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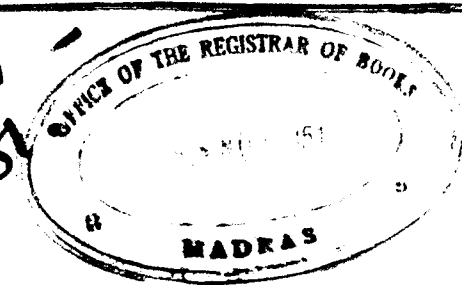
477 *The*
POWER



EDITOR:- P.S.PILLAI, M.A.

Vol. II Single Copy As. 8.
No. 2 NOVEMBER 1951. Annual Subs. Rs. 5.

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MADRAS MARKETS

Where to Buy?

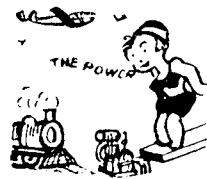


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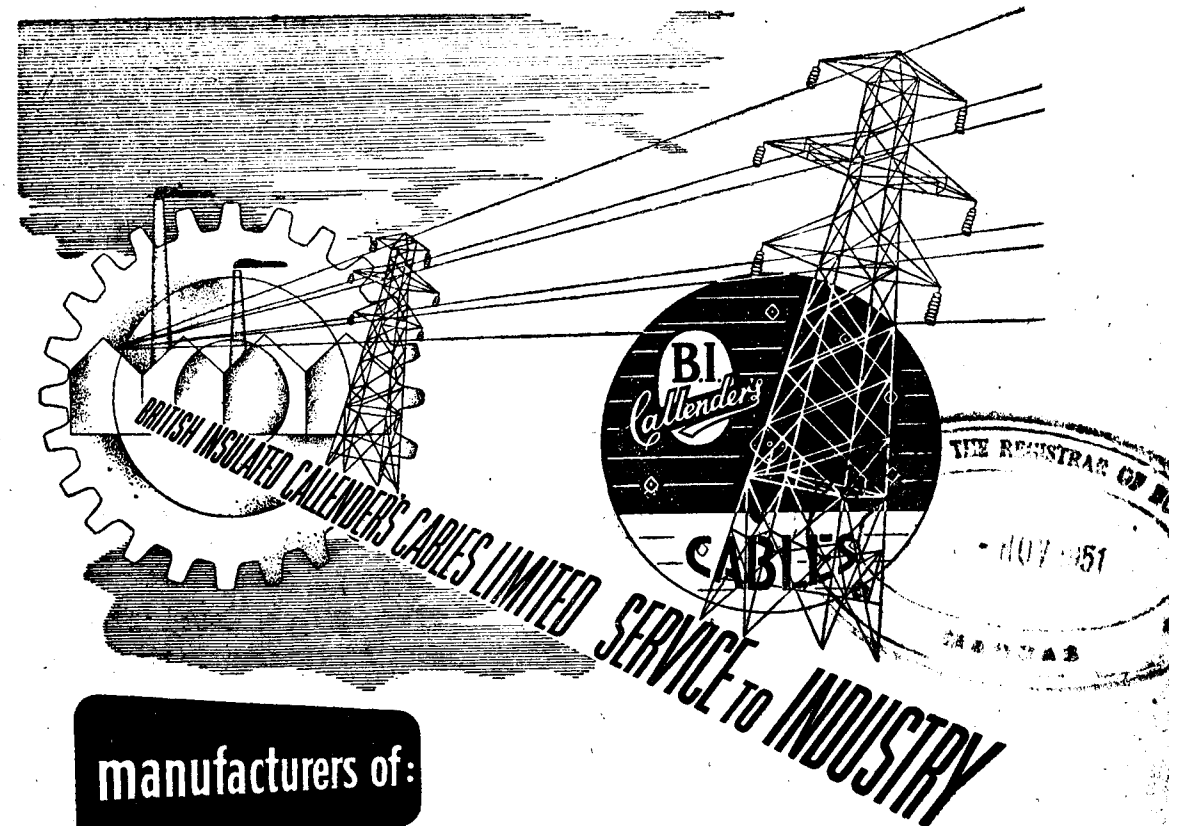
ASK THE



ABOUT IT

In this issue :-

Mira Bai
& Anna Bazaar
Democracy
in
Dress



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1. NOVEMBER 1951.

S.	...	4	11	18	25
M.	...	5	12	19	26
T.	...	6	13	20	27
W.	...	7	14	21	28
T.	1	8	15	22	29
F.	2	9	16	23	30
S.	3	10	17	24	...

Answer — October Quiz.

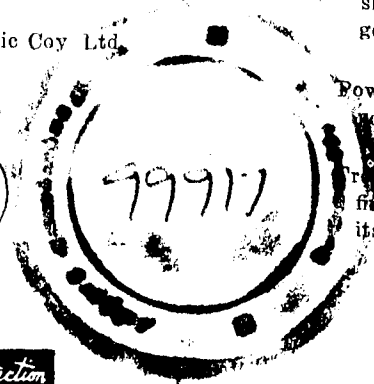
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— Solve it.

Creda Comet electric cooker is introduced by whom?

There are 6 factors for Light Loss. What are they?

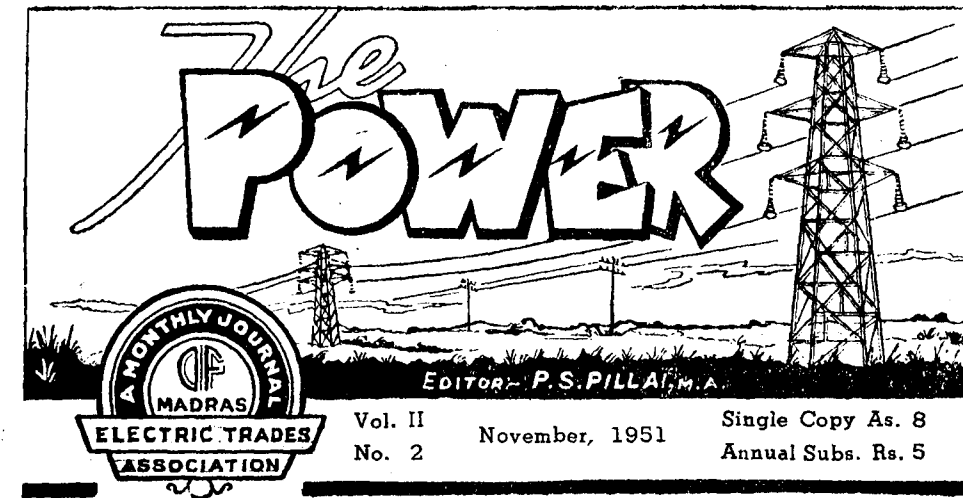
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TIT-BITS

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

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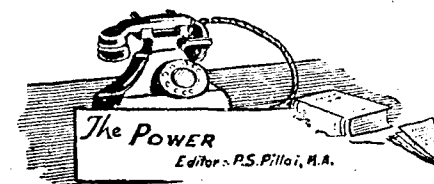
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Vol. II

November, 1951

No. 2

The world is yet without vision—



She asks for bread, for clothes, for more!
For comfort, culture, virtue, peace

—Woodbury Fernard.

WOMEN IN INDUSTRY

In the olden times, there was usually but one path open before women—to become good wives and housekeepers. Women generally married and the home was, consequently, regarded as the true sphere of women. Statistics of the population of males and females at different periods and in different countries show that the proportion was not proper. In some places the excess of women was marked. At once there arose the cry "What shall we do with the superfluous women?" This brought home to the realization of the fact that home life, in the normal sense, was no longer even a possibility for a large number of women. Especially in the large cities, the excess of women compelled attention. Marriage the only aim in life to which hundreds of thousands of women were taught to look forward became a failure and the serious question to society as well as to the sex arose as to what they shall do.

The cry of 'give us labour' was raised especially on behalf of these superfluous women. Society was forced to find something for them to do and train them to do it. There was general assertion of their 'right to labour'. This led, during the last half of the last century, to the extension of the sphere generally attributed to women. They began to knock at the doors of teaching profession, medical profession, journalism, commerce and so on.

The withdrawal of women from the home caused the rise of factory production. This system grew rapidly for it meant production and profit. Women in large numbers began to be employed in many industrial occupations.



(Women working in a factory)

The tender services of those who have sprung from the cradle, as well as those who

are tottering to the grave, at low wages, were made use of. Women then became contributors of inventions. A fountain pen, a cook stove, a globe for teaching geography were all instances on the point. This general invasion of fields, once thought man's exclusive domain, began to appear throughout the world—they were seen coming forward to take up the work of authors, doctors, police-women, clerks, telephone operators, bankers, labourers and so on. Evidence of this growing professionalism of women was found in numerous books and guides to future occupations such as Church's *Money Making for Ladies*, *Mansion's Work for Women*, *What can a Woman do*, *Occupations for Women* edited by Willard, Winslow and White.

Many young women have lived and toiled in the boarding houses and manufactories built for them. Bad conditions were faced by them—bad lighting, ill-ventilation, inadequacy of space and so on. They had to labour 13 hours a day; they were forced to be punctual; they became fatigued after day's work; their service was not safe and secure. In this manner the clang of the early bell awoke her to another day. And so the week, month rolled on.

The several States came to the rescue and the factory systems and other connected legislations were inaugurated. Good working conditions, adequate washing facilities, dressing rooms, rest rooms, lunch rooms, elimination of heavy strain and fatiguing motions, better pay and prospects, were insisted and observed upon.

Now, the days of 'worse paid and harder driven' are gone in the position of woman in industrial society. To what extent has the entrance of women into new spheres of action, from lowest factory 'hand' to highest clerkship improved the character of thought and action? No one knows the truth of this matter. There may be many opinions as to the good and evil derived from this new venture. The moral influence of women upon man's character and

domestic happiness, is mainly attributable to her natural and instinctive habits. Her love, her tenderness, her affectionate solicitude for his comfort and enjoyment, her conjugal attractions exercise a most ennobling impression upon his nature and do more towards making him a good husband, a lovely father and an useful citizen. But the factory woman cannot have this beneficial agency upon man's character. Her instincts have been thwarted and pushed aside from their proper channels; they have had no field in which they could be lavished. Nothing would tend more to elevate the moral conditions of the factory woman, than the restoration of her to her proper social rank. No great step can be made the centre of a system of social delights.

It is truism to say that a successful home and a successful profession at one and the same time are impossible. Choosing one means sacrificing the other. Whatever may be the view it is perfectly certain that women of the industrial state, are and will be increasingly, professional; it is necessary to recognize that the ancient home is passing. As Murray rightly points out, our present social system is no longer based on the patriarchal family, in which all women are the belongings or the dependents of some men and have to be fed by him; it is a system in which the independent wage-earning women form a cardinal factor, a factor which neither reaction nor revolution can eliminate.

PERSONALITIES IN PLANNING

A rare living combination of an Industrial Statesman is *Sir Mokshagundam Visweswaraya K.C.I.E., LMD., Dsc., D. Litt., M.I.C.E.* Born in 1881, educated in Bangalore and Poona, he became assistant engineer and retired from Government service in 1908. Then he served in various capacities as special consulting engineer to Nizam's Government, Chief Engineer to Government and Railway Department in Mysore, Dewan of Mysore from 1912-18, Chairman of the Bombay Technical and Industry Education Committee in

1921-22, member New Capital Enquiry Committee (Delhi) 1922, Chairman of Indian Economic Enquiry Committee and of Irrigation Enquiry Committee. He is now mainly connected with the All-India Manufacturer's Organization. He had toured round the world and is the author of useful publications like *Planned Economy for India* and *Reconstructing India*.

To Sir M. Visweswaraya, Trade and Commerce are primarily and permanently linked with the vision of a prosperous India. An engineer of great reputation, an administrator of rare talent, his vast experience in various fields is of great benefit to statesmen, economist and above all to traders and businessmen. The happy mixing in him of the statesmanship and Industrialists, made him give serious thought and attention to the planning for plenty ahead. Is not the creation of the modern Brindavan, one of the wonders of India, the work of his? His utterance on many occasions both in the press and the platform have aroused industrial consciousness in the country.

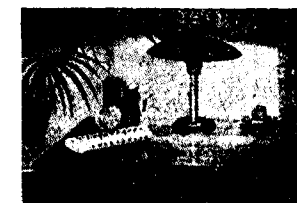
The rapid progress of industries in the United States of America is due to leadership. It is the pouring of this leadership on the population that is answerable for a nation's prosperity. It is the avalanche of skilled leadership that will make the country what it is. If our country possesses a score or two of men like Visweswaraya and some thousands of men with interest in realities with virile contempt of mere speech-making in politics and law-courts and with no scorn for work on things while the mind is full of thoughts, India would soon be a great Industrial Nation. Nothing could stop her; no impediment can hinder her, now that she is 'Free Nation' with her vast resources of men, material, and power.

FROM BUSINESS BUNCH

How to get foreign business?

There is much truth in the old adage that an ounce of practice is worth a pound of theory in the acquisition of foreign business. Apart from learning beforehand a great deal of preliminary matter, it is advisable, in the first place, to separate your foreign department from other departments. This organization should be put under the control of an efficient man who is specially qualified to organise it and guide its destinies. It is vitally necessary for him to have a good working knowledge of the main commercial languages used in the respective countries.

The business integrity abroad has often been a thorn for many business houses who would otherwise have become big importers or exporters or both. Great stress is to be laid on the advantages of proper selection of foreign agents. Advertising and creating goodwill abroad is another factor not to be lost sight of. Great importance is laid on the art of foreign correspondence—clearness and correctness being essential requisites. Particular attention should be paid to methods of giving or getting quotations—quoting f.o.r. or f.o.b., c.i.f., quotation etc., as this plan is of great value to both parties. Above all the current rules and regulations of the Government policy for imports and exports should be thoroughly familiarised with.



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supply naturally required a back-ground of practical experience. The John Brown & Coy Ltd, with their wealth of experience in the design of wide range of engineering products,

Special Articles

THE WIND POWER —

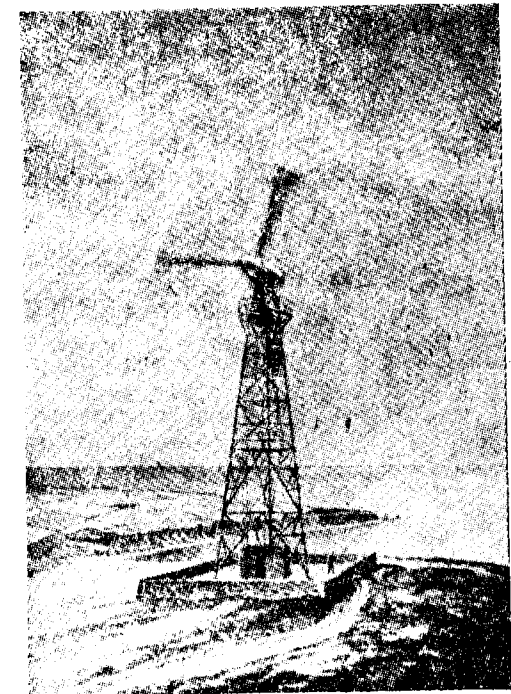
Generation of Electricity ;

(from Power's Punch.)

The Electric generators are turned by steam turbines, some by water power, a few by Diesel engine. Coal is already becoming expensive; Niagaras are not found everywhere; oil wells do not exist in all countries. Unless other sources of energy are brought into use, there will be increasing difficulty in maintaining the present standard of living. Wind is a source of energy, though feeble in comparison.

By the efforts of the Electrical Research Association in the U.K., a representative committee known as the Wind Power Generation Committee was set up in 1947 to study the problem in all its aspects. After preliminary and possible surveys were made, the Orkeny Islands (Scotland) were selected for the installation of the first experimental windmill, due to sound practical reasons, the chief among them being it is windy area. The task of producing and operating a 100 KW experimental machine was thought of and undertaken. This machine has been ordered for erection on Costa Hill. It was estimated to produce at least 400,000 units a year, and would be subject to the severest gales and would give the greatest possible economic return. The windmill will feed into the HKV net work, at a point some 20 miles from the diesel generating station at Kirkwell. The frequency and therefore the speed of the windmill will be controlled at the diesel station.

This first British experiment in the use of a windmill to generate electricity for public



was invited for the task. There are three reasons for choosing a capacity of 100 KW. It represents a reasonable increase in size compared with existing machines the capital expenditure is limited to moderate figure; and it allows the use of several standardised pieces of apparatus developed for other purposes.

If it is a common knowledge that the wind velocity increases with height, At a height of 100 feet in free air the velocity is 25 per cent greater than at 33 ft. The mean annual wind velocity in free air at a height of 100 ft. above the sea near the West Coast of Scotland is 18.75 m.p.h. which is the minimum required for economic development. The shafts of the windmills will be at least 100 ft., above the surface of the ground. And it is found that the essential requirement is a height of about 500 ft. above sea level. A figure of 320

units per annum per sq. foot is calculated as a measure of the energy of the wind. The energy passing one the ten such selected sites, 10 miles long, is assessed at $25,030 \times 10^6$ units per annum. It is negligible compared with the total energy in the winds in Scotland but is of the same order as the consumption of electricity.

The practical aspects of the problem are to be noted. After the economic windmill is in existence, a long-term constructional programme would be involved. When the time comes to build windmills, every installation will represent a compromise between the need to

find the windiest site and the convenience of easy road access and a short connection to the nearest transmission line.

There is a long road to be traversed from 100 KW experimental windmill to one of capacity, say 1250 KW. Research stations alongside the windmill for a few years will make the road easy of success. Similar possibilities exist in our country, the land of mountains and mountainous gaps. And the harnessing of wind power in our electrical age is indeed an immense contribution to the happiness of mankind.

FOCUS ON FEMALES



DEMOCRACY IN DRESS—

Democracy is not a thing; it is a sentiment which binds all with a beautiful tie of sympathy and friendship; which turns the thought of every one fully towards the personal worth and well-being of each and all. It is a sentiment which especially recognises wealth of character and which especially despises that so called wealth which would reach its own selfish ends through the injury and despoliation of the lives of others. No true democracy can exist so long as such a superficiality as personal adornment may give one a mean advantage over other: Oh! the emptiness, the meanness and the bitterness of that life even in the case of a beautiful woman which strives for a supremacy in the fashionable dress circles! The society queen thinks of herself in terms of her butterfly adornment and is thrilled with the thought of the Jealousy, the enmity and the abject servility

into which others of her sex are thrown; to say nothing of admiration which she imagines they at times hold for her.

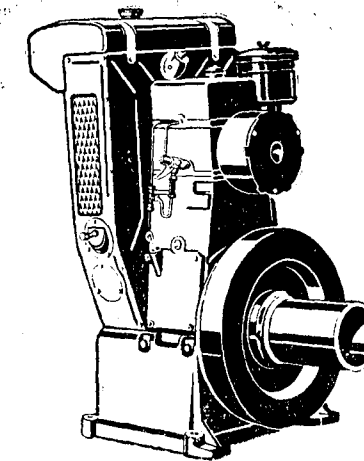
Much of the beauty of the woman lies in her simplicity, and innocence of dress and manner. If her face and her entire body are kept clean and pink with the glow of ruddy health; if her hands show both the marks of industry and thoughtful care; and are quick and nimble in the performance of praiseworthy deeds; if she is merry and mirthful; then it may be truthfully said that the clothes problem is relatively a minor one. Inexpensive, inconspicuous and health promoting garments render the natural beauty more conspicuous. Dress is for good health, comfort and convenience.

"Rarest Jewel of gold inlaid
With pearls and gems of flawless rays,
If lost is not a loss to me.
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Of the family and virtues
Of purest class if lost is lost—

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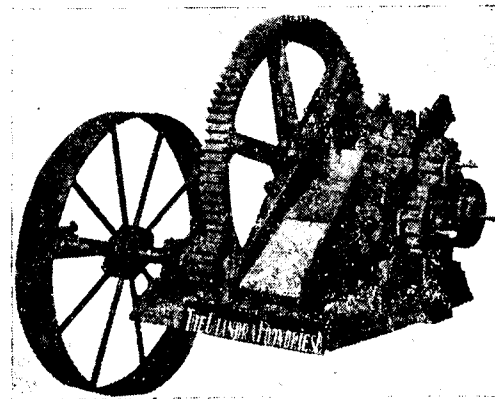
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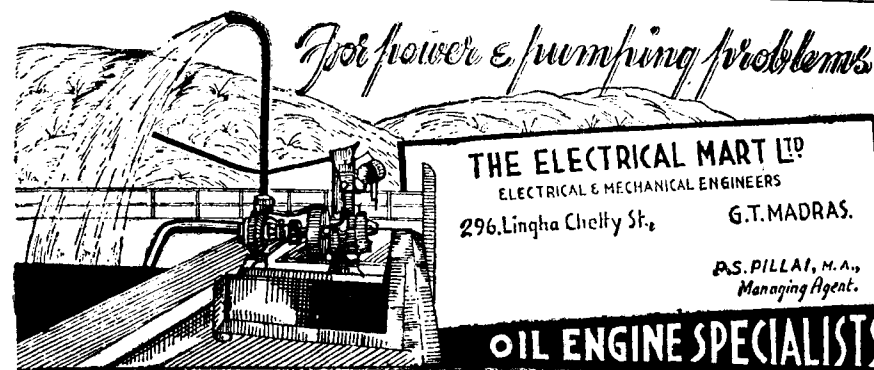
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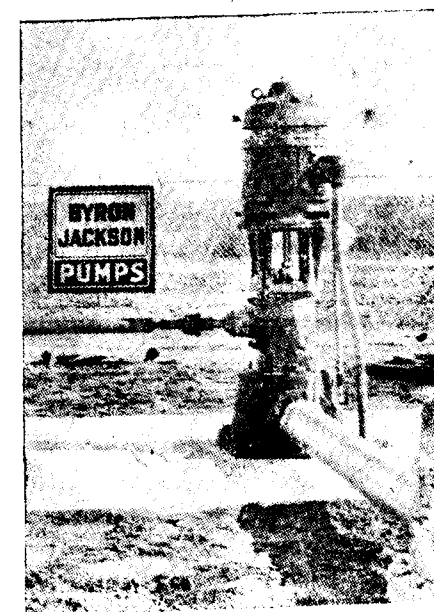
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(The Consumer of Power-Electrical and Mechanical — has every reason to keep closely in step with the fundamentals of this power and widespread modern applications. All calculations and complicated formulae have been scrupulously avoided but practical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

FOR FARM & INDUSTRY**Power Pumps (Series-4)**

The beginning of civilization was man's acquisition of the community spirit and naturally the result was formation of small settlements. These settlements were generally on the banks of rivers and brooks where water, the essential need of life, was easily available. Man devised a number of crude appliances for lifting the water from the rivers to the banks from where it could be used for domestic purposes or channelled to supply the needs of agriculture.

As river water was not available during times of drought wells were dug and water was drawn off from the wells by means of a rope and bucket. With the advance of civilization man's needs increased and ways and means were designed to obtain water by mechanical power. The Ram type of Centrifugal Pumps were the first outcome of this need and these have been in common use for a number of years.

The demand for water for agricultural purposes is without question the most important problem to-day. Numerous areas and good land lie barren or partially cultivated for want of regular rainfall. Water supply to towns and villages and agriculturists cannot be sustained unless regular supplies are available. In ancient days reliance was placed upon the collection of rain water in reservoirs and upon supplies from streams and natural springs. This was further assisted by excavation of wells in places where water was found at a moderate depth below ground. Until recently a large diameter open well, excavated with much labour and cost, was the sole means of drawing water from the subsoil. The yield of water from such wells was and is very small indeed compared with what one might expect from their dimensions, an open well 15 feet in diameter produces only 50 gallons per minute continuously.

There is, however, another mysterious source of water, a source hidden and tucked away in the bowels of the earth many feet underground. With the advance of geological knowledge man learned of this hidden source and succeeded in tapping it by means of a tube well. Supply of water from the bowels of the earth is usually rain water which has steeped in from the surface through microscopic pores and, therefore, is usually free from sediments and is rich in health giving minerals. Sometimes this pure water finds its way again to the surface of the earth and the result is crystal clear invigorating spring water. As one may be aware, whenever a

supply of drinking water is obtained from rivers, open reservoirs or wells, the water is exposed to contamination and, therefore, expensive filtration is necessary before it can be fit for human consumption. As stated above, water obtained from tube wells, sometimes called Deepwells or Bore Wells, is pure water free from sediments and does not need expensive filtration. There are a number of cases where city water supply is obtained from tube wells.

A tube well as the name implies is a well of relatively small bore and it differs from an old open well in one important particular, that is, a tube well admits water through its walls while an open well admits water through its base. Furthermore a tube well, also called deepwell, goes up to depths far exceeding the depths of ordinary open wells thus reaching the immense underground reservoirs of water. A tube well can yield 10 to 20 times more water than was previously thought possible and the advent of these tube wells has changed and brightened the prospects of water supply to Indian agriculturists. Centrifugal or Ram Pumps can suck water only from limited depths in large quantities and this resulted in the invention of Deepwell Turbine Pumps which indeed is a unique achievement.

Almost 50 years ago an old generation of B. J. Engineers offered the first deepwell Turbine Pump for primary water supply to city, farm and industrial user. This was in 1901. And to this day, all Deepwell Turbine Pumps follow the basic pattern laid down by B.J. Byron Jackson & Co., who was the first in the United States to undertake the manufacture of and to market widely a line of successfully performing centrifugal pumps in anything approaching the complete range of sizes. Mr. Byron Jackson, the founder of this Company, was a pioneer in the designing and developing of Centrifugal and Deepwell Turbine Pumps. The principles tested by those first installations remain the same today. But constant refinement and construction improvements have

increased the efficiency and lowered the costs of the B. J. Deepwell Pumps. To effect the present notable changes in appearance, B. J. invited Henry Dreyfuss, internationally famous industrial designer, to work with B.J. Engineers. The result is a product you will be proud to instal and wise to buy.

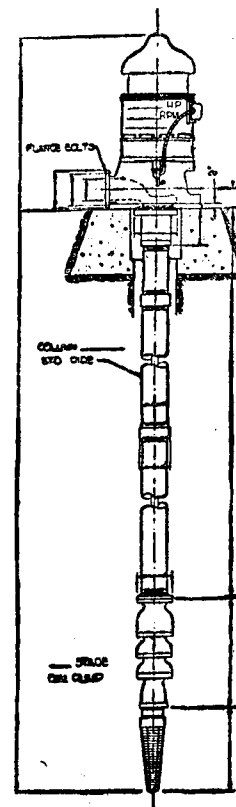
Water is everywhere, but not to be found at the same depth in all places. As the pumping of water from greater depths became necessary, the problem of finding a more economical method of lifting became apparent. The Deepwell Turbine Pumps meet such requirements for agricultural, municipal, mining and other primary water supply uses.

Widely varying well diameters, capacities, heads etc. are covered by three distinct types of bowl assemblies, each having different performance characteristics. They are made in a range of capacity from 40 to 10,000 G.P.M. for installation in wells from 5" to 24" or higher and depths up to 800 feet and more. Several impeller designs are available for each size in each of the three types, providing more than 100 individual impeller design of different hydraulic characteristics, thus making possible a selection of the most suitable unit for any conceivable requirement.

Type B, K. and R are the three types of the B.J. Pumps. The Type B is designed for wells of larger diameter where relatively high heads and pressures are involved. Performance capacities are such as to permit use of a minimum number of stages. The type K is for general usage where average conditions prevail. The high efficiency of this pump, through a wide range in capacities and heads make this type usable for general deepwell applications. The Type R is constructed to suit for pumping large capacities from wells of restricted diameter. The performance characteristics of this Pump are such that horse power requirements are practically constant and relatively high efficiencies are obtainable throughout the performance range.

Base your pump choice on the inherent advantages of a B.J. Deepwell Turbine and on

FOR FACTORY & WORKSHOP (Tools—Series-2)



A typical B.J. Pump installation.

the experience gained by B.J. over a space of fifty years.

For further details ask Messrs. Greaves Cotton & Co., Ltd., the reputed Engineers and Contractors (whose Head Office is at Bombay) and whose Madras Office is at 19 Second Line Beach, Madras-1. They have installed hundreds of the B. J. Pumps in various parts of the country to the entire satisfaction of the users. They will put you in possession of particulars to enable you to make a proper choice to your advantage.

B.J.'s are proud to announce the approach of its golden anniversary today and its pride lies in its Performance.

The tool is the shaping instrument of the creative human will and is a connecting link between the live hands of man and the dead matter. Tools have been in existence ever since the dawn of mankind. Their condition and quality have been determined by the culture of the progressive Time. The outstanding achievements of tools are for the working of wood and metal.



The first and foremost machine tool is the Lathe. Nothing definite is known as to the origin of the lathe. A lathe is an apparatus and causing the article to revolve while being operated on. An old writer on the art of turning (Plumier) attempted to show that King Solomon was acquainted with turned work. Amongst the sculptures of Ninevah there are various articles which have the appearance of having been turned—perhaps by the help of Crude apparatus such as that still employed by native workmen in India. The earliest drawings which show in any detail the construction of framed lathes seem to be given in a work by Jaques Besson, printed in 1569. The first published treatise on turning, written by an Englishman, Moxon, appeared in 1683. This was shortly followed by the elaborate treatise of Plumier, which gives us a good insight into the state of the turner's art in France at that time. So runs the history.

The early forms of Lathe are foot lathes, the remnants of which are found in villages to-day. These underwent many changes and improvements both in design and construction in the march of Time till the transition from Foot-Lathes to Power-Lathes happened. The

Power-Lathes are self-acting and are provided with mechanical means of giving the proper feeding motion to the tool.

The largest types of power lathes are provided with wide range of accessories ideal for turning, polishing, saw cutting, drilling, milling and grinding and are used for heavy roughing work and for smooth finishing work and for threading operations. Maximum efficiency, accuracy and economy are achieved.

M/s. Batliboi & Coy. (H. O. Bombay) the reputed firm of engineers and machinery merchants, serving Indian Industries since 1892 whose *Madras Office is at 3/153, Broadway* are the Distributors for the whole of India for *M. K. Brand*.

The Mysore Kirloskar Ltd,



Harihar, manufacture lathes from 3 to 12 feet

of bed in different lengths to satisfy the different needs of customers—Light Duty, Medium Duty and Heavy Duty Lathes. Their Lathes do perfect work with micrometric accuracy, are keyed to optimum efficiency and accuracy and constructed of best materials, possess the most recent improvements. They are properly balanced and their gears are all machine cut.

In short The M. K. Lathes (and machine Tools) represent the very best, leaving the factory after rigorous tests and certified by the Government. As with the machines, so with accessories supplied with them.

Ask *M/s. Batliboi* about it. They with gladly furnish you all details, prices etc and assist you to equip your factory and workshop with the latest of machines and machine tools to your need and entire satisfaction.



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whatever little business we have been doing with difficulty will now practically come to a stand still.

If our Government pursue such policies it will not be long when the business of the already oppressed Electrical Contractors and Merchants will be totally ruined.

Trends of Trade

(To-day 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 over-crowded, more and more of the best brains in the country are embarking on business careers. 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).

CABLES & WIRES

The government of India has put a ban on the import of wires and cables of sizes under .0036 sq. inch. This includes the sizes of 1/.004, 3.029 and 3.036 which are the commercial sizes of wires mostly used and are essential for house-wiring.

It seems that the Government did not think it necessary to take stock of the position regarding these wires before putting the ban with the result that now the wires of these sizes are not available with the representatives in India of their foreign manufacturers (ORCMA) even at the abnormally increased high prices. The Indian Cable manufacturers were not slow in taking advantages of this situation and they also increased their prices of cables abnormally. Now a time has come when cables cannot be readily obtained even at the abnormally high prices with the result that

THE FESTIVAL OF IND!

The International Industries Fair will be held in Bombay from December 21st this year. Many countries in the world are expected to participate in this Industries Carnival.

SOVIET TRADE

The character, principles of organisation and function of internal trade in any country are shaped and determined to a large measure by the nature of Government system. Socialism is the deciding factor in USSR. The material basis for development of Soviet Trade is Socialist industry and Socialist agriculture. The goods produced in Socialist enterprises are disposed of through three channels of trade. They are (1) State Trading system (2) Co-operative Trading system (3) Kolkhoz Trade. The main and leading form of Soviet trade is the state trading system. The bulk of the goods (more than 60%) goes through its hands. The Co-operative trading system serves the rural population, buying agriculture produce and selling industrial products in the country side. Both these systems handle over 80% of all retail trade. Under the third form the collective farmers sell their surplus products direct to the consumer at the Kolkhoz markets in towns.

Soviet trade is organised and conducted according to plan and therein is to found one of its decisive advantages. The cardinal function of Soviet trade is to supply consumer demand as fully as possible. And unrestricted Soviet trade at uniform prices is a mighty economic lever for getting industry to produce,

more goods of better quality and greater variety. In short Soviet trade promotes greater production and lower prices, thus increasing consumption by the people.

AROUND GENERAL MARKET

A steady tone was in evidence, in early part of October, on the stock exchange in Bombay. The chances of peace in Korea seemed to have receded and this acted as a stimulant to the market. The drought conditions in the western parts of the country had repercussions on the country's economy. Operators were awaiting the result of ensuring British General Elections. The hopes that India might be benefitted by the International Materials Conference were shattered as the conference had not planned to control the prices of metals. Tata Steels were depressed on reports of lower production at Jamshedpur. Bombay Burmahs profited from reports of a better dividend. Associated cements were

quietly easy. Textile market did not take notice of the reduction in the prices of cloth because of the Government assurance that Japanese cloth will not be imported. In Calcutta the volume of business was at a minimum due to the approach of Puja holidays. In the coal section prices were steady. Jutes were inactive with quotations a shade easier for the best of the period concerned. Engineerings were steady. Teas were neglected with prices generally a shade easier. The Madras Stock Exchange was fairly good during this period. Planting shares were active and business was done at higher levels in rubber shares on good buying support. Tea and coffee shares remained steady. The Annual London Leather Fair was held but there had not been any fresh support in business. In New York, numerous operators in Stock Exchange stayed on the sidelines and others kept their commitments strictly limited, awaiting further correction of the recent advance and Washington developments.



Children's Corner

Dear Children !

You are fond of *Cinema* and go often to the pictures. Is it not ?

I will be too glad to take you to a studio and show actually how a movie is made. Here I will give you some ideas about the same.

A studio in which the shooting of a picture is done is always busy and active. Thousands of people are seen to walk around in aimless confusion. There are many departments like the Wardrobe department, make-up department, sound stage department and so on. Gradually the last-minute preparations for shooting a scene are over.

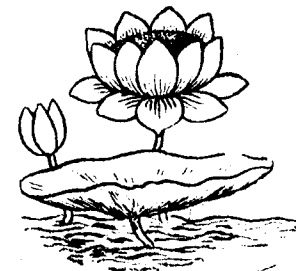
In a corner we see the principals, the 'hero' and the 'heroine' of the story are talking animatedly. They are rehearsing their lines. Besides them will be a girl, generally, carrying a large portfolio; she refers to the book and directs the heroine and checks up the continuity. Presently a horde of 'extras' troops on the set, men and women in their respective dresses prepared by the wardrobe department. Instructions are given to them where to stand, what to do. Meanwhile the Camera and Sound men invade. A 'dolly' is

pushed forward, on which we can see the big 'blimp' of the movie camera. This dolly is a low platform on rollers, with a space before the camera where the principals are to stand. The camera is adjusted and focussed with the help of stand-ins on the dolly.

Now steps the director or the boss. He consults with the camera man, then directs the light and so on. His assistants scurry back and forth to their several jobs; Extra cameras are set up to shoot the ball room from different angles. In a remarkably quick time the preliminaries are finished, the stand-ins depart, the stars take their places. A rehearsal gets under way. From somewhere comes the sound of a song or a dance as the case may be. The extras move out on the polished floor in couples; the principals make slow gyrations on the narrow confines of the dolly; the dolly is pushed around if need be. The whole action takes less than a minute. The director puts company through three rehearsals in less than 5 minutes. Then comes the order "Camera". As red lights spring on all over the "drill shed" there is instant silence. The short scene is played over and 'shot' six times. After each shot, a man holds a slate momentarily in front of the camera. On the slate is written Caba-listic figures where by the shot is identified out of the literal thousands that go into the making of a single picture.

We shall continue the rest in next issue. Meanwhile good bye !

Yours sincerely,
Power's Pearls.



EVENTS ABOUT ELECTRICITY

The Power we use

—Electricity

Self—instructor (Lesson 1)

(This is an electrical age. You have to press the button to put Electricity in Action. So extensively are electrical devices employed in home, farm and factory that a very large number of people need a sound knowledge of electricity—its generation, transmission and application. To this end in view, this series of lessons is placed before the reader.)

Defn., of Electricity:—Electricity is a natural force inherent in all matter to a greater or lesser degree. It cannot be seen, heard or handled. It can be generated and controlled to do useful work. Electric current consists of little particles or units which correspond to particles which behave very much like little balls being pushed through a tube. The smallest particle, in the chemical sense, is called an atom. The atom now is broken up into still smaller things.

(1 is Nucleus. 2 is electron). The hydrogen atom is shown here. It is the simplest atom known and has only 2 parts. There is a central nucleus in which all the weight of the atom is concentrated. Around the nucleus there moves in an orbit minute particle, the smallest unit of electricity, called the *electron*. Each atom of every element has (1) a nucleus and

(2) a No., of electrons moving round it. The electron carries a negative charge and the nucleus a positive charge. In a normal atom the positive charge on the nucleus exactly equals the total negative charges on all the electrons surrounding the nucleus. Every atom has its positive and negative charges equal. The electron is considered to be the smallest possible quantity of electricity (to be continued.)

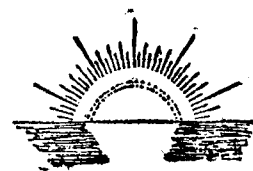


The world's smallest 5000-turn coil is one of the many and interesting applications of our winding wire in use. These coils, each containing 250 ft (76.2m) of fine enamelled wire and weighing only 0.76 grammes, are used in the highly sensitive and inconspicuous deaf aid ear-phones manufactured by Amplivox Limited, London.

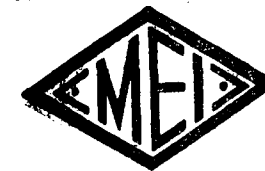
—B. I. C. C. Bulletin



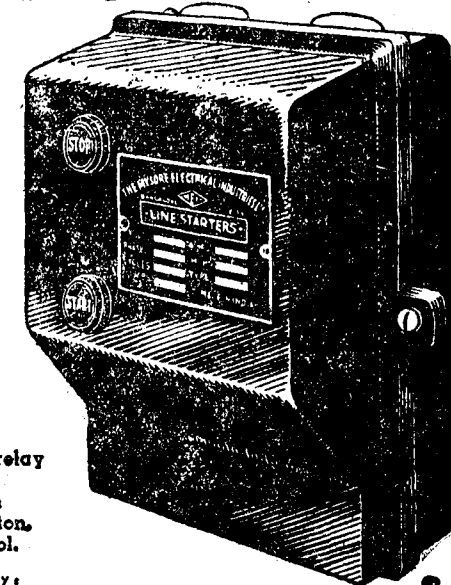
The introduction of the Massey—Harris Rite—Way Swing Milker brought an advance of a quarter century in the design of surcingle—type milkers. The Rite—Way principle of the suckling and complete massage of a calf's mouth—springless, Pistontype Pulsator and air cushion inflations make it the most desirable machine on the market. And far fast milking—less than 3 minutes for each cow. Available in either single or double unit, with electric motor or gas engine. Ask your local Massey—Harris dealer about it—M/s. Rallis India Limited.



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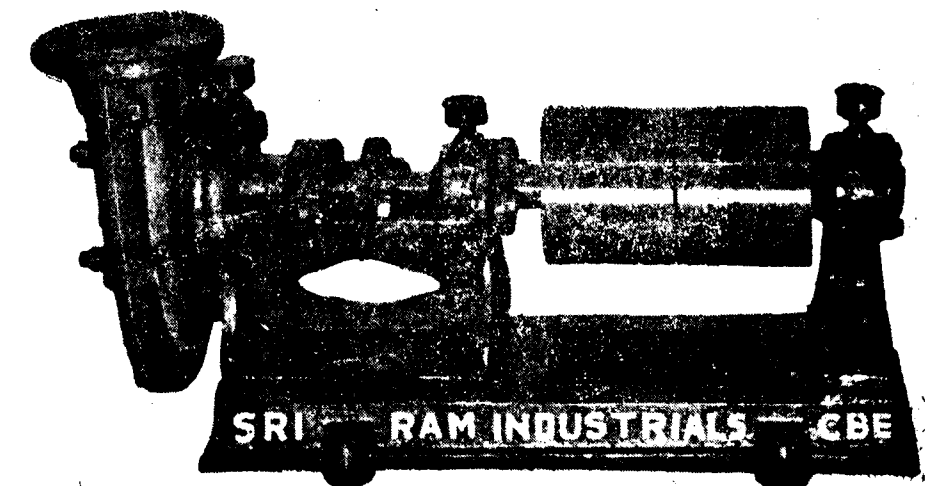
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DELHI DIARY

(From our correspondent)

The Indian Parliament has practically come to its end. It came into being on August 15, 1947. Many Ministers have come and gone excepting a few unchangeables. Some were success, some were failure. The Congress has had a suffocating majority and it was almost one party house. The wonder of it was it took weeks to pass an innocuous measure!

The battle over the Press (objectionable matter) Bill came to an end by passing the Bill after limiting the life of the Act for 2 years.

We have the straws in the wind as every political party which has decided to contest in the forthcoming elections, has launched its electioneering campaign. Under the leader-

ship of Congress President Nehru, the Congress is expected to return to Power inspite of considerable discontent with its policies and of the very unwieldy constituencies created by adult franchise rendering contests expensive. The Socialist party will support candidates of the Scheduled castes Federation and the Advaiti Mahasabha. It will also enter into regional electoral alliances with other parties like The Hindu Mahasabha and the Ram Rajya Parishad. The policy of releasing Communist detenus is to be announced by the Government to enable the Communist party to prepare itself for the election. Despite Mr. Kidwai's decision to rejoin the Congress, The Kisan Mazdoor Praja Party is not to dissolved.

Mr. C. R.'s decision to quit the Central Cabinet is regretted widely in the Delhi Circles. The loss to Delhi will be a gain to Madras, as he has expressed his desire to go back to his beloved South for a well-deserved rest.

PLEASURES
&
PRIVILEGES
OF THE PEN



The Life we Live—Do you know?

We are told that railways and airplanes, telegraphs and wireless, have made our great world into a small one; a world in which most of the dwellers can meet and in which all can communicate with each other. But, in truth, the world has become ten times vaster than it was, because the dividing walls of the past are broken down; we are no longer confined. The

sights of all countries are the possession of each; the words, the thought, the products of all the corners of the earth come to the hand of every one who can grasp them. We all spread out our hands; but how few of us grasp; for to grasp means to understand, to make our own, to take into our very selves. Who can follow the principle of Democracy? Who can grasp the complications of recent scientific discoveries? Oh, no! The days of the simple life have gone. Life—to all who would live as masters of their fate—is difficult—much too difficult.

In looking backward we tend to idealise the past. When, in 1781, James Watt began to

manufacture and sell what he called his "improved steam-engine", he worked a revolution in workmanship. By revealing the use of a new source of power, he had released all the workmen of the world from the treadles, all the horses from the treadmills, all women from the spinning wheel, and children from the carding instruments. He had made the factory system inevitable, put infinitely more comfort, even luxury, into workmen's homes, but at the same time he took the workmen themselves out of their homes and herded them into factories. There was gain as well as loss as the result of his invention.



Who is Who in Business & Banking?

ONE of the leading Industrialist of South India is Mr. A.M.M. Murugappa Chettiar son of Dewan Bahadur A. M. Murugappa Chettiar, Banker, "CHAMUNDESWARI BAUGH", San Thome High Road, San Thome, Madras. He was born on 23rd January 1902 and educated at Madras.

Committee of Manufacturers of Engineer Stores, set up by the Director-General of Munitions production, during the war period, and also Member in the working Committee on steel furniture and security Equipments and Coated Abrasives set up by the Ministry of Industry & Supply, Government of India, New Delhi. Besides he was the President of the South India Chamber of Commerce, Madras during 1949/50.

In addition, he has extensive business interests in Burma, Malaya & Ceylon. He is the Director of Ajax Products Ltd., Madras, Murugappa Agencies Ltd., (106, Armenian Street) Madras, The Coromandal Engineering Co., Ltd., Madras; The T. I. Cycles of India Ltd., Madras; The T & M Industries Ltd.; The Indo-Commercial Bank Ltd., Madras; The Kanadukathan Electric Supply Corpn. Ltd.; The New Ambadi Estates Ltd., and The Murugappa Sons (Travancore) Ltd. He is the partner of Swastik & Co., Share Brokers and Murugappa & Sons.

He has travelled around the world and was one of the Indian delegates to the International Chamber of Commerce Conference, which he attended at Washington in 1931. He is the member in the Central Committee of the All India Manufacturers' Organisation, Bombay. He was a member in the advisory

The most recent of the industrial enterprises started under his initiative is the T. I. Cycles of India Ltd. The Company has already started functioning and will be manufacturing "Hercules India" bycles at its new factory at AMBATHUR near Madras. Really Madras is proud of him for properly leading the way to budding industrialist of the Country.





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 Editor).

Romance of Water Power—By Paul Lewis, published by Sampson Low, Marston & Co., Ltd., London.

It is an interesting book of 246 pages, divided into 19 chapters. The author gradually puts the reader in possession of the historical aspect of water, the advance from water wheel to turbine, applications of different classes of water-power, hydro-electric developments etc. The chapters on trip to Norway, Switzerland, Finland, Sweden furnish the reader interesting developments of water power in these countries. The possibilities of exploitation of water-power are discussed. The romantic features of water-power is the big leg-up it has given to countries-small and big. Water-power has come quickly; but we must not think it has come easily. There is a background of thought, calculation, manual toil and thread-to-needle understanding of mechanical energy behind that silent dam and throbbing power station, which the layman could not easily realise.



The Book of the Future?

The plastically illustrated book will be the book of the future. Books are published illustrated with stereoscopic pictures and equipped with stereoscope. The readers of such books are offered the rare Joy of following the author not only mentally but also visually, thus giving the dead letter life in an ideal manner. Lourdes the Home of Bernadette is one such book recently published.

The new plastically illustrated book not only allows to fortify our knowledge and widen our view, but in the comfort of the home also gives us a chance of seeing landscapes and cities which we will never set our foot on. Thus we are offered a possibility of enjoying works of art and science in a plastic way hitherto denied to us.

GENERAL

Soviet Russia-by
Jawaharlal Nehru (3-8-0)

On his return to India from Moscow in 1927, Mr. Nehru contributed a number of articles to the papers. These were published in 1929 and are now reprinted. They are random sketches and impressions of a cultured man of vast knowledge and wide experience. Mr. Nehru concludes that "to be in a Russian prison is far preferable than to be a worker in an Indian factory." Russia has a greater diversity of people and languages than India. More than 20 years have elapsed since these impressions were put into cold print. The later experience of the author himself and the future experience of every foreigner visiting Russia may find these sketches and impressions modified by deeper knowledge and prolonged acquaintance.

News And Notes

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

PERSONALITIES

Religious instinct is as old as the human race. Religion does not interfere with human progress. Great and everlasting as the depths of the surging sea is the spirit of religion animating the human soul. Every nation in its own way has sought instinctively for a Being that is supreme over all. Women are more religious in their inherent natures than men. A true religious life calls for a large amount of devotion, unselfishness and sacrifice—types of conduct in which women have excelled men ever since the dawn of human history.

Many princesses and queens have come and gone.



Give up then thy earthly duties,
surrender theyself to Me only.
Do not be anxious; I will
absolve thee from all thy sin.

—LORD KRISHNA'S LAST WORD.

INSIDE INDIA

The Constitution Bench of the Supreme Court unanimously held that the Constitution (First Amendment) Act 1951 was valid. This is a sequel to the challenge about the validity by a group of Zamindars of U. P. Bihar and Madhya Pradesh through petitions filed in the Supreme Court under Article 52 of the Constitution.

Mira Bai, the saint of Rajputana (India) is still remembered on account of her renunciation, one-pointed devotion to Lord Krishna and God-realisation. Born in Samvat in the 16th century in the village Kurkhi near

Merta in Marwar, Rajputana, she was regarded as the incarnation of Radha.

Though married in affluent but unhappy state of affairs, Mira received the image of Sri. Girdharlalji (Lord Krishna) from Sadhu and spent all her life in worshipping it. Steeped in the Wine of love, the lover saw nothing else but the wine all round. Day and Night, the flame of love burned in her heart. Her mystic songs acted a soothing balm to the wounded hearts and tired nerves of those who turmoiled in this world with heavy burden of life. The sweet music of her songs exerted a benign influence on the hearers, removed discard and lulled them to sleep. In short, her language of love was so powerful that even an atheist would be changed.

Due to hectic fanaticism and uncompromising bigotry of power-mindedness propagandists, the world is witnessing the upheavels, turmoils and genocides. Even the conflict in the political and conomical ideologies is at long last being laid at rest by the United Nation and a Federation of the World. The proper shape of things to come is only by and through a Harmony of Faiths. The bedrock of the teachings of the world's saints, sages and seers like Mira Bai can pave the way for a happy combination of material prosperity with religious toleration.

Parliament passed the Industries (Development and Regulation) Bill. The measure is expected to ensure the proper industrial development of the country.

The Film Enquiry Committee's Report on Indian Films has now been published. To ensure the production of better films, the committee suggests the creation of a Production Code Administration, on the lines of P. C. A. in the U. S. A. The creation of a Films Finance Corporation to render help and assistance to the industry, is also suggested. The Film council in contemplation should come in existence to regulate and control the film industry which is already a growing one in India.

The 50th session of the Indian National Congress at Satyavathi Nagar (New Delhi) was held under the presidency of Mr. Nehru. His address contained no surprise for it was a restatement of Congress faith.

Coming near home, the 6th South Indian Provincial Medical Conference was held at Kozhikode. Dr. A. Lakshmanaswami Mudaliar inaugurated the conference and Dr. V. Krishna Rao presided. The importance of Rural Medical Relief was emphasized. The novel and new methods of selection of candidates to the medical colleges was criticised.

The Madras State Lawyer's Conference was held at Kozhikode. Justice Govinda Menon of Madras High Court presided over and Mr. M.C. Setalvad, Attorney-General of India inaugurated the conference. The various aspects of the administration of Justice and the lawyer's role were touched upon. The constitution of an All India Bar was emphasized.

INSIDE EUROPE

Marshall Stalin sprang a surprise on the World when he confirmed that Russia had made an atomic bomb test with a strong attack on British and American policy on atomic weapons, which, he said, compelled Russia to have the same.

The British Parliament was dissolved by a proclamation of the king and marked beginning of political campaign. Labour Government under Atlee, has been weighed and found wanting and Churchill has taken up the challenge. It might be up to the British Nation to give him a chance.

Europe needs Germany economically, politically and militarily. Dr. Kurt Schumacher, German Social democratic Party leader, stated that Germany is practically being made the economic prey of the victors—a mere object in their hands. The Plevin Plan for a European Army, he said, reflected arrogance and a desire to suppress Germany.

INSIDE AMERICA

Dr. Graham (the U. N. Mediator on Kashmir issue) who had promised to complete his report by end of September in Geneva, did not actually do so and went instead to New York to complete it, and had it presented before the Security Council, with his recommendations—the main among them being the demilitarisation of Azad Kashmir.

New York is having negotiations to have a settlement of Persian Oil dispute. There has been a proposal for international control of Persia's oil and Mr. Henry Morgenthau, former US Secretary of Treasury, has expounded carefully the advantages of letting Persia have the benefit of oil exports.

Senator Robert A. Taft has announced of his intention to run for election next year to the office of the President of United States.

INSIDE ASIA & AFRICA

Free to side with the East or West is the choice for Egypt when the Anglo-Egyptian Treaty of 1936 is abrogated and Egypt joins the Middle East Defence organisation. These proposals were sponsored by Britain, France, Turkey and United States. Britain will hand over her bases in the Suez Canal Zone to International Control if Egypt agrees to

(Continued on Page 29)

POWER'S PUZZLE

Questions are asked but they are not answered. But answer the following, yes or no, and figure your own efficiency.

What's your Answer	Answer
Are you for "4 anna bazaar" encouraging people to be satisfied with rubbish things?	
Misfortune does overtake even the most careful businessman. Do you agree?	
To-day many business enterprises do not lend themselves to individual proprietorship type of organisation. Is it correct?	

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5/6 H. P. and 10 H. P.

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4, 6, 8 and 10 H. P.



- ★ ELECTRIC MOTORS—
Laurence Scott and Electromotors, Ltd.,
England.
- ★ STARTERS & SWITCH-GEAR
Allen West & Co., Ltd., England.
- ★ OIL ENGINES—
Horizontal, Robey of Lincoln, England,
Vertical, Pelapone Ricardo, Made in U.K.
- ★ PUMPSETS—
Sigmund Pumps, Ltd., England.
- ★ ALSO LATHES, DRILLING MACHINES,
WOODWORKING MACHINES and other
MACHINE TOOLS & SMALL TOOLS, TRAC-
TORS & IMPLEMENTS, EARTHMOVING
EQUIPMENT, HOT MIX EQUIPMENT.
- ★ STAINLESS STEEL, AGA Cookers and other
household appliances, etc., etc.



Phone: 3226 & 55129. Grams: LIMPET.
WILLIAM JACKS & Co., Ltd.
 NATIONAL BANK OF INDIA BUILDINGS,
 FIRST LINE BEACH, MADRAS.
 Chitrakala—JG-1

Power's Publicities

SUCCESS
IN
SERVICE

We have passed the days of accidental success in business. Now a days success lies on Advertisement—and on nothing else.

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.

Advertising in the Daily is effective but ephemeral: like the butterfly it lasts only for the day and then lights a fire or feeds a goat. The Advertisement in a Monthly like the Power will keep fresh by tens of thousands of people who thumb over every day for the whole month or the year.

There is a Way—to lay out your Advertisement and Publicity, to select the media, to plan the campaign and at last to check up and record results. Therefore play your part through Power's Publicities whose watchwords are:

**Success in Service
And Service in Success.**



(Continued from Page 26)

become a member of the proposed International Middle East Command.

Separate proposals were submitted by Britain to the Egyptian Government on the future of Sudan. The states of Sudan should be decided by the Sudanese people; they shall have complete freedom to decide their own ultimate future; provision will be made to accelerate the independence movement in the Sudan.

The Korean War gave a tremendous impetus to Japanese industries. To-day Japan has a favourable balance of trade with most Asian countries. Moreover the 2,000 million dollar direct aid given since her defeat has left her with a huge reserve to finance further industrial expansion. Japanese goods are sold cheaper all over S.E. Asia 20 to 25 P.C. cheaper than British manufactures.

The negotiations in Korea have apparently reached a satisfactory conclusion as to the proper site for future talks. Patience has certainly scored a victory.

Pakistan was in mourning at the assassination of Mr. Liaqat Ali Khan, Pakistan Prime Minister, at Rawalpindi recently when he was shot dead by a Muslim assassin of Abbottabad while addressing a public meeting. As an able and experienced Parliamentarian and administrator, he was a lovable sort of man. He had

in him a combination of qualities which are not usually found together. Asia in particular is having a lesson in politics—assassination of leaders and repression of Governments. This is a matter for concern to all lovers of peace and of the civilised conduct of human affairs. Ordered freedom and not "trigger-happy" world peace should be striven for.

SPORTS

The M.C.C. of England who had their series of matches in India is meeting the India XI at Delhi in the First Test.

The coaching scheme of the All India Lawn Tennis Association will commence at Trivandrum shortly.

Geza Marozzy, the chess Champion is dead at the ripe age of 81. He saw life in all its varied aspects, starting as an Engineer, then a teacher, and lastly a functionary at the Hungarian School Insurance Establishment. He started his chess by a win in the Club Tournament at Budapest in 1891. He reached the level of just below the world champion. He wrote an authoritative book on Paul Morphy.

The Indian Badminton team led by Devinder Mohan, returned to India after successful tour in Australia and Malaya. It beat Australia in the final of the Pacific Zone of the Thomas Cup.

In a Few Lines

Sir Mirza Ismail, Resident Executive of the U. N. Technical Assistance Administrative at Jakarta announced his decision to resign and to return to India.

Sir Henry Gurney, British High Commander for Malaya was shot dead by terrorists in ambush.

"Good old Winnia"—the 76 years old Mr. Winston Churchill defeated the Labour Party and formed his new Tory Government.

An additional 484 million dollars for operating an atomic energy plant on the Savannah River in South Carolina was asked for by President Truman.

The next conference of the African National Congress will be held in Bloemfontein in December to discuss the non-European Struggle against the National Government.

The United Nations Day was observed on Oct., 24th, all over the world.

Canada gave a tremendous welcome for the Royal couple—Princess Elizabeth and her husband during their recent tour.

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Here And 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.)

Cross-word crops

The table below gives the statistics of competition in Bombay State.

Name of Paper.	Amount Collected.	Amount Distributed.
Illustrated weekly.	Rs. 30,00,555	Rs. 5,67,000
Loksatta.	Rs. 8,92,229	Rs. 2,41,500
The Lokmanya.	Rs. 2,91,535	Rs. 1,32,500
Janna bhoomi.	Rs. 10,33,491	Rs. 74,503
The Gaon Kari.	Rs. 43,200	Rs. 25,293
The Kasoti Karyalaya	Rs. 15,43,383	Rs. 5,07,000

About Madras ask the Power.

Memory Test

A film-star, when asked by the Registrar of Marriages, "Have you been married before?" replied "What a memory test."

Largest

The main Botanical Garden of the Academy of Sciences of the USSR at Moscow is the largest. The garden has more than 800,000 plants, splendid collections of trees and bush varieties; decorative, fruit-bearing and industrial plants and wild grasses.

Best Listener

People love to talk but hate to listen. The best listener was the late Clarence Day, author of Life with Father. He did not listen in silence. He laughed, he groaned, he roared; his eyes shone with surprise and delight. The consequence was no one knew more of human heart than he did.

Business

Babies are our business.....
Our only business-says the mother.

Ages

We have had several ages-the Bronze Age, the Iron Age, the Ages of Steel and Steam and now of Electricity, Will there be Sun-Age?

Wife

A cigar is like a wife!
Put it to your lips, and light it;
When you have learned to do it right, it
Adds a certain zest to life.
Mind you keep of puffing it,
Or it's out, and can't be lit.
Ah, the aroma! Ah, the glow!
Will I have one? Thank you No.
Aleister Crowley.

Boon to busy housewife

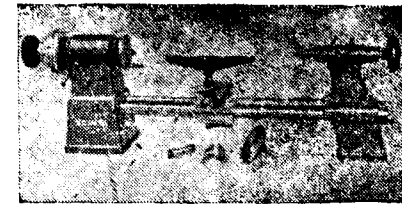
With the construction of the "Elenova" coffee grinder, which is the result of long years of experiments, it becomes a boon to the busy housewife. It facilitates the work of the busy housewife by its handiness, great capacity and safety.

Many Millions

Many millions of addresses are contacted in industrial and trading enterprise. Ask the Power.

Thought for the month

Truth stands carved on the rocks of Time and remains unobliterated through all ages. And yet it has to be retold from generation to generation to keep man reminded of his celestial descent and divine affinity and help him live in time with the Infinite.



BATLIBOI & CO., 3/153, BROADWAY, MADRAS

ENGINEERS

Head Office : FORBES ST., FORT, BOMBAY

Branches : COIMBATORE, CALCUTTA, DELHI & AHMEDABAD

DEALERS IN

1. HEAVY WORKSHOP MACHINERY : "MK" Brand Grade I Precision Machine Tools, Skoda, Volman, Mas, Kamenkek, Podhajsky, Zbrojovka and Emato Lathes, Millers, Planers, shapers, Slotters etc.
2. LIGHT DUTY WORKSHOP MACHINERY : Atlas Lathes, Shapers and Millers, Scinta Precision Lathes.
3. WOODWORKING MACHINERY : Driver Furniture makers machines and Dominion Saw Mill Machinery.
4. SHEET METAL MACHINES : WSG German Punching and Shearing etc., Rhodes English Power Presses, Folding, Grooving, Burring, Flanging etc.
5. METAL AND WIRE TREATING MACHINERY : Rolling Mills for Sheet and Wire and S. and B. English Fly Presses.
6. PHARMACEUTICAL MACHINES : Resistance Tablets, Pills makers, Sugar Coaters etc.
7. WELDING AND LIFTING APPLIANCES : P. and H. American Hoists and Cranes, Welding Transformers, Positioners etc. Sirius Oxy-Acetyline Welding Equipments.
8. MOTIVE POWER MACHINES : Daihatsu Crude Oil Engines, Briggs and Stratton Gasoline Engines, NET Indian Motors, Higgs English Motors etc.
9. PUMPING MACHINES : Sterling Gasoline Pump Sets : Ecco Gearless Pumps, Paddle Pumps, Goulds American, Electrical & Mechanical Automatic, House Servicing, Farm Watering, City Supply etc., Pumping Units.
10. CORNS & CEREAL TREATING MACHINERY : Grindall & Diamant Flour Grinders-Grindwell & Jrus Coffee Grinders-Christy and Norris Disintegrators, Pulverizers etc., Rapid & Heylon Coffee Roasters etc.
11. POWER TOOLS : Portable Flexotube flexible, Shafts ; American Electric Drills, Grinders, Surfacers. etc.

Madras Markets

1. Is regular every month.
2. Publishes current prices in electricals and mechanicals.
3. Contacts suppliers and buyers.
4. Maintains free service to regular subscribers.
5. Offers assistance for business careers & trips.

While the management takes great pains in publishing accurate prices gathered from reliable business firms and stockists of repute, it is no way responsible for the inaccuracies, if any, which may be caused due to fluctuations prevailing.

We invite your enquiries on all items not listed here. The management is at your service at all times.

ELECTRICALS

1. ACCESSORIES

	Rate.	per doz.
RS. A. P.		
SWITCHES		
Bakelite English, S.P.		
5 amps	17 8 0	"
Bakelite Indian, S.P.		
5 amps	11 0 0	"
Porcelain base English		
S.P. 5 amps	18 0 0	"

HOLDERS

Bakelite Pendant Eng. ...	8 0 0	"
" 1/2" ...	12 0 0	"
" 5/8" ...	12 0 0	"
Batten Holders	13 4 0	"
P.B. Holders English	16 4 0	"
" 1/2" ...	18 0 0	"
" 5/8" ...	16 8 0	"
Batten	16 8 0	"
Adaptor (Bak)	7 8 0	"

CEILING ROSES (2 plate Bak)

English	8 0 0	"
Indian	5 8 0	"
Cutouts (English)	8 4 0	"

WALL PLUGS

Bakelite 5 amps 2 pin		
complete (Eng.)	14 0 0	"
" 3 pin	27 0 0	"

SHADES & REFLECTORS

Enamel Iron Shades 8"	10 0 0	"
" 10"	15 0 0	"
Water Tight Fittings		
complete Indian	6 4 0	Each

WIRES & CABLES

V.I.R. C.M.A. 1/18	26 8 0	per coil of 100 yds.
" 3/20	40 8 0	"
" 7/22	50 9 0	"
" 7/20	66 5 0	"
" 7/16	143 4 0	"
C.T.S. Single Core 1/18	45 12 0	"
" 3/20	64 13 0	"
" 7/20	97 12 0	"
" Twin core 1/18	71 2 0	"
" 3/20	120 11 0	"
" 7/20	190 7 0	"
W.Proof Sgle. Core 1/18	40 3 0	"
" 3/20	59 12 0	"
" 7/20	94 9 0	"
" Twin Core 1/18	76 13 0	"
" 3/20	113 0 0	"
" 7/20	182 11 0	"

FLEXIBLE WIRES

Cotton 14/36	23/36	
39 0 0	40 0 0	"
Workshop Flex		
2 core 62 3 0	74 1 0	"
3 core 92 0 0	108 14 0	"

P.V.C. WIRES EQUAL TO V.I.R. (from I.A.E.C.)

250 v. Single Core P.V.C. insulated wires		
1/044 Cat. No. 2120	18 0 0	"
3/049 2121	24 0 0	"
1/064 2122	27 0 0	"
3/036 2123	30 2 0	"

EQUAL TO C.T.S.

1/044	2120 S	34 11 0
3/029	2121 S	43 3 0
1/064	2122 S	48 0 0
3/036	2123 S	53 5 0

TWIN FLAT

1/044	2220 S	55 8 0
3/036	2223 S	101 8 0

250 V. Flex wires single core P.V.C. insulated

14/0076	2141	15 1 0
	2141 B	12 1 0
23/0076	2142	20 2 0
	2142 B	15 14 0

Other items on enquiry.

LAMPS (B.C. Clear 230/250 volts.)

	RS. A. P.	per doz.
5 Watts	16 8 0	"
10 "	15 12 0	"
15 "	14 4 0	"
25 "	14 4 0	"
40 "	14 4 0	"
40 " gas filled	16 8 0	"
50 "	18 0 0	"
100 "	24 0 0	"
150 " each	5 7 0	"
200 " "	5 7 0	"

II. METERS

HOUSE SERVICE

A.C. Single Phase 230/250 volts, 50 cycles		
2 1/2 amps. 5 amps. 10 amps.	Each	
Ganz 40 0 0 40 0 0 40 0 0	"	
C.G.S. 38 8 0 38 8 0 38 8 0	"	
Ferranti 43 8 0 43 8 0 43 8 0	"	

GANZ, 3 PHASE, 3 WIRE METERS, A.C.

	RS. Each
10 amps	105
20 amps	120
30 amps	130
50 amps	155

GANZ, 3 PHASE, 4 WIRE METERS, A.C.

	RS. Each
10 "	145
20 "	168
30 "	182
50 "	217
100 "	272

AMMETERS 3 VOLTMETERS (English)

Ammeters 4" dial 0-10 amps	52 8 0	"
0-20 "	52 8 0	"
0-30 "	52 8 0	"

Voltmeters 6" dial 0-60 volts	75 0 0	"
0-120 "	80 0 0	"
0-160 "	85 0 0	"
0-230 "	90 0 0	"
for use on A.C. or D.C.		

III. MISCELLANEOUS

ZINC PIPES

11 m.m.	3 4 0	per length
16 m.m.	4 12 0	"
11 m.m. Elbows	1 8 0	per doz.
16 m.m. "	2 0 0	"

CONDUIT PIPES

	3/4"	1"
English	54 0 0	85 0 0
Indian	49 0 0	80 0 0
		100 ft.

BRACKETS & GALLERIES

P.B. Brackets	7 8 0	8 4 0	per doz.
O.C. "	8 0 0	9 0 0	"

D.C.C. WIRES

16 S.W.G.	4 4 3	per lb.
17 S.W.G.	4 9 3	"
18 S.W.G.	4 11 6	"
19 S.W.G.	4 14 6	"

INSULATING MATERIALS

Henley Black insulating tape 1/2"	6 4 0	per 100-yards
tape 3/4"	9 5 0	"
Callenders 1/2"	1 9 0	25 yards-roll

TRANSFORMERS

English Victor V & E, 6.8 volt	4 8 0	each
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LINK CLIPS

Camel brand tinned joint clips 1 1/2" & 1 3/4", 1 3/4" & 2"	0 5 6	per box
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HARD DRAWN BARE COPPER WIRE

No. 4 S.W.G.	2 1 0	per lb.
" 6 "	2 1 0	"
" 8 "	2 1 0	"

FLOURESCENT FITTINGS

Sylvania 4', 40 W. lamp day light	17 12 0	each
Philips Holland 4', 40 W.	18 4 0	"
Sylvania 2', 20 W. day-light	13 8 0	"
Philips Holland 2', 20 w.	13 0 0	"
Upadhyaya 40 W. Choke (India)	5 14 0	"

HEATING & COOKING APPLIANCES

230 V. Water Heater (Eng.) 700 W	12	0	0	„
Auto Control Iron A.C./D.C.	27	0	0	„
Stove (Eng.) 1000 W.	25	0	0	„
Soldering Iron (Eng.) 65 W	14	8	0	„
125 W	25	0	0	„

IV. OTHER ITEMS

MERCURY VAPOUR LAMPS

[Complete with
Choke and Con-
denser].
RS.

80 Watts	...	150	0	0
125 Watts	...	175	0	0
250 Watts	...	225	0	0

CONVERTORS

Rotary convertors, compound wound fitting with heavy duty ball bearings, constant speed, Drip proof, 0.8, P. F. complete with starter (Eng.)

Size in K.V.A. D.C. in put A.C. out put 50 cycles.
single phase. RS. A. P.

1	220/110 volts	...	950	0	0
2	220/110 „	...	1,350	0	0
3	220/110 „	...	1,650	0	0
4	110/110 „	...	1,650	0	0

GENERATORS

D.C. 110 volts

3 KW 1400 R. P. M. Generator Rs. 1,350
Regulator Rs. 96.

5 KW 1400 R.P.M. Generator Rs. 1,450,
Regulator Rs. 110.

A.C. Columbia 0.8 P.F. 3/50/440, star connected 4 wires (220/230 volts) between a phase and neutral wire, suitable for belt drive and direct coupling complete with exciter etc.

K.V.A.	K.W.	R.P.M.	Price
31.5	25	1000	Rs. 5,750
50	40	„	Rs. 6,750
62.5	50	„	„ 7,250
75	60	„	„ 8,250

Onam A.C. Generating set

Model W3M, 115 volts 50/60 cycles, (dial speed), Generating set, with 2 cylinder engine etc. Rs. 1,750

ELECTRIC BLOWER

Wolf type NWB portable blower suitable for operation on single phase, A.C. 50 cycles and D.C. 230/250 volts complete with starting switch, 15 feet 3 core T.R.S. Cable, moulded hard rubber, nozzle 11" long, capacity 60 cubic feet per minute ... Rs. 350

Also Wolf Electric Drills of various types and spares available from ready stock.

Other makes on application.

(M/s. Rallis India Ltd.)

ELECTRIC COFFEE GRINDERS & ROASTERS

Mocca (Swiss) No. 2 with 1/3 H.P. Motor A.C. 230/250 volts, single phase, 50 cycles complete with container of 2 lb. interruptor with electric cable 1 1/2 meter at output of 50 lb. per hour ... Rs. 850

Bharath (Indian) Coffee grinder No. 1 size capacities 30 to 40 lb. per hour suitable for 1 H.P. ... Rs. 250

FANS

Table Fans (fixed) A.C.

	Size	Rs.
I. E. W.	16"	120
Phoenix	14"	97
„	16"	102
Kassels	16"	125

Ceiling Fans A.C.

Complete with regulator, rod etc.

	Size	Rs.
Crompton 60"	Indus	200
„ 50"	Kistna	182/8/0
„ 48"	Sutlej	170
Lucky 60"		180
„ 56"		168
„ 48"		160
„ 36"		130

Kassels and Anand and Azad on enquiry.

Phoenix 60"	194
„ 56"	179
„ 48"	166
„ 36"	136

Blade size	R.P.M.	Air Dis- placement cft.	Consump- tion.	Price. Rs.	M.E.M. T.P.	30 „ 500 „ 330 K.A.	33
7 1/2"	1200	250	25 watts	95	M.E.M. T.P. 60 „ 500 „ 360 K.A.	60	60
12"	1350	1250	80 „	210	M.E.M. 10 S.D. starter	„	75
15"	1200	1500	110 „	210	M.E.M. 5 D.S.	„	55
24"	700	5300	270 „	475	M.E.M. 44 A.D.S.	„	37 1/2
					M.E.M. 24 A.D.S.	„	36
					M.E.M. 84 A.D.S.	„	40

D. C. exhausts fans on application.

V. MOTORS & SWITCHES ETC.

ELECTRIC MOTORS

Make—Crompton Single phase, 230/250 volts, 50 cycles Capacitator type

H.P.	R.P.M.	Rs.
5	1430	190
3/4		225
1	1420	267/8

3 phase, 400/440 volts. 50 cycles

H.P.	R.P.M.	Rs.
3	1430	365
5	1430	487/8
7.5	1430	600
10	1440	665
10	940	840
15	1440	825

Make—L. S. E. 3 phase, 400/440 volts, 50 cycles

H.P.	R.P.M.	Rs.
3	2880	327
7.5 (Emcol)	960	800

Pulley and Rails extra.

N.E.I. Squirrel Cage Induction Motor suitable for A.C. 3 phase 400/440 volts 50 cycles supply.

SCREEN PROTECTED TYPE MOTORS

H.P.	RPM 960	1440	2800	
1	Rs. 285/-	Rs. 254/-	Rs. 284/-	each.
1 1/2	Rs. 333/-	Rs. 275/-	Rs. 309/-	each.
2	Rs. 369/-	Rs. 297/-	Rs. 329/-	each.
3	Rs. 465/-	Rs. 347/-	Rs. 370/-	each.
5	Rs. 600/-	Rs. 475/-	Rs. 452/-	each.
7 1/2	Rs. 700/-	Rs. 575/-	...	each.
10	Rs. 825/-	Rs. 645/-	...	each.

Prices: Less 5% to consumers.

Less 7 1/2 % to dealers.

(M/s. Batliboi & Co.)

SWITCHES & STARTERS

Simplex I.C.D.P. 15 amp 250 volts	Rs. 6/8
M.E.M. D.P. 15 „ 250 „ 122 K.A.	„ 12
M.E.M. T.P. 15 „ 500 „ 315 K.A.	„ 23

M.E.I. Direct on Line Starter up to 5 H.P. ... „ 68

M.E.I. Air Break Star Delta Starter up to 12.5 H.P. ... „ 136

M.E.I. Air Break Star Delta Starter up to 13 to 20 H.P. ... „ 153
(M/s. I.A.E.C.)

TIME SWITCH

Venner type MDISL time switch self-starting synchronous motor driven, single, pole A. C. 230/250 volts, 50 cycles, 15 amps capacity with arrangements to switch on and off automatically at predetermined timings Rs. 125
Other types on application.

VI. PUMPS & PUMPSETS

SRI PUMP for direct coupling.

Size	A impeller	B impeller
2" x 2"	Rs. 220	Rs. 230
2 1/2" x 2 1/2"	Rs. 235	Rs. 250
3" x 2 1/2"	Rs. 244	Rs. 250
3" x 3"	Rs. 250	Rs. 259
4" x 3"		Rs. 339
4" x 4"		Rs. 344

—for belt drive with fast and loose pulleys

Size	Rs.
2" x 2"	230
3" x 2 1/2"	250
2 1/2" x 2 1/2"	255
3" x 3"	290
4" x 3"	295
4" x 4"	365
5" x 4"	370

SHIVAJI SELF PRIMING PUMPS

2 1/2" x 2 1/2"	280
3" x 3"	280
3" x 3" (heavy duty)	297
(used for direct couple or V belt drive)	

SIGMA PUMPS

Type NL 4. 2½"×2½"	450
Type N. 62a. 3"×3"	450

Sigma type N62a. R3"×3" pump with flexible couplings and a 4 H.P. BTH. 400 volts, 3 phase, 50 cycles, 2800 R.P.M. Motor complete with suitable starter without Bed Plate

Rs. 800

PUMPS (Chandra Foundries)

C.F.M. 3"×2½" (direct)	Rs. 210
Chandra 3"×3" (belt drive)	Rs. 275
Sugar Cane Crushers	
ZAMINDAR	Rs. 1,250
KISAN	Rs. 750

(M/s. Chandra Foundries.)

AUTOMATIC DEEP WELL PUMPSETS

Myers Self-oiling automatic water system 340 gallon per hour at a height of 100 ft. with ¼ H.P.A.C. motor with 42 gallons pressure tank, automatic switch

Rs. 1,175

Goulds' Best American make C.I.D.C. 3542 pump set comprising 42 gallon pressure tank with fittings, floating switch pressure guage worked by means of V belt with ¼ H.P. A.C. single phase, 230 volts, 50 cycles motor for automatic

Rs. 850

MECHANICALS

VII. DIESEL OIL ENGINES

RUSTON (vertical)

Engine	Cylinder	H.P.	R.P.M.	Price.
1 V.T.H.	1	5-7½	1000-1500	2,300
2 V.T.H.	2	10-15	1000-1500	3,300

PETTER (vertical)

A.V. 1	1	5	1,500	1,500
A.V. 2	2	10	1,500	2,250

NATIONAL (horizontal)

A.H. 1	1	5	1,500	1,650
J.B.	1	10	500	4,650
K.B.	1	12	500	5,250

H. M. G. (vertical)

IS 16	1	10-12	800-1000	3,250
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LISTER (vertical)

3-1	1	3½	650
5-1	1	6	950
10-2	2	12	650

YANMAR (horizontal)

S-4	1	4	750	1,200
S-6	1	6	700	1,650
H-10	1	10	600	2,800

ROBEY (Single Cylinder Horizontal)

Diesel Engine Type

HSO/16	23 H.P.	Rs. 8,850/-	each
Type HSO/16A	26 H.P.	Rs. 10,800/-	each
Type HSO/17	40 H.P.	Rs. 15,900/-	each
Type HSO/20	50 H.P.	Rs. 18,900/-	each

All F. O. R. Madras—Subject to price fluctuation.

LORENZ (horizontal)

E.B.N.	Cylinder	H.P.	R.P.M.	Rs.
1	1	7	1,300	2,100

SKODA (vertical)

I. S. 110	1	10-15	1,500	3,100
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COOPER OIL ENGINES

Cooper, (horizontal)	H.P.	R.P.M.	Price
1. R.C.A.	5/6	700	2,150
2. R.C.B.	8/9	550	3,463
3. R.C.C.	10/11	500	3,895
4. R.C.D.	13/14	450	4,390
5. R.C.E.	16/18	400	4,975
6. R.C.F.	18/20	375	5,185
7. R.C.G.	25/27	360	8,400
8. R.C.H.	28/31	340	9,465

SHANKS (vertical) Cylr.

B-F Sanders (21)	H.P.	R.P.M.	Rs.
1	8	1,200	2,600
6-8	1000-1200	2,560	

(all cold start engines).

DIHATSU DIESEL OIL ENGINES

Horizontal Model

Type No. OH-5, 9 H.P.	700 R.P.M.	Rs. 2,800/-	each
Less 5% to customer.			
Less 5% and 5% to Dealers.			
Type No. OK-9, 5/6 H.P.	1000/1200 R.P.M.	Rs. 1800/-	each
Less 10% to customer.			
Less 10% and 5% to Dealers:			
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VIII. HARDWARE

GALVANISED PIPE FITTINGS (local)

	2"	2½"	3"	4"
Bend	4 8	9 0	15 0	17 8
Elbow	3 8	6 4	7 8	15 0
Coupling	2 0	2 4	2 8	4 4
Tee	3 12	6 0	8 0	16 0
Flange	3 0	3 12	4 8	6 8

BELTING

	Indian	English	per ft.
2"	1 4	2 12	
3"	1 12	3 8	
4"	2 4	5 0	
5"	3 0		
6"	3 8		

HOSES

Suction	Ply	Price
2"	3	3 12
2½"	3	4 8
3"	3	4 12
Delivery (Armoured)		
2"	3	2 12
3"	3	3 8

FILTER POINTS

Size	Indian	American
1½"	20 0	45 0
1½"	32 0	52 0

PULLEYS

Dia (inch)	4"	5"	6"	7"
2"	37 8	85 0		
8	1" 1½"	1½"	bore at as 12 per inch	
10	2"	"	"	14 "
12				
16				

FOOTVALVES

Size	Price
2"	15
2½"	18
3"	20
4"	28

FLOUR MILLS

Make	Size	R.P.M.	H.P. (required)	Out put	Price Rs.
Indian	10"	600	3-4	200 lbs.	275
"	12"	550	4-5	300 lbs.	350
"	14"	550	5-6	400 lbs.	350

RICE HULLERS

Make	Size	R.P.M.	H.P. (required)	Out put	Price Rs.
Indian	No. 1	750	20-22	50 bags	450
"	No. 7	850	12-15	30 bags	400

DISINTEGRATOR

Size No.	R.P.M.	H.P. (required)	Price Rs.
0	5000	4-8	850
1½	3300	8-16	1,600
2½	2500	12-25	2,750

Other items on enquiry

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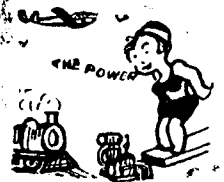
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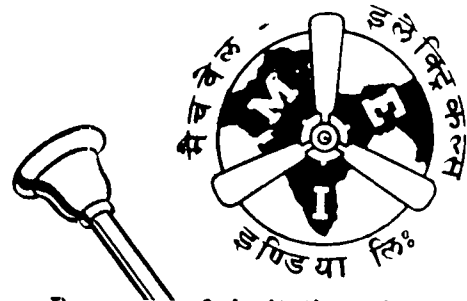
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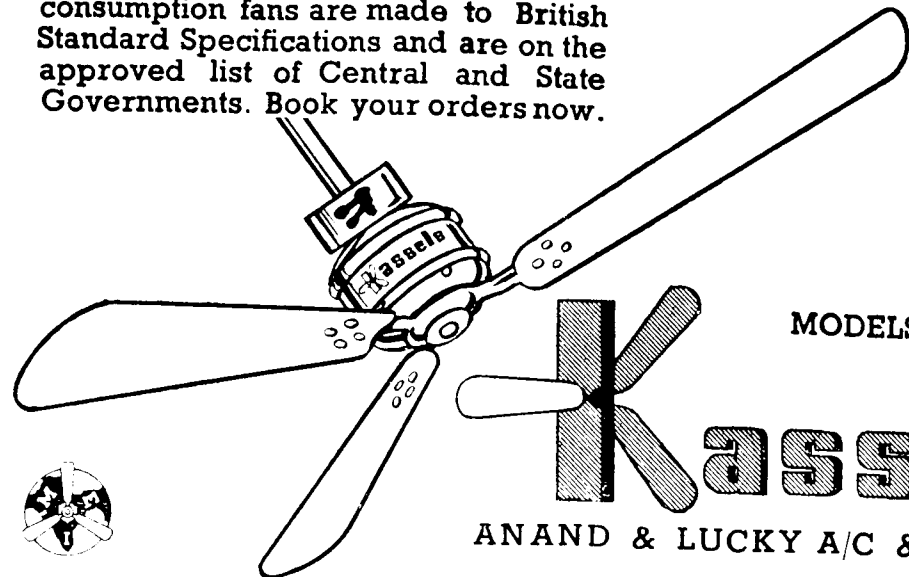
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