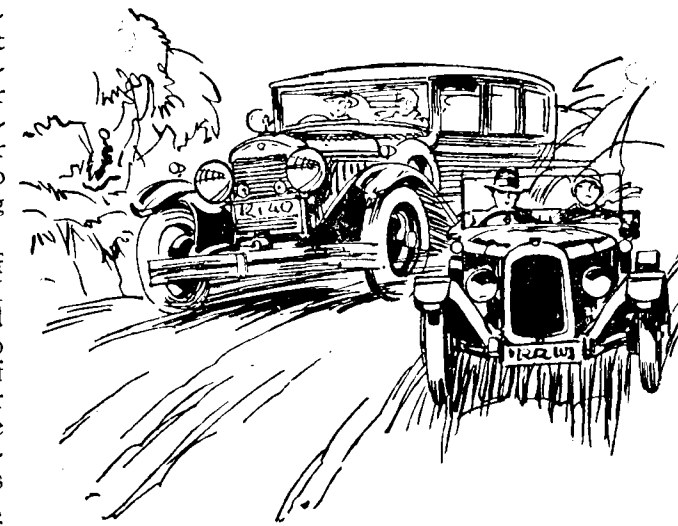
I doubt if anyone submitting such a report would be laying themselves open to action for libel—even if inadvertently wrong in their facts—but I have no expectations of seeing the idea adopted!

I believe quite a lot of bad driving of the kind I have mentioned is caused by motorists falling into the habit of thinking of all traffic as just a matter of so many cars to be negotiated, quite forgetting that each car has a driver with his, or her, own ideas and needs of the moment. I know a

man who habitually, and I am afraid almost instinctively, pits his car against any other which happens to pass him on the road; he always boasts in terms of cars and I'm quite sure he doesn't appreciate what an infernal nuisance he must be to the drivers of his numerous 'scalps.' He is an extreme case I admit, but there are many gradations between him and the type of motorist who feels upset because he has unintentionally 'taken someone else's road.'

Talking of right of way reminds me of the warm glow of appreciation which I experience when another car-owner deliberately stands aside, as it were, to let me through, even though it may entail a momentary check on his own progress. The courtesy of an acknowledging salute when one does the same thing oneself is a little thing in itself, but is one of those minor incidents of life which count.

I always hold that when driving in towns one shouldn't consider it a right of way to pass another car on its near side—although perfectly legitimate if circumstances properly permit. I find it is, however, quite usual for others literally to force their way up



'PITS HIS CAR AGAINST ANOTHER'

on my near side, and it is by no means always possible to avoid being frozen out of what is, to my mind, *my* road—after all, one can't barge on the public highway, however much one wants to indulge in a soccer charge!

One of the worst examples of sheer bad manners I ever encountered was in Cornwall one year, on one of the roads one sometimes finds there which runs through pasture land and has a gate at each end of a stretch of, say, half, or a quarter of, a mile. It

was a very wet day and I and my wife were driving a few hundred yards in front of another car—also with two occupants. On reaching the first gate my wife got out to open it and waited in the heavy rain whilst the other car came up to hold the gate for them. Naturally they passed my car whilst my wife was remounting, and our respective positions were approximately reversed. Equally naturally we expected a similar courtesy from them at the second gate. Need I complete the story? It is, however, a solemn fact that that second gate was allowed to bang shut almost on to my radiator! I suppose I may truly be told that such people's behaviour had nothing to do with the fact that they happened to be motoring. True, but in the pre-war days when I first took up driving there existed an esprit-de-road, and people didn't seem to take up the pastime unless they had that spirit. It was almost as unthinkable in those days to find the utterly selfish driver we know to-day as it still is to-day to find a man who would deliberately cheat at cricket. I hope 'progress' isn't eventually going to give us the latter too!

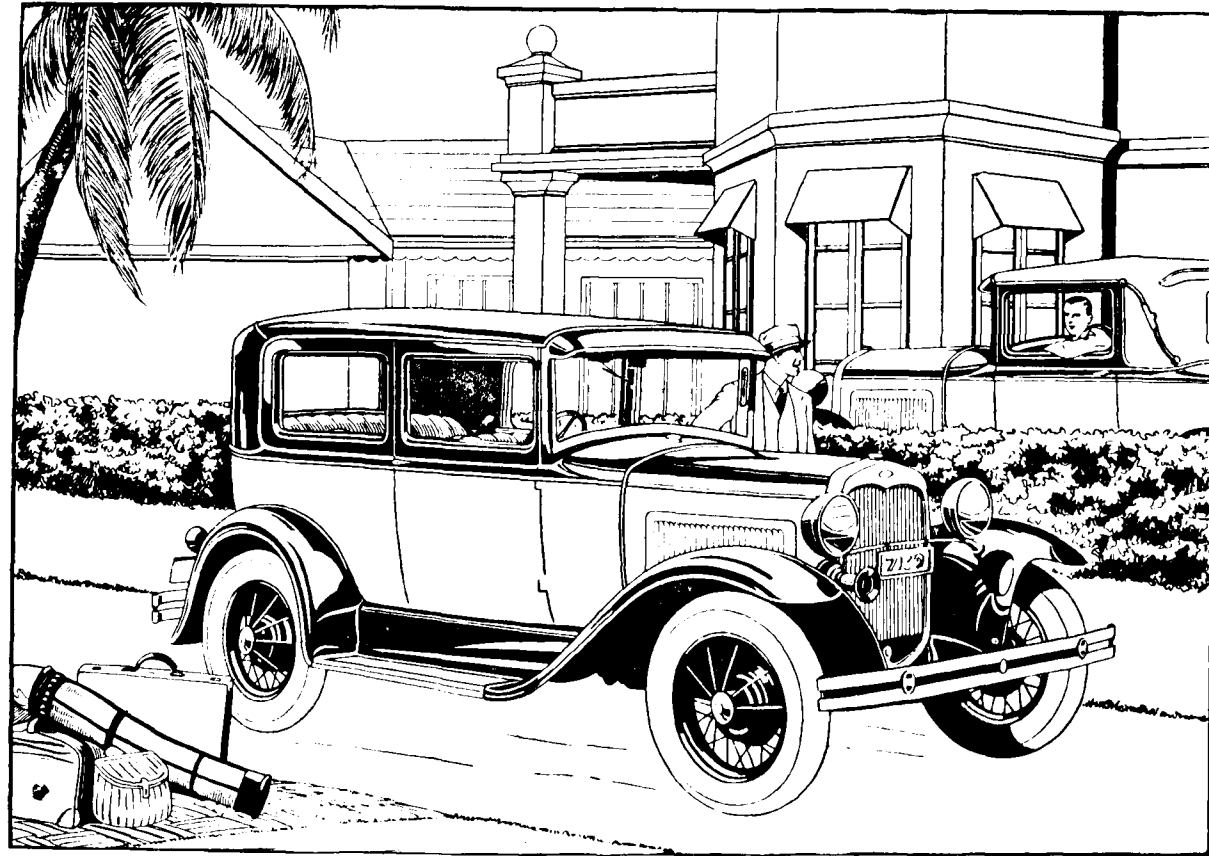
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FORD MOTOR COMPANY OF INDIA, LIMITED, BOMBAY.

## From an Owner Driver's Note Book



by  
"SPOTLIGHT."

### Ask a Policeman.

MANY motorists have an annoying habit of pulling up beside a policeman on point duty to ask questions. It may be a matter of wanting to know the way or it may be a belated attempt to take the tip of the old song "If you Want to Know the Time, Ask a Policeman", but whatever the cause, it is distinctly annoying to other road users. Its first effect is to impede the passage of other vehicles, and second to distract the attention of the man on duty.

Where the point is a very busy one, the results are sometimes unfortunate. It is suggested that when a motorist desires to ask his way, or seek other information, from an officer engaged in controlling traffic, he should pull up at the kerbside—so leaving the road clear for other traffic—dismount and choose a suitable moment for putting his enquiry, or better still, to make the enquiry from a passer-by.

### Strange Noises.

It is surprising what pronounced noises, most alarming to the observant and mechanically minded driver, can arise from the bonnet of a well-used or even a new car under some conditions. Positive "thuds" will sometimes arise, for example, on rough roads, and be mistaken for something entirely different, if the bonnet as a whole is able to move appreciably fore and aft, owing to the distance rod or radiator stay being too long by reason of incorrect adjustment.

One of the queerest experiences I've had came about one day when I happened to be

driving a friend whose small son occupied, in company with a large bag of very stickie sweets, the dickie of my two seater. The car and my friend's tongue were both running sweetly, when without any warning, there was an appalling bang followed by a series of dull thuds from somewhere around the back end of the car.

I stopped immediately to investigate, expecting to find goodness knows what! It was only after quarter of an hour of peering, poking and feeling that I plucked up courage to start again; and not for some hours after that a chance remark on the part of the youngster gave us the key to the mystery.

All that fearful noise had been caused by, first the popping of the sweet bag in the approved style, followed by foot thumpings of delight at the success of the explosion.

I have since tried the trick on some of my motoring friends, but it never works because the bags I try to pop collapse with nothing but an asthmatic wheeze.

### Clever Australian Dogs.

According to a correspondent who visited Australia recently, a custom is prevalent among all classes of motorists which struck him as being on the verge of cruelty to animals. One sees a motorist come out to his car with his dog at his heels, jump in, slam the door and drive off without so much as a look at the poor beast, who steps on to the running board as a matter of course, and there seats himself on his haunches, swaying precariously as the car swings round corners and over bumps. It is a



"The Man on Duty."

matter for wonder how the animals manage to maintain their balance, for they are to be seen on cars at all speeds. It seems nothing short of marvellous that an animal can "stay put" at 45-50 m.p.h. over rough surfaces, especially if the dog be a large one and the car small.

From what I am told the habit originated on the sheep stations, where the owner, doing the rounds in his car does not bother to open the door for the dog at every stop, but takes it for granted that the animal is on the running board.

#### Traffic Problems in 1765

Police Commissioner Whalen of New York City throws some very interesting light on the traffic problems which existed two centuries ago. His facts he has dug up from old records, and he comes to the conclusion that the need for traffic control is not the strictly modern development we are accustomed to consider it.

In the course of a radio address sponsored by the National Safety Council, U.S.A., Mr. Whalen observed that there was an acute traffic problem on the streets of London as far back as 1765. He pointed out that recently he ran across an interesting old book called "The

Art of Walking on the Streets of London." According to the title page, it was written by "the late Mr. Gay." It is a time-worn volume but delightfully fascinating. Let me quote a brief paragraph. It is pretty good evidence that traffic, after all, is an ancient problem.

"If Wheels bar up the road where the Streets are crossed,

With gentle words the coachman's ear accost  
He ne'er the threat or harsh command obeys

But with contempt the spattered foe surveys."

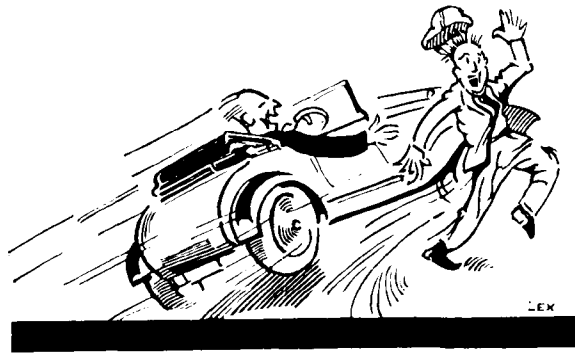
That is one verse. You see they had the

mud splashes even in those days and also they had the 'dirty looks'. But listen to this, you gentleman who stand on the curb:

Stay still; afar the distant wheels you hear,  
Like dying thunder in the breaking air—  
Thy foot will slide upon the miry stone—  
And passing coaches crush thy scattered bone  
And wheels inclose the road on either hand  
Pent round with perils in the midst you stand  
And call for aid in vain as the coachman swears

And carman drive, unmindful of thy prayers.  
Where wilt thou turn? Whither wilt thou fly?

On every side the pressing spokes are nigh!



"Wheels inclose the road on either hand."

#### Care of Car will Cut Cost of Ownership.

SOME motorists complain because the cost of owning a motor car seems excessive. One of the greatest items of expense in operating a motor car comes from abuse in the handling of a very complicated mechanism and from neglect in providing the very simple care required to keep the parts from being subjected to excessive wear, according to E. J. Minert, service manager of General Motors India Ltd.

The used car appraiser, who looks the car over with a critical eye when the owner wishes to turn it in for a new one, knows that length of time in service or number of miles showing on the speedometer cannot be used in establishing the value of the car. Two identical models that have been in

use for a like period of time, may vary several hundred rupees in their value to the new car dealer who is considering purchasing them as part payment on a new car.

The cost of owning a car will be kept low, with respect to depreciation if the owner provides the necessary care in the lubrication of all parts, keeps the body finish in good condition, avoids dents in the fenders and the more expensive dents in the body by avoiding collision, as far as humanly possible. Tyres which are worn smooth through being run on wheels that have been knocked out of alignment, through too strenuous contact with the curb or from other causes, serve to decrease the resale value of the car.

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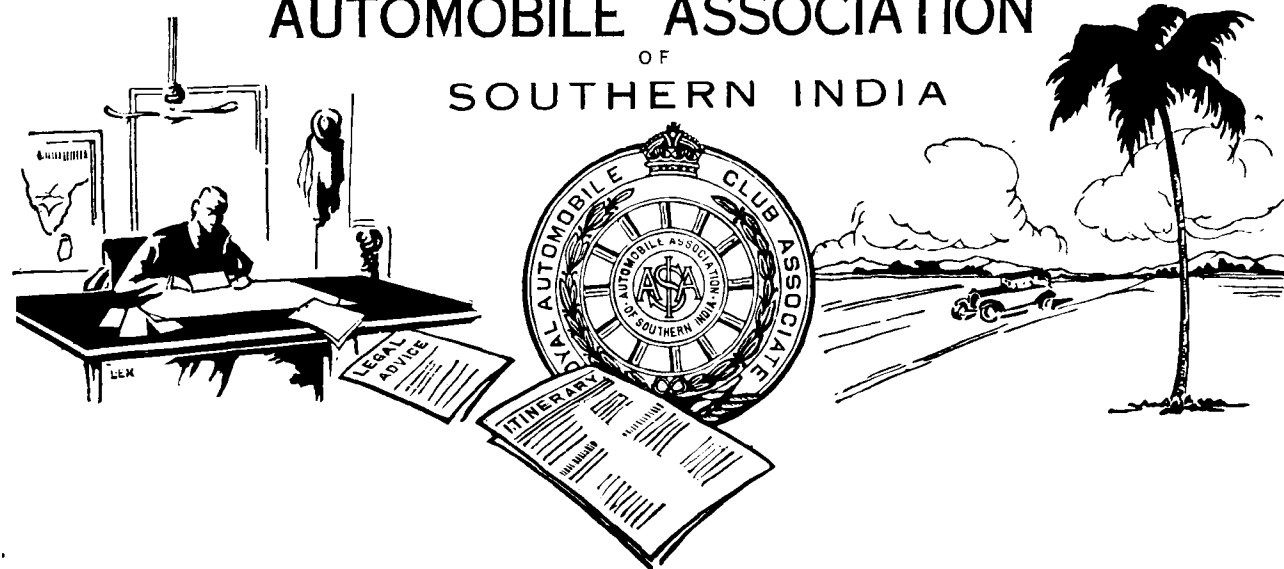
BOMBAY

MADRAS

KARACHI

DELHI

## AUTOMOBILE ASSOCIATION OF SOUTHERN INDIA



### Secretary's Report for January 1931

#### Committee Meeting.

1. The Committee held its monthly meeting on 19th January, and in addition to the usual routine matters, considered the following items of major importance:—

(a) Liability of Insurance Companies in accident cases where learners are driving at the time of the accident.

#### Insurance and Learner Drivers.

**Resolved** to support the W.I.A.A. "in an endeavour to get Insurers to agree that the holder of a learner's permit, driving with a qualified and licensed driver beside him, shall be regarded as a licensed driver for the purpose of insurance claims."

Action is being taken in this direction, but in the meanwhile members should study the conditions of their insurance policies before permitting learners to drive their cars in places where traffic is heavy. Most policies indicate that no liability is accepted for an accident when the car is being driven by an unlicensed driver; and it is open to doubt whether a "learner's permit" can be regarded as a "license" in this connection.

#### License to Possess and Transport Petrol.

(b) Recorded a letter received from the Madras Government intimating that it was not considered necessary to embody a "Petrol license" in the "Certificate of Registration" of motor vehicles, as recommended by the A.A.S.I.

Member should note that it is necessary under the Indian Petroleum Act, to have a license to possess and transport petrol in a motor vehicle. This license is issued free and should be issued with every "Certificate of Registration." If not received, application should be made for one to the Registering Authority.

#### Classification of Roads.

(c) Considered a suggestion that the Tuticorin-Palamcottah Road should be classified as a Class A Road in the proposed new classification.

**Resolved** to support the suggestion and recommend same to Government if found necessary.

**Note.**—It is understood that an extensive change in the classification of roads is under consideration, but nothing definite has yet been decided.

#### Rice Causeway.

(d) Recorded a letter from the Madras Government intimating that the possibility of erecting a bridge near the site of the Race Causeway (on Madras-Chittoor-Bangalore Road) is under consideration.

#### Road Development.

(e) Considered an invitation to nominate two members to join a local Committee to study Road and Transport Development and kindred matters.

**Agreed** to do so and nominated Mr. D. B. Snowden and Major E. Church.

#### Automobile Danger Signs.

(f) Confirmed a letter despatched to the Madras Government deprecating any change in the present type of a sign for a School Zone (i.e., a flaming torch).

#### Guide Book.

(g) Recorded a letter from the Madras Government intimating that, owing to an impending reclassification of roads in the Presidency, it is not likely that an official "Road Book" will be published for some time to come.

**Resolved** to proceed with the compilation and publication of an Association Guide Book.

#### Landing Cars in Madras.

2. Several cars from Ceylon were landed at Madras during December and January, and certain difficulties were experienced. A pamphlet has been drawn up on the subject and sent to the Automobile Club of Ceylon for future guidance.

#### Touring in the United Kingdom.

3. Consequent on the passing of the new Highway Act in the United Kingdom motorists desiring to land cars in that country will have to either insure their cars with an English insurance company or obtain a Certificate of Insurance against third party risks. This latter Certificate can be obtained from the Royal Automobile Club. A note on the subject has been added to the A. A. S. I. pamphlet on "Touring Abroad."

#### Roads.

4. (a) The series of reports issued and published in the press during the flood period of November and December last was continued during January to give information of the reopening of damaged roads. All roads are now motorable with the exception of

(i) The Ranipet—Chittoor Road where the Rice Causeway is not yet restored.

(ii) The Coimbatore—Satyamangalam—Chamrajnagar (Hassanur Ghat) Road where no diversion road or alternative crossing has yet been constructed to replace the damaged bridge over the Bhavani River.

(iii) The Guntur—Rajahmundry Road where the Kistna and Godaveri Rivers can only be crossed by rail

(b) It is understood that much work is in progress on the improvement of existing roads and provision of new roads in Hyderabad State. It is hoped that, in a short time, it will be possible to motor from Madras to Nagpur and beyond by an all road route via Bezvada, Hyderabad and Adilabad, in the dry season. Further intimation will be given in due course.

(c) It is understood that a new road has been constructed, and will shortly be opened, connecting Munnar and Devikolam with the Travancore Central Road near Muvattupuzha.

(d) Information has been received that the Segur—Ooty Ghat Road is not easily negotiated by heavy cars owing to its somewhat steep gradient and sharp hairpin bends. It is not recommended as a better approach road than the Gudalur Ghat Road.

#### Guide Book.

5. The collection of information regarding areas liable to flood; travellers' bungalows, milestones; bridges; town plans; etc., etc., has been continued, but is a slow process. The Madras Government Secretariat have been approached for assistance in this direction.

#### District Representatives.

6. Two District Representatives (Mr. R. F. Vinen of Devikolam Planting Area and Mr. J. A. G. Chalmers of Guntur District) have resigned preparatory to proceeding on leave, Mr. J. H. Catlay and Mr. B. J. Hall have kindly consented to fill the vacancies.

#### Petrol Supplies.

8. (a) The possibility of installing a petrol pump at Gundlupet (on the Mysore—Ooty Road) has been referred to the Petrol Supply Companies, but has not met with approval. Members are informed that petrol is available at Nanjangud Railway Station only 21 miles from Gundlupet.

(b) The charging of an excessive price for petrol in tins at Gundlupet has been taken up by Messrs. The Burmah Shell Company with a view to stopping the practice.

#### License Reminders.

9. A printed post card has been adopted for the license reminder service. The card calls the attention of members to the fact that their licenses are about to expire, informs them how and where to renew them, and points out the liability incurred by failing to renew by due date.

#### Insurance.

10. Arrangements have now been made whereby the Secretary of the A. A. S. I. can issue "Cover Notes" and arrange for the speedy issue of insurance policies 10% bonus on the premium is allowed to members of the Association and arbitration of the A.A.S.I. Committee when disputes arise.

#### Tolls.

11 (a) The correctness of the levying of toll on "through motor traffic" by certain Mysore Municipalities is under investigation.

(b) The abolition of tolls on Motor Vehicles is now in a "Committee Stage" in the Legislative Council. Members should exert their full influence to obtain the support of their local "Member" when the Bill comes before the House shortly, if they desire a successful passage for the bill.

#### Speed Limits.

12. Members are reminded that, while there is no defined "speed limit" for the City of Madras, excessive speed can rightly be, and frequently is regarded by the police as "dangerous driving." Several prosecutions have recently been made, and "speed traps" are not uncommon. In their own interests and out of consideration for other road users, motorists should never drive at excessive speed within the City limits or wherever traffic is heavy—or may reasonably be expected to be heavy. Thirty miles an hour is suggested as a maximum speed, even on a clear road, in any town area. Drivers must, however, always have their cars in full control and should be on the look-out for and conform to "speed limit signs" at the entrance to town, villages and other dangerous areas.

(Continued on page 59.)

# PETROL ECONOMY

Over 200,000 motorists are saving from 5 per cent, to 40 per cent, of their petrol bills by using a

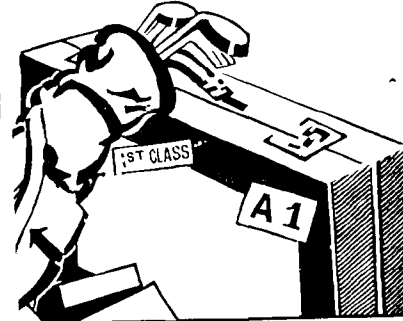
Agents  
WANTED.

**WHALLEY AIR VALVE**

(BRITISH PRODUCT)

Write for Particulars stating name of Car.

Distributors:—**WHALLEY PRODUCTS,** Coonoor, Nilgiris.



## Drive A New Car

Spray-painting with DUCO can make your car look neat and new. The hood and upholstery, too, can be renovated by our experts—so why drive a shabby car?

We are specialists in spray-painting and can quote you surprisingly low prices for complete renovation.

Our bus body building department is at your service too.

**HAROLD & CO.,**  
General Patter's Road,  
**MADRAS.**

**MACKENZIE & CO.,**  
Automobile and Mechanical  
Engineers.  
37, South Parade,  
**BANGALORE.**

## NANKERVIS, LTD.

Automobile Engineers

25, South Parade.

**BANGALORE.**

Distributors of

Chevrolet Cars and Trucks

and Oldsmobile Cars

for the Mysore

Province and Coorg

**Chevrolet Sales and Service.**

**BOUND VOLUMES**

See page 61

## Pack Your Bag For A Long Week-end

and stay at

**Lavender's  
Hotel  
BANGALORE**

Read

"The South India Motor Owner"  
Every Month.

A regular small advertisement in the South India Motor Owner is both economical and effective. It is read by motorists who have learnt to search the pages of this journal for their needs, and who write to us for information before making a purchase.

## Correspondence

The Editor does not hold himself responsible for the opinions of his correspondents. All letters should be addressed to the Editor and must be accompanied by the writer's Name and Address.



### Why Restrict Commercial Transport?

Sir,

The question of road making and maintenance is engaging the attention of most Municipalities and District Boards. These bodies have, in a very large measure, failed to maintain roads in a satisfactory condition and have failed to open up new highways to meet the ever-increasing demand for easier and faster transport facilities. The plea is always "shortage of funds." There can be no doubt that this lack of funds is, in many instances, due to lack of vision on the part of the bodies in question and this has necessitated the intervention of the Central Government with proposals for the abolition of tolls and introduction of other forms of taxation to finance a "Road Fund". In regard to the large sums of money which are produced by tolls and which are annually diverted from their proper sphere—road making—to other uses, so much has been said that only passing reference is necessary here.

The point we wish to emphasise is in connection with the almost general policy adopted by the various authorities responsible for the roads, of restricting motor bus and motor lorry traffic on the plea of the damage to the roads caused thereby. The authorities do not appear to realise the enormous income which would be available for the maintenance and development of roads if bus and lorry licenses were readily available instead of restricted as at present. More buses would provide easier and cheaper transport for the masses, in addition to which a larger service of buses would lead to the public refusing to travel by many of the wretched old vehicles which at present ply for hire.

We give below our estimate of the income derived by the authorities in the first year of running of a 19-seater bus on a typical route (Alleppey to Quilon and return—112 miles):—

|                                                   |     |             |
|---------------------------------------------------|-----|-------------|
| Duty on Chassis landed                            | ... | Rs. 192 0 0 |
| Registration fee                                  | ... | 16 0 0      |
| Driver's License                                  | ... | 2 0 0       |
| Duty on 8 Tyres replaced in the first year        | ... | 36 0 0      |
| Tolls Rs. 1,095 less 20% to Toll Gate Contractors | ... | 876 0 0     |

|                                                                                                                    |     |               |
|--------------------------------------------------------------------------------------------------------------------|-----|---------------|
| Duty at 4 As. per Imperial gallon on Petrol say 25 miles per gallon, 4 gallons per day would in one year amount to | ... | 365 0 0       |
| Income tax paid by owner in one year say                                                                           | ... | 20 0 0        |
|                                                                                                                    |     | Rs. 1,507 0 0 |

From this it will be seen that 100 vehicles on the run would yield Rs. 1,50,700 revenue per annum which could be devoted to road maintenance.

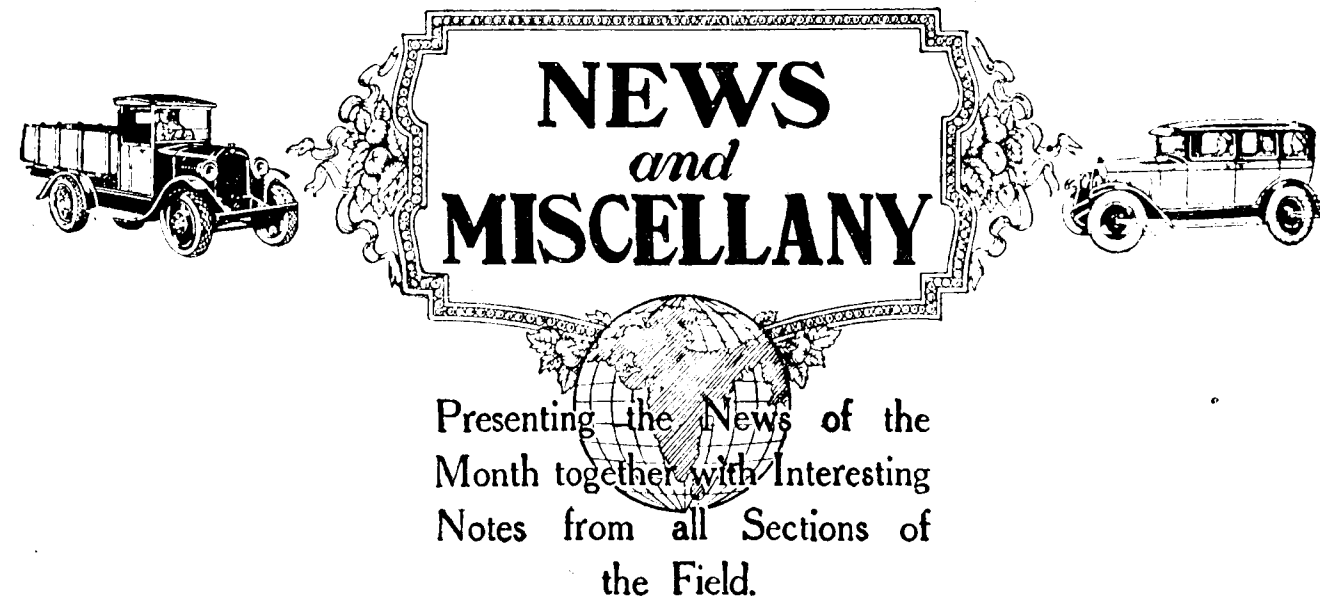
We have heard the policy of license restriction defended on several grounds, but none of them bear scrutiny.

(1) The damage to the roads. The above figures dispose of that plea. The bullock cart does for more damage as may be evidenced by the two deep ruts which mar the centre of practically every road.

(2) An increase in the number of buses is supposed to be dangerous. To exponents of this plea we would recommend half an hour of contemplation on the steps of the Mansion House, London. The chief danger on Indian roads today is the bullock cart, often with the driver asleep or incapable of managing his bullocks, and driven at night without lights. Yet these transport units which were out of date even when "Jehu drove furiously," are allowed to use and destroy the roads to which they contribute practically nothing for maintenance.

(3) There is a plea that a greater number of motor buses can only run at a loss. What this has to do with the authorities we do not know. The only sound way of regulating the volume of traffic is by the laws of supply and demand. If one route does not pay, the bus owners will divert some of their buses to another route. At the present time the restriction of buses gives great inconvenience to passengers in congested areas and subjects them to all the risks concomitant with overloaded and overcrowded vehicles.

(continued on page 59.)



### Confusion Worse Confounded.

WITH a view to avoiding confusion and reducing traffic congestion, point-duty policeman in Paris have just been issued with white sleeves, plainly observable by all drivers. Their appearance at a busy cross-road the other day was the signal for the arrival of hundreds of Press photographers, cinematograph operators and "talkie" experts. The roads were blocked for a considerable time by tripods, cameras, talking-film vans and the necessary wiring. As a result, the congestion was worse than ever!

### Speed Beach Dangers.

Ten days are allowed for record attempts at Daytona beach, but then weeks, or even months, might elapse before the conditions could be considered perfect. The "snag" of a beach course is that a strong side wind is nearly always blowing off the sea, thus affecting steering. In addition, one scarcely ever gets a smooth beach and no wind at one and the same time.

On an inland course the factors of wind and tide have not to be considered, and Campbell, following his success at Daytona, may go on to a wonderful dried-up salt lake in Utah.

Ninety-mile Beach, in New Zealand, apparently suffers from a curious phenomenon. One can walk down the beach as the tide recedes and there will not be a shell to be seen. A few minutes later millions of shells will suddenly sprout out of the sand. A tyre would certainly burst on a car doing 240 m.p.h. with possibly fatal results.

### Electric Spanners to Facilitate Assembly.

Travelling assembly tracks and other labour-saving system are nowadays accepted practice in

automobile works, but it is probable that the most advanced device of all is that which has just been installed at the Birmingham works of the Singer Co. This takes the form of a series of high-frequency electric tools of an altogether new type, which are placed on each side of the conveyor track. The tools consist of drills, reamers and, most interesting of all spanners to tighten most of the nuts used in the assembly of the chassis. We understand that the apparatus is the first of its kind to be used by British car manufacturers.

Not only do these electric tools reduce the time and effort required for a particular job, but they also prohibit any chance of the inaccuracy which, despite the closest supervision, is inseparable from the human element. The degree of tightness necessary for each nut is worked out beforehand, and the electric spanner is set to provide this exactly. An instance of the speed with which operations can be carried out is found in the case of the road wheels, all four of which can be fitted by one mechanic, probably more securely than by human labour, in under half a minute.

### Misleading Advertisements

The R.A.C. ask us to draw the attention of all concerned to the growing practice of advertising international class records as world's records. A world's record is the best performance recognised by the international Association irrespective of size of engine, whereas a class record is the best performance in a particular class. To claim, therefore, a class record as a world's record is a gross misrepresentation of facts and is a serious breach of the rules. A number of instances have occurred recently where class records have been advertised as world's records, and in every case the Club has required the offending advertisement to be withdrawn and a correction inserted.

## AUTOMOBILE ASSOCIATION REPORT

(continued from page 54.)

### Sign Posts.

13. As a result of representations, the Chingleput District Board have erected direction sign posts on the road from Chingleput to Seven Pagodas.

### Road Sense.

14. There are indications that the question of educating the masses in "Road Sense" is receiving close consideration in official circles in Madras.

### Accounts.

15. The 1930 accounts were closed and sent for audit toward the end of the month. The Auditor's Report is awaited. It is hoped to hold the Annual General Meeting late in February or early in March.

### Legal Advice.

16. Legal advice on several questions has been obtained for members.

17. Six new members were elected during the month, while nine members resigned.

### Membership.

F. CHURCH, MAJOR (Retd.),  
January 1931. *Secretary.*

## CORRESPONDENCE

(continued from p. 57.)

Those who can remember English roads 30 years ago and have seen them as they are today know that motor traffic has led to a demand for perfect roads and that the same traffic has provided, not only the necessary funds, to build these roads, but also a surplus of several millions sterling which was diverted to the general revenue by the late Chancellor of Exchequer.

In conclusion we would remark that industry today depends upon easy and cheap transport facilities for men and merchandise,

W. M. GOODACRE & SONS, LTD.

*Alleppey.*

## Diamonds !

WHEREVER wealth and dignity are to be found, there also will be seen precious stones in abundance. To-day, when there are so many imitation "stones" on the market there is a still greater fascination in owning and wearing the finest diamonds.

*Our experience and the advantage of cash purchases direct from the continent is at your service*

**P. CUNNIAH NAYUDU & SON.**

China Bazaar Road,

**MADRAS.**

For the small subscription of Rs. 3 the 'South India Motor Owner' will be sent to you post free for twelve months—there is a simple form on page 64 which is easily filled on. . .

# EXPORTERS & IMPORTERS of INDIA—BURMAH—CEYLON.

## A Trade Reference Book

Size 12½ x 10, Printed Red and Black, in English, French, German and Italian, on best quality of paper, bound in full blue cloth and lettered in gold.

Advertisements are printed in four languages and two colours. Should other languages than those arranged for (*i.e.*, English, French, German, Spanish) be required others can be inserted at slight extra charge.

Each advertiser is entitled to a write-up occupying the equivalent space of his advertisement free of extra charge.

This publication offers to the motor dealer an excellent opportunity to get into touch with manufacturers on the continent and in the U.S.A. Many advertiser have obtained the exclusive handling of sound lines solely through the medium of their advertisement in this publication.

A specimen page will be sent to you on application and we shall be glad to know what space you require as early as possible.

3,000 Copies of the first issue were distributed free of charge by the Times of India Press to: Prospective Buyers, H.M. Trade Commissioners, Enquiry Offices, Foreign Consuls, Crown Agents for the  
:: :: Colonies and Chambers of Commerce :: ::

## THROUGHOUT THE WORLD

*Write for full particulars to*

**EASTERN TECHNICAL PUBLICATIONS,  
MADRAS.**

## Publisher's Notices

### The South India Motor Owner

Published Monthly by

Eastern Technical Publications,

Wood's Road, Mount Road, Madras

'THE South India Motor Owner' is issued on the 15th of each month. It aims to furnish the latest and most authoritative information on all matters relating to motors and motoring under South India conditions. Contributions and correspondence on all matters coming within the scope of this journal are solicited and prompt remittance will be made for all acceptable matter. Contributions should preferably be illustrated.

### Subscription Rates

'One year . . . Rs. 3 postage free payable in advance or recoverable by V.P.P. with the first issue mailed. Sample copies annas eight each plus postage. All remittances for subscriptions should be made payable to Eastern Technical Publications, Madras.

When subscriptions expire, unless previous notification has been received from the subscriber the first issue following the expiry will be sent to the subscriber V.P.P. for a further twelve months' subscription. It is therefore advisable, if any subscriber wishes to discontinue *The South India Motor Owner*, to notify the publishers a month in advance.

### Advertising Rates

Rates for display space will be furnished on application. For small advertisements and entries under 'Sales and Service Guide,' see page 62.

Advertisements to secure insertion in any month's issue should reach this office not later than the 20th of the month preceding. The publishers of *The South India Motor Owner* reserve the right to reject any advertisement for any cause.



## Volume III.

The December 1930 issue of the South India Motor Owner concluded Volume II, and a limited number of volumes bound in full cloth will be available for those readers who may wish to keep their copies for reference.

**Complete Bound Volume Rs. 6.  
Readers Own Copies Bound Rs. 3  
plus postage.**

**Missing copies can be  
replaced : As. 4 per copy.**

As the stock of past issues is limited we would urge readers requiring bound volumes to order at once to avoid disappointment.

**Eastern Technical Publications,  
Mount Road,  
MADRAS.**

THE SOUTH INDIA  
MOTOR  
OWNER

Sales and Service Guide

Arranged alphabetically under vehicle headings this guide should prove extremely useful to motor owners throughout Southern India. The up-to-date Service Station and Sub-Dealer will find entries in this section to be a profitable method of inexpensive advertisement. Each entry in these

columns is charged for at the rate of Re. 1 per line, but no contract can be accepted for less than six consecutive insertions. Correspondence both from Dealers and Car Owners invited in order to make this section as useful as possible.

CARS

Buick.

|                 |                                                                    |
|-----------------|--------------------------------------------------------------------|
| CALICUT         | ... English and Scottish Joint Co-operative Wholesale Society Ltd. |
| MADRAS          | ... R. Patel & Co.                                                 |
| SECUNDERABAD... | Madras Cycle & Motor Mart.                                         |
| COLOMBO         | ... C. A. Hutson & Co., Ltd.                                       |

Cadillac.

|                 |                                                                  |
|-----------------|------------------------------------------------------------------|
| CALICUT         | ... English & Scottish Joint Co-operative Wholesale Society Ltd. |
| MADRAS          | ... R. Patel & Co.,                                              |
| SECUNDERABAD... | Madras Cycle & Motor Mart.                                       |
| COLOMBO         | ... C. A. Hutson & Co., Ltd.                                     |

Chevrolet.

|            |                              |
|------------|------------------------------|
| BANGALORE  | ... Nankervis Ltd.           |
| BELLARY    | ... Asquith & Co.            |
| BERHAMPORE | ... Ganjam Automob-<br>iles. |

WILLYS-KNIGHT  
TRUCKS

The Six Cylinder  
Truck with the  
Silent Sleeve  
Valve Engine

Dependable and  
Economical Commercial  
Transport.

MADRAS AUTOMOBILES  
MOUNT ROAD  
MADRAS.

Bound Volumes  
of the  
South India Motor Owner  
Volume II. Jan-Dec. 1930  
are available at  
Rs. 6 each, postage  
extra, from the offices of the  
Publishers.

|                 |                                              |
|-----------------|----------------------------------------------|
| BEZWADA         | ... Row & Brothers.                          |
| COIMBATORE      | ... T. Stanes & Co.,<br>Ltd.                 |
| KOTTAYAM        | ... Ramkrishna<br>Chettiar & Co.,            |
| MADRAS          | ... Byramshaw & Co.,<br>Limited.             |
| MADURA          | ... T. V. Sundram Iyen-<br>gar & Sons., Ltd. |
| OOTACAMUND      | ... Stanes Motors (Nil-<br>girls) Ltd.       |
| SECUNDERABAD... | Hormusjee & Co.                              |
| TRICHINOPOLY    | ... Ayer Motor Co.                           |
| VIZAGAPATAM     | ... Andhra Engineering<br>Co.                |
| COLOMBO         | ... Rowlands Garage<br>Ltd.                  |

Chrysler.

|            |                         |
|------------|-------------------------|
| MADRAS     | ... Jones & Co.         |
| N.S. ARCOT | ... C. S. Krishnasawmi. |

Dodge.

|            |                        |
|------------|------------------------|
| COIMBATORE | ... United Motors Ltd. |
|------------|------------------------|

Erskine.

|        |                     |
|--------|---------------------|
| MADRAS | ... Romer Dan & Co. |
|--------|---------------------|

SALES & SERVICE GUIDE--  
(continued).

Hillman.

|              |                         |
|--------------|-------------------------|
| MADRAS       | ... Simpson & Co., Ltd. |
| OOTACAMUND   | ... Simpson & Co., Ltd. |
| TRICHINOPOLY | ... Simpson & Co., Ltd. |

La Salle.

|                 |                                                                            |
|-----------------|----------------------------------------------------------------------------|
| CALICUT         | ... English & Scottish<br>Joint Co-operative<br>Wholesale Society,<br>Ltd. |
| MADRAS          | ... R. Patel & Co.                                                         |
| SECUNDERABAD... | Madras Cycle &<br>Motor Mart.                                              |
| COLOMBO         | ... C. A. Hutson & Co.,<br>Ltd.                                            |

Marquette.

|                 |                                                                            |
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| CALICUT         | ... English & Scottish<br>Joint Co-operative<br>Wholesale Society,<br>Ltd. |
| MADRAS          | ... R. Patel & Co.                                                         |
| SECUNDERABAD... | Madras Cycle and<br>Motor Mart.                                            |
| COLOMBO         | ... C. A. Hutson & Co.,<br>Ltd.                                            |

Morris.

|            |                        |
|------------|------------------------|
| COIMBATORE | ... United Motors Ltd. |
|------------|------------------------|

Nash.

|           |                                        |
|-----------|----------------------------------------|
| BANGALORE | ... Hanumanthappa &<br>Co.             |
| MADRAS    | ... Motor Recondition-<br>ing Station. |
| PUDUKOTTA | ... Motor Trading Co.                  |

Oakland.

|            |                              |
|------------|------------------------------|
| COIMBATORE | ... T. Stanes & Co.,<br>Ltd. |
| COLOMBO    | ... Rowlands Garage<br>Ltd.  |

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reasonable prices to the  
satisfaction of our customers.

When next you have  
printing in mind ask us to  
submit our suggestions and  
estimates.

WOODS ROAD,  
Mount Road, MADRAS.

PULLING  
POWER

Pulling power in a journal  
is just as important as  
pulling power in an engine.

o o o

This is one of the reasons  
why small advertisement  
space in this paper has  
proved its value to  
advertisers throughout S.  
India.

The Next issue of  
the South India  
Motor Owner will be  
specially interesting.

Make sure of your  
copy now.

Oldsmobile.

|                 |                                             |
|-----------------|---------------------------------------------|
| BANGALORE       | ... Nankervis Ltd.                          |
| BELLARY         | ... Asquith & Co.                           |
| BERHAMPORE      | ... Ganjam Automobi-<br>les                 |
| BEZWADA         | ... Row & Brothers.                         |
| KOTTAYAM        | ... Ramkrishna<br>Chettiar & Co.            |
| MADRAS          | ... Motors & Services<br>Ltd.               |
| MADURA          | ... T. V. Sundaram Iyen-<br>gar & Sons Ltd. |
| OOTACAMUND      | ... Stanes Motors (Nil-<br>girls) Ltd.      |
| SECUNDERABAD... | Hormusjee & Co.                             |
| TRICHINOPOLY    | ... Ayer Motor Co.                          |
| VIZAGAPATAM     | ... Andhra Engineering<br>Co.               |
| COLOMBO         | ... C. A. Hutson & Co.,<br>Ltd.             |

Overland.

|              |                                  |
|--------------|----------------------------------|
| ALLEPPEY     | ... Wm. Goodacre &<br>Sons, Ltd. |
| CALICUT      | ... Wm. Goodacre &<br>Sons, Ltd. |
| COCHIN       | ... Wm. Goodacre &<br>Sons, Ltd. |
| MADRAS       | ... Simpson & Co., Ltd.          |
| OOTACAMUND   | ... Simpson & Co., Ltd.          |
| QUILON       | ... Wm. Goodacre &<br>Sons, Ltd. |
| TRICHINOPOLY | ... Simpson & Co., Ltd.          |

Peugeot.

|        |                     |
|--------|---------------------|
| MADRAS | ... Romer Dan & Co. |
|--------|---------------------|

Pontiac.

|            |                              |
|------------|------------------------------|
| COIMBATORE | ... T. Stanes & Co.,<br>Ltd. |
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Singer.

|              |                         |
|--------------|-------------------------|
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| TRICHINOPOLY | ... Simpson & Co., Ltd. |

Studebaker.

|        |                     |
|--------|---------------------|
| MADRAS | ... Romer Dan & Co. |
|--------|---------------------|

Triumph.

|        |                         |
|--------|-------------------------|
| MADRAS | ... Madras Motor Sales. |
|--------|-------------------------|

Vauxhall.

|            |                                  |
|------------|----------------------------------|
| COIMBATORE | ... T. Stanes & Co.,<br>Ltd.     |
| COLOMBO    | ... Rowlands Garage<br>Co., Ltd. |

Willys-Knight.

|              |                                  |
|--------------|----------------------------------|
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| COCHIN       | ... Wm. Goodacre &<br>Sons, Ltd. |
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| OOTACAMUND   | ... Simpson & Co., Ltd.          |
| QUILON       | ... Wm. Goodacre &<br>Sons, Ltd. |
| TRICHINOPOLY | ... Simpson & Co., Ltd.          |

Wolseley.

|        |                    |
|--------|--------------------|
| MADRAS | ... Union Company. |
|--------|--------------------|

SALES & SERVICE GUIDE—  
(continued).

## TRUCKS.

## Chevrolet Trucks.

|              |     |                                           |
|--------------|-----|-------------------------------------------|
| BANGALORE    | ... | Nankervis Ltd.                            |
| BELLARY      | ... | Asquith & Co.                             |
| BERHAMPORE   | ... | Ganjam Automobi-<br>les.                  |
| BEZWADA      | ... | Row & Brothers.                           |
| COIMBATORE   | ... | T. Stanes & Co.,<br>Ltd.                  |
| KOTTAYAM     | ... | Ramakrishna<br>Chettiar & Co.,            |
| MADRAS       | ... | Byramshaw & Co.,<br>Limited.              |
| MADURA       | ... | T. V. Sundaram Iyen-<br>gar & Sons., Ltd. |
| OOTACAMUND   | ... | Stanes Motors (Nil-<br>giris) Ltd.        |
| SECUNDERABAD | ... | Hormusjee & Co.                           |
| TRICHINOPOLY | ... | Aiyer Motor Co.                           |
| VIZAGAPATAM  | ... | Andhra Engineering<br>Co.                 |
| COLOMBO      | ... | Rowlands Garage<br>Ltd.                   |

## Dodge Trucks.

COIMBATORE ... United Motors Ltd.

## Diamond Trucks.

MADRAS ... Cromandel Auto-  
biles.

## Fargo Trucks.

MADRAS ... Jones &amp; Co.

## Federal Trucks.

MADRAS ... Simpson &amp; Co., Ltd.

OOTACAMUND ... Simpson &amp; Co., Ltd.

TRICHINOPOLY ... Simpson &amp; Co., Ltd.

## G. M. C. Trucks.

CALICUT ... English & Scottish  
Joint Co-operative  
Wholesale Society  
Ltd.

MADRAS ... R. Patel &amp; Co.

SECUNDERABAD ... Madras Cycle and  
Motor Mart.COLOMBO ... C. A. Hutson & Co.,  
Ltd.

## Overland Buses.

ALLEPPEY ... Wm. Goodacre &  
Sons, Ltd.CALICUT ... Wm. Goodacre &  
Sons, Ltd.COCHIN ... Wm. Goodacre &  
Sons, Ltd.

MADRAS ... Simpson &amp; Co., Ltd.

OOTACAMUND ... Simpson &amp; Co., Ltd.

QUILON ... Wm. Goodacre &  
Sons, Ltd.

TRICHINOPOLY ... Simpson &amp; Co., Ltd.

## Selden Trucks.

MADRAS ... Motor Recondition-  
ing Station.

## Stewart Trucks.

MADRAS ... Rajagopal Motor  
Works.COIMBATORE ... Lakshmi Motor  
Works.

MADURA ... A. Tanudin &amp; Co.

BEZWADA ... General Automobiles.

## Studebaker Trucks.

MADRAS ... Romer Dan &amp; Co.

## White Trucks.

MADRAS ... W. H. Brady & Co.,  
Ltd.

## Willys-Knight Trucks.

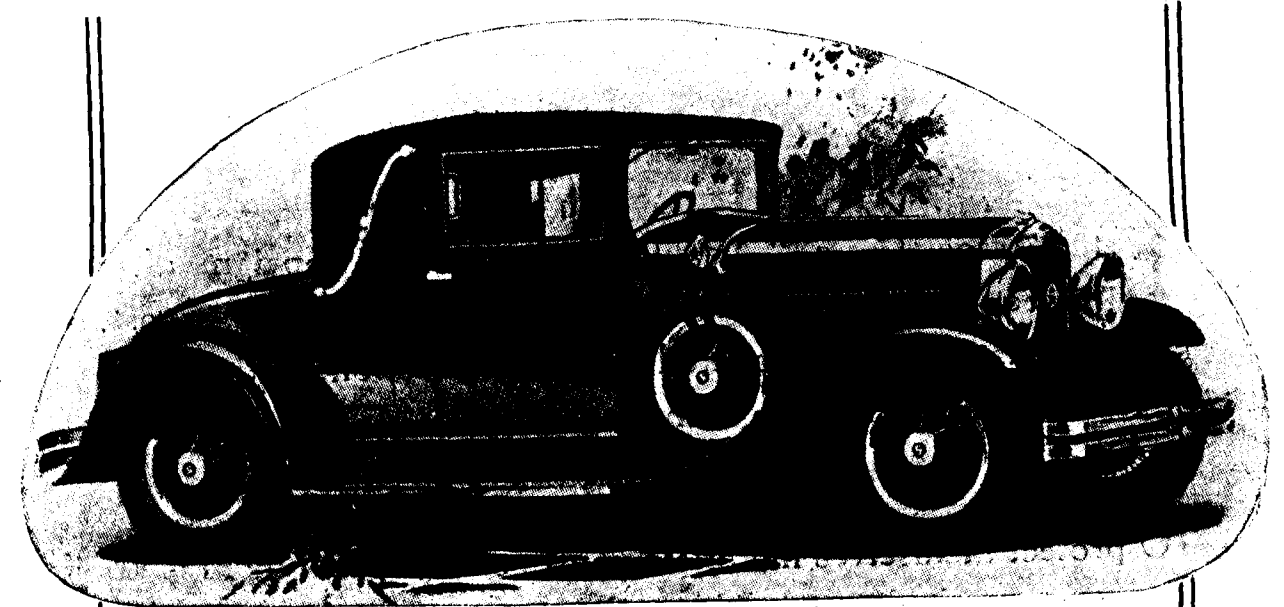
MADRAS ... Madras Automobiles.

SALEM ... V. S. Rajagopalan &  
Co.

## THE SOUTH INDIA

Registered ..  
No. M. 2515MOTOR  
OWNER

Official Organ of the Automobile Association of Southern India



Whether you contemplate buying a car, a tyre, oil, or even the smallest accessory there are always certain considerations which, if taken into account, will help you to make a purchase of greater value. Recently we have had the pleasure of helping many of our readers toward the making of wise purchases and we hope that many more readers will permit the staff of the South India Motor Owner to assist them in this way.

EASTERN TECHNICAL PUBLICATIONS, MOUNT ROAD, MADRAS.

## SUBSCRIPTION ORDER.

To EASTERN TECHNICAL PUBLICATIONS,  
MOUNT ROAD, MADRAS.

Please place my name on the subscription list of the **South India Motor Owner** and send me .....copies monthly until countermanded, commencing .....193 .

I enclose Rs.....being the post-free subscription for twelve months.\*

Name.....

Address.....

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India, Burma and Ceylon, Rs. 3 per annum.

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\* Subscribers may, if they wish, have the first issue sent to them V.P.P. for the full twelve months' subscription. Unless therefore cash or cheque accompanies this form, the V.P.P. method will be followed.

# ARE YOU A MEMBER

of the  
**Automobile Association**  
:: of Southern India ::

THE Association's "Abolition of Tolls" campaign, after three years effort, has been successful—but at a cost. Efforts must now be directed toward reduction of the rates of taxation for which combination of motorists and others is essential.

TO protect themselves motorists must combine, and there is no better way of doing so than by joining the Automobile Association of Southern India.

WRITE to-day for details of the Association's activities, organisation, etc., and a form of application for membership to:—

**The Secretary**  
**Automobile Association of Southern India**  
**Kardyl Buildings, Mount Road, Madras**

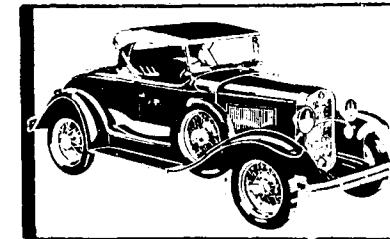
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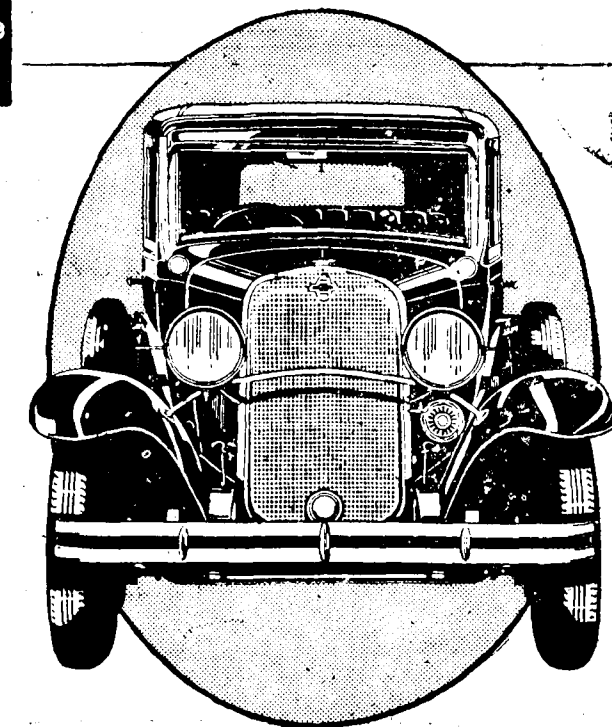
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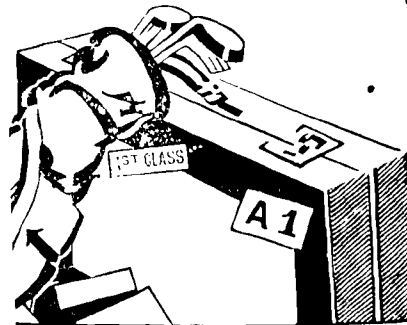
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See page 92

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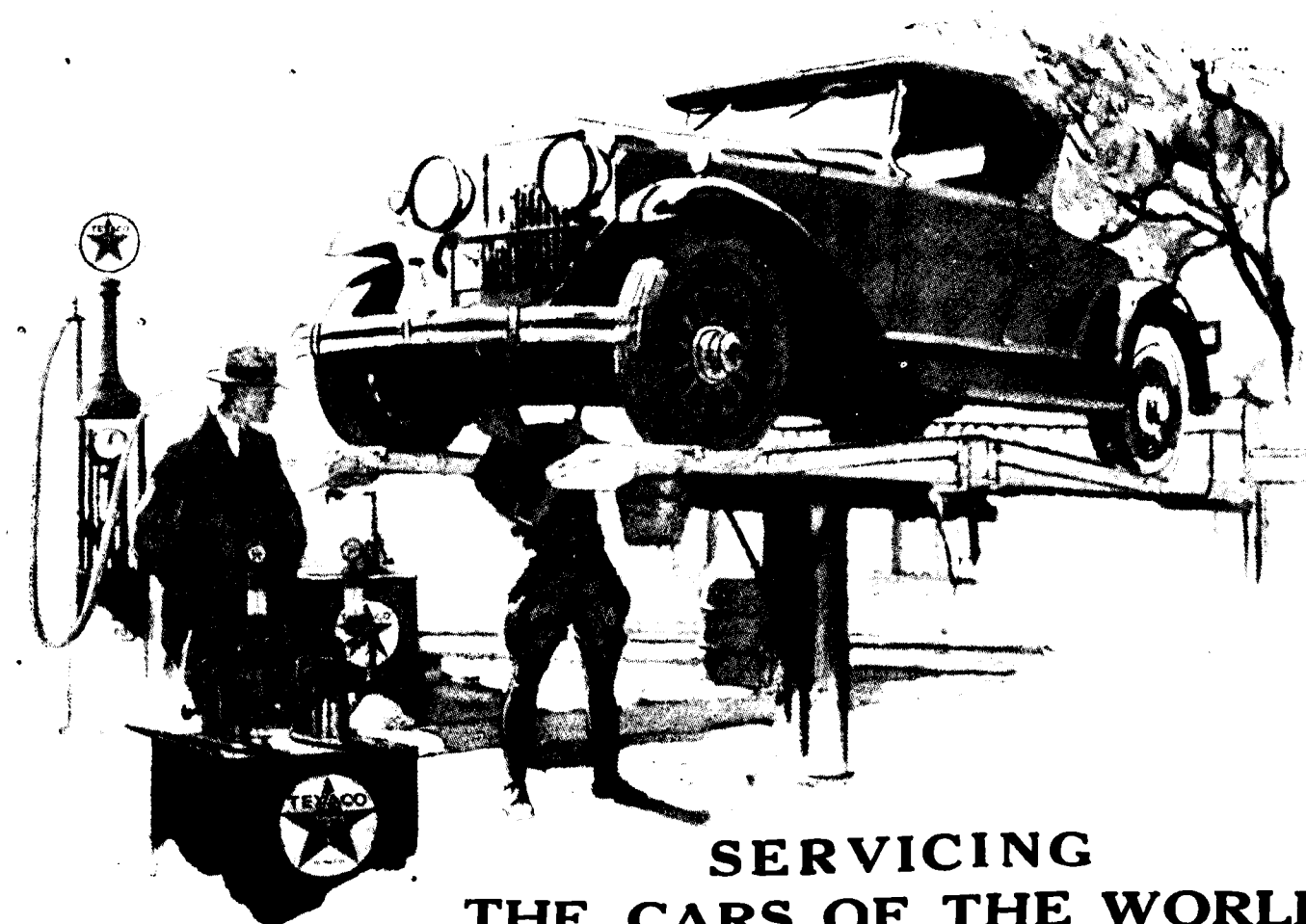
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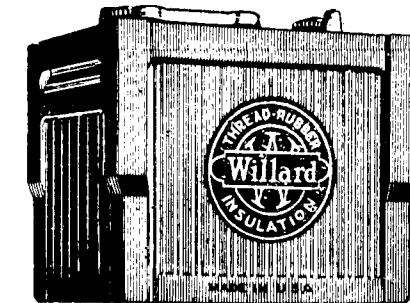
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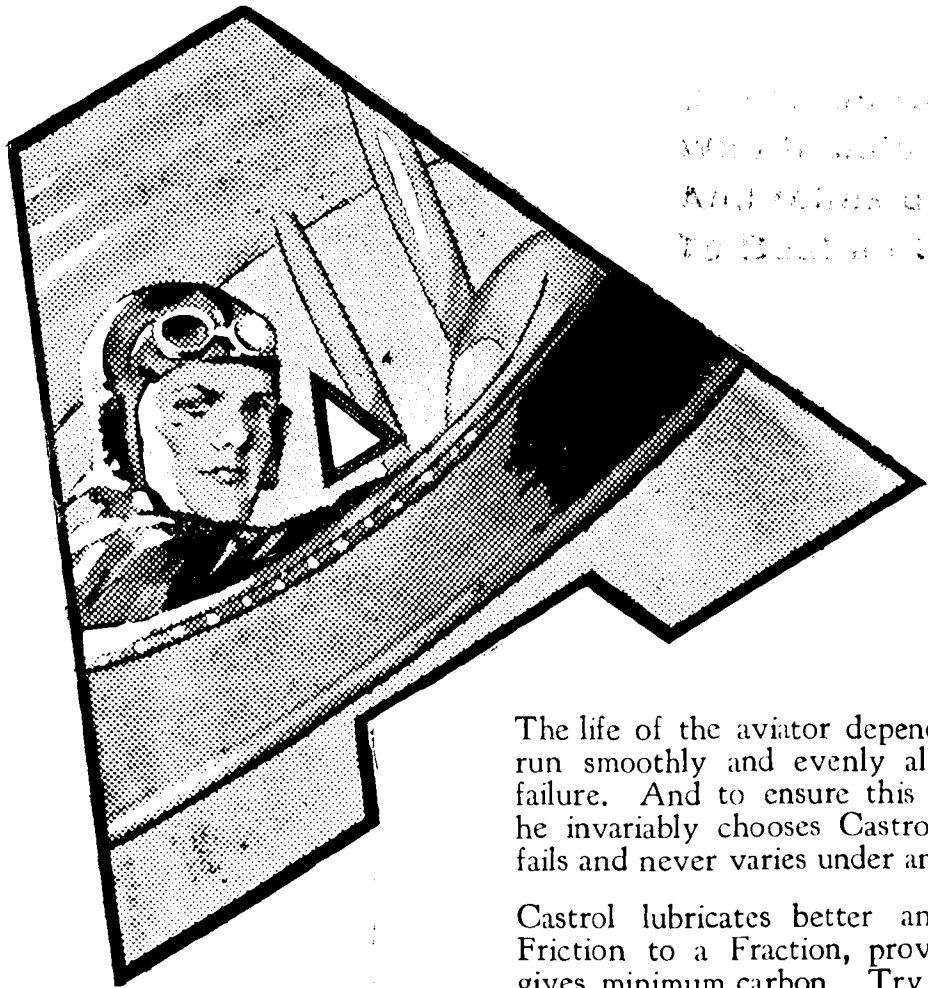
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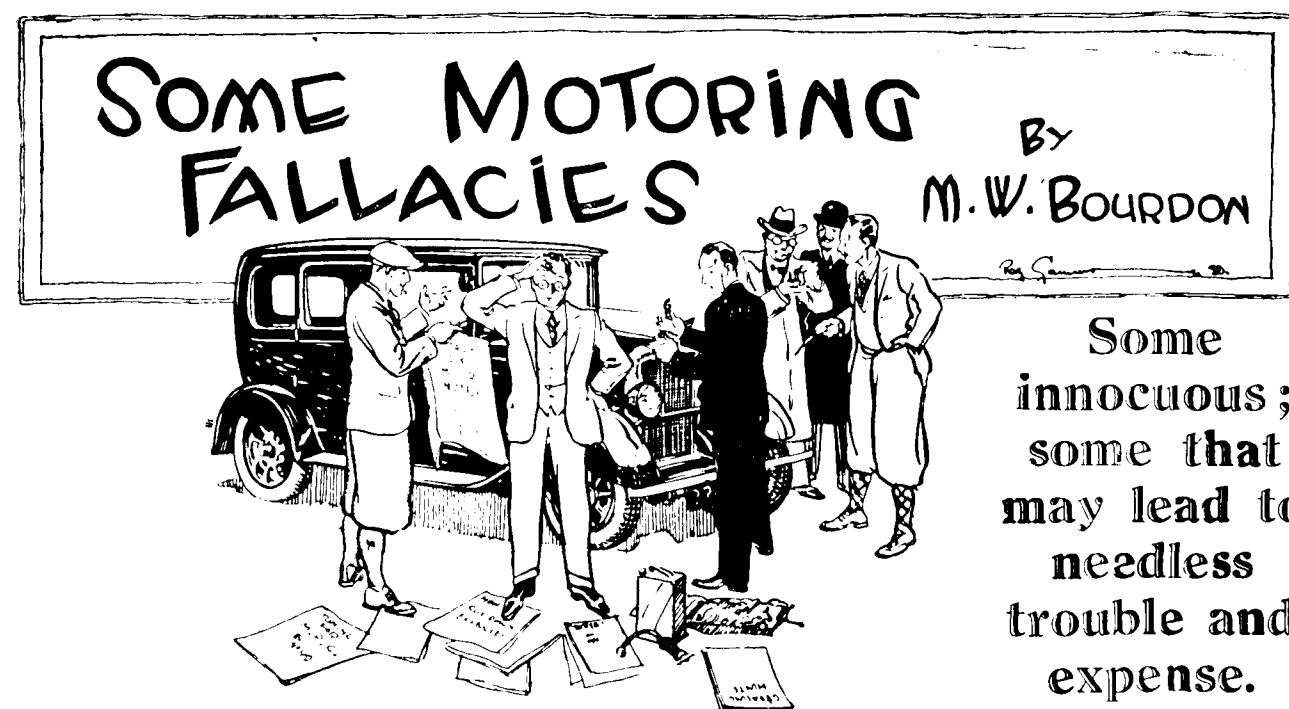
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March, 1931

Price As. 8

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IT is quite evident, from the statements and discussions one overhears — unintentionally but unavoidably, of course — in public places, from letters addressed by readers to their favourite newspapers, and some of the so-called “practical hints” that are written by presumably experienced people, and from other sources, that a great many fallacies prevail in connection with motors and motoring. And, says the author writing in a recent issue of the *Morris Owner*, for reasons evident from what has been said above, each one, unfortunately, gains a wider circle of credence with the passage of time.

#### Ball Bearing Lubrication.

Some of these fallacies are harmless; there is, for example, the opinion extensively held that a ball or roller bearing needs oil or grease for the same reason that a plain bearing needs some form of lubricant — i.e., in order to reduce friction and wear. No harm can be done by anyone holding that opinion, because if, in consequence, a ball bearing is regularly and frequently replenished with lubricant the surplus to requirements is innocuous — unless it is put into the wheel hubs and exudes into the brake drums.

The oil and grease that, admittedly, ought always to be present in a ball or roller bearing is needed, I had better say, to prevent corrosion due to moisture derived by condensation from the atmosphere, or from leakage of water into the bearing in wet weather or while the car is being washed.

These forms of “anti-friction” bearings need no oil or grease for lubrication because there is no

rubbing contact between their component parts, only rolling contact, which does not give rise to friction. At all events, that is so theoretically. Nevertheless, as suggested above, they do need oil or grease for protection.

Harmless, also, is the fallacy that if a driver negotiates a corner too fast his car will tend to overturn towards the inside of a curve. This represents a problem, I believe, that editors of motor journals have submitted to them from various quarters by almost every post.

Need I add that, in the circumstances mentioned, the car will tend to overturn towards the out-side of the curve? The effect of centrifugal force acting through the centre of gravity of the car is, of course, responsible.

#### Speed and Petrol Consumption.

Another fallacy, not very prevalent perhaps, but one that probably causes a few motorists to use more petrol than is positively necessary, is that the less time a car occupies in completing a given journey the less petrol it will use. Actually the exact reverse is the case, so long as the speed does not fall below what may be termed the economic minimum, which may be taken, roughly, as being about 20–24 m. p.h. on top gear and a level road with a car of say, 14 h.p. and a proportionate speed on the other gears when the gradient compels their use.

At lower speeds the fuel efficiency of the engine falls off and the provision for giving a rich mixture for starting and idling may be brought into effect. At higher speeds than the “economic minimum”

increased wind resistance causes increased petrol consumption; the engine must develop more power to drive the car at 40 m.p.h. than at 25 m.p.h. or 30 m.p.h., and it can do so only by burning more petrol, by the driver permitting or causing more generous charges to enter the cylinders on each and every stroke — by depressing the accelerator to a greater extent, in brief.

I have proved by tests on the road that the petrol consumption increases almost in proportion to the increase of speed above 25 m.p.h. with some cars; from 30 m.p.g. at 25 m.p.h. it may increase to 25 m.p.g. at 35 m.p.h., for example.

#### Why, Radiator Shutters are Fitted.

Petrol consumption may be increased, too, by belief in another popular fallacy — i.e. that the cooler an engine runs the better. Actually, it would be of advantage, in some respects, if a car engine could be run with the water always boiling!

Experiments made within my knowledge during the War with cooling fluids having a much higher boiling point than water showed that an engine developed more power the hotter it ran within a temperature maximum much above 212 deg. Fahr. (the boiling point of water).

True, special provisions in regard to lubrication, etc., were essential; but the fact still remains that the principal reason why it is harmful to run with the radiator boiling is that the water is quickly lost in the form of steam.

Thermostatically controlled radiator shutters a refinement on certain Morris cars, are not primarily fitted to prevent the water from boiling, but to cause it to become hot as quickly as possible after a cold start and to keep it as hot as possible without actually boiling — when otherwise it would tend, owing to running conditions, to become too cool from the standpoint of fuel consumption and general efficiency.

#### Fallacies about Sparking Plugs.

There are two fallacies widely existent concerning sparking plugs. The first is that the closer the “points” are set together — with magneto ignition particularly — the more readily the engine will start

and the better it will run when idling. But while there is a standard maximum that should be observed in width of spark gap (18 thousandths of an inch with a magneto and 20 thousandths with battery ignition), there is also a minimum width below which the character of the spark deteriorates from the ignition point of view, particularly at starting and low speeds. I have known many cases of difficult starting and erratic idling to be cured solely by the spark gaps being opened out to the standard width indicated by the gauge supplied by the makers.

The second sparking plug fallacy is that if regular sparks occur at the gap while the body of the plug with high-tension wire attached, rests on the cylinder head and the engine is turned by hand, the plug is in perfect condition. The test thus indicated is certainly one that is often recommended in handbooks on motoring; but it tells very little, nothing more than that the current is reaching the plug regularly. The plug may be all right, but it may not; if the insulation were cracked or faulty, or the internal part of it badly carboned or oily, the spark might “short” when its passage across the gap was resisted by compression pressure under normal operating conditions.

A far better test is to run the engine on one cylinder at a time, shorting the plugs of the others by means of devices made for the purpose or with tools having handles of wood. Testers with an element containing neon gas are also dependable, if used according to the instructions accompanying them.

#### Water for the Batteries.

A fallacy I saw expressed in print recently is that rain-water is a dependable substitute for distilled water for battery replenishment. I will not assert that all rain-water is harmful to the battery; but very frequently it is so, because of the impurities it has gathered in falling through the atmosphere and storage receptacles. In the days when a garage is found in almost every street and numerous chemists' shops available, where distilled water can be obtained for next to nothing, there is no excuse for using anything else; the use of rain-water is directly opposed to battery makers' injunctions.



This Ford bus makes light of these road conditions encountered during the course of its work.

Another item of printed advice that recently came to my notice indicating a fallacy was that if a motorist suspected that something was wrong with the lubricating system of his engine he could keep running for a while, without fear of harm by pouring lubricating oil into his petrol tank in the proportion of a pint of oil to a gallon of petrol. Thus, it was said the deficiency in lubricant circulated by the usual means could be made up, because oil entering the cylinders with the petrol would lubricate the piston.

But let me say forthwith and emphatically that the motorist who held such a belief and acted upon it under the circumstances specified would be "asking for trouble," and would probably have it in generous measure from more directions than one.

When lubrication fault is suspected, the engine should be stopped and the trouble traced and cured without delay. In nineteen cases out of twenty the underlying cause will be either insufficient oil

in the engine or a choked filter due to neglect to clean it periodically.

#### Petrol Economy and Carburettor Adjustment.

Space limitations forbid detailed reference to a number of other motoring fallacies, but one more that is widely held may be mentioned. It is that the weakest possible mixture of petrol and air on which the engine will run without misfiring, gained by carburettor adjustment or use of a mixture control, is the most economical. It is not; there is only a narrow range of mixture on each side of the ideal that will give the utmost economy. With a mixture control as fitted to Morris cars and as set by the makers, a driver cannot go far wrong by running with the control set at "Weak" when the engine is warm; but if some amateur tuner "tinkers" with the setting of the carburettor by still further weakening the mixture, the result will probably be increased consumption, reduced power, overheating and burnt valves.

## WHEN FATE JEERS

A RAKISH, immaculate car glided in leisurely manner along the gleaming road. Its driver, a man whose chief characteristic lay in his pale, sinister cast of countenance and the somewhat fanatical glint in his eyes sat huddled up and heedless at the wheel. Many a hastening car passed him, the occupants usually bestowing a swift glance of curiosity on the dour, solitary figure.

Yet, for all the latter's apparent listlessness, his mind was restive, his thoughts running through deep and tortuous channels.

How much longer must this go on, he wondered. It seemed an eternity since the day when—

He could not restrain a shudder. He had acted upon instructions. He prided himself on always doing things thoroughly, but to a man of his temperament the whole affair was slightly nauseating.

Of course, if he could only stick it out, he knew that he would become his old self again. Yes, on that point alone depended safety and assurance and the satisfactory fruition of his plans. . . .

A powerful, yellow, sports model zoomed past, slowing up momentarily as its pilot looked hurriedly over his shoulder. His face wore a malevolent expression of triumph. Then he crouched low over the steering wheel and fiercely accelerated. . . .

"Beamish and his Brantely!" muttered the

sinister-looking man, in a voice that trembled with half-suppressed excitement and annoyance. "I think I can see what his game is! He won't keep his mouth shut unless—"

He deliberated for some moments.

Should he risk it? The road was clear and quiet and he was confident that he would be more than a match for Beamish.



If Beamish once got talking to "the boys. . . ." He writhed uneasily at this disturbing thought.

The long, wide stretch of macadam called temptingly. The mocking, yellow car was somewhere ahead. . . . Then his face lit up with an almost fiendish smile of glee as he noticed the figures on the speedometer.

You see the sinister-looking man was an inveterate "speed merchant," the idol of the local motor club, who, for a thousand dreary, weary miles had conscientiously driven his new

super-sports bus at a speed not exceeding 25 m.p.h. Now the engine was "run in," and his redoubtable rival, the bragging Beamish, in his Brantely, was to get the surprise and drubbing of his life.

With a chuckle of pure delight the transformed driver opened the throttle. The machine, like an unleashed greyhound, bounded forward and—

Phut! Tragedy.

The petrol tank had run dry. "Light Car."

## EDITORIAL.

## Tarred Roads.

### Not the Ultimate Surface.

IT will be remembered that when tar was first introduced into Southern India road making, one of the claims for its wide application in Madras was that it would materially allay the dust nuisance, then just beginning to manifest itself with the arrival of comparatively fast vehicles.

It seems, therefore, a great pity that the authorities have quite spoiled our enjoyment of the few weeks of comparatively cool weather which yet remain to us by deeming it necessary in many districts to cover the surface of our tarred roads with a mixture of dust and grit in order to prevent the road surface from being carried away on the wheels of passing traffic. Let us say at once that we appreciate very highly the efforts of those who had a thought to the stickiness of the tar, and sincerely hope that they may continue their considerate efforts.

But it would seem that if with the arrival of a little warm weather we have to create an artificial dust nuisance, that tar is not really a suitable covering for modern roads. It might be a good thing if some of our chemists would set about discovering a substance which would have the dustless, waterproof and durable qualities of tar, and yet be unaffected at the comparatively low temperatures which play havoc with a tarred road.

### On Buying Second-hand.

At no period in the history of motoring in Southern India has it been possible to obtain better value in the second hand car market than at the present time. Low priced cars in excellent condition are to be bought without the slightest doubt as to their entire road worthiness and prospect of long and trouble-free running.

Those who are contemplating the purchase of a second-hand car at the commencement of their venture in to the world of motordom, often find difficulty in deciding whether to

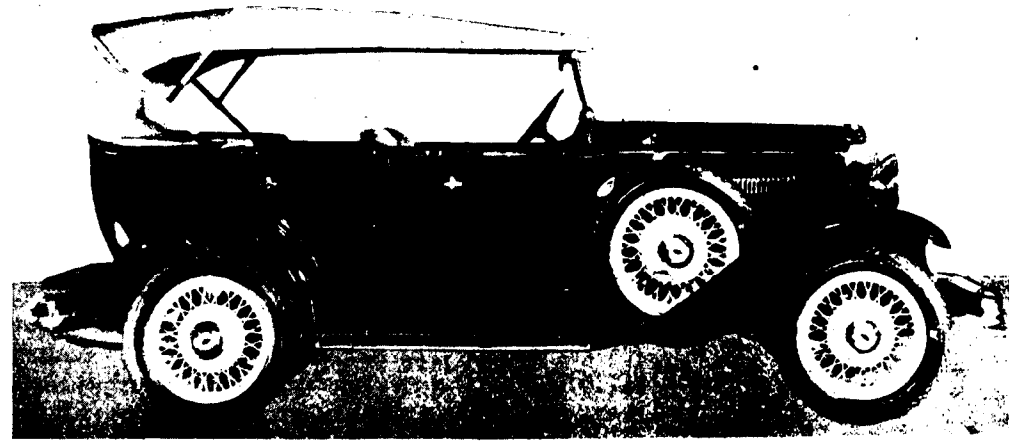
purchase direct from a private owner or to put themselves in the hands of a well-known dealer. The tyro whose knowledge of cars is strictly limited realises the necessity of obtaining expert opinion upon the value of a private purchase, largely because the unbusiness-like policy of *caveat emptor* seems to be customary when a private deal is put through. We do not mean to say that bargains are not to be had from the private owner; but we do believe that the conscientious dealer with a reputation to uphold can give better value for money to the tyro than the average private individual, and a little reflection will show that this is to be expected.

The man with his first car obviously requires one with a very high degree of mechanical perfection. He requires reliability rather than brilliant performance; sound internals rather than pretty externals. He must expect some worn parts, but they should be relatively few, otherwise the car will be laid up for renewals, the nature of which quite possibly the new owner does not understand in the least.

We would not hesitate for a minute to say that the average dealer is far less likely to sell a car with important parts due for immediate renewal than a private owner. The latter has neither the facilities nor the inclination to put the car in first-class condition for somebody else. With the dealer, on the other hand, it is matter not only of conscience but of good business. He is still there and readily accessible if the new owner comes back to complain, and what is perhaps a more convincing point, he is there also at some later date when the satisfied owner comes back for a new car of the same make.

It is logical then to suppose the best bargain will be obtained by purchasing a second-hand car from the dealer who handles that make of car new. Thus, buy your used Morris from the Morris distributors, your used Austin from the Austin dealers, and so on. In this way real service is readily available for the novice motorist who, perhaps, needs it far more than the experienced owner-driver.

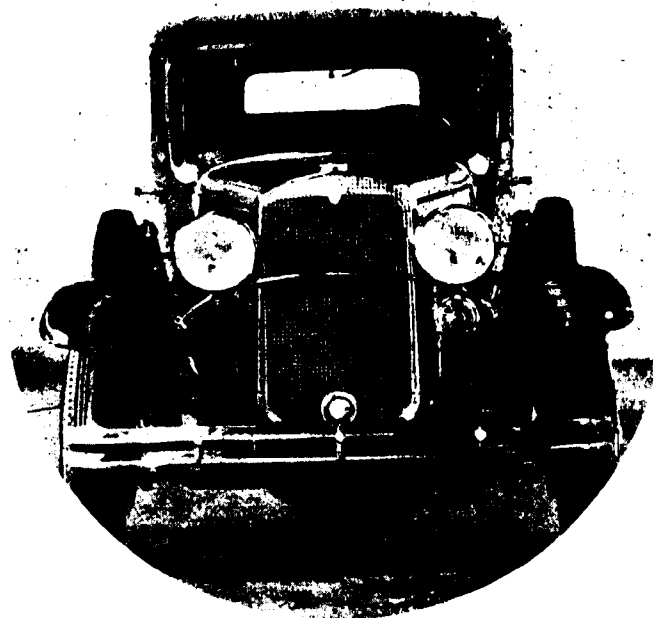
## OUTSTANDING CHARACTERISTICS OF 1931 CHEVROLET



The 1931 Chevrolet De Luxe model 5-passenger Tour, complete with 6 wire wheels, fender wells and trunk rack.

THE designers of the 1931 Chevrolet have given to motorists of India, Burma and Ceylon a new standard whereby low priced body work may be judged. Just a month ago all General Motors, dealers announced the display of the 1931 Chevrolet, and there is no doubt whatever that this improved model shows a great many interesting additions and modifications on last year's edition.

Those who have studied the present day car market know that external appearance counts for a good deal today. Just as motoring has ceased to be a "sport" so have ideas of bodywork changed. Not only do car buyers demand real comfort, but they also insist that the cars they buy shall please the eye and enable them to display that pride of possession



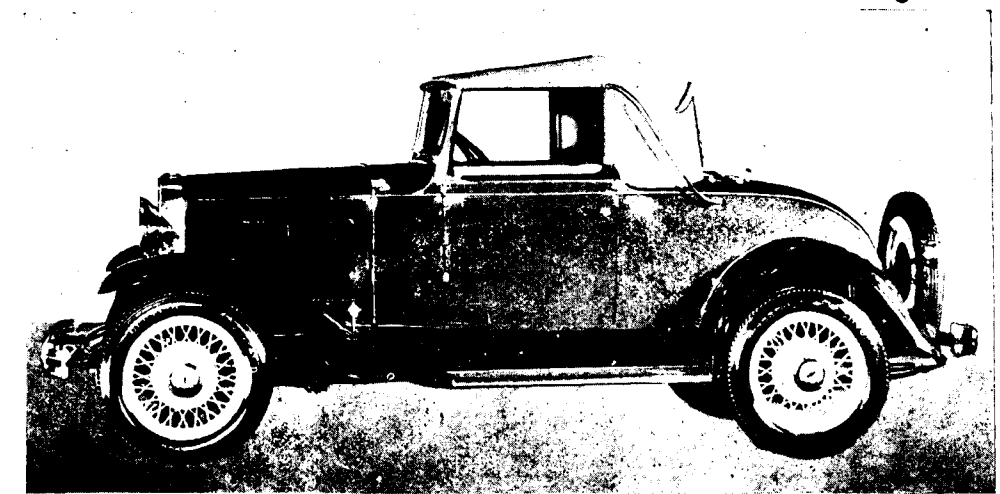
Front view of 1931 De Luxe Chevrolet radiator, showing grill screen of distinctive design.

which means so much to the modern motorist. Thus the 1931 Chevrolet, as is clearly seen in the accompanying photographs, is a car of real external beauty.

Tasteful redesigning of the body, particularly at the front and in the lengthening of the wheel base two inches and a number of mechanical alterations to increase the usefulness of the vehicle mark the 1931 Chevrolet models. It is obvious from one look at these new models that in producing them the single purpose has been to make a car of such quality and refinement that its superiority will be plainly visible. Each year has marked a definite advance in the quality of Chevrolet bodywork, and 1931 Passenger models offer a maximum of comfort

for their size and weight with the compactness that makes a flexible, easily-handled conveyance.

The complete range includes the six wire wheel Sport Roadster, the Town Car the Convertible Coupe. The Standard Tourer with 5 wire wheels, the Deluxe Tourer with six wire wheels and luggage carrier, the Standard Sedan with 5 wire wheels and the De-



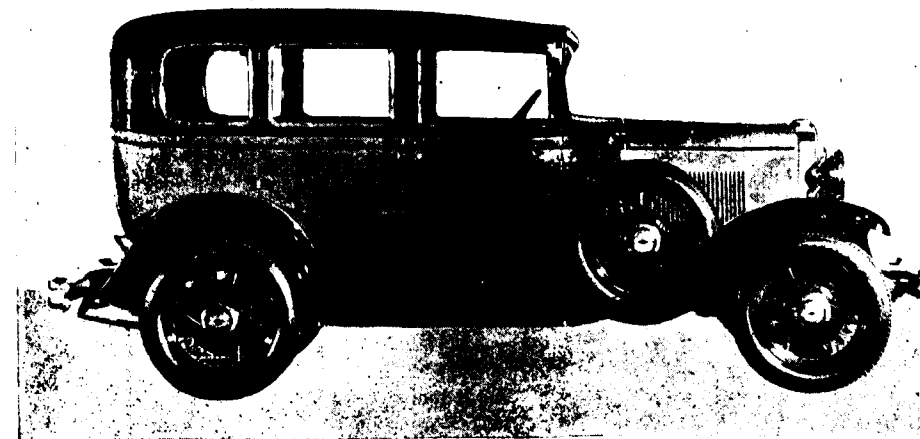
The 1931 Chevrolet Convertible Coupe is a smart and distinctive model. Easily converted from an open air to a closed one.

Luxe Sedan with six wire wheels and luggage carrier. Externally, the front end of the Chevrolet has been entirely redesigned. The front apron which formerly covered the space in front of the radiator between the frame horn has been changed to a more conventionally designed, U-shaped apron, leaving open space between the frame horns. The headlamps are entirely chromium plated and an improved, arched tie bar replaces the former tie bar headlamp standards. A flat projector horn is mounted on the new tie rod, directly below the left headlamp. The new ensemble gives the front

end a distinctly attractive appearance. A visor on closed models and chromium plated side lamps on sport models neatly finish off the front view.

The rear end of the car has also received the attention of the designers. A newly designed, all-chromium tail and stop lamp is supported by a neat bracket mounted on the rear right fender. The lamp cable is carried in this bracket, with no exposed wires at the rear.

The changes in the interior of the bodies are equally in line with the policy of maintaining Chevrolet as a car acceptable to those who demand that their personal equipment reflect their reputation for habitual good taste.



The 1931 Chevrolet De Luxe Sedan. Its Fisher body is made longer, wider and more luxurious. Front seat adjustable.

In addition to the usual features of interior trim the steering wheel now is of three-spoke, thin hard rubber rim design, not only adding to attractive appearance, but also adding to utility, through better grip and increased visibility from

*Continued on page 81.*



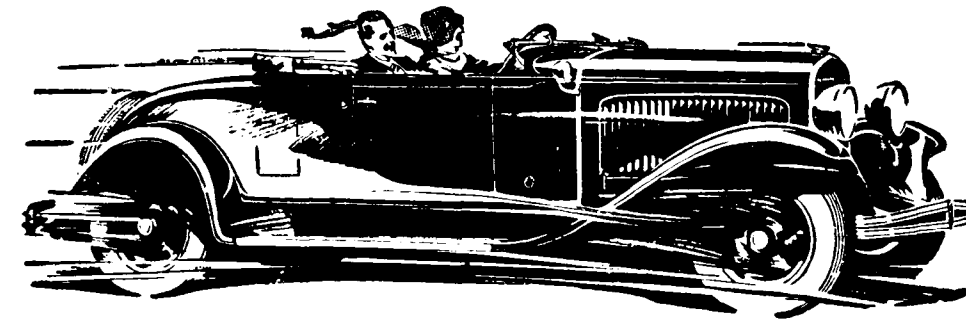
**This Handsome NEW  
Goodyear HEAVY DUTY**

Meets the challenge of faster  
speeds and long distance  
driving on all kinds of roads

**GOODYEAR**

134-HD-11

## USEFUL NOTIONS FOR THE OWNER-DRIVER



Helpful hints for the motorist who wants to get the most service and enjoyment out of his motor car.

The front wheels of the automobile are set so that they do not stand exactly parallel, the purpose of such design being to provide easy handling of the car. The wheels have "toe-in" or are closer at the bottom than at the top. The king pins are also set at an angle, inclined to the rear from a perpendicular and this is called the "castor angle." The wheels are set correctly at the factory but the alignment should be checked occasionally and in the event of collision or accident, the car should be taken to a service station for proper alignment and adjustment of the wheels. Periodical lubrication of the steering gear and its connection is essential, for in addition to minimizing wear, such attention will make for easy steering and perfect car control.

The car should be cleaned at least every other day and while possible to clean with a dry cloth, it is usually best to wash the finish if the car is very dirty, particularly if grit or small sand particles may be present in the dirt. In such cases it is also advisable to use a soft soap, to prevent the grit or sand cutting the paint. All chromium and nickel plated parts of the car should be kept clean and free from dirt or foreign matter and for cleaning the chromium plated parts at least, nothing but clear water and a clean rag is required. Dirt containing black soot, clay, iron oxide, or calcium chloride, if allowed to remain on the plated surface may cause tarnishing and even corrosion. To remove this a metal polish may need to be used. If the plush upholstery becomes spotted, a cleaning fluid should be used for removing the spots and when this has thoroughly evaporated, apply a hot flat iron wrapped in a wet cloth. Steaming the fabric and rubbing lightly against the nap will raise the nap to its normal position. Floor carpets may be cleaned by rubbing with a sponge soaked in petrol.

The body of a car is attached to the chassis by hold-down or "body" bolts, and between the body

sill and chassis frame is placed an "anti-squeak" material. As the car is driven and the body weight compresses the anti-squeak and the body bolts seat themselves in the wood sills, these bolts may become loose. When this condition exists, the body will move on the chassis and squeaks and rattles will result. It is advisable to inspect the body bolts once a month, at least for the first few thousand miles of driving and tighten them when necessary. Door hinges should be examined occasionally and hinge screws tightened if necessary. A small amount of grease or oil applied once a month to door locks, striker plates, hinges, door check pins and dove tail bumpers will be found helpful in preventing squeaks and rattles.

Dust or dirt on the outside of the open car top should be removed by washing with soap and water and then drying with chamois. Do not use petrol or oil of any kind as these will injure the fabric and dull its lustre. Cleaning fluids should be used, if soap and water fail to remove the stains. Exposure to all kinds of weather in time dulls the lustre of the top material used on closed cars and small cracks may develop. A top dressing should be put on before the cracks widen and moisture gets into the top to rot the wood and upholstery.

Every increase in horsepower to secure speed and better acceleration, every improvement in riding qualities which permits faster driving on rough roads; means additional work to be done by the tyres. This wear increases faster than driving speed. An increase in driving speed from 60 to 70 miles an hour will accelerate tyre wear more than an increase from 30 to 40 miles an hour, although the amount of speed increase is the same. Furthermore, tyre temperature rises as car speed increases. Hot rubber softens, the tyre carcass is effected and the tread is more susceptible to abrasion.

(Continued on page 91.)



# NEWS and MISCELLANY

Presenting the News of the  
Month together with Interesting  
Notes from all Sections of  
the Field.

### Covers for this paper.

For the convenience of readers wishing to keep their copies of the "South India Motor Owner" in volume form, a special binding case is available. These are finished in green cloth and may be obtained from us post free for Rs. 3.

### Family of Four.

In presenting its distinguished family of four fine cars this year, the Cadillac Motor Car Company is offering one entirely new car, two that have been highly refined, and a fourth whose elegance is the talk of the industry.

The Cadillac V-12, reflects Cadillac engineering and manufacturing leadership in a new example of multi-cylinder motoring. The Cadillac V-Eight and the LaSalle V-Eight have been refined and restyled to the dictates of a new year; and the majestic V-16 returns to confirm its claim as an aristocrat of motordom.

Sixty-three body types, revealing the choicest artistry of Fisher and Fleetwood craftsmen, comprise the four lines.

Newer conceptions of body styling are attractively expressed in the Cadillac V-Eight and V-12. Bodies of these cars are lower, more graceful and suggest a greater fleetness. The LaSalle V-Eight and the V-16 adhere closely to the contours which have made them signally popular.

Performance of both the LaSalle and the Cadillac Eight has been notably improved. The size of the engine in the former has been enlarged, while the weight of the latter has been reduced. Thus the ratio of horsepower to weight has been heightened in both cars, with resultant increase in the motorist's satisfaction which they render.

Mechanically, the V-12 is virtually a duplicate of the V-16 except that it is a shorter car and powered with a 12-cylinder engine. As such, it inherits

(Continued on page 94.)

## See the New Chevrolet at our Showrooms!

We invite you to inspect the 1931 Range of Chevrolet Models at your leisure in our showroom. The full beauty, luxury and quality of these low-priced new models can only be fully appreciated when you see the car and ride in it. Why not call to-day?

Dealers in Chevrolet, Buick, Cadillac, LaSalle and G. M. C. Trucks  
**BYRAMSHAW & Co., Ltd.,**

Phone: 3157.

GENERAL PATTTER'S ROAD, MADRAS.

Tel. "MINORU."

### The 1931 Chevrolet Range—(Continued from page 77.)



The Standard Sedan, with 5 wire wheels.

the driver's seat of controls on the dash. The accelerator and dimmer switch pedals have been moved to the right and left respectively to afford greater driver accessibility and driving comfort.

Although the Chevrolet six-cylinder engine is noted for its

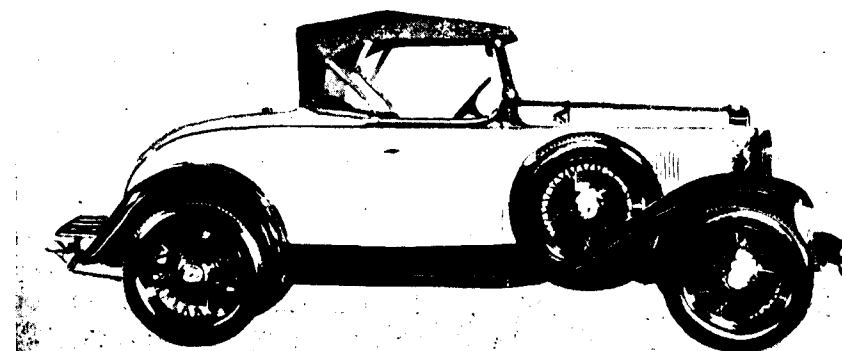
quiteness, freedom from vibration, power and speed, improvements have even been made here. A new crank-case ventilation system is provided. This operates from a flow of air forced by the fan. The outlet is baffled to prevent loss of oil. Added oil economy is provided by an increase in the size and number of the drain holes back of the oil control piston ring. This permits a freer drainage of oil at this point, reducing the possibility of oil passing into the combustion chamber.

Positive feed lubrication to all main bearings has been provided

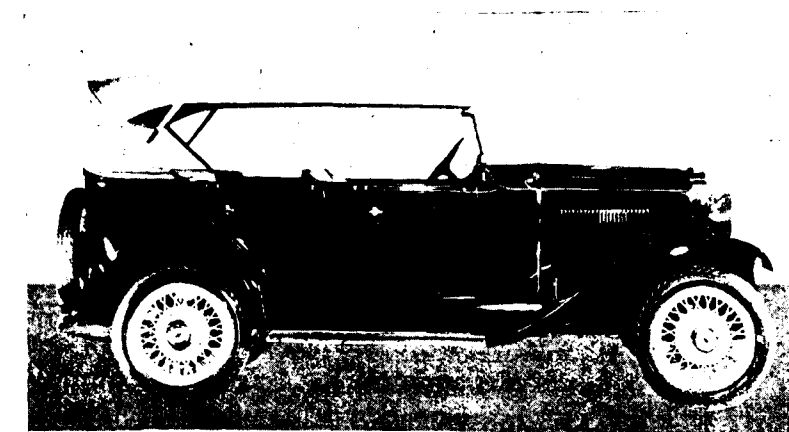
The important mechanical improvements which characterised the Chevrolet during 1930 have been retained. They include the harmonic balancer, the new high and intermediate sliding gear, the new steel flywheel ring gear, copper radiator core and new moulded clutch facing.

The cumulative effect of the improvements in the new model, which extend to every fundamental part of the chassis or body, is that performance

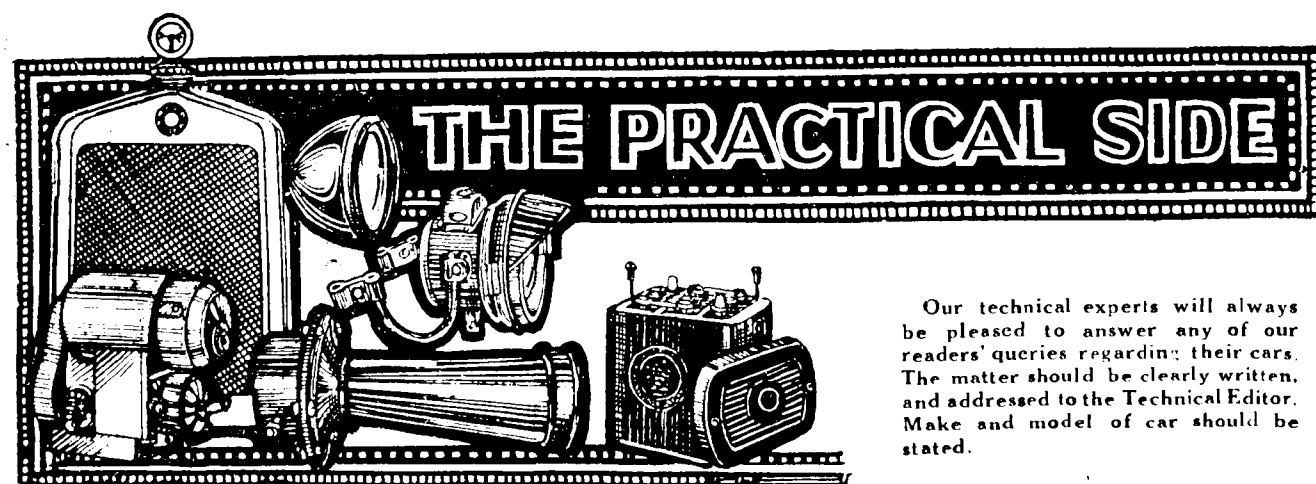
is improved, and a very much more attractive looking car is available at a price which will appeal to all motorists.



The 1931 Chevrolet De Luxe Roadster is a trim youthful four-passenger sport car with smartness in every line. It has a spacious dickey seat, distinctive radiator grid and smart, all weather top.



The Standard Tourer, with 5 wire wheels.



Our technical experts will always be pleased to answer any of our readers' queries regarding their cars. The matter should be clearly written, and addressed to the Technical Editor. Make and model of car should be stated.

## The Proper Way of Fitting Piston Rings.

THE proper fitting of piston rings is not a difficult task but there are certain fundamentals that must be observed in order to turn out a first class job.

Cylinders should be in good condition. A round or conventional type of ring cannot function properly unless cylinder walls are right. If cylinders are worn oval or tapered they should be resized. Before making piston ring installation, measure the cylinder at the smallest and largest diameter of that part of the cylinder over which the ring travels, in order to be sure that the ring you are about to install is not too large or too small.

Make sure the piston grooves are in good condition. Clean out all the carbon especially in the corners. Roll the ring in the groove in which it is to be installed. If too tight, reduce the width by rubbing on fine emery cloth on a surface plate. The ring should enter the groove deeply enough to extend below the piston face at every point. Fit each ring to the groove in which it is to be placed. Oil the ring, piston and cylinder walls well.

Do not use oversize rings on a standard size piston. It is better to have too much gap between the points than too little. When necessary to fit step joint rings, file the points. Do not file the heel of the step. Use a flat, safe-edge file. When motors are oil pumpers, always provide proper oil relief. A quart of lubricating oil in the gas tank to every five gallons of gasoline for the first 200 miles will insure proper lubrication of the new piston ring bearings. If emery has been used for any

purpose be sure that every particle is washed out of the motor and from the rings and grooves. This point must be strictly observed.

Do not run cold water through the engine when "running-in." Allow the motor to warm up, but no motor should be expected to exert its maximum pull or maximum speed until the rings have been given an opportunity to seat. At the same time do not speed up a new motor or one that has been newly overhauled. Most cases of piston scoring, piston knock etc. are due to this bad practice. Do not fit pistons too tightly. Tight pistons cause undue heating and scoring. Do not fit piston pins too tightly. Tight pistons cause undue heating and scoring. Do not fit piston pins too tightly. Cylinders are often scored because pins are too tight.

When new pins are installed to pistons, be careful when driving them in. Pistons are often knocked out of round because care is not exercised in driving piston pins home. Check carefully for cocked or twisted connecting rods. Rods that are cocked or twisted will cause oiling, scoring, clicking and undue wear.

Do not fit connecting rod bearings too tightly, as a tight bearing will not allow an oil film between the bearing and crank pin and will eventually burn out. Tight rods will soon become twisted rods. When oil is pressure fed to crankshaft bearings, oil clearance of .001 per inch of crankshaft diameter should be allowed.

It is an excellent plan to check timing and ignition after the installation of new pistons and rings. It is a fundamental in electrical engineering that the higher the pressure of air or gas between the two points across the gap of which the spark is to jump, the higher will be the resistance. When compression in an engine is restored to normal through the putting into proper condition of valves, pistons, rings etc., sometimes faulty ignition makes its appearance. This is due to the increased resistance across the spark plug gaps by the raising of compression.

If the engine starts hard after being reconditioned or misses at high speeds, breaker points should be examined and the coil and condenser tested. Valves that show wear should be ground. Poorly fitted valves are the cause of many so-called piston ring failures. Due attention should be given to the condition of valve stem guides. This point is often overlooked after careful consideration has been directed toward the cylinder walls, piston and rings, but likewise is often a source of trouble and discouragement to the mechanic and the owner. Worn valve stem guides admit excess air which keeps a newly overhauled motor from idling easily, the mixture being too thin.

A carburetor adjustment to overcome this fault produces excessive gas conditions under higher than idling speeds, thereby generating heat and a flushing of the cylinder and piston walls through

excessive fuel which passes down to the crankcase in a raw state, imposing excessive duty on the rings because of the oil film being displaced on the cylinders. In the installation of new valve stem guides, the conventional type of which may be pressed in, great care should be taken to see that the valve seats are reamed by reamers which fit on pilots that will only enter snugly into the new valve stem guides, thereby producing accuracy of valve seat.

Maximum results on reground jobs can only be obtained by emphasizing to the owner the fact that the regrounding process has reconditioned the motor to a point where it must be treated in the same manner as a new motor. For the first 500 miles slow driving is essential. Higher speeds when following the reconditioned process are followed by disaster.

To obtain the best results, rods and pistons must be correctly aligned and proper equipment provided for this purpose. Care must be exercised to make certain that pistons are not forced out of round when piston pins are fitted. Pistons must not be fitted too tightly or too loosely. Every trace of emery must be thoroughly cleaned out of the motor. Rings should be fitted with proper clearance that they can bottom in the groove below the face of the piston. Pins must not protrude beyond the piston face. Rings and pins should be oiled before assembly.

## Clean Engine Oil.

DURING the past year or two many car manufacturers have adopted oil filters for engine lubrication as standard fitments. When one realizes the extraordinary amount of foreign matter which is collected in a filter during 10,000 miles, the necessity for fitting such a device is readily apparent. The analysis of the deposit in a filter shows that the metallic content is about 33 per cent, the remainder consisting mainly of sand and hard carbon particles. This mixture is so highly abrasive that it could be used for the grinding of valves or sharpening knives.

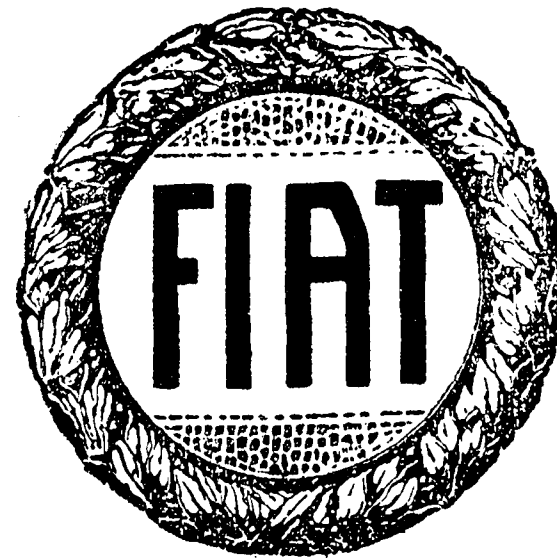
While dirty air is perhaps one of the most general causes of such accumulations of foreign matter, we must not forget that an excessive amount of lubricating oil will tend to develop carbonaceous matter which will materially increase the accumulation of deposits.

In addition, an excess of oil fed to the cylinders

may bring about leaky valves due to a certain amount of oil becoming carbonized on the latter. All this, of course, leads to a decrease in operating efficiency. For this carbonaceous matter, being relatively sticky in the early stages of its formation, will also tend to adhere to the piston rings thereby causing them to become inoperative; furthermore, it will tend to destroy the lubricating film and result in scored cylinders.

Unfortunately, there is no oil which will not deposit some carbon; on the other hand, there is a surprising difference in the nature and quantity of this carbon which will be developed by different oils.

Consequently, not only must an oil be most carefully selected, but also, whatever its characteristics, the utmost care should be taken to prevent the use of more oil than is necessary.



**RECOMMEND  
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MOTOR OILS**

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**FOR BEST RESULTS FROM  
YOUR FIAT GOLDEN SHELL OIL**

BURMAH-SHELL OIL STORAGE AND DISTRIBUTING COMPANY OF INDIA, LTD.

(INCORPORATED IN ENGLAND)

CALCUTTA.

BOMBAY.

MADRAS.

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## From an Owner Driver's Note Book



by  
"SPOTLIGHT."

### A Silly Pastime.

It is really amusing sometime to read the correspondence published week by week in British motoring journals. All sorts and conditions of men — and women too — write pungent letters about the most trivial occurrences. As the weeks go by the tone of the letters on a certain subject changes slowly from the mildly sarcastic to the rudely personal. No reader can benefit very much by these discussions, and even if "Pro Bono Publico" derives satisfaction from the fact that he has had an opportunity of telling "Colonel Retd." he is an old nincompoop, motoring and motorists remain entirely unmoved.

One thing, however, seems fairly obvious. The type of motorist who rushes to his writing desk whenever he is the victim of some slight inconvenience on the road appears to me to be just the man who is least likely to possess that commonsense, and that toleration for the different view-point of the other fellow which characterises the good driver the world over. As a pastime for peppery people, the slanging match conducted by means of letters written to the editor of a motoring journal may have much to commend it; but as a contribution towards better motoring it leaves much to be desired.

### Parking in Narrow Streets.

I have recently spent a fair amount of time around the Georgetown area of Madras, where streets are amazingly narrow and appalling

dusty. Conditions however are not materially different to those in other bazaar areas, except that the presence of many mercantile offices results in a number of cars being parked outside business premises. The occasional car of the casual caller does not present any real difficulty, but when some six or seven cars which are the property of employees engaged throughout the day in offices outside which these cars stand, are parked side by side they make the already overcrowded street considerably more congested. Traffic authorities have surely some power whereby owners of cars under these circumstances can be requested to move their cars off the thoroughfare.

On wide streets like Mount Road the practice of parking cars outside business houses does not hinder to any great extent moving traffic but in narrow streets where even a clear road barely permits two cars to pass, the parked car can prove not only a nuisance but a positive danger to other traffic.

### As Bad She is Painted?

One reads so much about the subject of women at the wheel that it is difficult to decide whether she is really as great a nuisance on the road as many motorists would have us believe. Personally, I have found just as many good drivers of the fair sex as of the other — and these are pretty few, let me tell you!

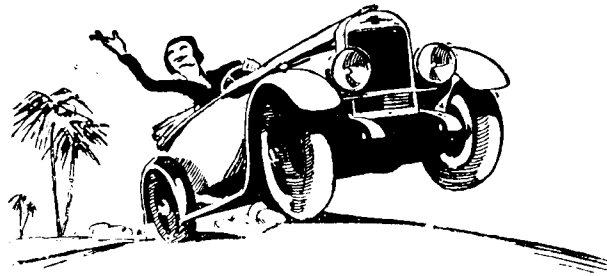
Good driving is so largely a matter of temperament and character that it cuts right across the sexes. There are women by whom one would cheerfully be driven through the five continents, knowing that in an emergency they will not throw up their hands and scream, nor in the ordinary course of events take foolhardy risks. On the other hand, there are men with whom it is purgatory to drive up the road



either because one knows that their nerves are not in the best condition or they lack the imagination to visualise consequences of a rash move.

It is true that a woman probably takes longer to learn to drive than a man, and when she first sallies forth alone on the road she is sometimes nervous; omitting to make hand signals and becoming flustered with her gears in traffic. But she soon loses these faults and, apart from a greater cautiousness and sometimes a slowness in getting off the mark, her driving is indistinguishable from that of the average man.

To say that the woman driver is selfish upon the road is absolute nonsense, because it is the one thing that she is not, although at times she may be made to feel aggressive when, as so often happens, she is treated as an inferior,



not because of any inefficiency on her part, but merely because she is a woman.

#### The Spare Wheel.

Some people make a practice of keeping a brand new tyre on the spare wheel and never

using it until a puncture renders a change necessary. This is rather bad practice, especially if, as often occurs, thousands of miles are run without the necessity for changing a wheel. Exposed to the effects of light and never given any work, a tyre is apt gradually to lose its resiliency, for the rubber tends to harden. By far the best tip is to make a point of giving each tyre its fair share of work. With all five tyres in regular use you are likely to get a much bigger mileage out of the set than if you don't use the fifth until the original four have seen their best days.

## COURAGE.

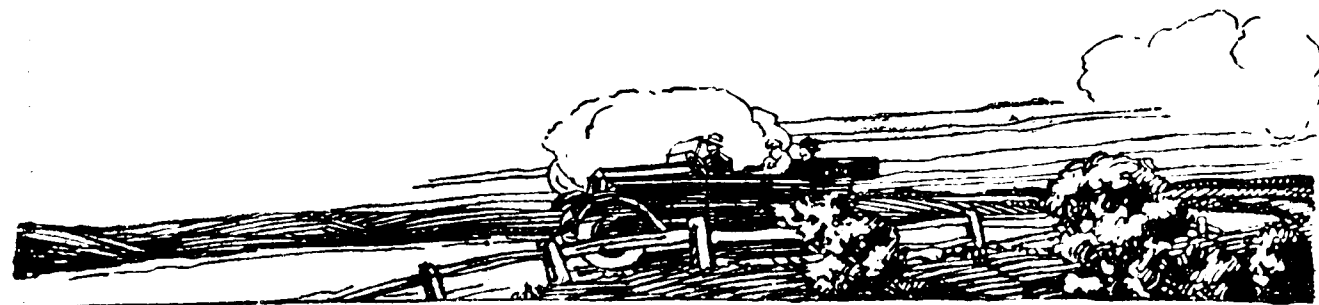
### A Little Dissertation on the Subject of Being Driven by Somebody Else.

THE psychological difference between driving and being driven has often been discussed. The average man would rather drive than indulge in the inaction of being a passenger unless a doze be the thing most desired, when the depths of well-sprung upholstery is luxury indeed.

There is joy in having control over a delightful machine and in having confidence in oneself. There is pleasure in having a passenger at whom to fling chance remarks and to hear the choppy replies come back. It takes away any loneliness that might be hovering about.

There is one man I know who is a brilliant driver with, apparently, nerves of steel. He can corner and speed with the best. Yet I can remember this same man having to ride on the carrier of another fellow's cycle a matter of five miles. The driver was a fairly good one, and not reckless, but the expert was in an almost pitiable condition when he dismounted.

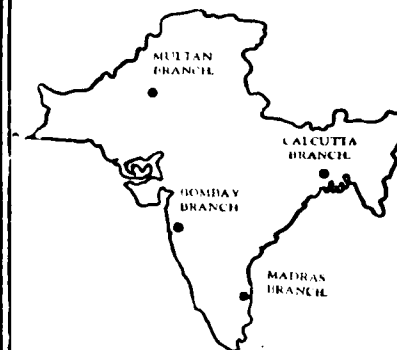
Any stunt or any speed he would do himself, but to be driven over five miles of ordinary country road by another man was more than he could stand. Strange, yet true, and all helping to show how relative a matter is courage.



# PROGRESS in INDIA

## FOUR ASSEMBLY PLANTS

BOMBAY  
CALCUTTA  
MADRAS  
MULTAN



It will interest you to know that there are now four assembly plants in India where complete stocks of all models of Ford Cars and Trucks and their Spare Parts are always available.

Bombay will supply dealers in the West, Calcutta the East, Multan the North and Madras the South.

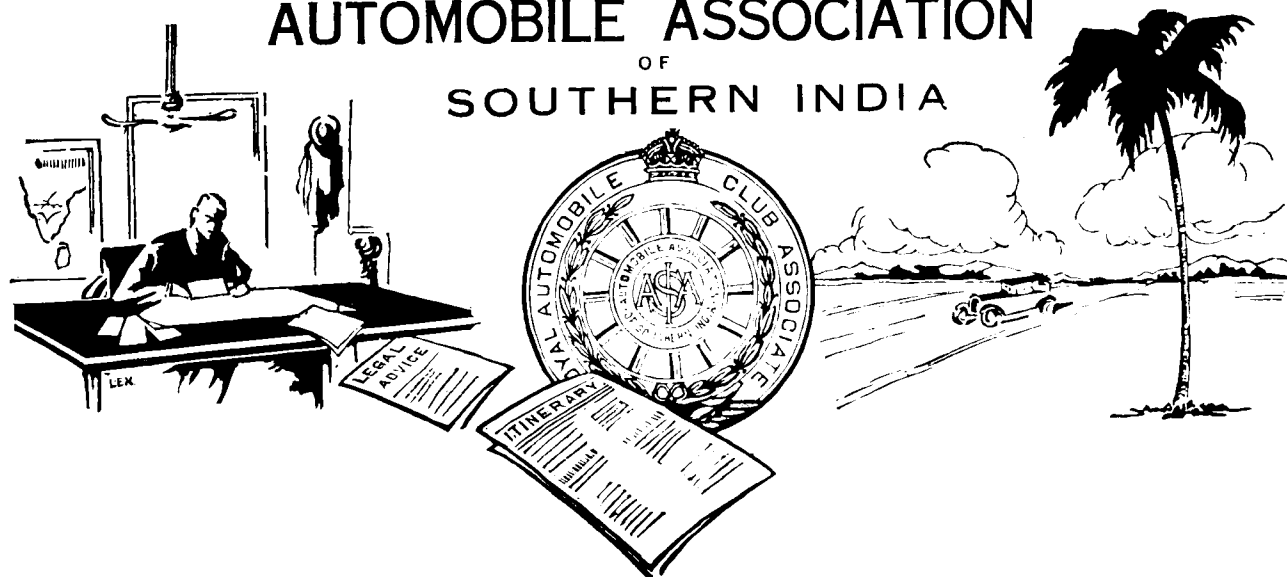
Two hundred and fifty Ford Dealers located in diverse parts of India get supplies quickly and easily from these four plants.

Chassis are assembled at our four plants. Trained Indian mechanics are capable of assembling chassis as efficiently as factory mechanics. Bodies—all steel—are received from factory completely assembled and painted. The comparatively few bodies used in India cannot be assembled here as efficiently as can be done at factory where thousands are assembled as against hundreds in India. Indian climatic conditions do not lend themselves to best possible results in painting bodies.

On the basis of high quality of material and workmanship, up to the minute designs at the lowest possible price, combined with the best possible distribution facilities, we ask the public for their continued generous support.

FORD MOTOR COMPANY OF INDIA LIMITED.  
BOMBAY . CALCUTTA . MADRAS . MULTAN.

# AUTOMOBILE ASSOCIATION OF SOUTHERN INDIA



## Secretary's Report for February 1931

### Committee Meetings.

1. The Committee assembled twice during the month.

At the first meeting (on Feb. 19th) in addition to the routine business, resolutions were passed on the following matters:—

### Proposed Amendments to Madras Motor Vehicle Rules.

(a) Three amendments proposed to be made to the Madras Motor Vehicles Rules were considered:—

- (i) Requiring registration of any major change in the description of a vehicle already registered; i.e., change of engine block, chassis number, type of body, etc.
- (ii) Restricting the sounding of horns to those occasions when necessary to ensure safety in traffic.

*Resolved* that the Association has no objections to raise to these two amendments passing into law.

(iii) Reporting of accidents by owners (or drivers) of all vehicles whose presence on the road contribute to an accident.

*Resolved* that while the Association has no objection to the amendment in principle, it considers that it should not be a hard and fast rule that the report must be made to the "nearest police station." The nearest convenient police station is considered sufficient. The Committee recommended to the Madras Government that the working of the corresponding section of the new (Home) Road

Traffic Act be studied with a view to its adoption suitably modified to suit this country.

(Note:—At Home a report may be made to a Policeman, or to A POLICE STATION, within 24 hours of an accident.)

### Classification of Roads.

(b) An intimation having been received from the Madras Secretariat that an extensive reclassification of roads was under consideration it was resolved to ask that Tuticorin-Palamcottah Road, being one which carries much traffic to a seaport, should be classified in one of the higher classes.

### Affiliated Associations.

(c) It was resolved to comply with a request from the Automobile Association of South Australia and send one of our motor badges to add to their collection.

### All India Motor Vehicles Rules.

(d) An invitation having been received to send a representative to Delhi to sit on a Committee which is to draw up a set of Motor Vehicles Rules for All India, it was decided that a representative of the A.A.S.I. should attend, provided Government bore part of the expense that will be incurred.

### International Travelling Passes.

(e) The Madras Government having intimated that it could see no reason for changing the procedure at present in force for the issue of International Travelling Passes, it was decided to act in concert with other Automobile Associations in India with a view to rendering the process less tedious for motorists resident in the mofussil.

### Issue of More Literature to Members.

(f) The Secretary stated that there was a demand for more literature from mofussil members and explained that his monthly Reports were published in

(i) "Indian and Eastern Motors," of which each member should receive a free copy direct from the publishers in Calcutta (the reports are, however, rarely published until two months after being written).

(ii) "The South Indian Motor Owner" a Madras monthly journal (Rs. 3 per annum).

(iii) "The Madras Mail," a daily newspaper.

(iv) "The Hindu," a Madras daily newspaper.

also that copies were posted to all District Representatives, together with copies of the Minutes of Monthly Committee Meetings.

The cost of printing the Secretary's Reports and posting a copy to every member was ascertained to approximate Rs. 1,000 a year, a figure much too high for the funds of the Association to bear at present. It was decided, as an experiment and recruiting measure, to print one report and circulate it to all members to see whether it leads to an increase of membership. To admit of the experiment being continued as a permanent measure, an increase of at least 500 members is necessary.

(b) The Second Committee Meeting was assembled (on Feb. 23rd) to receive the 1930 Balance Sheet, Statement of Accounts and Auditor's Report and to discuss points arising in connection therewith; also to approve the Draft Annual Report. Copies of these will be sent to all members shortly.

The Committee also fixed 30th March 1931, 6.30 P.M. for the Annual General Meeting at the Association's Office in Mount Road, Madras.

### Shipping Cars from Madras to Continent.

2. There is a steady increase in the number of members desirous of taking cars with them when proceeding on leave; enquiries show that, while a number of steamship lines are willing to accept motor cars *uncraved* from Bombay, Madras shipping agents generally are averse to this practice. Endeavours are being made to induce Lines with regular sailings from Madras to the Continent and England to follow the example of the Bombay agents. The result will be notified in due course.

### Road Sense.

3. There is an indication that the necessity for teaching "Road Sense" to the masses is receiving attention in official quarters.

While on this subject I would mention the appearance of "White Lines" across Madras City roads near several busy road junctions. To be really effective it is most essential that the actual meaning and object of these "white lines" be made known and be understood by both traffic police and motorists. As far as I am able to ascertain the idea

is that, when the traffic control at the junction "stops" traffic on a particular approach road, any vehicles which have already crossed the white line continue on their way—the "stop" applying only to vehicles which have not reached the lines, which must not cross the line until the road is again "opened." I presume definite instructions will shortly appear in the public press.

### Insurance.

4. (a) The number of members who use the A.A.S.I. as a channel for arranging the insurance of their cars and cycles is gradually increasing and seems to indicate that the benefits granted to members by our Official Insurers are becoming well-known.

(b) Negotiations are proceeding with regard to the acceptance as "licensed drivers" by Insurance Companies, of learner drivers who hold permits and comply fully with the rules under which such permits are issued.

### District Representatives.

5. It is much regret that I have to announce the resignation of Honorary District Representative Mr. E. W. Rutherford, of Assam District, Mysore State.

Major H. G. Tranchell, our representative at Pondicherry is about to proceed on 8 months' leave. We wish him the best of luck and hope to see him return in due course, happier and healthier for his well earned holiday. Monsieur G. Cornet will function as District Representative for Pondicherry during Major Tranchell's absence.

### River Crossings.

During the month the Rice Causeway, over the Ponnai River near Tiruvallur on the direct Madras-Bangalore Road, was opened. It has not yet been repaired, but a good diversion road has been laid beside the damaged portion of the causeway.

The Kistna Anicut near Bezvada was opened for road traffic again on or about 24th February—having been closed since the middle of June last, owing to flood in the river. The Great Northern Trunk Road is now motorable as far as the Godavari near Rajamundry. The Godavari can only be crossed by rail.

### Traffic in Madras.

6. The erection of the new overbridges, which are a feature of the electrification scheme of the South Indian Railway, now reaches an interesting state and is, in some cases, giving rise to doubt to the practicability of the angles which the approach roads will make with existing roads. Endeavours are being made to obtain plans so as to ascertain just how the roads will lay when the work is completed. It is believed that the "Walajah Bridge" corner will create a rather difficult traffic spot.

### New Roads.

7. A new road has been built, and will shortly be opened to light motor traffic, connecting Munnar (and Devikulam) with Muvattapuzha (on the Travancore Central Road) via Neelamangalam. The road is metalled throughout, and bridged except at the Periyar River, where for the present, a ferry will be maintained. This road will give direct access to the High Range from Travancore and the West Coast.

### Tolls.

8. (a) The progress of the Bill for the Abolition of Tolls is satisfactory and it is hoped that within a short time, toll gates will disappear from Madras Presidency roads—or at least the majority of them; this in spite of efforts that are being made in some directions to delay the passage of the bill for purely private or local reasons.

It is to be regretted that the M. L. C. champion of the A. A. S. I. cause (Mr. F. E. James) has been recently unable to take an active part in the Abolition of Tolls Campaign which he so successfully prosecuted during 1929 and 1930, owing to illness following which he has gone Home on short leave. However, in Mr. A. T. Luker, M.L.C. the Association has an indefatigable representative who can be relied upon to do all that lays in his power to assist in the passing of the Bill.

(b) The opening of new Municipal toll gates in some parts of the mofussil is being watched and endeavours made to ensure that these gates do not levy toll on through traffic unless specifically authorised.

(c) In order to be able to watch more closely the effect of the Abolition of Tolls Bill on motor traffic in the mofussil, copies of District Board and Municipal Council schedules of taxes on vehicles are being collected.

### Guide Book.

9. The collection of information to include in the new Guide Book continues—Location of Milestones—Area liable to flood—Travellers' Bungalows—Places of Historical Interest—Town Plans, etc., are all receiving attention, but as explained from time to time, progress is very slow.

### Roads.

10. (a) As a result of complaints from touring members, District Board Engineers have been addressed with regard to the improvement of certain roads. Thanks to the courtesy of the Engineers addressed, we may find an improvement of conditions at places where road repairs are in progress, or are being prepared for.

(b) The condition of the Mysore-Ootacamund road is not all that could be desired although much lays in the Nilgiri District. The Mysore State section in the neighbourhood of Bandipur and the State Boundary is very rough at present, though quite motorable. It is understood that the improvement of this section is about to be taken in hand.

### International Travelling Passes.

11. It is understood that two new forms—"International Certificate for Motor Vehicles" and "Driving Permit" have been adopted in place of the old International Travelling Pass. These permits are valid in twenty-five contracting States and are available for one year from date of issue. Specimen copies have been applied for.

### Members' Addresses.

12. The Secretary wishes to stress the fact for that it is essential every member's current postal address be correctly recorded in the Association's office. Failure to intimate a change of address will inevitably result in non-delivery of the Association's free monthly journal "Indian and Eastern Motors," as well as delay in the delivery of correspondence.

### Subscriptions.

13. Much clerical labour and considerable expense is involved in the preparation and despatch of reminders for subscriptions, which in some cases are more than one year overdue.

As a matter of office routine, postal reminders of the fact that the next annual subscription has become due, are issued to members, usually in the month following the actual date.

The Committee trusts that all members will assist them in the administration of the Association's affairs by making prompt remittances as subscriptions become due. The "Banker's Order" form embodied in each copy of the Annual Report is recommended as the best, promptest and least laborious method of paying one's subscription.

In this connection members are reminded that, if they joined the Association (then the South Indian Motor Union) before 26th June 1929, their subscription falls due on 1st January annually; for those who joined on or after 26th June 1929 the subscription falls due on each anniversary of the date of joining.

### Resignations.

14. Another important point which members must realise is the fact that, when they decide to resign membership, they must intimate the decision to the Secretary *while the last subscription paid is still current*. Failure to do this renders a member liable to pay the next year's subscription, a rule which is quite reasonable when it is remembered that the free issue of the Association's journal and Insurance benefits continue until the Secretary intimates the resignation of a member to the publishers and insurance agents respectively.

### Membership.

15. During February 1931 eleven new members were elected, while there were 15 resignations. Of the latter, 10 were only intimated by the members concerned on receipt by them of a reminder for the 1930 subscription.

F. CHURCH, MAJOR (Retd.),  
Madras,  
2nd March 1931. Secretary.

### Notions for the Owner-Driver.

(Continued from page 79)

Distilled water should be added to the battery at such intervals as will ensure the plates being covered at all times. Usually, the water should be added once a week. To prevent corrosion of battery terminals and connections apply a coating of vaseline jelly over the battery posts and strap terminals, making sure that connections are first properly tightened. If corrosion occurs, clean posts and terminals with a strong soda solution before applying vaseline jelly. See that the filler plugs are tight and the top of the battery is kept dry. An occasional inspection should be made of the ground strap connection between the battery and the frame or transmission as looseness in this connection is a frequent cause of burning out of head lamp bulbs.

A battery in good condition should register a hydrometer reading between 1,250 and 1,180. If the reading falls below 1,150, it indicates complete discharge and the battery should be taken to a battery station for charge.

It is not necessary to add acid to the battery. Except in cases of a broken jar or deterioration of the sealing compound, loss of acid does not occur. It is inadvisable for car owners to experiment with so-called quick electrolytes for the purpose of keeping the battery fully charged. These are generally composed of strong acids which very shortly will eat up the plates and separators.

### Chevrolet is Twenty Years Old.

This year will see the rounding out of the twentieth year of existence of the Chevrolet Motor Company.

Organized on November 3rd, 1911, the company has grown from a humble start to one of the great industrial organizations of the world.

From an obscure workshop in Detroit, the manufacturing facilities have expanded to twenty domestic plants and extensive overseas operations controlled by General Motors Export Division.

From a few negligible retail stores there has developed the most comprehensive sales organization in the industry, with 10,500 domestic dealers employing 22,050 retail salesmen.

In the first November and December of operations, five cars were built. In the corresponding two months just ended, production was nearly 100,000 cars.

In the first full year of operation production totaled 2,000 cars. This year the figure will run to 1,000,000 cars.

Thus is recorded one of the most phenomenal growths within an industry famed for the most extraordinary development in industrial annals.

### The outstanding automobile achievements of the past five years

belong to

## STUDEBAKER

THESE achievements began with Studebaker's determination to sponsor moderately priced eight-cylinder cars of superior design and durability while other large-scale manufacturers remained committed to sixes.

The Studebaker Eights quickly wrote motor car history. They won, and still hold unchallenged, scores of official records for speed and endurance. They became, and still remain, undisputed World stock-car Champions.

But Studebaker's greatest achievement was still to come. On July 10, 1930 Studebaker introduced Free Wheeling with positive gear control—and another great epoch in motoring began.

As developed by Studebaker, Free Wheeling is so remarkable in effect, so simple in design, so easy to use, so much safer, that not one driver out of a hundred would do without it after a brief trial. Free Wheeling is not the feature of a season but the future of an industry.

For the first time in the history of the automobile, Free Wheeling with positive gear control releases car momentum from subjection to the power plant that creates it and puts that momentum to work—enabling a car to travel 10,000 miles for every 8,000 miles of engine effort. It saves petrol and oil. It saves car wear. It simplifies gear shifting. It brings a new thrill to motoring.

And thus comes to a magnificent climax a programme of progress that for the past five years has been the pace-setter for the entire industry—symbolic of the leadership which for seventy-nine years has marked the name of Studebaker.

See the new Free Wheeling Studebakers at our show rooms.

## ROMER DAN & CO.,

Mount Road,  
MADRAS.

### STUDEBAKER—BUILDER OF CHAMPIONS

## A New Studebaker Six

With Free Wheeling Under Positive Gear Control.

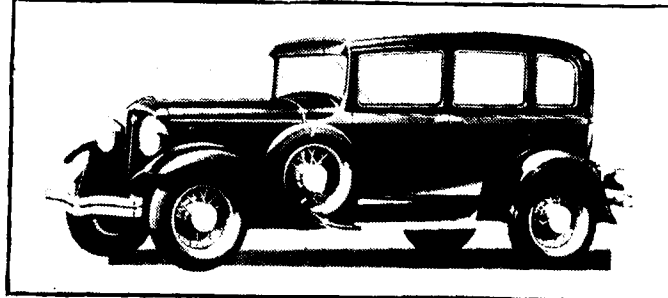
THE new Studebaker Six, smarter in appearance and offering free wheeling under positive gear control which made its debut at the 1931 New York Automobile Show, is now on view in Southern India. Despite the fact that this year's display of new models is marked by numerous notable engineering advancements, the new number of the Studebaker free wheeling line establishes itself as one of the outstanding cars of the year. The new Studebaker Six, with its 70 horsepower engine, is said to be the most powerful car ever offered at its price.

Six months ago, Studebaker introduced free wheeling under positive gear control in the President and Commander Eights. Subsequently, this new principle of motor car control, developed and perfected by Studebaker patents, was brought out in the Dictator Eight. Now, it is available in the new Studebaker Six.

An interesting and highly significant sidelight on the automobile show was the evidence of the swing of the automotive industry to follow Studebaker's pioneering. Motor critics found considerable food for thought in the fact that the two most costly of American motor cars now have adopted free wheeling, and in the fact that the lowest priced of Studebaker cars, offers identically the same motoring advancement as that which features the two outstanding aristocrats of American motoring.

It has been freely predicted that some day all motor cars will be equipped with free wheeling, and Studebaker, by putting this new motoring principle within reach of the great majority of motorists, literally is building tomorrow's cars today.

Free wheeling is identically the same in principle and application as in the Studebaker eights. The salient advantages of this principle of motoring may be summarized as: new driving thrill, new easy shifting of gears from second to high and from high to second, back and forth even at 40 miles per hour without touching the clutch; new operating economy, and a new degree of safety. The provision of conventional engagement in all gears makes the full braking power of the engine instantly available.



The Studebaker Six Sedan.

Seven body types are offered on the 114-inch wheelbase of the new Studebaker Six. These include a five-passenger, four-door Sedan; Regal Sedan for five; two-passenger Business Coupe; Coupe for four with rumble seat; Tourer and Regal Tourer, both with folding top; and Roadster and Tourers, are finished in leather upholstery. Regal models are equipped with six wire wheels and folding luggage grid.

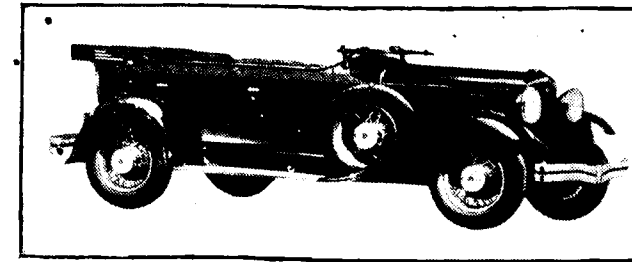
Body lines have been completely redesigned, conforming closely to the graceful design of better class cars and the new sloping radiator is similar to that which evoked such favourable comment in the new series President and Commander Eights last July. It is equipped with the same high-turbulence air deflectors in the grid which provide for better air circulation.

The headlamp tie-rod is concealed in the radiator shell. Large headlights of harmonious design flat radiator cap and modern double-bar bumpers with a in the middle to leave the new radiator treatment unobscured, are characteristic of the improvement which has been made in body design.

Bodies are of welded steel over selected hardwood foundation and permit all-round visibility. Double-drop frame construction achieves low-slung smartness, and at the same time increases safety by lowering the centre of gravity. Extra wide doors permit easy entry and exit. Ample headroom, elbowroom and legroom are provided.

Sweeping body lines are smartened by wide-crown fenders, graceful windshield pillars topped with a visor, and chromium brightwork. Roof quarter panels give a more tailored appearance and make the roof appear lower even though there has been no actual reduction in headroom height. The new selection of colours is authoritative of fashion's trend towards the more subdued shades.

Spaciousness is matched by interior comfort and luxury. Arm rests are standard in the rear seats of all closed models. Silken shades at back and rear quarter windows, as well as a dome light, heavy tonneau carpet, and polished robe and foot rails are provided in the sedans. English type storm curtains on the Tourer may be left in an



The Six Cylinder Free-wheeling Touring Model

upright position, with the top down, to serve as a windbreak. A curtain compartment is located behind the back seat in this model.

Front seats and steering column are adjustable. Clutch and brake pedals are equipped with heavy rubber pads. The steering wheel is the new three-spoke, steel core safety type with comfortable thin grip. Windshields are full-ventilating, with additional circulation provided by cowl ventilators.

Fittings include an automatic windshield cleaner with concealed mechanism; electric lock to ignition, the key of which also operates doors on closed models; rear traffic signal light, combining stop and tail lights in one compact unit; commodious cowl pockets with quicksnap flap. Instruments, including an 80-mile-an-hour speedometer with 100,000 mile odometer, hydrostatic petrol gauge, oil pressure gauge, ammeter, and engine thermometer, are under glass and indirectly lighted.

Though unchanged in power and performance the motor of the new Studebaker Six has undergone numerous refinements contributing to longer life of parts, greater accessibility and closer uniformity of engine design.

In operating efficiency, the new engine has already proved itself by its record-breaking feats during the past year.

The powerplant is of six-cylinders, L-head type, cast en bloc, developing 70 horsepower at 3200 r.p.m. Bore and stroke are 3 1/4 x 4 1/2 inches, giving a piston displacement of 205 cubic inches. Connecting rods, 10 1/2 inches long, are drop forged from selected steel, with shimless bearings babbitted direct to steel. Rods and pistons are matched in sets for perfect balance.

An outstanding feature of the new car is the engine vibration damper, rubber-driven for pro-

longed maintenance of accurate setting. It subdues motor vibration and contributes to marked smoothness. Smoothness is further enhanced by the heavy, counter-weighted crankshaft, statically and dynamically balanced, and rubber engine mountings which minimize the transfer of engine vibration to body and frame.

Camshaft is operated by silent chain drive. Valves are of special alloy steels-chrome nickel steel for intake and silchrome steel for exhaust and are operated by mushroom type pushrods and cooled by ample water circulation passages in the cylinder block.

Lubrication is full-pressure feed to main connecting rod and camshaft bearings from gear type pump with screen filter. Oil filter insures clean oil at all times, and constitutes a safeguard to the efficiency of the force feed lubrication.

A 1 1/2 inch single-tube carburetor is used. High-turbulence manifold insures perfect distribution of the incoming petrol vapour and contributes to marked fuel economy.

Petrol is supplied to the carburetor by fuel pump equipped with a filter. The fuel pump insures constant adequate flow of fuel, regardless of speed or grade. The filter prevents foreign matter from entering the carburetor or combustion chamber. A thermostatic control unit in the cylinder head retards the water flow until the motor has reached efficient operating temperature.

The clutch is the improved single plate dry disc type with torsional damper. Ten coil springs and fabric facings combine to soften the shock of contacts between driving and driven members. Smooth, noiseless clutch engagement results. Transmission is the new exclusive free wheel selective type through quiet helical gears. Three speeds forward and one reverse. The new free wheeling feature provides a new degree of silence, ease of shifting, and safety of control. The main shaft is mounted on ball bearings. Countershaft gears are forged integrally both shaft and gears being made of special alloy steel, heat-treated for extreme toughness and hardness.

This new six thus has many features which will appeal to South India motorists, and we understand that Messrs. Romer Dan & Co., the local distributors, will be only too pleased to arrange trial runs for all readers of the South India Motor Owner.

— READ —  
**The South India Motor Owner**  
EVERY MONTH.

**News and Miscellany.—(Continued from page 80).**

many of the remarkable features pioneered by the V-16. Among these are automatic valve silencers, thermostatically controlled crankcase ventilation, two individual carburetors controlled in unison by a single accelerator, harmonized steering, and safety-mechanical brakes supplemented by a vacuum brake assister.

**A Prince's Choice.**

One of the ruling princes of India, the Maharaja Rana Bahadur of Jhalawar, whilst on a visit to England purchased several British-built motorcars for his own personal use. They are destined for service in India, and choice was decided upon after a personal trial by the Maharajah at Brooklands.

**News of Another Baby.**

Motorists throughout Southern India have discussed the announcement which appeared in the daily papers some little time ago about the new £ 85 car which is to be put on the market by the Rover Car factory. This is welcome news for all those whose motoring is just such as would make the employment of a baby car of this type more than worth while. Nevertheless, it must be remembered that the translation of £ 85 into a round sum of Rs. 1,100 does not take into account shipping charges, duty etc., The Rover baby may be landed in India to sell at a remarkably low price, but it will sell at a figure some hundreds in advance of Rs. 1,100.

**Rubber Bumpers for Speeders.**

Munich, more than any other German city, is jammed with automobile traffic because it is located so that a great deal of traffic between other populous cities passes through its rather congested business section.

In an effort to keep this traffic flowing as smoothly as possible, sturdy posts of iron and concrete were set up to mark the traffic lanes in several of the community's squares and street intersections. Motorists were forever colliding with these formidable markers and so the municipal authorities decided to replace the solid posts with others made of rubber.

These are painted white and made more noticeable by black stripes near their tops. They look as hard as the iron and concrete pillars they replaced and motorists of course, try to avoid hitting them but when a car does crash into one of the resilient posts, it gives and, unless another machine runs into the car, no harm is done to the automobile or its occupants.

Since the installation of the rubber posts the number of casualties within the limits of Munich has been greatly reduced. The posts, which are about four feet high and ten inches in diameter, are set firmly in low, square concrete bases. They are but little more expensive than concrete and iron posts and, under ordinary conditions, will last for many years.

Several other European cities, profiting by the experience of Munich, are installing the rubber

traffic guides to protect careless and reckless motorists.

**Oldsmobile Was A Pioneer in Advertising.**

Automotive advertising has made notable strides in nineteen years. On February 15th, 1902, Oldsmobile was a pioneer in the field of advertising, appearing in a three-inch two-column advertisement which boasted that the car is "just as useful in winter as in summer," and promising to carry 1,500 pounds easily and safely at a guaranteed speed of forty miles an hour without tonneau—forty-five with it. Oldsmobile was also the first car to be advertised in two colours but that was not until 1903.

Cadillac also ventured into the realm of advertising in 1903, offering a car at \$ 750, with \$ 100 extra for detachable tonneau.

**Auto Fumes Curbed by New Carburetor.**

A device which, according to laboratory and road tests, insures virtual elimination of carbon monoxide, saves from 20 to 50 per cent. in gasoline consumption and permits the use of gasoline, kerosene or fuel oil in any internal combustion engine—automobile, motor boat or airplane—has recently been perfected.

Other advantages claimed for it are the elimination of carbon in cylinders and a definite increase in speed, power and acceleration. The device is known as the Juhasz Tri-Fuel carburetor.

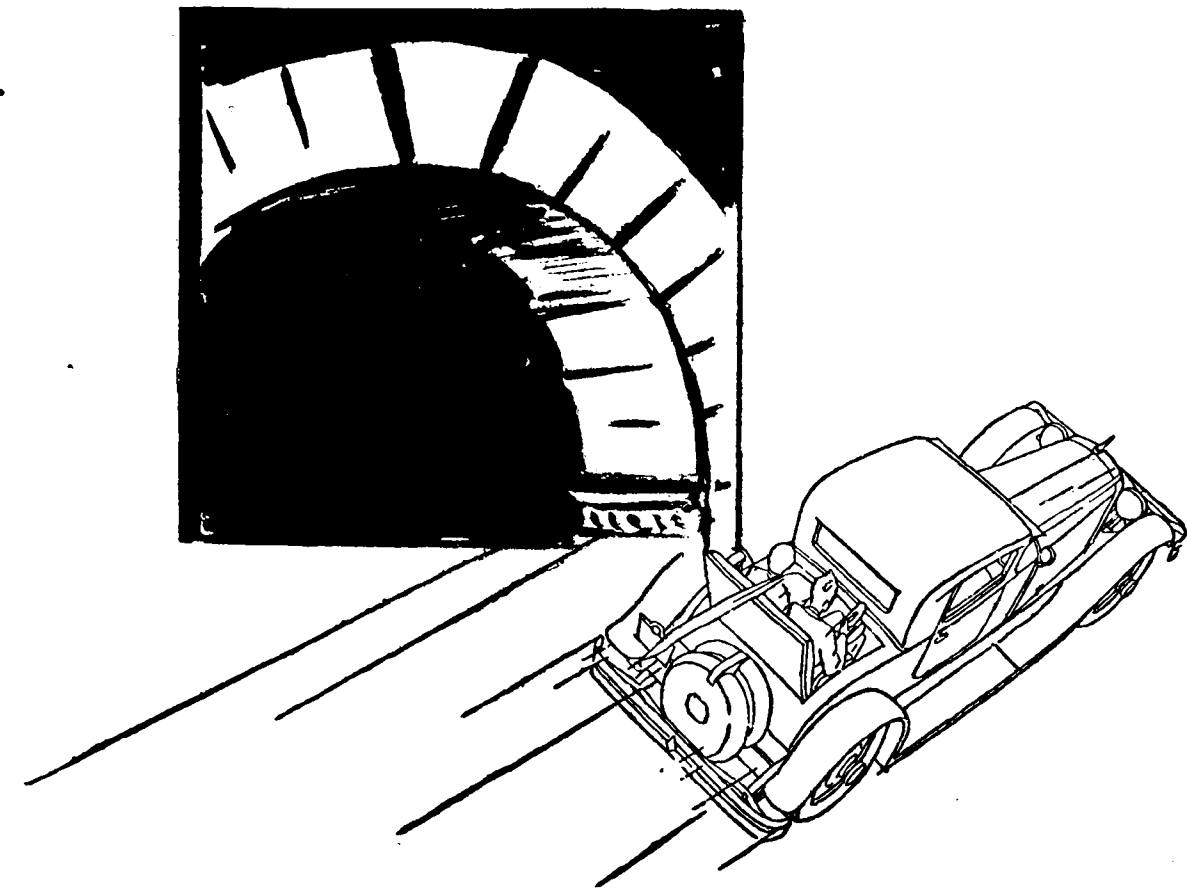
**Ex-President of Finland was Kidnapped in the Modern Fashion.**

While the publicity value may be rated as dubious, it is of interest to note that the kidnapping last October of Mr. K. J. Stahlberg, ex-President of Finland, was made in a Chevrolet sedan. Several young nationalists captured Mr. Stahlberg in Helsingfors and drove him 500 miles to the edge of the Russian border. Here they repented of their rashness, put their captive out on a lonely road and sped away, leaving the ex-President to find his way to a railroad station.

**British Driving Tests.**

England is struggling with a new driving law, among the provisions of which is a standard test that must be passed by new drivers applying for a first license. This driving test seems fair and with the growing motor traffic on British highways is probably necessary. The provisions of the test are as follows:—

1. Start the vehicle from rest, move away in a reasonably short time and maintain a straight course.
2. Turn right and left hand corners correctly.
3. Stop vehicle within a reasonable distance when travelling at various speeds and show that driver can brake promptly and effectively.
4. Operate all controls with safety and without moving from the driving seat.
5. Give all recognized signals, whether by hand or by a satisfactory signalling device.
6. Reverse for a reasonable distance, make a left or right hand turn in reverse gear and back the vehicle into an indicated position.
7. Stop vehicle in roadway thirty feet in width.
8. Stop, hold and start the vehicle on a gradient of at least one in fifteen, but not steeper than one in ten.



## Important as the keystone of an arch

Lubrication is as vitally important in the performance of your automobile engine as the keystone in a massive arch.

The cost of oil is only 3% of your total operating expense—a trifling item. But use of an *inferior* lubricant may result in untold trouble and costly repairs. The *right* oil must *fit your engine's needs*.

Mobiloil—made by the World's most experienced specialists in scientific lubrication—protects your engine from the ravages of needless wear and tear. The Mobiloil Chart shows the grade of Mobiloil specially refined to meet the lubricating requirements of your particular type of engine.

ASK FOR

# Mobiloil

COSTS LITTLE—SAVES MUCH

VACUUM OIL COMPANY

## Publisher's Notices

### The South India Motor Owner

Published Monthly by

Eastern Technical Publications,

Wood's Road, Mount Road, Madras.

'THE South India Motor Owner' is issued on the 15th of each month. It aims to furnish the latest and most authoritative information on all matters relating to motors and motoring under South India conditions. Contributions and correspondence on all matters coming within the scope of this journal are solicited and prompt remittance will be made for all acceptable matter. Contributions should preferably be illustrated.

### Subscription Rates

One year . . . Rs. 3 postage free payable in advance or recoverable by V.P.P. with the first issue mailed. Sample copies annas eight each plus postage. All remittances for subscriptions should be made payable to Eastern Technical Publications, Madras.

When subscriptions expire, unless previous notification has been received from the subscriber the first issue following the expiry will be sent to the subscriber V.P.P. for a further twelve months' subscription. It is therefore advisable, if any subscriber wishes to discontinue *The South India Motor Owner*, to notify the publishers a month in advance.

### Advertising Rates

Rates for display space will be furnished on application. For small advertisements and entries under 'Sales and Service Guide,' see page 97.

Advertisements to secure insertion in any month's issue should reach this office not later than the 20th of the month preceding. The publishers of *The South India Motor Owner* reserve the right to reject any advertisement for any cause.



### Volume III.

The December 1930 issue of the South India Motor Owner concluded Volume II, and a limited number of volumes bound in full cloth are available for those readers who may wish to keep their copies for reference.

**Complete Bound Volume Rs. 6.**  
**Readers Own Copies Bound Rs. 3**  
**plus postage.**

**Missing copies can be replaced : As. 4 per copy.**

As the stock of past issues is limited we would urge readers requiring bound volumes to order at once to avoid disappointment.

**Eastern Technical Publications,**  
**Mount Road,**  
**MADRAS.**

# THE SOUTH INDIA MOTOR OWNER

## Sales and Service Guide

Arranged alphabetically under vehicle headings this guide should prove extremely useful to motor owners throughout Southern India. The up-to-date Service Station and Sub-Dealer will find entries in this section to be a profitable method of inexpensive advertisement. Each entry in these

columns is charged for at the rate of Re. 1 per line, but no contract can be accepted for less than six consecutive insertions. Correspondence both from Dealers and Car Owners invited in order to make this section as useful as possible.

### CARS

#### Buick.

|                 |                                                                    |
|-----------------|--------------------------------------------------------------------|
| CALICUT         | ... English and Scottish Joint Co-operative Wholesale Society Ltd. |
| MADRAS          | ... Byramshaw & Co., Ltd.                                          |
| SECUNDERABAD... | ... Madras Cycle & Motor Mart.                                     |
| COLOMBO         | ... C. A. Hutson & Co., Ltd.                                       |

#### Cadillac.

|                 |                                                                  |
|-----------------|------------------------------------------------------------------|
| CALICUT         | ... English & Scottish Joint Co-operative Wholesale Society Ltd. |
| MADRAS          | ... Byramshaw & Co., Ltd.                                        |
| SECUNDERABAD... | ... Madras Cycle & Motor Mart.                                   |
| COLOMBO         | ... C. A. Hutson & Co., Ltd.                                     |

#### Chevrolet.

|           |                    |
|-----------|--------------------|
| BANGALORE | ... Nankervis Ltd. |
| BELLARY   | ... Asquith & Co.  |

### WILLYS-KNIGHT TRUCKS

The Six Cylinder  
Truck with the  
Silent Sleeve  
Valve Engine

Dependable and  
Economical Commercial  
Transport.

**MADRAS AUTOMOBILES**  
**MOUNT ROAD,**  
**MADRAS.**

### Bound Volumes

of the  
**South India Motor Owner**  
Volume II. Jan-Dec. 1930  
are available at  
Rs. 6 each, postage  
extra, from the offices of the  
Publishers.

|                 |                                         |
|-----------------|-----------------------------------------|
| COIMBATORE      | ... Stanes Motors (South India)         |
| CALICUT         | ... Stanes Motors (South India), Ltd.   |
| ERNAKULAM       | ... Stanes Motors (South India), Ltd.   |
| TRIVANDRUM      | ... Stanes Motors (South India), Ltd.   |
| MADRAS          | ... Byramshaw & Co., Limited.           |
| MADURA          | ... T. V. Sundram Iyengar & Sons., Ltd. |
| OOTACAMUND      | ... General Automobiles Ltd.            |
| SECUNDERABAD... | ... Hormusjee & Co.                     |
| TRICHINOPOLY    | ... Aiyer Motor Co., Ltd.               |
| VIZAGAPATAM     | ... Andhra Engineering Co., Ltd.        |
| COLOMBO         | ... Rowlands Garage Ltd.                |

#### Chrysler.

|        |                 |
|--------|-----------------|
| MADRAS | ... Jones & Co. |
|--------|-----------------|

#### Dodge.

|            |                        |
|------------|------------------------|
| COIMBATORE | ... United Motors Ltd. |
|------------|------------------------|

#### Erskine.

|        |                     |
|--------|---------------------|
| MADRAS | ... Romer Dan & Co. |
|--------|---------------------|

**SALES & SERVICE GUIDE—**  
(continued).**Hillman.**

MADRAS ... Simpson & Co., Ltd.  
OOTACAMUND ... Simpson & Co., Ltd.  
TRICHINOPOLY ... Simpson & Co., Ltd.

**La Salle.**

CALICUT ... English & Scottish  
Joint Co-operative  
Wholesale Society,  
Ltd.  
MADRAS ... Byramshaw & Co.,  
Ltd.  
SECUNDERABAD... Madras Cycle &  
Motor Mart.  
COLOMBO ... C. A. Hutson & Co.,  
Ltd.

**Morris.**

COIMBATORE ... United Motors Ltd.

**Nash.**

BANGALORE ... Hanumanthappa &  
Co.  
MADRAS ... Motor Recondition-  
ing Station.  
PUDUKOTTA ... Motor Trading Co.

**Oakland.**

COIMBATORE ... Stanes Motors (S.  
India) Ltd.  
COLOMBO ... Rowlands Garage  
Ltd.

**Oldsmobile.**

BANGALORE ... Nankervis Ltd.  
BELLARY ... Asquith & Co.  
COIMBATORE ... Stanes Motors (S.  
India) Ltd.  
CALICUT ... ..  
ERNAKULAM ... ..  
TRIVANDRAM ... ..  
KOTTAYAM ... ..  
MADRAS ... Byramshaw & Co.  
Ltd.

**THE  
HOGARTH  
PRESS**

It is our earnest endeavour  
to produce good work at  
reasonable prices to the  
satisfaction of our customers.

When next you have  
printing in mind ask us to  
submit our suggestions and  
estimates.

**WOODS ROAD,  
Mount Road, MADRAS.**

**PULLING  
POWER**

Pulling power in a journal  
is just as important as  
pulling power in an engine.

o o o

This is one of the reasons  
why small advertisement  
space in this paper has  
proved its value to  
advertisers throughout S.  
India.

The Next issue of  
the South India  
Motor Owner will be  
specially interesting.

**Make sure of your  
copy now.**

**Oldsmobile (continued).**

MADRAS ... T. V. Sundaram Iyen-  
gar & Sons Ltd.  
OOTACAMUND ... General Automobi-  
les, Ltd.  
SECUNDERABAD... Hormusjee & Co.  
TRICHINOPOLY... Aiyer Motor Co. Ltd.  
VIZAGAPATAM ... Andhra Engineering  
Co., Ltd.  
COLOMBO ... C. A. Hutson & Co.,  
Ltd.

**Overland.**

ALLEPPEY ... Wm. Goodacre &  
Sons, Ltd.  
CALICUT ... Wm. Goodacre &  
Sons, Ltd.  
COCHIN ... Wm. Goodacre &  
Sons, Ltd.  
MADRAS ... Simpson & Co., Ltd.  
OOTACAMUND ... Simpson & Co., Ltd.  
QUILON ... Wm. Goodacre &  
Sons, Ltd.  
TRICHINOPOLY ... Simpson & Co., Ltd.

**Peugeot.**

MADRAS ... Romer Dan & Co.

**Pontiac.**

COIMBATORE ... Stanes Motors (S.  
India) Ltd.  
COLOMBO ... Rowlands Garage  
Ltd.

**Singer.**

MADRAS ... Simpson & Co., Ltd.  
OOTACAMUND ... Simpson & Co., Ltd.  
TRICHINOPOLY ... Simpson & Co., Ltd.

**Studebaker.**

MADRAS ... Romer Dan & Co.

**Triumph.**

MADRAS ... Madras Motor Sales.

**Vauxhall.**

COIMBATORE ... Stanes Motors (S.  
India) Ltd.  
COLOMBO ... Rowlands Garage  
Co., Ltd.

**Willys-Knight.**

ALLEPPEY ... Wm. Goodacre &  
Sons, Ltd.  
CALICUT ... Wm. Goodacre &  
Sons, Ltd.  
COCHIN ... Wm. Goodacre &  
Sons, Ltd.  
MADRAS ... Simpson & Co., Ltd.  
OOTACAMUND ... Simpson & Co., Ltd.  
QUILON ... Wm. Goodacre &  
Sons, Ltd.  
TRICHINOPOLY ... Simpson & Co., Ltd.

**Wolseley.**

MADRAS ... Union Company.

**SALES & SERVICE GUIDE—**  
(continued).**TRUCKS.****Chevrolet Trucks.**

BANGALORE ... Nankervis Ltd.  
BELLARY ... Asquith & Co.  
COIMBATORE ... Stanes Motors (South  
India) Ltd.  
CALICUT ... Stanes Motors (South  
India) Ltd.  
ERNAKULAM ... Stanes Motors (South  
India) Ltd.  
TRIVANDRUM ... Stanes Motors (South  
India) Ltd.  
MADRAS ... Byramshaw & Co.,  
Limited.  
MADRAS ... T. V. Sundaram Iyen-  
gar & Sons, Ltd.  
OOTACAMUND ... General Automobiles  
Ltd.  
SECUNDERABAD... Hormusjee & Co.  
TRICHINOPOLY ... Aiyer Motor Co.,  
Ltd.  
VIZAGAPATAM... Andhra Engineering  
Co., Ltd.  
COLOMBO ... Rowlands Garage  
Ltd.

**Dodge Trucks.**

COIMBATORE ... United Motors Ltd.

**Diamond Trucks.**

MADRAS ... Cromandel Automobi-  
les.

**Fargo Trucks.**

MADRAS ... Jones & Co.

**Federal Trucks.**

MADRAS ... Simpson & Co., Ltd.  
OOTACAMUND ... Simpson & Co., Ltd.  
TRICHINOPOLY ... Simpson & Co., Ltd.

**G. M. C. Trucks.**

CALICUT ... English & Scottish  
Joint Co-operative  
Wholesale Society  
Ltd.  
MADRAS ... Byramshaw & Co.,  
Ltd.  
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Motor Mart.  
COLOMBO ... C. A. Hutson & Co.,  
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OOTACAMUND ... Simpson & Co., Ltd.  
TRICHINOPOLY ... Simpson & Co., Ltd.

**Selden Trucks.**

MADRAS ... Motor Recondition-  
ing Station.

**Stewart Trucks.**

MADRAS ... Rajagopal Motor  
Works.  
COIMBATORE ... Lakshmi Motor  
Works.  
MADRAS ... A. Tajudin & Co.  
BEZWADA ... General Automobiles.

**Studebaker Trucks.**

MADRAS ... Romer Dan & Co.

**White Trucks.**

MADRAS ... W. H. Brady & Co.,  
Ltd.

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MADRAS ... Madras Automobiles.  
SALEM ... V. S. Rajagopalan &  
Co.

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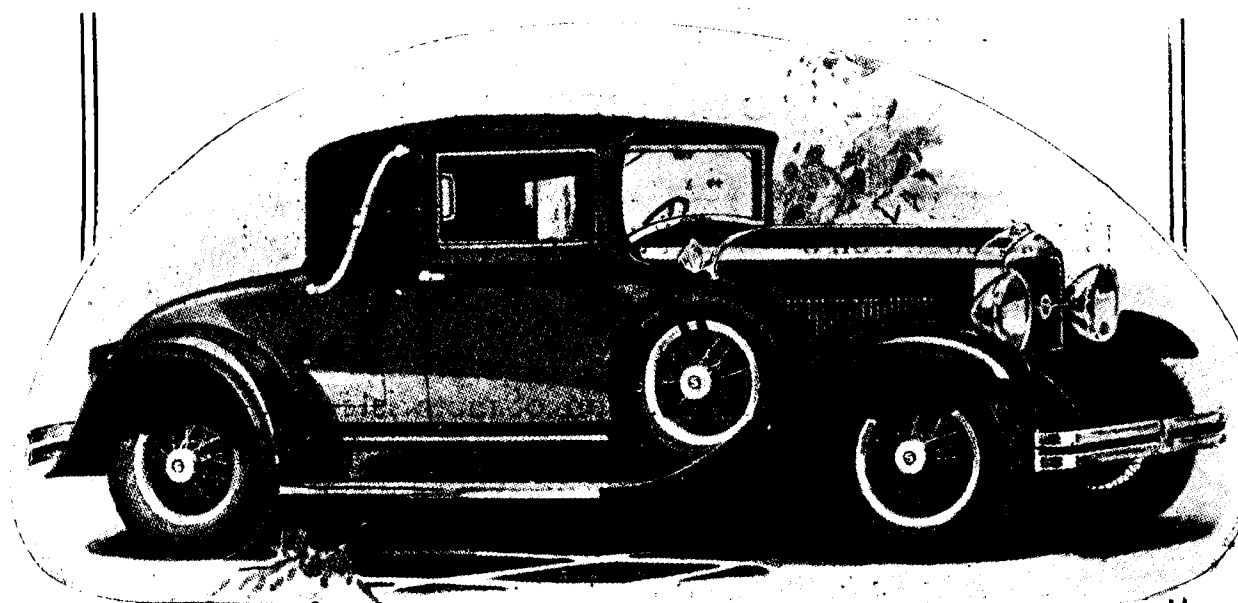
THE SOUTH INDIA MOTOR OWNER  
MOUNT ROAD MADRAS

THE SOUTH INDIA

Registered..  
No. M. 2515

# MOTOR OWNER

Official Organ of the Automobile Association of Southern India



Whether you contemplate buying a car, a tyre, oil, or even the smallest accessory there are always certain considerations which, if taken into account, will help you to make a purchase of greater value. Recently we have had the pleasure of helping many of our readers toward the making of wise purchases and we hope that many more readers will permit the staff of the South India Motor Owner to assist them in this way.

# ARE YOU A MEMBER

of the  
**Automobile Association  
:: of Southern India ::**

THE Association's "Abolition of Tolls" campaign, after three years effort, has been successful—but at a cost. Efforts must now be directed toward reduction of the rates of taxation for which combination of motorists and others is essential.

TO protect themselves motorists must combine, and there is no better way of doing so than by joining the Automobile Association of Southern India.

WRITE to-day for details of the Association's activities, organisation, etc., and a form of application for membership to:—

**The Secretary**  
**Automobile Association of Southern India**  
**Kardyl Buildings, Mount Road, Madras**

Phone: 2439.

P. O. Box No. 1229.

'Grams 'S.I.M.U.'

## PETROL ECONOMY

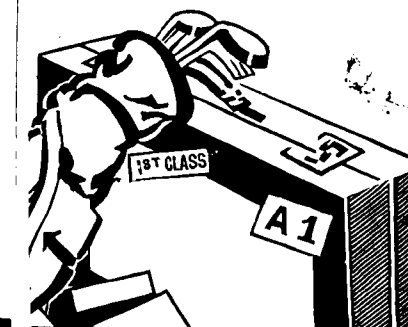
Over 200,000 motorists are saving from 5 per cent, to 40 per cent, of their petrol bills by using a

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**WHALLEY AIR VALVE**  
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Write for Particulars stating name of Car.

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Distributors of

Chevrolet Cars and Trucks  
and Oldsmobile Cars  
for the Mysore  
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**Chevrolet Sales and Service.**

**BOUND VOLUMES**  
See page 92

Pack Your Bag  
For A Long  
Week-end

and stay at

**Lavender's  
Hotel**  
BANGALORE

Read  
"The South India Motor Owner"  
Every Month.

A regular small advertisement in the South India Motor Owner is both economical and effective. It is read by motorists who have learnt to search the pages of this journal for their needs, and who write to us for information before making a purchase.

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A specimen page will be sent to you on application and we shall be glad to know what space you require as early as possible.

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MADRAS.**

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A full Directory of car owners in South India. This publication is invaluable to motor dealers and all who sell to South India motor owners.

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Rs. 10/- per copy.

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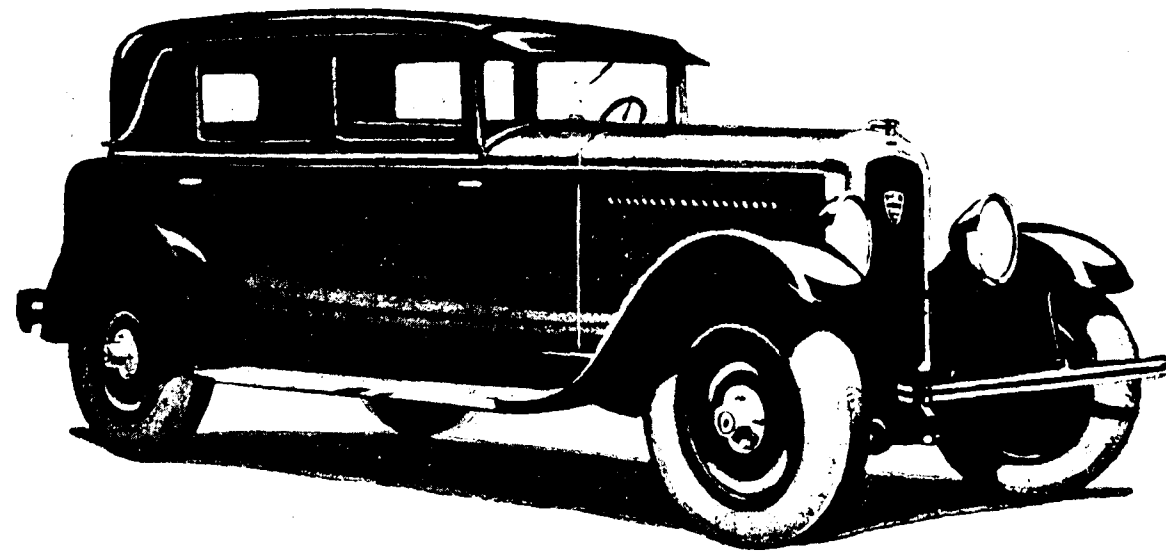
We invite you to inspect the 1931 Range of Chevrolet Models at your leisure in our showroom. The full beauty, luxury and quality of these low-priced new models can only be fully appreciated when you see the car and ride in it. Why not call to-day?

Dealers in Chevrolet, Buick, Cadillac, LaSalle and G. M. C. Trucks  
**BYRAMSHAW & Co., Ltd.,**

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GENERAL PATTTER'S ROAD, MADRAS.

Tel. "MINORU."



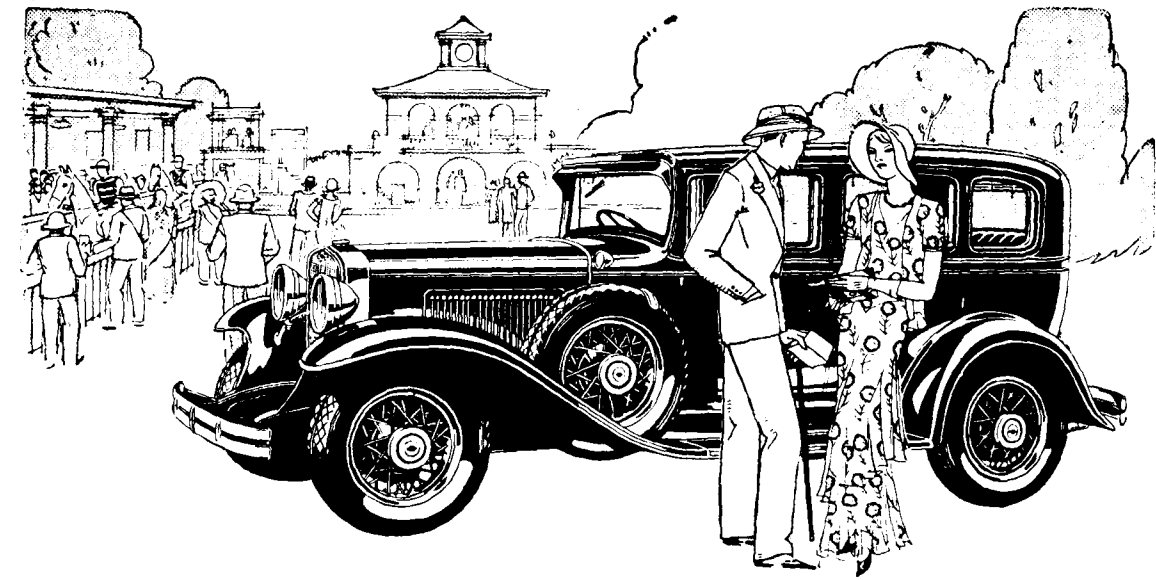
## SOLVES HALF YOUR PROBLEM

It is the first business of the advertiser to be interesting and in this he shares a common task with the publisher. The editorial pages of THE SOUTH INDIA MOTOR OWNER interest the motor owner upon motoring matters as no general magazine could. Thus the advertiser in these pages has the greater part of his first big task accomplished for him, and his advertisement reaches and interests a section of the public that can be barely touched through any other channel.

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Advertisement Manager :

**THE SOUTH INDIA MOTOR OWNER**  
MOUNT ROAD . . . . . MADRAS



*The New Chevrolet  
is acclaimed a thoroughbred...*

because its consistent performance  
fulfils the promise of its graceful lines . . .

**Y**OU have watched trained horses perform on the Race Course with a critical eye. . . . Some animals do remarkably well over a short distance, while others perform ever so much better over a longer course.

But your final opinion of a thoroughbred—based on sound knowledge and experience—always favours the consistent performer.

because it is built for both speed and stamina.

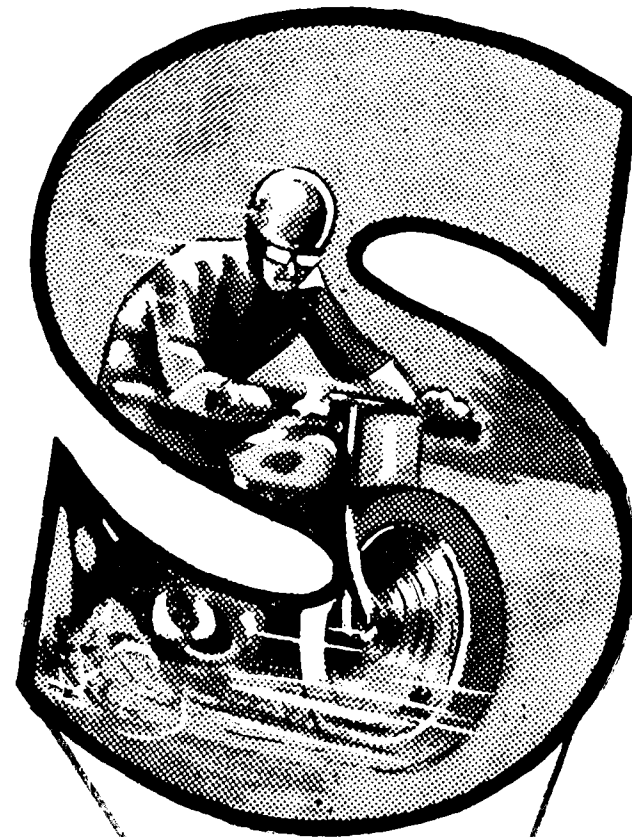
Everywhere, experienced motorists are now giving preference to the 1931 Chevrolet Six—a proved thoroughbred in 104 countries. For the combined resources of General Motors and the Chevrolet Company have built this new quality car for brilliant and dependable performance on all highways.

PRODUCT OF



GENERAL MOTORS

*The New Chevrolet* • Quality Line Models



'S' stands for Speed  
On Road and on Track  
The Experts use Castrol  
And bring Records back

Success in speed trials, and records on Road and Track depend on engine performance. And for engine performance one must have efficient lubrication. That's why all leading experts (motor-cycle and car) use Castrol. They know it provides the best lubrication and ensures perfect engine performance.

Make a regular habit of using Castrol. It reduces Friction to a Fraction, saves engine wear, provides perfect piston seal and gives less carbon. Yet it costs no more than ordinary motor oils to buy. Your dealer sells it—in the Green and Red SEALED tin. Try it and test it.

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# CASTROL

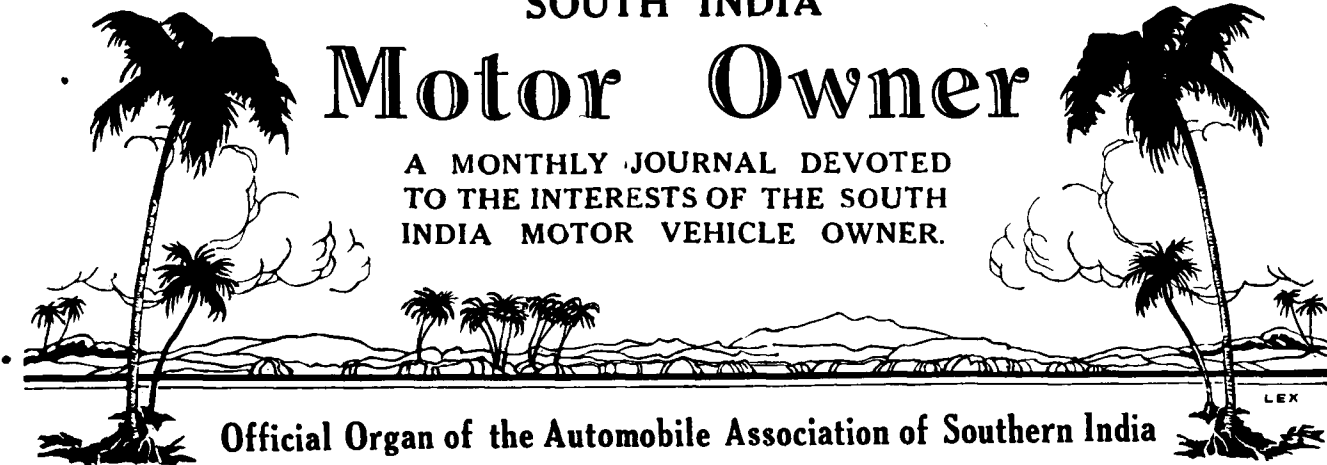
## MOTOR OIL

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L. A. S. 4

THE  
SOUTH INDIA

# Motor Owner

A MONTHLY JOURNAL DEVOTED  
TO THE INTERESTS OF THE SOUTH  
INDIA MOTOR VEHICLE OWNER.



Vol. III, No. 4

April, 1931

Price As. 8

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## A SIMPLE EXPLANATION of the MADRAS MOTOR VEHICLES TAXATION ACT

1. The following notes on the scope and application of the Act abovementioned have been drawn up solely for the information and guidance of owners of private motor cars and cycles; more particularly for members of the Automobile Association of Southern India.

No attempt has been made to deal with points which refer solely to commercial and public service vehicles.

It is hoped that these notes will make clear the position of motorists resident in Indian States like Mysore and Travancore, or other places not within the jurisdiction of the Madras Government like Pondicherry, Coorg and Bangalore; also to motorists whose pleasures or business necessitates motoring in such States, etc.

### 2. Result of Act —

(i) By the passing of the said Act into law.— All toll gates existing in the Madras Presidency on 31st March 1931 were abolished and it became illegal to levy tolls, except at such places and at such rates as may thereafter be notified by Madras Government notification.

(ii) All Municipal Corporation and similar local taxes on motor cars were abolished.

*Note.*—This Act in no way affects the tolls and local taxes levied by the Government of French Territory, Coorg, and Bangalore, Mysore, Travancore, Cochin and similar States. However, efforts are being made to move these Provinces, States, etc., to abolish their tolls and impose a tax on a reciprocal basis, so as to provide uninterrupted circulation for Motor Cars throughout the South of India—and in other Provinces in Northern India.

(iii) The imposition of a Provincial Tax on all Motor Vehicles.

### 3. Provincial Motor Vehicles Tax.—

The minimum period for which the tax will be levied is three months (or a quarter)—i.e., 1st Qrt. April, May and June; 2nd Qrt. July, August and September; 3rd Qrt. October, November and December; 4th Qrt. January, February and March.

4. The taxes for a whole year may be paid in one payment, but there is no rebate for this "block Payment," not can there be any question of refund. It appears advisable, therefore, to adhere to quarterly payments.

*Note.*—(a) Owing to delay in the printing and issue of licenses for the second and subsequent quarters or 1931-32, Licensing Officers were not able to accept advance payment of tax during the first few days of April, 1931, but this has now been rectified.

5. The tax (see schedule below) is leviable from the "Registered Owner" or "Person having

possession or control" of every motor car or motor cycle which is kept, or used, within the Presidency of Madras for more than fifteen days in a quarter. (It is presumed that this means "fifteen consecutive days" although the notification (633 of 1931) does not make it clear.)

6. The tax need not be paid before the fourteenth day of a quarter, nor can it be levied on a vehicle which has not been kept or used within the Madras Presidency for the whole, or part of the last of the fourteen days in a quarter.

Thus a total period of 28 days' exemption is possible for (say) a Xmas holiday trip by a motorist permanently resident (say) in Mysore or other place not within the Madras Presidency.

7. A car or motor cycle is not exempt from taxation merely because it is not used. The fact that it is kept in the Presidency renders its "Registration Owner" or "Person having possession or control" of it, liable to pay the full tax.

Exemption is made (Notification 633 of 1931) in the case of motor cycles belonging to officers or soldiers of a motor-cycle company, platoon or section of the A. F. I. or to other officers or soldiers when such cycles are certified by the Officer Commanding the Corps to be in good order and of actual service for the week of the Corps.

*Note.*—Licenses must be taken out by the owners of such cycles, but they will be issued free on production of the C.O.'s certificate.

Exemption is also made (Notification 633 of 1931) for Motor Vehicles which have been under repair with a manufacturer, dealer or repairer, during the whole of a quarter.

*Note.*—Although the notification does not say so, it is presumed that a certificate from a registered motor manufacturer, dealer or repairer would be necessary to support a claim to exemption under this clause.

8. Enquiries received indicate that there are a number of vehicles existent for which owners hold registration certificates, but which are definitely and permanently out of commission, being unserviceable or condemned.

It behoves the owner of such a vehicle to prove the unserviceability or non-existence of the vehicle to the satisfaction of the local registering officer and get him to cancel the registration in his records, and suitably endorse the Registration Certificate. Otherwise, the tax can be legally claimed or the penalty enforced in case of default.

9. The license granted for a motor vehicle must be displayed in a conspicuous place on the vehicle; there is at present no penalty for failing to display the license, nor may a vehicle be stopped by the police merely to examine its license.

However, motorists will readily recognise the advisability of assisting the authorities responsible for checking the payment of the motor vehicle tax,

by permanently displaying their licenses on their cars. The left hand side of the body or windscreen is suggested as the most convenient place for display. Some cars have a "license holder" as standard equipment, while there are several types of "holder" on the market. Failing a "holder," the circular disc of the license might be pasted on to the inside of the windscreen so as to be read through the glass.

10. The penalty for failing to pay the tax due on a motor vehicle, within due date, (i.e., the fourteenth day of a quarter or the fourteenth day after the vehicle began to be kept or used in the Madras Presidency, is a fine of Rs. 50; or the vehicle may be seized and detained; fifteen days after seizure and the service of a warning notice, the vehicle may be sold by public auction and the proceeds of the sale applied to payment of the tax, charges and penalty.

11. A motor vehicle may only be seized by order of an officer empowered in this behalf by the Local Government, and then only when the vehicle is not actually employed in the conveyance of any passenger or goods.

No information is yet available as to which officers have been or will be, appointed to exercise the power of seizure, but it is unlikely that an official with a status below that of a 2nd class Magistrate will be appointed.

12. The tax may be paid to and a license obtained from the Commissioner of Police, Madras or the Head Accountant of most sub-treasuries. In every case the Registration Certificate of the vehicle must be produced together with the amount of tax due; in the absence of the Registration Certificate, a license cannot be issued.

13. If the Registration Certificate cannot be produced, or is so damaged as to be unreadable, a duplicate must be obtained from the Registration authority who issued the original (the Commissioner of Police, Madras, for vehicles with M.C. or P. numbers: the Superintendent of Police of the District where distinguishing letters precede the number in other cases.) An application for a duplicate Registration Certificate must quote in full the registration number and letters displayed by the vehicle, the name of the maker and the owner's name, and must be accompanied by rupees eight (or one half of the original fee paid.)

14. The fact that the tax due has been paid or is not due must be recorded by the Licensing Officer on the reverse of the Registration Certificate. This forms a permanent record of payment apart from the license card issued and should always accompany the vehicle.

15. It is not essential that the payment of tax and application for a license should be made to the nearest or any particular licensing Officer. The most convenient licensing Officer may be selected at the discretion of the applicant.

16. In this connection the Secretary, A.A.S.I. is prepared to obtain licenses, pay taxes, obtain

duplicate Registration Certificates and act generally on behalf of members of the Association. In every case the information or documents and money required are as noted above. When cheques are sent, care must be taken to add annas four to the amount due if the cheque is not drawn on a bank located in Madras City.

In any case where the amount realised on a cheque is less than the sum paid for the tax, and fee (if any) the Registration Certificate duly endorsed by the Licensing Officer will be returned to the member by Value Payable Post for the amount due.

### Schedule of Taxes Leviable.

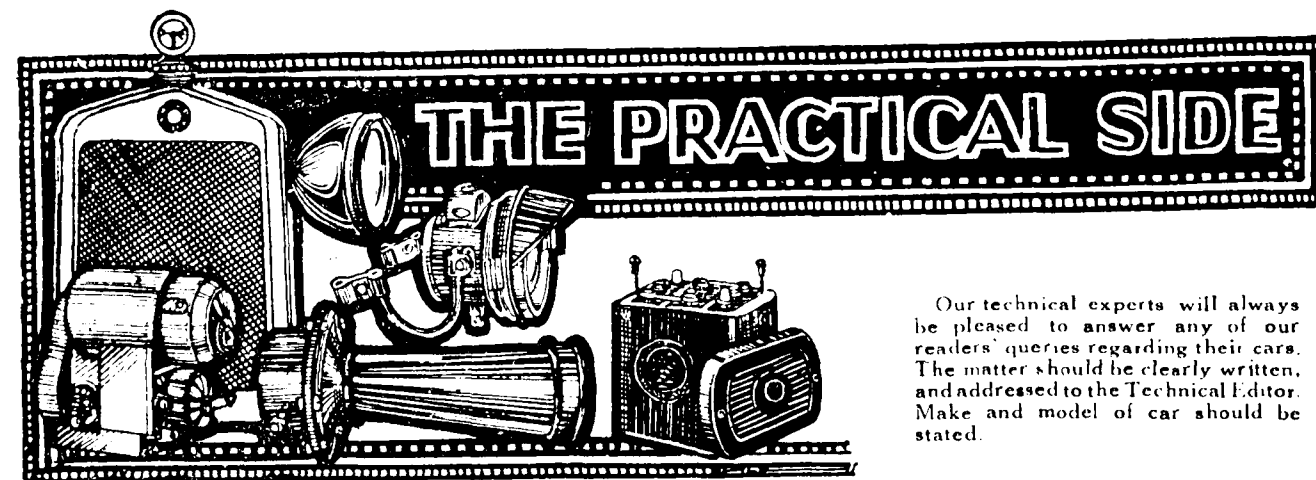
| CLASS OF VEHICLES.                                                                                                                                                      | Vehicles with pneumatic tyres |     | Other Vehicles |     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|-----|----------------|-----|
|                                                                                                                                                                         | Per Qrt.                      | Rs. | Per Qrt.       | Rs. |
| 1. Motor Cycles (including motor scooters and cycles with attachments for propelling the same by mechanical power) not exceeding 8 cwts. in weight, unladen             |                               |     |                |     |
| (a) Bicycles if used with side car or trailer                                                                                                                           | 10                            | 12½ |                |     |
| (b) Bicycles                                                                                                                                                            | 7½                            | 10  |                |     |
| (c) Tricycles                                                                                                                                                           | 10                            | 12½ |                |     |
| 2. Motor Vehicles not exceeding 5 cwts. in weight, unladen adapted and used for invalids.                                                                               | 7½                            | 10  |                |     |
| 5. Motor vehicles other than                                                                                                                                            |                               |     |                |     |
| (i) those plying for hire and used for the transport of passengers, and                                                                                                 |                               |     |                |     |
| (ii) those used solely in the course of trade and industry for the transport or haulage of goods or materials, including Tricycles weighing more than 8 cwts., unladen: |                               |     |                |     |
| (a) Weighing not more than 15 cwts. unladen                                                                                                                             | 17½                           | 25  |                |     |
| (b) Weighing more than 15 cwts., but not more than 30 cwts., unladen                                                                                                    | 25                            | 37½ |                |     |
| (c) Weighing more than 30 cwts., but not more than 45 cwts., unladen                                                                                                    | 32½                           | 50  |                |     |
| (d) Weighing more than 45 cwts., but not more than 60 cwts., unladen                                                                                                    | 40                            | 60  |                |     |
| (e) Weighing more than 60 cwts., unladen                                                                                                                                | 50                            | 75  |                |     |
| (f) Additional tax for such vehicles used for drawing trailers—                                                                                                         |                               |     |                |     |
| (i) For each trailer not exceeding one ton in weight, unladen and                                                                                                       | 10                            | 15  |                |     |
| (ii) For each trailer exceeding one ton in weight, unladen                                                                                                              | 20                            | 30  |                |     |

Provided, that two or more vehicles shall not be chargeable under this clause in respect of the same trailer.

(i) Category 5 may be taken as the private motor car category.

(ii) The unladen weight of cars are usually recorded on Registration Certificates, to which reference should be made. In cases of doubt, the Licensing authorities are usually able to determine the weight from details supplied to Government by dealers. It must be borne in mind that the "unladen weight" of a vehicle for taxing purposes includes spares tyres and wheels, tools, petrol, oil and water; in fact, everything necessary for the running of vehicle when on the road.

(iii) Licensing authorities may cause a car to be weighed at their discretion, but the owner has no right to demand that this be done where an unladen weight is already recorded on a Registration Certificate.



Our technical experts will always be pleased to answer any of our readers' queries regarding their cars. The matter should be clearly written, and addressed to the Technical Editor. Make and model of car should be stated.

## Taking Care of the Cooling System.

THE temperature in the combustion chamber of a motor car engine is high, and unless some provision were made for cooling the cylinder walls, serious damage would be done to the metal by the heat. It is therefore arranged to surround the walls with water. Obviously some means of cooling the water is necessary and the radiator is provided for that purpose.

The radiator is connected to the engine block and the water passages therein by two rubber hose couplings, one running from the top of the cylinder head to the top of the radiator and the other from the bottom of the radiator to the base of the cylinder block.

### Cooling Action.

Hot water is lighter than an equal volume of cold water, and a mixture of both hot and cold water shows that the hot will tend to rise whilst the cold will sink to the bottom.

In the case of the motor car engine, the water space around the cylinder walls and the radiator contains this mixture and the heated water rises to the top of the cylinder head, passes up the hosepipe into the header tank and then flows down the tubes to the bottom of the radiator and so back again to the engine. The draught of cold air passing through the air spaces between the tubes cools the heated water.

### Fan, Impeller, and Pump.

During its passage through the radiator the cooling of the water may be hastened by the use of a fan, and that fitting is usually provided when the simple thermo-syphon system, just described, is adopted.

On many cars the fan spindle is employed to drive an impeller consisting of a number of vanes revolving inside a chamber at the forward end of

the cylinder head. These rotating vanes give a more positive flow to the water in the cooling system.

The pump system of circulation, in which a positively driven pump at the base of the cylinder block forces the water through the cooling system, usually makes a fan unnecessary.

In all these systems the principal is similar. The hot water is taken from the point of highest temperature and cooled before it is returned.

In thermo-syphon systems the level of the water in the radiator should not be permitted to fall below the level of the water pipe leading to top of the cylinder head. In any system the level should never be lower than one inch above the tops of the tubes.

Do not fill the radiator right up to the top; always leave two inches of air space. In Southern India, where the engine is running at a fairly high temperature, the water level should be inspected before every run.

### The Overflow Pipe.

In order to prevent pressure from steam a pipe leads from the top of the header tank down the back of the radiator and usually terminates below the level of the radiator bottom. Surplus water and steam thus escape from the delicate tubular arrangements of the unit.

It will be obvious that if the radiator is to be kept free from steam pressure the overflow pipe must be kept clear. Should it become obstructed, pass a length of fairly stiff wire through it. In some cars the bottom of the pipe is placed so that overflow water runs into the engine tray. This defect may be remedied by adding a length of rubber tubing to the tube and thus leading the water on to the roadway direct.

## Fouled Radiators.

As a rule radiators built up of vertical tubes do not foul up so readily as those of the honey comb type, in which the water passages are exceedingly narrow, but it is important to keep the passages in all types free from obstruction, otherwise the rate of water flow is reduced, and cooling becomes less efficient.

Hard water quickly furs up the water passages, and it should not be used. Rain water is best. Should the engine develop overheating, and all other parts prove correct, treat the radiator by filling it with a mixture of caustic soda (3 lb. to 2-3 gallons of water), and allow it to circulate through the system for an hour or two. Then drain off and flush out the system thoroughly with cold water.

When this solution is used the rubber hose-pipe connections must be renewed. There are proprietary preparations on the market which are said to be effective for this purpose.

### Water Pipe Clips.

After a period rubber hose connections deteriorate, and it will be found that the pipe clips cannot be screwed up tightly enough to stop leaks.

The best remedy is to renew the connections, but by wrapping one or two layers of adhesive tape under the clips the leaks may be stopped.

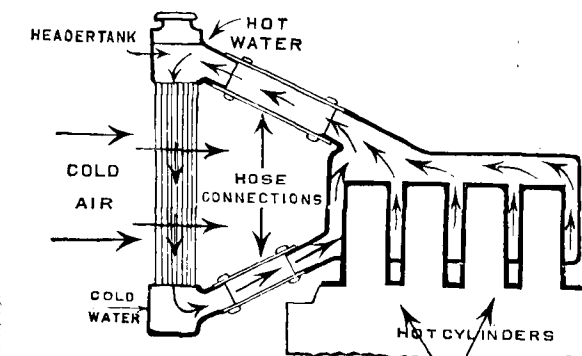
If new pipe connections are to be used the method of removing the old ones is to remove the clips, slide the pipes up the metal tubes until one end is free and then draw them off. Replace by sliding on one end and then the other.

### Fan Belts.

Most fans are driven by belt, and it is important that the tension on that unit should be enough to drive the fan without slip but not tight enough to place a heavy load on the fan spindle.

The fan bearings should be lubricated very frequently as they revolve at high speed... On very cool running engines the fan belt may be removed during very cool weather such as is experienced on the hills. This permits the engine to warm up quicker. Most fan belts are now made of canvas and rubber, and the method of tightening varies somewhat.

In most cases the spindle is mounted eccentrically, and in those later cars in which the fan is mounted on the dynamo spindle that unit is mounted so as to be capable of rocking on a stud.



To tighten the belt two of the three nuts should be slacked off a bit, the third one just loosened, and the dynamo slightly lifted. The nuts should then be screwed up tight.

### In Brief.

Don't use dirty water; it blocks the tubes.

Don't fill up to the very top.

Don't adjust the fan belt too tightly.

Don't move the car by pushing on the radiator.

Don't let the tubes become dirty: it reduces radiation.

Don't let the anchoring nuts and bolts work loose.

Don't let the stay rods to the dash work loose.

Don't try to solder leaky tubes: that is a specialist's job.

Don't paint the radiator unless there is ample margin of cooling.

Remember that radiators are built up of many parts.

Appreciate that in some cases there are thousands of tubes to go wrong.

Treat the unit with the greatest respect; repairs are very expensive.

Avoid straining the radiator when removing it for any purpose.

### Fibre Joint Washers.

In a number of cars the water joints are made by means of copper asbestos or fibre washers. If the latter are to be removed for any length of time they should be placed in water in order to prevent them from hardening and warping. The moisture will keep the fibre soft, but it will also cause it to swell, and when it is replaced care should be taken to tighten up the nuts thoroughly, otherwise leaks will develop.

When metal to metal joints are used the faces of the joints may be coated with metallic jointing compound. This material makes a very tight joint.

**Read The Motor Owner**

EVERY MONTH

# HERE

WE BELIEVE IS  
THE FINEST  
**HEAVY DUTY  
TYRE,**  
EVER MANUFACTURED!

"HEAVY DUTY" is the name of this newest Goodyear Tyre; but the words "Heavy Duty" can record only part of its sturdy excellence. . . . It has a thicker tread . . . a broader tread . . . a greater air capacity. . . . The extra rubber in its All-Weather tread gives it much longer wear and increased safety of traction. . . . The greater air capacity makes this new and better balloon tyre luxuriously comfortable to ride on . . . Handsome new prisms of rubber reinforce the shoulders of this Heavy Duty Tyre, making it ruggedly beautiful, and a gleaming silver stripe on its sidewalls sets it off on any motor car. . . . .



# GOODYEAR

## From an Owner Driver's Note Book



by  
"SPOTLIGHT."

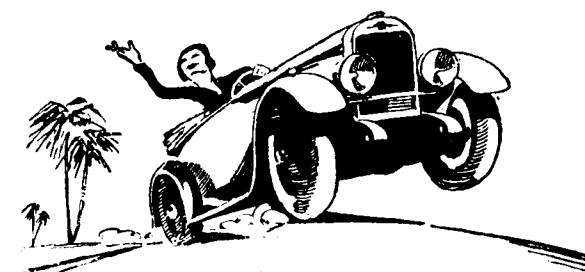
### Use the Driving Mirror.

A time will come, I have little doubt, when mechanical traffic indicators will be compulsory on every car, but in the meantime we have to depend upon our hands to signal our intended movements. And a nice mess some of us make of it.

It is more difficult perhaps, than the practised driver realises to choose the happy medium between signalling too little and signalling too much; and in one way I suppose the error on the latter side is the better.

The driver who spends 90 per cent of his time in traffic waggling the right hand is seldom very precise, definite and unmistakable in the signals given, and I think no signal at all is infinitely preferable to one that is confusing.

I know it will be considered both a heresy and dangerous counsel; but my fixed opinion is that very few signals are really necessary at all, providing the car is driven properly.



Waggling the right hand.

By "properly" I mean that no move which might reasonably be regarded as unexpected by the drivers of following cars should be made suddenly.

A sudden swerve out from the kerb, an unnecessarily rapid halt, or a last-moment decision to take a right-hand turning; these are the evolutions in connection with which a

warning to other drivers is most needed. By reason of their suddenness, however, the signal given is hurried and not very clear in its meaning; and also gives other traffic no time to act upon the warning.

One dare not advise all beginners to give up signalling entirely, for the simple reason that if every non-signaller drove his car perfectly, there would still be plenty of people on the road unable, for one reason or another, to deduce, from a car's movements, what the driver is going to do next, and for them nothing but a perfectly clear signal, given in plenty of time, is of any use.

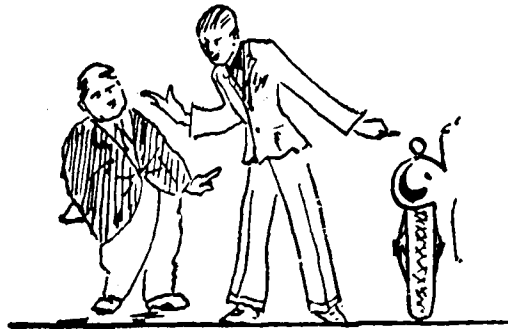
At the same time, proper use of the driving mirror is a much more potent safety-first factor even than 100 per cent. conscientious and perfect - but blind - hand signalling.

### Buying Problems.

One of the problems which the average car owner is up against is whether to buy an inexpensive car and trade it in for a new one each year, or to purchase a bus of a higher class and cost to make it last for three years or so.

After twelve month's use the value of one of the inexpensive makes begins to lower rapidly, so that there is a great deal to be said for the system of trading in for a new car whilst one's old model is still at its maximum second hand value. On the other hand a good car in the hands of a good motorist gives the impression that it is good for many, many more miles than those covered in its first twelve months on the road. It is true that the brilliance of its exterior finish may show blemishes here and there - but with care a good modern car should be almost as valuable at the end of two or three years work as it is with only one year to its credit. Unfortunate-

ly the second-hand market decreases otherwise, and though I must admit my feelings are that one cannot exhaust the charm or efficiency of a good car in a single year, from the viewpoint of finance it seems that the inexpensive car renewed frequently works out cheaper in the long run.



The car to guard against.

to make mention to the second-hand car buyer that he should explore the one year-old market for the car to serve him best. The second-hand car to guard against most carefully is that which one often hears described as "the snip of a lifetime" - that is one that is offered well below the general market price.

### Every Few Pukka "Bargains"

The logical conclusion to the above notes is

There is usually a very sound (or unsound) reason for these so-called "bargains."

## KEEPING THE TYRES YOUNG.

A MOTOR vehicle obviously only functions satisfactorily in proportion to the time, care and inspection given to it, but how many motorists include tyre inspection under this heading?

Beneath the rubber tread on a tyre is a carcass of cotton, built up to carry a definite load. The side walls of this carcass are so constructed as to flex without fracturing the cotton.

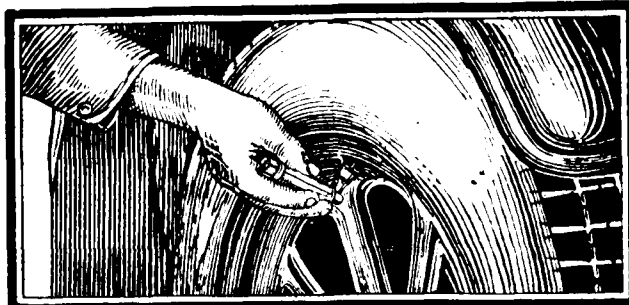
The tyre pressure recommended for any vehicle is such that a motorist can take advantage of this flexing without causing any damage to the tyres, but should this pressure be continuously maintained at a

higher or lower level the motorist lays himself open to trouble at a later date.

A little time spent on inspecting the tyres on your car will, in all probability, be amply repaid by the fact that it will be possible to obtain the maximum life built into them at the factory. For

your guidance the following are at least the major points, which, when checked, will go a long way towards achieving this end :-

1. Remove all tyres periodically.
2. Inspect rims for truth, removing rust and giving a coating of japan or enamel.
3. Inspect the inside of the covers for pieces of foreign matter or small fractures of the carcass due to concussion bruises incurred during running.
4. Inspect the treads for small cuts, embedded flints, and the like.
5. Inspect the tubes for rust marks, damaged or leaky valves, loose particles, etc.
6. Refit the tyres, and inflate to correct pressure.
7. Test wheel alignment and steering connections, in order to ascertain whether any excessive play is to be traced between the steering wheel and in the movement of the wheel on the hub.



## The New Side-Valve Morris Minor.

Offering abundant room, these new Morris models are destined to bring the pleasures and privileges of personal transport to many who have hitherto considered a car

:: :: just out of their reach :: ::

FOR the first time in motoring history a soundly constructed, well sprung, good-looking four-cylinder car is available to the British public at the modest price of £100.

The new addition to the Morris range is known as the Morris Minor S. V. the S. V. indicating its side-valve engine, which has a bore and stroke of 57 mm. and 83 mm. respectively, and a cubic capacity of 847 c.c. Forced lubrication and Lucas coil ignition are included in the specification, while an interesting feature is the dynamo mounted on the forward end of the cylinder head and carrying the fan on its spindle, an endless belt sufficing for both. This position makes for extreme accessibility when ever attention to the brushes or commutator becomes necessary.

### Only the Price is Low.

Although the price is low, judged even by the standards of to-day, there has been no attempt to offer anything out the best of its kind in the specification. As in the case of all Minor models, long semi-elliptic springs, provide the suspension, a three-speed gearbox on orthodox lines is fitted, while the body work finished in grey cellulose and upholstered in red affords an abundance of room. As far as the two seater models are concerned, hinging forward the seat squab gives access to the boot, where are accommodated the spare wheel and tool kit. Ample room for luggage is also provided, so that the car,

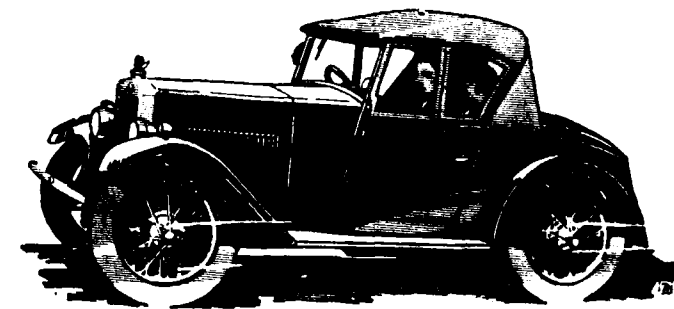
despite its modest dimensions, is a touring in the fullest meaning of the term, and a small child may be carried in company with two grown-ups.

The all-weather equipment, too, has been carefully considered and consists of an easily erected hood and large celluloid side-curtains which have signalling panels. A hood cover, incidentally, is included in the price, so that the hood, when out of use, is folded neatly behind the driver and passenger.

In view of the fact that many folk will undoubtedly be introduced to the delights of motoring through the medium of these new models, special attention has been paid to ease of control. The steering is light, the three-speed gearbox affords an easy change, and although the engine is capable of speeds of upwards of 50 m. p. h. it is particularly docile at low revolution on top gear. Its excellent acceleration also must be mentioned, and the way in which the car holds the road on corners and uneven surfaces is in every way praiseworthy. Fuel consumption is represented by the particularly attractive figure of 40 m.p.g. under average conditions.

### Ample Braking Control.

Both foot and hand brake operate on all four wheel drums and the cable layout is direct and efficient, thus it may be honourably claimed that the car possesses real four-wheel brakes, a claim which in the case of some small cars is not always strictly true.



Showing the neat appearance of the S. V. Two Seater.

It is recognised that the new Minor model will have a very large sale among present Morris owners as a second car, to be used for shopping expeditions by the ladies of the household in preference to the larger car or when it happens to be in use. Ease of maintenance and cleaning have, therefore been well to the fore in the design: bright fittings have been eliminated, even the radiator being finished in black.

The following items included in the specification will indicate the exceptional value for money the new Minor model affords. In addition to these already mentioned, the car has Triplex glass windscreen, speedometer, oil gauge, automatic windscreen wiper, licence holder, driving mirror, shock absorbers on all four wheels, self starter, five detachable wire wheels fitted with Dunlop cord tyres, spare wheel carrier (in rear locker), jack, tyre pump and complete kit of tools.

It was only to be expected that the man with round about a hundred pounds to spend upon his new car might possibly find himself, owing to family considerations, compelled to contemplate the acquisition of something slightly larger than a two-seater.

It will be welcome news, therefore, to the family man that a car suitable to his requirements need cost him very little more than the two-seater. The new Minor S.V. is now available in the form of a cosy and comfortable saloon. These saloons are assembled upon the chassis which made the £100 two-seater car such an instantaneous success. They are equipped with two double-panel sliding windows

and ample quarter-lights, and these and the windscreen are of Triplex safety glass, standard on all Morris models.

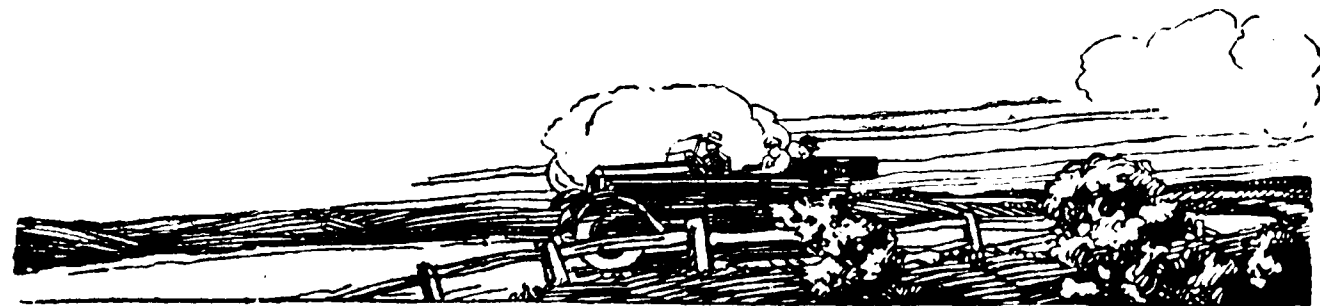
Passenger accommodation has been carried out on generous lines. The front bucket seats, are adjustable, ensuring ease of control and maximum driving comfort, and there is ample body space provided upon a chassis the overall size of which lends itself to outstanding ease of handling.

The normal fuel consumption averages forty miles per gallon and the car is easily capable of a speed of fifty miles an hour. The road-holding qualities of the Minor are already well known.

Unfortunately we are not able to illustrate this model has no photograph is available, but we hope to include a picture in an early issue of *The South India Motor Owner*. Those who are sufficiently interested in this model may obtain fully illustrated particulars from Messrs. Addison & Co., Ltd., the Southern India dealers.

#### A Revolution in Value.

Altogether the Morris Minor S.V. is unquestionably the finest value ever offered by any manufacturer, British or foreign. At the price of a moderate £100 the purchaser is offered a completely equipped car devoid of compromise or anything for which excuses have to be made. It will undoubtedly open up an entirely new field and offer the joys of motoring to numberless happy folk who previously considered a car just beyond their reach.



## 1930 SHELL SUCCESSES ON LAND

### BROOKLANDS "DOUBLE-12"

1st and 2nd

### LE MANS GRAND PRIX (24 HOURS)

1st and 2nd

### IRISH GRAND PRIX

1st, 2nd and 3rd

### TARGA FLORIA - - -

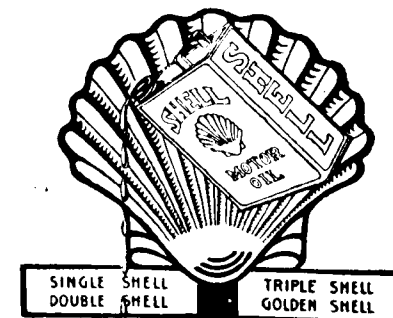
1st, 4th and 5th

### CALCUTTA-RANCHI - - -

In less than 8 hours

### GRAND PRIX OF ITALY

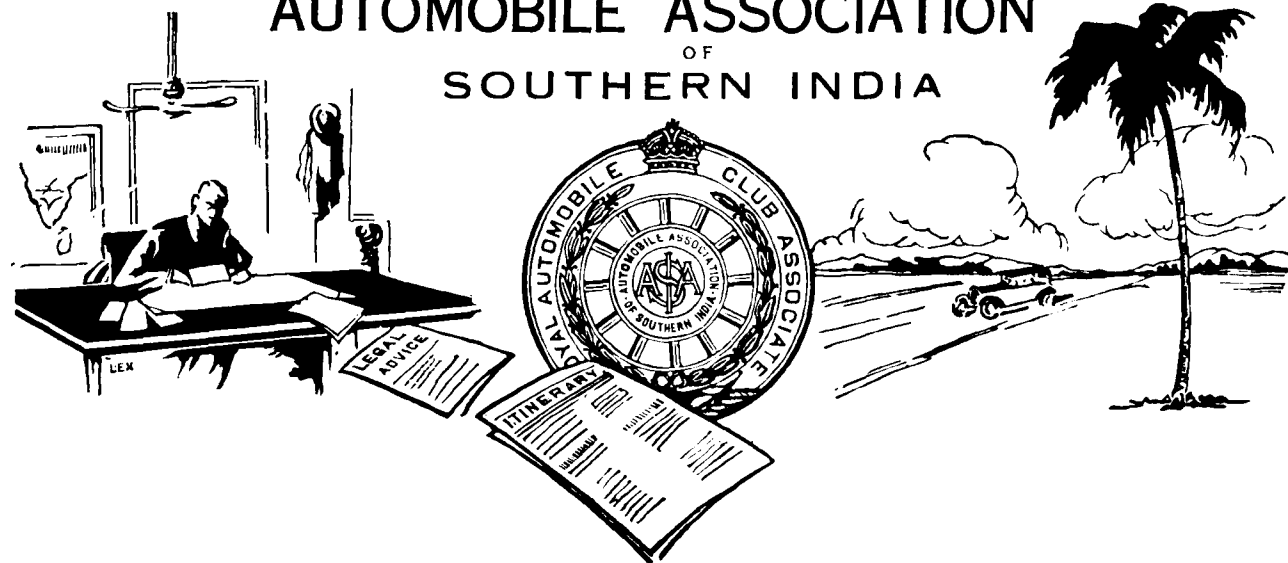
1st, 2nd, 3rd and 5th



BURMAN-SHELL OIL STORAGE &  
DISTRIBUTING CO., OF INDIA LTD.  
(INCORPORATED IN ENGLAND) AGENTS  
CALCUTTA BOMBAY, MADRAS,  
KARACHI - - - DELHI.

## ALL ON SHELL OIL & PETROL

## AUTOMOBILE ASSOCIATION OF SOUTHERN INDIA



### Secretary's Report for March, 1931.

#### Committee Meeting.

1. The 1930 Committee assembled for the last time on 16th March, 1931, and amongst routine business :—

(a) Considered a proposal received from Travancore that the rate of annual subscription for members resident in the mofussil should be reduced. It was decided that the financial state of the Association was such that a reduction of subscription could not be considered unless and until there is a very marked increase in the number of members.

(b) Nominated the Secretary to represent the Association on an advisory Committee convened by the Commissioner of Police, Madras, to advise on matters relating to Motor Vehicles Rule amendments and traffic generally.

#### Annual General Meeting.

2. The Nineteenth Annual General Meeting was held on 30th March, 1931, when the Committee's Report and Balance-Sheet were duly adopted, and the Committee for 1931 elected.

The composition of the Committee is now as follows :—

|                           |                                                                                                                                                     |
|---------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>President</b> ...      | The Hon'ble A. Y. G. Campbell, C.S.I., C.I.E., C.B.E., V.D., I.C.S.                                                                                 |
| <b>Vice-President</b> ... | Rao Bahadur K. Govindachari.                                                                                                                        |
| <b>Chairman</b> ...       | Mr. K. R. Simpson.                                                                                                                                  |
| <b>Vice-Chairman</b> ...  | Dewan Bahadur Govindos Chathurbuiados.                                                                                                              |
| <b>Members</b> ...        | Mr. C. Gopal Menon,<br>Mr. J. S. Wilkes<br>Rao Sahib T. Rajagopalachari.<br>Mr. W. Fyffe A.M.I.C.S.<br>Mr. Srinivasan.<br>Mr. Chidambaram Chettiar. |

|                           |                                                                |
|---------------------------|----------------------------------------------------------------|
| <b>Trade members</b> ...  | Mr. W. F. S. Vaz.<br>Mr. V. C. McCracken.<br>Mr. F. Byramshaw. |
| <b>Hon. Treasurer</b> ... | Mr. D. B. Snowden.                                             |

#### District Representative.

3. Mr. Scovell, of Bangalore, has resigned and in his vacancy Mr. A. Rajkumar, of 8, Cavalry Road, Bangalore, has kindly consented to act.

Mr. K. R. Nambiar has kindly consented to act as District Representative for Salem District. Mr. J. L. P. Roche Victoria, District Representative of Tinnevely District points out that he is resident in Tuticorin, not Tinnevely as shown in the 1930 Annual Report.

#### Motor Vehicle Taxation.

4. Tolls have at last been abolished and with them the taxes on Motor Vehicles hitherto levied by Municipal and other local Boards. However, there are many doubtful points in connection with the Provincial Motor Vehicles Tax which has been imposed as a substitute.

#### Insurance.

5. Correspondence has continued with regard to the responsibility that will be accepted by Insurance Companies should an accident occur when a "learner driver" is driving. Insurance Companies decline to formulate a definite rule to govern such cases. Each must be treated on its merits.

Any member who proposes to allow his car to be driven by a "learner" is advised to ascertain from his particular Insurance Company just how they will view the case in the event of an accident.

#### Tolls.

6. As explained in a separate pamphlet on Motor Vehicle Taxation—Indian States in Southern India, Pondicherry, Coorg and Bangalore will continue to levy tolls until legislation provides for their abolition. In this connection members are informed that, as a general rule, small Municipalities in Mysore are not empowered to levy toll from "through traffic." Thus tolls demanded at Chinnapatna (on Bangalore-Mysore Road) and Hoskote (on Bangalore-Chittoor Road) should not be paid for vehicle which pass directly through those Municipalities. This rule does not apply to State Tolls which must be paid.

#### Roads—Kurnool-Secunderabad.

7. (a) Conflicting information having come to hand with regard to the possibility of crossing the Tungabhadra and Kistna Rivers, on the Kurnool-Secunderabad road, other than by railway, special enquiries were instituted; as a result it is learned that, while there are occasions during the dry season when the water is shallow enough for a motor car to cross the two rivers such crossing would be extremely difficult as there are no made roadways and the sand is very wide, deep and heavy at both places. In addition, there are several smaller river beds to be negotiated, so the time lost and wear and tear on engines and tyres incurred render it highly desirable to rail a car between Kurnool and Mahboobnagar at all times of the year.

#### Madras-Bangalore.

(b) The Rice Causeway has not yet been restored; motorists should drive cautiously across this causeway so as to ensure easy turning on to the diversion road at the Western end.

#### Chittoor-Bangalore.

(c) The same remark applies to the damaged bridges, near Chittoor, on the Chittoor-Bangalore Road and Madurantakam on the Madras-Tindivanam Road. Endeavours are being made to get these bridges repaired before the monsoon renders the diversion roads impassable.

#### Madras-Trichinopoly.

(d) The Gundlupet-Teppekadu Section of the Mysore-Ootacamund Road is still in bad condition though its repair in July 1931, is promised. This section must be driven over fairly slowly especially in the vicinity of Bandipur on the Ootacamund side of which place there is a wooden decked road bridge which, though safe for motors, has some loose planks.

#### Tindivanam-Pondicherry.

(e) The tank bund road about mile 91 from Madras on the Pondicherry Road (10 miles from the Great Southern Trunk Road Junction) is in bad condition, the bund having eroded badly in places. Repairs of a sort are being made, and the erection

of a guard fence is promised. In the mean-while this portion of the road must be driven over with caution.

#### Madras-Ooty via Bangalore.

(f) (i) The road from Madras to Ootacamund via Bangalore and Mysore (386 miles) is in good condition except as noted in paras (b), (c) and (d) above and as the accommodation question is best solved by halting for the night at Bangalore this route is recommended in preference to the one via Salem.

#### Madras-Ooty via Salem.

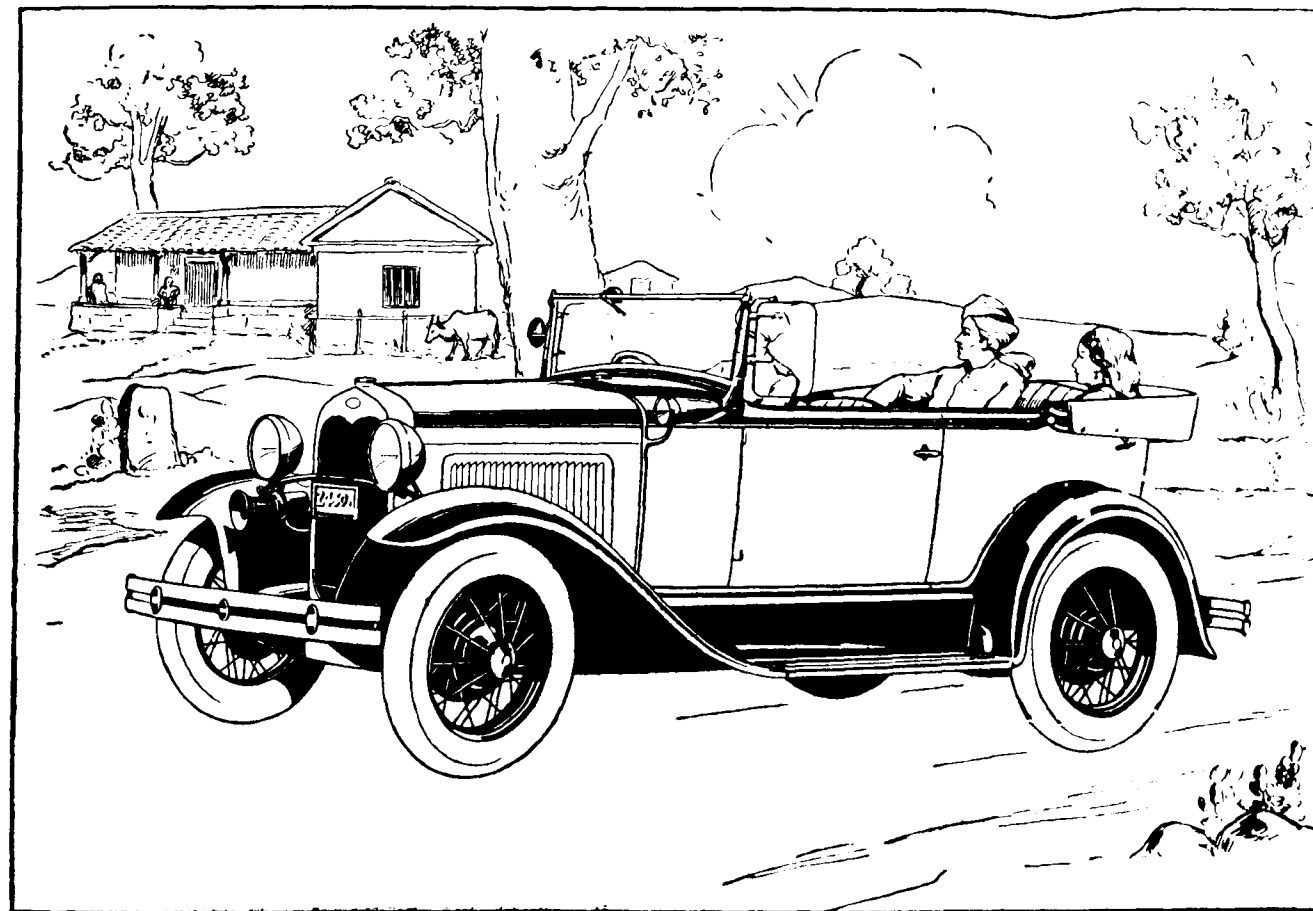
(ii) The road from Madras to Ootacamund via Salem, Avanashi and Mettupalaiyam (347 miles) is in good motoring condition throughout, but the only "half way" accommodation where food can be got is at Salem Junction where there is accommodation for three or four persons in the Retiring Rooms and food can be obtained from Spencer's Refreshment Room. In both cases it is advisable to give 24 hours' notice to the Station Master.

#### Madras-Kodaikanal via Villupuram.

(g) The direct road from Madras to Kodaikanal (296 miles) via Villupuram, Trichinopoly, Dindigul, Sembatti and Vatlakundu is motorable throughout, although the assistance of coolies is necessary to get a car across the Ponnaiyar River just south of Villupuram. The river is dry, but has a very wide sandy bed. On this road the best halting place for the night is Trichinopoly Junction where there is accommodation for six persons in the Retiring Rooms and a good Refreshment Room. There is also a small European Hotel (Trichinopoly Hotel and Restaurant, Kemps Town) near by. Members should bear in mind the fact that this route becomes impassable when the South-West Monsoon sets in in July and remains so until December. During this period the route via Dindigul, Trichinopoly, Namakkal, Salem, Krishnagiri and Vellore will be the only practicable route until the causeway across the Ponnaiyar River, near Villupuram, is completed.

#### Madras-Calcutta.

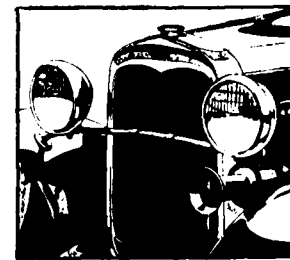
(h) An "all road" route from Madras to Calcutta was worked out for a member. I had hoped to be able to accompany the member, but the heavy office work involved by the application from 1st April of The Madras Motor Vehicles Taxation Act absolutely precluded this. The route follows the Great Northern Trunk Road to Berhampur whence it proceeds via Ruseelkonda, Phulbani, Sambalpur, Jharsugudha, Sundargarh, Simdega, Lohadagha, Ranchi and Asansol to Calcutta. On this route, which would only be possible during the first six months of the year, it should be necessary to rail at only one place—over the Godavery River, near Rajahmundry. The experiences of the member are awaited with much interest.



De Luxe Phaeton

## QUALITY THAT ENDURES

The extra value built into the New Ford Car is reflected in its alert, capable performance, reliability, and long life. Beneath its beauty, there is a mechanical excellence unusual in a low-priced car. Among its outstanding features are the Shatterproof Windscreen, fully enclosed four wheel brakes, Rustless Steel, five Steel Spoke Wheels, four double acting Hydraulic Shock-absorbers, more than twenty ball and roller bearings, the extensive use of steel forgings instead of castings, and unusual accuracy in manufacturing and assembling.



## RUSTLESS STEEL

Bright, gleaming Rustless Steel is used for the headlamps, radiator shell and other exterior metal parts of the new Ford.

It will not rust, corrode, tarnish or scale under any conditions. Its use is a further indication of the Ford policy of giving "Value Far Above the Price".



**FORD MOTOR COMPANY OF INDIA, LIMITED.**  
BOMBAY, CALCUTTA, MADRAS, MULTAN.

### Coimbatore—Mysore.

(i) The road, bridge over the Bhavani river at Satyamangalam has now been restored and is fit for motor traffic. This bridge which is on the trunk road from Coimbatore to Mysore, via the Hassanur Ghat and Chamrajnagar, was damaged during the floods of November-December, 1930.

### 8. New Bridges—Madras-Bezawada.

(a) It is understood that road bridges, or causeways, are under construction near the places where the Great Northern Trunk Road crosses the Swarnamuki River (just North of Nayadupet) and the Gudlakama River (just North of Ongol); also the Mandigama River on the Bezawada Hyderabad Road.

### Madura-Tinnevely.

(b) The Palamcottah Municipality is reconstructing a single arch bridge at mile 395 of the Great Southern Trunk Road, while the roadway of the Palayam Channel Bridge, near Marugankurichi, on the same road is being surfaced with asphalt.

### Vellore-Salem.

(c) Our Salem Representative desires members to be informed that the road from Vellore to Salem via Vanyambadi, Tirupathur and Harur, which appears an inviting "short cut" on the map, is not at present one which motorists should follow to save a mile or two. The road is not bridged and is in bad condition, particularly the stretch of 37 miles from Harur to Salem. It is proposed to improve this road, but for the next year or so motorists are advised to follow the Trunk Road via Krishnagiri and Dharmapuri.

### 9. Road Signs—Madras-Chingleput Road.

Endeavours are being made to induce the Chingleput Municipality to have direction signs printed in English character as well as in the vernacular. Visitors to Seven Pagodas will have noticed the misleading vernacular signs that exist at road junctions in Chingleput Town. The District Board Engineer has been asked to move danger signs at road bends to places about fifty yards away from the bends the mark, so as to be seen by motorists in time to reduce speed before actually reaching the bends.

### Bangalore-Kurnool Road.

A particularly dangerous spot exists on this road, at about four miles South of Anantapur where the road has been realigned to avoid an abandoned bridge, but where danger signs do not exist. The District Board has been asked to consider the possibility of erecting suitable signs. In the meanwhile motorists approaching the place from Anantapur should take the left (Chittoor) road, but turning to the right (West) about one mile further South on to a link road which crosses the railway and joins the Bangalore Road about one mile further on. Motorists from the Bangalore direction turn right at this point, and left on to the Chittoor-Anantapur Road just after crossing the railway.

### Vellore-Chittoor Road.

A couple of danger bends exist on this road at mile 93 from Madras. The District Board Engineer has been asked to move the danger signs further from the bends they mark.

### Petrol Rates.

10. On 3rd March, 1931, the price of petrol was raised by two annas per gallon at all places in India, owing to the increased excise duty imposed by the Central Government. Members in possession of Petrol Rate List issued by the A.A.S.I. should note that the prices quoted therein are uniformly two annas below the current prices.

### Road Sense.

11 A member who does a lot of touring and is closely connected with a large educational establishment, suggests that much good would result if motorists would make efforts to gain the confidence of cart drivers and others, whose ignorance of the rules of the road tend to make them a danger to fast moving traffic; and, instead of roundly abusing them, explain them in what way they transgress the rules.

It is realised that the language difficultly militates against this in many cases; at the same time the suggestion is sound and it is hoped that touring motorists will, whenever possible, undertake their share of the task of teaching "Road Sense" to mofussil cart drivers when "on the road."

### Level-Crossings.

12 (a) Several cases of what appeared to be unnecessarily long delays to road traffic at railway level-crossings, have been taken up with the Railway Authorities, with more or less success.

(b) City motorists, especially those whose daily business takes them to Georgetown, should carefully study the effect that will be produced by the opening of the Electrified Section of the South Indian Railway. Three new overbridges are being constructed, but several intermediate level-crossings will also exist. These level-crossings are intended mainly for cart traffic which will not be able easily to negotiate the gradients of the overbridges. It is to be anticipated that the intervals at which these level-crossings will be closed to road traffic will be much more frequent and for longer periods than at present; consequently motors should avoid them and use the overbridges as much as possible. See *the Madras Mail* of 11th August, 1930, for a rough map showing the location of the overbridges and select the best route for your car to follow when the Electric Trains commence a regular service.

### Amendments to Madras Motor Vehicles Rules.

13. Three important amendments were made by Government to the Madras Motor Vehicles Rules during the month.

(a) Forbidding the use of horns (or siren or whistle) for any purpose other than that of ensuring safety in traffic.

(b) Requiring an owner to report immediately to the Registering authority any change in his vehicle which will vary the particulars recorded in the Registration Certificate of the vehicle, e.g., chasis number; engine block number; type of body; unladen weight when change exceeds one per cent of the weight originally registered.

(c) Reporting of accidents to the nearest police station (by both parties concerned if more than one vehicle is involved) should an accident involve:—

- (i) injury, annoyance or danger to the public or any person;
- (ii) danger or injury to property or to any animal or vehicle in charge of a person; or
- (iii) obstruction to traffic also requiring all possible immediate assistance to any person injured by such accident, including conveyance to hospital.

**Note.**—(a) The motorist should bear in mind that he is involved in an accident if such accident would not have occurred had his vehicle not been present. It is not necessary that his vehicle should actually come into collision with a person, animal or another vehicle. For instance, if a motor car so frightens a saddle horse that it throws its rider and causes him injury, the driver of the car is involved in the accident and must render assistance and make a report.

(b) The Rule stipulates that a report must be made to "the nearest police station." Enquiries have elicited the fact that, in Madras City at least, such a report must be taken cognisance of by the Officer in charge of any Police Station to whom it is made, irrespective of whether the accident occurred within the area for which that station is responsible. It may be assumed that the same course is followed in the mofussil.

The best course for the motorist to follow is to make a written report (in duplicate) of any accident in which he may be involved and get on one copy the written acknowledgment of the officer to whom he tenders the original report.

(c) It is well to remember, also, that in most accidents in which motor vehicles are involved, marks on the road give very good evidence of the direction of movement and positions at which vehicles came to rest. If possible, get a responsible Police Officer to visit the site of the accident before the vehicle (or vehicles) are moved, but if this is

not feasible take such an officer to see and record the marks on the road as soon as possible. In any case, make a sketch of the site and the positions of the vehicles with their original directions of movement while still on the spot.

#### All-India Motor Vehicle Rules.

14. The Committee which is to consider the draft Motor Vehicles Rules for all India will not now assemble until July or August. Delay is due to certain Local Governments asking for more time in which to give the draft rules consideration.

#### Guide Book.

15. (a) Information for inclusion in the new guide book is still being collected. Thanks to the assistance of the Secretariat, local bodies and officials are now co-operating much more readily than heretofore.

(b) Many up-to-date town plans are now to hand, but much work will be necessary to produce from them plans suitable for inclusion in the guide book.

#### Home Touring.

16. (a) The Secretary, R. A. Club, London has asked me to point out to members about to proceed on leave, the advantage, that can be gained by consulting the Club's Engineer before purchasing a car, especially if a used (or second-hand) car is to be obtained on the "Repurchase at the end of leave" basis. The Engineer will give the names and addresses of firms with names for good cars and fair dealing and, if he examines a car before it is bought, he will be in a better position to advise on its re-sale value at the end of your leave.

The Engineer's fee is only one guinea; and, as a rule, no charge will be made should a second examination be necessary as the result of a dispute.

(b) Introductions to the R. A. C. have been issued to a number of members during the month; while detailed itineraries, maps, etc., have been obtained for three members who have projected extensive tours on the Continent and in the United Kingdom.

#### Membership.

17. There was an addition of 22 new members to the Register during the month while there were 53 resignations. Amongst the resignations are 26 who resigned on receipt of a registered notice calling for their 1930 subscription, and 27 who have definitely left India or whose present whereabouts cannot be traced.

Madras, } F. CHURCH, Major (Retd.)  
9th April, 1931. } Secretary.

### Trivandrum Linked with Planting District.

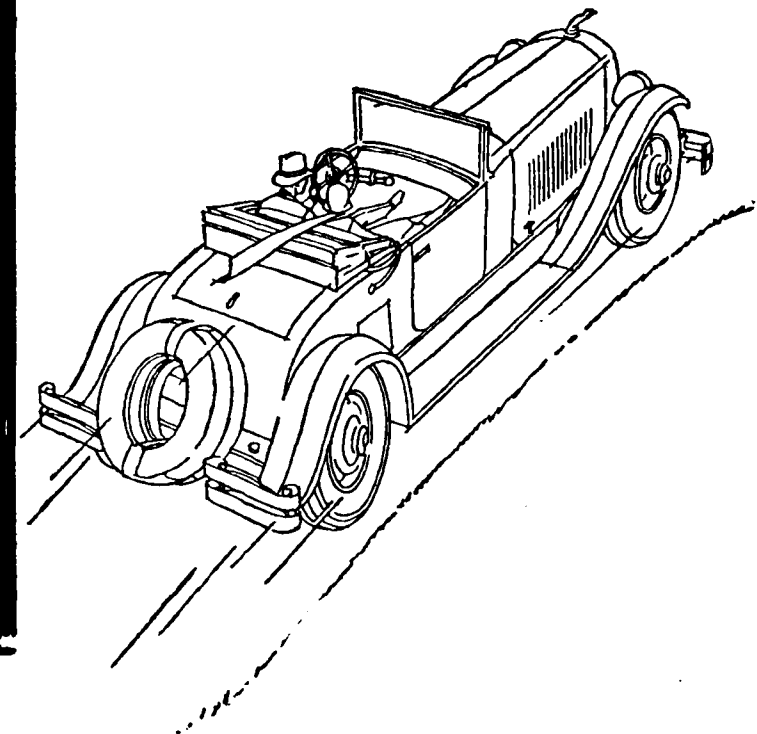
On March 25th H. H. The Maharani Regent of Travancore opened the newly constructed Nerayamangalam-Pallivasal Road.

Mr. J. S. Westerdale, Chief Engineer of Travancore gave a brief history of the Road. The survey of the route was carried out between October 1926 and June 1927. The construction began on January 1928 and the road was fully motorable within three years. The cost of the work was Rs. 15 lakhs. The road goes as far as the planting district of

Munnar, a distance of 38 miles rising from 130 ft. at the Periyar crossing to 4,800 ft. above sea level at Munnar. The distance from Trivandrum to Munnar by this route is 190 miles.

Mr. V. S. Subramania Iyer, the Dewan, after making a brief speech about the money advantages conferred by the new road requested Her Highness to declare it open. Her Highness then, formally opened the Road.

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### Subscription Rates

One year . . . Rs. 3 postage free payable in advance or recoverable by V.P.P. with the first issue mailed. Sample copies annas eight each plus postage. All remittances for subscriptions should be made payable to Eastern Technical Publications, Madras.

When subscriptions expire, unless previous notification has been received from the subscriber the first issue following the expiry will be sent to the subscriber V.P.P. for a further twelve months' subscription. It is therefore advisable, if any subscriber wishes to discontinue *The South India Motor Owner*, to notify the publishers a month in advance.

### Advertising Rates

Rates for display space will be furnished on application. For small advertisements and entries under 'Sales and Service Guide,' see page 125.

Advertisements to secure insertion in any month's issue should reach this office not later than the 20th of the month preceding. The publishers of *The South India Motor Owner* reserve the right to reject any advertisement for any cause.



### Volume III.

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columns is charged for at the rate of Re. 1 per line, but no contract can be accepted for less than six consecutive insertions. Correspondence both from Dealers and Car Owners invited in order to make this section as useful as possible.

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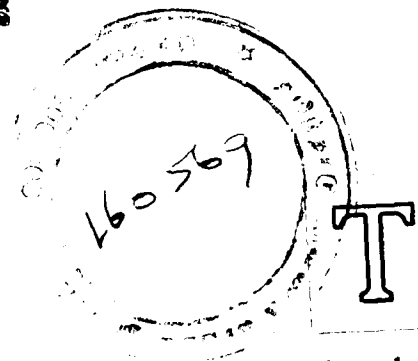
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