

562

POWER



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

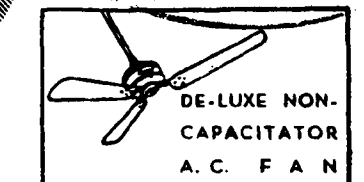
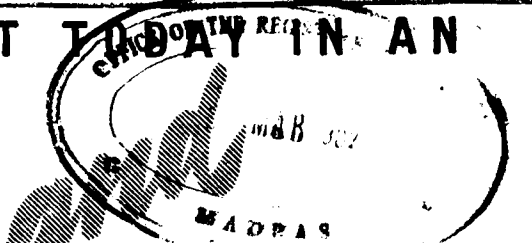
Vol. II
No. 5

FEBRUARY 1952.

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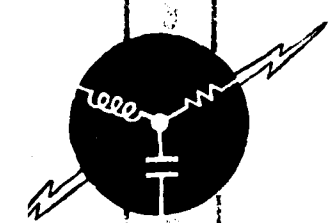
the lifetime fan is precision built from all electrical sheet stampings and is guaranteed to give you two-way economy.

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S.	...	3	10	17	24
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T.	...	7	14	21	28
F.	1	8	15	22	29
S.	2	9	16	23	...

2. QUIZ.

What is black diamond?

Which is the longest suspension bridge in the world?

What are the main aspects of Industrial Lighting?

Answer -- December (1951) Quiz.

3. HERE'S HOW.....

The Electric Blower

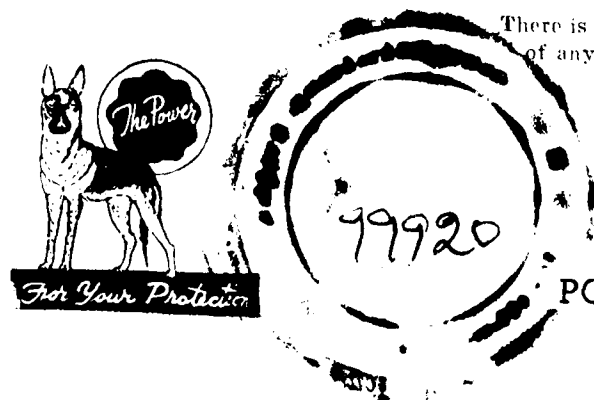
The Parnall factory at Yate is the birth place of domestic appliances.

A Nomogram is a diagram representing the solution of a formula for combinations of values of the variables involved.

New lamps for old seems to be the law of life. Old or new, lamps serve the same purpose.

It is a law of Science that nothing perishes.

There is gain as well as loss as the result of any invention.



POWER IS PROGRESS.



WORLD - WIDE
JOURNAL



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CONTENTS

1. Editorial	...	...
2. Special Articles	...	...
3. Consumer's Companion	...	...
4. Trends of Trade	...	...
5. Books and Brochures	...	...
6. News and Notes	...	...
7. Here and There	...	...
8. Madras Markets	...	...

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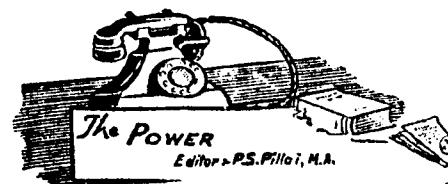
POWER

391

Vol. II

February, 1952

No. 5



NEEDS FOR POWER

Power, per se, seems to be indefinable, to the practical thinker at any rate; for power cannot exist unless it is being exerted in some way, that is to say until it is doing some kind of work. We must have what Kant called its 'schemata', namely a number of other ideas associated with it, for example, the blow of a hammer, the kick of a horse, the stroke of a piston or the revolution of a wheel.

It follows that our realisation of the importance of power will be proportionate with the growth of the uses to which it may be put. Useless power is of no interest to anybody and the search for power will arise pari passu with the need for it for useful and practical purpose. If we look back along the whole corridor of human time we find that our ancestors had been struggling for some artificial power to supplant to their own physical one; for they had no engines nor machinery to create this power.

The great function of power to-day is not to aid men in satisfying their essential needs but to enable them to furnish themselves ever more and more abundantly with the immense paraphernalia of equipment, ornament, comfort, indulgence, luxury, art, relaxation and amusement which civilization has brought into existence.

Our primary physical needs are those of primitive man; our secondary needs require countless millions of horse-power to satisfy our needs. Our food becomes more varied and by an ever-increasing percentage more machine prepared; our clothing becomes more complicated and demand fashion; our houses are better lighted and better heated; our means of transport and locomotion are continually being augmented; in short handicraft vanishes gradually and is being replaced by machine-craft. All these mean power to drive the industrial wheel and that power has been found.

But it is pertinent to ask that great works were accomplished by the people of early civilization long before steam power. Yes, it is true. Yet the answer is that all this was done by forced man-power and at a cost which will never agree with the spirit of modern times. To quote one or two instances; it is recorded by Diodorus that 360,000 men were employed for 20 years to build one pyramid. If we now calculate at £ 2 per week per labour, the wages bill alone of that one pyramid will

amount to £ 748,000,000. Next, the Egyptian histologist Wilkinson has stated that in the construction of the Canal of the Red Sea, 120,000 Egyptian lives were lost. It is a tragedy which we cannot afford to have in the world of to-day.

With the steady advance of time, these methods of getting power from forced labour have become obsolete and indeed they have become impossible. Nor could such labour have kept pace with modern needs. The discovery of such forces as steam, compressed air, electricity, the invention of such instruments as the turbine, the hydraulic ram etc., have conferred advantages and benefits on mankind which could never have been conferred by man-power. Nor even a long pull, a strong pull and a pull all together of ten million men could drive a 300 ton railway train along a level tract at a speed of 60 miles an hour.

And so new sources of power had to be provided. Right from the incident of Watt and his Kettle, the history of power has been romantic in many ways.

COMPENDIUM ON COMPANIES :

The name BRUSH (The Brush Electrical Engineering Company Limited. Longhborough,

England) is associated with those of the earliest pioneers of the Electrical industry in the person of the greater American Scientist, Charles Francis Brush, of Cleveland, U.S.A., who died in 1929, after a long lifetime brilliantly devoted to the science of physics.

A contemporary of the inventors Edison and Swan, Brush has been described as a "pioneer of light". The electric arc lamp was one of his contributions to mankind, together with the conception of the lead storage battery and the invention of a dynamo.

In 1879, a company, formed in London to exploit the arc lamp and the dynamo, was named—The Anglo-American Brush Electric Light Corporation. The Corporation made rapid advancement, and to further this end, the Falcon Works at Longhborough were acquired in 1889, the name of the firm being changed to its present title. From such beginnings the Brush Company has grown into a world-wide organization, offering a service and products that are "second to none".

The range of their manufacture includes Transformers, Switchgear Induction Motors, Alternators, Generators, Diesel Electric Locomotives etc.,

The Pride of Parry's lies in their representation.



FROM BUSINESS BUNCH

The 'day Sheet'

(Continued from December Issue)

Details of time and material need not be filled in on all day-sheets. But all the extras are to be recorded as a check on the estimate and as the basis of the charge for it. When a day-sheet is issued for an original job for which details are not required, the wording on

the sheet calling for them should be cancelled. In all other cases it is understood that the workman should fill them in fully. In the date column he must fill in the actual day — works done, unless it is continuous for a week. In the name column he must fill in the actual name of the man employed on it. The gross time should be recorded. Occasional random checks of day-sheet are advised. The material column should be scrupulously entered. If there is a representative of the customer on the job his signature should be obtained to all day-sheets. (To be continued)

Thrift begins at Home—

Every day we see increasing evidence of reckless spendthrift habits. More debts, more spending, more debts, more spending - a perpetual vicious circle.

"Waste not, want not"—"A penny saved is a penny earned"—these are ancient wheezes, and they sound woefully "corny" to-day. Yet, on them our fathers and forefathers built the freedom and riches which we enjoy so lavishly today. They knew that unpayable debt is slavery, and they chose to be free.

Many of us are looking for a free ride at somebody's expense instead of driving our family financial planning.

The young mother should play a very important part in this phase and should rescue her family from the swamp of debt.



Special Article

POWER PLAN IN U.S.S.R.

(Power's Punch)

The GEOLRO Plan was the first scientific State plan known in Russian history. It was a unified plan for national economic construction of the country. The main portion of the plan—the famous plan for the Electrification of the U.S.S.R.—was initiated in 1920, a large scale electrification based in wide prospects for the use of electric power for the people.

The plan called for the construction of 30 power stations of different types within 10—15 years. In the Soviet Union, electrification is not reduced to the isolated construction of individual power stations, it is constructed on the basis of a single national economic plan, on a nationwide scale; Electric power production in U.S.S.R. is concentrated in big fuel and hydro-electric stations. Construction of power station of any type on the principle of overall planning takes into account all the interests of the specific districts—individual enterprises, water supply, irrigation, transport, heating facilities, gas supply etc. The big power stations are linked by a net work of transmission lines into integral systems known as electric power systems, as to facilitate favourable conditions for rational exploitation.

In 1935, after 15 years of the announcement of the GOELRO Plan, the total 200 capacity of the power station in U.S.S.R. increased to 2.5-fold the planned provisions. Big fuel and hydro-electric stations have been built and industry was converted to the use of modern electrical equipment, to-day more than 50 percent of the machine capacities in

use in Soviet industry are operated by electric power.

The Soviet people are now at work on the realization of the world's biggest power and irrigation projects on the Volga and on the Dnieper and Amu-Darya rivers. The construction of the Tsimlianskaya Hydro-Electric Station of the Volga-Don canal will be completed shortly—great pace of hydro-technical construction in the history of world engineering.

The struggle against drought and the reclamation of the deserts that is the substance of the plan for remaking nature. The high patriotism of the Soviet people combined with the power Soviet technique is a creative force that can move mountains, change the course of rivers and compel nature to surrender all its wealth for the benefit of man and women. And it has been well admitted that it is impossible to remake nature unless there is abundance of electric power and water.

Agriculture and livestock breeding will spring up on the lands watered and irrigated with the help of electric energy. Electric ploughing will be introduced. Stretches of forests and forest shelter belts will make their appearance. In short the completion of the grand and glorious plans and plants will lead the country, to a new and splendid flowering of economy and culture, to an abundance of national and spiritual blessings for the entire people. That in short, is the Soviet slogan of enhancing electric power.

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 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 & FIELD
TRACTORS (Series-8)

The conduct of Agriculture which is recognised as a business, is of concern not only to those directly engaged in it, but also to the rest of the nation. The progress of the nation depends to a large measure on the ability to produce the food and clothing necessary for them. A successful farm must provide a profitable farm business, a cheerful place in which to live and a wholesome environment for all.

In the Indian villages more comfortable homes must be furnished and better schools, equipped with better teachers provided. Hospitals need to be erected and good medical service procured. More money should be spent on roads. Other social advantages should be established. The individual engaged in agriculture must understand not only the physical and biological factors, necessary for sound enterprise, but also how to apply his farm practice so as to obtain the greatest returns.

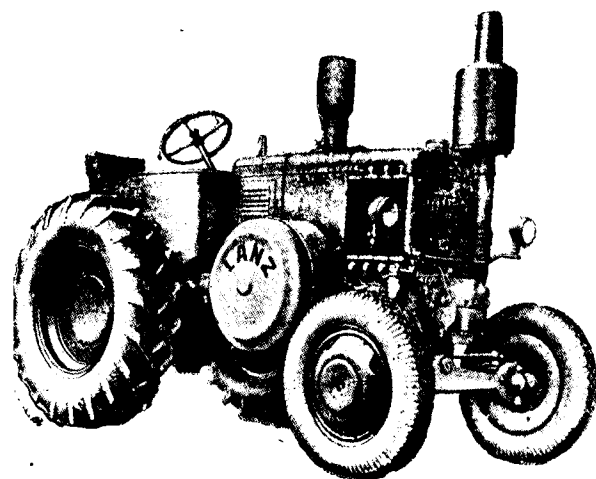
The greater mechanization of farming by the use of the power influences the most economic farm unit. It has tended to promote specialization, resulting in added advantages. Countries like the United States, Australia, Canada and Europe could not feed their people unless and until they had mechanised their agriculture to a high degree of perfection. This sensational mechanization of agriculture has by no means caused unemployment amongst agricultural labourers, on the con-

trary, any worker having become surplus in the actual process of ploughing, harrowing, harvesting etc., could be usefully employed for other intensive operations on the farm which still require the skill of hand labour, thereby increasing still further the production of food. More machinery again means more fitters, mechanics and engineers and more food means more trade and more well-fed people, thereby absorbing into the process of employment additional number of people. The ploughing rate of a pair of bullocks per 8 hour day is on an average estimated at half an acre whilst a tractor of normal size will plough 5-8 acres a day. During idle periods bullocks have to be fed and to be attended to whereas tractors require no fuel and attention.

In India where agricultural methods are admittedly rather backward the hampering factor in the mechanization has been the lack of experienced, skill and mechanically minded personnel to handle farm machinery and to make minor repairs and adjustments. This is where the half of distributors of such machinery comes in. The importance of after-sales service to tractors is realised and followed. The farmer is faced with the problem of purchasing the right tractor for the right job.

The answer is the German-made **LANZ BULL-DOG** crude oil Tractor. 92 years is indeed long and glorious in LANZ History. In the year 1859, Heinrich Lanz, the founder of the LANZ works in Mannheim, (Germany) which are now the largest manufactures of agricultural machinery in Europe, started his workshop on a small scale. Repairs of agricultural machines, manufacture of agricultural implements, new designs and construction in the same line were the several stages in the development of this factory. The first motor tractor of unique design was constructed in 1921. This was the original BULL-DOG with a single cylinder, slow running, low compression engine which revolutionised agriculture owing to its simple and foolproof design. It was the first Crude Oil Tractor ever made in due con-

sideration of the outstanding advantages inherent in this fuel. On account of their unrivalled merits, these BULL-DOG Tractors became popular all over the world. In the course of the last 30 years, this single cylinder design has been constantly improved upon on perfect knowledge of requirements of farming conditions. This development culminated in the sturdy and almost foolproof Lanz Tractor as it stands to-day equipped with an engine of extra-ordinary simplicity with incredible moving parts. Besides this, it consumes the cheapest of fuel such as crude oil, residual oil and even furnace oil under tropical conditions. The wear and tear in the slow running Lanz Engine is negligible and results in considerable savings year in and year out in spare parts and replacements. More than 1,30,000 Lanz Tractors have so far been supplied to almost all parts of the world to help food production at little cost.



The name LANZ has become proverbial with horizontal, slow-speed, low compression

engine, unfailing, reliable, durable, excellent tractor ever built.

DECIDE RIGHT NOW

To see a BULL-DOG Tractor in operation. Ask the Bull-dog representative in your district to give you demonstration.

For BULL-DOG Crude Oil Tractors,

25 H.P. - 35 H.P. - 45 H.P. Agricultural Types with Steel or air tyred wheels

25 H.P. All-Purpose Type with adjustable tread

55 H.P. Road Transport (Industrial) type

55 H.P. Crawler Type for Agriculture and Forestry.

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the Sole Agents for India

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95 Appolo Street, Fort, Bombay

with branches in New Delhi, Calcutta, Nagpur and Madras (Second Line Beach, Madras) who have a full-comprehensive Sales & Service organisation for LANZ Crude Oil Tractors carrying ample stocks of spares and having a staff of experienced tractor mechanics especially trained by the German Chief Service Engineer of the Lanz Works, during his extensive tour of India.



EVENTS ABOUT ELECTRICITY

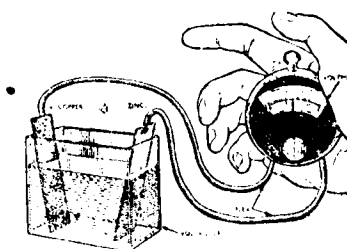
The Power we use

—Electricity

Self—Instructor (Lesson 3)

(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.)

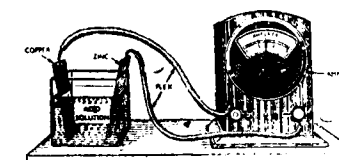
We have discussed about conductors in lesson 2. How electricity is generated and measured? Strictly speaking, electricity being a form of energy can never be really generated. In order to produce electricity some other form of energy must be expended and the energy input must exceed the electrical output by the amount of losses in the converting apparatus. One method of producing electricity is through the primary battery where energy corresponding to the electrical output (plus losses) is provided by chemical consumption of the negative pole of the battery, and this method is prohibitively costly. We shall profitably consider it in some detail.



The elementary theory of the simple cell is the basis of all batteries. The fig. 1 shown is a simple cell consisting of two plates, one copper (positive pole) and the other zinc (negative pole) immersed in diluted sulphuric acid. The container is made of any material

which is not metallic and on which the acid has no chemical action. We connect across the two poles an instrument called a voltmeter, which measures the electromotive force (e.m.f.). This is the name given to the force which drives the current and it is measured in volts or in larger or smaller units. The voltmeter is used to measure the electrical pressure.

Current is the rate at which electrons are being driven from one place to another and is a different thing from the e.m.f. which is the driving force. Electric current and e.m.f. can be compared to water current and water pressure, the latter being necessary to create the former. The electrical pressure is different from electrical current.



A current—measuring meter is called ammeter as shown in fig. 2. Generally ammeters are not so connected as shown. However as we watch in this fashion, we notice an interesting fact. The reading in the ammeter gets smaller and smaller until, at last, there is no reading at all. Therefore, with this cell we cannot drive a constant current and this fact is a disadvantage. The cause of this fall in current is what is known as polarization.

(To be continued.)

ELECTRICITY IN AGRICULTURE

Electricity is very convenient for soil heating in order to accelerate the growth of seeds in greenhouses and frames. A special resistance cable buried in the soil gives the necessary warmth—



When you have a neighbour lad who likes you, then you become fond of him. If, in manhood, he becomes prominent, your admiration and affection become great.

This is how every lad of his time feels about **Dwight Eisenhower** who is to-day one of the world's greatest military leaders. He was no miracle child. Born in the Eisenhower family at Abilene, of poor means, he was just a strong, healthy boy with a serious mind, who looked upon the world as waiting for him. In his school, he was popular with teachers, and was a power among his school mates. With no means to go to College, he kept seeking a job applying in various places. He was on his way to glory when he got appointment to West Point. After a few years in minor position in the Army, he was promoted rapidly and was in Command of the Allied Armies in Europe. His name is now on the lips of the Republican Party in America for nomination to the Presidential election. Conditions may make impossible a venture into the field of politics. Anyway he will see a great public service awaiting him.

"I am still 'Ike' to all my old acquaintances and to the old home town"—these are his own words.



Afghanistan. It was indeed a best medium to publicise the achievements in trade, Commerce, industry and manufacture.

ON INDUSTRIAL FRONT:

Madras ranks next to Bombay and Bengal on the industrial and Commercial map of India. In the post-war period, the Madras Ministry working in close co-operation with the Government of India, have been following a policy of planned development of industries in the state. The main lines of progress followed are expansion of existing enterprises, survey of raw materials, research, expansion of basic industries, establishment of model units and training centres, provision of financial assistance.

The following are the training Centres run by the Government:

Madras, Madurai Kozhikode, Bellary, Mangalore & Kakinada.	6 Industrial schools
Madras, Madurai, Coimbatore, Kozhikode, Mangalore, Viyyur, Kakinada & Bellary.	3 polytechnics.
Madras	— Institute of Leather Technology.
Madras	— Government Textile Institute.
Madras	— School of Arts & Crafts.
Beypore	— Government Coir Factory.
Rajahmundry	— Pottery Training Centre.
Gudur	— Ceramic Training Section.
Kalahasti	— Glass Training Centre.
Madras	— Scientific Glass Blowing.
Kasaragod	— Glass Bangle and Bead training.

Trends of Trade

(Today the world of Trade offers more and better opportunities to ambitious men and women, anxious to succeed in life that 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.)

A DOUBLE CUT:

The Government of Madras have imposed a cut of 15% in power consumption in all except essential uses in the areas served by the hydro-electric system at Pykara. Papanasam and Mettur, due to low storage of water in the reservoirs arising out of weak monsoon. This naturally affects the all-ready affected electrical trade in the province.

INTERNATIONAL INDUSTRIES FAIR:

The international industries fair in Bombay has been opened recently by the Governor of the Province. The fair has been divided into two sections—the home division and the foreign division. There were separate pavilions for Soviet Russia, Republic of China, Hungary, Czechoslovakia, Iraq and

Additional centres for training in other industries are also in contemplation.

AROUND THE MARKET:

Reopening after the New Year holidays, elections appeared to be the subject of major interest among operators who, therefore, were reserved in adding to their commitments. In Bombay cotton mill shares monopolised business interest. The increase in cloth prices and the allocation of export quotas, of cloth provided an incentive to operators. In Calcutta the outlook in Stock Exchange for the current year was none too cheerful. The recent rise in lending rates of Exchange Banks and the Imperial Bank have been viewed with some misgivings. Easier conditions were noticeable in Tea sections. Among Engineerings, Indian irons started

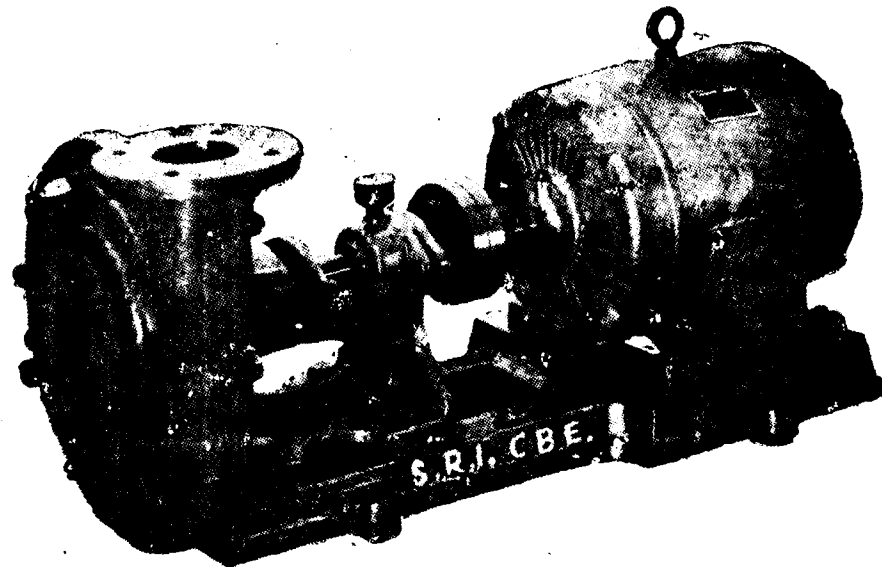
Rs. 27-4 and after being pushed up to Rs. 27-6, receded to Rs. 26-12. In Madras bright sentiment prevailed in textiles. Bank, insurance and electric shares remained dull in the absence of buying support. Rubber shares were steady. In the Skin and Hide market the prices of tanned goat showed an upward trend.

Later, the Calcutta Stock Exchange was in a more cheerful mood, following strong Bombay advices. News of the U. S. aid and the possibilities of further aid for India's development projects and programmes imparted a lullish tone. In Madras, textile shares displayed a very steady tone. The prices of pepper and coconut oil in the West Coast experienced a decline during the week.

On the whole there is reason to look forward with confidence to the future.

ஸ்ரீ பம்புகள்

நீடித்த
உழைப்பு
குறைந்த
செலவு
நிறைய
விளைச்சல்



STOCKISTS IN MADRAS
G. JANSI & CO., ELECTRICAL MART LTD.,
TEE YEN BEE MILL STORES, Madras - Hoderabad - Dn.
Distributors:—NELLIKUPPAM INDUSTRIES LIMITED.

PLEASURES & PRIVILEGES OF THE PEN

The life we live—Do you know?

These are days of Drains and Dustbins especially in towns and cities. That is the reason all the more for us to follow the principles of healthy living. To be completely healthy is to live fully. We do our share in keeping healthy by simple obedience to nature's laws. We need wholesome food, more outdoor exercise, regular work, also regular leisure and rest, quiet sleep at night, more air and sunlight. We have to co-operate with our neighbours to keep the street clean of refuse, to ensure pure and constant supply of water and above all to practise the social service which is a matter of every day citizenship.

Who is Who in Business & Banking?

Sri K. G. Khosla, the talented, adventurous, impressive looking thirty-seven years old business-magnate of India with his headquarters at New Delhi, was born at Rahon in Jullundur District in 1915. His father Sri R. N. Khosla was connected with the Delhi Cloth Mills which is to-day one of the Premier mills of the north. Mr. K. G. Khosla took his degree in Science from Hindu College, Delhi and joined the Delhi Cloth Mills as an Engineer. After a few years he started his own business in 1944, as an exclusive agent to some of the leading manufacturers of United Kingdom and Continent. The name of Khosla & Company became synonymous with honesty,

service and satisfaction and branches were opened in Bombay, Calcutta and Madras.

Khosla is a man of ambition and is always on the lookout for something new. He made business tour of United Kingdom, France, Germany, Switzerland, Austria, Denmark and Belgium in 1948-1951. He contacted various leading manufacturing and engineering concerns. He studied the technocracy and considered how far they could be utilised in India.

Khosla's reputation as a businessman was on the increase and his services to the business community was recognised when he was elected the Vice-President of the Delhi State Board, All-India Manufacturer's Organisation. And real honour was conferred on him when he was appointed the Managing Director of the Manufacturer's Industrial Exhibition which was sponsored by the A.I.M.O. and was held in March/April 1950. It was the first Trade Fair of its kind to be held in the East and was truly international in character and made the country aware of the industrial potentialities and achievements with its drawbacks and shortcomings.

Khosla has two favourite ambitions: one is to see India among the leading industrially advanced countries; the other is to start a co-operative agency of manufacturers under the aegis of All India Manufacturer's Organisation with Central office at Delhi.

Married in 1941 to Mrs. Kaniwal Khosla. K. G. Khosla has two daughters and one son. He is a perfect and polished gentleman, a man of pleasing manners and above all a man of active habits. He is not interested in politics. His useful work for the business community will certainly pave a long way in the advancement of Free India in international trade and industry.

DELHI DIARY

(From Our Correspondent)

The recent highlights in the Capital were the reactions to the Election results. The election proved to be the first test to show the representative character of the candidates. The defeat of many personalities was a verdict against their policies and programmes. Many inconvenient situations happened as a result of the defeat of Congress Ministers in some states, especially in Madras. There was a lot of protest for creating inconvenient precedents. The Prime Minister, Mr. Nehru, wants to purge the Congress and it is rightly felt that the electorate has purged the Congress for him.

The political figure that has come out of the elections in many places is confusing and chaotic. It is the result of the happy-go-lucky way of thought and action of the Congress leaders and ministers. The Congress label has ceased to attract the mass. The causes for such state of affairs may be traced to radical and fast introduction of reforms, the frequent change of mind exhibited by the Congress ministries on education, ration, control, taxation, etc. Hard and honest work alone can place the Congress back in its original strength.

The fifth and last session of the Indian Parliament began in New Delhi, President Rajendra Prasad addressed. This session would undertake only urgent and non-controversial legislation, leaving the rest to the new Parliament coming into being at the choice of the people.

Power's Publicities

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.****RALLIS INDIA LIMITED**

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Telegram: "RALLI"

MADRASPhone: { 3 9 8 1
(5 Lines)

SOLE DISTRIBUTORS FOR:

**MASSEY — HARRIS
TRACTORS**

AND

THE WORLD'S FINEST FARM AND AGRICULTURAL IMPLEMENTS

RICHARD FRERES**"CONTINENTAL" CRAWLER TRACTORS.****ROCKWELD LTD., ENGLAND**

SUPERIOR ARC WELDING ELECTRODES

Fully approved by M. O. S. (C.I.E.M.E.) and Admiralty, suitable for use either A.C. or D.C.
Mild Steel Cast Iron, Hard Surfacing,
Stainless Steel and

ALSO

**ROCKWELD MOTOR DRIVEN
WELDING GENERATORS**

FAMOUS FOR

- * Smooth Stable Arc
- * Infinitely variable Current Control
- * Negligible Maintenance
- * Low Energy Consumption

Welding Transformers and Bare Shaft Generators

ROTARY HOES LTD.,SMALL (FIELD) CULTIVATORS
WET PADDY CULTIVATORS**WOLF ELECTRIC TOOLS LTD.,
LONDON**

The world famous 'Wolf' range of Electric Drills, Grinders, Sanders, Polishers, Screw Drivers, Nut setters, Chisel Mortisers, Blowers, Hammers, Valve Seat Grinders, Mobilelectric Valve Shops, 'CUB' Lathe Kit, Saw Kit, Grinding & Polishing Kits etc.,

B. ELLIOTT & CO., LTD., LONDON

Milling Machines— 14" Band Sawing Machines—
Drilling Machines— Grinding Machines—

ALSO

"SAMSON" Hand Lever Operated Pipe and Tube Bending, Angle Bending, Shearing Rod Cutting and Punching Machines.

M. W. M. Benz DIESEL ENGINES(German Make)
3/6 H. P. and 10 H. P.

ALSO DEALERS IN:

DIESEL OIL ENGINES, PUMPING SETS, OIL EXPELLERS,
ELECTRIC MOTORS UPTO 20 H. P. (E.C.E. MAKE) TEXTILE
MACHINERY, COTTON & JUTE BALING PRESSES ETC., ETC.



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].

THE TRIAL OF SCIENCE FOR THE MURDER OF HUMANITY

By Mr. Justice A.S.P. Iyer—The Alliance Company, Mylapore, Madras-4. Price Rs. 1-8-0.

It will be carrying coal to Newcastle if one tries to introduce the author who is very well known. A judge is fond of trials as a sportsman is fond of sports. Under the Mock Trial, Science is tried as the accused before Full Bench of three Judges consisting of Philosophy as the President. The court is crowded with Advocates and members of the public. The judges of the Supreme Court of Time assemble in full session. The jurors are Education, Maharajah, Trade, Finance, Research, Service, Citizen, Society, Unemployment, Frontier. The prosecution witnesses are Politician, Zamindar, Old Thought, Religion, The Inspector-General of uncommitted crimes, and the defence witnesses being Medicine, Knowledge, Transport, Electricity.

The trial begins in the dignified court. The clerk reads out the charge against Science as having committed an offence punishable under section 302 I.P.C.—the offence of inventing diverse acts such as the V2 plane, the Atom Bomb etc., calculated to kill humanity by sapping it of its faith, intelligence and resources. The accused pleads guilty and claims to be tried, hoping for acquittal. The public prosecutor opens his case and lets in his evidence one by one. The

defence counsel calls his witnesses now and have them examined. The case is closed: the defence counsel address to the jury and asks them to find the accused not guilty and asks them to see that the powers of darkness are not let loose on a world which is just having a few glimmerings of light, thanks to Science. The address of the public prosecutor takes its place now and lastly Judge Philosophy sums up to the jury on behalf of the Full Bench. The jury retires to their room and consult together and arrive at the verdict 'the case is not proven'. Judge Philosophy accepts the jury's verdict and delivers the judgment of the Bench acquitting the accused.

Science is set at liberty!

2 HORIZONTAL DIESEL ENGINES

By R. A. Collacott. Published by Temple Press, Ltd., London. Price 8/6 d.

This little book is written specifically for the users of Diesel engines of horizontal designs. No great prior technical knowledge or experience of Diesel engines is assumed and it is of much assistance to readers who are unable to consult the manufacturers. Types up to 300 h.p. are dealt with. And all aspects of operation, fuel, maintenance and selections are well covered.

3 FIVE YEARS OF PROGRESS

Madras State 1946—51. Published by the Director of Information and Publicity, Government of Madras. Price Annas Four.

This handy book is of 160 pages and deals with the various plans and projects of the MADRAS State during the period under review. It is very useful to the citizen who will know the achievements of the Congress Ministry in Madras.

ADDITIONS TO POWER'S LIBRARY:

- (1) THE TRIAL OF SCIENCE FOR THE MURDER OF HUMANITY

By The Hon. Justice A. S. P. Iyer.

- (2) Five years of Progress—Madras State—(1946—1951).

News & 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



The chief gift to mankind of every teacher in Asia was a way of life. And Gandhiji had his way of life. It was defined in the vows which all the inmates of his famous Sabarmathi Ashram were required to take. They summed up the essentials of morality as he understood it and formed an ideal which all men should strive to follow. To speak the truth, to practise ahimsa, to observe celibacy, to control the palate, to take the vow of non-thieving, to enjoin non-attachment and a number of rules or vows having special application to the needs and duties of Indians today such as swadeshi, Khadder, form, in short, his way of life. It is indeed a noble experiment that commands the admiration and respect of the world.

For this great Indian since the days of Buddha, work was prayer and prayer was love. The picture of Gandhiji at his evening prayers, facing a multitude of worshippers, giving counsel to statesmen responsible for the policies and programmes of political India, the last picture of him walking to his prayers at the sunset hour on 30th January, 1948 are ever green with the message coming from that pyre at Raj Ghat—a message which came from the Cross two thousand year and ago:

"Greater love hath no man than this, that
a man lay down his life for his friends"—

MATTERS

Inside India —

The General Elections in the country claimed a great deal of men's minds to the exclusion of others. The real Democratic Republic comes into existence very soon. We hope we shall learn as time goes on, inspite of our pitfalls and mistakes.

An agreement was signed between India and the U.S.A. under which American financial assistance to the extent of 50 million dollars, will be given for speeding up development projects in India. The projects financed by the fund will be co-ordinated with the 5-year plan and in close co-operation of the Central and State Governments. The major important project is the community development programme which contemplates setting up of about 50 rural—urban development areas in different parts of the country each area consisting of about 2,00,000 people in about 300 villages.

Coming nearer home, the All-India Commerce Conference held recently in Madras covered the whole field of Governments' economic policy. The president Mr. R. K. Shanmugam Chettiar's criticism of the shifts in the Government's policy in the industrial field is pertinent and well-directed—the shifting policy in respect to import and export controls, price and production regulations, the policy of

nationalisation. As suggested by the Planning Commission, the wise rule for the Government would be to limit the fields of its own direct management to the narrowest confines and to leave as wide a field as possible to private initiative and enterprise.

The members of the Commonwealth Universities delegation were in Madras as honoured guests. Views were exchanged between them. The observations of Dr. Malherbe of the University of Natal are of special interest. He said "One of the biggest problems of complex societies like ours in South Africa and yours in this country is to live together where you have a heterogenous population with heterogeneous cultures and diverse races..... If in the laboratory of human beings with diverse sections you work out a way of living and governing yourselves, you would have formed a pattern on which the rest of the world with all its complexities can hope to carry on".

Inside Europe.

At Paris the air has been thick with accusations levelled against South Africa for the application of a brutal policy against the Indians and the coloured people. But Dr. Malan was going in his own course.

It is indeed a clever way on the part of Belgium to have compromised on the recognition of King Ferouk as king of Sudan.

France is again on the picture. The frequent cabinet crisis and the long drawn clash between her and Viet Nam have again complicated her domestic and foreign problems.

In spite of opposition from colony-owning Powers like Britain and France, United Nations Trusteeship Committee has insisted the Powers to announce target dates by which trust territories in their care would be ready for freedom. The territories involved are Tanganyika, British and French Togoland, the Cameroons, Ruanda Urundi, New Guinea and

several other islands. Such an action is 'historic' in every sense.

The Commonwealth faces one of the most financial crisis in its trading history. Commonwealth Finance Ministers of nine nations met in London to discuss in order to place the sterling on a sounder basis.

Inside America.

The attention of the world has been turned on the recent meeting between Mr. Churchill and Mr. Truman in America. The premier and the president agreed to differ on most of the major issues they discussed—as for example, failing to reach agreement on the core of Far Eastern Policy, Britain recognising Peking while the U.S.A. recognising Formosa, failing to reach agreement on the character and importance of the Mossadeq regime. Despite their differences, both countries determined to resist any further communist in-roads in the Far East and will remain in close consultation on developments threatening world peace.

The political puzzle has been in persistence over the candidate for the presidency. Gen. Eisenhower, Gen. Mac. Arthur have slowly come in the scene for this big contest.

Inside Asia & Africa.

The negotiations in Korea have not been much helped by the Russian interjection to the delegates asking them to get on with the job.

The annual conference of the African National Congress—the leading organisation of Africans in South Africa—was held in Bloemfontein. It was the most decisive in its history. It proposed a campaign to defy discriminatory laws and against colonial and imperialistic exploitation of European settlers. Meanwhile the Special Political Committee of the United Nations General Assembly at Paris decided to set up a three-man commission to help India, Pakistan and South Africa to settle

their differences over the treatment of South African Nationals of Indian origin.

The British have taken the initiative in the Sudan and determined to hand over power. The latter will be left free to choose a republic or a monarchy. They can decide on complete independence or for incorporation with Egypt or to enter into treaty relationships with any country. Sudan is a large country much bigger than Egypt and with a more complex racial population with 2 major parties favouring respectively integration with Egypt and complete independence.

Sports, Art & Pastimes.

Australia won the rubber and with it world supremacy in cricket recently at Melbourne when she won the Fourth Test against West Indies.

The death of the 41 years old Nawab of Pataudi the former India Cricket Captain was a great loss to Indian cricket. He reached the height of his reputation in the 1931 match when he made 238 not out against Cambridge. The Nawab was equally proficient in hockey, and billiards. After the war, the Nawab led

"At the invitation of Mr. S.L. Kirloskar of the Kirloskar Oil Engines Ltd., Poona, the members of the South Indian Petter Engine Dealers' Association, accompanied by Mr. V. Rangasami of M/s. Parry & Co., Ltd., left Madras on the 10th instant on a tour of visit to the Kirloskar group of factories.

They will first visit the oil engine factory of Kirloskar Oil Engines Ltd., at Poona and get first hand knowledge of the manufacture and servicing of the Kirloskar Petter Engines. They will also visit Kirloskar Bros., factory at Kirloskarvadi, Mysore Kirloskar's Machine Tool factory at Harihar and the Kirloskar Electric Factory at Bangalore where electric motors are manufactured. The party is expected to return to Madras on the 17th instant."

In a Few Lines

M
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N

The world mourns the death of King George VI.

The delegates to the International Film Festival from U.S.A., China, Hungary, Czechoslovakia and Italy visited Madras.

★ ★ ★

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S

The Madras Ministry has resigned.

Election Results at a Glance is at present a regular feature of all Indian Dailies.

The Fifth and last Cricket Test Match between England and India at Madras, ended in victory for the Indian side.

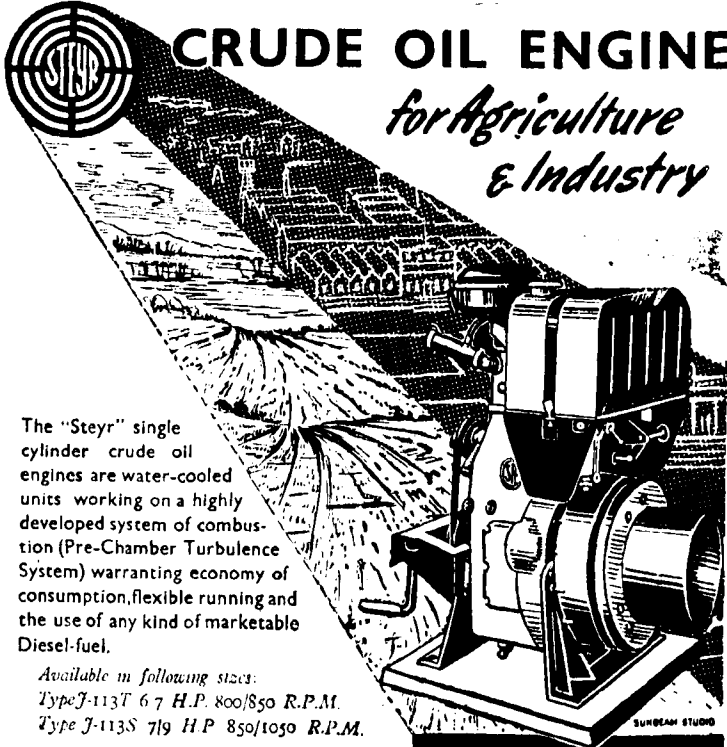
the Indian team in England. He was a good captain and a grand man.

The Indian Art exhibition at Cairo on the Nile was inaugurated and this touched a new landmark in Indo-Egyptian friendship. The exhibition comprised about 500 works of art by Indian painters from the ancient to the modern times.

The 19th World Table Tennis Championships are held at the Brabourne Stadium at Bombay from 1st February, about 24 countries are taking part in the Swaything Cup. The competition has been divided into 3 groups.

The South Indian Film Chamber of Commerce, in its bulletin, has reviewed the progress of film production in the country for the year 1951, which is the most prosperous period for South India. There are 21 studios and 45 stages. The total number of pictures censored in South India in 1951 was 58, of which 25 were Tamil, 9 Telugu, 7 Malayalam, 2 Canarese and 4 Hindi. Of these pictures 31 were socials, 7 semi-historicals, 3 mythologicals, 14 based on folklore and 2 based on literary works. South India bids fair to competing with other centres both in quality and quantity.

CRUDE OIL ENGINE
for Agriculture & Industry



The "Steyr" single cylinder crude oil engines are water-cooled units working on a highly developed system of combustion (Pre-Chamber Turbulence System) warranting economy of consumption, flexible running and the use of any kind of marketable Diesel-fuel.

Available in following sizes:
Type J-113T 6.7 H.P. 800/850 R.P.M.
Type J-113S 7.9 H.P. 850/1050 R.P.M.

JAYEMS
ENGINEERING CO.,
MADRAS, BANGALORE, COIMBATORE,
SECUNDERABAD, VIJAYAWADA.

**POWERFUL
DEPENDABLE
DURABLE
ECONOMICAL**

FARMANN (GERMAN)

Horizontal Crude Oil Engines

The Best and Lowest priced Engine on the Market to-day

DL1	4/6 H. P.	Rs. 1350/-
DL2	8/10 H. P.	Rs. 1650/-

READY STOCK:

THE INDIAN ENGINEERING & TRADING COY.,
31, WALLERS ROAD : : MADRAS - 2

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.)

WOMAN FOLK :

The Woman folk are like the books
most pleasing to the eye,

Whereon if anybody looks he
feels disposed to buy

—Eugene Field.

DOWNES & TOWNS :

Even in the middle of the nineteenth
century,

"Geographers in Afric maps

With savage pictures fill their gaps,
And o'er unhabitable downs,

Place elephants for want of towns"—
(Jonathan Swift)

THE TRUE PATRIOT :

The true patriot neither shouts, "My
country, right or wrong", nor is like

"The idiot who praises, with
enthusiastic tone,

All centuries but this, and ev'ry
country but his own."

THE 5 YEAR PLAN :

The National Five-year Plan (1951-56) formulated by the Planning Commission for Madras State comprises inter alia the following items of expenditure

Major Irrigation & Power Projects

(a) Irrigation 30.16

(b) Electricity 50.24 crores of rupees.

THE RED LADY :

The Red Lady is the latest bus in the nationalised fleet put on the road in Madras City.

BEST WAY :

The best way to prevent impersonation is the use of indelible ink as has been done in the recent general elections.

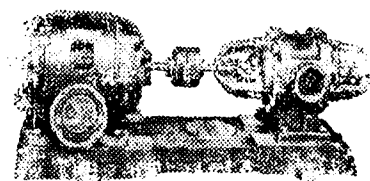
LIFE :

Life is an open book, written in many languages, often difficult to interpret, but open, open to all who have will and capacity and time to read.

THOUGHT FOR THE MONTH :

As the flock seeks the pasturing shade,
Man presses to the future day,
While death, amidst the tufted glade
Like the dum robber, waits his pray.





FAIRBANKS MORSE WESTCO TURBINE PUMPS

FOR
DOMESTIC PURPOSES



The Industrial & Agricultural
Engineering Co., (Madras) Ltd.

2/17-G, Mount Road, MADRAS - 2.

Phone: 86429.

::

Grams: "AGRICOLA"

Phone: 3096.

P. O. Box 293.

Grams: "HIGHSPEED"

MODI and MODI

11, LINGHI CHETTY STREET,
MADRAS - 1.

BRANCHES:
COIMBATORE—MADURA—VIJAYAWADA—MADRAS, P. T.

IMPORTERS & AGENTS

Electrical Accessories, Motors, Generators, Switch Boards,
H. T. Insulators, Wires, Cables, Meters, Measuring Instruments Etc.

CAN QUOTE FOR

Anything in Electrical or Mechanical Engineering Lines.

THE POWER

25

FEBRUARY, 1952

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.

ELECTIRICALS

1. ACCESSORIES

	Rate.	per doz.
	RS. A. P.	

SWITCHES

Bakelite English, S.P.			
5 amps	...	15	0 0
Bakelite Indian, S. P.			
5 amps	...	8	0 0
Porcelain base English			
S.P. 5 amps.	...	18	0 0

HOLDERS

Bakelite Pendant Eng. ...	8	0	0
" 1/2" ...	10	0	0
" 3/8" ...	12	0	0
Batten Holders ...	10	4	0
P.B. Holders English ...	16	0	0
" 1/2" ...	14	0	0
" 3/8" ...	16	8	0
Batten ...	16	8	0
Adaptor (Bak) ...	7	8	0

CEILING ROSE (2 plate Bak)

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

WALL PLUG

Bakelite 5 amps 2 pin			
complete (Eng.)	...	12	0 0
" 3 pin...	...	27	0 0

SHADES & REFLECTORS

Enamel Iron Shades 8"	...	7	8	0
" 10"	...	12	8	0

Water Tight Fittings				
complete Indian	...	6	4	0 Each

WIRES & CABLES

V.I.R. C.M.A. 1/18	...	26	8	0
" 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

	14/36	23/36
Cotton	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
1/054	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	"
60 "	18	0	0	"
100 "	24	0	0	"
150 " each	3	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 VOLTMETERS (English)

Ammeters 4" dial	0-10 amps	52	8	0	"
	0-20 "	52	8	0	"
	0-30 "	52	8	9	"
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

English 1"	54	0	0	85	0	0	100 ft.
Indian 1"	45	0	0	60	0	0	"

BRACKETS & GALLERIES

P.B. Brackets	6	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 1/4" & 1 1/2", 1 1/2" & 2"	0	5	6	per box
---	---	---	---	---------

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 Condenser].

	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.	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	Price
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.
31.5	25	1000
50	40	"
62.5	50	"
75	60	"

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.

ELECTRIC COFFEE GRINDERS & ASTORERS

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.
Phoenix	14"	97
"	16"	102
Kassels	16"	125

Ceiling Fans A.C.

Complete with regulator, rod etc.

	Size	Rs.
Crompton	60"	200
"	50"	182/8/0
"	48"	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

I.E.W. Fans

Bharat A.C. Ceiling fans	Size	Price
Major	72"	212
Super Senior	60"	196
Senior	56"	180
Standard	48"	170
Junior	36"	144
Ranjit A.C. Ceiling fans	Size	Price
Super Senior	60"	180
Senior	56"	170
Standard	48"	160
Junior	36"	135

Tara A.C. Table Fans

	Size	Price
Fixed	14"	115
Oscillating	14"	130
Fixed	16"	120
Oscillating	16"	135

For D.C. Fans, Cabin fans and Pedestal fans Etc. Prices on application.

Jaura A.C.

Ceiling Fans	Size	Price
	36"	130
"	48"	155
"	56"	170

Chandan A.C.

Table Fans	Size	Price
	14" OSC	140
	16" OSC	160

Exhaust Fans A.C. 230/250 volts, single phase.

Blade size	R.P.M.	Air Displacement	Consumption	Price.
		cft.		Rs.
7 1/2"	1200	250	25 watts	95
12"	1350	1250	80 "	210
15"	1200	1500	110 "	210
24"	700	5300	270 "	475

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
7½		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.
1½	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.
7½	Rs. 700/-	Rs. 575/-	...	each.
10	Rs. 825/-	Rs. 645/-	...	each.

Prices. Less 5% to consumers.

Less 7½% to dealers.

(M/s. Batliboi & Co.)

SWITCHES & STARTERS

	Rs.
M.E.M. D.P. 15 .. 250 .. 122 K.A. ..	8
M.E.M. T.P. 15 .. 500 .. 315 K.A. ..	18
M.E.M. T.P. 30 .. 500 .. 330 K.A. ..	24
M.E.M. T.P. 60 .. 500 .. 360 K.A. ..	52
M.E.M. 10 S.D. starter ..	75
M.E.M. 5 D.S. ..	55
M.E.M. 44 A.D.S. ..	37/8
M.E.M. 24 A.D.S. ..	36
M.E.M. 84 A.D.S. ..	40

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
2½" x 2½"	Rs. 235	Rs. 250
3" x 2½"	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 2½"	250
2½" x 2½"	255
3" x 3"	290
4" x 3"	295
4" x 4"	365
5" x 4"	370 less 10%

SHIVAJI SELF PRIMING PUMPS

2½" x 2½"	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" x 2½"	450
Type N. 62a. 3" x 3"	450

Sigma type N62a. R3" x 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" x 2½"	Rs. 210
(direct)	
Chandra 3" x 3"	Rs. 275
(belt drive)	

Sugar Cane Crushers

ZAMINDAR	Rs. 1,250
KISAN	Rs. 750

(M/s. Chandra Foundries.)

O. K. PUMPS

3" x 4"	Rs. 330 0 0
2½" x 3"	Rs. 275 0 0
2" x 2½"	Rs. 220 0 0

O. K. Flour Mills fitted with imported grinding stones and ball bearings

16" size ... Rs. 580 0 0

M/s. East Asiatic Co., (India) Ltd., First Line Beach, Madras-1.)

AUTOMATIC DEEP WELL PUMPSETS

Myers Self-oiling automatic water system 340 gallon per hour at a height of 100 ft. with ½ 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 gauge worked by means of V belt with ½ H.P. A.C. single phase, 230 volts, 50 cycles motor for automatic ... R. 850

MECHANICALS**VII. DIESEL OIL ENGINES**

Engine	Cylinder	H.P.	R.P.M.	Price. Rs.
1 V.T.H.	1	5-7½	1000-1500	2,100
2 V.T.H.	2	10-15	1000-1500	2,650

PETTER (vertical)				
A.V. 1	1	5	1,500	1,450
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	4,150
K.B.	1	12	500	4,650

H. M. G. (vertical)				
IS 16	1	10-12	800-1000	3,250

LISTER (vertical)				
3-1	1	3½	650	2250
5-1	1	6	600	2950
10-2	2	12	650	

YANMAR (horizontal)				
S-4	1	4	750	1,150
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 confirmation.

LORENZ (horizontal)

Cylinder	H.P.	R.P.M.	Rs.
E.B.N. 1	7	1,300	2,000
		less 10% to customers	
		.. 15% to dealers	

SKODA (vertical)

I. S. 110	1	10-15	1,500	2,875
			less 10% to customers	
			.. 15% to dealers	

Ready stocks of Skoda 20/30, 40/60 and other H.P. with M/s. Rallis India Ltd., Madras-1.

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.	H.P.	R.P.M.	Rs.
1	8	1,200	1,900
B-F Sanders (21)	1	6-8	1000-1200
			2,160
			(all cold start engines).

DAIHATSU 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:
(Messrs. Batliboi & Co.)

Vertical	H.P.	R.P.M.	PRICE Rs.
"Russell Newbery"	7/10	8000/1200	3135/-
	10/12	1200/1500	3355/-
"Claeys"	9.5	600	3345/-
-do-	12/14	650/750	3650/-
"Steyr"	7/9	850/1050	2685/-

Horizontal				
"Imperial-Keighley"	15/16	490	5756/-	
-do-	23/25	400	7500/-	
-do-	26/28	430	7750/-	
"Campbell"	15/16½	450	5750/-	

All Single Cylinder—
M/s. Jayems Engineering Company,
Madras.

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

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

PULLEYS

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

Service To Subscribers

We receive enquires from merchants and manufacturers looking for sources of supply or sale. If you help us to meet these enquiries, you will be helping yourself in your business. Fill in the answers to the questions given below and send this form to us.

1. Description of material—
2. Specifications—
3. For sale or purchase—quantity
4. Ex-Stocks or Forward Delivery.
5. Lowest quotation F.O.R. your station.

From

Your name and Address—

Telegraphic Address—

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Charges under this section are Rs. 30/- per column of 1 inch per year, (minimum contract for one year.)

Pulleys, W. I. & C. I.
Malhotra Mill Store Co.,
 39, Thambu Chetty St., Madras.
 Telephone No. 3508.

Industrial Stores Trading Company,
 11, Mclean St., 1st Floor
 G. T. Madras.

WE OFFER FROM READY STOCKS.

RED VULCANISED FIBRE SHEETS & RODS.
 "KINGFISHER" GREASE CUPS.
 CHAIN PIPE WRENCHES.
 TAILOR'S SCISSORS.
 PINKING SHEARS (FOR CUTTING TEXTILE DESIGN SAMPLES.)
 LUCAS GIRDER PATTERN ADJUSTABLE SPANNERS.

TO LET

TO LET

WHERE TO BUY ?

ELECTRICAL ACCESSORIES Etc.

The Crompton Engineering Coy (Madras) Ltd.,
 2nd Line Beach, Madras-1.

The General Electric Coy of India Ltd.,
 Mount Road, Madras-2,

Messrs. M. T. Rajen & Co.,
 195, N. S. C. Bose Road, Madras 1.

Fomra Brothers,
 392, Mint Street, Madras 3.

Modi & Modi
 11, Lingha Chetty Street, Madras 1.

Viswanathan & Co.,
 103-A, Godown Street, Madras 1.

Seeyansee & Co.,
 55, Anderson Street, Madras 1.

The Electrical & General Supply Co.,
 170, Broadway, Madras 1.

T. G. Pathy & Co.,
 230, Govindappa Naick St., Madras 1.

ELECTRICAL INSTALLATIONS UNDERTAKEN:—

The General Electric Coy of India Ltd.,
 Mount Road, Madras-2.

The Crompton Engineering Co.,
 (Madras) Ltd.,
 Second Line Beach, Madras 1.

Sethuram Thyagarajan & Co.,
 Angappa Naicken Street, Madras 1.

Viswanathan & Co.,
 103-A, Godown Street, Madras 1.

United Electrical Works,
 1/11, Umpherson Street,
 G. T. Madras.

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 25-A, Thambu Chetty Street, Madras 1.

KASSELLS, ANAND & LUCKY FANS

Murugappa Agencies Ltd.,
 106, Armenian Street, Madras 1.

- PHOENIX FANS**
R.M.S. & Co., Ltd.,
16, Broadway, Madras 1.
- EMCO FANS**
M/s. Crompton Engineering Co.,
(Madras). Ltd.,
Second Line Beach, Madras 1.
- I.E.W. FANS**
The India Electric Works Ltd.,
19/29, Mount Road, Madras 2.
- M. E. M. STARTERS AND SWITCHES**
Seeyansee & Co.,
55, Anderson Street, Madras 1.
Madras Electricals Ltd.,
55/57, Rattan Bazaar, Madras 1.
M. T. Rajen & Co.,
195, N. S. C. Bose Road, Madras 1.
R. M. S. & CO., LTD.
16, Broadway, Madras 1.
- FERRANTI METERS & CALLENDER CABLES ETC.**
B. I. C. C. Ltd.,
37, Second Line Beach, Madras 1.
- GANZ METERS, BILL SWITCHES & P.V.C. CABLES, ETC.**
Messrs. I.A.E.C. Ltd.,
Dinroze Estate,
2-17 G, Mount Road, Madras 2.
- G.G.S. METERS**
Havells' Electrical (Sales) Corporation
43, Lingha Chetty Street, G.T., Madras 1.
- JAPANESE CABLES & ACCESSORIES**
Garlick & Co., Ltd.,
26, Errabalu Chetty Street, Madras 1.
- PARAMITE CABLES**
The Indian Cable Co., Ltd.,
National Bank of India Buildings,
North Beach Road, Madras 1.
- CABLES, CROMPTON MOTORS, CEILING & TABLE FANS, OIL ENGINES** M/s. Elite Traders,
16, Broadway, Madras 1.
- ZENITH & FERGUSON RADIOS**
Universal Agencies,
3-18, Mount Road, Madras 2.
- RADIOS & REFRIGERATORS ETC.**
M/s. Mohamed Ebrahim & Co.,
Victory House,
Mount Road, Madras 2.
- ELECTRIC MOTORS & PUMPSETS ETC.**
Madras Engineering Agencies Ltd,
11, Lingha Chetty Street, Madras 1.
The Nellikuppam Industries Ltd.,
337, Thambu Chetty Street, Madras 1.
T. R. R. Swami & Co. Ltd.,
337, Thambu Chetty Street, Madras 1.
- AUTOMATIC PUMPSETS (Goulds, Aqua Flo & Hobby)**
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- JAYEMS PUMPS**
Jayems Engineering Co.,
Lingha Chetty Street, Madras 1.
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William Jacks & Co., Ltd.,
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- CHANDRA PUMPS**
Sugar Cane Crushers etc.
Messrs. The Chandra Foundries Ltd.,
55, Basin Bridge Road, Washermanpet,
Madras.
- "O.K." PUMPS & FLOUR MILLS**
M/s. East Asiatic Co., (India), Ltd.,
First Line Beach, Madras 1.
- KHOSLA PUMPS, (Flour Mills)**
Auto-Garage and Workshop Machines—
K. G. Khosla & Co.
1, Original Road, NEW DELHI.
- Resident Representative:—Mr. D. SESHADRI,
15, North Mada St.,
Mylapore, Madras 4.
- P. S. G. PUMPS**
Gordon Woodroffe & Co., (Madras) Ltd.,
North Beach Road, Madras 1.
- D. P. F. PUMPS, GOULDS PUMP**
Higgs Motor, Alternator, Generator, etc.
M/s. Batliboi & Co.,
3/153, Broadway, Madras 1.
Fairbanks Morse automatic deepwell and shallow
well pumps.
I. A. E. C. (Madras) Ltd., Dinroze Estate,
2/17-G, Mount Road, Madras 2.
- PETTER OIL ENGINES**
Darry & Co., Ltd.,
Dare House, Madras 1.
Modern Electric Co.,
Lingha Chetty Street, Madras 1.
Shanker Trading Co.,
Lingha Chetty Street, Madras 1.
National Engineering Co.,
N.S.C. Bose Road, Madras 1.

M. W. M. (German), LORENZ and SKODA (Czechoslovakia),
YANMAR (Japanese) Engines, Wolf Portable Tools,
B. Elliot & Co.'s Machine Tools & Engineering Equip-
ment, Rockwell Electrodes & Welding Plants Etc.
M/s. Rallis India Ltd.
320, Linghi Chetty St.,
G. T. Madras-1.

NATIONAL OIL ENGINES
Best & Co., Ltd.,
First Line Beach, Madras 1.

**CROSSLEY OIL ENGINES, SPIRAX PRODUCTS, HOWDEN
JOHNSON BOILERS Etc.**
M/s. Binny & Co., (Madras) Ltd.,
Armenian Street, Madras 1.

DEVILLE OIL ENGINES.
M/s. Indo-Lanka Traders,
38, Lingha Chetty Street, Madras 1.

OIL ENGINES (General)
Asiatic Agencies,
198, Govindappa Naick Street, Madras 1.

COOPER OIL ENGINES
Marshall Sons & Co., (India) Ltd.,
Second Line Beach, Madras 1.

FARMANN ENGINES
The Indian Engineering & Trading Co.,
31, Wallers Road, Madras 2.

VENDEUVRE, ASAA OIL ENGINES S.M.C. Flour Mills
M/s. Standard Machinery Co., Ltd.,
33, Lingha Chetty Street, Madras 1.

OIL ENGINES (General)
Bharat Overseas Trading Corporation,
30, Thambu Chetty Street, Madras 1.

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G. Janshi & Co.,
163, Mount Road, Madras 2.

'BOSCH' FUEL INJECTION EQUIPMENT
for Industrial and Automotive Diesels
The Indian Engineering & Trading Co.,
31, Wallers Road, Madras 2.

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B. Chandrakant & Co.,
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Modi & Modi.
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(Holland make)
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Vivekananda Industrial Engineers
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Perambur, Madras-11.

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Popular Mill Stores,
20-B, Errabalu Chetty St., Madras 1

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Bharat Motors,
Khaleel Mansions, Madras 2

ATLAS BRAND RUBBER BELTINGS & HOSE PIPES
Atlas Trading Company
1/28, Mooker Nallamuthu St.,
Madras-1.

REPAIRS-ELECTRICAL & MECHANICAL
M/s. Greens Electricals,
General Patters' Road, Madras 2

The United Electrical Works,
1/11, Umpherson Street, Madras 1.
(Rewindings of Electric Motors
A Speciality.)

The Nellikuppam Industries Ltd.,
Kudithangi Village,
Nellikuppam Post (S.A.Dt.)

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Beehive Foundry Engineering Works,
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TRACTORS
OLIVER

M/s. William Jacks Ltd.,
1st Line Beach, Madras 1

FARMALL McCORMICK DEERING
(International Harvester & Co.,)
M/s. Volkart Brothers,
115-116 Armenian Street, Madras 1

FERGUSON
M/s. Kamani Engineering Corporation,
Ltd.
2, Jones Street, Madras 1

JOHN DEERE, DAVID BROWN
M/s. Larsen & Toubro Ltd.,
120, Armenian Street, Madras 1

MASSEY HARRIS & Continental Crawler Type Tractors,
Rotary Hoes, Howard wet Paddy Cultivators

M/s. Rallis India, Ltd.,
Linghi Chetty Street, Madras 1

STEYR

M/s. Jayems Engineering Co.,
Linghi Chetty Street, Madras 1

TURNER

M/s. East Asiatic Co., (India) Ltd.,
1st Line Beach, Madras 1

HANOMAG

M/s. South India Corp., (Madras), Ltd.,
Tractor Department,
Peters Road, Royapettah, Madras.

FIELD MARSHALL

Marshall Sons & Coy., (India) Ltd.,
2nd Line Beach, Madras 1

LANZ

M/s. Hindustan Electric Coy., Ltd.,
Ballard Estate, Bombay.

Branch :—52 B, Second Line Beach
Madras 1.

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MOTORS, PUMPSETS Etc.

M/s. R. M. H. Corporation,
No. 6, West Boulevard Road,
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The Nellikuppam Industries Ltd.,
53, Kutcherry Road,
Villupuram.

The Nellikuppam Industries Ltd.,
Kudithangi Village,
Nellikuppam Post (S.A.Dt.)

RM. S. & Co., Limited,
Branch at No. 5, West Tower St.,
Mathurai.

FOREIGN MARKETS

Whitetrade Limited,
Denmark House,
70, Maidstone Road,
Rochester-Kent,
England.

BRANDNEW

Lister vertical
'Freedom' Diesel Oil Engine Type FR 1
Type FR 2

Ruston Diesel Oil Engine
1 RH (5 B.H.P. at 550 R.P.M.)

Ruston & Hornsby Diesel Oil Engine
1XHR (8 B.H.P. at 500 R.P.M.)

Complete with accessories.
Apply for prices C. I. F.

Trade offers and enquires:

TO LET**THE "POWER"**

02

FOR

MADRAS MARKETS

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POWER CABLES TO POWER PLANTS—**THE NELLIKUPPAM INDUSTRIES LTD.,**

ELECT. & MECHL. ENGINEERS & CONTRACTORS

Place of Business:

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G. T., MADRAS-1

Branch:

53, Kutcheri Road,
VILLUPURAM

Registered Office:

3, Bishop Wallers Avenue East,
Mylapore, MADRAS-4.

Works:

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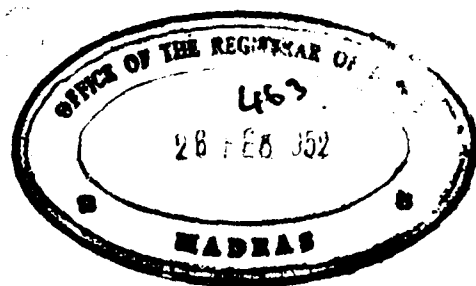
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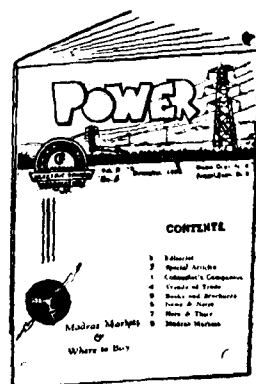
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