153

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No. 10
JULY 1951.
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Annual Subs. Rs. 6.

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TIT-BITS.

Focus on Females:
Children's Corner:
etc.

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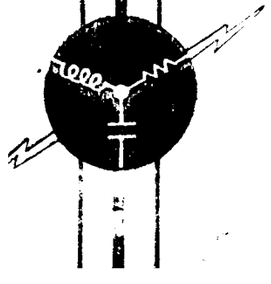

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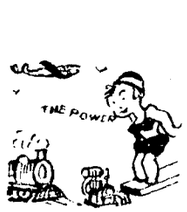

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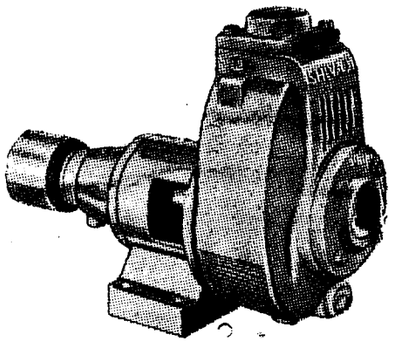

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T.	3	10	17	23	31
W.	4	11	18	25	...
T.	5	12	19	26	...
F.	6	13	20	27	...
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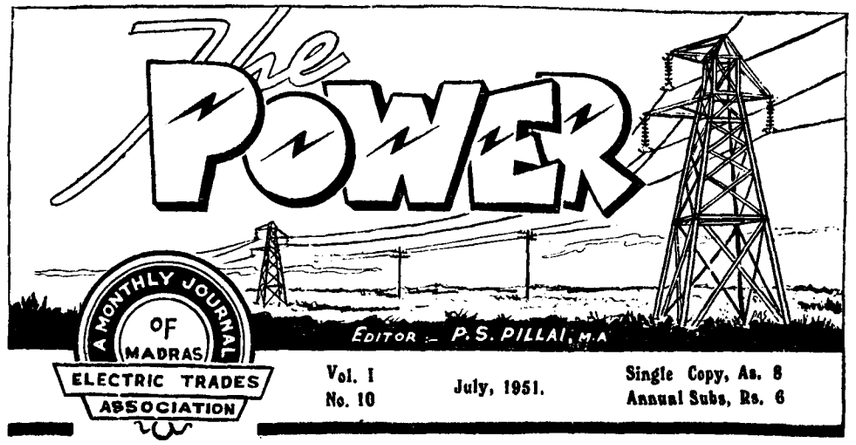

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TIT—BITS

Focus on Females, | Business Diary,
Children's Corner, | Power's Puzzle.

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POWER

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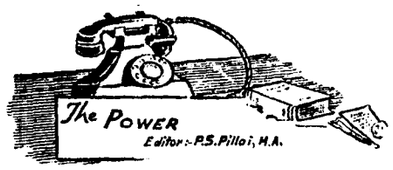

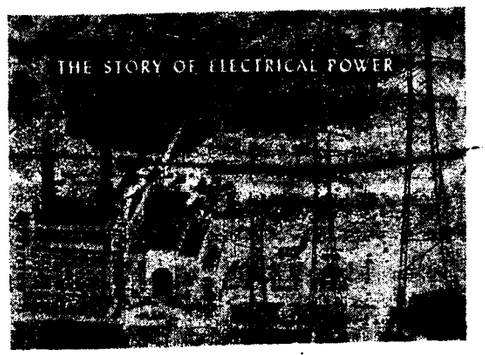

(Central Power systems with their high tension lines steam turbines and generators supply most of our electricity.)

The world would be very different without the services of the modern genie—electrical power. In the house, gas jet or kerosine lamps instead of electric lights, brooms and brushes in the place of vacuum cleaners, in the factory, steam engines and coal furnaces for electric motors and ovens would have been the normal features! It is less than a century since electricity first began to be generated and distributed on a scale that makes it available to home and hearth, farm and factory.

No single man discovered electricity. Many men found a little about it piecemeal during 2000 years and more. Many little facts were pieced together and the full meaning was discovered. The first man watched the sharp tongues of lightning lick across the sky and electricity was first discovered. Another part of the story was someone in China found certain dark and heavy stones—loadstones — having the power of attracting and lifting pieces of iron. About 2500 years ago, on the shores of the Aegean Sea, the Greek Philosopher Thales stroked in absent mindedness a piece of polished amber. It drew to itself light objects like lint, chaff and feathers.

Centuries passed—the age of Aristotle in Greece, of Pliny in Rome. After the Middle Ages, the Renaissance swept across Europe. Queen Elizabeth's physician probed the mysteries of the loadstone and discovered in it, most of the principles of what we call today magnetism. And this same man, William Gilbert, repeated the experiments of Thales, drew on the old Greek word—elektron—for amber thus leading to the new familiar word 'electricity.' Many episodes happened then. Benjamin Franklin flew a kite in 1752 at Philadelphia to draw down the lightning of the sky to prove it akin to the electricity made by rubbing amber. Professor Galvani of Italy watched frog's legs twitch

and kick when two unlike metals touched them. Another Italian, Alessandro Volta, constructed the voltaic pile, the first electric battery. And with the development of the battery, electricity was at last freed from its static prison and like an invisible fluid, could flow wherever wires would lead to it. The dream of transmitting power over long distances became a reality. Hans Christian Oersted experimented with one of Volta's new batteries. He passed electricity through a wire. The magnetic compass with its restless needle made him show that electricity in motion produces magnetism. With this the third original actor in the story of electricity fell into line.

With this state of knowledge about electricity, the two scientists Michael Faraday in England and Joseph Henry in America performed in 1831, independently the experiment that showed that when a piece of metal is moved in the field of influence of a magnet, an electric current is produced in the metal. And this third method of making electricity opened the way for most of the marvels which the mysterious force performs today. These two men discovered the principle of the electric dynamo and the great generators make electricity.

(The historic moment in Edison's laboratory when the current was turned on and his electric lamp blazed with light.)

Thomas Alva Edison organized and built the first central power system on which all electric generating systems are modelled today. He had already perfected his best electric lamp by 1879. This led him to devise a system of generating, metering and distributing electricity to the users of his electric lamps. The first central station for the commercial distribution of electricity was set going on 4th September, 1882, by Thomas Edison himself at 257, Pearl Street, New York. Simultaneously he began the construction of the first successful direct—connected steam dynamo at the Edison Machine Works, New York. The development of adequate underground conduit proved serious though successful. The station supplied current continuously till 1895 with one or two brief interruptions. In truth, Edison was the master mind and the forming spirit of all the advances made in the seventies and eighties.

(A small steam turbine—generator which produces 3000 kilowatts. Steam turbines produce most of America's electrical energy.)

The noisy clumsy steam engines that turned Edison's electric generators have disappeared from modern power houses. Today's generators are turned by high speed steam turbines. A turbine is something like a cross between a mammoth

windmill and a giant spinning top. Its sails are vanes or buckets of polished steel. There are rows on rows of them, each set at its exact angle, each anchored fast to the mightly shaft. Against them blow tornadoes of steam. On the steam goes; as it moves it loses its fury; in the end it emerges as drops of lukewarm water; and the forward drive of the steam is converted into the smooth swift turning of the turbine. One instant a particle of coal is shot into the boiler. Less than a second later the energy of that coal, transformed into steam and then into electricity, is miles away heating your electric iron, running your refrigerator or lighting your reading lamp.

Some electric generators are turned by steam turbines, some by water power, a few by Diesel engines. The cost determines the choice of power. Two thirds of America's electricity is steam produced—the most efficient producer.

(A hydro-electric power generating station on the Susquehanna River. Driven by water under pressure, these water wheels turn generators which produce electricity.)

When a natural water fall provides a ready made dam, it is relatively easy and cheap to make it work as it travels downward to the waiting sea. But Niagaras are not found everywhere and storage dams are expensive structures. Moreover times of drought come and go.

It is more than sixty years now since the first crude electric generators began to sing their song. Today your reach out your hand and touch a switch—the power is there. Power-electrical-like time does not stop. It is progress in every Farm and Factory, Home and Hearth. Thus the story ends with its slogan:

Praise be to the Power.,
The Power, People need,
In every Farm and Factory,
For all Homes and Hearth—

FROM BUSINESS DIARY

Where Pitfalls are Plentiful:—

A banker is going to see whether he can start a few business where money is scattered like drunken sailors with no thought of saving or sane economy. Well, it is so in many business and industry especially in the beginning. It can't be helped. The motion picture is a striking example.

More often than not it rains when dry is needed, it dries when it should rain. That is the case in the business world too. Business people are very often the slaves of circumstances, of conditions that must be met as they arise. Much money is hopelessly lost through no human fault. Such hazards are part of the business and industry and even the most skilful business men cannot evade them.

The wonder often is that magnificient results are so often rescued from such pitfall sand perils. The pitfalls are unknown and numberless, while the prattfalls do not look pathetic.

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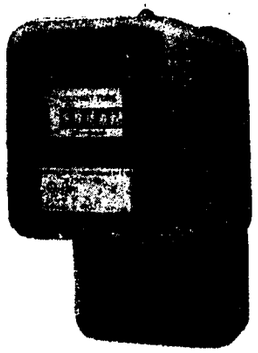

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Special Articles

Packing and Forwarding

The packing and forwarding are of particular interest at the present time. The machine and the package are to be regarded as the final product. Their technique lead to many economics, some in manufacturing efficiency, others in shipping cost and on a longer view, in reputation for a good job.

All forms of packing and forwarding have this in common—they should as far as possible be organised and mechanised and geared in with production. That is really where the production engineer comes into the picture. Packing should be the final stage of production before goods enter the store from the production line, though this is the exception rather than the rule with the heavier forms of engineering and electrical equipment. Goods should not go into store before they have been preserved, protected and packed. In theory, it makes no real difference when the packing is done and done well. In practice, however, many things can happen to unpacked goods in the factory itself, with serious effect on the goods (particularly food stuffs) both in factory and after they leave the works. Every protection is important for the following reasons (1) to avoid damage and deterioration to the goods (2) to avoid unnecessary transport (3) as a safeguard against petty pilferage (4) to increase output efficiency (5) as a safeguard against causing 'hidden damage.'

Differences between packing for home and export markets can easily be overcome by ascertaining the respective proportions of home and export sales, and packing so many one way and so many the other. The only difference between the two is the outer container. Again it should be done quickly, best of all at the end of the production line. It should also be tackled by experts in the same way as production. Cleanliness and order should prevail; goods and packing materials should meet in a planned flow; packing should spread over the same period as production, with fewer personal—well ventilated storage space, free from damp of any type is also essential for products after packing. The draughtsman or designer of the product can do a lot, for instance, by eliminating protuberances which eat up shipping space. By saving 3 inches on the length of a packing case, £ 750 per annum was saved through lower freight charges on extensive shipments from Britain to Australia. A slight redesigning of the product to eliminate protrusions may be necessary. The packing manager's nightmare is a shipper's delight. And previous intimation of packing particulars and forwarding details to the customer will make the business part easy and enjoyable.

—by courtesy of "PARCEL".

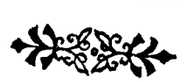
Focus on Females

Females are naturally fond of electrical apparatus which are available for every form of cookery. The cooking can be done at table with freshness and palatability. Many woman have quickly appreciated its virtues in convenience and cleanliness. Smoke, soot etc. are avoided in an all-electric kitchen. Experience is necessary for this, as well as imagination and initiative, to provide all the facilities that will be needed by the house-wife — by way of remote control by switches at a distance and if necessary from several points.

A team of woman cricketers has arrived in Britain from Australia to play cricket. These 16 women play three Test Matches. Win or loss they can, with the satisfaction of having been the only women ever to bowl and bat at Lord's London headquarters of the most exclusive cricket club in the world, where the ground was hitherto the sole preserve of males.

"What can females do with two bare hands?
Clear a forest, conquer lands,
Make men smile, or make men weep,
Or hush a little child to sleep"—

Power's PENSEE.



Power's Publicities

SUCCESS IN SERVICE

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Days of crude Advertising are gone. A new era in this Art has dawned. Like Literature, Advertisement reflects the character and characteristic of a concern, nay even of a nation.

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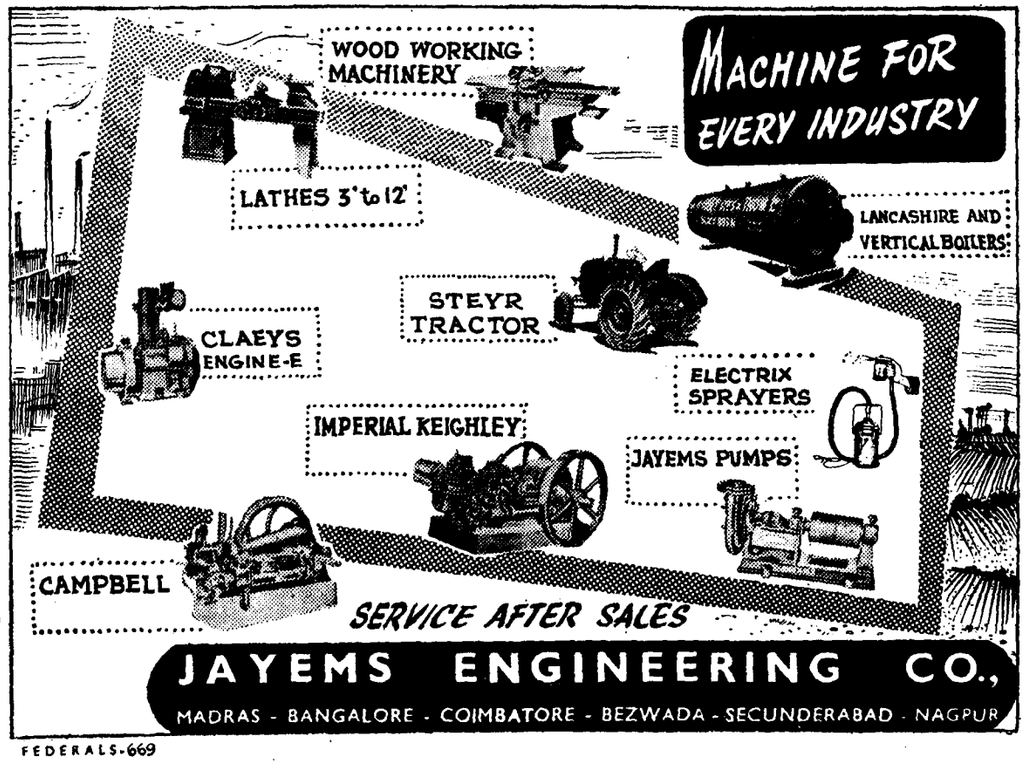
Success in Service

And Service in Success.



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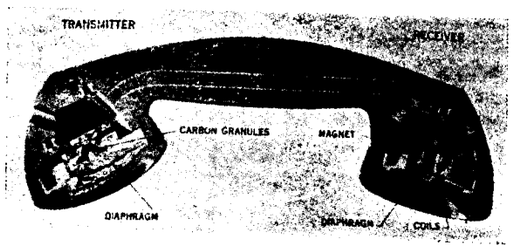
Consumer's Companion

(The consumer of Power-Electrical and Mechanical-has every reason to keep closely in step with the fundamentals of this power and wide spread modern applications. All calculations and complicated formulae have been scrupulously avoided but practical hints and notes in the form of elementary treaties are given in the POWER to be of help to the common consumer)

FOR HOME & HEARTH.

The Telephone (Part II)

(Continued from June issue)



The transmitter is an electrical ear that receives the shock of the dancing molecules, just as does the membrane of the human ear. The transmitter has its eardrum, the diaphragm, which is vibrating by the dance of the air melecules. Back of the diaphragm is a small chamber partly filled with grains of carbon. Through this carbon chamber and the connecting wires a battery sends an electric current. From grain to grain of carbon and through the wires and battery, there is a steady procession of billions of tiny specks of electricity called electrons. When the diaphragm is moved back and forth ever so slightly by the dancing molecules of air, the carbon grains behind it are first packed more closely and then less closely. Over and over this happens as often as the diaphragm vibrates back and forth.

The receiver is an electric mouth which can utter human sounds. We have a thin diaphragm of iron and a coil of wire wound on a magnet. The magnet attracts the iron diaphragm, boxing it slightly toward itself. The stronger the magnet pulls, the more the iron bows toward it; if the pull decreases, the iron flies back. The motion of the diaphragm of the receiver is just the same as that of the diaphragm of the distant transmitter. And the air molecules near the receiver are set into the same kind of motion as those which danced against the transmitter diaphragm. So the receiver speaks undoing the magic which turned a spoken word into an irregular procession of electrons. What are needed are two separate coils side by side or wound on the same core. Two separate coils wound around the same core form what is known as a 'transformer'.

(Long distance operators at a modern switchboard in a big telephone exchange.)

What happens at the Central Office? In your telephone the procession of electrons through the transmitter is changed into a dance by a transformer at the telephone central office to which your line connects. Each subscriber's line has its own transformer, but all lines are supplied by a common battery. Adjustment is made as to have no motion of electrons except when you are talking. One central office is connected with another by trunk line. The trunk lines are our national highways of speech. The line of a telephone subscriber is connected to the Central office of his telephone city. He has also a door opening into all the national highways of speech. For every conversation two telephone doors must be opened, yours and that of the person whom you are calling. The connections are made either by ingeniously designed electrical equipment or by girl operators as the case may be.

The dial telephone is operated with the help of electrical equipment which has a great many parts, the important of them being the electro-magnet. The complexity of the system comes from the large number ot telephone lines which the equipment must handle. The eguipment finds your telephone line when you lift your receiver off its hook, picking out your line from the thousands which end in the same office. You dial the number. As the dial swings back there is a click for each unit of the digit you dialled. With each click a pulse of current passes through an electro-magnet in the mechanism at the central office. That mechanism then proceeds to put the call through for you.

Oh! Wrong Number ...is the cry often heard. Avoid it and handle the telephone carefully and as per instructions.

Even though a word can fly by telephone in a twelfth of a second—as fast as light travels, it is now possible to communicate over long distances by radio. The day may come when radio will supplant the telephone but for two great obstacles - non-privacy of its communication and limitation of the 'air channels.'

★ ★ ★

Events about Electricity :-

Regarding the speed of electric services, the speed of the electric train on the London tubes ranges from 35 to 75 m.p-h. The Pennysylvania Railway of America has the fastest electric service in the world with normal running speeds of 70 to 85 m.p.h. The fastest run ever yet made on rails was achieved by a three car high-speed steamlined unit of the Italian State Railways, which on July 20th, 1939, covered the 195.8 miles from Florence to Milan at an average speed of 102.0 m.p.h., with the highest speed attaining during the journey being 126 m.p.h.

Electric milking is widely employed in Farms because it is cheap to operate and simple to look after. A vacuum pump driven by a small motor causes the necessary pulsations of the rubber caps which are placed over the Cow's teats. The milk collects in containers placed beside the cows and the vacuum comes from a pump through hoses and a pipe running above the mangers.

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(Massey-Harris tractors and tillage implements imported into India by M/s. Rallis India Limited. See the Cultivator, seeddrill, one way disc, and disc harrow besides various tractor models.)

There was published in Canada on 15th October, 1948, a book called "Harvest Triumphant". The author was a man well-known to Canadian Literature, as a radio script writer, play wright, and writer of Canadian life and history. This 140,000 word story of Mr. Merill Denison's was the fruit of two years research and the most substantial work of his career. This book relates the changes and achievements of the century that has passed since the founding of Massey-Harris. It gives the first historic account of the developments of common farm implements and of the part, farm machinery companies have played in providing equipment for the harvesting of farm crops. But it is much more than a catalogue of farm machinery or the story of the development of a business firm, sensational and enthralling as that development has been. It is a saga of the progress of agriculture over one hundred years, a tribute to the spirit of those who work on the land.

"The nation that shelters the men working on the fields producing bumper crops will give shelter to many nations"— St. Valluvar.

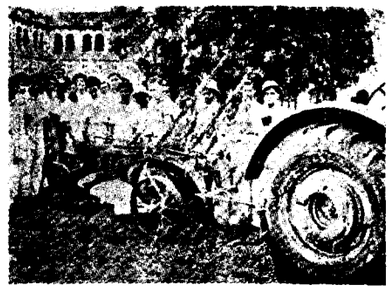
'Harvest Brigade' was the name given to five hundred Massey-Harris self-propelled combines, which completed 10 lakhs acre harvest of 1945 in the United States of America at a time when labour was very scarce. This has been immortalized in M.G.M's picture of the same name 'Harvest Brigade' which was acclaimed as one of the best productions of the year. The latest innovation revolutionizing harvesting methods, this **self-propelled Combine could do 50 acres of grain crops per day** by one man only, instead of 50 men for one acre as is the common rule. A machine designed to harvest, thresh, winnow, clean and grade grains, and to bag them, **all in one operation** with maximum efficiency at minimum cost per acre, is the proud achievement of Massey—Harris Company which is a tribute to their engineering and research staff.

Massey-Harris started manufacturing high quality farm implements as early as 1847, in two blacksmith's foundries, one owned by Mr. Massey and the other by Mr. Harris and a few years later these were amalgamated into one Massey-Harris Company. Today the company owns and operates over 15 manufacturing plants situated in U.S.A., Canada, U.K., France, Germany, S. Africa, Argentine, Australia

and New-Zealand. The products are sold in more than 72 countries of the world and the total sales for last year exceeded 200 million dollars (nearly 100 crores of Rupees). Everything in farming, from bullock and horse-drawn implements to tractors and tractor-drawn implements and self-propelled Combine-harvestors are being produced in lakhs of machines in each category to meet the ever increasing demands of farmers all over the world and to help produce more food to the starving millions of the people. Massey-Harris has always kept **'quality'** above **'cheapness'** of product. They have never attempted to build a machine to **'a price'** but a machine to do **'a Job'** and that **'well'** Farmers who own Massey-Harris machinery have always praised the quality of workmanship which in turn gives many years of trouble-free service, an investment in Capital for a life time.

Hundreds of tractors, mouldboard and disc plows, disc harrows both tandem type and off set type, spring tyne and stiff-tyne cultivators, seed drills, mowers and rakes, Combine harvestors, etc., are being used in every State in India although the products were first imported into this country only in 1946. They have greatly helped to increase Food production at a very critical period in India's history. As Massey-Harris factories are located in all the five continents, it is possible for us to draw machines from factories located in the sterling area ever since the Pound Sterling was devalued, thus assuring the Indian farmer a high quality tractor and tillage machines from the cheapest source of favourable currency. The British built 744D tractor 42 H.P. operated on diesel fuel and the 809 oneway-discs (harrow plow) from France are good examples of favourable imports from soft currency areas.

Massey-Harris makes 28 models of wheel tractors (both on rubber tyres and steel wheels) in **6 distinct Horse Power classes** ranging **from 10 H.P., at drawbar to 50 H.P.,** to suit every farm from 50 acres to 500 acres in area whether wet land or dry land regions. A full range of implements to suit every model and all soil conditions with a variety of choices in each implement makes the selection of farm machinery very easy and appropriate to meet individual needs. There is no farm implement needed by a farmer that Massey-Harris does not produce.



Mr. F. A Mills, Chief Tractor Engineer of Massey-Harris, New-Zealand (now on Rallis Staff) instructing a class of Mechanics and Madras Government tractor operators in field work at Saidapet, Madras, (Madras Government owns several Massey-Harris tractors).

Being one of the world's biggest manufacturers and the largest in the Common-Wealth of Nations, Massey-Harris are fortunate indeed in their association with Messrs Rallis India Limited, to merchandize and service their products in this vast sub-continent. **'Rallis'** are able to meet the demands ably by having their major offices at **Calcutta, Bombay, and Madras, and over 200 agency offices** and sub-dealers distributed in the country.

Rallis have a permanent central **training school** at Amravati, near Nagpur, where they undertake to train their dealers' and customers' servicemen in tractor maintenance and field operations. **Adequate spare parts** for each machine

imported into India are centrally stocked at Madras, Bombay and Calcutta and the dealers also carry essential fast-movtng spares. Expert factory trained engineers on Rallis staff as well as **Massey-Harris Representatives in India** are always willing to render field service to Massey-Harris customers, and farmers embarking on mechanisation for the first time will surely benefit by their advice given after actual field survey. The need for mechanisation cannot be over emphasized and **Massey-Harris through Rallis** are meeting this challenge.

Medium size Massey-Harris Agricultural Tractors (Manuf. in U.S.A. & U.K.)

(AVAILABLE FROM STOCK OR INCOMING SHIPMENTS)

TRACTOR MODEL	MAXIMUM HORSE POWER		Rear Tyres (6 Ply) size	Front Tyres size	Price F.O.R. MADRAS	Standard Equipment (included in price quoted)	Extra Equipment Available (Additional Cost)
	Drawbar	Belt					
No. 22K (U.S.A.) (Powerine Fuel	22 H.P.	30 H.P.	10 x 34	5·00 x 15	Rs. 8,600	Starter, Generator, Battery 6 volts, Drawbar, muffler, Radiator shutter, Velvet-ride seat (Hydraulic, Coil Spring)	Belt Pulley, Depthomatic Hydraulic lift with 3 point hitch, Manure Loader and Bulldozer Equipment
No. 30K (U.S.A.) Powerine Fuel)	25 H.P.	32 H.P.	11 x 28	5·00 x 15	Rs. 10,900	Belt Pulley, Starter, Generator, Battery 6 volts, Drawbar, Muffler, Radiator shutter, velvet ride (Hydraulic, Coil Spring) Seat.	Depthomatic Hydraulic Lift, Steel Wheels. oversized 14 x 30 Tyres, Manure, Loader, and Bulldozer Equipment, etc.
No. 44K (U.S.A.) (Powerine Fuel)	37 H.P.	40 H.P.	13 x 30	6·00 x 16	Rs. 14,000		
No. 744D (U.K.) (Diesel Fuel)	36 H.P.	41 H.P.	13 x 30	6·00 x 19	Rs. 14,900	do. do.	do. do.
No. 44D (U.S.A.) (Diesel Fuel)	40 H.P.	43 H.P.	13 x 30	6·00 x 16	Rs. 18,000	do. do.	do. do.

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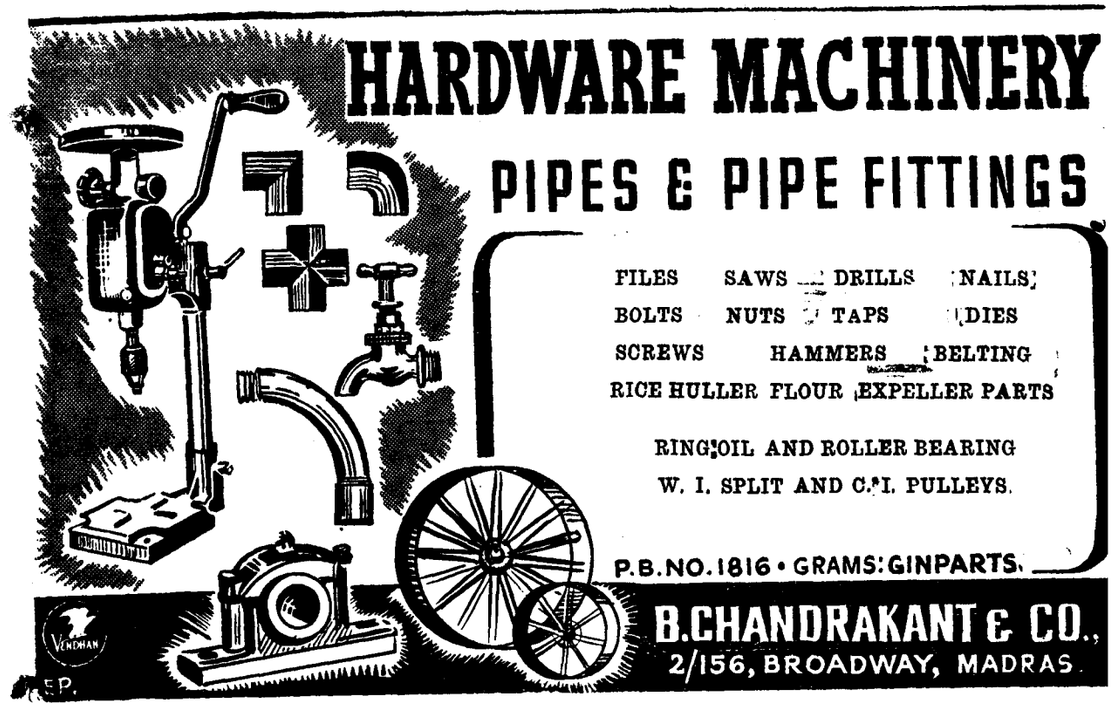
21, RAVELIN STREET,
BOMBAY-1.



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Trends of Trade

(Today the World of Trade offers more and better opportunities to ambitious men and women, anxious to succeed in life than any other type of career. But competition is keen and in business as in everything else the biggest rewards go to those who have taken the trouble to perfect themselves and to increase their knowledge and efficiency.

With the professions so overcrowded, more and more of the best brains in the country are embarking on business careers but the big prizes and the highest rewards go to the properly trained executive, the man who knows his job and can apply his knowledge perfectly and thoroughly. The expert moves on to the top of his profession, while others have been content to drift. The Power will prove that pride lies in performance.)

SALES TAX - SILENCE :

There is a silence on the part of the Madras Government., regarding Sales Tax on goods exported to places outside the State without any notification or clarification on the point. The announcement regarding Section 286 of The Indian Constitution states that with effect from 1st April 1951 no sales tax is leviable on goods which are sold and delivered to merchants outside Madras State. The terms "Sold and delivered to merchants outside Madras State" is rather vague and capable of being interpreted differently by different interests. It is true that the Constitution Act itself in its explanation to Section 286 (I) has clearly laid down that the sale or purchase shall be deemed to have taken place in the state in which the goods are to be consumad and that this shall be the case irrespective of what may be the position under the general law relating to sales of goods. But the sales tax authorities of this state interpret the law in their own way. They say that a genuine sales to a party outside the province is to be deemed to have taken place only within the province because (I) the order was booked by the party at the sellers Office which is within the Province or (2) that an advance was received here in person or by post or (3) because the printed order form in which the orders are generally booked states that the seller is not responsible for any damage or loss or breakage in transit (4) or it mentions that this responsibility ceases on delivering the goods to the carrier, namely, rail or post or (5) the rates are quoted F. O. R. Madras or some such place inside the Province etc.,

The authorities have been taking the view that the sales coming under the above descriptions will not qualify for exemption though the amount full or part, due against the cost of the materials has been collected only through bank or postal V. P. P. The assessees have been taking up the stand that the transfer of ownership takes place only at the place outside the Province where the R/R is delivered against payment, the collecting bank acting as the sellers' agent and endorsing the R/R in favour of the purchaser. The divergence of views between the authorities and the assessees has led to several appeals and endless and fruitless litigations and sometimes also bitterness. If such things are to happen again, the merchants should know where exactly they stand and it is the duty of the State to have announced in time the exact position. They have not so far come out with any communique on the matter and their silence only leads to disappointment. Most probably they do not want to commit themselves in advance but want to wait and see how the courts would interpret the concerned sections.

Of course the Government can afford to wait leaving the mercantile community in a dilemma. If the merchants do not collect sales tax in such cases, they may have to pay from their own pockets. If they try to collect the same, the parties are not prepared to pay in view of Section 286 (1) of the Constitution.

In spite of several and repeated requests no clear cut reply has been received on the point from the Commercial Tax Officer concerned. We emphasize the urgency and seriousness of the matter and trust the Government themselves will issue a clear notification as to what exactly is the sale which is to be exempted from the levy of sales tax under Section 286.

—(by courtesy of Mr. S. Nambi,
M/s Madras Electricals Ltd.)

On Industrial Front

Nineteenth century will live in History as that century which gave to the world, the railway, the telegraph, the telephone, the dynamo, the Bessemer Steel and **Aluminium.**

The **Aluminium Industry** is destined to play a leading part as Aluminium has served mankind in many ways, in the welfare and comfort of our civilization. The discovery and the cheapening of Aluminium is one of the greatest achievements of the last century. Prehistoric peoples knew iron and copper, and the use of lead, zinc and tin and possibly also nickel, can be traced for back in history, but aluminium is a Newcomer, a product of modern science. The production of Aluminium is in two stages: first, alumina, an aluminium oxide, is extracted from bauxite—a commercial aluminium ore—by means of chemical process, the chief among which being Bayer alkaline, and second. alumina is reduced to aluminium by means of electrolysis. France ranks first in the production of bauxite by way of about 900 metric tons in 1949 whereas United States and Canada rank first in the production of Aluminium up to the extent of about 450,000 tons (in 2000 lbs). The mineral resources of India for aluminium, copper and antimony are sufficient to meet our present and future requirements. Our country is rich in deposits of high grade Bauxite which are estimated at 250 million tons. These are generally located in Jubbalpore and Balaghat Districts in Bombay, Ranchi Plateau in Bihar and Shevaoy hills and Palni hills in South India.

Though the element was isolated in 1827 by Wohler and though his method was simplified by Deville in 1854, it was not till 1887 that aluminium was prepared properly on commercial scale, The year 1886 saw the development of electrical methods by Heroult and Hall who independently devised the present method of manufacture of the metal. The principle involved in Hall's process is the electric decomposition of aluminia dissolved in a fused bath of the flouride of aluminium and other bases, the current reducing the aluminia (the oxide of the metal) in preference to the solvent. Since 1890 the progress of the aluminium industry has been steady and sure. Abundant water power and cheap supplies of alumina with the electrical process occupying the field are the important requisites of this industry.

The Aluminium industry offers for sale articles which possess unique properties—lightness, cheapness, its melting point being 657°C, a conductor of electricity in its purified form, beautiful lustre, acts as a reducing agent, finds applications in the form of alloys when combined with other metals—but whose merits are not yet generally accepted and in the appreciation of which the public has to be educated. The first major field exploited by the industry is that of kitchen utensils. The metal is at present used in all forms and dimensions in small as well as big indus-

tries. It has been adopted for military uses —the gun carriages used in France are made of this metal. Yachts and steamers have been made of this metal with considerable saving in weight. Aluminium permits of being worked into tubes which are preferred in the chemical industries, in optical instruments and in the making of cycles, motor cars etc. It need not be pointed out that the science of aeronautics and the making of aeroplanes have been facilitated by the use of aluminium and its lighter alloys. In Medical science, the surgical instruments have been made lighter and more handy while its use in the dental plates has reduced both the cost and teeth. The manufacture of structural shapes for building construction should not be lost sight of. In printing, coinage, it has its own importance. The working in aluminium is in the form of melting, casting, beating or forging, boring, turning and even soldering.

It reflects credit on India that she has been able to take part in this important and useful industry though late. The credit of introducing the Aluminium industry goes to Hon'ble Mr. Alfred Chatterton C.I.E. It was he who by importing the metal and by working privately on a small scale laid its foundation. The Indian Aluminium Company achieved production of Aluminium ingots in 1943 and the Aluminium Corporation of India started production in 1944. The combined capacity of both these concerns for aluminium ingots is 7000 tons per annum. The actual production by these two factories in 1949 is only 3490 tons due to factors beyond their control. A new factory has been opened in Madhya Pradesh in 1948 with the help of the Government. Besides, there are about 100 factories in India making Aluminium vessels. A great portion of them is situated in Madras and Bombay. As India is at present importing about 12,000 tons of Aluminium and as about 7500 tons of extra Aluminium sheets per annum will be reguired for her programme there is wide scope for this industry. In 1949, the Government of India gave protection to this industry, partly by customs duties and partly by the grant of subsidies to the two producing companies.

The Aluminium Company of America is in the popular mind. The recent addition to the company is the Arvida Plant (Quebec) which is the largest aluminium plant in the world. A very large percentage of the total canadian production in 1949 of 369, 466 tons of aluminium came from this plant. It will not pay us unless it is manufactured on a large scale. The goal of the Indian Aluminium Industry should not be only the manufacture of the utensils from imported metal but the ultimate aim should be to manufacture the metal in India on a large scale. When aluminium ores are plenty and electric power is cheap, it is a question of time when the people and the market will be ready for the manufacture of the metal itself. Therefore the process of the popularisation of the metal along with the proper price structure is to be more thoroughly put into practice if the goal is to be attained sooner.

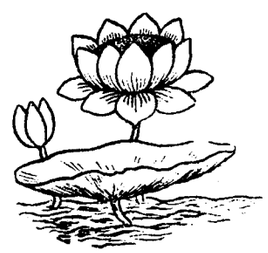
Around the market:

Bombay Market, in early June, saw the general interest remained focussed on textiles. In London Burmah Oil Shares soared in active trading following final dividend of 12½ per cent and bonus 6 per cent both less tax making 21 per cent for one year against 15 per cent. The tea market has been dropping steadily due to heavy arrival of crops with the rains and the consequent fall in quality. In Bombay the oilseeds market continued depressed with general desire to unload at higher levels. The market in Calcutta ruled fairly steady again with regard to Jute, Coal and Tea

shares and the volume of business was fair. The proposal to amend the Indian Income-Tax Act intending to vest in the Government, benami holdings of shares and deposits, cast a gloom in Madras. The prospect of a cut in the yarn prices affected textile shares while selling pressure was visible in most of the shares of the planting group. Indian Steel Rollings were spot lighted in the Miscellaneous Section.

The Government of India announced in a new Cotton policy an increase of Rs. 60 a candy in the basic Ceiling prices of Cotton of the 1951-52 Crop. With Bombay and Calcutta adopting a watchful attitude pending the announcement of the steel retention prices, Madras was rather diffident. The ground nut market was dull and inactive. The oil market was easy. With no outlet for oil a heavy financial strain was being felt.

The Food broadcast followed by the restoration of the last ration cut in many Indian states have reached very feverishly upon open foodgrain markets. The London Market was very sensitive to the developments of Persian Oil dispute.



Children's Corner

Dear children! You inflate often a toy balloon and hold its mouth closed. The balloon, filled with compressed, air, will shoot off into the room if you release your fingers. The pressure of the air coming out of the mouth of the balloon creates an equal pressure in the opposite direction and off shoots the balloon-until all the compressed air is out. The principle behind this is Newton's third law of motion. For every action, there is an equal and opposite reaction. This principle is found in the working of a Rocket. What is a Rocket? A Rocket is a cylindrical tube of metal, a simple machine, built to shoot into the sky and burst forth with speed and power. Your balloon will come to rest after it has travelled only a few feet. Inside Rockets made today are engines that use a mixture of fuel and oxygen to create a powerful steam out of one end of the Rocket. The Rocket will continue on its path so long as the fuel holds out. Remember many of the secret weapons of the last war were actually some form of rockets. You can take off, in a rocket, trip to the moon but the problem for you then will be what will happen when you get out of range of the earth's gravitational pull and how to get safely back to your Mother Earth.

We shall meet next month. Meanwhile tell your parents about it.

Yours sincerely,
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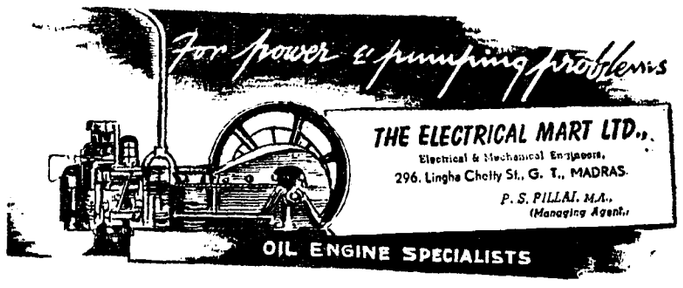

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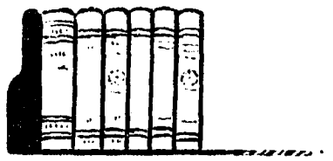

Books & Brochures

'KNOWLEDGE IS POWER'

(Book-Review is a regular feature of this monthly. Authors and publishers are requested to send in their latest publications to the Edior.)

Basic Refrigeration & Air Conditioning —by ROBERT HENDERSON EMERIOK, Consulting Engineer, Member, American Society of Mechanical Engineers-New York Prentice-Hall, Inc., 1948.

This excellent book is designed primarily for those who are interested in the possibilities of a career in refrigeration and air conditioning. The text was originally developed for training a large force of men of various traders who were called upon to do installation and repair work with refrigeration and air-cooling machinery at the Pearl Harbour Navy Yard during World War II.

The book is of 255 pages, divided into XVI Chapters, all interesting and instructive. The last Chapter on Making a Living is very lively. Then comes the Trouble Shooter's Chart and then Bibliography and last index. The book will certainly carry the reader from the first page to the last—so interesting and educative.

Personal Management & Industrial Relations —by DALE YODER Ph.D., (New York), Prentice-Hall, Inc., 1946)

Modern industrial relations are, like much of the rest of contemporary civilisation, difficult to appraise and understand. Personal administration in modern business and industry includes a wide range of functions—general and special. There is a demand in America and in other countries, that problems of industrial relations be handled in an impersonal manner, that employees be regarded as groups rather than individuals, that their welfare as a whole be made the definitive issue in the evaluation of managerical policies with respect to workers. That is why major emphasis is laid in this presentation on group problems. And it is to be clearly understood that successful managerical direction of industrial relations is not an achievement to be gained in a day but is a development that necessitates pains taking consideration over a period of years.

This book of 348 pages is divided into 26 Chapters with appendices and index. The chapters on Training for industry, employment and unemployment, Approaches to the study of Industrial Relations are useful. On the whole it is useful to the businessman, though with the feeling that it is more a text book on the subject.

Electolite

Published by The South Madras Electric Supply Corporation Ltd., Tiruchirapalli —Issued quarterly and a journal of Electricity Supply and Utilisation.

This is an excellent Journal with a fine get up, containing useful articles by eminent engineers besides the activities of the South Madras Electric Supply News and Notes. It gives fund of useful information both for technician and layman. There is a tamil section attached to it educating the consumer of electrical power. It is a journal worth having in every household. The annual subscription is Rs. 1-8 only.

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News and Notes

"What'ever the busy bustling world employs,
Our wants and wishes, cares and joys,
These the "POWER" of our times display,
And call them News & Notes,—the hodge-podge of the day."

PERSONALITIES

To one small people.....it was given to create the principle of progress. That people was the Greek. Except the blind forces of Nature, nothing moves in this world which is not Greek in its origin it is rightly said; to this nation belongs

SOCRATES

who was born in 470 B.C. His father, Sephroniscus, was a sculptor; his mother, Phaenarete, a midwife. In youth, his education does not seem to have gone beyond the limits common in his country. At a later time he might have sought to increase his knowledge from books, mixed with the Sophists, and attended some of their lectures; but he owed his philosophy rather to his own reflections and to the means of culture which Athens then provided — to conversation with leading men and women—than to direct scientific instruction. His self renunciation was complete. He asked for no reward. A pattern of a life of few needs, of moral purity, justice and piety, yet at the same time full of genuine human kindliness, a pleasant companion, subtle and intellectual, of never failing cheerfulness and calm, he became an object of enthusiastic veneration to men of the most varied character aud rank. A son of his nation, he showed himself a Greek and an Athenian in his views as well as in conduct. Even in dreams he believed that he received prophetic warnings. All these made him withdraw himself from the external world in order to give his undivided interest to the problems which arise out of the intellectual nature of man. The same is stamped on his philosophy.

The real origin of Greek Philosophy is to be found in the happy endowments of the Greek nation—geographical, religious. moral, political and artistic. No less important was the fundamental feature of Greek life, that respect for custom and law, that subordination of the individual to the whole. A similar service was rendered by poetry, which in its epic, lyric and didactic forms was so richly developed in the four centuries preceding the first beginnings of Greek philosophy. As Socrates left no writings behind him, we penetrate the meaning of the Socratic doctrine with the help of his followers like Plato and Aristotle. A new form of the scientific life Socrates founded by demanding knowledge through concepts, by introducing men to the formation of concepts by dialectic, and by applying the process to ethical and kindred religious questions. In short Greek philosophy was brought to its scientific climax. In its essence he is brave who knows how to conduct himself in danger, pious who knows what is right towards the gods, just who knows what is right towards men.

Socrates was charged under the restored democracy with (1) neglecting the gods of the State and introducing new divinities, (2) corrupting the morals of the young; and the sentence of death was passed. He drank the cup of hemlock with philosophic cheerfulness. His execution at the age of 70 was a judicial murder and a gross anachronism. Above all his death was the greatest triumph of his

cause, the brilliant culmination of a great moral teacher's life, the apotheosis of philosophy and the philosopher.

"And virtue is self-sufficient for happiness"—**Zeno.**

MATTERS

Inside India

Dr. Prasad presented the President's Colour to the Indian Navy at Bombay. The president's Colour symbolises the Navy's loyalty to the Head of the State. It takes the place of the King's Colour which was laid up last year at the National Defence Academy at Dehra Dun after India became a Republic. The function was a memorable event in the history of the Indian Navy dating back to 1613. The President said that India was for more than 2000 years the mistress of the sea, and appealed for devotion to ideals and duty from the Indian Navy.

The third and longest session of the Indian Parliament at New Deihi was concluded. It was unique in many respects. Thirty six official bills were passed, the most controversial of which were the Prime Minister's bill to amend the constitution and the Home Minister's Prevention Detention Bill. The Hindu Code Bill made no headway. The House accepted the principle of meeting capital expenditure out of revenue account. The increased railway fares were accepted. The House passed the two election bills which paved the way for the coming general election. The validation of State Acts in regard to Zamindari abolition was carried. For the first time in the life of this Parliament, a member—Mr. H. V. Kamath—was expelled out of the house for the day (on May 25). The total no., of visitors who watched the proceedings was 38.000 and the total no., of questions admitted was 4152. All told the proceedings were interesting and lively.

Pundit Nehru who returned after a brief visit to Nepal, reiteraled India's stand on the "U.N. Mediator," for Kashmir issue. India would not co-operate in the implemation of the Security Conncil resolution on the matter which was unjust, unfair, untenable.

The ministerial tangle in the Punjab was solved by the firm and drastic directive of the Parliamentary Board, of the consequent resignation of the Chief Minister Dr. Gopichand Bhargava and his colleagues handing over the administration of the State to the President through the Governor. This State where the Congress party is in overwhelming majority in the Assembly was more or less paralysed in its administration by irreconcilable differences between two congress groups. This had resulted in unstable ministries and a constant struggle for power. Democracy was in danger of perversion when the pursuit of power becomes an end in itself instead of being the means of serving the public. This is really unfortunate and this lesson of the Punjab is an eye-opener for tha congress leadership.

The new party called Kisan Mazdoor Praja Party at the All-India Political Convention held at Patna was formed with Acharya Kripalani as the leader. The main objects of the party are to form a healthy opposition to the Congress: to contact and serve the people in a variety of ways in rural and urban areas: to take stern action against corruption and black-marketing: to make the tiller of the soil its owner: and, inter alia, to enable the worker and his family to live a healthy, happy and decent life. The Socialist leader J. P. Narayan lent his support also for the cause of reconstruction of India.

Coming nearer home, the Tamil Nad Congress has given a splendid lead in the setting up of the regional Election Board, consisting of every shade of opinion. It is hoped that Tamil Nad will stand firm and united under the Congress flag unlike Kerala having the Kellappan group and Andhra having the Prakasam party.

The timely publicatian on "Food and Agriculture in the Madras State" by the Economic Adviser to the Government of Madras is a welcome move as it helps the reader to appraise the present food difficulty in the state and points out the correct approach to the solution,

Consistent with food stocks in the country, the 9 ozs. ration hitherto given is increased to 12 ozs. Tha allotment for Madras would be increased to 10 lakhs tons from 4 lakh tons.

The Silappathikaram conference held at Kaverippoompattinam (South India) the historic capital of the Cholas was presided over by Mr. R. K, Shanmugam Chettiar. The success of the conference was due to the efforts of Mr. K. S. Ramalingam Pillai, Chairman of the Reception Committee and others of the surrounding villages. The greatness of Tamil literature which, in antiquity, stands shoulder with Greek and Hebrew, in modernity shakes hands with English and French, was emphasized. How proud Kannaki feels of her chola land and the justice of the rulers when she stood before the Pandyan king and said :

"……
……
I come from pugar famed for justice……
where the ruler gave himself…… ……
just to save a hostage bird; …… …… ……
……
……
This is the place from which I hail……
That is justice we have known……
—*Silappathikaram*

Inside Europe

The 18 nation organisation for European Economic Co-operation in its third annual report published in Paris set itself a ten-point programme aimed at maintaining Europe's economic progress despite rearmament.

Mr. Eamon de Valera, the veteran Irish revolutionary leader, was elected Prime Minister of Eire, with a majority of 5 votes only over Mr, John A. Castello, who held the Country's Coalition Government since 1948.

The voting was 74 for Mr. de Valera against 69 for Mr, Costello. The prestige of Mr. de Valera in international affairs has been of a high level and his important role in the scheme of western defence will be watched with interest.

Marshal Alevander Papagos resigned as Chief of Greece's armed forces and all the efforts of King Paul to bring him back have proved fruitless. Whatever may be the reason for his resignation—health or conflict with officials—Greece could ill afford at this hour to lose the guidance and leadership of such a tried soldier.

In the recent French elections the middle-of-the road parties (M.R.P.) obtained the majority. The striking factor is the return of the Gaullists as the longest single group in the national Assembly, a position occupied by the Communists in the previous legislature. The Rightists have more in common with the Gaullists than with the Socialists. It is anyway difficult to prophesy the future course of French politics.

The Big Four Deputies Conference broke down at Paris after failing to reach an agreement on an agenda. The Deputies had met 74 times.

Inside America

The U.S. Senate passed the Bill which was given assent to later by President President Truman, to lend India 190 million dollars to buy two million tons of American foodgrains. One million tons of foodgrain are expected to be received by India during the current year,

8 Jet fighters in a formation of 34 spun from the sky and crashed near Richmond in United States and was the biggest mass crash in the history of Jet aviation.

The atomic tests, conducted by the American experts on the remote Pacific Islands of Eniwetok tell the world that they were successful and that the bombs were more powerful than the bombs used on Hiroshima and Nagasaki. They also found new information on the development of the hydrogen bomb now in the blue print stage. But one is nervous about the post-ponement of discussion of International court of atomic weapons.

'MacArthur for President' is the talk and hope in America today. The present popularity of and sympathy towards Mac Arthur may enable the Republicians to put him as their candidate for the highest office in U.S. in the next year's election. Before next year this soldier should not allow himself to fade away as a political force. Mr. Truman himself is a spent force. It he could give the American people peace they may rally round him. The Democrats may nominate General Eisenhower whose prestige is as high as Mac'Arthur. Anyway Time will decide.

Inside Asia and Africa

An agreement is said to have been concluded between the Chinese Government and a Tibetan delegation in Peking. This agreement purports to guarantee Tibetan autonomy and safeguard her religious freedom, but the arrangements for the entry of the Chinese army, the setting up of a Chinese military and administrative headquarters in Tibet and the recognition by the Tibetan Government of a Chinese sponsored candidate for the office of Panchen Lama, threw considerable doubt on the value of these guarantees.

Without awaiting results of the discussions with the Anglo-Iranian Company's representatives in Teheran, the Persian main demands to the company's general manager in the Oil Fields, which were (1) to hand over the organisation Charts of the industry (2) a statement of the oil export sales proceeds from the date on which the nationalisation law was passed and (3) payment of 75 per cent of all monies received either in Persia or London on account of sales of oil from June 12 onwards, were not favoured. The Persian Government took over British Oil installation a few hours after the collapse of the talks. Britain has appealed to the International Court of Justice and a crisis was expected in Persian Oil industry.

Gen. George Marshall, United States Secretary of Defence, paid a surprise visit to Korea and met the Commander of all United Nations Contingents now in the front line. American patience has been worn thin by the continued Chinese aggression in North Korea despite U. N. attempts to initiate peace negotiations.

SPORTS

The death of Lord Tennyson former English Cricket Captain against Australia and South Africa at the age of 61 has caused a void in the Cricket World. He was a grandson of the famous poet, Tennyson. He was one of the cheeriest Cricketeers, To him cricket was a game to be approached with a smile, not with grim-lipped determination. He would go down in history as the laughing cricketer for he could laugh in the face of a "duck" — no mean feat.

South Africa won the First Test Match against England in the Nottingham Cricket Test. Dudley Nourse the South African Captain created a new Test record by scoring a brilliant 208 But in the Seoond Test, England beat South Africa by ten wickets at Lords, The match was a triumph for the England off spinner Roy Tattersall who took 7 wickets in the first innings and 5 in the second to finish with match figures of 60.2 overs, 24 maidens, 101 runs, 12 wickets. There are three more matches to be played at Manchester, Leeds, and the Oval.

Bombay won the Women's National Hockey championship at Simla by defeating the holders Madhya Pradesh. Better opportunism helped Bombay to wrest the trophy from the holders. Pansy Thomas of Bombay rose to great heights. Sir Chandulal Tridevi, Governor of the Punjab, gave away the prizes amidst a record attendance for any sports function in Simla.

Tha final of the first Annual Challenge Cup Foot Ball Tournament conducted by the South Bharat Union Foot Ball Club ended with the victory for Wimco Sports Club, Madras, over the National Foot Ball Club, Kolar Gold Fields by one goal to nil.

Before a packed house at the Bombay Gymkana, Devinder Mohan retained single title in the Western India Badminton Championship. Guha and Hemmady won doubles final.

The Derby, the most historic race meeting of the world is imbued with the Festival spirit. The Derby lured the visitors from all parts of the world by its tradition and an atmosphere that is peculiarly its own. No one who has been to Epsom on Derby Day could possibly forget the scene. On the Derby Day the teeming thousands are carefree and it is the occasion not breeding or bloodshed that matters.

Britain is thronged with Festival guests from afar. Many have crossed the seas to compete in various sports—athletics, motor racing, sports golf, boxing, tennis, etc.

In a few lines

MEN

Mr J. B. Chifley, a distinguished Australian and a great statesman died.

The death of Sri Panchagnula Adinarayana Sastri, the famous Telugu scholar, is announced.

MATTERS

The long awaited steel price announcement by the Central Government has created a stir in the stock market circles.

World wide interest was aroused by the peace proposals of Mr. Jacob Malik, the Soviet Delegate to the U.N., for a cease-fire in Korea.

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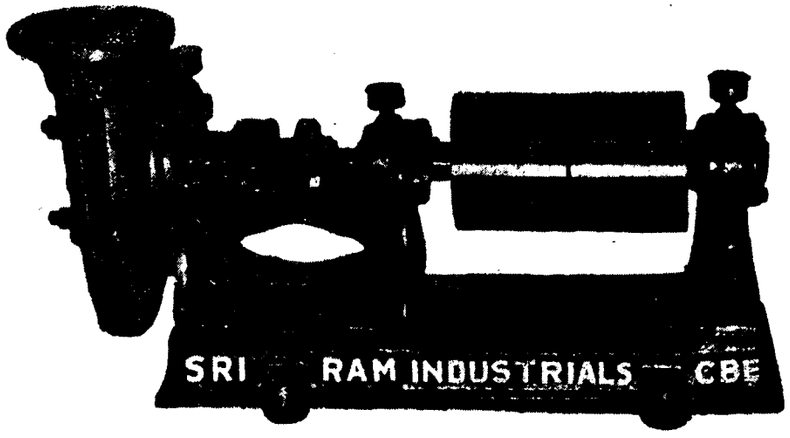

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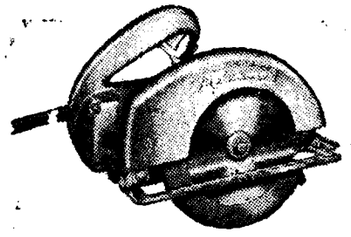

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Here & There

(Those who read The Power may be able to find here a fun and there a frolic, here a pinch and there a punch, here a soup and there a saucer.)

Nuisance-Public and Private

In a case involving a public nuisance a Judge charged the jury for almost two hours, defining and redefining the legal meanings of "nuisance-public and private." Then he asked the jury whether it had any difficulty in understanding any part of the charge. "Why, no," said the foreman, "after listening to your Honour's charge, we fully understand what a nuisance is"—

Do You Know ?

The war with the Axis powers resulted in the manufacture of the waterproof match. The War Department needed a match that would function in the long rainy seasons of the South Pacific and called on the industry for help. Raymond Davis Cady, a chemist, produced a formula, approved by the army, which resulted in matches that can still function after remaining under water for 8 hrs.

How deep is the Ocean ?

The greatest depth found in the Atlantic Ocean is 27,366 feet, in the Pacific Ocean 30,000 feet in the Indian Ocean 18,582 feet, in the Southern Ocean 25,200 feet and in the Arctic Ocean 9000 feet.

First Paper

The first real paper—a sheet composed of fibres felted together—was made by the chinese about A.D. 100.

Greatest Depth

The greatest depth in the sea to which any human being has ever penetrated is ½ mile. Dr. William Beebe made this record before the World War II with the help of his specially constructed steel ball (his bathysphere).

What is the Big Inch ?

The pipe line called the Big Inch is 24 inches in diameter, 1252 miles long. It was built to carry crude oil from long view, Texas, to Phoenixville, Pennyslvania. The Big inch carries a river of precious crude oil to the East, amounting to 310,000 barrels of oil a day. More than 1400 tank cars, or a train of tank cars ten miles long, would have to arrive every day to carry that much oil.

Fifth Column

The term fifth column came into popular use during World War II to denote under cover groups working secretly against their own country. But remember the word originated during the civil war in Spain, 1936-39 when general Emilo Rola was in command of Nationalist troops marching against Madrid.

A few Firsts

The first air craft to cross the Atlantic was a seaplane, the No. 4 Commanded by Lieut. Comm. A.C. Read-May 16-27, 1919.

The first man to direct thought to the use of electricity for communications was Roger Bacon, in 1267 and his reward was he was put in jail for 20 years for dealing in black magic.

The credit of making the first known rockets goes to the Greeks who had a word for everything and also had a machine for almost everything.

Thought for the month

'Life is real, Life is earnest,
And the grave is not its goal.'
—Longfellow.

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