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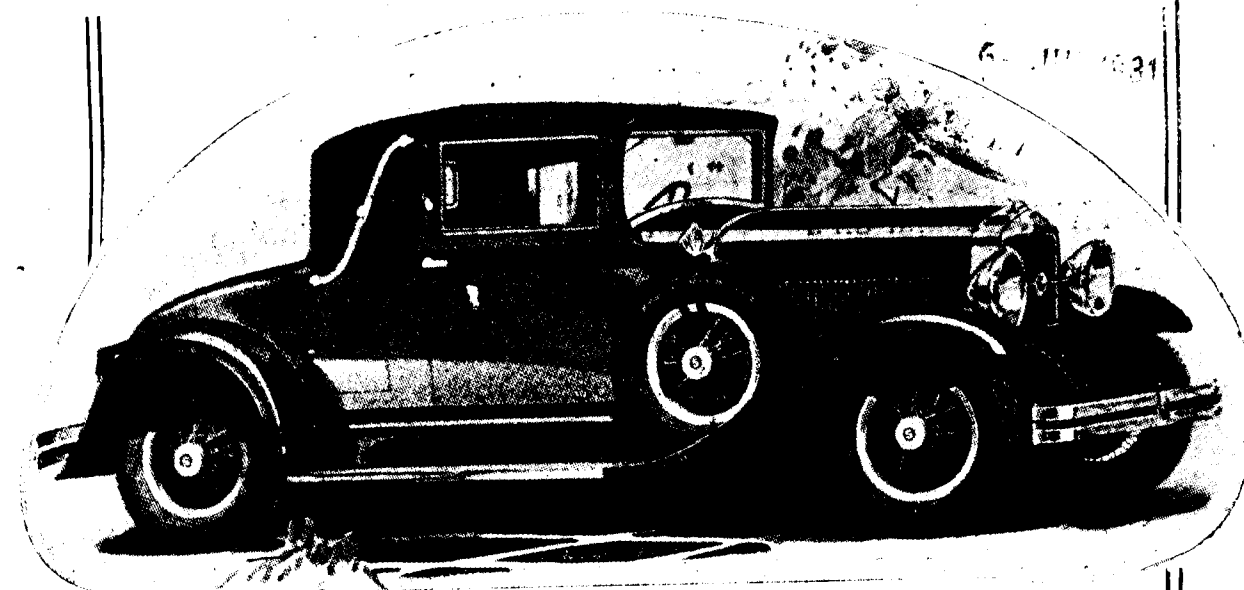
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THE SOUTH INDIA

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.

EASTERN TECHNICAL PUBLICATIONS, MOUNT ROAD, MADRAS.

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

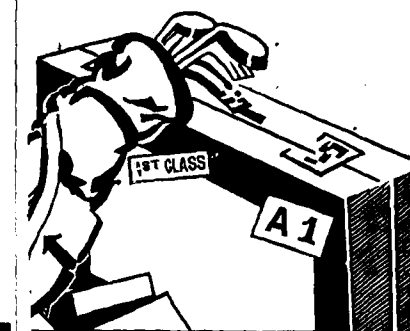
Over 200,000 motorists are saving from 5 per cent, to 40 per cent, of their petrol bills by using a

**Agents
WANTED.**

WHALLEY AIR VALVE
(BRITISH PRODUCT)

Write for Particulars stating name of Car.

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BANGALORE.

Distributors of

Chevrolet Cars and Trucks

and Oldsmobile Cars

for the Mysore

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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.

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

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MADRAS.**



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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?



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

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

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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?

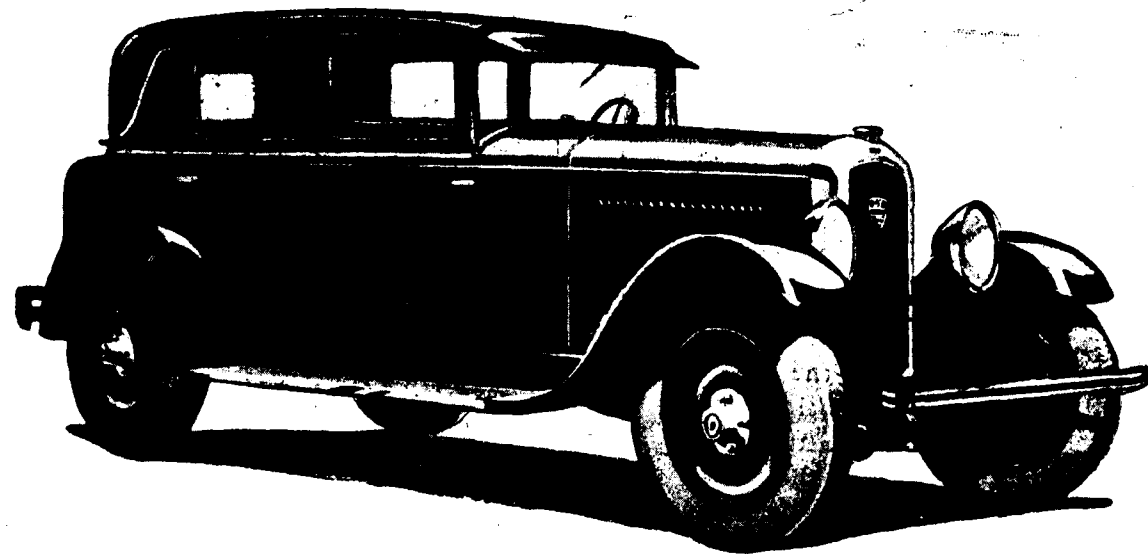
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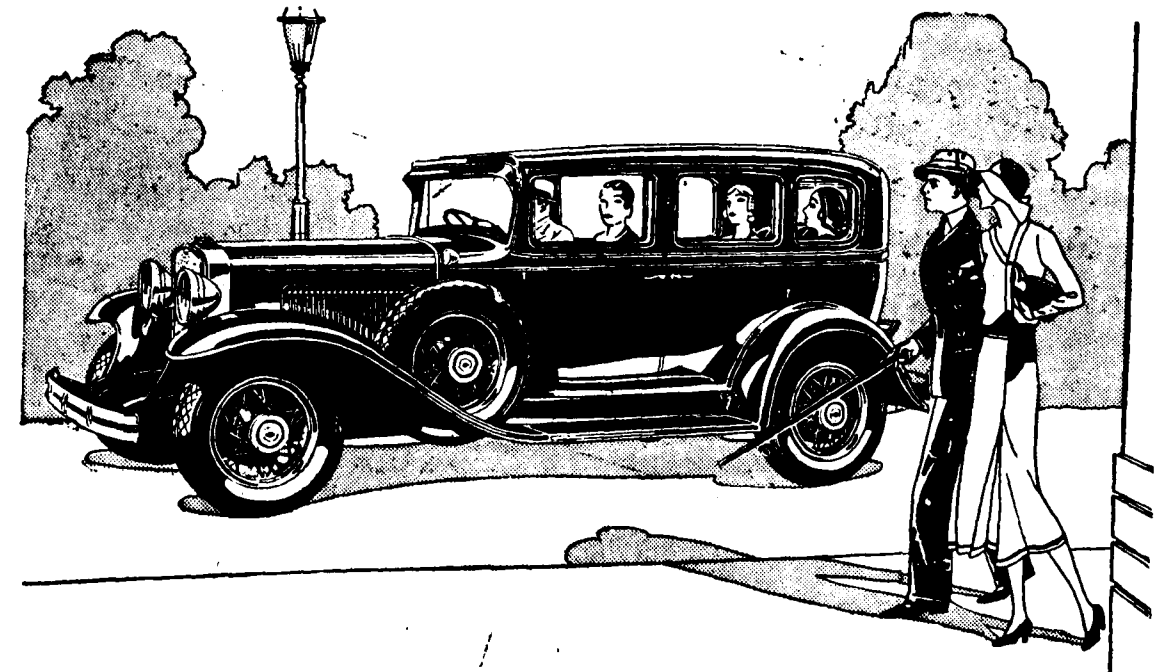


SOLVES HALF YOUR PROBLEM

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



"What a beautiful car!"

"Yes, that's the New Chevrolet!"

EVERYDAY, you hear on all sides these enthusiastic comments on Chevrolet's fine new features... and they reflect the sincere opinion of people who appreciate fine quality and beauty.

For, although Chevrolet is selling in the low-priced field, it is a General Motors product of such distinction and individuality that it compares favourably with cars sold at very much higher prices.

The truth is that the world famous Fisher craftsmen have endowed the new Chevrolet with a modern grace entirely its own! And, what is more important, Chevrolet engineers have seen to it that the new car is as good in performance as it is in appearance!

Ask for a free demonstration and for particulars of the G. M. A. C. easy payment plan from your nearest Chevrolet dealer.

PRODUCT OF  GENERAL MOTORS

The New Chevrolet • *Quality Line Models*

T stands for Transport
And with every kind
Castrol will take a
Great load off your Mind!



One of the important factors in the economical running of a transport service is efficient lubrication. A properly lubricated engine will not break down and does not wear out so quickly. Castrol provides efficient lubrication *all the time*. That's why most transport companies (as well as motorists) use it.

Make a regular habit of using Castrol. It reduces Friction to a Fraction, provides perfect piston seal and gives less carbon. Castrol lasts longer and saves money. Castrol costs no more than ordinary motor oils to buy. Your dealer sells it—in the green and red SEALED tin. Buy it and Test it.

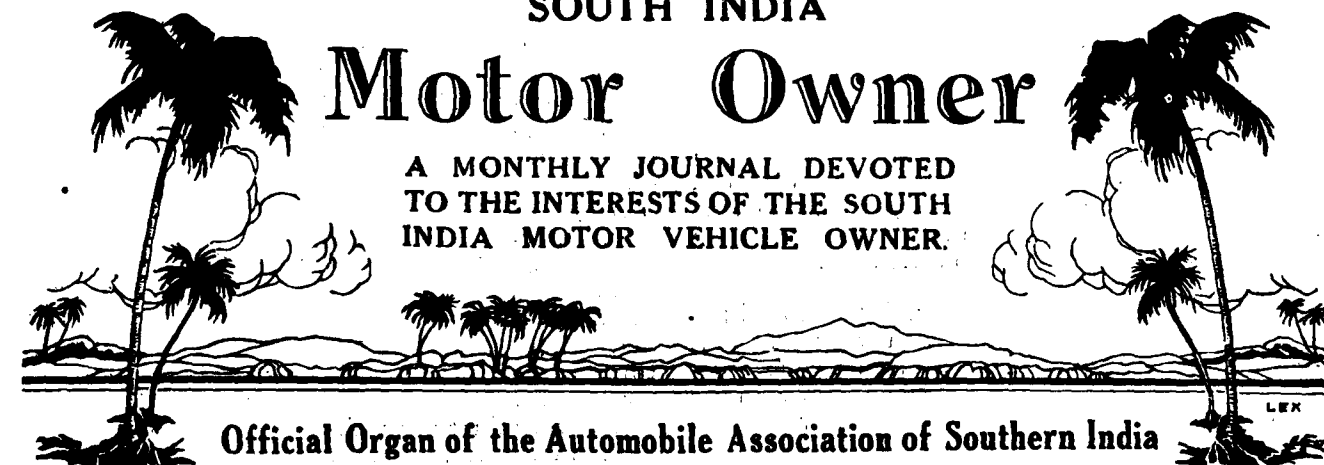
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C. C. WAKEFIELD & CO., LTD., BOMBAY (HEAD OFFICE), CALCUTTA, DELHI, KARACHI, LAHORE, RANGOON, ETC.
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L. A. S. 5.

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. 5

May, 1931

Price As. 8

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Eliminating Roadside Troubles

Tyres, Plugs & Petrol Systems - Handy Places for Tools

ROADSIDE troubles, which go so far towards spoiling the comfort of a journey by car, are often avoidable. They are the punishment meted out to the driver who neglects his car. Therefore, the wise motorist will make every effort to keep his car reliable, so that he can reduce to a minimum the chances of being held up on the road.

There is no excuse, for instance, for a choked jet. Most models are provided with very efficient petrol filters which only want cleaning out occasionally. Moreover, the popular types now in use usually have glass bowls in which the presence of impurities can readily be detected. If no such filter is fitted it is well worth the moderate cost of installing one to feel safe from troubles with the petrol feed. Even where an efficient filter is fitted, however, it is desirable occasionally to remove the lid of the float chamber on a carburettor and wipe out any dust or dirt that may be found.

Sometimes there are additional filters in the petrol feed system—in the vacuum feed, for instance—which should be glanced at occasionally, while once in a while, if it is at all possible, it is not a bad idea to clean out the full tank.

As regards sparking plugs, here again there is no need to suffer trouble providing the correct type of sparking plug is being employed, except, of course, in the case where an engine is so badly worn that masses of oil escape upwards past the piston rings to be deposited on the plug insulation.

The insulation may also be badly burnt, with the result that its properties are largely diminished.

Using too "hot" a plug, on the other hand, will result in this important component suffering readily from oiling up, particularly after descending hills with the engine in gear, while when starting up in the morning excess liquid petrol may be deposited in the interior of the plug, thus causing a short circuit. It is essential, therefore, for the owner-driver to find out exactly what type of plug suits his engine in ordinary use, and stick to it. It is only necessary then to take out the plugs occasionally, take them apart and wipe them if necessary, and reset the plug points to the correct gap.

Oil and Air Cleaners.

Many cars are now fitted with oil cleaners and air cleaners. Neither of these is immediately apparent as trouble savers, but in the long run they prove a very great advantage as they diminish to an enormous extent the wear which takes place in an engine, and if the wear is reduced, obviously there is less leakage of oil and consequently less

likelihood of the sparking plugs oiling up. They are particularly desirable on all roads in South India, where the roads are in places very dusty, as they prevent dust getting sucked into the engine, mingling with the oil to be burnt to a hard carbon deposit, which is very much harder to remove than the other deposit free from road grit, etc.



The car should be kept clean, for if the chassis is plastered with thick mud and dirt, how can loose nuts or bolts be discovered, or cracks in vital parts be perceived? Besides, dust and mud have an unfortunate habit of mingling with grease and oil and working in between the faces of such important parts of the car as the steering heads, shackles, etc. Therefore, when a car is washed, particular pains should be devoted to cleaning the working parts of the chassis, going round immediately afterwards with the grease gun or oil can in order to force out water and force in lubricant. Excellent rubber covers can now be purchased for various parts of the car, such as steering gear, brake connections, etc., which retain lubricant and exclude dust for long periods.

At this season of the year it is desirable to change the oil in the crankcase, for during the recent hot and dusty months the frequent use of the air strangler has probably resulted in an overdose of petrol leaking past the rings into the crankcase and diluting the lubricant. Moreover a car, starts more easily and runs more sweetly on fresh oil. It is just as well to remove the sump altogether and clean out any sludge that may have accumulated in nooks and crannies of the crankcase.

The gear box and back axle should in the same way be drained, and, rather than flush them out with paraffin, which is a cutting oil, it is better to refill with some very thin lubricant and to take the car for a short run so that any remains of dirty oil or grease or sludge generally can be washed out. After a short run the cleaning oil should be drained out and the correct grade of lubricant poured in. Every part of the chassis should be greased; at the

same time particular attention should be devoted to the steering connections and spring shackles.

The magneto should not be forgotten, as trouble could easily be the result if the spindle were at all tight and ran dry. Only the thinnest lubricant, such as sewing-machine oil, should be used for a magneto, unless the makers recommend otherwise; while with regard to the magneto, or coil-ignition distributor, the contact-breaker points should be examined to see if the gaps between them are unduly wide or alternatively, not wide enough. The points should be bright and clean.

The tyres, also can be profitably examined from time to time to see if there are any sharp flints or small nails embedded in them. The most comfortable way of inspecting them is to jack up each wheel in turn, to seat oneself on a low stool in front of the wheel and revolve it slowly, probing every crack with one of those ingenious devices, found on large and expensive penknives, for the purpose we have always understood, of extracting stones from horses' hoofs.

A Question of Jacks.

While on the subject of jacking up wheels, it is just as well to mention the desirability of every car being equipped with some form of jack that can be operated without the necessity for grovelling under the axles. True, tyre troubles nowadays are few and far between, but one is not always fortunate and in any case many parts of the car that are generally neglected would more frequently be

attended to if the owner-driver knew that he could jack up its wheels with very little trouble.

Next to permanently fitted jacks there are a number of excellent devices available which can be placed under the axles and operated with very little effort.

Accessible Tool-kits.

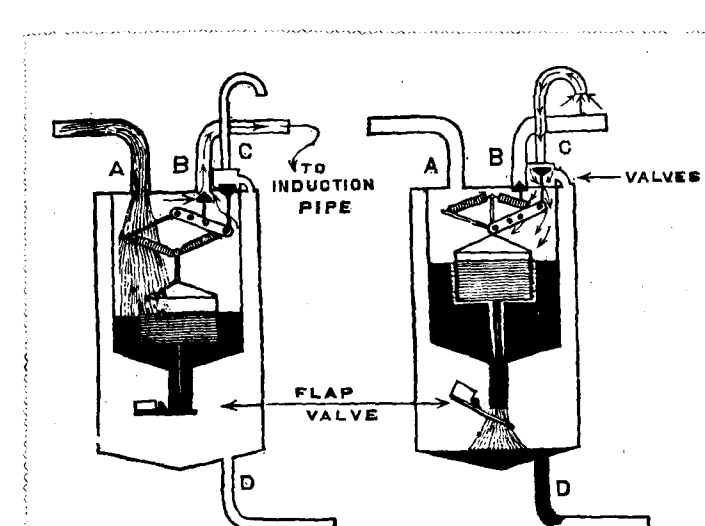
If in despite of all the precautions taken, roadside troubles overtake one, it is very desirable that the tools should be instantly accessible. The old style of storing the tools beneath the floor or under the seat cushion is fast being superseded by the selection of a variety of other more accessible positions.

Tools are now stored under the bonnet—a good place, as very often the bonnet must be lifted in any case to deal with whatever is amiss—in drawers in the scuttle, in flaps in the doors, on or under the running boards, or in the lid of the trunk fitted at the rear of some cars. The tools should all be fitted into special recesses so that they can be immediately found and quickly put away after use, while a light under the bonnet is of very great assistance if trouble be experienced after dark. In the same way an inspection lamp that can be taken to any part of the car, is of very great value.

Finally, it is just as well to have in some handy position a tin of hand-cleansing preparation and a clean towel, so that if the unfortunate owner-driver has to do a bit of work on his car between his starting point and his destination he can, at any rate, arrive tolerably clean and presentable at his journey's end.

Often in the case of trouble the Autovac may need attention, and the above illustration shows how this important component of most fuel systems operates. The inner chamber has three pipes connected to its cover A, B, & C. The latter two are controlled by valves. B leads to the induction pipe of the engine and provides the suction which forms the vacuum. C opens to the atmosphere, and A links up with the petrol tank. There are two apertures in the base of the outer chamber: one leading to the carburettor, the other being a drain top.

The left hand figure shows the Autovac in process of drawing petrol from the rear tank. The



pressure drop in the induction pipe is communicated to the inner chamber by means of pipe B as its valve is open when the float is low. The valve of pipe C is closed. Thus a partial vacuum is created which brings petrol along pipe A.

When the inner tank fills the float rises and opens valve C and closes valve B, and the pressure in the inner chamber again becomes normal. This allows the weight of petrol in the inner chamber to open the flap valve and so fill the lower compartment. As the inner chamber empties, the valves return again to the original position and filling from the main tank again starts.

The Automobile Ancestry

A Radio Talk.

By CHARLES F. KETTERING, General Director, Research Laboratories General Motors Corporation.

"THE automobile is not the invention of any one man. It is a composite aggregation of a great many inventions. The automobile is only a generation old. But its beginning antedates recorded history.

That prehistoric experimenter who found out how to build a fire was perhaps the first man who contributed a discovery to the automobile. Civilization dates back to the first wheel, perhaps the greatest of all mechanical inventions. The wheel on which it rolls, and fire that gives the wheels the power to roll, are the two basic developments upon which the automobile is founded.

How to get iron out of its ore by heating it with charcoal or carbon was another important discovery. Others discovered how to make steel; to purify it, to forge it, to roll it, to temper it; and later—much later—they learned how to alloy it with a little nickel for toughness, a little manganese for hardness or a little chromium, nickel or silicon for resistance to heat and rusting.

Other men found out how to recover from their respective ores the additional 24 metals that metallurgy now furnishes for making automobiles.

In the mechanical field, some one utilized the wheel and axle to make a carriage. Making use of friction, brakes were invented. The usefulness of the lever and of the crank were discovered. Teeth were put on the wheel, making a gear. In 1804, springs were invented and applied to vehicles. At last the steam engine and the locomotive were developed, utilizing these mechanical principles, together with the reciprocating piston for delivering power. Then in 1860 Lenoir made the first engine in which the fire that operates it was made directly in the engine's cylinder. Lenoir was followed by many other investigators, one of whom was N. A. Otto. Otto combined the theory and the practice of some of his predecessors and built an internal-combustion engine which is of particular interest because it was the father of the one in the automobile. It mixed a hydro-carbon fuel with air, compressed the mixture in a cylinder, and ignited it with a flame.

Then about 1860 "Colonel" Drake struck oil near Titusville, Pennsylvania. In separating kero-

sene—which was the desired product—from this oil, petroleum refiners had a by-product, gasoline, for which they had no use. And you can imagine that it was difficult to dispose of such an inflammable liquid. One of the men who used to be engaged in the refining industry said recently: "In 1888 I got an \$80 suit and a \$55 overcoat for dumping 20,000 barrels of gasoline into Oil Creek, and not getting caught at it." Such a story of waste sounds strange to-day, for gasoline is one of the fortunate products that has made the motor car possible. Before the advent of the automobile, a few stationary engines were beginning to be run on this by-product gasoline.

About 1840 Charles Goodyear, experimenting on rubber in a New England kitchen had carelessly brought a mixture of sulphur and rubber into contact with a hot stove, and thus accidentally discovered how to vulcanize rubber. Other investigators utilized that famous discovery to make a thing most necessary to the automobile, the rubber tyre. The rubber tyre was applied to the bicycle and thus gradually developed before the coming of the motor car.

By 1890 the accumulation of scientific and practical developments had reached such a stage that at last the time was ripe to fulfil the universal wish for something better than the horse and buggy. That wish could not have been realized earlier than that, or at least not much earlier, because there would have been no suitable engine, no suitable fuel, and no tyres to cushion it from the road.

And so in different parts of the world, various ingenious men began to put all these things together. Otto's engine in the buggy, Dunlop's tyre on the wheels, and the gasoline, once a waste product, found an important place to be of service. And despite innumerable difficulties, the automobile finally emerged from the experimental shop to chug along the dirt roads, where it frightened horses with its terrible noise and its unaccustomed odour. And thus it was that the automobile appeared on the world's stage, not as a direct invention, but rather as the culmination of thousands of years of technical, scientific, and industrial developments.

But that early motor car—how far short it fell of the excellent automobile of to-day! It was a mere



horseless carriage, and it looked like one, from its spindly wheels, and its buck-board body, to the whip socket on its frail dash. It had to run at a very low speed, it would not pull hills without monumental labours, and it had to be continually adjusted and repaired. The first automobile race, held in 1895, was only 55 miles long, but the winner took over 11 hours to do that distance, his average speed having been less than 5 miles an hour. Those early cars were the laughing stock of people, and many a man with a team of horses made money helping them back home. When in 1899, the War Department purchased three automobiles for the use of army officers, it was required that provision be made so that mules could be hitched to them, should they refuse to run. How different is the car of to-day from those early "benzine buggies."

But what has brought about the amazing advance over the automobile of the eighteen nineties? It came as a result of unending research and experimentation. Every motor car manufacturer has had a force of engineers and experimental men constantly striving to improve its product—to make it better, more satisfactory and cheaper.

But not all this effort at improvement has been confined to the automobile industry itself by any means. The products used in making motor cars are drawn from nearly every industry in the country, and many have been the developments that originated in these supporting industries.

Electricity touched its magic wand to the motor car. Kerosene lamps dimly lit the path way of the early automobile. Now at the turn of a switch a beam of electric light flashes far down the road and a hidden lamp illuminates the instrument board.

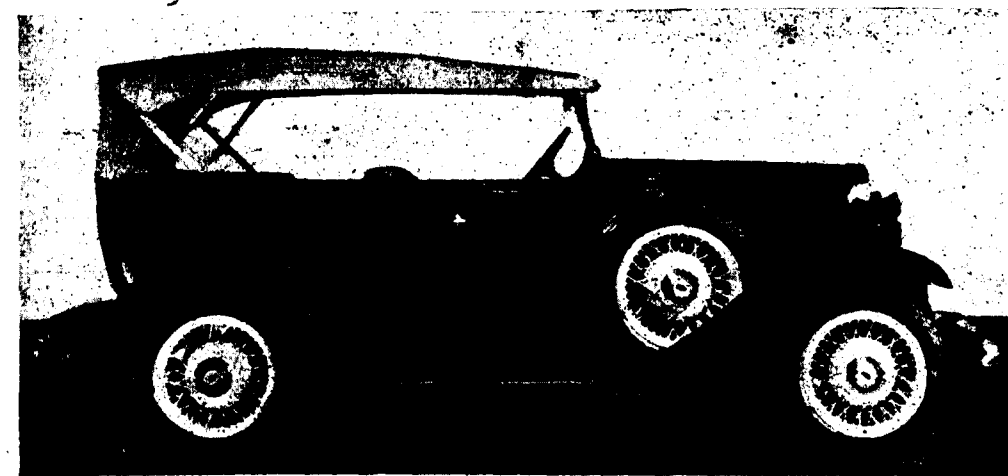
Two contributions of Science, the storage battery and ductile tungsten wire made this development possible.

Another electrical contribution is the spark plug, upon which much pains-taking experimentation has been put. Again, the hard, not to say dangerous job of hand cranking has been banished by an electric motor operated from the storage battery. The self-starter has made it possible for women to drive cars as well as men.

Constant experimentation has pointed the way to a host of mechanical improvements in cars. These have consisted of such things as more dependable, more powerful, more economical, and smoother engines, improved transmissions, easier steering devices, better brakes, more comfortable bodies, better and much more durable tyres, and mechanical refinements of many, many kinds. In respect to the amount of power produced by an engine of a given size, the increase has been more than five-fold.

The finish of cars is another thing that has undergone amazing improvement as a result of the endeavours of persistent investigators. A few years ago production was slowed up tremendously because, with the slow-drying paints then in use it took from 20 to 35 days to finish a car, and the finish was not so very durable after it had been applied. It was the search of the chemist for a smokeless powder that constituted the first of the long series of hard-won battles which have resulted in the durable and attractive finishes on cars to-day for their essential ingredient is a form of gun-cotton.

(Continued on page 141.)



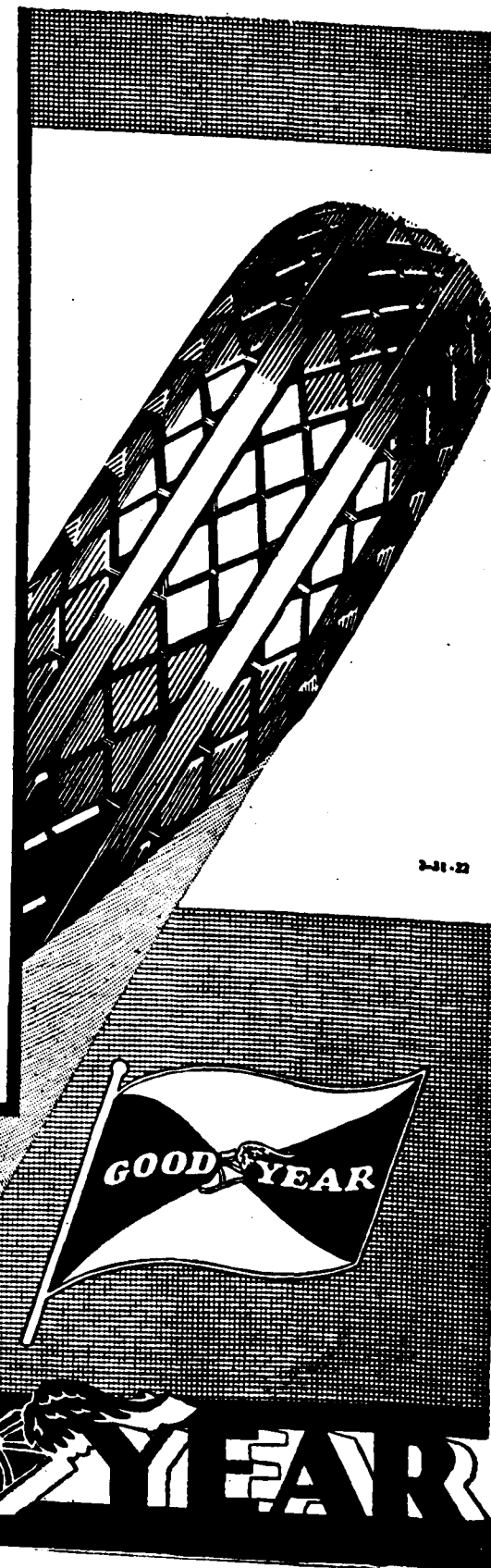
An example of modern automobile engineering: the 1931 Chevrolet at a price which would have been thought impossible in early motoring days.

Two Reasons Why Goodyear is the Leading Tyre

1 The famous All-Weather Tread is superior in traction. Press your hand upon this tread. Feel the grip of the deep-cut, sharp-edged blocks placed in the center of the tread where they belong. This illustrates its hold-fast action on pavement or road.



2 The Supertwist Cord Carcass is superior in vitality and long life. Under continued flexing or sudden road shock, where ordinary cords fatigue or snap, the extra-elastic Supertwist cords stretch and recover, like rubber bands.



The Automobile Ancestry (Concluded from page 139).

It is thus by constant research and experiment that the "horseless carriage" has gradually evolved into the automobile of to-day, a vehicle which is at once beautiful, serviceable, comfortable, durable and cheap.

Are we satisfied with the present day automobile? No, for satisfaction is stagnation. Research is an organized effort to acquire new information. Some of the world's greatest inventions have been the result of this industrial specialization.

Some of these possible improvements lie in unexpected places. The average man probably thinks, for instance, that if there is anything he is not concerned with, it is the molecular make-up of the hydrocarbon molecules in his gasoline. But that happens to be a thing that his engine is greatly concerned about. And so, if the chemical structure of the fuel molecules is not what it ought to be, the driver of a car has to listen to his engine complaining about it every time he gets under way, or every time his car is labouring up a hill. The gasoline engine is very discriminating about its diet; and, if the fuel fed to it is not right, it reports the fact in engine language, which is the noise that people call "knock." Thus it happens that the way an automobile engine acts when the driver steps on the accelerator depends upon the arrangement of atoms in molecules. And that is one of the reasons why there are chemists and physicists in the research laboratories of the automobile industry as well as nearly every other kind of scientist and engineer.

All of this constant experimentation and continued improvement is very much worth while. It is worth while, first, because the automobile industry

has become the greatest of all our industries. One out of every ten of us owes our livelihood to the motor car business and the supplementary activities allied with it. The soundness and the future of such an essential industry we must do everything possible to insure.

This continued experimentation is worth while, second, because the automobile fills one of the most fundamental of human needs. That need is the overcoming of distance. Man is a natural nomad. He does not like to be hemmed in by narrow horizons; nor, thanks to the motor car does he now need to be. However, for a space of 5000 years, transportation had been limited to 4 miles per hour or less. Impossible miles made people prisoners of their own localities. But the automobile is breaking down the barriers of provincialism, and indefinitely widening horizons for people. It is doing more for the country dweller in banishing isolation and loneliness than the telephone, the radio, and the rural mail service ever did, and they did much. No longer must the workmen necessarily live close to his place of employment, which too often is amid noise and smoke and grime. In a few minutes he can travel miles, out to a region where there are open spaces and sunshine and fresh air, and where the environment for his family is what it ought to be.

Perhaps no other one thing has exerted as great and as good an influence upon the living habits of people in this generation as has the automobile and the good roads that have come along with it. Do you remember when all the good roads were in town and the bad ones in the country and the worst in the city. It was the automobile that lifted the world out of the mud. Honours usually travel by slow freight. All honour to these innumerable men whose combined vision and achievement brought us the automobile."

An Insurance Judgment

An Insurance Judgment.

A Judgment has been given in the English Court of Appeal which should bring home to all motorists the necessity for making themselves thoroughly *au fait* with the terms of their insurance policies.

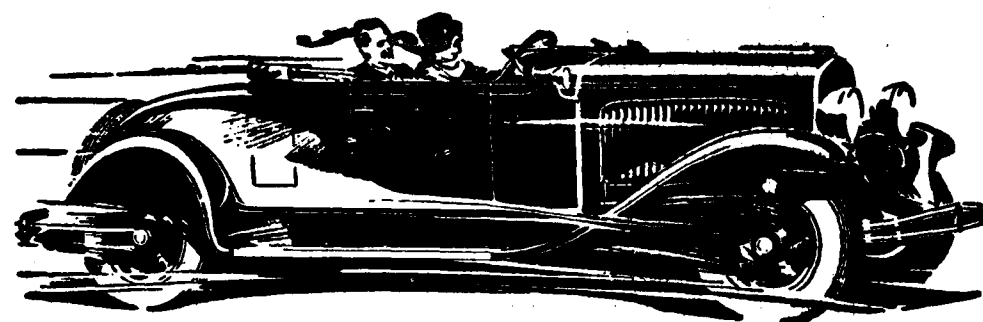
An insured motorist had been sued for damages in respect of an accident in which his car was involved, and his insurance company taking advantage of a somewhat unusual irregularity repudiated liability on the ground that the insured had changed his car without notification, and was, consequently not using the car in respect of which he was insured at the time of the accident.

The motorist's own contention was that he was covered by the clause in his policy which extended

to him protection whilst using any motorcar (other than a hired car) instead of the insured car. In this view the bench concurred, and held that the fact that the new car was of a similar type to the old car was in the motorist's favour.

The Court of Appeal, however, at the suit of the insurance company reversed this decision upon the grounds that, having parted with the first car, the motorist no longer had any interest in the car insured, and therefore could not expect to recover for loss or damage occasioned to or by it. The Court also observed that they failed to see how a substituted car could be said to be used in place of another vehicle in which the motorist no longer retained any insurable interest.

USEFUL NOTIONS FOR THE OWNER-DRIVER



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

BEFORE replacing the cylinder head, be sure that the entire contact surface of the cylinder head, cylinder block and the gasket are free from dirt or irregularities of any kind. Use only new or perfect gaskets. A thin film of cup grease should be applied to both sides of the gasket. If shellac is used the gasket will be ruined when the head is next removed, consequently grease is preferable. Be sure the gasket has clearance at all studs and registers with all water passages. In taking up on the nuts or bolts, tighten each one evenly, a little at a time, until all are tight. The best results will be obtained if the nuts or bolts on each side of the cylinder head or tightened alternately, starting at the centre and working out toward each end. After the engine has been run for a few hours, an additional tightening is a safeguard against a section of the gasket's blowing out or developing leaks.

It is always a good plan, when grinding valves, to rotate them about one-eighth turn, first in one direction and then in the other. Never give the valves a full turn. A full rotation of the valve will cause grooves to be cut in the seat by the abrasive compound, resulting in an imperfect grinding job.

Every motor has one particular type of spark plug which suits it best. The engineers who have made the design select the type that gives the best firing, cooling, and that will not oil up or foul from carbon. Always replace plugs with exactly the same type as originally fitted to the motor. A complete change of spark plugs after 15000 or 20000 miles will amply repay the owner for this expense as plugs lose their efficiency after a time and the unsteady firing causes the motor to lose power and waste petrol.

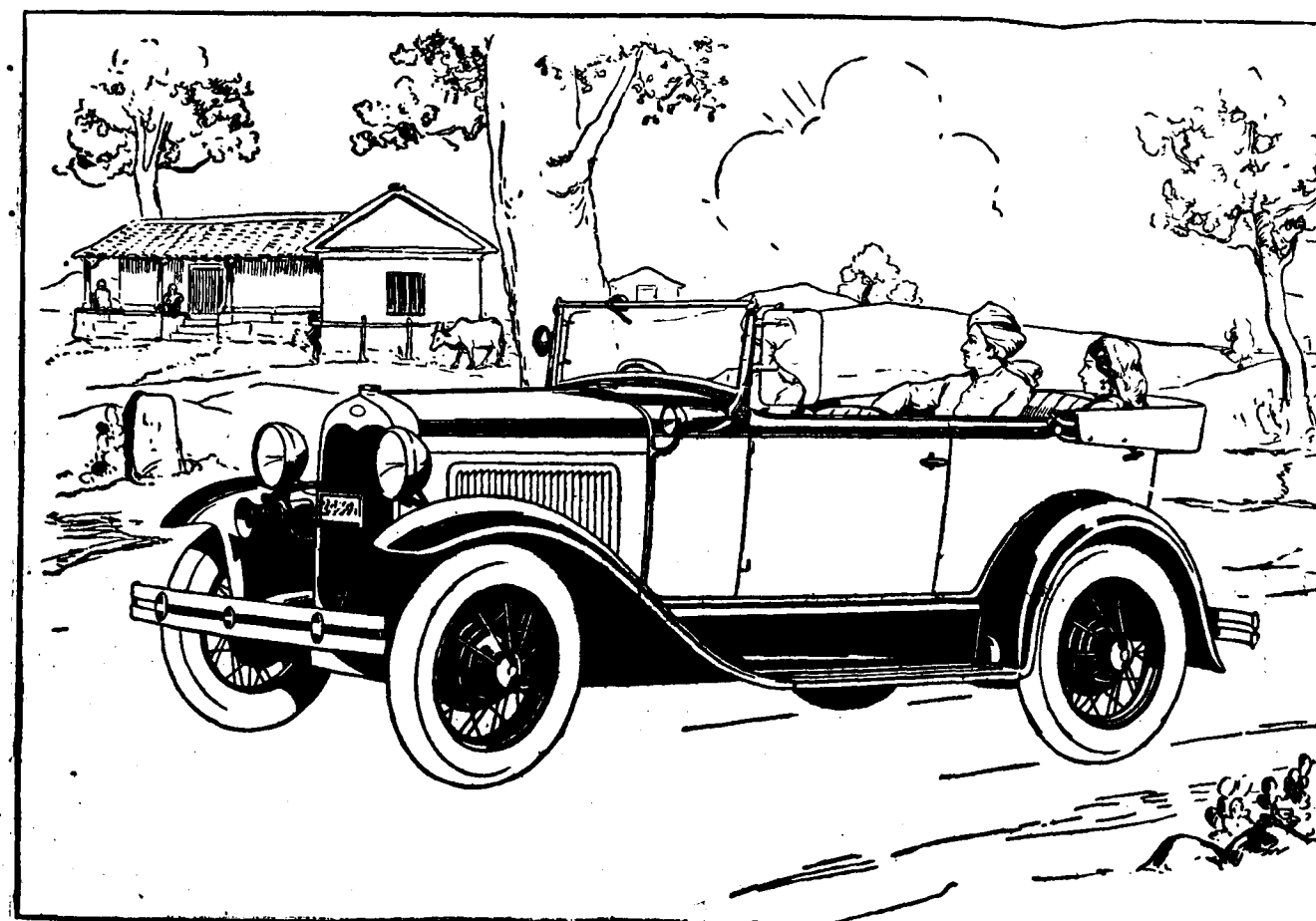
The high tension wires should be renewed before troublesome shorts occur. In tropical countries the rubber insulation becomes brittle and earths are likely to occur which causes misfiring and hard starting. It is well to renew high tension wires before each monsoon and re-wire the entire car every second year.

Some motorists remove badly worn tyres from the rear wheels, where they are subject to heavier wear and place them on the front wheels. This should be done with caution as a blow-out of a front tyre is much more dangerous than the collapse of a rear one.

It is best to equip both rear wheels with the same make of tyre in order to obtain uniform wear. If different size tires are used, a differential action is set up which causes needless wear. Not all makes of tires, especially the larger types, are the same size, even though marked the same.

Battery terminals will become corroded with sulphate unless the cable ends and terminal posts are thoroughly cleaned and covered with cup grease or vaseline after they are tightened securely.

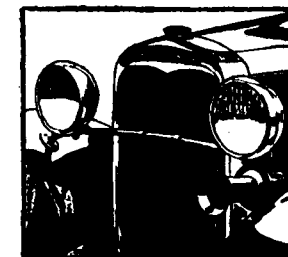
To eliminate spring squeaks, lubricate between the spring leaves with oil or graphite grease. It is not necessary to remove the spring to do this. Jack up the frame, to take the weight off the spring, then pry the spring leaves apart with a screw-driver or cold chisel. Graphite grease may be spread between the leaves with a table knife or a thin piece of metal. Do not over-oil the front springs as it will cause a steering "whip".



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.



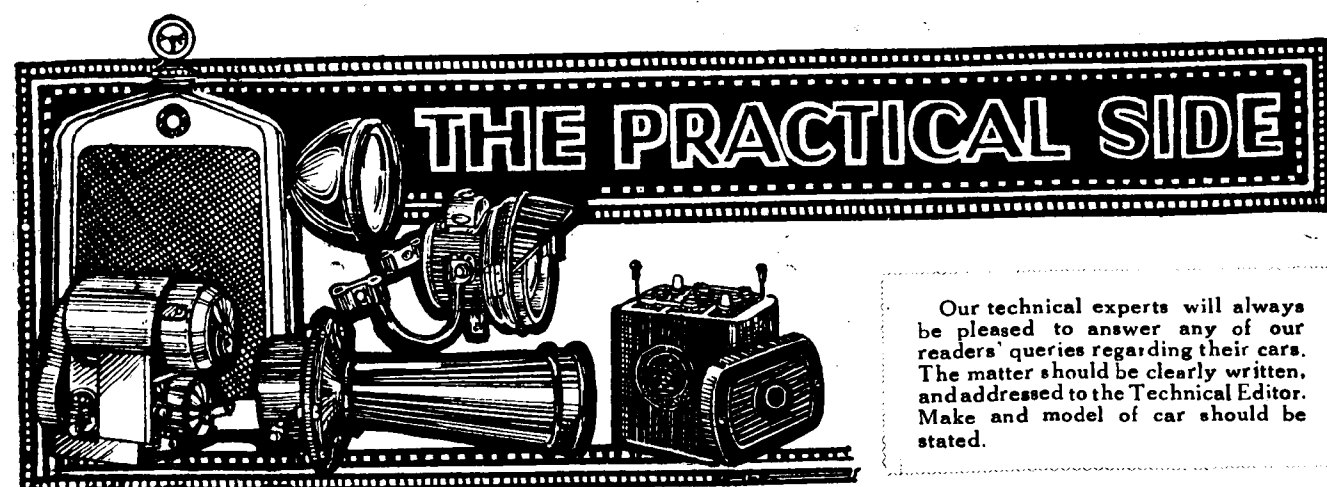
RUSTLESS STEEL

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.



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.

Importance of Carbon Residue Test in Bus Oil Experiment.

A SERIES of exhaustive tests were recently conducted by Messrs. C. J. Livingstone and W. A. Gruse of the Mellon Institute of Industrial Research and reported in the "National Petroleum News" on suitability of different bus oils, giving interesting and reliable results which should afford a great help to the automobile industry.

These experiments were carried out to establish possible connections between the properties of lubricating oils and their actual conduct in use. As a result, this work has brought out two points, the first, that the carbon-deposit tendencies of automobile oils can be predicted approximately from the carbon residue test of these oils; and the second, that the carbon residue test is significant probably because it is a rough indication of the volatility of the oils at flame temperatures.

In brief, the work consisted of recording the carbon deposit formed in the engines of 18 sleeve valve engined buses of the Pittsburgh Motor Coach Company, after intervals of from 1,500 and 3,000 miles of operation. The results with regard to carbon deposition were calculated from the standpoint of the rate of closure of the exhaust ports by coke-like material which builds across these openings, cutting down the power and gradually making operation impossible.

The 18 coaches were divided into three groups of six each and for each of these groups a different oil was used. The first was a paraffin base oil of normally high carbon residue, well refined and otherwise of high grade. The second was a paraffin base oil of extremely low carbon residue value and very drastically refined. The third was a typical naphthenic oil. All these oils were of the

same grade so far as the viscosity is concerned, this being of the order of 100 seconds Saybolt at 210°F. The significant properties of the oils are given in Table 1.

TABLE 1.

	High Carbon Paraffin Oil.	Low Carbon Paraffin Oil.	Naphthenic Oil.
Flash	480°F	470°F	500°F
Fire	520°F	535°F	565°F
Viscosity at 100°F	1310"	1360"	2760"
Viscosity at 210°F	105"	104"	103"
Pour	25°F	10°F	20°F
Carbon Residue	1.00	0.15	0.07

The fuel used during the entire test was an average grade of motor petrol: it was sampled and examined at frequent intervals and found to be quite uniform. The buses were operated for approximately 10,000 miles each. The summarized data on total mileage covered, oil consumption, number of ports cleaned, and the average of miles per port clean-out are given for three groups of coaches on a different oil in Table 2.

TABLE 2.

No. of Coaches.	Total Miles.	Oil Consumed Quarts.	Ports Cleaned.	Average Miles per gal. Oil.	Average miles per port cleanout.
(1) High Carbon Paraffin Oil.					
6	51,506	2,178	164	94.6	314.0
(2) Low Carbon Paraffin Oil.					
6	60,540	2,197	151	110.0	401.0
(3) Naphthenic Oil.					
6	59,030	2,401	38	98.5	1556.0

Table 2 shows that oil consumption for the three cases is sufficiently close to preclude any masking of the results from this cause. The average figures for miles per port clean-out are, 314 for high carbon paraffinic oil, 401 for low carbon paraffinic oil and 1556 miles for naphthenic oil. This indicates a very marked superiority of the naphthenic oil over both paraffinic oils. The significance of the figures for miles per port clean-out can be pictured as follows:—If the miles per clean-out be multiplied by 6, the number of ports in each engine, a comparative figure will be obtained to indicate the distance an engine could operate on each oil without cleaning. For the high carbon paraffinic oil, it is 1884 miles for the low carbon paraffinic oil it is 2406 miles and for the naphthenic oil 9336 miles.

TABLE 3.

No. of coaches.	Total area of carbon in sq. in.	Percent of port area covered.	Area of carbon per coach per 10,000 mls. in sq. in.	Percent of port area closed with carbon in 10,000 mls.
(1) High Carbon Paraffinic Oil.				
6	183.24	—	35.7	324
Average.	30.64	59.0	—	—
(2) Low Carbon Paraffinic Oil.				
6	176.88	55.0	29.2	266
Average.	29.46	—	—	—
(3) Naphthenic Oil.				
6	69.43	—	11.8	107
Average.	11.57	22.5	—	—

Table 3 gives the percentage of port area closed by carbon per 10,000 miles of operation. This indicates that with the high carbon paraffinic oil the entire port area would have been completely closed over more than three times during the 10,000 mile run. For the low carbon paraffinic oil the port area would have been closed more than two and one-half times over the same distance. For the naphthenic oil, however, the area would have been closed only once. It is interesting to note that approximately the same figure for naphthenic oil was obtained from the miles per port clean-out relation given in Table 2. The comparative figure for complete closure there was 9336 miles. It is also interesting to note that for the naphthenic oil 9 ports went through the entire distance without cleaning and 14 were cleaned only once.

The construction of the ports in a sleeve valve engine is such that the carbon deposited is subject to erosion by the exhaust gases. A soft fluffy carbon, which is an inherent characteristic of the naphthenic oil, will not have much opportunity for accumulation. A heavy, sticky carbon, a characteristic of the paraffin oils, on the contrary, will build up in a very short time.

The foregoing results clearly indicate that the carbon residue test is a fairly reliable index of carbon deposition in automobile engines.

Making Roads Puncture - Free

How they do it in the U.S.A.

NEWS is to hand of a magnetic scavenger which is saving motorists considerable expense and annoyance from punctured or damaged tyres. This device was built from scrap material by the Nebraska State Highway Department, U.S.A. at a cost of about Rs. 500.

The unit consists of an old lorry chassis on which are mounted a petrol motor directly coupled to a 15 k.w. 110-volt direct-current generator. In order to allow greater flexibility in travelling over uneven roads the magnet itself is built in two sections, each of which is four feet long. A brass shield protects them, and was selected because of its non-magnetic properties, the particles of metal, nails, screws, etc., being easily removed by switching off the current.

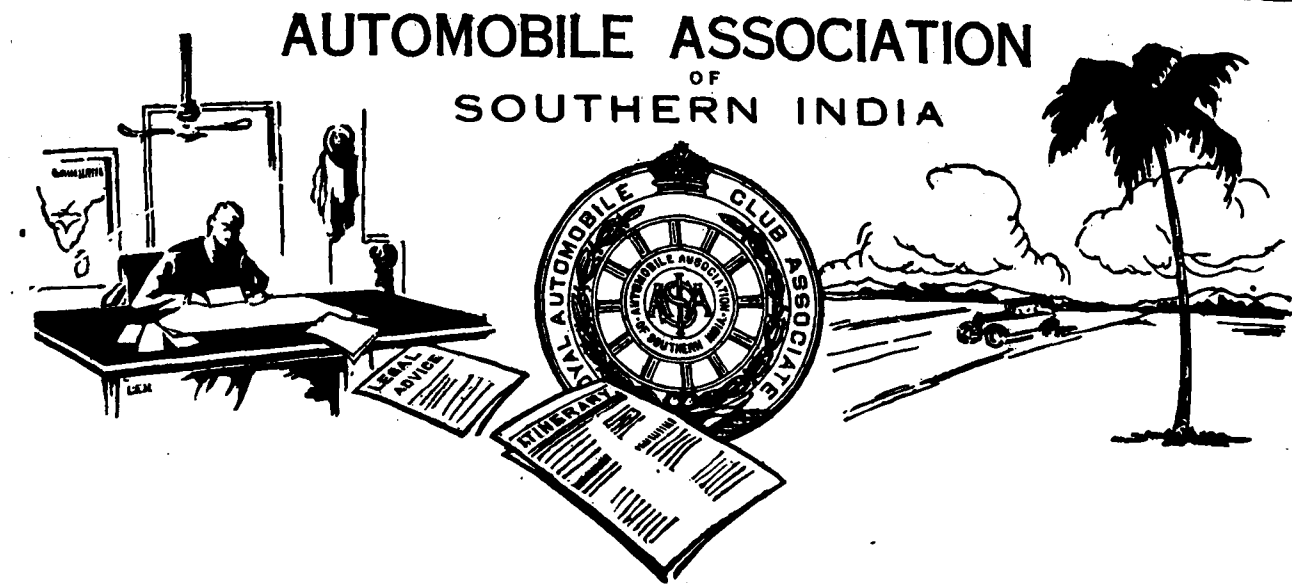
A Real Junk Collector.

In a seventeen-mile run from Waverly to the

Platte River bridge at Ashland, 170 lb. of metal was picked up, an examination of which showed that approximately fifty per cent, consisted of nails, the remainder including screws, split-pins, mud-chain-links and small pieces of iron and steel, any of which could cause a puncture or other damage to tyres.

Not only does this machine remove material from the surface of the roads, but the magnet is powerful enough to draw up metal through an inch or so of loose soil, thus considerably adding to the usefulness of the machine by removing any particles that otherwise would go unnoticed.

During the latter half of 1930, when this machine was put into regular service, 2105 miles of roadway were cleaned to approximately 6100 lb. of nails and other metal, an average of about 3 lb. to the mile.



Secretary's Report April 1931.

Abolition of Tolls.

1. The first day of the month proved to be a somewhat momentous one in the annals of the A.A.S.I. since on that date effect was given to a measure to obtain which the Association, as the South Indian Motor Union, had exerted its influence for a period of four years, i.e. "The Abolition of Tolls in the Madras Presidency." By the abolition of tolls, the freedom of the road has been assured for motorists of today and for the generations to come. We can only hope that the several Indian and Foreign States which lay within the area of the Madras Presidency will shortly follow suit. The Administrations of these States have been approached, and all have promised to give the matter serious consideration.

Motor Vehicles Taxation.

2. With the "Abolition of Tolls," however we have seen the introduction of "The Madras Motor Vehicles Taxation Act." It was inevitable that some alternative means of raising revenue had to accompany the abolition of tolls, and after careful consideration it was decided that a Provincial system of taxing motor vehicles was the only possible measure to adopt. We may take it that the effect of the new Act in all its ramifications was given due consideration by the Provincial Council, and that the scales of taxes were fixed at the lowest possible figures commensurate with the amount of revenue the Act had necessarily to realise. Whether or not the statistics on which the figures were based were approximately correct remains to be seen. The first quarterly collection has now been effected, but rumour has it that there are many vehicles on the road for which the tax

has not yet been paid; if this is true the first quarter's collection will not be a fair one on which to base an estimate of the year's probable total receipts; obviously it will indicate a figure much below what the actual total should be and a reduction of the scale of taxes cannot be hoped for.

It is fully realised that many anomalous cases are likely to come to notice, and that there are many cases in which owners of motor vehicles, particularly lorry owners, have been very hardly hit. No doubt endeavours will be made to ease the situation in these cases, but this will not be possible if the tax on a large number of vehicles is not paid. As I see it, the best means of bringing about a reduction in the scale of taxes is to ensure that, by a complete realisation of the amounts due under the Act as it stands, Government will be in a position to forecast fairly accurately the probable annual income from the Act at the earliest possible date. Government will then be in a position to estimate what the surplus or deficiency will be, and to arrange a revised scale of taxes to meet the situation and, incidentally, to afford relief to those owners who are most hardly hit by the existing scales.

Evasion of payment of the tax will almost inevitably result in stringent measures, or an enhancement of the scale.

It is hoped that all members of the Association will assist in ensuring that the taxes due are duly paid. The Association fought for the "Abolition of Tolls"—The Association will now concentrate on efforts to ensure an equitable distribution of the burden of taxation which has come in its train. Suggestions are cordially invited from members all over the Province.

The first fourteen days of the month were almost wholly devoted to obtaining Licenses for members. By a private arrangement with the Licensing Authority in Madras, the Secretary was able to obtain on prepayment two books of license forms duly signed but otherwise blank. These he filled in and issued to members who paid their taxes to him and sent him their registration Certificates. In several cases he was able to get the unladen weights originally and incorrectly recorded on registration certificates, altered to show the correct taxable weight to the financial advantage of the members concerned. He also obtained a number of duplicate registration certificates to replace lost originals. In some cases, too, he obtained license holders for motussil members.

Endeavours are being made to simplify the procedure for obtaining licenses in the future.

Committee Meeting.

3. The new (1931) Committee assembled for the first time on 20th April 1931, and amongst other routine items passed resolutions as follows:—

All India Motor Vehicles Rules.

(a) The Government of India having intimated that it cannot meet any portion of the cost of sending an A. A. S. I. representative to attend the Committee assembling in August to draw up Motor Vehicles Rules for all India, the A. A. S. I. will not send a representative. It will however forward its remarks and suggestions in writing for consideration by the Committee.

(b) That uniformity in method of regulating traffic at road junctions is so essential that it does not approve of a suggestion that at certain spacious cross roads in the City, traffic should be allowed to proceed in both directions on all four sides of the traffic controller. The rule at all road junctions should, under normal conditions be—"move round the traffic controller, keeping him on your right hand side."

Colour of Road Direction Signs.

(c) That the colour scheme for road direction signs evolved in 1927 and adopted by most District Boards (\$) should be adhered to, but that the Secretary should request District Board Engineers to change the colour of such boards if and when the category of a road changes.

Note:—(s) The scheme provides that roads fit for motors should be marked by a sign board with black letters on a white ground.

Roads NOT FIT for motors to be marked by a sign board with black letters on a red ground).

In addition Trunk Roads are marked by the letter A and a figure for instance, the Great Southern Trunk Road is numbered A 2, so to determine which is the trunk road at a road junction on this route look for the direction board bearing "A2" in addition to a town name.

Reporting Accidents.

(d) (i) To press the authorities to so amend the Madras Motor Vehicle Rules as to admit of reports of accidents being made at "the nearest convenient police station" instead of "the nearest police station" as the Rules require at present.

(ii) To draw up a skeleton form of report as a guide to members when reporting an accident to the police.

District Representatives.

4. The following gentlemen having kindly consented to act as Honorary District Representatives, have been duly appointed.

Major A. W. Waters M.B.E.	Area
10, Infantry Road,	Bangalore,
Bangalore.	Cantonment.
Rao Bahadur T.K.T.	North Arcot
Viraraghavachari,	District.
Dist. Board Engineer,	
N. Arcot District, Vellore.	

Insurance.

5. It has been ascertained that our official Insurers will issue a special policy in which "Third Party Risks" are omitted at a reduction of 25 per cent of the premium for "Comprehensive Cover." However, this form of insurance is not recommended as one serious accident may result in completely crippling financially a motorist who is not covered against "Third Party Risks."

Roads.

6. (i) Endeavours are being made to obtain the restoration of the damaged bridges near

(a) Madurantakam on the Great Southern Trunk Road 48 miles from Madras and

(b) Chittoor on the Chittoor-Bangalore Road 1 mile from Chittoor

before the rainy season commences. Also for the speedy completion of other bridges and causeways under construction on the Great Southern Trunk Road.

(ii) The Gudilam Bridge at Cuddalore will, it is understood, be fully restored and opened to traffic in July 1931.

(iii) The causeway across the bed of the Ponnaiyar River just south of Villupuram on the Great Southern Trunk Road is nearing completion but in the meanwhile motor cars have to cross a wide sandy river bed, mostly dry, where assistance is invariably necessary.

(iv) When crossing sandy river beds it is advisable to obtain assistance and arrange terms before essaying the crossing — i.e., while still on the hard road. It is fatal to get into difficulties in the soft sand before obtaining assistance, since the local residents can then dictate their own terms, well knowing that their assistance cannot be dispensed with. On the hard road the motorist holds the

upper hand and can say how many coolies he requires and what he will pay them. Eight coolies and two rupees should be ample at most places.

(v) There are several small streams which cross the Great Southern Trunk Road between Ulundurpet and Toledur, and are liable to rapid flooding if there is heavy rain in the Sheveroy Hills or Kalrayan Hills (North East from Salem). The water in these streams falls as rapidly as it rises, and usually can be forded an hour or so after rain ceases. They are being bridged in most places but until the bridges are completed the motorist in doubt should enquire at the Ulundurpet or Toledur Travellers' Bungalow, and if necessary take the road which runs from Ulundurpet to Toledur via Vridhachalam and Tittagudi (or vice versa).

(vi) Until the bridges have been completed the Great Southern Trunk Road should not be considered fit for motors between Tindivanam and Toledur after the S.W. Monsoon is established (say 1st July). The best route to follow then will be via Pondicherry.

One Day Tours.

7. In collaboration with "The Madras Mail" a series of "One Day Tours to places of Interest" is being compiled and published with illustrations, in the Saturday editions of that newspaper. These "Tours" will eventually be embodied in the Association's Guide Book.

Level Crossings.

8. Cases of undue delay the road traffic at several most fustil level crossings have been taken up with satisfactory results. The Railway authorities desire that such delays be brought to notice officially so that responsibility may be located.

Rotary Club.

9. On the 15th April the Secretary delivered an address to the members of the Rotary Club and their guests; the subject was the History, Aims and objects of the Automobile Association on Southern India.

International Travelling Passes.

10. International Travelling Passes were arranged for two members during the month, and a liaison established with the authorities which may prove helpful to members in future.

International Customs Passes.

11. Information has been received from the R.A.C., London that—

(a) A new rule has been issued whereby all motor vehicles entering France with Carnets or Triptiques will have Customs duty assessed on an unladen weight basis—the *ad valorem* basis no longer applies.

(b) The privilege of taking out a special insurance policy to cover the Customs Duty on a car, in excess of the £50 which must be deposited in cash with the R.A. Club, is only applicable to members resident in the United Kingdom. Overseas motorists taking out Customs Papers for a Continental or English Tour must furnish an English Bank's Guarantee for the amount in excess of the £50 deposited in cash.

Touring Abroad.

11. The Secretary has had ample evidence recently of the satisfactory manner in which the R. A. Club endeavour to assist members of overseas Associations. Maps, routes, hotel lists etc., etc., received for members have been both voluminous and comprehensive.

Patronage.

12. Sir Mirza Ismail, Dewan of Mysore State, has very kindly honoured the Association with his patronage. His name has been added to the list of Vice Patrons.

Guide Book.

13. The collecting of information for inclusion in the new guide book continues. Thanks to a circular letter from the Secretariat to District Boards, detailed information is now being furnished on several essential points.

Itineraries.

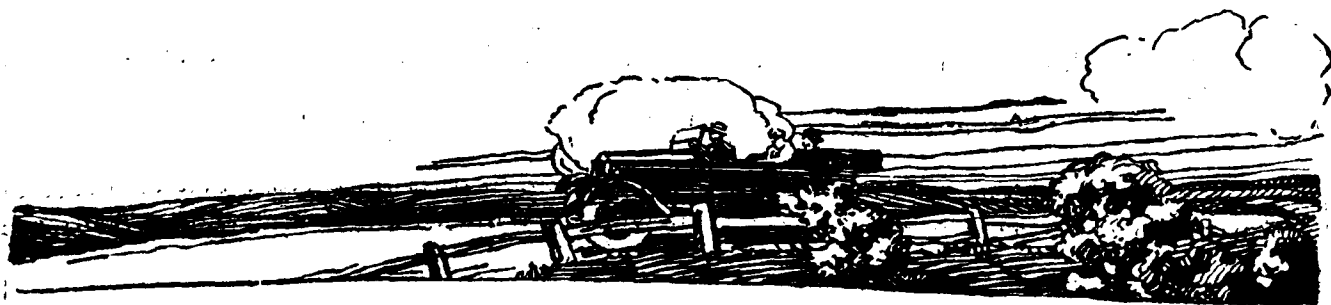
14. A number of touring members have furnished useful and interesting information regarding routes they have traversed, which has enabled the Secretary to bring some itineraries more up to date. It is hoped that all touring members will communicate with the Secretary should they find any inaccuracies in itineraries issued to them by the Association.

Membership.

15. During the month 24 new members were added to the register, while there were 13 resignations. 4 of the resigning members had left India without tendering their resignation and 4 resigned on receipt of a registered notice for arrear subscriptions.

F. CHURCH,
Major (Retd.),
Secretary.

MADRAS. }
2-5-'31.



LONDON-CAPETOWN IN 6½ DAYS

LT.-COMDR. KIDSTON'S RECORD AFRICAN FLIGHT

Lt.-Commander Glen Kidston, flying a Lockheed "Veega" Monoplane, reached Capetown on 6th April, having flown the 7,505 miles from England in 6 days, 9 hours 5 minutes, thus breaking the Dchess of Bedford's record (also on Shell Oil and Petrol) over the same journey last year.

7,505 MILES at 131.8 MILES Per Hour
(Air-borne speed)

ON SHELL OIL & PETROL

BURMAH-SHELL OIL STORAGE & DISTRIBUTING CO. OF INDIA, LTD.,
(Incorporated in England.)
Agents.
CALCUTTA. BOMBAY. MADRAS. KARACHI. DELHI.



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

France is Auto Leader of Europe.

WHILE the world leadership of the United States in the number of motor vehicles per inhabitant is generally known, the rise of France in automobile ownership by large masses of the people is less generally known outside the country's borders. France stands first among the European countries.

Statistics compiled by the cities show there is one automobile for every nineteen Parisians; one for every twelve persons in Cannes, on the Riviera; one for every sixteen in Agen, Provence; and one for every seventeen in Charleville, near the Luxembourg border.

Automobile Executive Talks of the Future.

Sailing for Europe recently, J. D. Mooney, President of General Motors Export Company, expressed confidence in the continued demand for automotive products throughout the world by saying that he expected the long-line rate of growth established since the war to be generally maintained. "It is necessary," he said "that we recognize, in this connection, the abnormality of the year 1929, and, in part, of the year 1928, and that we reconcile ourselves to a dip below the normal for a sufficient period ahead to enable the striking of the requisite cumulative balance. I anticipate that this immediate decline will last, with lessening force, through the coming year, but I predicate my belief in the maintenance of a reasonable rate of growth in the future beyond 1931 upon the essential need that exists for automotive transportation throughout the world and upon the world's renewed ability to purchase this transportation."

Mr. Mooney left for a short visit to Berlin, where General Motors G.m.b.H. is located, the Adam Opel Works at Russelsheim, Germany and General Motors operations in London, Antwerp and Paris.

Auto Buying Outstrips Road-building in Far East.

Automobile buying in the Far East outstrips road building. Since 1925 China has increased its highway mileage 163 per cent, but the total number of autos in Chinese ownership has increased 251 per cent.

In Ceylon, the road mileage in the same period grew 22 per cent and the auto ownership increased 216 per cent. India, with a 12 per cent road extension, advanced its automobile registration 170 per cent.

Polish Boy Scout Completes World Tour.

George Jelinski, Polish boy scout, recently reached Detroit Michigan, the last stop on his trip around the world. Two years ago this intrepid young man set out from the motor city behind the wheel of a Buick sedan which he has now driven through twenty-seven countries covering over 100,000 miles.

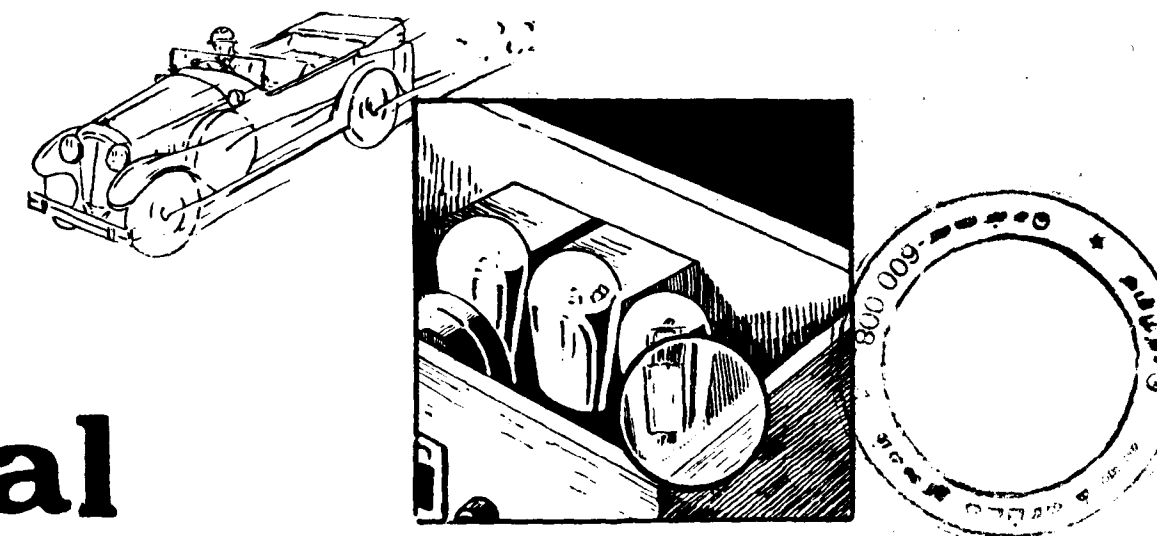
Sailing from San Francisco in 1928, Mr. Jelinski first visited Hawaii, then China and India. From Colombo he went by boat to France and motored all over the European continent.

The Buick in which the traveller made his globe-circling journey now bears the insignia of thirty automobile clubs in Poland, France, England and the Far East. The car is equipped with radio and the rear seat is so constructed as to be easily converted into a bed. Unlike most of the automobiles that complete a world tour and come back looking very much the worse for wear, this Buick is in first-class condition and is as well-groomed as its boy-scout owner.

Another Record.

In these days of record-breaking, the distinction of having the longest initials of any automobile club goes to the "Royal Star African Automobile and Aeronautic Association," whose members are privileged to display the abbreviation of "R.E.A.A."

[LUBRICATION - THAT TREMENDOUS TRIFLE]



Vital

as the tiny filament in a radio tube

RADIO tubes represent a trifling fraction of the cost of a wireless set. But they are vital to its performance. When one fragile filament burns out, reception is dead.

And the same with lubrication in your automobile engine. The cost of oil is an insignificant part of your total expense—about 3%—but the *quality of the oil* determines the service your engine gives.

Ordinary oils break down under the extreme heat of high-speed driving. Scored cylinders, pitted valves, burned bearings and a good engine ruined before its time usually result.

Mobiloil is known as the "World's Quality Oil." It is made by the world's most experienced specialists in scientific lubrication. Regular use of the correct grade of Mobiloil for your engine prevents needless wear and tear; assures more power and fewer carbon removals; and results in a substantial saving on fuel and oil consumed.

Mobiloil

COSTS SO LITTLE—SAVES SO 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 153.

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.

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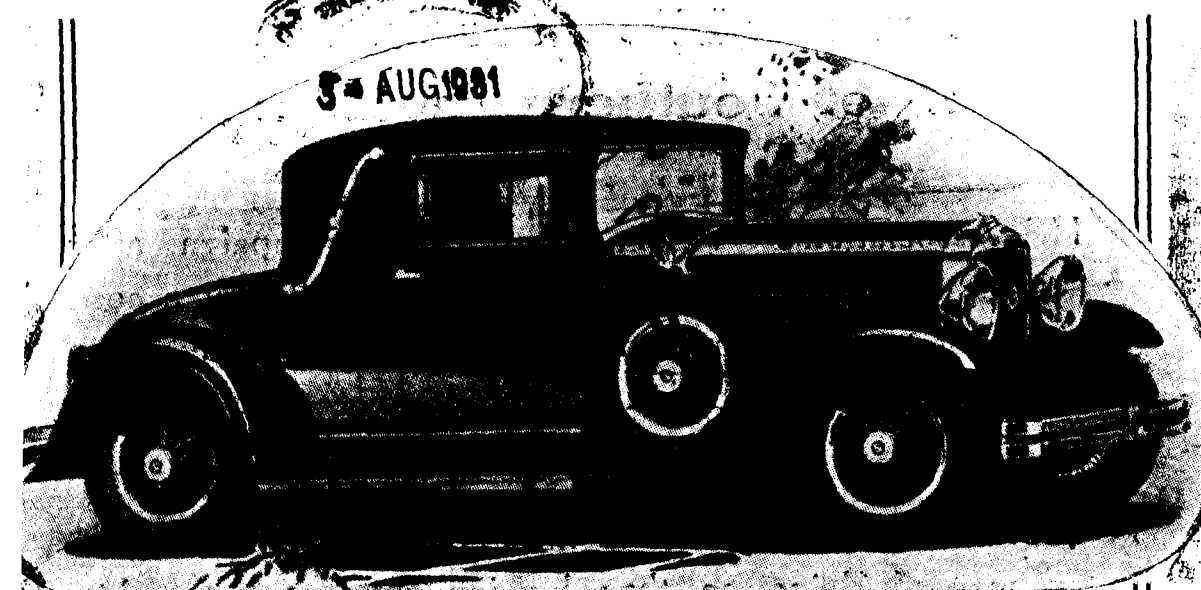
THE SOUTH INDIA MOTOR OWNER
MOUNT ROAD
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THE SOUTH INDIA

MOTOR OWNER

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.

EASTERN TECHNICAL PUBLICATIONS, MOUNT ROAD, MADRAS.

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of the

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

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

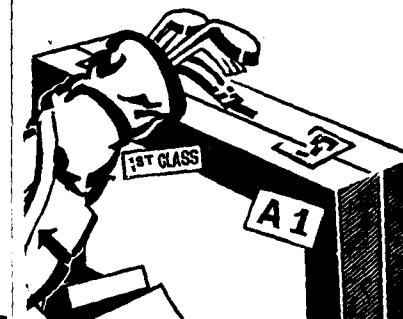
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BOUND VOLUMES
See page 92

**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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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 ::

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**EASTERN TECHNICAL PUBLICATIONS,
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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?



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

CHIEF AGENT:

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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-do-date by reason of the correction slips mailed to you each month.

Rs. 10/- per copy.

CHAKRAVARTHI & Co., Mount Road, Madras.

See the New Chevrolet at our Showrooms!

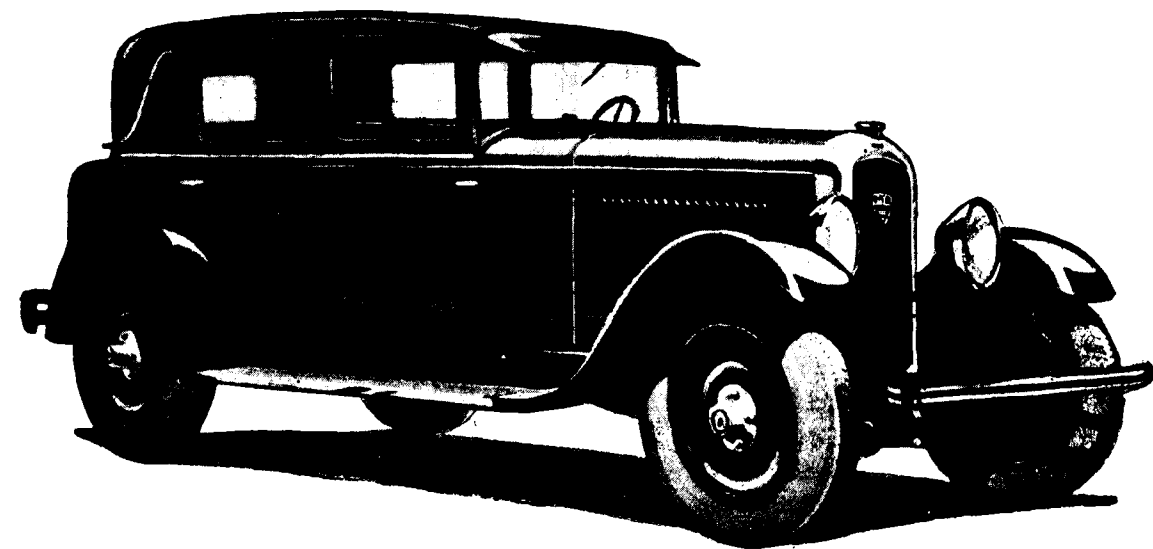
We invite you to inspect the 1931 Range of Chevrolet Models at your leisure in our showroom. The full beauty, luxury and quality of these low-priced new models can only be fully appreciated when you see the car and ride in it. Why not call to-day?

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SOLVES HALF YOUR PROBLEM

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LET US HELP YOU TO PLAN YOUR ADVERTISING

Advertisement Manager :

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

Prominent Karachi Citizen and Wealthy Landowner

chooses *The New Chevrolet*
for its fine quality and great beauty . . .

"The new Chevrolet sets new standards—at revolutionary prices . . . I am absolutely pleased with my new car."

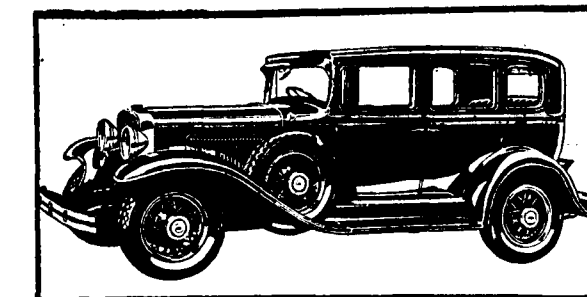


THIS is a striking testimony to the new beauty and quality of the 1931 Chevrolet Six—from such a reputed motorist of social and public standing as Khan Bahadur Mohmed Ayub Khuhro, who is a member of the Bombay Legislative Council and President of the Zamindari Co-operative Bank Ltd., Sind.

Mr. Khuhro's tribute only voices the enthusiastic praise bestowed on the new Chevrolet by discriminating owners throughout the world . . . For the first time in motoring history, every car buyer is now offered finer quality and beauty—at a low cost.

You, too, will choose the new Chevrolet Six, once you ride in it and sense its remarkable qualities.

Ask your nearest Chevrolet dealer for particulars of the G. M. A. C. plan of easy payment.



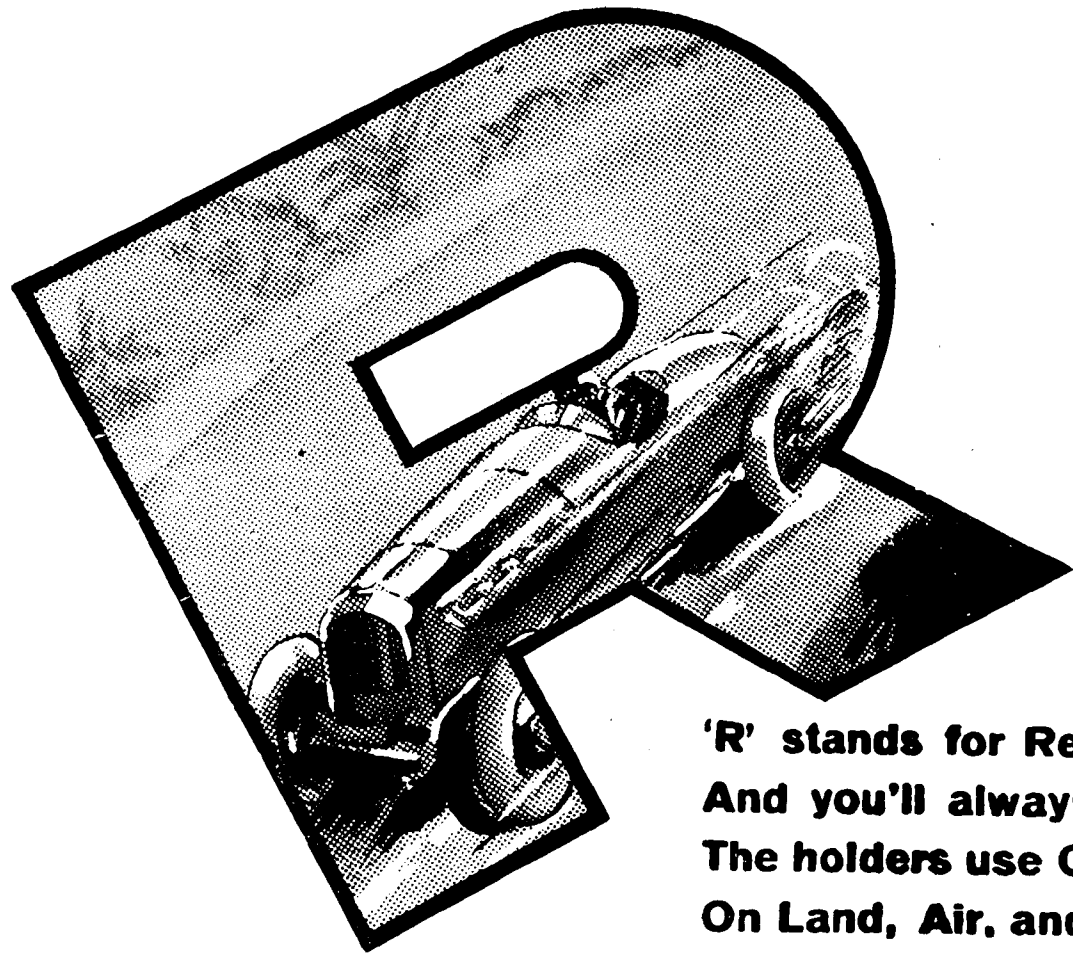
Says Mr. Khuhro: "By reason of its quality in appearance, its quality of riding comfort, its economy and durability, the new Chevrolet sets new standards—at revolutionary prices. I have just taken delivery of my fourth Chevrolet and I am absolutely pleased with it. Messrs.

Narasindas & Co., Chevrolet dealers, Karachi, have always given me the best attention and service."

Similar statements to the one above have been received in letters from satisfied Chevrolet owners throughout India, Burma and Ceylon.



The New Chevrolet Quality Line Models
PRODUCT OF GENERAL MOTORS



**'R' stands for Records
And you'll always see
The holders use Castrol
On Land, Air, and Sea**

More records and achievements on Castrol than on all other motor oils!! World records, international records, class records—pioneer achievements and established achievements—the experts choose Castrol always because of its unfailing reliability. Their choice proves wise—follow their example. Make a habit of using Castrol.

Castrol lubricates better and last longer. It reduces Friction to a Fraction, provides perfect piston seal and gives less carbon. Efficient lubrication means better motoring. Castrol costs no more than ordinary motor oils to buy. Sold everywhere in the Green and Red SEALED tin. Make a regular habit of using it.

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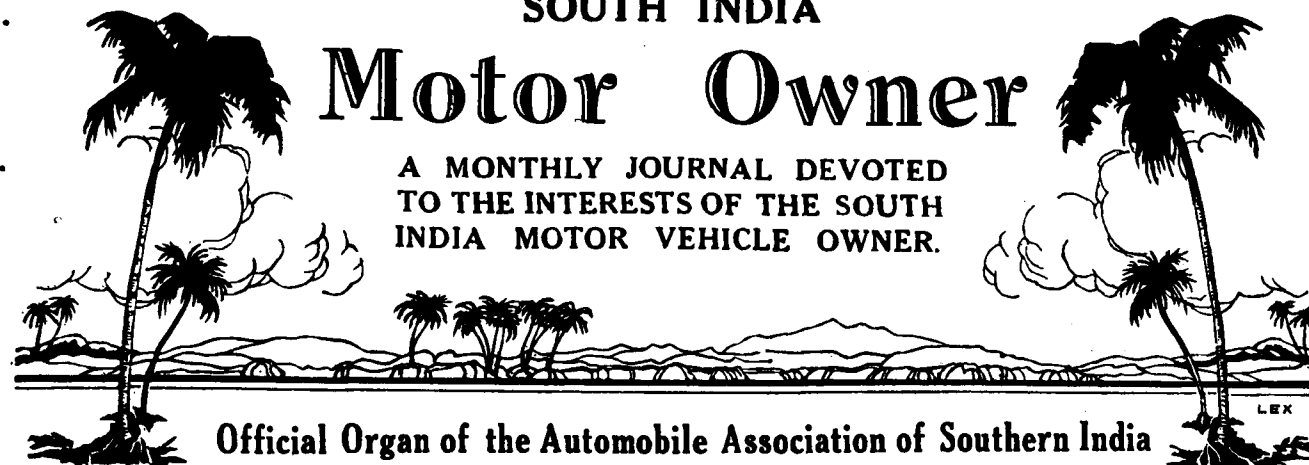
C. C. WAKEFIELD & CO., LTD., BOMBAY (HEAD OFFICE), CALCUTTA, DELHI, KARACHI, LAHORE, RANGOON, ETC.
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L. A. S. S.

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

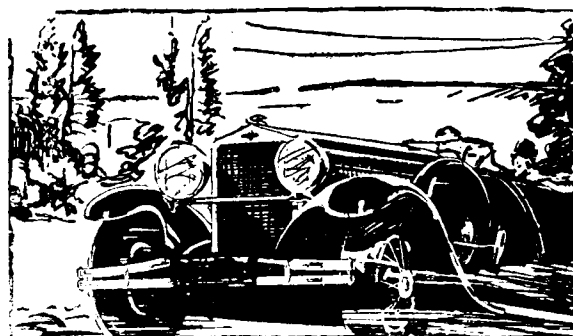
Vol. III, No. 6

June, 1931

Price As. 8

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PRESERVING CELLULOSE PAINTWORK



How to keep the coachwork of your car in good condition with little labour.

Courtesy of the "Morris Owner."

IN these days of almost universal cellulose finishing there is little or no excuse for indifferent paintwork on any car. Morris cars are finished with the finest materials money can buy, and so carefully have the problems of application been studied that the resultant finish properly cared for will last the whole life of a car, even allowing for the exceptional length of time these cars continue to give good service.

The average motorist takes a great pride in his car, and is usually prepared to go to any reasonable amount of trouble, providing the results are justified, to keep the appearance of that car as good as possible.

The following hints should be of interest to every owner who values the beauty of his car. In addition regular care of the finish will greatly enhance the second-hand value when the car is to be sold.

Whenever the car is very muddy it should be washed. Water is cheap and should be liberally used. It both lightens the labour and reduces the chance of the finish being impaired by grit or mud. Do *not* use hot water, or wash the bonnet while it is still hot, as this destroys the lustre. Wash the chassis first, hosing the undersides of the wings, wheels and other points where the mud is thickest.

Use Plenty of Water.

After the chassis has been washed, flow plenty of water on the bonnet, wings and body, beginning at the radiator. Care must be taken not to get water over the engine, as there is a possibility of interference with the ignition system. The water will remove or soften all the dirt and mud.

Then go over the car again and remove all mud with a large soft sponge, at the same time flowing on plenty of water. Rinse the sponge frequently to remove any grit, which otherwise will be rubbed into the finish and scratch it. When all mud has been removed, squeeze the sponge dry and wipe off all excess water. Finish off by drying the lacquer thoroughly with a clean, soft, chamois leather which has been thoroughly wetted and then wrung out. This should be rinsed and wrung out from time to time.

It is well to polish the car once a week or so with a good-class car polish. Great care must be taken when choosing polish, as many polishes contain materials which are apt to dissolve certain ingredients in the cellulose lacquer, thereby affecting its durability.

Bripal liquid car polish has been specially produced by the company which manufactures the cellulose lacquers used on all Morris and Wolseley cars, and can be thoroughly recommended. This product, which does not contain wax, will remove all stains from the finish and leave a hard infinitesimally thin film on the car which is not sticky or dust retentive. This film protects the paintwork and improves the durability of the cellulose, as well as keeping the paint a high lustre. Bripal Polish is also constituted in such a way that the cellulose film is "fed" rather than "bled."

During the summer months, when the car merely becomes dusty, this may be removed with feather duster or soft rag; the car should then be polished. A small quantity of polish should be put on a dry, soft rag, which is then rubbed lightly on the car, commencing with the bonnet; when dry rub lightly with another clean rag.

Renovating Old Paintwork

The above detailed description is given in order to assist the owner to keep the original finish of his car more or less permanent. The following suggestions are made to the man who is in possession of a car with shabby paintwork, who wishes to spruce up its appearance. Any tar should be removed with benzol or naphtha, which is applied on a clean rag, and the spot rubbed gently until it completely disappears. The car is then washed thoroughly and dried.

All chipped edges should be rubbed smooth with glasspaper, and three or four coats of the appropriate coloured lacquer should be applied locally each coat must be thoroughly dry before the next is put on. The car should now be carefully polished with a slightly abrasive polishing compound; a small quantity only should be placed on a rag and the surface rubbed vigorously in one direction.

The surface is finished off with a clean, soft rag, and then polished with liquid car polish.

In both these polishing operations a certain amount of colour will come off on the rag, but this is quite usual and should be expected. An abrasive polish should not regularly be used, how-

ever, or the finish will in time be rubbed through.

Finally, should any part of the finish become damaged through accident or other cause, it is well to have this repaired immediately with spray equipment. This prevents the blemish spreading or the metal rusting under the broken edge of the finish.

Japan Ranks First in Road Miles Based on Area.

ALTHOUGH the United States has the greatest mileage of roads in the world with 3,016,381 miles, or 38 per cent of the total in existence, other countries are rapidly and intensively constructing great highways.

The above percentage in the United States is a notable decrease from the 46 per cent of a recent census. Russia ranked second with 776,712 miles, followed by Japan, 573,325; France 405,028; Canada, 381,977; Australia, 300,000; India, 283,506; Germany, 216,672; United Kingdom, 179,095; Poland, 139,631.

The fairest basis on which to compare road mileage figures seems to be the proportion of road mileage to area. One country large in area may have a greater road mileage than a smaller country and yet be less adequately provided with the roads it needs. Another factor that should be considered is the quality of the roads.

A large mileage of unimproved roads will mean less in terms of highway transportation than a smaller amount of improved roads. However, because of the fact that the Netherlands, Russia, Spain, Switzerland and the United Kingdom, with a combined mileage of more than a million, do not show the length of their unimproved roads, it is not possible to make really adequate comparisons.

Considering the area and total mileage only, without regard to quality of road surface, Japan leads the world, with three miles of road to the

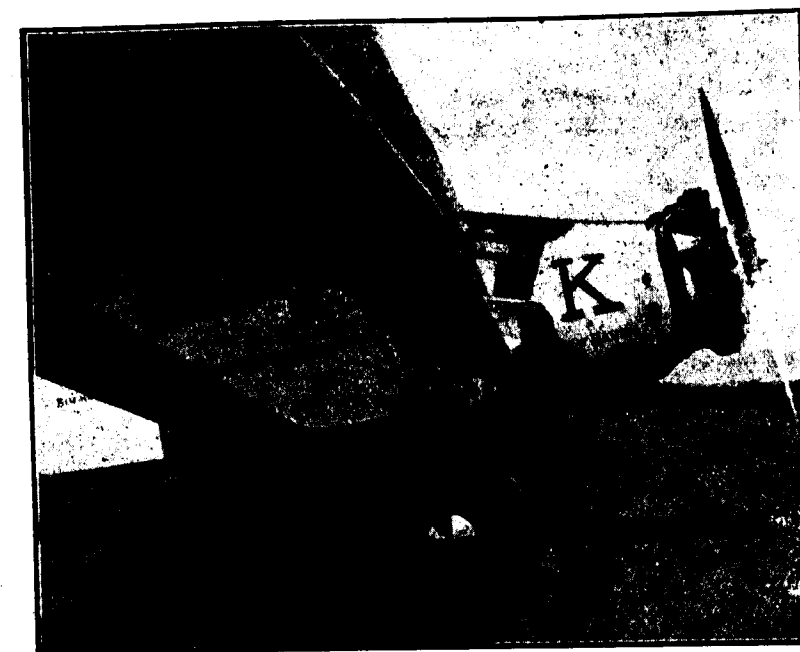
square mile, followed by Luxembourg with 2.6. Northern Ireland 2.5; United Kingdom, 2; Denmark 1.9; France 1.89; Irish Free State, 7.51; Belgium, 1.43; Lithuania, 1.28; Germany, 1.19; Netherlands, 1.18; Hungary, 1.05.

As commonly used, the term "improved roads" includes all roads on which some work of improvement, such as grading, draining, etc., has been done.

The degree of improvement varies so greatly on different roads and in different countries that it is almost useless to attempt comparisons when earth roads are included. It is more feasible to consider only the hard-surfaced roads, from water-bound macadam up to asphalt and cement concrete.

The standing, regarding hard-surfaced road mileage in proportion to area in those countries having an area of 1,000 or more square miles (omitting the Aegean Islands, Germany, Russia, Spain, Switzerland and the United Kingdom, which did not report fully by types), is as follows: Northern Ireland, 0.4

square mile to one mile of road; Luxembourg, 0.44; Irish Free State, 0.373; Czechoslovakia, 1.21; Italy, 1.26; Austria, 1.57; French West Indies 2.13; British West Indies, 2.21; Porto Rico, 2.63; Belgium, 2.66; Hungary 3.19; New Zealand 3.34; Rumania, 3.96; Cyprus, 4.07; Denmark 4.13; Bulgaria, 4.34; Poland, 4.83; Ceylon, 5.16; Yugoslavia, 5.52; France, 8.56; British Malaya, 12.11; Tunisia, 14.40, and the United States, 18.11 square miles of area to one mile of hardsurfaced road.



Goodyear's latest contribution toward, safer flying—the Airwheel, which permits landing on ground hitherto considered impossible.

From an Owner Driver's Note Book



by
"SPOTLIGHT."

This Colour Craze.

A note in a recent issue of a well known motoring journal informs that a blue-tinted petrol is being put upon the British market, and that despite its attractive blue colour and its normal characteristics it will sell at the usual price. This strikes me as quite a good idea which could well be used to popularise other accessories. What could be nicer, for instance, than a full colour range for tyres, or pink tinted water for one's radiator? Of course, the whole theme could be carried to still further lengths, and I should not be at all surprised to read of some enterprising service station proprietor advertising free green air for all his customers.

The serious side of this colour question has to be considered, however, and it has been for the Rotary Club of West Ham to devise a very helpful scheme. They have arranged to equip all blind persons in the borough with white walking sticks, and the co-operation of all drivers passing through West Ham is solicited for the scheme. Special consideration has naturally to be given by all motorists and others to all sightless persons, and the sign of the white stick should be eloquent of the need for this extra caution.

Too Much Tickling.

Few car owners realise that every time the carburettor is flooded excessively they waste a great deal of petrol—and how often waste occurs can be judged from the fact that most motorists jerk the float up and down until petrol actually appears and splashes over the engine.

If every car owner wastes by this means no more than a teaspoonful of petrol a day this

must make approximately a gallon over the course of a year—and if a million car owners follow this example every day the loss will amount to two thousand gallons daily—and wise men are talking of a 'petrol shortage'!

The whole point is that excessive flooding is entirely unnecessary because in this climate the engine of a car is always warm enough to start without it. Even in the hills, one flooding when starting early in the morning should be quite sufficient.

Night Road Courtesies

What a change has come over the road at nights during the past twelve months. Almost every car one meets nowadays makes some effort to reduce the dazzle difficulty, whereas a year ago not one car in six would make response to another's gesture. Nowadays it is the exception not to obtain courtesy in the way of dimming or dipping, and the objectionable practice of blacking out seems to be obsolescent, except so far as buses and lorries are concerned.

Paying Attention to the job.

I am convinced that inattention to the business on hand is responsible for the majority of accidents on our roads to-day. And the fault is not always with the much maligned pedestrian. Within the last week I have seen two really excellent examples of wool-gathering on the part of motor owners.

The first was when I was rounding a blind but easy corner, when a fellow on a motor cycle met me head on, driving about forty-five on the wrong side of the road. I saw from his face that he was actually day-dreaming—there is no other way to describe



it—and it was amusing to watch him wake up as he executed a dexterous swerve and missed me by inches. He was so far over on his wrong side that he left me not the least inch of room to swerve, unless I had gone across to my wrong side—and I detest doing that.

The second case was one where I was driving behind a single occupant of another car. Both of us were going about the same speed on a perfectly straight, clear road. Suddenly I was amazed to see the driver in front head straight for the side of the road and it was not until his near front wheel bumped in the 'rough' that he woke up. So frightened was he that he jerked the wheel right over and nearly collided with a gate post on the other side of the road, in fact he only saved himself from a nasty crash by clever driving after he awakened.

When one is driving a car or riding the much more unstable motor cycle, day-dreaming even on a quiet road is asking for trouble. To be caught wool-gathering on a busy thoroughfare is assuredly suicide. And yet, I wonder how many of us really concentrate on

the business of driving our cars as they should be driven—always?

Well Done M. G.'s

Congratulations to the Earl of March and his colleagues on their wonderful performance in the Double Twelve-Hour Race at Brooklands early this month. Readers will remember that they secured the first five places driving M.G. Midgets in what is generally admitted to be one of the most gruelling races in the world. The fastest car averaged 65.62 m.p.h. for the twenty-four hours, during which time it covered no less than 1547.9 miles. The outstanding nature of the whole show can however be better gauged when it is realised that the slowest car of the first five averaged 62.46 m.p.h. and covered a distance of 1498.9 miles.

The M.G. Midget competition models have a capacity of only 746 c.c. which is 101 c.c. less than the Morris Minor! And when full consideration is taken of the fact that these speeds and distances were attained without the use of superchargers it helps one to realise more fully the enormous strides made in British small car design during recent years.

On Leaving Well Alone

By

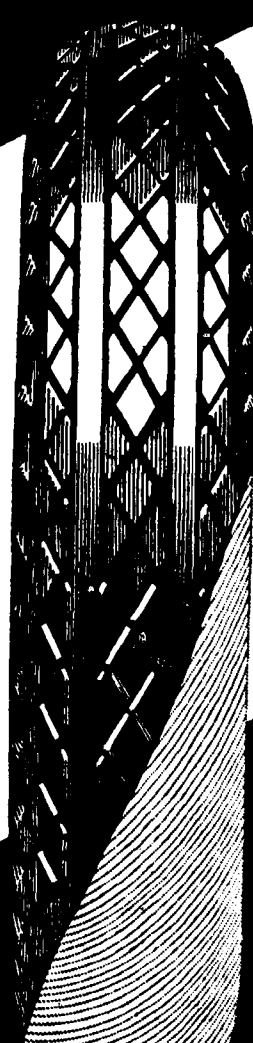
M. W. BOURDON.

SOME motor owners, who may be but are not always by way of being amateur mechanics, are for ever tinkering with components of their cars that in the majority of cases would operate just as well—possibly better—if they were left alone.

There is no need, for instance, to dismantle and clean a magneto contact breaker every month or so, to take apart and clean the carburettor, to open up and polish the dynamo commutator. These and certain other items, when they have been functioning correctly, may either be reassembled with less satisfactory adjustments or have the good effects of "bedding in" by use removed.

Neglect for excessively long periods is one thing; disturbing adjustments, etc., unnecessarily is another. The "happy medium" is desirable—viz., a routine system of inspection at definite intervals, as distinct from the haphazard tinkering that so often takes place with little more object than passing the time, pampering a nature inherently curious or interfering, or sheer fussiness.

"Prevention is better than cure," some of these people say. True; but the axiom as applied to some parts of cars can be over-emphasised. It should occasionally be counterbalanced by the adage "Leave well alone."



The famous All-Weather Tread is superior in traction. Press your hand upon this tread. Feel the grip of the deep-cut, sharp-edged blocks placed in the center of the tread where they belong. This illustrates its hold-fast action on pavement or road.

The Supertwist Cord Carcass is superior in vitality and long life. Under a continued flexing or sudden road shock, where ordinary cords fatigue or snap, the extra-elastic Supertwist cords stretch and recover like rubber bands.

IT WILL PAY YOU TO MAKE THIS DECISION

the
"I will buy only a leading make of tyre"

GOOD YEAR

3-24-34

KNOWING YOUR CAR

Just Illustrating how Much is that Little More.

MY friend Pendlebury's name should have been "Thorough". He is the kind of person who always unties the knot in a piece of string instead of cutting it. I've seen him take half an hour to open a small parcel, and he'd no more think of throwing the tools into the toolbox, like a human being, than he would think of going to church in his pyjamas. Everything must be just so. As a matter of fact, he wastes so much time being efficient that he seldom has any left for doing anything else.

Before Pendlebury bought his last car he spent about six months studying the specification. He sent to the works for a set of blue prints, learned the oiling chart by heart, and read every word of the instruction book and every advertisement and leaflet that was ever published about it.

Quite So.

"Knowing one's car is half the battle," he said to me. "If anything goes wrong and you don't know it, you are fogged. I've seen mechanics waste hours trying to take down some part, the construction of which they did not understand. The average man," he continued, warming to his subject, "knows next to nothing about his car. I doubt if you yourself can say offhand whether your back axle is fully or only semi-floating, and it would probably take you all day to remove the ball race from the bevel end of your propeller shaft. Now, I like to know everything there is to know, so that, if necessary, I can take the whole car to pieces and reassemble it without waste of time. It pays you in the long run."

No Argument.

I agreed, partly because I know what Pendlebury is like if you allow yourself to be drawn into an argument, and partly because, in theory, he was undoubtedly right. He usually is.

Well, in due course the new car arrived. It was a very nice car, fast and sporty looking. Its back axle, so Pendlebury informed me, was fully floating. He also told me a lot of other technical details which I have forgotten.

Before taking it out, Pendlebury spent the best part of a week studying it in the garage. He checked the valve timing with the diagram, also the ignition timing. He located every lubrication nipple, memorised the order in which the various odds and ends should be removed before lifting the head, and generally familiarised himself with every detail. In short, there wasn't a thing about that car that he couldn't tell you off-hand.

As I said before, it was a very nice car. It ran remarkably well and gave no trouble. Pendlebury was very pleased with it, though his intimate knowledge of its internals didn't look like being tested. Still, the fact that it had no secrets from him probably gave him added confidence.

All went well for several months; then one day I came across Pendlebury by the roadside. The car was jacked up, and Pendlebury had his coat off. He was very hot and seemed to have lost his customary serenity. I drew up.

Righteous Indignation.

"Hello," I called out, from my Oxford saloon, "something wrong?" Pendlebury straightened himself and mopped his brow.

"Only a puncture," he replied, "but the blessed wheel won't come off. I can't move the hub-cap anyhow."

I got out to lend a hand. The car had wire wheels, and Pendlebury was struggling with a large hub-cap spanner and a mallet.

"The fellow who screwed this hub-cap on must have been a Samson," he complained bitterly. "I've been banging at it for half an hour and I can't move it. These hub-caps are supposed to be filled with grease before leaving the Works, but I wouldn't mind betting they forgot this one and it has rusted on. I shall write to the makers as soon as I get home and tell them what I think about them."

A System that Sagged.

"Let me have a go," I suggested.

Reluctantly, and rather sneeringly, he handed over the mallet and the spanner. "You can have a try if you like," he agreed, "But it's a waste of time. I've banged at it as hard as I dare already."

I put the spanner on, gave it a tap, and off came the cap. Pendlebury's eyes nearly started out of his head.

"How on earth—?" he exclaimed.

"It was quite easy," I remarked casually. "Just a slight tap. That's all that was necessary."

"But——!"

"It's a left-handed thread," I explained. "You were trying to turn it the wrong way. Comes of not knowing your car properly."

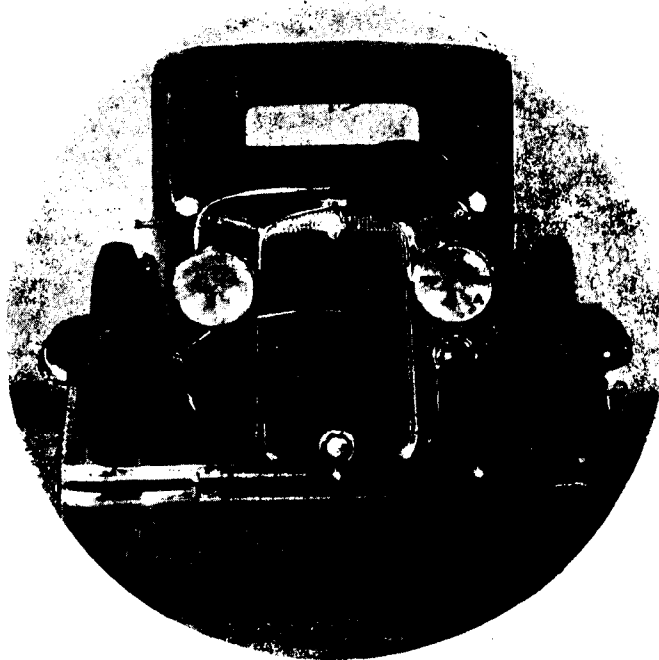
NEW MODELS INCREASE POPULAR CAR RANGE

With two new models in the line, Chevrolet's new car for 1931 comprises a wide range of passenger and commercial body types. The two new models this year are a convertible cabriolet and a landau phaeton for all-season driving. Addition of these new body types brings the total number of passenger car models to eleven, and makes possible the widest selection of body types in the low priced field ever offered by one manufacturer. The 1931 car offers a two-inch increase in wheelbase, bringing it to 109 ins., larger and roomier bodies by Fisher with mohair or broadcloth as optional trimming, and scores of refinements in appearance and performance despite the low prices.

Among the improvements are a fully insulated front compartment, easier steering, more durable clutch, smoother and quieter transmission, and liberal use of rustless chromium plate on exposed bright parts.

In addition to the two new models, the line comprises three open types the Sport Roadster, the De Luxe Roadster, the phaeton and the De Luxe phaeton and four closed types—the Town Car, Sedan, De Luxe Sedan, and the Convertible Cabriolet. All sport models come equipped with the new and popular chrome-plated radiator grille. All models have smart wire wheels, with 4.75 x 19 tyres, as standard equipment. Hubs are very large, of the concealed bolt type.

The two-inch increase in wheelbase has been utilized throughout the line to increase the roominess and comfort of the new bodies. Smart new Duco colour combinations, the addition of decorative body features and a head-on appearance extensively changed from the 1930 car combine to



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

make the 1931 model decidedly finer in appearance than any of its predecessors. All body mouldings are pressed integral with the body panels, thus eliminating all separately applied moulding with their consequent difficulties. The drip moulding also is pressed integral with the roof panels. This method of construction eliminates the inevitable rust streaks which result when the moulding is separately applied, because the paint chips off at the connecting line.

Such fine features as assist cords, ash receivers, arm rests, and silk roller curtains harmonizing with the interior trimmings may be found in various models in the line. All

sport models have a larger rear deck to add to the comfort of the dickey-seat passengers. All closed models have the slanted non-glare windshield, the adjustable driver's seat, and other features which have made Fisher bodies the hallmark of quality in the fine car field. Mohair or broadcloth trimming is optional with all closed models.

The new famous fifty horse-power valve-in-head six-cylinder engine which Chevrolet introduced in 1928 is retained in the new car in all its fundamentals, although it has been refined for greater rigidity, smoothness and durability. Ribs added to the cylinder block achieve a 43 per cent increase in rigidity with only one and a half per cent increase in weight.

The cumulative effect of the improvements in the new model, which extend to every fundamental part of the chassis and body, mean a safer, longer lasting, better performing, and very much smarter appearing car. This factor, coupled with the price, represents a product which promises to prove one of the most popular cars in the history of the company.



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

French Motorists Oppose Petrol Tax.

MOTORISTS in France have been aroused by the introduction of a bill which proposes to replace the existing tax on motor cars by a supertax on petrol.

Those in favour of the bill say that the present system of taxing the car itself is unfair to the ordinary user, who is called on to pay as much in taxation as owners who average double and even ten times the mileage. The bill is based on the principle that the tax on motoring should be in direct ratio to the use made of the roads.

It is further stated that, under the present system, the owner of a ten horsepower car pays a direct tax of Rs. 150 a year. Such a rate of taxation, if the impost were based on gasoline consumption at the rate of Rs. 1/8 a gallon, and assuming that the car used 11 litres for every 100 kilometers, would give an ordinary ten horsepower car a mileage of 14,375 a year, or approximately a little over 275 miles a week. This is far above the average motor-car owner's record.

Critics who are adversely inclined to the proposal insist that, although the average motor car owner would apparently benefit from the change, the proposal would prove unworkable in practice and would result in serious hardships to owners of commercial vehicles.

In 1929 these comprised nearly one-third of the total motor vehicles registered in France, while over 70 per cent, of the so-called touring cars are used primarily for business purposes by traders, commercial travellers, agriculturists and others.

European Automotive Business Improving.

Marked improvement in sales and employment by General Motors operations in Europe was

reported recently by Mr. James D. Mooney, President of General Motors Export Company, on his return to America after a business trip to Europe.

Mr. Mooney pointed out that the downward sales trend in effect since last June had been checked in December with a substantial rise occurring each month since.

"April and May normally are the peak months for automotive shipments with sales beginning to taper off in June. In European territory the year end decline usually extends through January and February, with a rise beginning again in March. January and February normally are the lowest months of the year. However, I found that in December our European volume indicated a definite check in the downward trend which had been in progress since last June. In December the total sales of our nine European operations increased 21 percent over November. In January, despite normal expectancy of a seasonal drop, the sales increased 23 percent over December, and again in February there was a substantial increase over January. February sales, in fact, were higher than they have been for seven months past.

"Four of our operations, the plants in England, Belgium, Denmark and Sweden, had the biggest January in their entire histories.

"January and February are also normally the lowest months in the entire automotive export territory, which includes all the world outside the United States and Canada. Our total plant sales in the export world in January again went contrary to seasonal expectations, being substantially higher than they were in December, and in February there was again a further increase over January.

"In all past depressions, the automotive industry has been the first to show definite signs of recovery

and has led all others back up the road to prosperity. If history is repeating itself again in this present instance, we certainly have every reason to feel encouraged from the signs I was able to read during my stay abroad."

Up-to-Date Roads Penetrate Africa.

The increase in modern roads in some of the darkest parts of Africa where heretofore only big game hunters and ivory gatherers have ventured is resulting in automobiles carrying products to people who have never before been in touch with the modern world. The new highways will stimulate demands for a wide range of industrial products. The Nile and the Congo are now linked by a road. A new 600-mile highway from Alexandria to Luxor is projected and another is to be built to Timbuctoo.

To Resume Trans-Canadian Automobile Trip.

Delayed by unfavourable weather, the trans-Canada auto, Nova-Columbia, is soon to resume its journey, the next stage being down the 72 miles of snow and ice from the top of Lake Nipigon to a point near Cameron Falls. Gus McManus will be in charge of the car when it starts its perilous dash across the ice of Lake Nipigon. In preparation for the heavy going through snow and ice, Mr. McManus has equipped car a roadster with lowered top so that the driver may have a chance of quick escape if the car strikes an air hole in the ice. Mr. McManus took over the task of Healy E. Needham when injuries forced the latter to abandon the wheel of the car which he had successfully driven from Hearst to Nipigon. The trail-blazing Buick is out to capture the Rutherford medal for the first trans-Canadian motor tour, which is the prize trophy of Canadian motordom.

Golfer versus Motorist

The golfer and the motorist have again been featuring in the Courts. In a case heard recently at the Nottingham County Court the motorist was driving his car along a public highway when a ball driven from the Bulwell Forest Golf Links hit it and damaged the windscreen.

Four main points were made for the defendant golfer. The shot, it was said, was a good straight drive down the fairway, but the wind brought it on to the road; the golfer, before he made the shot, looked to see if the road was clear, but the car had come out from under a bridge, exactly, apparently, at the wrong moment; and it was alleged that since the golfer defendant was a visitor, it was the Club which was liable for having a hole in such a position.

His Honour Judge Hildyard, K.C., held however, that proper care had not been taken by the golfer to see that the road was clear before driving, and accordingly gave his judgment in favour of the driver of the car for the amount claimed and costs.

Motor Cars Invade the Near East.

Some interesting sidelights are thrown on the use of automobiles in those states of the Near East which are under French mandate.

In these states, there were in service in 1919 twentyfive automobiles. Before the end of that year, about one hundred cars had been imported from Egypt. From then on the number of cars in service grew without interruption. In 1921 in Great Bebanon alone there were 1000 cars; in 1923, 1300; in 1926, there were 3700 passenger cars and about 250 trucks in the whole of Syria and in 1928 the number exceeded 6000.

One of the principal reasons for this comparatively rapid development of automobile traffic in the Near East is the fact that the total length of railways in the states under French mandate does not exceed 400 miles, whereas the total length of the public road system is 2800 miles, of which about 2200 miles are hard-surfaced roads and are negotiable at all seasons of the year.

Motoring in the Clouds.

The world's highest automobile highway climbs to the top of Mount Evans, near Denver, Colorado, U. S. A.

Electro-Mechanical Device Stops Car when Bumper Strikes Object.

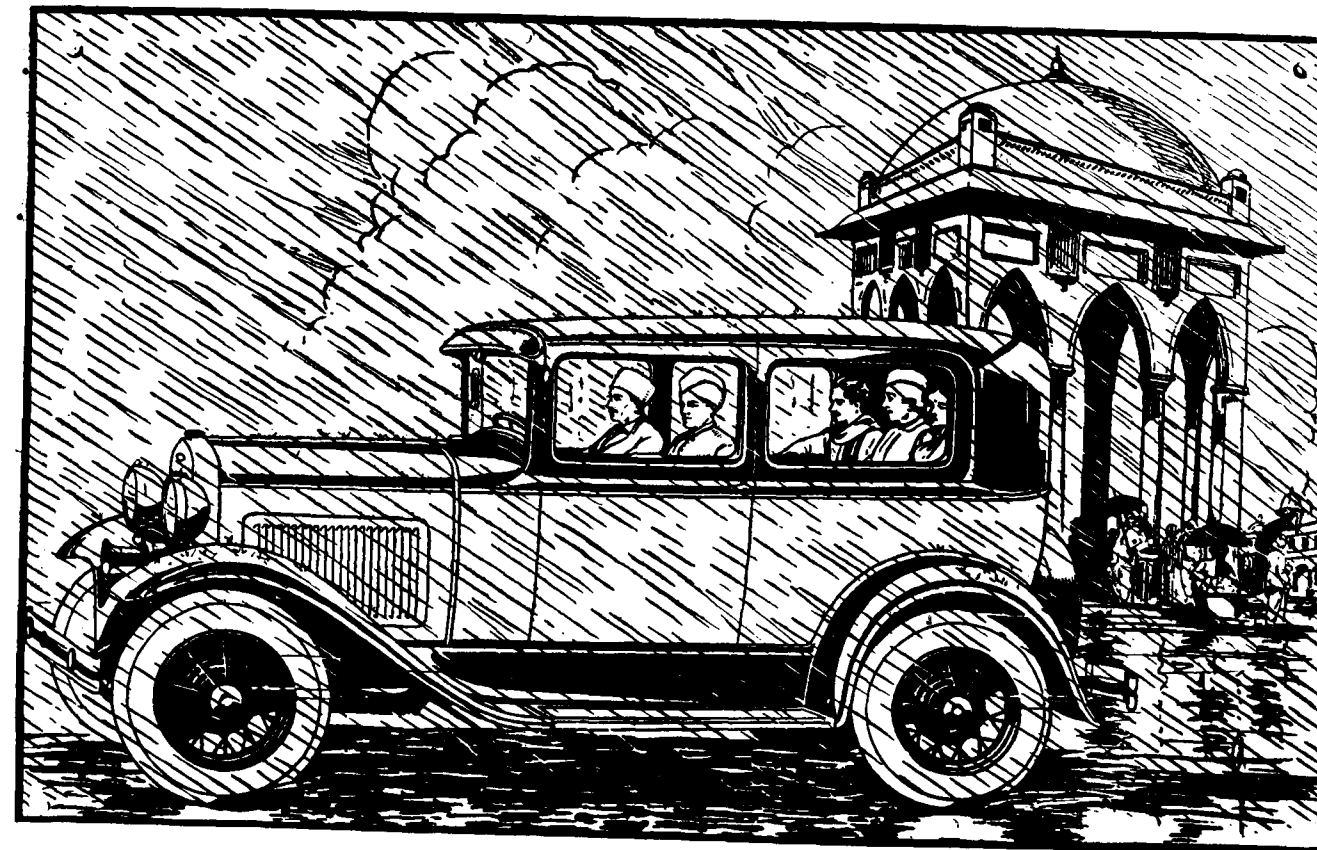
An electro-mechanical device known as the "Sure-Guard," designed to stop an automobile in much less time and space than would be required by a human operator was successfully demonstrated recently in New York.

The device consists, elementally, of a powerful coil spring in a cylinder which is attached under a car and connected by wire with the front bumper and a button on the dash. A slight pressure on the bumper, or the button, closes an electric circuit which releases the spring. The ignition is immediately cut off and the brakes are supplied. Pressure on either the bumper or the button will stop a car in approximately one-fifth of the distance required in ordinary braking.

Automobile and Trucks Aid Paraguay.

The automobile and motor truck are playing an important role in the economic development of Paraguay. The outstanding handicap to Paraguay's progress is the lack of adequate transportation facilities. There are but two paved hard-surfaced roads in the country at present. One of these is a granite road running from Ascuncion, the capital, to Trinidad. Two macadam roads between Paraguay and Bolivia are under construction.

At the beginning of 1930 there were registered in Paraguay 895 passenger automobiles and 772 trucks and buses as against a registration of only 50 motor vehicles in the country a year ago.



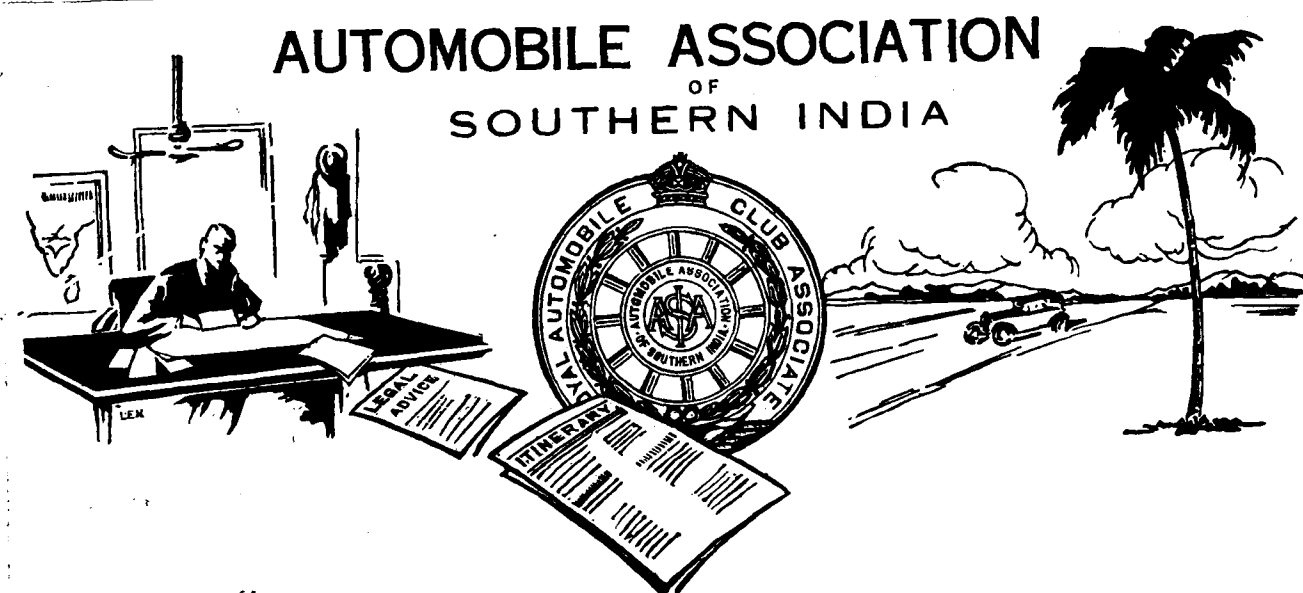
WHY WAIT UNTIL AFTER THE MONSOON TO BUY A CAR?

Ford closed cars are built to withstand all kinds of weather conditions and are not affected by rain.

The bodies are all-steel and weather-tight — the exterior metal parts are of Rustless Steel — The four wheel brakes are fully enclosed. In a few seconds the spacious windows can be quickly closed to keep out the rain or easily opened for ventilation.



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



Secretary's Report for May 1931.

Committee Meetings.

1. The Committee assembled on 8th May 1931 and amongst routine matters passed resolutions on the following subjects :—

Nilgiri Roads.

(a) Desiring members whose travels may take them along Nilgiri Roads to bring to notice any cases of marked discourteous conduct on the part of bus drivers on those roads. Reports should be sent to the Secretary and must include :—

- (i) the registered number of the bus ;
- (ii) place at which incident occurred ; and
- (iii) time and date.

Accidents Procedure.

(b) Postponing for further consideration a series of notes drafted by the Secretary with a view to aiding members who may be involved in an accident. A revised draft will be considered at the next meeting of the Committee.

Motor Taxation.

(c) Confirming Secretary's action in appealing to the Madras Government for the early assembly of a representative unofficial Committee to discuss anomalous and "hard hit" cases in connection with the Madras Motor Vehicles Taxation Act.

*Note :—*The Madras Government has since intimated that it is of opinion that it will be inadvisable to assemble such a committee until the act has been in force for at least one year.

Motor Taxation Act.

(d) Confirming Secretary's action in asking the Madras Government to furnish the A.A.S.I. with a copy of all rules and general orders issued on the subject of the Madras Motor Vehicles Act, to

enable the A.A.S.I. to assist Government by disseminating information concerning the act and answering queries relating thereto.

*Note :—*The Madras Government has replied that all important rules, amendments &c., will be published in the Fort St. George Gazette or in a Press Communique; also that any special instructions issued to Licensing Officers are intended solely for their information and guidance and therefore cannot be communicated to the Association.

Licensing.

(e) The Committee also considered a suggestion that Government should be asked to appoint the Secretary of the Association to be a Licensing Officer for its members. It was decided to obtain detailed information as regards procedure and to settle certain safeguards before arriving at a decision.

Motor Vehicles Rules All India.

2. A set of "Draft Motor Vehicle Rules for All India" received in March 1931 having been fully reviewed, the Committee's criticisms and suggestions were completed and forwarded to The Madras Government and to the Road Engineer with the Government of India.

Motor Taxes.

3. Attention is invited to a Fort St. George Gazette Notification published on 19th May 1931 authorising the police to examine vehicle licenses whenever such vehicles are stationary ; also for the Commissioner of Police, Madras, to demand payment of tax due within ten days from the issue of the demand notice, and to take action in accordance with Section 7 of the Act in cases where the notice is disregarded (i.e., summon the owner before

a magistrate who may inflict a fine and recover the amount of the tax as though it were a fine).

Motor Taxes.

4. With reference to para 5 of the "Notes on Madras Motor Vehicles Taxation Act 1931" issued to all members in April last, unofficial information has been received that the fifteen days exemption from taxation authorised by Gazette Notification No. 633 is an aggregate of fifteen days in a quarter, not "fifteen consecutive days" as surmised.

Abolition of Tolls.

5. Although no definite information has been received on the subject, it is understood that the Several Indian States and the French Government are seriously considering measures for the abolition of their tolls on a reciprocal basis with the Madras Government.

Bridges.

6. During the month information has come to hand of the completion of some important bridges ; i.e.

- (i) *Gudilam River Bridge* at Cuddalore on Pondicherry — Trichinopoly Road. The restoration of this bridge is complete and the bridge has been opened to traffic.
- (ii) *Russikuliya River Bridge* near Ganjam on the Great Northern Trunk Road has been opened to traffic.
- (iii) *Chitanatham River Bridge* near Mannapara on Trichy — Dindigul Road is completed, but as the approach roads have yet to be laid it has not yet been formally opened to traffic.

Bridges.

7. Information has been received that
- (i) the repair of damaged wooden bridges on the Calicut—Gudalur Road will be taken in hand at once.
- (ii) the completion of the Mahe Bridge on the Calicut—Cannanore Road has been unavoidably delayed owing to unforeseen difficulties which have necessitated changes in the plan and supply of materials.

One Day Tours.

8. In co-operation with the Editor of the Madras Mail, a weekly series of illustrated articles on tours to places of interest has been commenced in that newspaper. The Madras Mail furnishes the photographs to illustrate articles furnished by the A.A.S.I.

It is intended to continue this series for most of the important towns in the Presidency and eventually to embody them in the new Guide Book.

Flood Information.

9. The Madras Government has very kindly requested the Presidents of all District Boards to keep the A.A.S.I. posted with regard to the opening

of new bridges, the closing of bridges and roads owing to damage by floods and subsequent re-opening of same.

The opportunity thus offered for improving our "flood report" scheme has been taken and all District Board Engineers asked to co-operate to make the scheme a success. A list of places at which flood reports will be posted will be issued with my next report.

Weather Report.

10. Experience has shown that the daily weather report issued by the Madras Observatory is not sufficiently comprehensive to enable one to forecast the state of certain large unbridged streams which cross important trunk roads.

To improve matters in this respect I am negotiating with Revenue Department Officials for rainfall reports from the catchment areas which effect those streams.

Maps.

11. The stock of The Madras Presidency Road Map (1929 print) is now exhausted and a reprint will not be available until September or October. I am in communication with the Madras Survey Office with a view to effecting certain improvements in the new Survey map. The possibility of producing a cheaper map is also being explored.

Secretary Touring.

12. The Secretary for some time past, had been projecting a visit to Calcutta by road — with a view to reconnoitring a little known route which leaves the coast road at Berhampore and climbs over the Eastern Ghats through Russelkonda and Phulbani — down to Sambalpur thence over the Chota Nagpur Plateau via Ranchi to Asansol on the Grand Trunk Road 120 miles N.W. from Calcutta. He was also desirous of discussing with the Automobile Association of Bengal, the draft Motor Vehicles Rules for All India which have been reviewed recently and are to be discussed at Simla in August by a strong Committee (at which the A.A.S.I. is not to be represented). However, it has been found undesirable for the Secretary to be away from Headquarters for any lengthy period for the present and the projected tour has been postponed indefinitely.

Level Crossings in Madras.

13. The inauguration of an accelerated train service by the South Indian Railway, consequent on the opening of the Electrified Section of that railway from the Harbour to Tambaram, on 1st May, has given prominence to the incomplete state of the over-bridges intended to obviate delays to road traffic. Sir Percy Rothera, in an article on the subject in "The Madras Mail" has explained why the completion of the over-bridges has not coincided with the commencement of the Electric Train Service. In doing so he has laid stress on the necessity for a public Board or Committee competent to deal with public utility schemes. In

T.

this the A.A.S.I. fully supports him. The necessity for traffic Advisory Committees was represented to Government by the A.A.S.I. several months ago, but with no result the Government being unable to consider the appointment of such a committee at present.

Road Sense.

14. Series of pamphlets on the subject of Safety First (or Road Sense) have been obtained by the A.A.S.I. and supplied the Government Officials in the hope that the education of the masses in this most essential subject will receive early consideration.

District Representatives.

15. Mr. M. N. Manickam Chettiar of Sri Murugan Co., Ltd., Pudukottah has been appointed Honorary District Representative for the Chettinad.

Guide Book.

16. Information regarding Travellers Bungalows, Bridges, location of mile stones, unbridged streams &c., also Town Plans, continues to come to hand but not as rapidly as is wished. However considerable progress has been made.

International Touring.

17. A copy of an International Convention held in 1926, and ratified by the British Government in 1929 has come to hand.

This convention introduces separate International Permits for Motor Vehicles and Drivers, of which specimen copies have also been received. Under its terms a Driving Permit can be issued irrespective of whether the holder is in possession of a Vehicle Permit or not. However, the convention does not appear to have been ratified for India and the

authorities in India apparently have no information about it. This is being enquired into as it is a great boon for a traveller on the continent of Europe to hold an International Driving Permit, since ordinary driving licenses can only be obtained at considerable cost and after much delay.

Automobile Signs.

18. The Convention referred to para. 17 above also reserved the "Triangular form of Road Sign" for automobile danger signs. No mention of colour is made but five standard symbols for painting in white in the centre of triangular signs, have been adopted for international use.

It is also permissible to use a hollow triangle in places where weather conditions preclude the use of a solid triangle.

Touring Abroad Customs Duty.

19. Information has been received from the R.A.C., London that the alternative system of depositing £50 in cash and taking out an Insurance Policy for the balance of Customs duty leviable, can only be arranged for residents in Great Britain and Northern Ireland. Visitors from India must either—

- (a) Deposit the Customs Duty in full or
- (b) Make a cash deposit of £50 and furnish an English Bank guarantee for the balance of the Customs Duty leviable.

French Customs Duty.

20. Information has also been received that the basis for calculating French Customs duty has undergone a change. For visitors from India the duty is calculated on an unladen weight basis—as follows.

(Continued on page 178).

Weight Basis	Minimum Tariff	General Tariff
Cars weighing up to 22 cwts.	£7 per 2 cwts. or part.	£27 per 2 cwts or part.
" " 22 cwts. up to } 30 cwts.	£8 " " "	£31 " " "
" " 30 cwts. up to } 35 cwts.	£9 " " "	£35 " " "
" " 35 cwts. up to } 40 cwts.	£11 " " "	£43 " " "
40 cwts. and over	£13 " " "	£57 " " "

To this must be added a Luxury tax of 6% on the value of the car plus the duty on a weight basis. The following is an example of the method of calculation:—

Car valued at £300 weighing 50 cwts.

Example:	50 cwts at £13 per 2 cwts.	£325	0	0	Duty on car
Minimum Tariff.	6% Luxury Tax on £325	19	10	0	
	6% Luxury Tax on value of £300	18	0	0	
					£362 10 0



RECOMMEND
EXCLUSIVELY
SHELL
MOTOR OILS

1931

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,

KARACHI,

DELHI.

Haardt Transasiatic Expedition.

MR. G. M. Haardt, Vice President of the Societe Anonyme Andre Citroen of Paris, has started with ten Citroen tractors, each equipped with a trailer upon an expedition across Asia which it is estimated will take 18 months to complete. He will leave from Beyrouth, Syria and travel East through Northern Afghanistan and the Pamir to Kashgar. He will touch at Peking and then go south through Indo-China, Siam, Burma, India and Arabia on his return journey to Beyrouth.

It is interesting to note that his itinerary will follow the general route covered by that famous earlier traveller Marco Polo.

The expedition will travel through extremely hazardous country from which few, if any, reports of geographic and geological conditions have reached the world at large. The National Geographic Society of the United States is co-operating with Mr. Haardt and the French Government have designated French scientists to accompany the expedition. The entire personnel will comprise of about thirty people. In addition to the investigations to be conducted and the reports to be made on the geographic and geological conditions to be found, it is expected that approximately one half million feet of talking moving picture film will be taken recording for the first time folk lore and living conditions, as well as obscure native languages which have not heretofore been brought to general knowledge.

Mr. Haardt and his associates have been working on this project for several years and have concluded their negotiations with the governments of the several countries through which the expedition will pass, assuring them of their best co-operation successfully to attain the aims and purposes of the party. Various supply depots along the route have been located and Mr. Haardt has made arrangements for the care of supplies at these points. Spare machine parts, food, clothing, as well as oil and gasoline supplies, will go forward.

The Vacuum Oil Company have arranged with Mr. Haardt to supply this expedition with Mobiloil and grease for the lubrication of the automotive units involved. Arrangements for the supply of gasoline have been made with the Standard Oil Company of New York for all points where they are in a position to handle readily the supplies and this company had agreed to co-operate with the Vacuum Oil Company in forwarding oil and grease supplies to interior points from Vacuum Oil Company bases to the expedition depots.

The National Geographic Magazine expects to release several articles regarding the progress of this expedition during the coming year and a half while the trip is under way.

ARAMGARH (KULU) FRUITS.

The finest obtainable in India and straight from the Orchards to your table ... 4, 6, & 9 lbs. net for Rs. 2-8-0, 3-12-0 & 5-2-0 respectively.

Delicious William Pears from about 15th July for 6 weeks only ...

Our Famous Kulu Apples from about 20th July ...

Finest French Plums from 15th July 5 lbs. nett for ... Rs. 5-0-0

Hygienic dried apples and pears Rs. 1-2-0 per lb. or Rs. 5-0-0 per 5 lbs.

Pure Himalayan Honey in 2 lbs. tins for Rs. 3-0-0.

Fine Flavoured Black Tea (Certificate of Merit) 1, 2, & 5 lbs. tins for Rs. 1-14-0, 3-10-0 and Rs. 8-10-0 respectively.

Per V. P. P. inclusive Postage and Packing.

Apply

C. FORREST,

Managing Partner,
Aramgarh & Raison Orchards,
P.O. Raison, Kulu, Punjab.

Tele. "Forrest Aramgarh" Raison.

Automobile Association of Southern India
Secretary's Report.

(Continued from page 176.)

The General Tariff applies to all vehicles manufactured or imported to France from South Africa, Australia, Brazil, Bulgaria, Chili, Finland, Hungary, British India, Latvia, Lithuania, Soviet Russia.

Minimum Custom.

Duty 54% ad valorem, including Luxury Tax.
General Customs Duty 81% ad valorem, including Luxury Tax, or Custom Duty on a weight basis, whichever is the greater.

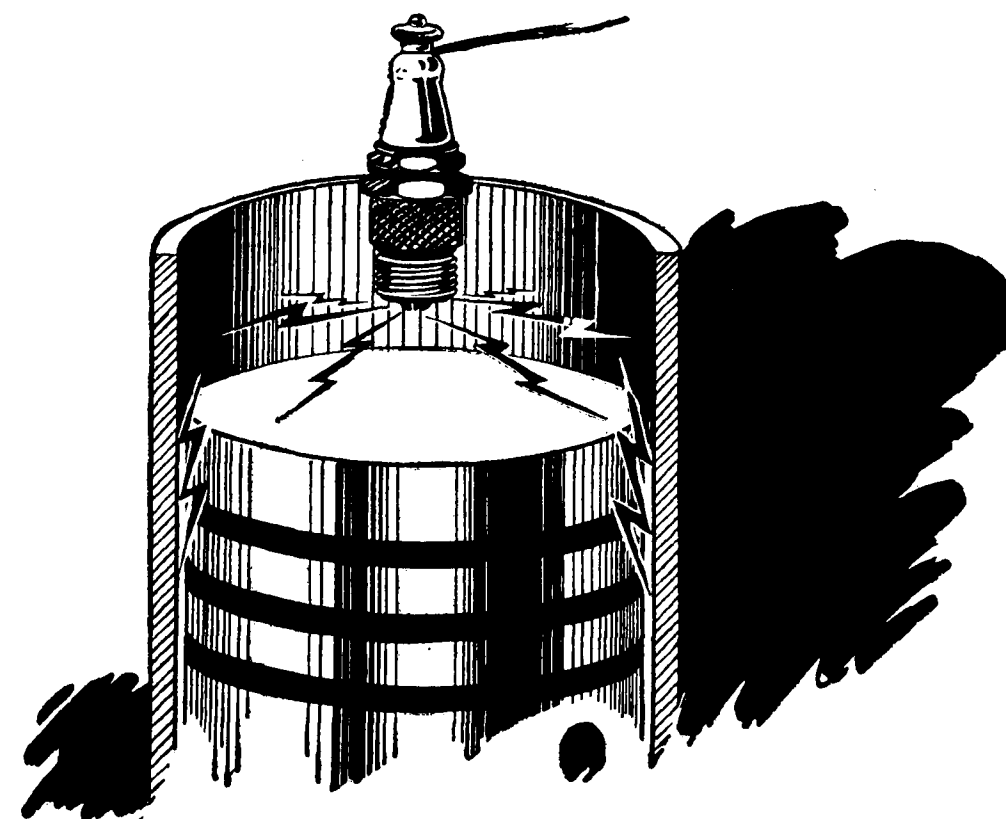
Itineraries.

21 Application for route itineraries continue to be numerous and much labour is involved in their preparation and despatch. The possibility of including small scale skeleton maps to illustrate itineraries is being explored.

Membership.

22. During the month 16 new members were elected, while there were 7 resignations. The membership now stands at 920 of whom 88 are cycle members.

Madras, } F. CHURCH, Major, (Retd.),
1st June 1931 } Secretary.



Is there a power-robber at work in *your* engine?

"Blow-past" is that fiendish power-robber which so frequently comes at the invitation of inferior lubricants. Incorrect oil body always prevents perfect piston seal.

Give your engine every chance to show its best by using Mobiloil. Mobiloil provides perfect piston seal—there is no lost power through "blow-past".

Mobiloil is made by the world's oldest refiners of scientifically correct lubricants. Mobiloil engineers have thoroughly studied

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- longer engine life
- fewer repairs
- lower fuel and oil consumption
- power saved through reduced friction.

Ask for **Mobiloil**
COSTS SO LITTLE—SAVES SO 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 181.

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

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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.

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MOUNT ROAD,
MADRAS.**

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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.

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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.**

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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.

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India) Ltd.
COLOMBO ... Rowlands Garage
Ltd.

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BELLARY ... Asquith & Co.
COIMBATORE ... Stanes Motors (S.
India) Ltd.
CALICUT ... "
ERNAKULAM ... "
TRIVANDRAM ... "
KOTTAYAM ... "
MADRAS ... Byramshaw & Co.,
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PRESS**

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to produce good work at
reasonable prices to the
satisfaction of our customers.

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printing in mind ask us to
submit our suggestions and
estimates.

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**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).

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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.

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Sons, Ltd.
CALICUT ... Wm. Goodacre &
Sons, Ltd.
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Sons, Ltd.
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COIMBATORE ... Stanes Motors (S.
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OOTACAMUND ... Simpson & Co., Ltd.
TRICHINOPOLY ... Simpson & Co., Ltd.

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MADRAS ... Madras Motor Sales.

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MADRAS ... Simpson & Co., Ltd.
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QUILON ... Wm. Goodacre &
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SALES & SERVICE GUIDE—
(continued).**TRUCKS.****Chevrolet Trucks.**

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BELLARY ... Asquith & Co.
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India) Ltd.
CALICUT ... Stanes Motors (South
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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
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SECUNDERABAD... Hormusjee & Co.
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Ltd.
VIZAGAPATAM ... Andhra Engineering
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COIMBATORE ... United Motors Ltd.

Diamond Trucks.

MADRAS ... Cromandel Automot-
biles.

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MADRAS ... Jones & Co.

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OOTACAMUND ... Simpson & Co., Ltd.
TRICHINOPOLY ... Simpson & Co., Ltd.

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COLOMBO ... C. A. Hutson & Co.,
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Overland Buses.

MADRAS ... Simpson & Co., Ltd.
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Selden Trucks.

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ing Station.

Stewart Trucks.

MADRAS ... Rajagopal Motor
Works.
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Works.

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BEZWADA ... General Automobiles.

Studebaker Trucks.

MADRAS ... Romer Dan & Co.

White Trucks.

MADRAS ... W. H. Brady & Co.,
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For the small subscription of Rs. 3 the 'South India Motor Owner' will be sent to you post free for 12 months—there is a simple form on the previous page which is easily filled in.

T

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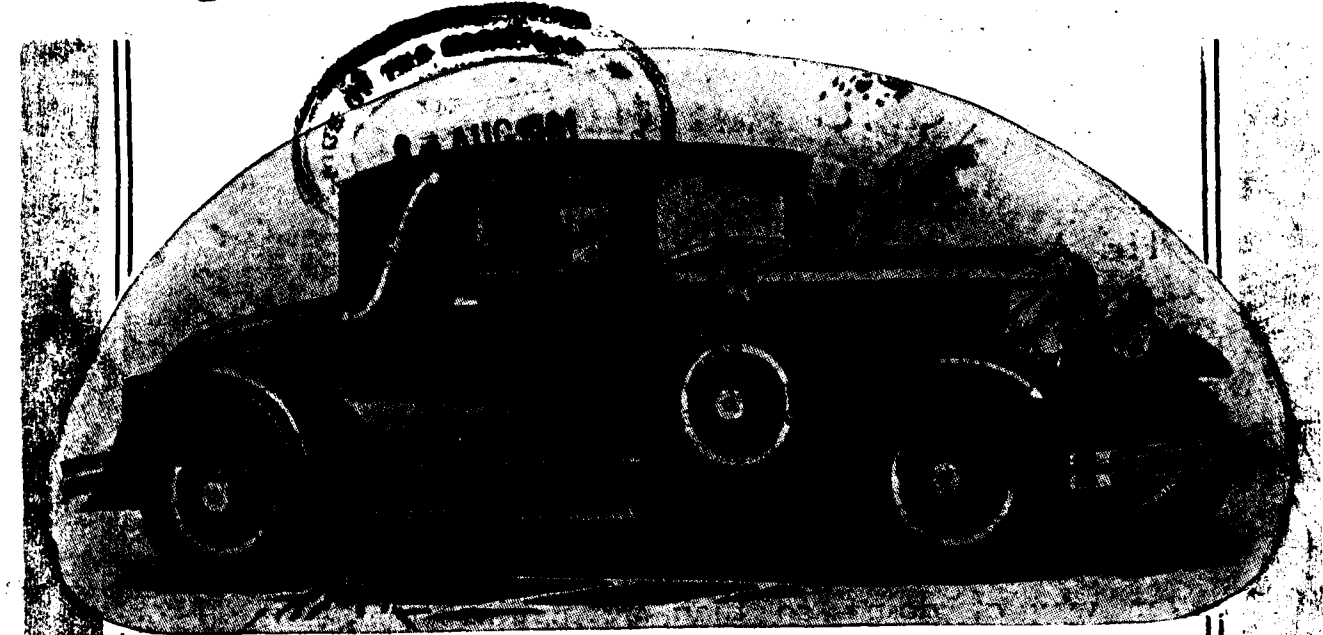
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THE SOUTH INDIA MOTOR OWNER
MOUNT ROAD **MADRAS**

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.

EASTERN TECHNICAL PUBLICATIONS, MOUNT ROAD, MADRAS.

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:—

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Automobile Association of Southern India
Kardyl Buildings, Mount Road, Madras

Phone: 2439.

P. O. Box No. 1229.

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

PETROL ECONOMY

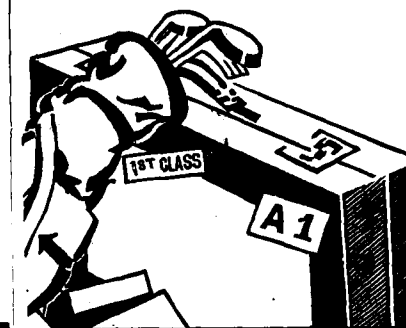
Over 200,000 motorists are saving from 5 per cent, to 40 per cent, of their petrol bills by using a

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Write for Particulars stating name of Car.

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

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Chevrolet Cars and Trucks

and Automobile Cars

for the Mysore

Province and Coorg

Chevrolet Sales and Service.

BOUND VOLUMES

See page 206

**Pack Your Bag
For A Long
Week-end**

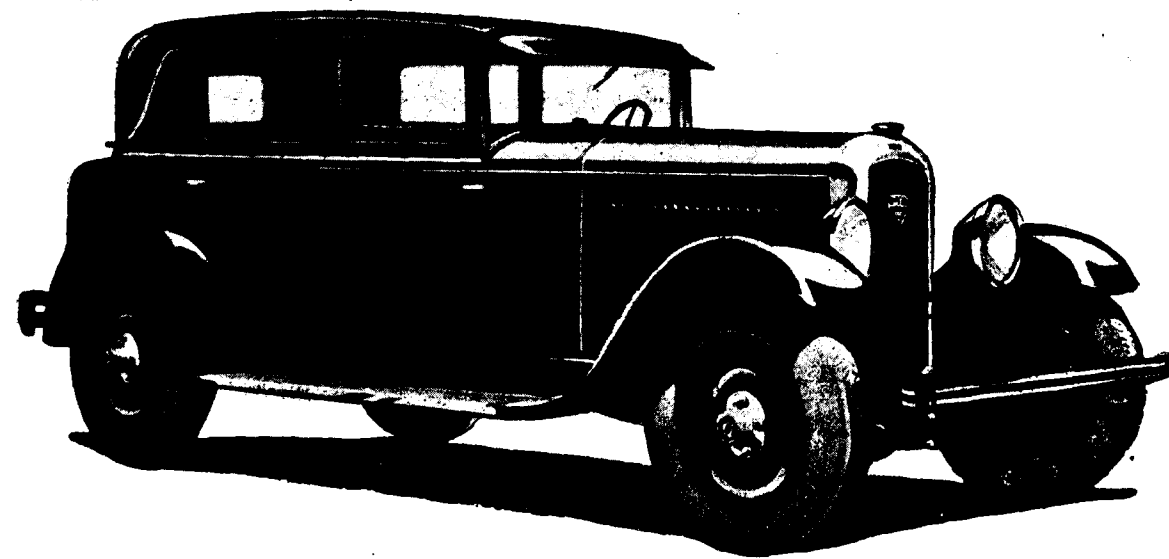
and stay at

**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.



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 keenly interested in motoring and all matters connected therewith.

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Advertisement Manager :

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

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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-do-date by reason of the correction slips mailed to you each month.

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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?

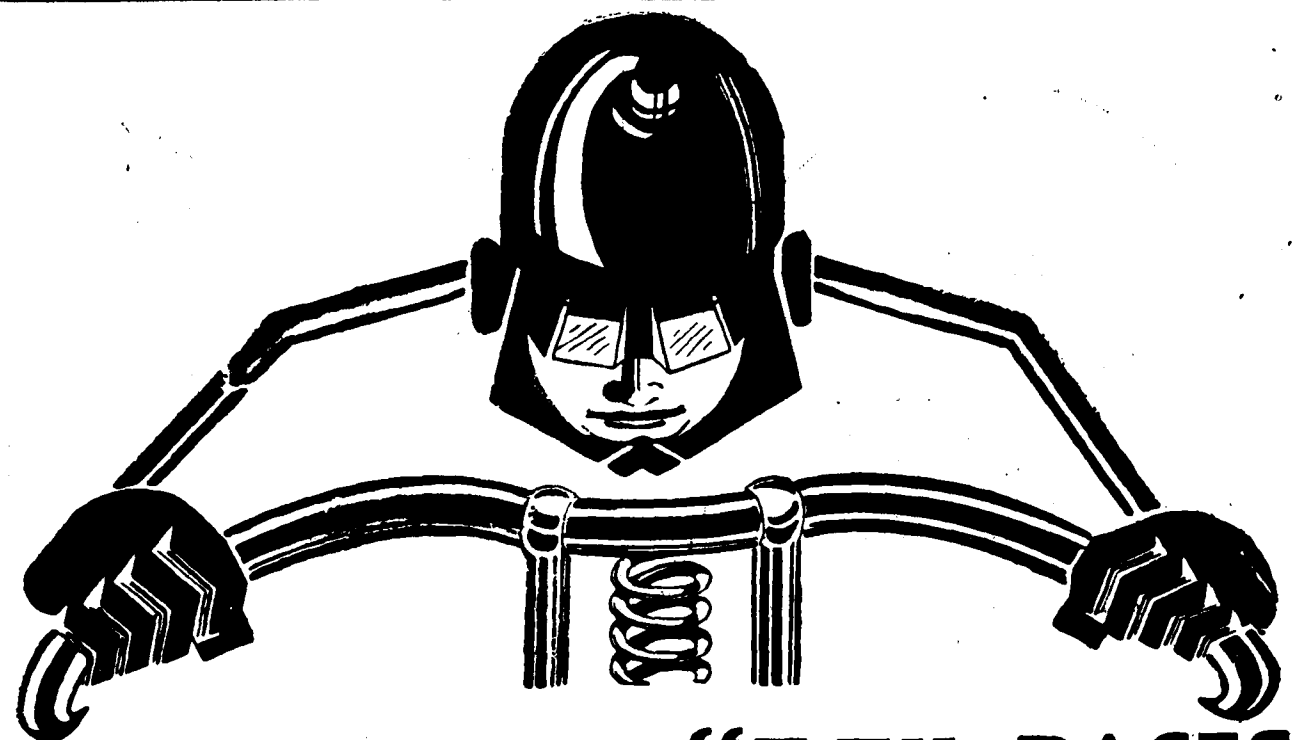
Dealers in Chevrolet, Buick, Cadillac, LaSalle and G. M. C. Trucks

BYRAMSHAW & Co., Ltd.,

Phone: 3157.

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1st P. Hunt (Norton)
Team Prize.

ALL ON

LIGHTWEIGHT

1st G.W.Walker (Rudge)
2nd H.G.Tyrell Smith (Rudge)
3rd E.A.Mellors (New Imperial)
also 4th 5th & 6th.

Team Prize.

SENIOR

1st P. Hunt (Norton)
3rd. Stanley Woods
(Norton.)

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All CASTROL successes are achieved on standard grades, as supplied by any garage.

To keep your engine in T. T. tune, to minimise carbon deposit, wear and consumption take the advice of over 250 leading Motor Manufacturers and use---



"All were available—Castrol was chosen."
C. C. WAKEFIELD & Co., LTD.
Head Office for India, BOMBAY. Branches
throughout the country.



Distributors for Madras Presidency:—ADDISON & CO., LTD., Madras & Branches.

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. 7

July, 1931

Price As. 8

Jottings from this Issue

PAGE	Contents.	PAGE
Every driver should realise that the battery of his car needs periodical attention if it is to perform its work with maximum efficiency. 195	The Need for Accurate Accounting ... 190	A further description of the itinerary of the Haardt expedition which is to cross Asia appears on page. 202
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THE NEED for ACCURATE ACCOUNTING.



THE importance to dealers of knowing the facts in connection with the operation of their establishments was forcibly discussed in a personal message issued to all General Motors dealers and their bankers on June 15th by G. C. Seers, Managing Director of General Motors India Limited.

Below are given a few of the main points of Mr. Seers' talk:—

"In my contacts with various motor dealers, I have stressed the importance of what I will term 'fact-finding' in placing General Motors' distributing activities on a firmer foundation of profit and financial strength, at the same time insuring a more stable and a more effective service to the public.

While the programme is being presented individually and collectively as a part of this Company's general operating plans, it occurred to me that it would be desirable to present the picture in a message to all motor dealers, with particular reference to the broader phases of the problem.

A Common Problem for Dealer and Manufacturer.

This problem confronts not only each dealer, but likewise each manufacturer. The present and future success of any manufacturer in the automotive business must be directly measured and limited by the success of that manufacturer's dealer organization. In this case certain of the fundamental causes are not hard to see. Corrective measures, however, are somewhat hard to prescribe. When I say "hard to prescribe," I am speaking fundamentally. It might not be difficult to inject into the situation temporary measures of relief. If, however, they are not of a fundamental character, they would serve only to intensify and not correct our weakness—there would result no real progress.

A Frank Talk to Dealers by a Well-known Expert.

Whilst the terms of this article are directed toward motor dealers, there is much in this plea for more accurate business accounts which will be read with interest by all who realise the superiority of efficiency over carelessness. Particularly in these days of acute trade depression is there a greater need for accuracy and efficiency in accounts than ever before.

It is absolutely essential that we work along sound economic lines if we are to achieve a constructive result and effectively solve or make progress toward solving this problem that faces us.

The distributing end of the business—the business of the dealer—is, of course, a retail operation. In that sense it is in the same category as the retail end of other industries. To my mind, however, amongst other things, the character of the product and the large individual transactions involving important financial responsibility, the

retail end of the automotive industry presents important differences. It has not only the sale of the new product—practically the sole function of the average retail establishment—but it has the servicing of that product. In addition to this there has come into the picture during the past few years the retailing of the product that is taken in exchange for the new product—the used car. This does not appear, in principle, to anywhere near the same degree in other lines of retail operations.

Further, in the distributing end of the automotive industry, there is an unusually close relationship with the manufacturer. In very few other lines of merchandising is the success of one so completely predicated upon the success of the other. It is clearly the responsibility of the manufacturer to adopt such policies as will contribute to the success of the distributing end.

To act intelligently, we must have facts, therefore, we must develop ways and means whereby we can determine those things that are wrong in order that we may effect improvement. We must measure the extent to which they are wrong and the bearing that they have on our problem. It is equally important for us to know and to be able to

measure those things that contribute to a better order of things so that we may forcibly promote that phase of our activities.

It was reasoning somewhat along the above lines that led General Motors to believe that if it were possible properly to evaluate all the factors influencing the distributing end of the business in a manner similar to what had been found to be so absolutely essential in the manufacturing end, that around that idea progress could be built. The development of this idea of fact-finding resulted in the establishment of our Dealer Accounting System. The primary idea was to furnish firstly, the fact-finding apparatus, and secondly a method of maintaining the integrity of that apparatus once installed. To develop this was a large undertaking.

Any business consists of a miscellaneous group of expenses and various sources of income. Any particular item of expense is justified on the sole consideration that it promotes, directly or indirectly, the progress of the business. The total expense is justified only when it produces a gross income in excess of total expense. It is not, therefore, a question of expense but entirely a consideration as to whether the expense has a favourable influence on our profit position.

Confidence of the Banker.

There is an important additional factor involved in our problem. It is the banker who assists both the manufacturing and the distributing ends of the industry to a greater or less degree in financing their operations, hence making an important contribution, enabling us to do a larger and better business than would be the case if we were limited entirely to our own financial resources. The commodity in which the banker deals is money, but the fundamental principle upon which his business is based is confidence. As a matter of fact, confidence is in many cases a more important consideration for banker co-operation than individual assets. We must recognize that the banker is a trustee—he is dealing with a commodity that belongs to others.

Confidence in the honesty of purpose, the ability and soundness of the individual or of the individual's business, and of the industry of which that business is a part, are essential elements in securing the confidence of the banker and obtaining the co-operation that we need.

Let us deal frankly with this phase of our problem. We recognise that the attitude of the banking fraternity towards the distributing end of the automotive industry is not, in many cases, what we should like to have it. We can not find any fault with that attitude. In such cases where it exists it is more than likely to be our fault. By "our" I mean the dealer or the manufacturer—usually both. To correct this situation is an essential part of our problem. Here again the manufacturing and the distributing ends have a joint responsibility.

To my mind, no more constructive step can be taken towards building a stronger foundation of banker confidence under the distributing end of the automotive industry than to develop in the minds of the banking fraternity the fact that we are in every sense of the word masters of our business, that we know the facts concerning each and every part of it and their relation to the whole, that we know what we should do and what we should not do to make our business a dependable and profitable business, that we are going to be governed by the courage of our own convictions. Then we will have a business and an industry which the banker, in his position of trustee, can, with confidence, support. A balance sheet properly developed, effectively audited and discussed in an intelligent manner with any banker is a stepping-stone to a relationship with that banker which means important progress in dealing with the problem that confronts us.

In this discussion I have used the term "fact-finding" rather than "accounting." Accounting conveys the all too universal impression that we are dealing with the past. This is not in any sense of the word the modern conception of accounting. It can be made a vital force in indicating the route we must travel



At a recent Government House function in Madras Mr. F. Byramshaw, of Messrs. Byramshaw & Co., Ltd., was present along with his nephew and Mr. Byramshaw is second from left. His nephew and wife are seen shaking hands with H. E. the Governor and Lady Stanley.

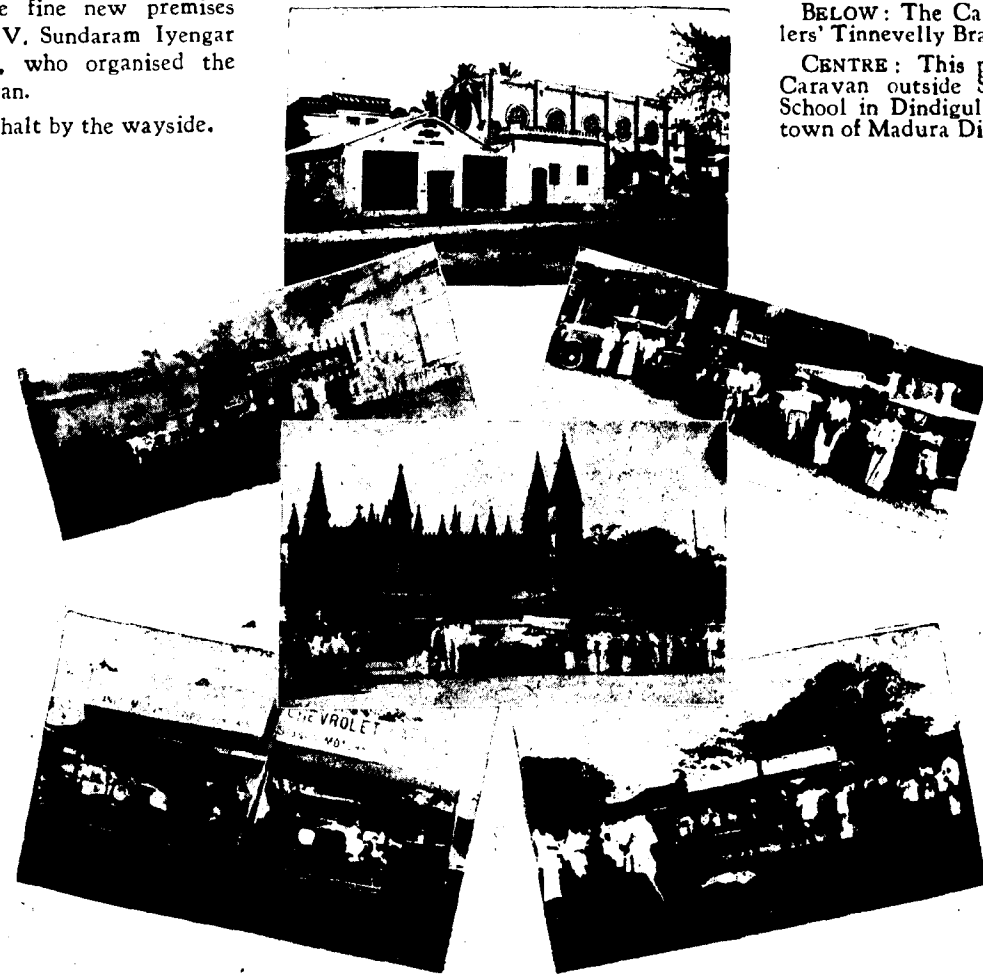
forward in order that a more constructive result may be obtained. Properly developed and intelligently used, fact-finding can be made to have a very important influence on financial stability and the insuring of a satisfactory profit. Irrespective of how constructive that influence may be, however, I want to make it plain that it can only contribute to the degree in which it is used, and used intensively and aggressively. It would be greatly to be

regretted should the thought become established that fact-finding in itself can contribute anything in the way of progress toward the solution of our problem. THE ESTABLISHMENT OF FACTS IS A USELESS AND UNNECESSARY EXPENSE UNLESS WE EFFECTIVELY EMPLOY THOSE FACTS AND HAVE THE COURAGE TO ACT IN HARMONY WITH WHAT THEY INDICATE.

Co-operative Publicity in Southern India.

RIGHT: The fine new premises of Messrs. T. V. Sundaram Iyengar & Sons, Ltd., who organised the Madura Caravan.

BELOW: A halt by the wayside.



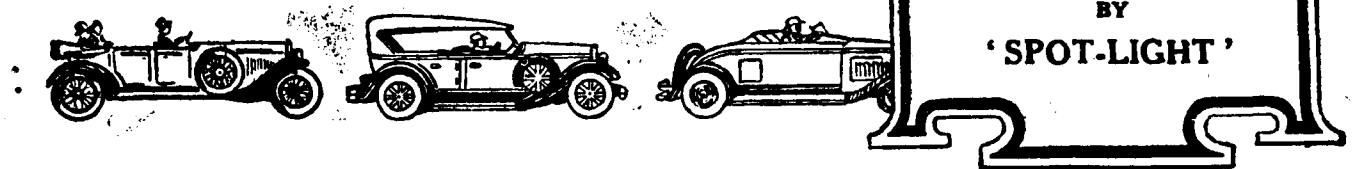
TOP: A close-up of the "pandal" at Mangalore of the Calicut Caravan sent out by Messrs. Stanes Motors (South India) Ltd.

BELOW: The Caravan at the dealers' Tinnevely Branch Offices.

CENTRE: This picture shows the Caravan outside St. Mary's High School in Dindigul, an important town of Madura District.

TOP: A view of the "Evening Display" at Tellicherry, where a driverless truck chassis was operated.

From an Owner Driver's Note Book



Abuse of the Electric Horn.

IT is certainly surprising, but while most motorists use their electric horns almost continually when in busy city streets they rarely seem to think its use necessary when out of town. In short, they fail to make intelligent use of that which is really one of the most important aids to safe driving.

Nobody has any love for the dangerous thruster who literally blows his way through traffic and over cross roads. On the other hand there is the opposite type who can make driving quite as unpleasant for the average individual. You will find him alongside you, with never a warning note, whilst you are ambling along at a steady 25. Often he overtakes you at double the speed at which you are going, and the first warning one has is the angry swish of sound as he speeds by.

Surely if the horn was ever intended for any purpose at all save to remove pedestrians it was to warn drivers that a vehicle in the rear is preparing to overtake. And it is surprising how few drivers do regularly make use of the horn under these circumstances. Time and time again I have been struck by the apparent indifference displayed by overtaking drivers, and I cannot help but feel that it is just laziness which is the root cause.

Apart from any other consideration, a polite warning note from behind enables a driver to keep well over to the left of the road, leaving the overtaker the maximum space in which to pass by. This, in fact, is my idea of the correct use of the horn—safety combined with courtesy. Under no circumstances should the horn be used to show impatience or annoyance,

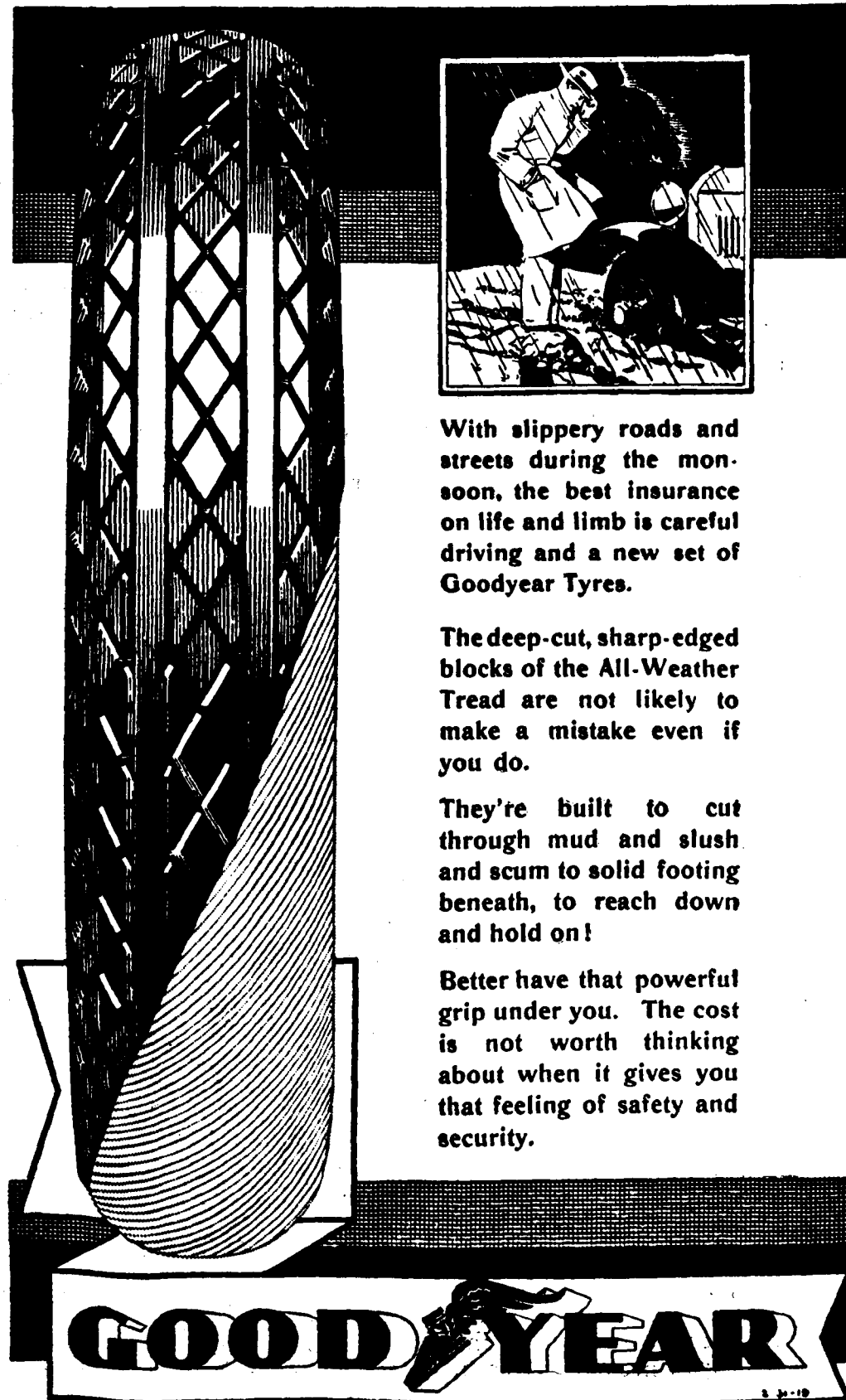
nor should a driver ever take it for granted that another road user has heard his signal. In Madras particularly there is a vast amount of unnecessary horn sounding and too little of the useful variety, and it is pleasing to learn that the Commissioner of Police is taking in hand the former of these evils.

The Mechanising of Tibet.

From what I can gather from a paragraph in a recent English daily paper, Lhasa the mysterious is in a mood of vast expectancy. A baby motor car is said to be on its way to this secluded and holy city, where it is to be placed at the convenience of the Dalai Lama. They say it is the first car of its type to cross the Tsang-Po.

Apparently these "devil-carriages" were put up from pieces and timidly introduced into Tibet some years ago; but they were then rejected as impious. As, however, a Chinese driver has been appointed to look after this latest effort it would seem that even this big barrier has broken down before the flood of automobilism. Even across the Himalayas cars will now be welcome, and soon there will be no race of men who will dare to exclude them except in works of imagination such as Butler's "Erewhon." The modern world must have motor cars, and earlier worlds too would doubtless have seized upon them had they been known.

Alexander the Great would have found a Rolls extreme useful in his picnic on the Indus: Charlemagne would have given his sons a car each when he divided his kingdom; and though the Chicago gunman has been known to use a in the modern days, I hate to think what



With slippery roads and streets during the monsoon, the best insurance on life and limb is careful driving and a new set of Goodyear Tyres.

The deep-cut, sharp-edged blocks of the All-Weather Tread are not likely to make a mistake even if you do.

They're built to cut through mud and slush and scum to solid footing beneath, to reach down and hold on!

Better have that powerful grip under you. The cost is not worth thinking about when it gives you that feeling of safety and security.

GOOD YEAR



might have happened had Attila the Hun had a fleet of charrs-a-banc at his disposal.

A Rhyme for the Road.

May luck attend your driving;
Quick starting, safe arriving,
Good roads of easy going,
With signposts plainly showing,
With policemen kind, and blind too,
No faster car behind you,
A map where you can read it,
And petrol when you need it,
No shake or break or puncture,
Or if, at any juncture
Some cruel fate should send them,
With someone near to mend them,
Good days, good ways, good weather,
To you and your car together.

Just a host of good wishes from a Rhyme Sheet published by the Medici Society, London.

Standing Treat.

If your best friend is rather shy, and stands unobtrusively on one side when you invite him to your club, you do not for this reason forget to extend your hospitality. Similarly, the unobtrusiveness of your battery does not absolve you from your obligations as regards giving it a drink occasionally. Just because it lies neatly hidden away under the floorboards and seems a harmless part of the car's mechanism, many owner drivers neglect it most shamefully.

Now if there is one thing more than another that gives batteries the pip, and helps them on towards a premature grave, it is lack of liquid refreshment. In this climate evaporation of the water in the cells is very rapid, and the battery draws attention to its dryness by sulphating around the plates. As soon as sulphating sets in the capacity of the battery is lowered considerably, and if continually neglected a time will come when it will refuse to hold its charge properly.

It is a simple matter to top up your battery from time to time with distilled water, and it is as well to remember that the water constituent of the electrolyte is that which evaporates, so there is no need to add acid. All you need do, is to pour in enough water to ensure the plates being well covered.

Look to Your Brake Adjustments.

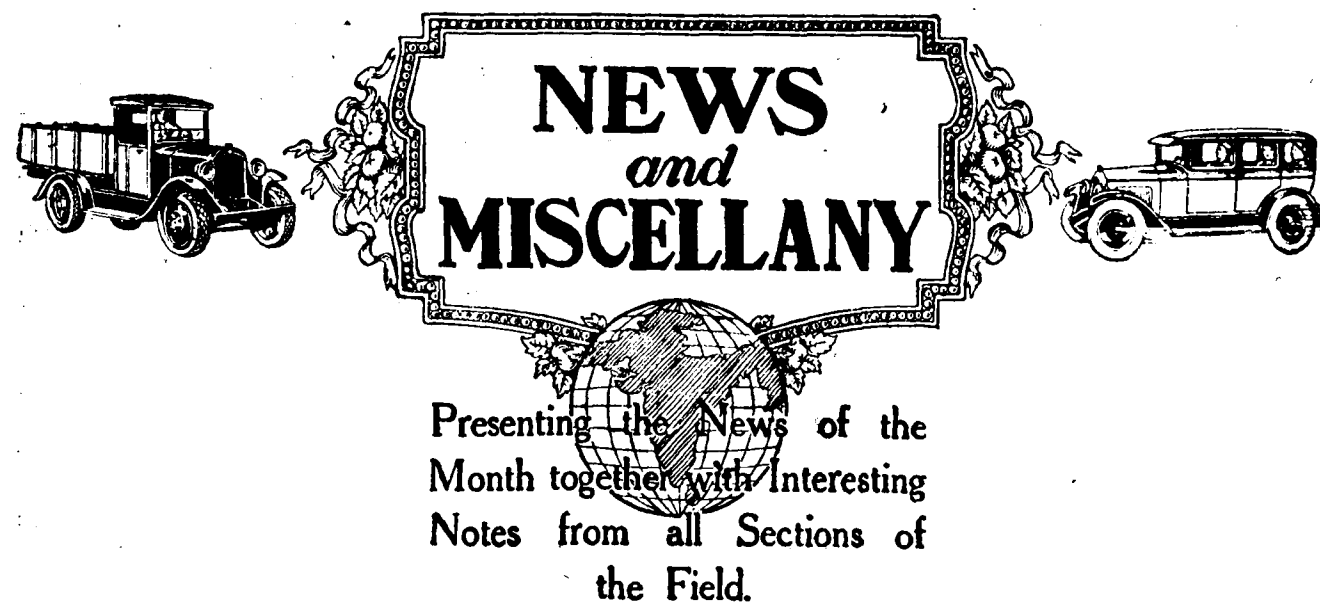
It is remarkable how little attention is given by the average owner driver to the brakes of his car. Most owners seem satisfied if the car can be drawn to a standstill somehow or other, and is a flat countryside such as there is around Madras the real inefficiency of a braking system does not obtrude itself unless one has been accustomed to drive a car with a real set of brakes.

Most brake systems are so constructed as to be adjustable to very fine limits, and there is no excuse nowadays for binding brakes or the other extreme. Generally speaking, the average owner seems to be quite content with the latter state of affairs, the probable cause of which is that trouble has been experienced with tight brakes in the past, and when the adjustment has been made, it has been over-generous.

The Best is Always Cheapest.

There is, I believe, no better or worse example of false economy than the purchase of motor oils of low quality and low price. And yet this is a practice which is followed by many otherwise sensible motorists, who fondly imagine that they are doing good to their pockets and no harm to anything else. Admittedly, there is quite a big attraction in saving a couple of rupees every time the sump is replenished, more particularly as the nondescript oil seems to do its work alright.

The owner who metaphorically pats himself on the back whenever he saves a chip or two in this way does not appreciate the damage he is encouraging, because the process is a slow one. It is a sore temptation in these days to economise wherever possible, but cheap oil is far from being an economy. In fact, the way to get the most economical transport from a car is to buy, for a given price, the best quality car you can afford, and from then on to feed it with the best quality oil you can obtain. And these are the goods that carry well-known names. Just as you cannot afford to buy the cheap and nasty, so the oil refiners cannot afford to sell under well reputed marques anything but the best.



French Would Ease Traffic.

FRENCH automobile manufacturers, realizing that their industry has become the second largest automotive industry in the world and the third ranking domestic industry, have decided that a protective tariff is more dangerous than helpful.

Certain groups have asked parliament to lighten the tax on American, British and German cars in an effort to stave off retaliation. Figures show that while importing two foreign cars, France exported five, leaving a balance well in the favour of its automobile manufacturers. It is to protect this balance against retaliation that the manufacturers are inviting the lower tariff.

Nearly half a million persons are employed in the French automobile industry. There are 110,000 men in the workshops, 45,000 in accessory factories, 25,000 in the tyre departments, 90,000 are test chauffeurs, 30,000 are agents and 120,000 are repair shop staff.

In 1930 the French automotive industry consumed a total of 245,000 tons of steel, 45,000 tons of cast iron, 12,000 tons of bronze, 4,500 tons of paints and varnishes, 3,300 tons of cotton and other stuffing for seats and 250,000 square metres of glass.

London to Prohibit Smoky, Noisy Cars.

In the future the motor car that throws off visible exhaust in London will cost its owner a fine and possible cancellation of his license. In accordance with his powers under the new road traffic act, Herbert Morrison, minister of transport, has determined that every motor vehicle must be so constructed that no available smoke or visible vapour is emitted from it.

"The owner must maintain the vehicle in such a condition that it will not emit smoke, visible vapour or sparks which can be prevented by the exercise of care," according to the official decree.

Minister Morrison has set out to check noise also. Noise must not be caused by defects, lack of repair, faulty loading of trucks, the blowing of horns or hooters, except when absolutely necessary to public safety.

The police will have the right to step into any and every car and test brakes if they suspect they are in any way defective, or not properly adjusted.

Italy to Further Automobile Use.

A "centre of higher automobile studies" designed to increase motor traffic in Italy is planned by the Italian Automobile Club. A special drive will be made to convince country lawyers, magistrates and doctors of the necessity of having their own cars, both as personal convenience and to aid the nation's automobile industry.

Another Barrier Goes Down Before the Motor Car.

Only a lone motor ambulance, used in cases of extreme emergency, can at present interrupt the tranquility of Bermuda but it is feared that additional motor vehicles will soon disturb the serenity of the colony. A bill was recently introduced in the House of Assembly to grant physicians the right to use automobiles, on the ground that frequently the hurried presence of a doctor at the sick bed was more important to the saving of life than a patient's rapid transportation to the hospital. More and more the motor car is establishing itself as an indispensable factor in modern life, even in quiet, restful Bermuda.

Canadian Corporation Use Chevrolet Fleets.

A striking fact, not particularly stressed in the usual activities of the automobile world, is the vital interest large Canadian corporations are taking in new car developments in the lower priced field. This is apparent when it is considered that many of these organizations have large fleets of cars, which are being augmented each year, and they maintain, in this connection, special departments to check on every phase of operation.

Canadian General Electric is a typical example. This concern has in operation by salesmen today 72 Chevrolet models, thirty of which are driven in the Toronto district alone. A close check is kept on the individual performance of every car and operating expenses are gauged with mathematical accuracy. The efficiency of various cars, therefore, becomes an important point, and the company is concerned with every improvement incorporated in the latest models. It is an interesting fact that Canadian General Electric operate their cars at 4.9 cents a mile, which includes an estimate of 50 per cent for a year's depreciation, insurance, gas and oil and other running expenses, such as tyres, batteries and general repairs.

Some of the other larger Chevrolet fleet owners in Canada are The Bell Telephone Company, The Imperial Oil Company, Dominion Stores, Moirs, Limited, Rowntree, Limited, Steel-Briggs Company, Limited, Canadian Pacific Railway, Shell Oil Company, Salada Tea Company, Western Steel Products, Beatty Brothers, Imperial Tobacco Company, Neilsons, Limited, Swift Canadian Company, and the Robert Simpson Company. Neilsons have more than 70 Chevrolets in use and Simpsons operate 50 of the six-cylinder models.

Paris Orders Ban on Auto Horns

The Paris Perfect of Police and his traffic commission have declared relentless war on noise and voted a decree which should insure dwellers in that capital 8 hours of comparative quiet each night.

The tooting of automobile horns, which to visitors in Paris has become its characteristic sound, will be silenced between 10 o'clock at night and 6 in the morning, when drivers must make use of their headlights to give warning at crossings.

The new order goes even further, however, and forbids bells on street cars and whistles in stations or trains or on tugboats on the Seine being sounded within the city limits during the late night hours.

Amazing Reliability of Modern Motorcycle.

One of the most surprising tests in the history of motorcycling was brought to a successful conclusion last month, when a British-built motorcycle and sidecar completed its 20th journey between Brooklands, near London, and Land's End.

The machine was one of the "all-enclosed" New Hudsons with a large touring sidecar attached. The test was carried out under the observation of Auto-Cycle Union officials, one of whom occupied the sidecar throughout. A London agent and three testers from the works in Birmingham drove the machine in spells of about eight hours each.

A remarkable feature of the test is that the engine was not stopped at all on nineteen out of the twenty trips between Brooklands and Land's End. It had been intended that twenty non-engine-stop runs should be made, but on the second run, when filling up with fuel at Salisbury in the middle of the night, the garage hand accidentally allowed the petrol to overflow. As a precaution against fire, the engine was stopped for two or three seconds, after which it was at once restarted.

Brooklands was selected as the starting point in order that the severe traffic of London might be avoided. The test began early on the first day at 8 a.m. and Land's End was reached at 7.30 p.m. The machine set off on its second run at 8 p.m., reaching Brooklands at 7.30 a.m. and so on. During many of the runs very heavy rain was encountered, but despite this, the traffic of the towns en route and the many hours of night driving, an average of 24 miles per hour was easily maintained throughout. The machine arrived dead on time at the conclusion of each trip.

The total mileage covered was 5,560 and the actual time was running 231 hours 40 minutes. It is estimated that the engine revolved over 25,000,000 times and that the piston actually travelled 3,123 miles in the cylinder. The machine was a 5.50 h.p. standard model side-valve, which sells to the public at just over £53. It was equipped with Dunlop tyres, and a Lucas electric lighting set, whilst Pratts and Castrol XL oil were used.

Germany's Motor Vehicles Increase 16.6 Per Cent.

The number of motor vehicles in use in the German Republic on July 1st, 1931, included approximately 501,000 passenger cars, 157,000 motor trucks and 731,000 motorcycles. The three classes showed gains during the year of 15.7 and 20.2 per cent respectively. Taking all classes of motor vehicles and cycles together, the increase during the past year is 16.6 per cent.

300 m.p.h.?

Following his successful attack on the land speed record at over 245 m.p.h., Capt. Malcolm Campbell has now declared that he hopes during the next few years to raise this record to 300 m.p.h., provided he can get this necessary financial backing.

This Should Prove Something.

There are more than 45,000 petrol filling stations in Germany, according to a recent estimate.

Some more Automotive Statistics.

Comparative Facts and Figures Relative to the World on Wheels.

IN the *South India Motor Owner* last month we gave some interesting facts and figures upon the subject of roads in various parts of the world. In this article further figures with regard to automobiles themselves will prove of interest to those readers fond of statistics.

The production of motor vehicles in the United States not only amounts to seven eighths of the world's output, but if the production of U. S. A. is combined with that of Canada, North America builds nearly nine-tenths of all motor vehicles constructed. These are the figures of the National Industrial Conference Board, U.S.A. which has prepared charts showing the world output and use of motor vehicles. The term "motor-vehicles" is taken to include passenger cars, taxicars and motor-trucks and buses, but not motor cycles. It may be mentioned in passing that Britain makes almost all the motor cycles used at the present day.

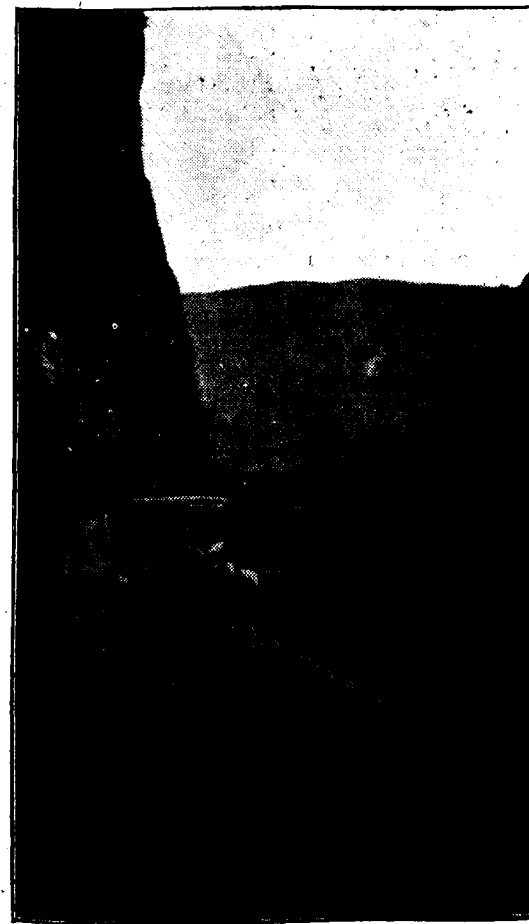
For every one thousand of its population, the United States has 217 automobiles, while Canada, closest competitor, has 119. Amongst other important countries of the world, Germany has the smallest number of automobiles. Her motor vehicles number but ten for every thousands of person in the country. The United

Kingdom and France each have 32 per thousand persons and Australia has 91.

The United States alone is responsible for 85.1 per cent of all automobiles manufactured; Canada makes four and two-tenths per cent; France, four and one-tenth per cent; England, three and eight-tenths per cent, and all other countries combined produce only two and eight-tenths per cent of the world output of motor vehicles.

Since 1910, the production of motor vehicles has advanced to a greater extent than manufactured products generally. The promotion of this rapid growth is thought to be due to the fact that motor vehicles prices have remained below the price level of 1913, with the exception of the years 1919 to 1921 inclusive. The prices of other finished manufactured articles have risen generally and in many cases are considerably higher than those in force in 1913.

Motor vehicle production, and sales, is known to vary largely with the seasons. Many more automobiles were turned out during the late Spring and early Summer of the years 1916 to 1930 than during the other parts of these years. In the Autumn and Winter production is seen from the charts already mentioned to drop sharply. With the beginning of each year, however, production is seen to be on the up-grade again.



Ceylon's wonderful hill scenery: A Ford car on the Rambhoda pass.

SHOCK FOR MOTORISTS.

No Insurance Money if Facts Are Not Revealed—Lost Car Suit.

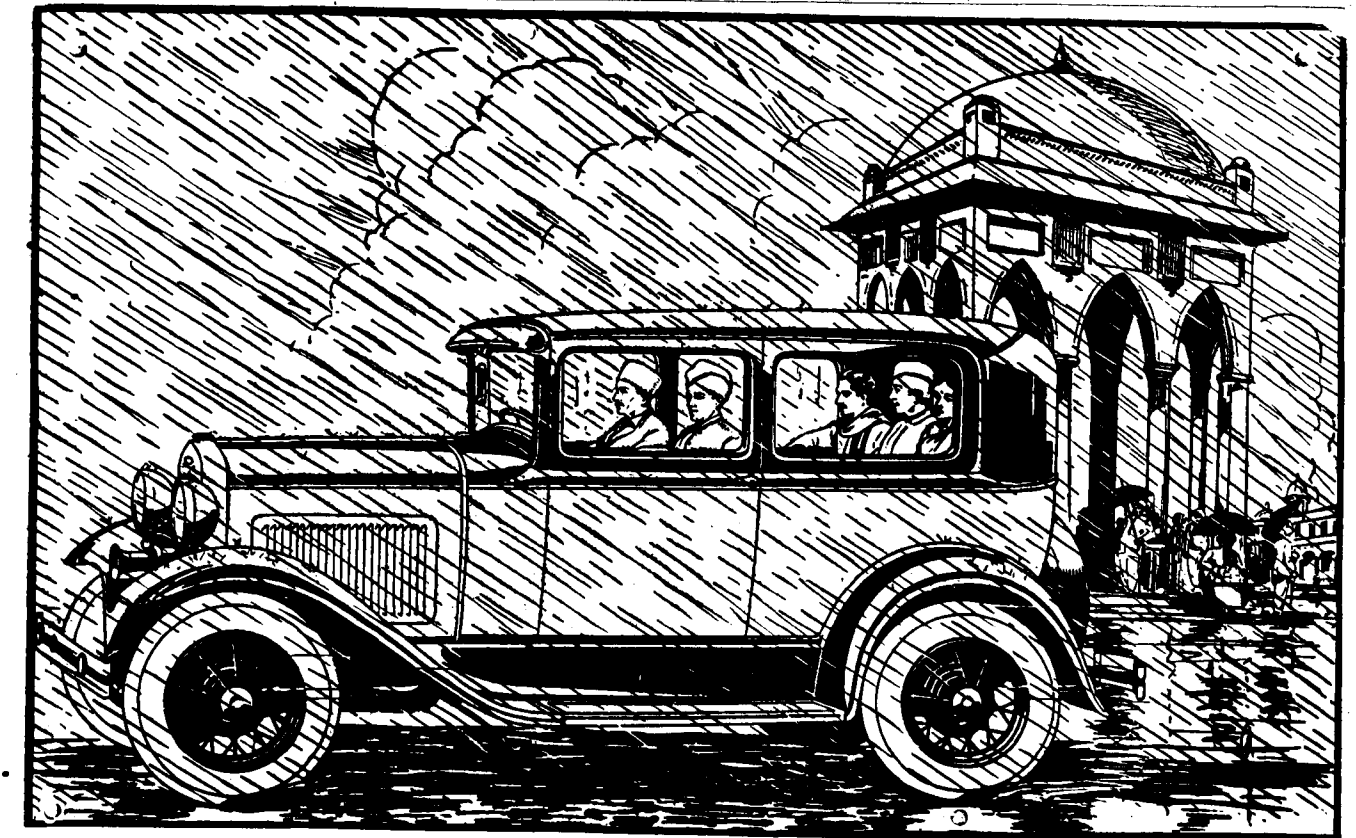
A LEGAL decision of considerable importance with regard to motor-car insurance was given by the Lord Chief Justice (Lord Hewart) in the King's Bench Division yesterday.

The plaintiff sued Lloyd's underwriters for £600, which he alleged was due in respect of the loss by theft of his saloon-car.

The defendants repudiated the claim on the

ground that car owner had failed to disclose material facts in his proposal form.

Entering judgment for the underwriters with costs, Lord Hewart said he regarded the thefts, "takings," or "abstractions" of the car on three occasions, which the plaintiff admitted he had not revealed to the underwriters as material facts that should be brought to the knowledge of the insurers.



WHY WAIT UNTIL AFTER THE MONSOON TO BUY A CAR?

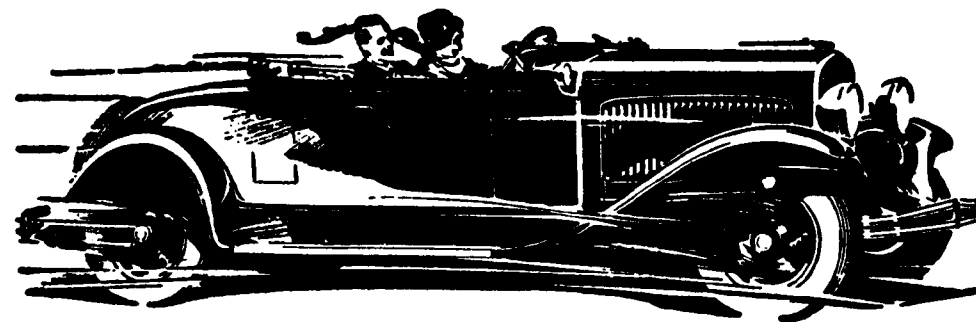
Ford closed cars are built to withstand all kinds of weather conditions and are not affected by rain.

The bodies are all-steel and weather-tight — the exterior metal parts are of Rustless Steel — The four wheel brakes are fully enclosed. In a few seconds the spacious windows can be quickly closed to keep out the rain or easily opened for ventilation.



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

USEFUL NOTIONS FOR THE OWNER-DRIVER



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

This article has been specially written for Motor Owners by Mr. E. J. Minert, Service Manager of General Motors India Ltd.

In the operation of a motor car, conditions arise which cause poor performance, or failure of the engine to function properly and frequently the owner is unable to locate the cause. If it is impossible to reach a service station immediately, the owner should have some simple suggestions which will enable him to urge his car to further efforts and the following are given as hints as to what to do until he can reach the service station:

If the engine fails to start when cranked:—

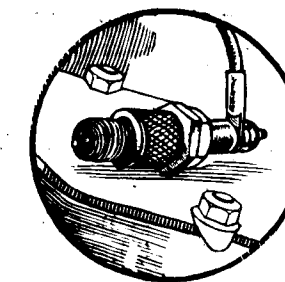
- Cylinders flooded with fuel by keeping choke out too long. To correct, push choke button in completely and continue cranking with throttle closed until excess petrol has been expelled from cylinders when ignition should occur. Not more than 20 seconds should be required to clear the cylinders.
- No fuel in fuel tank.
- Weak or no spark at spark plugs. The probable causes are discharged battery or loose terminals, burned or improperly adjusted breaker points in the distributor, loose or broken wires or connections, or spark plug points set incorrectly or fouled. The strength of the spark may be determined by disconnecting one of the spark plug connections and holding it about one-quarter of an inch from the plug base while the engine is being cranked.

In case of a discharged battery it may still be possible to hand crank the engine and obtain sufficient spark to start. If loose or corroded terminals are found they should be cleaned and tightened. In case of burned breaker points the metal adhering to the face of the point should be scraped off to provide temporary relief and points adjusted to .018". If the spark plugs are fouled, they should be cleaned and adjusted to proper gap .025" to .030".

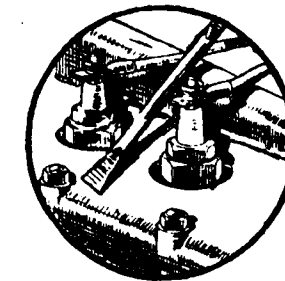
If the engine stops or misses at high speeds or under heavy loads:—

- Make sure that there is petrol in the fuel tank and that this is reaching the carburettor. Examine all connections, particularly to and from the fuel pump to make sure that these connections are tight. It is necessary that these connections be kept air tight as any looseness will interfere with the proper functioning of the pump. If all connections are tight and the condition is still not corrected, disconnect the pump connection of pipe leading from pump to carburettor. Then crank engine and if fuel flows from the pump connection it may be assumed that fuel is reaching the carburettor and the cause of the trouble will need be sought elsewhere.

If, in cranking the engine with pump connection loose or disconnected, fuel does not flow from the pump, then it may be assumed that there is an air leakage or stoppage in the main fuel line from the tank to the pump.



Plug-testing: the lower illustration shows how a screw driver may be used to short-circuit any plug.



- Test for spark at spark plugs. The method for making this test is described in paragraph (c) above. If a good spark is obtained regularly, the trouble does not lie in the ignition system. If no spark occurs or the spark is weak, it indicates a discharged battery or a loose connection. An examination should be made of wire connections at switch, ammeter coil and distributor. If these are found tight and in good condition, it is well to examine the battery terminals and earth wire.

If the engine misses regularly on one or more cylinders:—

- The most probable cause is dirty spark plugs. To locate, first idle engine slowly with retarded spark, then hold a screwdriver against plug terminal and top of engine, thus short-circuiting the plug. Be careful to hold screwdriver by wooden handle else a shock will result. On the other hand, it will cause the engine to slow down or stop if the short-circuit is established with a working plug. After the dead plugs have been thus located,
- Burned or improperly adjusted breaker points.
- Loose connections in low tension (or battery circuit. Examine connections at ammeter and switch, and at side of distributor housing.
- Short-circuit in high tension wires due to broken down insulation. Inspect spark plug wires and high tension wire from coil to distributor head.
- Defective spark plug, or spark plug terminal gaps are more or less than .025" to .030".
- Incorrect carburettor adjustment.

they should be cleaned and adjusted, or replaced by new ones.

If the engine misses irregularly:—

- Sticky valves or improper adjustment of push rods. Engine oil or kerosene if available, introduced around the valve stems, will help to free sticky valves. If push rods require adjustment, remove the spark plug. Turn engine with hand crank until intake valve closes in cylinder in which adjustment is to be made. Continue to crank until piston reaches top dead centre. Both valves in that cylinder may then be adjusted. The clearance between rocker arm and valve stem should not be less than .008" when engine is hot. Be sure that lock nuts are set up tight.

Control Rod Joints

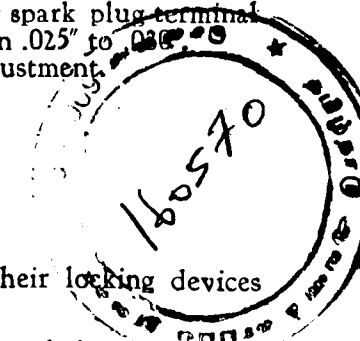
PROBABLY the most neglected parts of the vast majority of cars are the joints of the control rods, those of the ignition, throttle, accelerator and brakes in particular, but also the steering rod joints in some cases. Ignoring the latter, it may be pointed out that the joints in question deserve a little attention, first, with an oilcan so that they may operate freely and be less prone to wear and ultimately develop rattles.

In the second place, they deserve, if they do not actually call for, periodical examination, to make

sure that they are secure and their locking devices still effective.

Vibration will occasionally shake loose the locking nut of a brake-rod eye, if it has not been thoroughly re-tightened in the course of adjustment or overhaul. No immediate harm may result, but if the nut is allowed to remain loose the threads on the rod and in the eye will wear away in time, with risk of "stripping."

Once a year, at all events, every joint on the chassis should be examined, and lubricated on three or four occasions between-times,



Handwritten notes and signatures at the bottom right of the page, including "X 11-3-31" and "1131-3-5-8".

Ready to Explore Mysteries of Asia.

Caravan of 7 Tractors.

Route Lies Over Lofty Mountains to Turkestan, Where it Will Join Unit From China.

THE Pamir unit of the Haardt Trans-Asian expedition has assembled at Beirut, Syria. The unit, equipped with every modern scientific device for exploration, will travel in seven curious caterpillar tractors.

Dr. Gilbert H. Grosvenor, president of the society, said that the expedition which intends to cross Asia, will undertake one of the most extensive overland explorations of modern times. It will traverse, in part, the route of Marco Polo, the ancient silk route from Cathay to the Mediterranean, the parched areas where Dr. Roy Chapman Andrews intends to continue his hunt for traces of earliest human habitation, and the track of Alexander the Great's conquering march to the Indus.

The leader of the expedition which is a French enterprise in which the National Geographic Society is co-operating, is Georges-Marie Haardt, a noted French explorer.

The expedition will operate in two parts, meeting after one unit encircles mountains that may carry it through passes as high as the peaks of the Alps, while the other is crawling through areas of "unquenchable thirst" and deadly sand-storms, until they join forces at the mid-Asia rendezvous of Kashgar.

The seven cars assembled at Beirut constitute the Pamir unit, under the personal leadership of M. Haardt.

The second division, the China unit, operating from Peiping with the full co-operation of the Chinese authorities, will drive west across Mongolian deserts and the plateau of Chinese Turkestan towards Kashgar.

Dr. John Oliver La Gorce, vice president of the president of the National Geographic Society, who has been travelling in the Near East and Egypt, is

at Beirut awaiting the departure of the expedition. The society's representative, correspondent and photographer who is assigned to the expedition is Dr. Maynard Owen Williams, who already has travelled extensively in Asia.

The journey of the China unit from Peiping to Kashgar will be commanded by Lieut. Col. Victor Point, M. Haardt's chief of staff, and associated with him will be Dr. Tsu Ming Yi, chief of the Chinese Geographical Survey.

The trip out will make reconnaissance explorations and upon the return journey to Peiping, augmented by the complete force and personnel of the expedition, will make a more thorough survey, mapping and studying the terrain and the peoples of that little-known region of Asia.

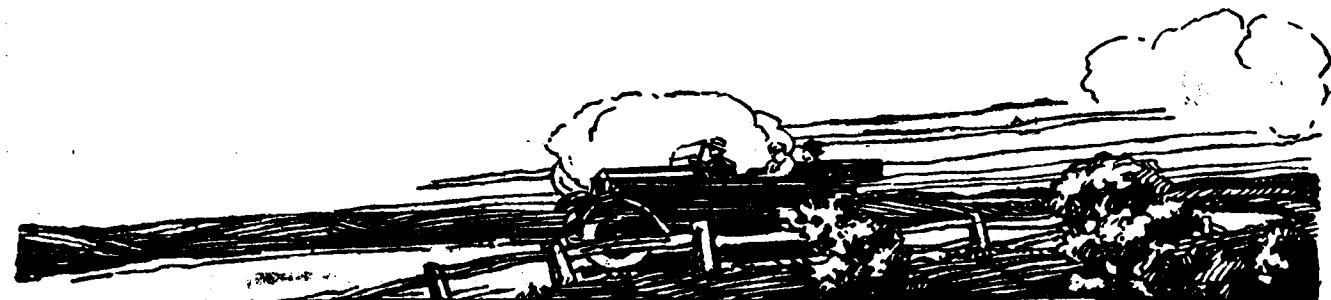
After leaving Peiping the entire expedition will turn south, to Saigon, French Indo-China, then traversing India, Baluchistan and Arabia, will round out an overland journey of more than 13,500 miles. The expedition will be in the field about eighteen months.

Scientists and specialists in many fields will study obscure tribes, geology, zoology, plant life, and strange human customs of isolated peoples who are living as they did in pre-Christian and even in pre-Buddhist eras.

Sound-recording and colour photography will be utilized.

The caterpillar cars are the result of more than two years' experimental work on a type of vehicle which will negotiate rough and roadless areas. Each car, with its trailer, is a separate unit, and can proceed for a number of days if cut off from the rest of the expedition.

Each unit of the expedition will carry a radio station which will operate on both short and long wave lengths.



AUTOMOBILE ASSOCIATION OF SOUTHERN INDIA



Secretary's Report for June 1931.

Committee Meetings.

1. The Committee assembled on 12th June, and in addition to routine business :—

Notes on Accidents.

- (a) Approved of a series of "Notes for the guidance of members who may be involved in a motor accident," for printing and issue to members on application.

Honorary Treasurer.

- (b) Accepted with many regrets the resignation of Mr. D. B. Snowdon on the eve of his departure from India.

Mr. Snowdon has been associated with the A.A.S.I. (S.I.M.U.) for the past eight or nine years and has done much to further the aims of the Association, as a member of the Committee, as Honorary Secretary and as Honorary Treasurer. He was responsible for much of the improvement in service to members during the past five years, a fact which the Committee desires to be placed on record.

Handcart Traffic.

- (c) Referred to Commissioner of Police Madras the question of obtaining more effective control of handcart traffic in Madras City.

Motor Vehicles Taxation.

- (d) Approved of the Secretary being appointed a Licensing Officer under the Madras Motor Vehicles Taxation Act 1931 for Members of the A.A.S.I. only and directed that the Local Government be informed accordingly.

Roads.

2. (a) Information has been received that the Rice Causeway was again damaged early in June, and that steps were being taken to provide a diversion road.
- (b) The Arayavur River Bridge (on the Chittoor-Bangalore Road) will not be completely repaired for a year or more. The diversion road is being laid on an undervented dam which will permit motors to cross without difficulty when the depth of water in the river is less than 3 feet.
- (c) The Killiyar River Bridge near Maduran-takam on the Southern Trunk Road is being repaired and it is hoped that the repairs will be completed before the monsoon is fully established.
- (d) The Ponnaiyar River Causeway (on the Southern Trunk Road 4 miles south of Villupuram) is rapidly nearing completion. The District Board Engineer had arranged for ramps to be constructed so that the completed portions of the causeway could be used by motors, thus reducing the passage over the sandy river bed to some 250 yards, but this measure has been forbidden by the President, District Board, South Arcot District. The reason for this is being enquired into.
- (e) The bund road in mile 91 of the Tindivanam-Pondicherry Road has been repaired but railings have not yet been erected.
- (f) Breaches on the Vridhachalam-Titagudi Road have been closed and gravelled. Metal has been collected but cannot be laid until the new banks have consolidated.

- (g) Bridges on the Villupuram-Teledur section of the G. S. Trunk Road are progressing as shown :—

Malattai River (mile 106 from Madras) opening for traffic early in August 1931. Diversion road in good order.

Gadilam River (mile 114 from Madras) opened and in good order.

Manimukhtanadi (mile 132 from Madras) progress disappointing but completion hoped for by the middle of August, 1931. Diversion road is good.

Gomukhi Nadi (mile 134 from Madras) progress satisfactory. Will probably be opened for traffic early in August 1931. Diversion road in good.

- (h) The G. S. T. Road from Ponnaiyar River (mile 105) to mile 135 is in good order. Miles 135 to 144 have to be repaired and will be taken in hand shortly. However the road is motorable though slow speed is necessary owing to the stacks of material collected.

- (i) Between miles 124 and 132 a number of minor bridges have been built but the approaches cannot be metalled until the banks consolidate. Cars can pass but cautious driving is necessary. Beyond mile 132 the road is in good order.

- (j) The bridges over the Chithanathan Nadi near Manaparai on the Trichinopoly-Dindigul Road is nearing completion, but the approaches have yet to be made. This is not likely to be completed for several months. In the meanwhile, should the existing road ford be found impassable during heavy rains, motorists should try a ford near the site of the bridge where the water is much shallower than at the road ford. On the South—the approach is short and the bridge can be seen from the road; on the North, the approach track leaves the main road some two miles from the bridge, in mile 213 (3) from Madras.

- (k) The approaches to ferries on the Calicut, Vayitri, Manantoddy Road in Malabar have been improved.

- (l) A culvert in the section Mattanur-Cannanore of the Mercara-Cannanore Road (about 20 miles from the latter place) has been badly damaged and it is not possible to lay a diversion road. Traffic will avoid this culvert by proceeding via Ancharak-konda along a third class road which joins the main road at Ecchur (8 miles from Cannanore) and Chalot (19 miles from Cannanore). Careful driving is necessary along this road.

- (m) The Charmadi Ghat Road between Mudgere and Mangalore has been closed to traffic for the monsoon season.

Traffic on Nilgiri Roads.

- (n) In my report for May 1931 (para 1 (a) I referred to discourteous conduct on the part of bus drivers. This is not quite correct—drivers of lorries and sometimes of private cars have been frequently lacking in courtesy. Motorists are requested to bring to notice any cases of lack of courtesy on Nilgiri Roads.

Traffic in Madras City.

3. (a) The Commissioner of Police has recently issued a notice regarding the "Headlight Nuisance" and steps to be taken to combat it. This notice introduces only one new feature, i.e., objection to the repeated dimming and brightening of headlights in order to cause oncoming vehicles to dim their lights. This is a dangerous practice and is prohibited.

The question of adopting a definite rule for all vehicles, is to be considered by the Police Commissioner's Advisory Committee shortly.

- (b) The control of Handcart traffic is engaging the close attention of the Police and is also to be considered by the Commissioner's Committee.

Flood Reports.

4. Arrangements for a good system for the current monsoon season is in hand and reports are being received. A list of places to which "Flood information" will be issued is attached to this report.

Arrangements for obtaining rainfall reports from Revenue Dept. observatories have not matured owing to various difficulties. However, it is not likely that the Flood Report System" will be materially affected.

Maps.

5. Arrangements are being made to print and place on sale an Association Road Map. Details will be published in due course.

Guide Book

6. Information for inclusion in the new Guide Book continues to arrive. The work of collating will be commenced shortly.

Motor Vehicles Rules Bombay.

7. The Bombay Government have issued amendments to their M. V. Rules defining Ghat roads and regulating traffic thereon.

Madras Motor Vehicles Tax.

8. (a) Government has issued a Press Communique clearing up certain points in connection with the payment of M. V. Taxes :—

- (i) Explaining action to be taken for cancelling

The Government Press Communique referred to in para 8 (a) above also makes it clear that M. V Tax must be paid on vehicles which are stored for any period (e.g., while an owner is on long leave ex India).

(Continued on page 207.)

MONSOON MOTORING



MOBIL OIL
will see you through!

Costs so little - Saves so 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 201.

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.

Automobile Association—Secretary's Report
for this month of June 1931.

(Continued from page 204.)

the registration of derelict vehicles and vehicles permanent unfit for further use. Failing the cancellation of the registration certificate, tax is leviable for every motor vehicle that has been registered whether it still exists, or not.

- (ii) Method to be followed for claiming exemption from tax for vehicles under repair for a whole quarter. The Tax must be paid at the beginning of the quarter in question, and may be reclaimed after the close of the quarter on the production of a certificate from the repairer.

Note:—Government has published no authoritative definition for the word "repairer", so it is presumed that a Licensing Officer may use his discretion in accepting certificates which are issued by other than registered dealers, garages, workshops, etc.

- (iii) Exemption of motor vehicles the private property of members of the Auxilliary Force, India.

- (b) A very useful book for Motorists has been published by E. S. Sunda, B.A., B.L., F. A. U. Vakil, of Madura, explaining the legal aspects of the Motor Vehicles

Taxation Act. It is entitled "The Madras Motor Vehicles Taxation Act" and is priced at Rs. 2-8. It contains, in addition to the Act itself, the Select Committee's Report, all Notifications and Rules issued up to date of publication, complete commentaries and exhaustive case law.

Legal.

9. An interesting case has been reported from England where a motorist was summoned for "driving a motor car at a speed or in a manner dangerous to the public. Council contended that the Summons was bad in that it disclosed two separate offences, an objection which was upheld by the Court who consequently dismissed the summons.

Ceylon.

10. A complimentary copy of a revised Handbook of the Automobile Association of Ceylon has been received.

The Executive of the A. A. C. assure members of the A. A. S. I. a hearty welcome in Colombo and every possible assistance should they visit the Island.

Membership.

11. During the month 18 new members were elected, while 7 resigned or were struck off the register. The membership on 30th June 1931 was 931.

MADRAS, }
4th July 1931. }

F. CHURCH,
Major (Retd.),
Secretary.

You Can Believe It or Not.

"I admit it!" said the motorist as he faced the magistrate. "But the constable's estimate of my speed is too low."

Once upon a time the wife of a motorist sat at the back and read a book during the whole journey.

"Your bus is much better on hills than mine, old chap!" said one suburban speed king to another.

"No, sir, I couldn't think of taking more than Rs. 400 for the car. Why,



I only gave Rs. 500 for her two years ago.

"You're a better driver than I am!" said a motorist to his wife.

"I knew I was exceeding the speed limit," said the famous racing driver when pulled up "I'm sorry."

"I'm very sorry," said the bullockcart driver, as he pulled into the hedge, "I had no business to be on an important road like this."

"Don't mention it," replied the motorist, "you've as much right to be here as I have."

Testing Bodywork Finishes.

Interesting Notes Showing now Problems Confronting Lacquer Chemists are being Overcome.

RIGOROUS tests are employed in the laboratories of the Ford Motor Company, to assure the high quality and permanence of the pyroxylin lacquer finishes used on Ford cars.

Samples of these lacquers must retain their colour and lustre under artificial lights more brilliant than the sun, in temperatures below freezing and twice those of summer heat. They also must pass rigid physical tests before they are accepted for use in the Ford body plant.

Lacquers to be tested are first sprayed over metal panels. These panels are then bent over one-inch boards. The lacquer films must not crack or peel. A small steel ball is pressed into another lacquered panel. This stretches the lacquer film, but the film must not chip off or the lacquer will be rejected, as too brittle.

Films of the lacquer are obtained by spraying panels which have been treated chemically so that the lacquer when dry can be removed easily. The lacquer films thus obtained must stand folding or creasing for a long period without cracking.

These physical tests assure the use of lacquers which will adhere firmly to the body panels and will not chip off even should the panels be dented or bent. The Ford laboratories also pay particular attention to the selection of lacquers with a high lustre and which will retain their gloss under all kinds of weather conditions.

Ultra violet and infra red ray lamps are used to test the resistance of lacquers to the destructive effects of brilliant sunlight. Samples are exposed to these rays for long periods. If they fade or deteriorate otherwise they are rejected.

A machine is used which simulates varying conditions of weather and temperature. It rotates once daily, alternately dipping the test panels coated with lacquer into water—imitating rain—and then subjecting them to ultra violet rays, simulating strong sunlight. Samples of good lacquers are subjected in this machine, without deterioration, to the equal of two or three years ordinary exposure to the elements.

By means of these exacting tests, Ford engineers assure that the lacquer finishes of Ford cars will stand up under every weather condition and for long periods of time.

ARAMGARH (KULU) FRUITS.

The finest obtainable in India and straight from the Orchards to your table
Delicious William Pears from about 15th July for 6 weeks only
Our Famous Kulu Apples from about 20th July
Finest French Plums from 15th July
5 lbs. nett for Rs. 5-0-0
Hygienic dried apples and pears Rs. 1-2-0 per lb. or Rs. 5-0-0 per 5 lbs.
Pure Himalayan Honey in 2 lbs. tins for Rs. 3-0-0.
Fine Flavoured Black Tea (Certificate of Merit) 1, 2, & 5 lbs. tins for Rs. 1-14-0, 3-10-0 and Rs. 8-10-0 respectively.
Per V. P. P. inclusive Postage and Packing.

Apply C. FORREST,
Managing Partner,
Aramgarh & Raison Orchards,
P.O. Raison, Kulu, Punjab.
Tele. "Forrest Aramgarh" Raison.

Useful Tips from Readers.

Recovering Ball Dropped in Gearbox.

When removing the lid of the Fiat gearbox recently I had the misfortune to drop one of the balls used for locking one of the selector bars into the box. For some time I could not regain it, until I hit upon the idea of using a piece of acetylene tubing. This was passed into the gearbox and located over the ball; then by sucking at the tube the small ball was gripped and I was able to remove it.—L.D.

Lubricant for Filler Cap Threads.

A mixture of soap and graphite painted on the threads of the petrol tank filler makes it more easy to unscrew. I find that this mixture with last a very long time, as it is not readily affected by petrol.—J.M.F.

To Prevent Rust Formation on Tools.

A simple way to prevent the formation of rust on tools is to boil them in a strong common soda solution for 15 mins. or 20 mins., after which the tools will keep clean for a surprisingly long time.—E.D.E.

For **MORRIS CARS**
THE **ONLY OIL**
now **EXCLUSIVELY**
recommended by
MORRIS MOTORS Ltd.
is

SHELL OIL

As the result of searching comparative tests and long experience in actual use, Morris Motors Limited now only use and recommended "Shell" oil for all Morris models.

Use "DOUBLE SHELL" OIL for 4-Cylinder models and "TRIPLE SHELL" for 6-Cylinder models.

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AGENTS

CALCUTTA BOMBAY MADRAS KARACHI DELHI

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.

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.
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Dodge.

COIMBATORE	... United Motors Ltd.
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Erskine.

MADRAS	... Romer Dan & Co.
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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.
MADRAS	... Addison & Co., Ltd.

Nash.

BANGALORE	... Hanumanthappa & Co.
MADRAS	... Motor Reconditioning Station.
PUDUKOTTA	... Motor Trading Co.

SALES & SERVICE GUIDE— (continued).

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	...
TRIVANDRUM	...
KOTTAYAM	...
MADRAS	... Byramshaw & Co. Ltd.
MADURA	... T. V. Sundaram Iyengar & Sons Ltd.
OOTACAMUND	... General Automobiles, Ltd.
SECUNDERABAD...	Hormusjee & Co.
TRICHINOPOLY	... Aiyer Motor Co., Ltd.
VIZAGAPATAM	... Andhra Engineering Co., Ltd.
COLOMBO	... C. A. Hutson & Co., Ltd.

Peugeot.

MADRAS	... Romer Dan & Co.
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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.
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Vauxhall.

COIMBATORE	... Stanes Motors (S. India) Ltd.
COLOMBO	... Rowlands Garage Co., Ltd.

Wolsley.

MADRAS	... Union Company.
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Studebaker Trucks.

MADRAS	... Romer Dan & Co.
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When next you have printing in mind ask us to submit our suggestions and estimates.

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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
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TRUCKS.

Chevrolet Trucks.

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BELLARY	... Asquith & Co.
COIMBATORE	... Stanes Motors (South India.)
CALICUT	... Stanes Motors (South India), Ltd.
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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.
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Diamond Trucks.

MADRAS	... Cromandel Automobiles.
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Fargo Trucks.

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

Overland Buses.

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

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 in 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 12 months—there is a simple form on this page which is easily filled in.

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 1931.

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

Name.....

Address.....

Post-free Subscription Rates :

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

(Block letters are preferable.)

* 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.

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.

EASTERN TECHNICAL PUBLICATIONS, MOUNT ROAD, MADRAS.

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

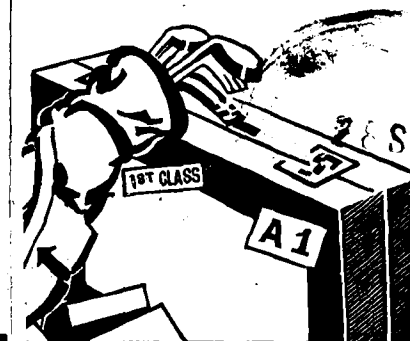
Agents
WANTED.

WHALLEY AIR VALVE

(BRITISH PRODUCT)

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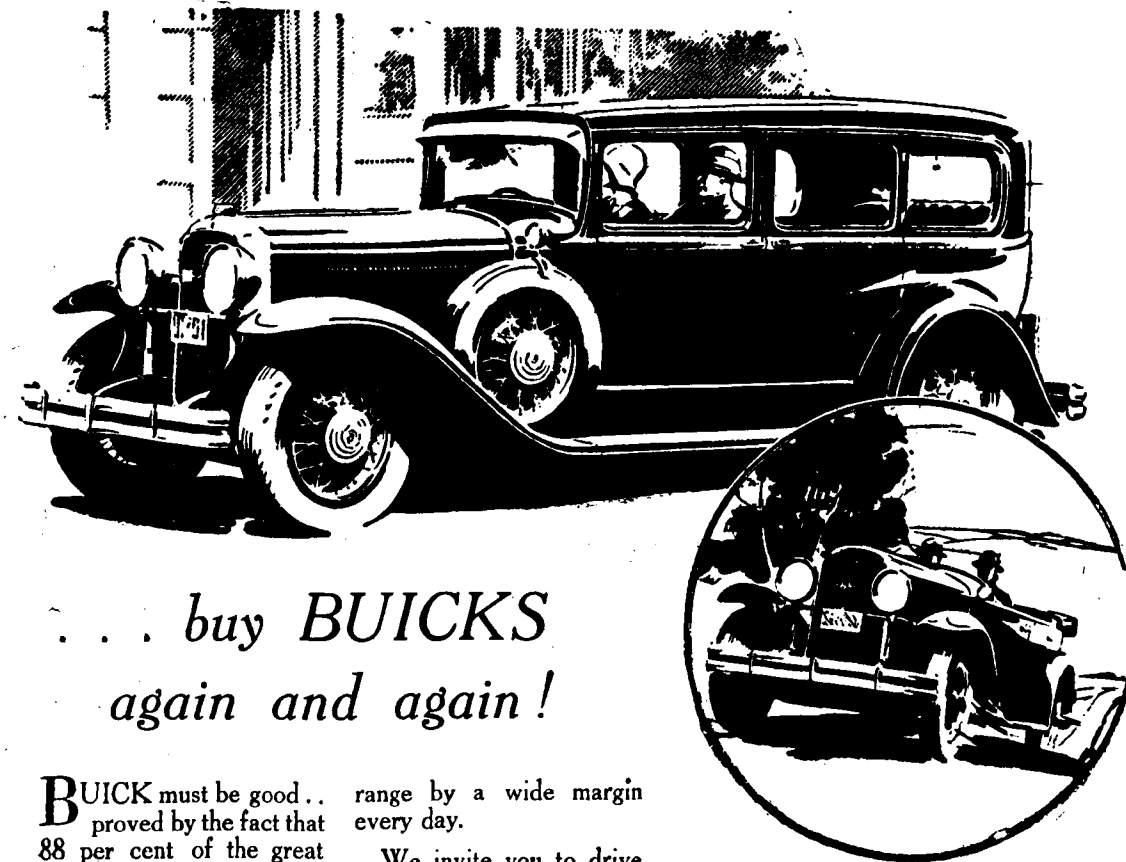
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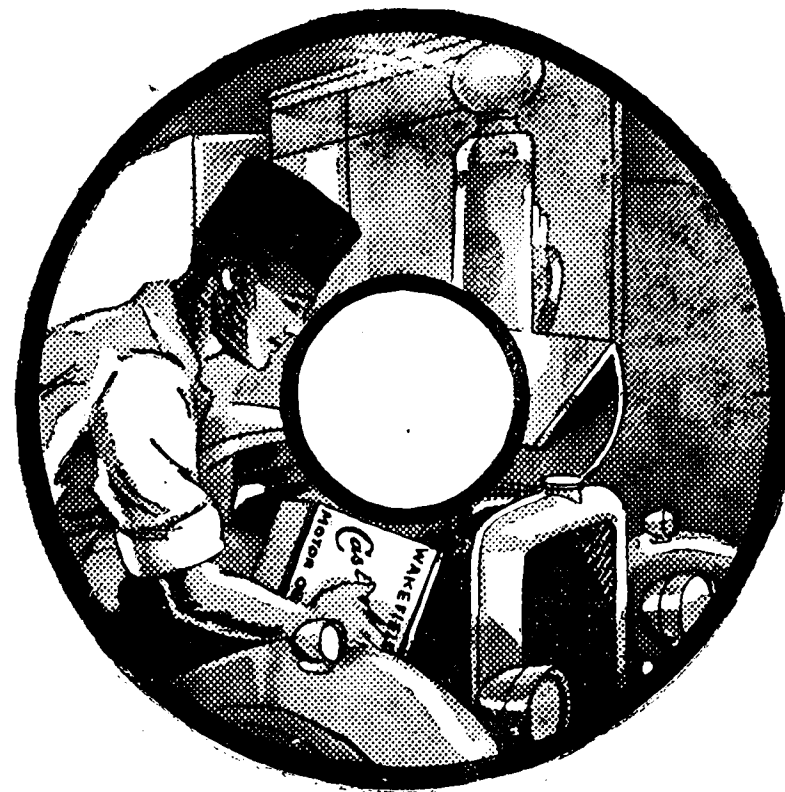
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SOUTH INDIA
Motor Owner

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

Official Organ of the Automobile Association of Southern India

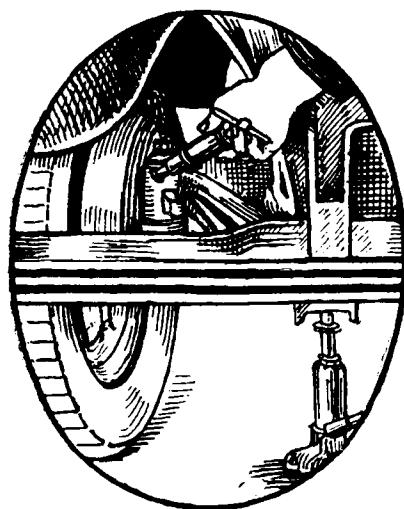
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DON'T Spare the Gun and Spoil the Car.

A few notes upon the use
of the most worth-while
accessory in the tool kit.

BY. C. R. LUCATO.

Courtesy the Morris Owner.

WE have all heard of the schoolboy who wrote as a definition of salt that "it is the stuff which makes potatoes taste very nasty when you don't put it in." Similarly we must describe the oilgun as the thing which wears out the car if it isn't used. Indeed, it is not too much to say that upon the correct and frequent use of the oilgun the long life of the chassis components almost entirely depends.

Among the dilatory there is a tendency sometimes to neglect the less accessible lubrication points. This does not apply to 1931 models so much, as the grouping of nipples generally brings those which were previously a little inaccessible as easily to hand as the remainder; but on earlier models it is no uncommon thing to find that while the steering pin, springs and other accessible components receive a proper share of attention, items such as brake-rods and the steering connections are in a very sad state of neglect.

Each and Every One

It cannot too earnestly be stressed that every oiling nipple in the chassis is there for a specific purpose; if it is neglected then that section of the chassis which is its *raison d'être* must suffer accordingly.

All nipples should have attention from the oilgun at least once a week, or every 250 miles, whichever is the sooner. Not only does the frequent application of the oilgun ensure that each bearing is getting its requisite quantity of lubricant, but it also ensures that any grit which may tend to work inward is forced out.

It will readily be realised in this connection that the steering is particularly vulnerable to grit, and as it is in constant movement all the time the car is in motion, more or less, dust and grit when once they get past the external film which is squeezed

out from between the bearings can gradually grind the metal away. If, however, we make frequent use of the oilgun, we ensure that grit never finds its way inwards, as we are constantly pushing a supply of oil forward, and taking with it any alien matter in its path.

With the Weight off the Axle

Indeed, while we would not say that it is essential, it is quite a good idea to apply the gun to the steering pin nipples whenever the car has had an unduly strenuous run, such as a long journey in a storm, or conversely over very dry sandy roads. It is also a good idea, say once a month, to jack up the front wheels while the oilgun is applied, and force through a generous supply. This takes the weight of the car off the oil film normally under compression and ensures that it gets in between the thrust faces.

Frequent oiling up will also have its reward in the ease of operation. When we apply the gun once a week, as advised, we definitely preclude the possibility of oil congealing and, in combination with pieces of grit, stopping up the oilers. It is not too much to say that whenever we experience the exasperation of a choked nipple, it is because we have been lazy in the matter of the oilgun.

When as infrequently happens, we do experience a choked nipple, it should on no account be neglected. It should immediately be detached with a spanner and the little ball which will be found pressed on its seating pushed in with a pin or match-stick although in the latter event we must take great care that we do not leave a splinter behind as the nucleus of another stoppage.

A glance at the illustration on the next page will show how simple this ball valve arrangement is. Provided lubrication is regular and the correct consistency of oil—gear oil—is used, the chances of obstruction are most unlikely.

In this connection it must be mentioned that grease should never be used. The thick oil used in the gearbox and back axle is quite suitable for all temperatures. If grease is used, while it may or may not be satisfactory in the warmer months of the year, it is positively certain that at cooler periods it will harden and be a nuisance until it is driven out by the application of oil with the gun.

A Convenient Form

There are, however, upon the market cartridges containing oil in a solidified form. No exception need be taken to these cartridges, provided it is definitely stated by the makers that the oil liquifies under pressure, having been solidified by mechanical means, and not by the admixture of an adulterant.

To revert to the choked nipple, it is scarcely necessary to mention that nipples exposed to mud unduly are likely to get a coating over them, and it seems almost superfluous to say that this coating of mud should be removed before the oilgun is applied. But as we have seen several owners placing the gun on mud-caked nipples, we make no apologies for touching upon it.

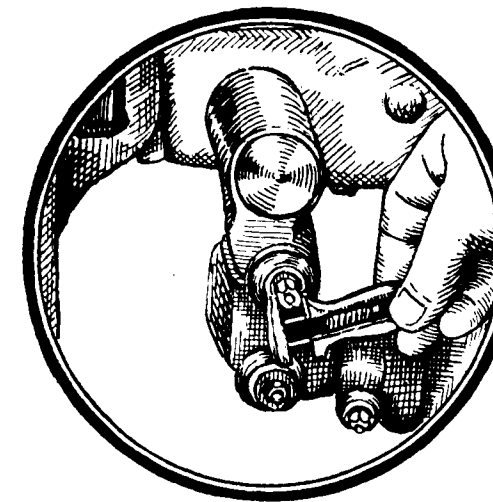
Obviously, if there is grit at the apex of the nipple and we force in a charge of oil, we are almost certain to send a tiny particle of grit with it, which may easily cause a stoppage, and any event is obviously bad for the bearing.

Give Sufficient Oil.

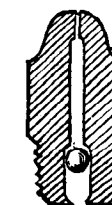
For some reason or other many owners show a disposition to neglect certain steering nipples when going round with the gun. Not those on the steering pins, of course, which are conspicuous and easily accessible, but the one at the forward end of the steering rod and the two just near the end of the track rod. Another fact which is frequently revealed in the repair shop is that in applying the oilgun to the steering box insufficient oil is forced in, with the result that the upper bearing is starved.

If this bearing is systematically neglected it is not beyond the bounds of possibility that it might seize, when the consequences might be disastrous. Very often this nipple is the last one to receive

attention, when the oilgun is half full, and as there is room for a good supply of lubricant it may quite easily happen that the gun may require refilling. However, the utmost care should be taken to ensure that an ample supply is forced in. The strokes should be continued until it is difficult to force the gun down and oil is actually exuding, either at the nipple or at the end of the steering box.



Should a nipple be choked, unscrew it and clear it with a pin or stiff wire. Below is a nipple in section, showing the ball valve.



is then almost impossible to miss a single nipple, while as a matter of precaution the owner can, of course, memorise the number of nipples in toto and count as he goes along. On a 1930 Morris-Cowley, for instance, there are thirty-seven points, while the current models have thirty-three.

An Inexpensive Service

Well, to many it may seem that we have taken up two pages of space on a very elementary subject. Perhaps we have. But in extenuation it must be pointed out that nearly a chassis troubles develop as a result of neglect to use the oilgun. The oilgun stands between the owner and wear and tear.

The man who has not time to do his oiling himself may have the whole chassis attended to in a matter of five minutes at one of the many installations which are a feature of every up-to-date garage for a trivial sum.

Incidentally, it is the writer's practice always to recharge the gun at the conclusion of the oiling operations, and, after wrapping it in a clean duster, to deposit it in the toolbox ready for action. If then for any reason the weekly oiling has to be omitted it is a simple matter to carry out the work whenever one has a few spare moments, using the duster to protect the hands from oil.

TWIXT DAY AND NIGHT

The Unforgettable Impressions of an
Early Morning Run.

ONE of the greatest charms of motoring is that there is never any finality in the joys and experiences to be gained. New roads are always to be found; fields afresh to be explored; new pleasures and new anxieties crowd one on top of the other, until one always has the feeling that there is something better lurking round the next corner of the road.

Long, long ago I had thought that my car had brought to me all the pleasures of which it was capable, until I believed that my several years of driving all over the country by day and by night, and at all seasons of the year, had yielded me everything that was possible in the way of novel sights and enchanting scenery. But I was mistaken, for there have been many occasions since those far away days when my car does bring me to something so entirely new that it is an unforgettable experience.

Such came to me not very long ago, an experience—a sensation of grandeur and awe—that will live in my memory till the end of my days. And nothing but my car could have brought me to it.

Have you ever driven over the hills in the misty cool of the morning—due west, with the moon and the stars paling slowly in the purple sky that drifts away before you? Behind you the sun struggling over the black hills to peep between the shadows through brighter valleys, chasing the mist wraiths from your path?

A start from the eastern side of the Southern India Ghats at 3-30 in the morning, with a long 150

miles to go before the days work begins. The moon gives a pale light for an hour or so; and between the weird shadows of the trees over the road it aids you to spot the sleeping bullock or wandering goat. Flocks of goats and other stock drift along the road, driven by not too wideawake shepherds, who rub tousled heads when your headlights disturb their sleepy thoughts.

Then the long climb begins, and there comes in the east behind the faint lessening of darkness that heralds the dawn of a new day, and also increased speeds on the almost deserted roads. Half an hour later the whole world seems to be suspended in a hazy glow, and deep down in the defiles beside the road—dark pits unfathomable until now—uncertain objects begin slowly to take on shape and substance. The trees too, begin to look more alive; the frowning cliff sides lower less dark and menacing; and almost imperceptibly at first one hears the chirrup—chirrup of wakening birds.

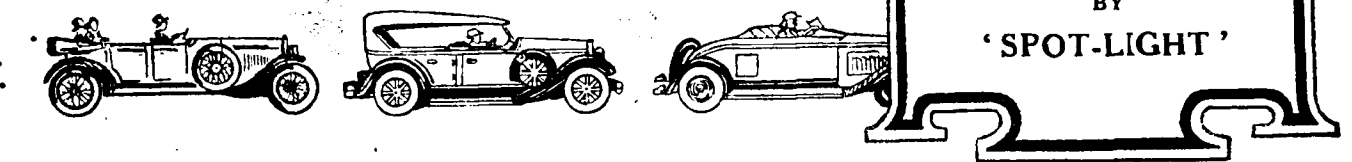


It is an unequal contest between the silver of the moon and the gold of the sun, and there can only be one ending. Gradually the moon pales into insignificance and another day bursts upon the rolling hills and tumbled waters in all its new born freshness.

But before this happened I had stopped my engine and snatched a few sacred moments there upon the hillside—night dying on the one hand and a new day being born on the other. And during those moments I really.....

No! my thoughts were all my own.

From an Owner Driver's Note Book



Are They Exaggerations?

THE daily Press—particularly the British Press—seems to delight in running scare headlines over reports of motor accidents, and I feel sure that the effect of these headlines must frighten many would-be motorists, and impart anxiety into the driving of many others. Reading these reports intelligently, the number of serious crashes is remarkably small considering the thousands of miles of roads and the thousands of vehicles of all types carried by these roads.

I cover as many miles as most people, but I can honestly say I have seen no terrible crashes nor yet any hairbreadth escapes; and I speak not only of motoring in India, but also of extensive touring in Great Britain and on the Continent. The only two incidents which have come under my notice recently consist of an Indian driver backing a car into a gully at the side of the road, and the sandwiching of a car between a bullockcart and a tramcar.

At Home, except in those really tragic cases, the rarity of which may be said to be proved by the fact that their reporting requires scare headlines, much the same sort of mishap takes place. Under these circumstances it is high time that certain penny newspapers ceased to imply that roads the world over are periodically drenched with blood. Personally, I can affirm that I have never once seen an instance of criminally dangerous driving. Foolhardy and stupid driving I have seen, but the general standard of road manners and road sense is extraordinarily high, so much so that though the thruster takes risks he does so usually in a discourteous, and not in a dangerous manner.

Which Reminds Me.

Talking about smashes brings to mind two stories I once heard illustrating the suspicion and dislike with which motorists were once regarded by the Swiss peasant. This dislike was partially justified when one considers the extremely narrow nature of Swiss roads, and if all tales be true—the carefree manner in which French and Italian tourists are said to negotiate these tortuous routes.

One of the tales concerns a French woman who knocked down a peasant with fatal results. On being arrested, she enquired, Coldly, "How much?" "How much, madame?" queried the incredulous magistrate. "Certainement," is said to be her answer "if I kill I pay!"

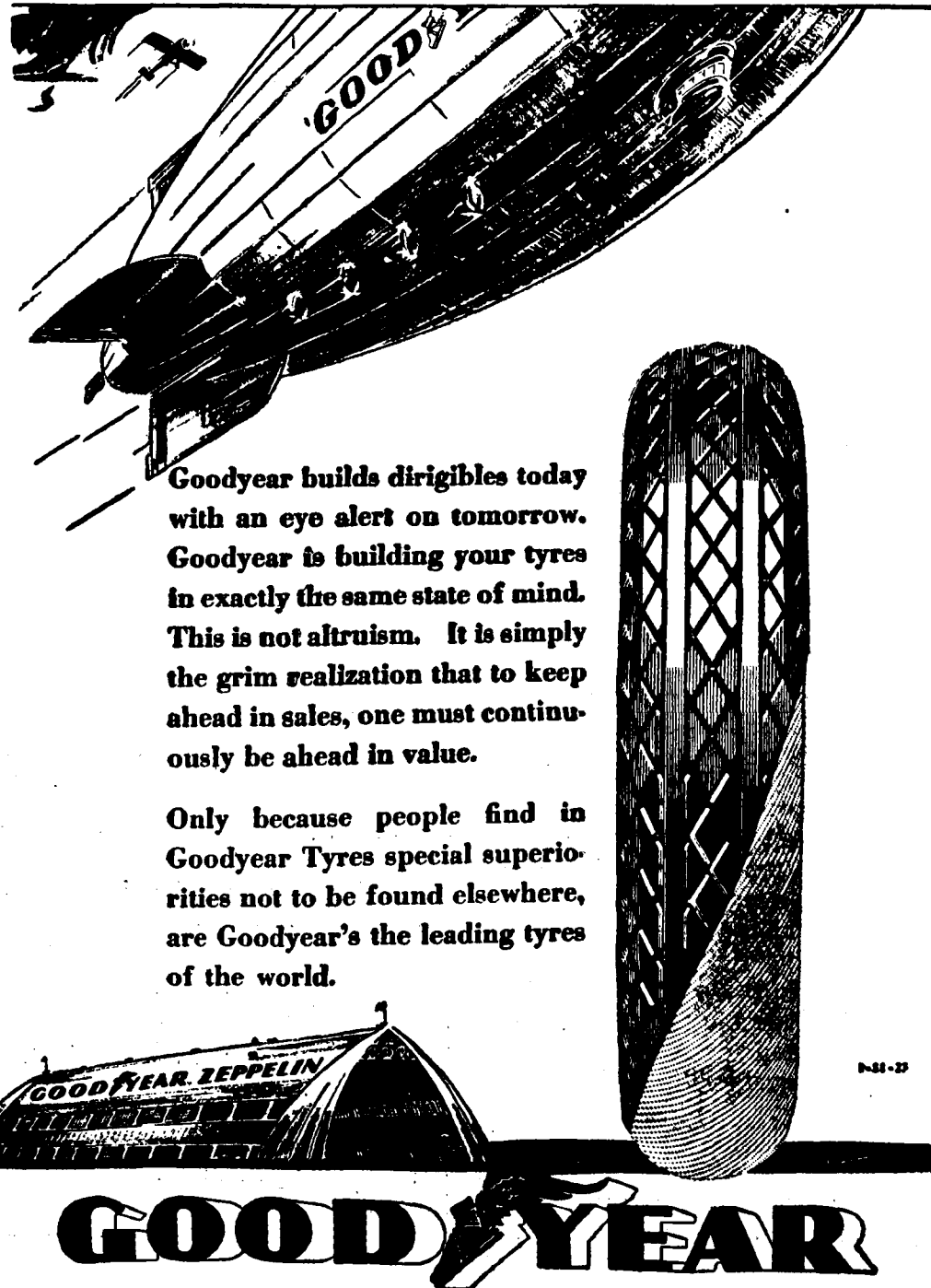
The other yarn tells how a motorist found a man lying in the road injured. He took him quickly to the nearest village. Being unable to speak the language, the infuriated villagers imagining he had knocked the man down, threw his car over a precipice, and were barely restrained by the local police force from lynching him.

A Correspondent's Suggestion.

Last month I had occasion to talk about the abuse of the electric horn, and a surprising number of letters on the subject show that there are any number of localities in Madras where horn sounding, especially at night, is more than a nuisance. One letter, however, strikes a refreshingly unselfish note, in that it appeals to all motorists to use the horn a little as possible compatible with safety when passing hospitals.

(Continued on page 223.)

Why Try to Guess About Tyres? ... Buy only the Leading Make



Goodyear builds dirigibles today with an eye alert on tomorrow. Goodyear is building your tyres in exactly the same state of mind. This is not altruism. It is simply the grim realization that to keep ahead in sales, one must continuously be ahead in value.

Only because people find in Goodyear Tyres special superiorities not to be found elsewhere, are Goodyear's the leading tyres of the world.

My correspondent calls attention to the fact that both the General Hospital and the Royapettah Hospital in Madras are situated close to very busy roads, (particularly is this the case where the former is concerned,) and whilst he realises that it is necessary to indicate one's approach at these busy spots, he feels that much unnecessary noise could be eliminated by the exercise of a little discrimination.

And I think most other readers will agree with him.

British Light Cars Again.

It seems but a few days ago when I drew attention in these pages to the remarkable successes of the M.G.'s in the Double-Twelve

race, and that this fine performance was not just a flash in the pan has been proved by the success of these cars in the Irish Grand Prix, where they once more swept the board by securing the first three places.

The Irish Grand Prix at Phoenix Park is nowadays quite an international affair, and this year it attracted some of the finest drivers in Europe to compete. From all accounts the race was one marked by the superlative quality of the driving, and despite magnificent efforts on the part of overseas competitors who had brought with them cars worthy of their skill, it is pleasant to think that this classic event has been won this year by an essentially British type of car, a type which no other country has produced with success.

Sport Cars Gain in Popularity.

ONE of the significant trends in the automotive field, evident during the past year or two and certain to be more pronounced than ever this motoring season, is the evolution in popular favour toward the sport or deluxe type car. This popular model represents a constantly growing proportion of each year's output, with the increase in favour meaning gradually lowering prices.

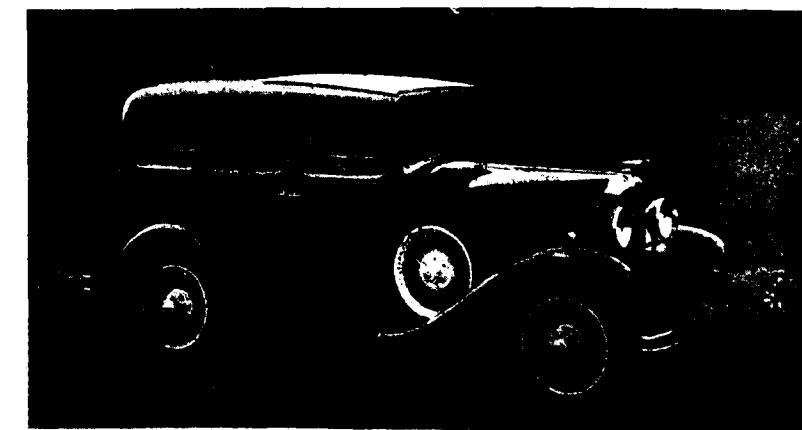
Only a relatively short time ago the sport car represented something of a novelty for two reasons; only a limited few wanted it, and the manufacturer—particularly the volume manufacturer—could not include it in his production schedules because of the necessarily high price which he would have had to place on this type by reason of that limited demand. Youth, largely, made up the purchasers of the sport car because of the individuality the car expressed. Elders clung to the dignity of the closed type as against the informal open model.

But here, as elsewhere youth won out. The demand for sport cars grew. The manufacturer found a way to incorporate their production in his

programme. He went even further. He devised means of making deluxe models of the enclosed type, evolving entirely new body styles. He produced a car embodying maximum utility, which appealed to elders, and the deluxe features that had intrigued youth.

Another interesting development in connection with deluxe models is their constantly decreasing purchase price. Originally they were usually the most expensive model of any manufacturer. He made too few of them to permit of the saving effected by quantity production, just as once closed models cost more than the open types because more of the latter were produced. To-day the deluxe closed model costs a very little more than the same standard body type. In some instances it costs less

than other standard closed models in a manufacturer's line. The present-day volume demand for deluxe models is responsible. Sport models are now being turned out in such numbers that their added cost is spread out so thinly as to add relatively little to the cost of the individual unit.



A photograph showing the attractive Vauxhall Y.X—a five passenger saloon with sunshine roof.

Southern India Reliability Trials.

By Major F. Church, Secretary, A.A.S.I.

DURING the past fortnight Southern India has been favoured with three demonstrations of the reliability of modern motor cars under a variety of conditions for which this part of India is noted; high temperatures, heavy rains, unbridged rivers, dry and wide sandy river beds, "Irish Bridges," bad roads—all have been met in an effort to demonstrate to the public that the motor car is as reliable a means of travel as the railway train.

I saw a car start out for a run from Cape Comorin to Peshawar during the very worst season of the year, the South West Monsoon having fully established itself and with its heavy rains filled up the rivers and streams all over the country. As this is being written I learn that this car has reached its destination, Peshawar, on the sixth day of its journey having travelled 2,725 miles in 67 running hours. Exactly how the car fared between Bombay and Peshawar I have not yet heard, but I know that between Cape Comorin and Bombay it experienced no mechanical trouble and had only one puncture (a bullock shoe).

A second demonstration was given at Bangalore during that station's "Race Week." The object of the demonstration was to give the public an ocular demonstration of the reliability of the car chosen for the test, this being a standard model Chevrolet from the show room of Ninkervis Ltd. Bangalore. Here again monsoon conditions prevailed, but the car was to make a 72 hours run during which the engine was not to stop, while the car was to stop only for unavoidable reasons. (Actually the engine ran for 80 hours without stopping). The object being to give the general public an opportunity to see the car commence and finish its run and at any time between, a roughly made track was constructed in the neighbourhood of Bangalore (Habbal). It was in the shape of a rectangle with rounded corners, and gave a lap equal to 9/10ths of a mile. The only alteration made to the car was to fit an auxiliary petrol tank, (which incidentally sprang a leak which rendered an accurate estimate of petrol consumption impossible) and an extension tube to the oil filler to enable oil to be added without opening the bonnet.

The bonnet of the engine was sealed by and in the presence of uninterested parties, and the car started its journey round the track at 8 a.m. on July



The car cornering at speed. Note how the weight is thrown upon one rear spring.

3rd 1931. A number of officials, press representatives and members of the general public were present while one or other of the officials was present throughout the test to act as observer. Streams of people visited the track throughout the run, some enthusiasts arriving at the eerie hour of 3 a.m. to make sure that the car was continuing its run.

A tent and seating accommodation had been arranged for visitors, while to interest still further and attract the public a "Mileage Guessing Competition" was organised.

The car started off in great style and in spite of the fact that no effort was to be made to beat former records, or to create a new one, was covering the lap of 9/10ths of a mile in just over a minute. One can quite understand and terrific strains that must have been put upon the chassis, wheels and tyres of the car, cornering at this speed every two hundred yards or so; to me it is a wonder that they did stand up against it for 80 hours. However, relief was obtained by changing the direction of travel, every lap or so, by cutting across the square. However, for a vehicle that is designed for normal road work and not particularly for the racing track, the performance speaks well.

The car carried two drivers (Messrs G. C. Manning & F. Webb) who relieved each other at intervals of from two to six hours, without stopping the car. The car had to stop of course, to replenish fuel, oil and water and on occasions to allow one of the drivers to dismount for a sleep etc., etc.,

The car stops are summarised as follows:—

For drivers	15
„ tyre trouble	16
„ water	8
„ Oil	9
„ Petrol	21

At 8 a.m. on 6th July the engine completed its 75 hours non-stop run; as the engine was still running smoothly and the day was young, it was decided to carry on in order to enable the public to gather to witness the final stages of the demonstration, and incidentally ascertain the result of the mileage guessing competition. At 11 a.m. the car had to stop owing to slight chassis trouble and it

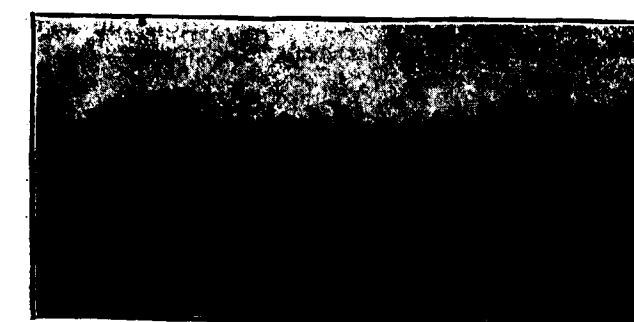
was decided to record the mechanical result of the demonstration at that hour. The observers took the reading of the speedometer and announced that the car had covered 2771 miles in the 75 hours during which the engine had run continuously. This worked out to an average of approximately 37 miles per hour.

For actual running time the mileage averaged just over 40 miles per hour.

In order to counteract any bad impression that may have been raised in the public mind by the chassis trouble, the necessary repair was effected as quickly as possible (the engine still running) and the car again started round the track continuing its course until the engine had completed 80 hours continuous running, and the car had covered 2935 miles. Details were then checked up and the car was driven round the track by several members of the public before being driven back to the dealer's premises.

One point of interest occurred during the last four hours of the run i.e. after the official results had been observed at 11 a.m. on 6th instant; a valve spring was found to be broken, and this was capably changed without stopping the engine.

The third demonstration of reliability was carried out by the same car and the same drivers as had run for 80 hours at Bangalore. This run was an ordinary circular road tour from Bangalore via Mysore, Ootacamund (climbing 7000 feet over the Nilgiris) Coimbatore, Salem, Vellore, Madras, Chittoor, back to Bangalore. I understand that the object of the run was to demonstrate to the public the fact that the gruelling test undergone by the car on the dirt track had in no way impaired its reliability for normal touring. In this, too, I think it succeeded. The car left Bangalore at 10-30 a.m. on 9th July carrying in addition to the two drivers (Messrs Manning and Webb) an observer (Mr. G. Jacobs) and a goodly supply of petrol. It ran, without any trouble beyond one puncture, a distance of 829 miles in 22 hours 55 minutes, returning to Bangalore at 9-25 a.m. on 10th July. During the whole of this run the engine did not stop, nor



Another view which enables an idea of the track surface and corners to be obtained.



Round and round the track at 40 m.p.h. through lines of spectators.

was any water added to that which was in the radiator at the start. The stage timings were as follows:—

Bangalore.....	Departed	10-30 a.m.
Mysore	Arrived	12-35 p.m.
	(no stop)	
Ootacamund	Arr. }	3-35 p.m.
	Dep. }	4-5 p.m.
Coimbatore	Arr. }	5-55 p.m.
	Dep. }	6-0 p.m.
Salem	Arr. }	8-35 p.m.
	No stop }	
Madras	Arr. }	3-30 a.m.
	Dep. }	4-25 a.m.
Bangalore	Arr.	9-25 a.m.

This truly was a remarkable run. The writer had been warned that the car would most probably reach Madras about 7-0 a.m. on 10th July and had arranged to go out to meet it. Imagine his surprise when he was awakened about 3-45 a.m. by the driver of the car, and went downstairs to find the car at his door with the engine ticking over quite sweetly, and its crew perfectly happy though, like their car, very dirty and very thirsty. The observer looked as though he had been fighting but enquiries elicited the fact that bumpy roads had caused his face to come in contact with the wooden bars of the hood on more than one occasion, and that he probably would have a fight with the drivers, when he got back home.

Although, as I have said, this run was not intended to set up any record, nor were the weather conditions favourable for such an endeavour, the result actually obtained will take some beating. Anybody who has, of recent date, driven a car from Mysore to Ootacamund will know how bad the road is for many miles, also that the Gudalur Ghat Road is not one which lends itself to "speeding." The gradient is a stiff one and there are several hairpin bends which cannot be taken at speed.

(Continued on page 235.)



BANNING THE UNROADWORTHY

Cars and Drivers that we
Could all do without : :

EVERY now and then 'Paterfamilias' or 'Mother of Ten' writes to the *Daily So-and-So* and suggests that every driver should be tested before being allowed on the road.

Sometimes the suggestion is put in other ways. It may propose that the medically unfit should be debarred from driving as well as the merely incompetent. Again, it may be suggested that the cars themselves should be tested, and should be given what for want of a better title might be called a certificate of road-worthiness; in much the same way as all passenger carrying aircraft in this country require certificates of air worthiness.

Most of us know of a few cars and drivers that we would cheerfully see debarred for ever from using the public roads. There are cars with no brakes or with tyres that may burst at any minute, and cars with wobbly steering.

There are also a few people who ought never to be allowed on the roads except as passengers. I do not necessarily mean the much abused road-hogs, who do not exist in anything like such large numbers as some people would have us believe, but I refer more to those who never have been able to drive and never will be able to drive, just the same as some people cannot spell, others are colour blind, while others again are left-handed. They do not mean to do anything wrong, they simply cannot help themselves.

It may be argued that an unfit car very soon destroys itself. This would not matter if such self-destruction did not possibly involve injury to its well-meaning but foolish driver or to some perfectly innocent party. It is suggested in some quarters that all second-hand cars be given a sort of certificate after inspection which guarantees them safe to use on the roads, but this is presupposing that all cars two or five or even ten years old, or twenty years old for that matter, must necessarily be decrepit. It is quite possible

for a man to buy a brand-new car, to wear out the brakes rapidly and to go on driving it about in a thoroughly unsafe condition. The biggest corps of car "vets" in the world could not see that every car, every day, was in every way suitable for use on the highway.

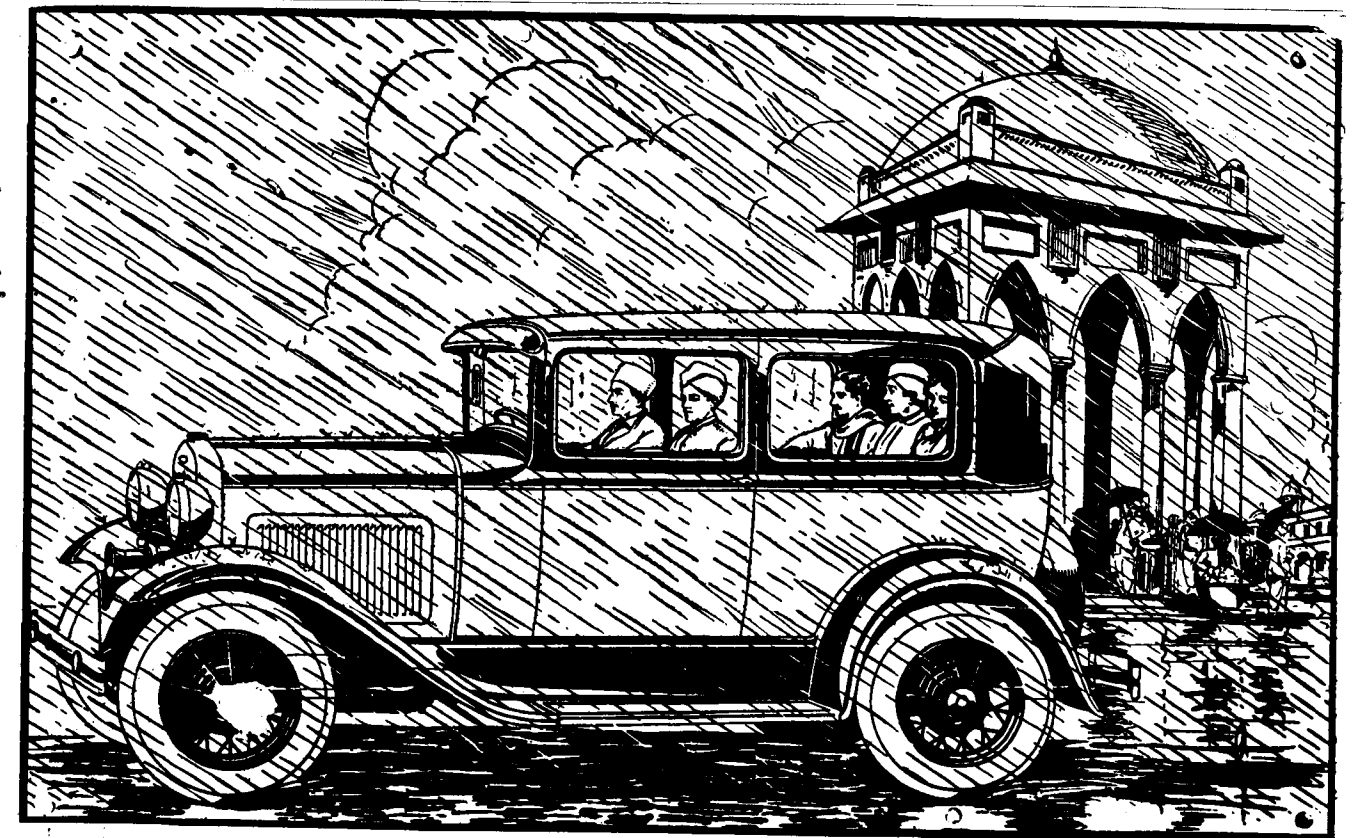
What the Police Could do.

A certain amount could be done, of course, if the police took particulars of every car which through sheer inefficient braking was unable to pull up quickly after an accident, or when the driver was signalled to stop at a cross-roads. The vehicle would then not be allowed out until the authorities were convinced that the brakes had been made to work efficiently, and appeared to be likely to last for some time. Similarly, a car proceeding with very wobbly steering, or with wheels obviously out of truth, should not be allowed to proceed until the matter had been rectified.

Drivers who Should be Banned.

As to the drivers, a ban should be put upon those who have been driving for 20 years and still cannot keep to their left, those who accelerate immediately they are aware that anyone wishes to overtake them, or those who put out their left hands before turning sharply to the right, or vice versa. Needless to say, driving would also be forbidden to those amiable people, who although being mild mannered in the extreme, through sheer stupidity career out of a narrow lane across a main road at 30 m.p.h., and those who throw up their hands and scream the moment the car gets into a skid on a greasy road.

While any effort to ban car or drivers by means of tests before licences are granted is impracticable, it would be interesting to see what effect a new police force with powers to 'spot' and report unfit cars as they come to notice, would have upon the classes of drivers to whom I refer.



WHY WAIT UNTIL AFTER THE MONSOON TO BUY A CAR?

Ford closed cars are built to withstand all kinds of weather conditions and are not affected by rain.

The bodies are all-steel and weather-tight — the exterior metal parts are of Rustless Steel — The four wheel brakes are fully enclosed. In a few seconds the spacious windows can be quickly closed to keep out the rain or easily opened for ventilation.



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

New Goodyear Airship for the U. S. Government.

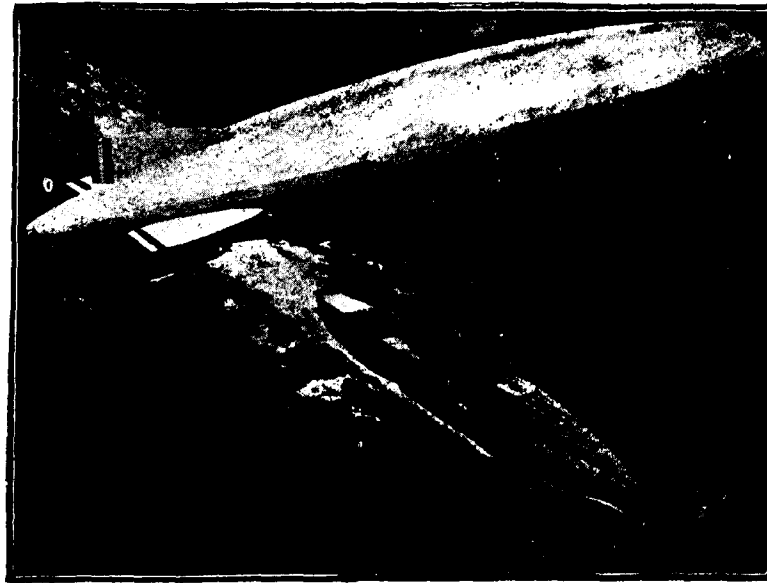
GOVERNMENT, Army and Navy Officials Assembled a few days ago to witness the christening of the giant airship, "U. S. S. Akron," the world's largest airship and the first of the two sky Leviathans to be completed for the United States Navy.

More than 1,00,000 people swarmed into the huge vaulted interior of the Goodyear-Zeppelin air dock near her and covered the surrounding field, as simple ceremonies marked nearly two years intensive work on the part of the Goodyear Zeppelin engineers.

For miles around roads radiating to the airpoint on the outskirts of the city, were choked with traffic. Bands played, vendors called their wares, selling souvenirs commemorating an occasion unprecedented in the history of aircraft. Airplanes manoeuvred high overhead, the staccato roar of their motors strongly contrasting with the silence of the baby airships lower down, loafing lazily and seemingly without movement in the summer air. Now and then, as if honoured by the advent of so powerful a member to their lighter-than-air family, the small Goodyear airships dipped in long, graceful salutes and hovered closer to the huge hangar spread out on the plain below.

Four hours preceding the actual christening, thousands crowded round the dock, admiring the strength of the mammoth structure, the largest building of its kind in the world without interior supports. After the christening, thousands more swarmed through the nine-acre space within to get their first glimpse of the largest dirigible and the general type of airship which may soon be flying across the seas in trans-oceanic passenger service.

Pulling a silver string which opened a small cage suspended beneath the control car of the dirigible, Mrs. Herbert Hoover, released a cover of snow-white pigeons symbolizing graceful flight and endurance. The same method of dedication was used for the Navy dirigible "Los Angeles" several



A picture showing the airship "Akron" as it would appear flying over one of America's latest battleships.

years ago and is in contrast to the traditional custom of breaking a bottle of champagne over the bow of a marine vessel.

"I christen thee Akron," Mrs. Hoover said as she pulled the cord. The pigeons fluttered out of the cage, soared past the silver nose of the ship high in the hangar and disappeared through the great doors into the air beyond.

The last supports were then knocked from beneath the newly christened ship and it floated off the cradles with-

in the dock. Soon afterwards, the ground-crew moored the ship down with sand bags and water ballast—and the official dedication and the first "flight" of the "Akron" was over.

The "Akron" is to be commanded by Lieutenant Commander Charles E. Rosendahl graduate of the United States Naval Academy and one of the foremost authorities on the lighter-than-air craft in the country. For several years he was commander of the Navy dirigible, "Los Angeles", and as a naval observer made the first Westward crossing of the Atlantic aboard the "Graf Zeppelin", he was also on board during the Graf's round-the-world trip.

Rosendahl is one of the surviving heroes of the Shenandoah dirigible, which was wrecked in 1925. On the last flight of this ship he was navigator and third-in-command. When the ship broke he manoeuvred the bow section for an hour and landed it about ten miles away.

Second-in-command will be Lieutenant Commander Herbert V. Wiley, also a former commander of the Navy dirigible "Los Angeles."

Considerable work yet remains to be finished in the interior of the "Akron" as on any marine vessel newly launched, so the first test flight will not be made for several weeks yet. Four or five trial flights will then be held from the Goodyear base to determine the rate of climb, fuel consumption, controllability, speed and various other factors

before any extensive flight operations are undertaken. These trial flights will vary from three or four hours to 24 hours and all will be governed by the weather of the day.

Ultimately the "Akron" will form a unit of the Pacific Fleet and will be stationed at Sunnyvale near San Francisco, where a base is being constructed. The second ship which is to be constructed by the Goodyear-Zeppelin Corporation for the Navy will probably be used in manoeuvres with the Atlantic Fleet when completed. It will be of the same size as the "Akron."

To move the airship in and out of the dock, a huge mobile mooring mast has been constructed. The mast, which is 76 feet high and weighs 130 tons is of open pyramid or tripod type, and has a caterpillar tractor at each corner of its triangular base. Power to drive the two rear tractors is furnished by a 240 horsepower petrol motor, while the forward tractor is used for steering. The mast will move at a speed not exceeding two miles per hour.

The "Akron" which measures 785 feet from stem to stern, is but a few feet longer than the famous "Graf Zeppelin", but has a capacity of 6,500,000 cubic feet of helium, twice that of the German ship and three times that of the Navy dirigible "Los Angeles". It has a diameter of 133 feet and a useful lift of 91 tons.

Use of helium, which is non-inflammable and non-explosive, in the 12 lifting gas cells, has made place for several important changes in design as compared with previous Zeppelins. Former ships found it necessary to house their motors in gondolas suspended away from the hull itself, to avoid the danger of explosion. The "Akron's" eight motors, however, are housed in motor rooms inside the hull, which reduce parasite drag to a minimum. The motor rooms are large and roomy, as compared with the cramped quarters provided in the old type motor gondolas.

Power is transmitted to the propellers through an outrigger containing a rigid shaft and bevel gear device. The propellers, in addition to their normal horizontal thrust, may be swung through a 90 degree arc to the vertical, thus exerting thrust either downward or upward, which will be of considerable assistance in landing or taking off.

The "Akron's" hull also contains a compartment in which five aeroplanes are housed. These planes will be placed on a trapeze arrangement and lowered through a T-shaped opening in the bottom of the hull, and released while in midair. Upon their return each plane will be picked up on the trapeze and hauled back inside the ship.

The planes are to be used for purposes of offence, defence or scouting, and point the way to a future use on commercial air lines, when passengers may be discharged or taken aboard by airplanes without lowering the huge Zeppelin itself.

The control cabin is the only structure protruding from the streamline of the hull. Quarters for officers and crew are inside the hull.

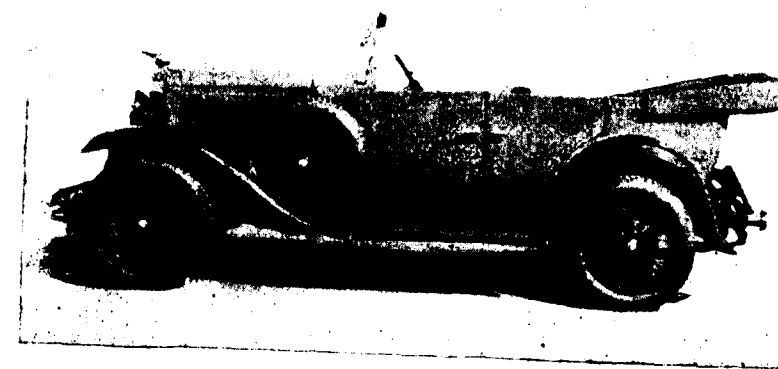
Eight 560 horsepower engines will propel the "Akron" through the air at a speed of more than 80 miles per hour and the ship will be able to fly for 10,500 miles without refuelling.

The structural design of the "Akron" may be easily adapted to a commercial ship for carrying passengers and mail over ocean routes, and it is expected that this type of craft will be used on proposed routes across the Atlantic and Pacific. The International Zeppelin Transport Company and the Pacific Zeppelin Transport Company were organized in 1929 to study the possibility of establishing such routes over the two oceans and considerable engineering work, in furtherance of the establishment of these routes, has been completed.

Goodyear's experience in lighter-than-air craft dates back to 1911 when a special equipment for spreading rubber on balloon cloth was first installed. Since that time Goodyear has built hundreds of free and kite balloons and many airships for the Government. At Wingfoot Lake, the company's air station near Akron, hundreds of army and navy officers were taught to fly during the World War. Goodyear also built the Rs. 1 the only American-built semi-rigid airship, for the U. S. Army.

In 1924, Goodyear obtained the American rights to the German Zeppelin patents; and a group of

German experts headed by Dr. Karl Arnstein, now vice-president and chief engineer of the Goodyear Zeppelin Corporation, were brought to Akron. In 1928 Goodyear Zeppelin was awarded a contract for two airships for the U. S. Government, of which the "U. S. S. Akron" is the first.



The Vauxhall V. X. five Seater Tourer.

A PLEA FOR TOLERANCE

How Much Could be Done to Further
:: the Cameraderie of the Road. ::

IT is regrettable, but nevertheless all too true, that very many drivers who are otherwise jolly good fellows deliberately close their eyes to the lighter side of the little adventures they meet with day by day on the road, and not a few give vent to their irritability on every possible occasion. This is a pity, because were we to infuse just a little more of the give and take spirit into our motoring—even during our daily trips to and from the office—it would help us quite a lot to attain that standard of easy, trouble free flow of traffic which can make motoring so much more pleasurable.

Apart from any other consideration, intolerance on the road is the cause of many minor accidents which, even if they result in only damaged wings or scratched paintwork, should never be allowed to happen. There are good drivers and bad drivers on the road together, but it must not be forgotten that these two types are in the minority. The biggest class of motorist on the roads today is made up of those conscientious folk who are striving by every means in their power to become really good drivers. The expert is not made in a day, but a spirit of tolerance can shorten the time to a great extent between learning and proficiency.

Imagine a very nervous driver—probably just past the novitiate stage—endeavouring to turn his car in a very awkward place. Approaching is another car driven by a person who lacks entirely the spirit of tolerance. Does the latter slow up a little to allow the other to get clear? Not a bit of it! Along he comes at full speed until, finding that he cannot possibly scrape through, he slams on his brakes and slithers to a stand-still barely a couple of yards from the other.

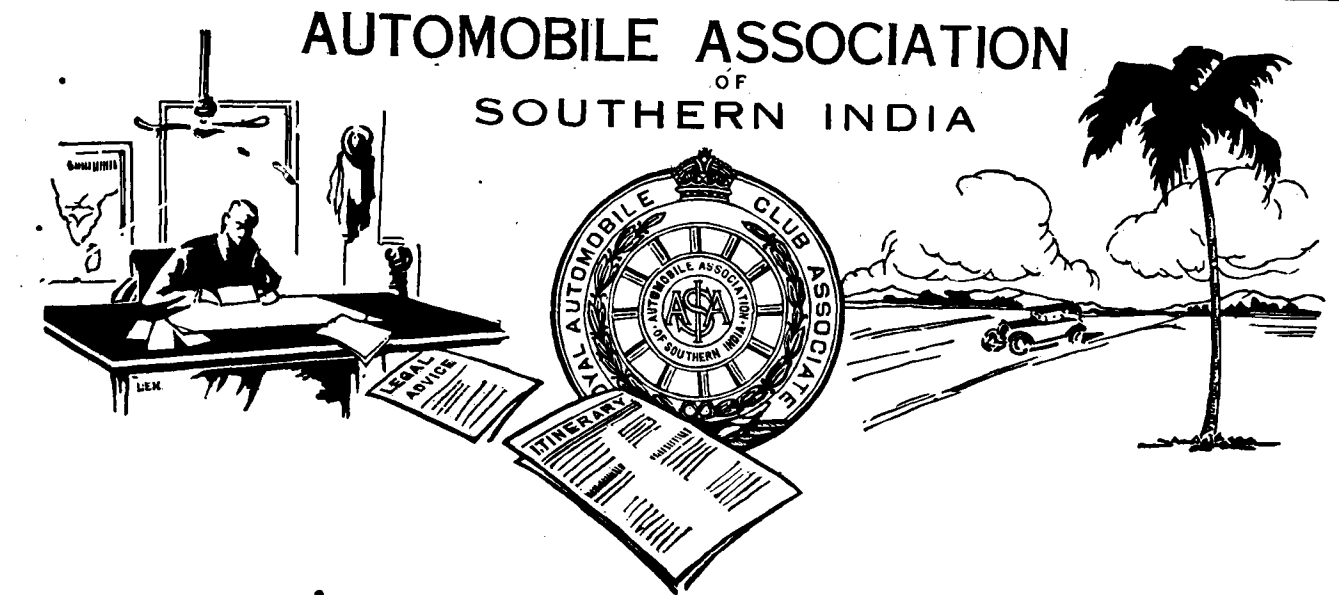
Meanwhile our novice, who has been perfectly happy up to this time, seeing the oncoming car

tearing down upon him, becomes flustered, stalls his engine, and comes to a jerky stop ignominiously across the road. The ensuing conversation is rather one-sided, and is couched in the same terms more or less as those used on similar occasions in the past—no matter what may be the merits of the case. In short, the “expert” just sits behind his wheel and gives full rein to his feelings until such time as the novice has gathered his wits together and the road is clear.

In this way the skilled driver commits the unpardonable sin of making a fellow motorist more nervous than before and of considerably delaying his advancement toward perfection. There is another aspect, too. By flustering the novice, the quick-tempered one has spent more time on getting along the road than he would otherwise have spent had he approached in a decent manner.

Contrast this with the behaviour of the tolerant driver. Whether he is in a hurry or not matters little for in these cases, as in many others, it is a matter of “more haste less speed”. He realises that he will actually gain time by not pressing the other and is quite unruffled even if compelled to pull up. Usually he slows up in ample time to give the other car space to get clear.

This is but one example of many. Admittedly, human nature being what it is, we cannot always chuckle good-humouredly at the mistakes of others; but it does pay to be tolerant of the mistakes of those who are really trying their best. In any event, by so doing we are helping ourselves in an indirect way; and it is quite a gratifying thought to imagine that every act of assistance and encouragement by thought and deed has helped to make many of those expert and courteous drivers we meet so seldom on the road.



Secretary's Report for July 1931.

Committee Meetings.

1. The Committee assembled on 10th July 1931 and amongst other routine work passed resolutions as follows :—

Affiliations.

(a) To co-operate with the West Coast and Hinterland Motor Trades Association on a reciprocal basis so far as consistent with settled policy.

Hon. Treasurer.

(b) Appointing Mr. R.J.C. Shipley of Messrs Spencer & Co. to be a member of the committee and Honorary Treasurer.

Touring Map.

(c) To proceed with the production of an Association Touring Map.

Accidents.

(d) Approving a set of notes for the guidance of motorists when involved in an accident, and deciding that these should be distributed to members on application, or as opportunity offers.

District Representatives.

Mr. S. Ramanjulu Chetty and Mr. P. Venkataraman Raju having left the Bellary and Kistna Districts respectively resigned their honorary appointments as District Representatives.

Motor Vehicles Taxation.

2. (a) A Press Communique was issued by the Madras Government early in the month (July) clearing up several points of doubt; i.e.

(i) That the Act lays responsibility for payment of the Tax on every owner or possessor of a

motor vehicle; no demand notice will be issued and there is no time limit within which recovery of Tax must be effected. If tax due is not paid within fourteen days of the beginning of the period for which it is due an owner is liable to be fined, or the vehicle may be seized and sold by auction if the Tax remains unpaid.

Further, any tax due may be recovered in the same manner as arrears of land tax.

- (ii) That endorsements on Registration Certificates are the only proof of payment to be accepted by licensing officers,
- (iii) That licensing officers may credit taxes paid to the earliest quarter for which tax was due and was not paid.
- (iv) That in the case of vehicles which will not be kept or used in the Presidency for more than 15 days, tax must be paid and a refund subsequently claimed after the close of the quarter.

The Committee has raised a protest against the application of items (ii) (iii) & (iv) above. The result will be notified in due course.

(b) A suggestion that the Secretary of the A.A.S.I. should be appointed a Licensing Officer for members of the Association only has been rejected by Government.

However, the Secretary will continue the existing arrangement to obtain licenses for members.

(c) Endeavours are being made to get an official definition of the word “repairer” as used in connection with remission of tax for vehicles under repair for the whole of a quarter. The decision will be notified in due course.

(d) Doubt has existed as regards the correct tax to be paid on certain vehicles the unladen weight of which, as recorded on Registration Certificates is different to that notified by dealers and manufacturers to the Licensing Authorities. It may be taken that unladen weights recorded on Registration certificates issued prior to 1st April 1931 are very frequently incorrect and that the weight stated by Licensing Officers will be the one to be taken as correct for assessment of tax to be paid. Any owner wishing to dispute the weight stated by a Licensing Officer must produce a certificate of weight or the makers certificate or specification. It should be borne in mind that "unladen weight" includes all tools, fuel oil and water required for the running of the vehicle, and for this 3/4ths cwt is a fair estimate.

Roads.

3. (a) Heavy rains during the early days of the month in the Central areas of the Presidency caused floods in a number of rivers, holding up traffic at places. These are now clear, but further floods may be expected from time to time.

(b) Following upon instructions issued by Government to District Boards to keep this Association informed as regards the opening and closing of bridges and roads, due to flood damages or the construction of new bridges &c., the Chief Engineer P.W.D. and Chief Engineers of Indian States have been approached for similar information. All have graciously consented to instruct their road engineers. A sound flood report scheme may result.

(c) Information is arriving from official sources of the recent completion, or building of bridges, causeways and culverts at various places in South India. A list is being compiled and will be published in the next report, and supplemented from time to time.

(d) Information has been received that the diversion road across the Aruvaram River just West of Chittoor on the Bangalore Road where the bridge was damaged last December, has been so improved as to render it motorable when the depth of water in the river is less than 3 feet. It is passable at present. The bridge will not be reconstructed for some time to come. Arrangements have also been made to have a watchman on the Western approach to the bridge to direct traffic on to the diversion road. A barricade cannot be placed at this point as the road from Gudiyattam joins the main road between the bridge and the diversion.

(e) The Railway bridge at Katpadi on the Vellore-Chittoor Road is being reconstructed and will be closed to traffic until late in September. In the meanwhile road traffic will be diverted by the goods shed approach roads, and cross the railway by a level crossing.

(f) The collection of details of the numbers allotted to District Board Roads continues satis-

factorily and is proving useful in connection with reports regarding flood damages etc., etc.,

Sign Boards.

4. The question of improving automobile danger signs on various roads has been under correspondence with District Board Engineers, particular attention has been invited to:

(i) The several "sharp bend" signs in the Chittoor District at places where the actual bend in the road is slight and not a danger spot at any speed. The existence of these signs is apt to make the motorists careless and the advisability of removing them is being considered.

(ii) Sign boards at the junction of side roads with main roads in Salem District, warning motorists to drive with caution. These signs do not necessarily mean that the road is unfit for motoring. More frequently it indicates that there are culverts which are not fit for heavy motor vehicles. An instance of this is the Omalur-Sanker short cut via Taramangalam—which is usually quite fit for ordinary private cars.

(iii) Members are reminded that a direction sign painted on a red back ground indicates that the road is not fit for motors. There are several such roads in Chingleput District which are in an incomplete condition for instance one from Tambaram toward Wallajabad.

Level Crossings.

5. Endeavours have been made to reduce delays at the various level crossings in Madras City, to the necessity for which the Railway Authorities are fully alive and sympathetic.

Traffic in Madras.

6. (a) A meeting of the Police Commissioner's Traffic Advisory Committee was held early in July, and the following points discussed:—

Taxes On Derelict Motors.

(i) Draft rules for the exemption of "derelict" vehicles from taxation—Rules will be issued officially.

Glaring Headlights.

(ii) Glaring Headlights—Committee agreed that the present Police Regulation should stand, but be added to in order to include headlights fitted with a device directing the rays of light downward on to the road immediately in front of the vehicle. Official notice will be issued in due course.

Hand Cart Traffic.

(iii) Control of handcart traffic in the City.

Accidents & Reports to Police.

(iv) The defining of "nearest police station" as used in the Madras M. V. Rules in connection with reports on accidents.

(Continued on page 235.)

IRISH GRAND PRIX

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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 201.

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.**

Automobile Association—Secretary's Report for this month of July 1931.

(Continued from page 232.)

Note:—As a result of the committee's recommendation, the Inspector General of Police has issued the following General Order in the Police Gazette:—

"Reports by motorists of Accidents lodged under Rule 27—C of the Madras M. V. Rules, 1923, shall invariably be accepted, recorded and dealt with at the police stations at which they are lodged."

Lights on Push Cycles.

(b) The use of flashlamps by pedal cyclists has been found a nuisance and the practise is being suppressed. Various other points in connected with City traffic are being considered by the Police Authorities.

Driving Licenses.

7. The seizure of driving licences by the Coorg Police has been subject of correspondence and has been referred to the Chief Commissioner.

Revised M. V. Rules for All India.

8. The subjects of Speed limits, and tyre loads and dimensions have been under correspondence with Motor and Tyre Dealers and the Road Engineer at Simla. The Associations recommendations are being framed.

Touring Abroad.

9. (a) Revised International Motor Vehicle Rules have been issued for India. These rules bring into force as separate documents:—

International Driving Permits.

(I) International Certificates for Motor Vehicles; and (II) International Driving Permits. It is now

possible to obtain an International Driving Permit the holder to drive any motor Vehicle whilst travelling abroad.

NOTE:—The rules permit Local Governments to empower Automobile Associations to carry out inspections of Motor Vehicles proposed to be taken abroad, and examination of applicants for driving permits Application has been made for this authority to be granted to the A.A.S.I.

10. The publishers of "I & E Motors," a copy of which monthly journal is sent to every member free, reports that a number of copies are returned "undelivered" every month. When this happens no further copies are sent to the members concerned until a new address is intimated.

It is important that members should promptly notify to the Secretary, any impending change of address.

Subscriptions.

11. Subscriptions are not being received as promptly as can be desired; delay in payment may lead to financial embarrassment. Members are earnestly requested to remit their subscriptions (Rs. 15) as soon as possible if not already paid during 1931. Notices are sent out every month for subscriptions due in that month, but many remain unpaid to date.

Petrol Rates.

12. The advisability of starting a public agitation for a reduction in the price of petrol is under consideration.

Membership.

13. During the month seven new members were elected, while six resigned or were struck off the register. The membership on 31st July 1931 was 932.

F. CHURCH,
Major (Retd.),
Secretary.

MADRAS.
4th Aug. 1931.

South Indian Reliability Trials.

(Continued from page 225.)

The average motorist regards it as rather a "night mare" and thinks himself lucky if he negotiates it in safety and with only one or two stops to cool the engine and replenish water. The descent from Ootacamund to Coimbatore, by the Coonoor Ghat, too, is not a speedway by any means. Personally I think the result of the run speaks well of the skill of the drivers and the reliability of the car.

I would here like to make it clear that I have no "advertising" object in view. I write this article for one purpose only, i.e. to place before the public certain proofs of a statement I have frequently made, i.e. that the modern motor car is not a toy which can perform well under expert care, but a simple and reliable piece of machinery which can perform long journeys with only normal care and attention. The motor car owner has no need to

fear that his car is likely to break down and leave him immobile by the wayside should he essay a trip a couple of hundred miles or more from his home town.

As a matter of fact these three demonstrations were made with Chevrolet cars, but I have no doubt that a very similar performance could be obtained by any other popular make of car, should the maker (or dealer) trouble to put one to the test. To General Motors (India) Ltd. credit is due for making the first effort to prove motor car reliability under monsoon conditions, and it speaks well that they selected their cheapest type of car for the purpose.

I sincerely hope that this example will shortly be followed by demonstrations carried out by other types of car with a view to creating a feeling of confidence in the public mind.

INDIAN BUILT CAR FOR NEW YORK.

A Fine Chevrolet.

AN interesting event took place recently at the Showrooms of the Bombay Garage Chevrolet dealers, Bombay. The occasion was the selection of a Chevrolet Standard Touring Car, which is to be shipped to the United States of America to be judged against the World Standard of quality set by General Motors.

The Committee which selected the Indian-built Chevrolet consisted of the Hon. Sir Phiroze Sethna (Chairman,) Sir Chunilal Mehta, Sir Fazulbhoy Currimbhoy, Mr. N. M. Joshi, M.L.A., G. C. Seers, Managing Director of General Motors India Limited, and Mr Sultan Chinoy, Managing Director of the Bombay Garage.

The Committee complimented the workman of the Bombay Plant of General Motors on their skill in turning out such a splendid job, and were agreeably surprised to learn that the model selected by them was one of the dozens of cars assembled every day in Bombay.

This Chevrolet received in New York will be placed along side other Chevrolets sent from a number of countries and inspected by a group of automobile experts, who will rate it in accordance with the General Motors International Standard of quality which prevails in all of the Company's assembly plants overseas.

It is stated that the comparison of Chevrolet Cars produced by indigenous labour in the different countries with the rigid standards of quality maintained by General Motors through out the world will afford a unique opportunity of judging the skill and efficiency of Indian workman.

The Hon'ble Sir Phiroze Sethna, expressing the opinion of the Committee said: "We are glad of the opportunity General Motors has given us to compare the craftsmanship of the Indian workers with General Motors exacting international standard of quality. We feel confident that the car we have selected will be placed highly in the international rating. All over the world Indian craftsmanship has enjoyed a great reputation for its innate artistry and careful attention to detail. It seems to us peculiarly fitting that the craftsmanship of labour should be at least recognised along with the tribute we pay to the technique and skill of painters, architects and others who perform creative work. There can be no doubt that the beauty of line and form combined with the mechanical excellence found in a modern car reflects the artistic sense of the builders of automobiles."

The Chevrolet selected by the Committee was shipped to New York on Saturday July 18th on the S. S. Narkunda and the results of the judging are awaited with great interest.

ARAMGARH (KULU) FRUITS.

The finest obtainable in India and straight from the Orchards to your table
Delicious William Pears from about 15th July for 6 weeks only
Our Famous Kulu Apples from about 20th July

4, 6, & 9 lbs. net for Rs. 2-8-0, 3-12-0 & 5-2-0 respectively.
Finest French Plums from 15th July 5 lbs. nett for Rs. 5-0-0
Hygienic dried apples and pears Rs. 1-2-0 per lb. or Rs. 5-0-0 per 5 lbs.
Pure Himalayan Honey in 2 lbs. tins for Rs. 3-0-0.
Fine Flavoured Black Tea (Certificate of Merit) 1, 2, & 5 lbs. tins for Rs. 1-14-0, 3-10-0 and Rs. 8-10-0 respectively.
Per V. P. P. inclusive Postage and Packing.

Apply C. FORREST,
Managing Partner,
Aramgarh & Raisin Orchards,
P.O. Raisin, Kulu, Punjab.
Tele. "Forrest Aramgarh" Raisin.

No Smoking ?

It is reported that the British Ministry of Transport is considering issuing cards to all automobile drivers warning against drinking, similar to those issued by the police of Berlin and Vienna warning against consumption of alcoholic beverages before or during periods of driving.

In Norway it is a violation of the law not only to drink but to smoke while driving a car.

Huge Garage for Sweden.

Plans are nearly completed for the construction of one of the largest garages in the world to be erected at Hornsborg, in Kungsholmen, Sweden, where a site of 55,000 square meters has been leased for the project. The garage will house 400 motor buses and will cost about 4,000,000 Swedish kroner.

Chevrolets in Khyber Pass.

Ninety-five per cent. of the motors driven through the Khyber Pass between Afghanistan and Punjab are Chevrolets; half are vans and half buses. Some of the vehicles look rather the worse for wear but they still climb difficult grades with ease. During the recent disturbances on the North West Front, Chevrolets were used to bring reinforcements to Bara Fort.

Announcing a new oil for your car

If you drive a DeSoto-Dodge-Essex-Ford (Model A)

Hudson-Packard-your engine's design requires a change to the new

MOBIL OIL "AF"

The lubrication needs of the cars listed above—and others listed in the Mobiloil Chart at the right—call for this new Mobiloil "AF."

It is heavier in body than Mobiloil "A" and lighter than Mobiloil "BB."

It is made by the vacuum process in the world's most modern lubricating oil plants.

It is made to fit exactly the requirements of the cars for which it is recommended.

See your Mobiloil dealer. Try this remarkable new lubricant in your engine. If you drive one of the cars for which it is recommended, you will feel new response from correct lubrication.

Use only

MOBIL OIL VACUUM OIL COMPANY

(INCORPORATED)

Makers of high-quality lubricants for all types of machinery.

Make this Chart your Guide.

This abbreviated chart shows the correct grade of Mobiloil for Engines of many passenger cars. You will find the complete Mobiloil Chart at your Mobiloil dealer's.

Name of Car.	1931	1930	1929	1928
	Engine	Engine	Engine	Engine
Auburn, Models 6-80, 76, 6-85	..	AF	AF	AF
Auburn (all other models)	BB	BB	BB	BB
Chrysler 8, Imperial 8 & Models 70, 77 ..	BB	BB	..	..
Chrysler, Imperial 6 ..	..	BB	BB	BB
Chrysler (all other models) ..	AF	AF	AF	AF
Citroen 10 h.p. B14, B15 ..	..	..	..	A
" 10 h.p. C4 ..	AF	AF	AF	..
" C.6 & C.G.L. ..	BB	BB	BB	..
De Soto	AF	AF	AF	..
Dodge	AF	AF	AF	AF
Essex	AF	AF	AF	AF
Fiat (Models 514, 522) ..	AF	..	..	..
Fiat (All other models)	BB	BB	BB	BB
Ford Model A	AF	AF	AF	AF
Hotchkiss	AF	AF	AF	AF
Hudson	AF	AF	AF	AF
Nash, Single six, Standard six 6-60, 8-70 ..	AF	AF	AF	AF
Nash (all other models)	BB	BB	BB	BB
Oakland	BB	BB	AF	AF
Oldsmobile	AF	AF	AF	AF
Packard	AF	AF	AF	AF
Peugeot 5 h.p.	..	BB	BB	BB
" 9, 10, 11 h.p. ..	..	..	A	A
" 12 h.p. six cyl. ..	A	A	A	A
" Model 201	AF	AF	AF	..
Plymouth	AF	AF	AF	..
Pontiac	AF	AF	AF	AF

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.

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.
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Dodge.

COIMBATORE	... United Motors Ltd.
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Erskine.

MADRAS	... Romer Dan & Co.
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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.
MADRAS	... Addison & Co., Ltd.

Nash.

BANGALORE	... Hanumanthappa & Co.
MADRAS	... Motor Reconditioning Station.
PUDUKOTTA	... Motor Trading Co.

SALES & SERVICE GUIDE— (continued).

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	... "
TRIVANDRUM	... "
KOTTAYAM	... "
MADRAS	... Byramshaw & Co. Ltd.
MADURA	... T. V. Sundaram Iyengar & Sons Ltd.
OOTACAMUND	... General Automobiles, Ltd.
SECUNDERABAD...	Hormusjee & Co.
TRICHINOPOLY	... Aiyer Motor Co., Ltd.
VIZAGAPATAM	... Andhra Engineering Co., Ltd.
COLOMBO	... C. A. Hutson & Co., Ltd.

Peugeot.

MADRAS	... Romer Dan & Co.
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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.
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Vauxhall.

COIMBATORE	... Stanes Motors (S. India) Ltd.
COLOMBO	... Rowlands Garage Co., Ltd.

Wolseley.

MADRAS	... Union Company.
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Studebaker Trucks.

MADRAS	... Romer Dan & Co.
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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.

TRUCKS.

Chevrolet Trucks.

BANGALORE	... Nankervis Ltd.
BELLARY	... Asquith & Co.
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. Sundaram Iyengar & 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.
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Diamond Trucks.

MADRAS	... Cromandel Automobiles.
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Fargo Trucks.

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

Overland Buses.

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

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 in 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 12 months—there is a simple form on this page which is easily filled in.

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, commencing1931.

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

Name.....

Address.....

Post-free Subscription Rates :

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

(Block letters are preferable.)

* 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.

NO WASTE CIRCULATION



Haphazard methods of advertising, out of date sales systems and inefficient organization will no longer sell cars to South India motor owners. Times have changed in company with the gradual improvement in the conditions of motoring in this area.

Advertising methods and advertising media which served their purpose quite well years ago, now no longer appeal to the discriminating South India motor owner, and it is necessary therefore for Southern India automobile distributors to utilize the specialized trade press which is represented here by the SOUTH INDIA MOTOR OWNER. Only by using this journal can motor dealers hope thoroughly to cover the market for cars which is undoubtedly offered by Southern India.

Rates for advertisements will be furnished gladly on application to the Advertisement Manager

EASTERN TECHNICAL PUBLICATIONS
WOODS ROAD, MOUNT ROAD, MADRAS.

2,725 MILES
ON
HALF A GALLON
OF

TEXACO
GOLDEN
MOTOR OIL

CHEVROLET'S RECORD RUN
CAPE COMORIN
TO
PESHAWAR

Only 1 gallon of
Texaco Golden
Motor Oil was
consumed in mak-
ing this fine run.
Texaco lasts long-
est—It forms no
hard carbon depo-
sits in the motor.



Texaco is oil and
nothing but oil—
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THE TEXAS CO. (INDIA), LTD.

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Branch Offices: **BOMBAY — CALCUTTA — COLOMBO — KARACHI — MADRAS**

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"TEXACO."