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MOTORINDIA

VOLUME 1

FEBRUARY 1957

NUMBER 7

The Great Stupa, Sanchi

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well known for
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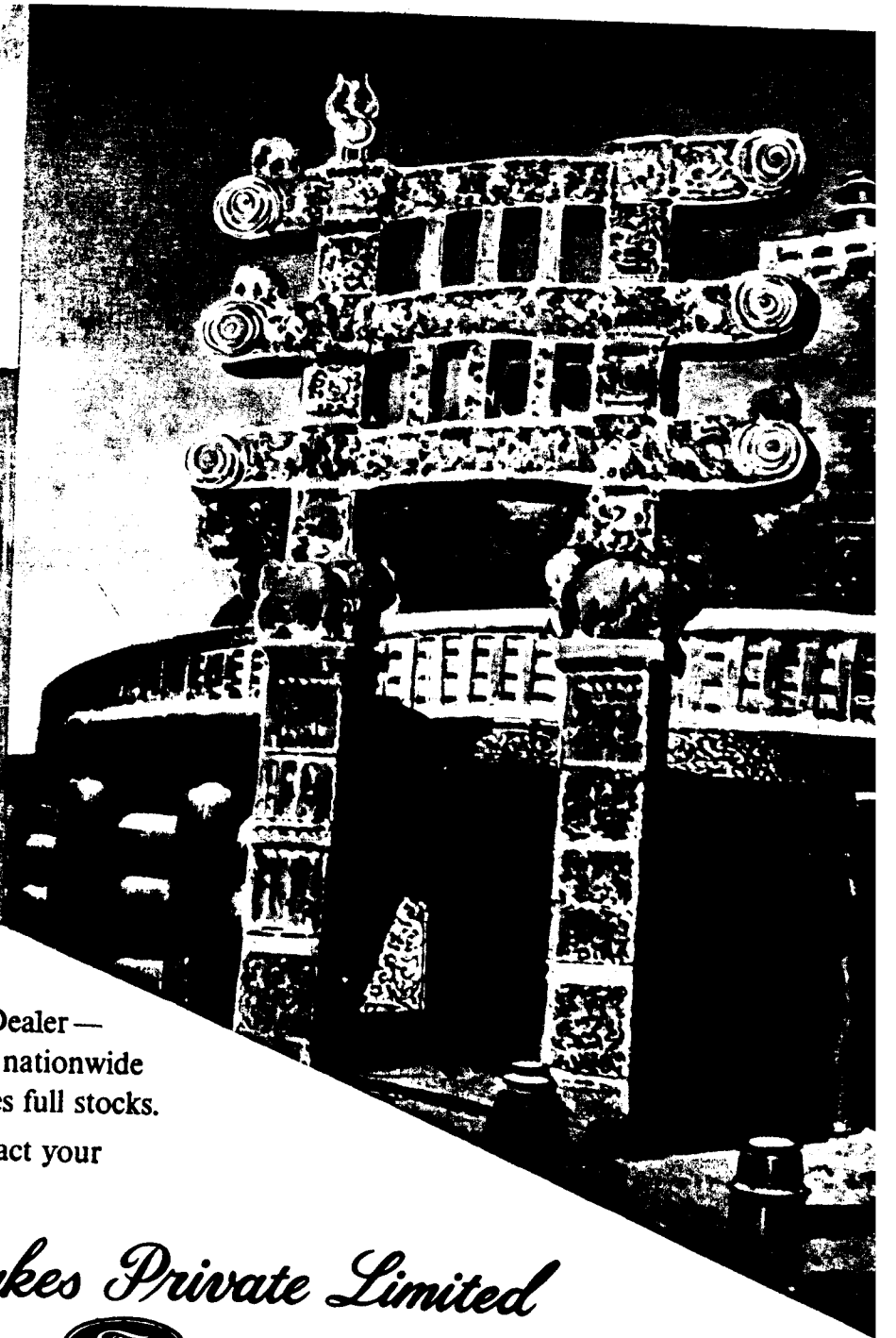
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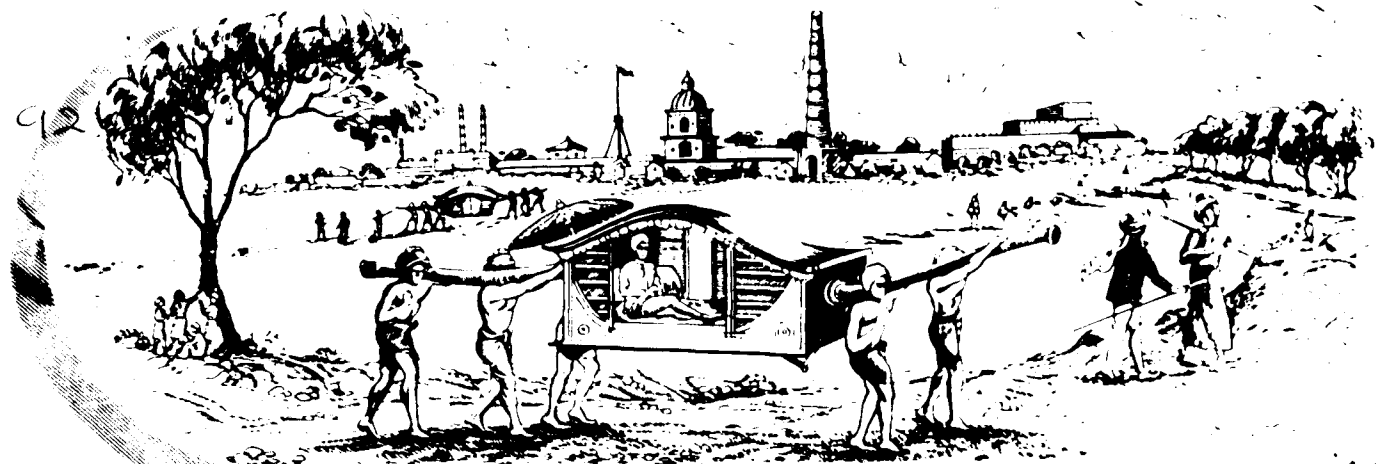
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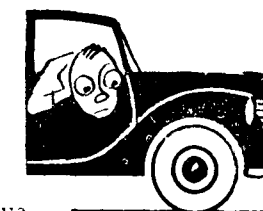
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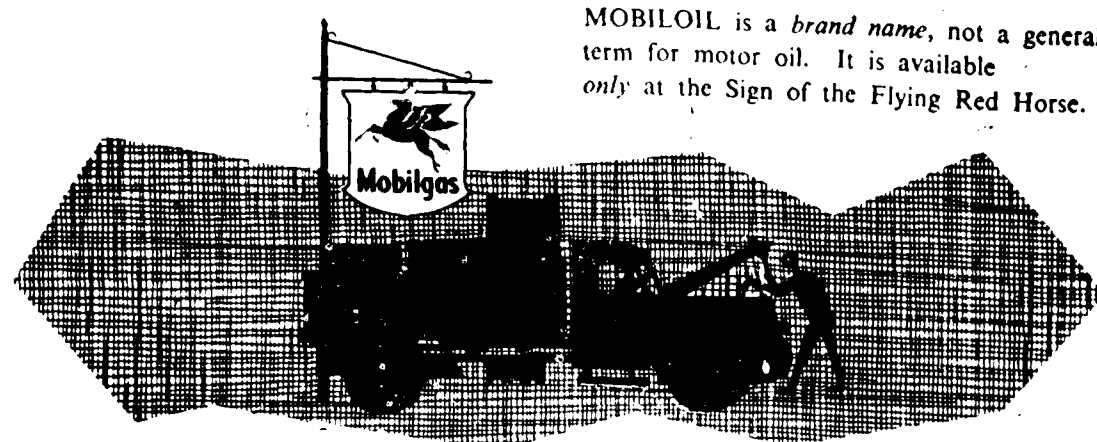
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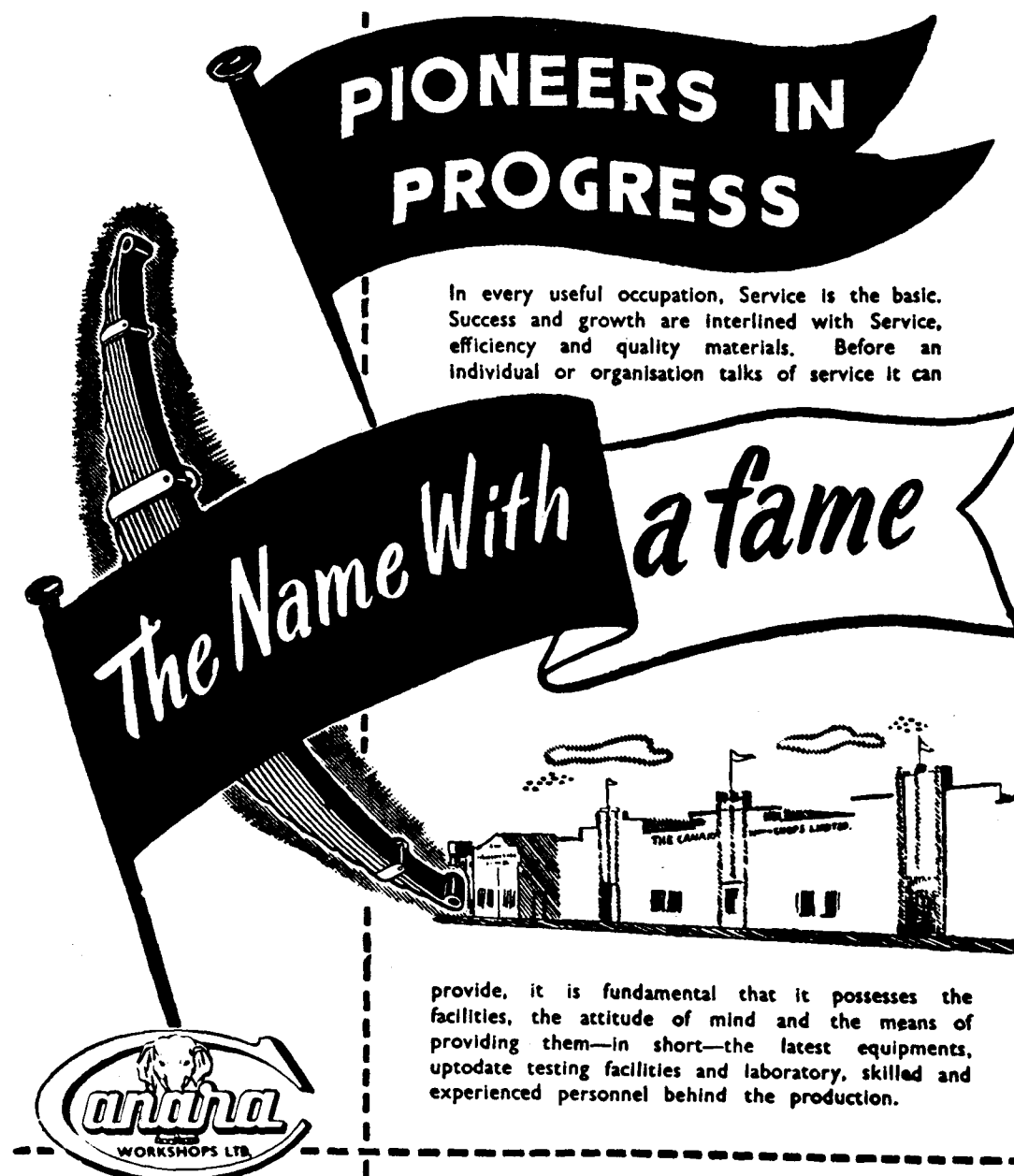
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The Name With a fame

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and
innocent"

And now he is old and ignorant! We try to tell him about the higher detergency of Shell X-100 Motor Oil but all he says is:
"Oh yes! I was told all about inner cleanliness when I was young. But I never heard that my car needed it too!"

"But, Budhoo, don't you realise that your car's young enough now, and it will stay that way if only you look after it. A really clean engine means good compression and full power. This all adds up to better performance and, because the engine's clean, less wear and tear and longer intervals between overhauls. That's why Shell X-100 Motor Oil has been developed for even higher detergency."

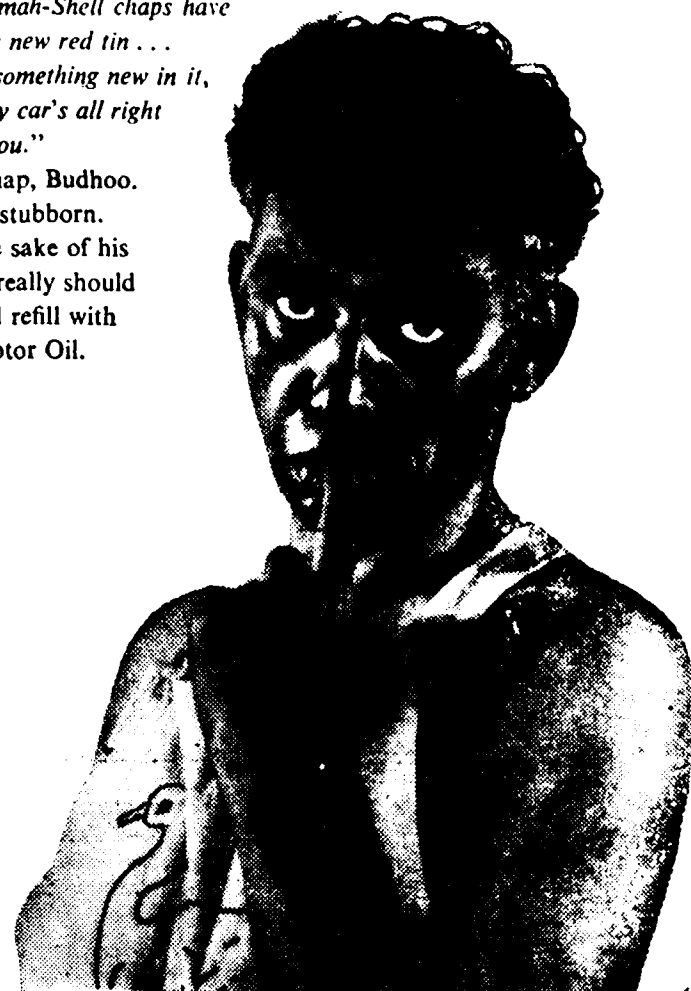
"And Shell X-100 Motor Oil is a stable motor oil!"

"What's that for? ... Extra horse power?"

"Not exactly, Budhoo, but it means that it doesn't oxidise or form 'sludge' even under the toughest conditions. And what's more, Shell X-100 Motor Oil protects engines by spreading a thin, tenacious oil film on all working surfaces. This stays on even when the engine is at rest. The special additives in Shell X-100 Motor Oil fight Acid Action—the main cause of engine wear."

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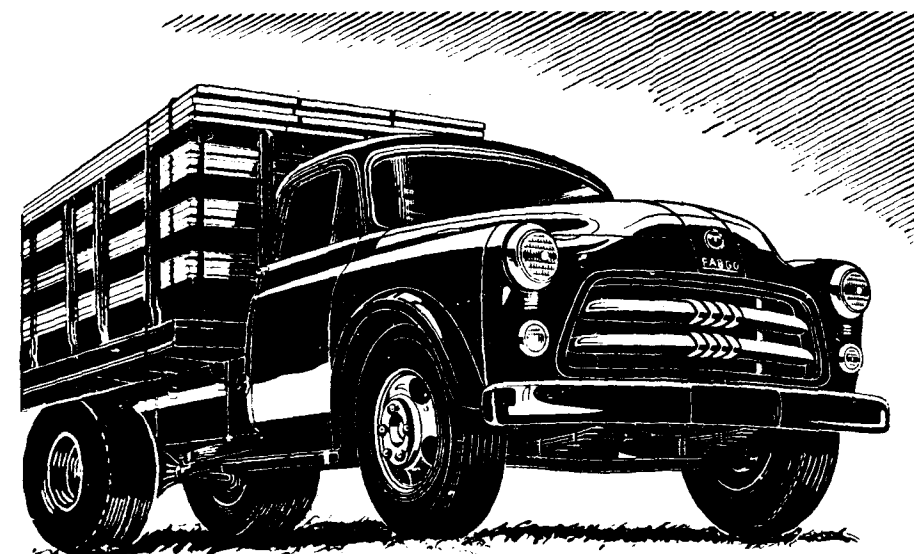
Nice chap, Budhoo.
But so stubborn.
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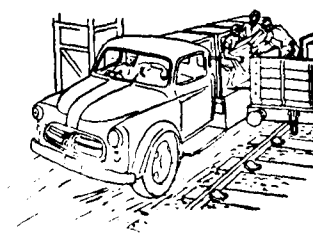
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MOTORINDIA

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FOR PUBLICATION

ON MATTERS RELATING

TO

AUTOMOBILES

and on

ROAD,

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AIR &

SEA Travel

(RATES BY ARRANGEMENT)

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EDITOR

MOTORINDIA

141, MOUNT ROAD

MADRAS-6

editorial

STOP THIS STRAP—HANGING

Human beings—unlike footballs—are not made for being tossed about, nor are human limbs meant for strap-hanging in motion ; but yet that is exactly what happens to the thousands of citizens who board the transport vehicles of our nationalised services in Madras City every day. Most of these digest their morning meal before they reach their offices strap-hanging on these buses, and many get the courage and nimbleness to think of acrobatics, especially if they had witnessed the Russian or Chinese circus.

Standing, let alone strap-hanging, is not even permitted among passengers travelling by the buses that are daily pouring into the city and run by private operators, and 'mofussil buses' while within city limits, do not admit passengers when the seats are full. It is considered unsafe for passengers to be allowed to travel standing on these vehicles, but it is strange that the safety aspect has not come into operation in regard to the Government buses in the city of Madras. Vehicles are vehicles, and they are as dangerous or safe under given circumstances, irrespective of their ownership. The Second war and the postwar nationalisation of bus transport in the city have created a new set of "standing passengers" who are obliged to pay for their flight for balance within the bus. Of course, we have not even come across protests against this inhuman treatment of passengers—not even from the standing tribe—because the traffic and transport problem has reached a stage where passengers in their anxiety to reach office or home, as the case may be, within a reasonable time, resign themselves to the inevitable, as the alternative to standing accommodation may often be no accommodation.

It is, therefore, gratifying to find that the City Transport Advisory Committee has at last felt it desirable to restrict the number of standing passengers in the State Transport buses. The decision as such will no doubt be welcomed as one in the right direction, though a mere decision to restrict the number may not only be of much help in solving the problem, but may definitely make it worse. Any such decision, to be effective, must be followed by a considerable increase in the number of the Government Transport fleet for the city, as otherwise it is likely to swell the number of those anxiously waiting at the stops and the number that decide on a 'trek along' instead of waiting for the impossible to happen.

To allow people to stand in herds inside moving vehicles on roads with ever-increasing number of roundabouts is most uncivilised besides being unlawful, and the regret is more that such practices are perpetuated under Government auspices.

In a country where every minister's speech mentions of the hundreds and thousands of crores of Rupees being spent for this or that project, day in and day out, the needs of the bus passengers of the city who keep the city's offices working must occupy foremost priority. Carrying nearly twice the number of passengers for whom seats are provided, is not only unsafe for the travelling public and, what is worse, will shorten the lives of the vehicles themselves. Unless, the Government decides on acquiring enough number of buses to allow all passengers travel seated and in comfort, the fringe of the problem would not have been touched.

AUTOMOBILE

GOVT. ANNOUNCE PROTECTION

DECISION ON TARIFF

The Government of India have considered the Tariff Commission's report on the Automobile Industry and the decisions which they have taken have been published in the form of a Resolution in a Gazette of India Extraordinary, dated January 23, 1957. Simultaneously, the report of the Tariff Commission was available to the industry.

Specific programmes and proposals from the industry regarding its future development will be considered by Government in the light of the Commission's recommendations and the Resolution which has been published.

The Government of India asked the Tariff Commission in August, 1955, to enquire into and recommend the fair ex-works and selling prices of the automobiles under indigenous development and to indicate how such prices should be revised as the phased manufacturing programmes of different firms made progress. The Commission which submitted its report in October, 1956 has made a comprehensive review of the industry since the time of its first report in 1953.

On the main question of automobile prices, the Commission has found that the margins between the current net dealer prices and the ex-works costs of the vehicles made by approved manufacturers are not unreasonable in the case of any model of car or truck, except some diesel trucks produced by Premier Automobiles. The Hindustan Landmaster is actually being sold at a loss.

The Commission feels that a rigid system of price-control is likely to have adverse repercussions on the development of the industry. It has therefore recommended that the interest of the consumer can be adequately safeguarded by replacing the present system of price control by a more flexible system. Under the latter, no maximum prices are to be fixed, but subject to general obligations not to charge excessive prices, manufacturers are left free to vary prices at their discretion, and periodic investigations are held into their costs and profits. The Commission has suggested that a careful watch

should be maintained over the dividends declared by the firms to ensure that the maximum proportion of their profits is ploughed back into reserves.

Government are broadly in agreement with these recommendations and have decided that the automobile manufacturers will be free to revise their prices from time to time, according to change in costs, subject to:

(a) A month's notice of any change will be given to Government to enable them to intervene if the change proposed is *prima facie*, unreasonable.

(b) The prices charged to the dealers should not exceed the ex-works cost by more than 10 per cent. Messrs. Premier Automobiles should reduce the price of their diesel trucks accordingly.

(c) The manufacturers will maintain their cost-data in sufficient detail.

On the question of the dealer's commission, an important element in the prices paid by the consumer, the Commission has recommended that the maximum 'mark up' on the ex-factory prices should be Rs. 1,000 per vehicle, or 10 per cent of the ex-factory price, whichever is less, for passenger cars and jeeps, and Rs. 1,000 per vehicle or 7½ per cent of the ex-factory price, whichever is less, for trucks, buses and other commercial vehicles.

Government have decided that the dealer's commission should be fixed at 10 per cent of the ex-factory price for passenger cars and jeeps and 7½

per cent of the ex-factory price for trucks, buses and other commercial vehicles as recommended by the Commission, but without the monetary ceiling of Rs. 1,000 per vehicle.

The Commission has estimated that the annual demand for motor vehicles is likely to increase by 1960-61 to 40,000 commercial vehicles, 20,000 passenger cars and 5,000 Jeep type vehicles—a total of 65,000 automobiles. About 70 to 80 per cent of the demand for commercial vehicles is expected to be for the diesel-driven type.

The Government of India agree, generally, with the Commission's view regarding the growth of demand and trust that with the amendment of the motor vehicles Act, 1939 and the co-operation of the State Governments the automobile industry will play an increasingly important role in the transport system of the country. As against the estimated demand set out above, the total production of all types of vehicles has gone up from 6,302 in 1953 to 12,146 in 1954, 22,153 in 1955 and over 31,000 in 1956.

The Government have also accepted in principle the commission's recommendations regarding the manner in which the industry should develop to meet the country's requirements. The recommendations are that (a) priority should be given to the manufacture of commercial vehicles rather than passenger cars, (b) the trend towards the use for diesel commercial vehicles should be encouraged, (c) no more passenger cars should be introduced for manu-

PRICE CEILING IS OFF

TO INDIAN INDUSTRY

COMMISSION'S REPORT

facture in the country and (d) additional capacity for commercial vehicles should be installed in existing units rather than new ones.

Government propose to settle the manufacturing programme of each firm in the light of these recommendations.

Government have accepted the Commission's recommendations that the industry should be given protection for a period of 10 years. While recognising the force of the Commission's point that the existing rates of duty are inadequate for protecting the industry, Government feel that a change in tariffs is not particularly necessary at this stage because the domestic industry is sheltered considerably by restrictions on imports. Government intend that in the grant of import licences, special weightage should be given to firms which show the maximum progress in indigenous manufacture, while firms which lag behind the programmes should be penalised. Government, therefore, propose to convert the existing revenue duties into protective duties so that the tariffs can be changed at any time when such a course appears to be essential.

Government have invited the attention of the industry to a number of recommendations made by the Commission for meeting their performances.

CAR INDUSTRY HAPPY

BOMBAY

The manufacturing programme of the automobile industry can now be continued with added confidence, according to Mr. Lalchand Hirachand, the leading automobile magnate.

Giving his reaction to the Government's decision on the Tariff Commission's inquiry into the automobile prices, he said he welcomed the "flexible system" of prices. This, he pointed out, was necessary in case



Mr. Lalchand Hirachand, Chairman, Premier Automobiles.

the prices of indigenous vehicles had to be stepped up in consonance with any rise in quotations of foreign principals. He, however, hoped that such a contingency would not arise.

There is, however, considerable disappointment among automobile dealers and distributors about the decision to cut their margin from 17.5 per cent to 10 per cent of the ex-factory price in respect of cars and jeeps, and to 7.5 per cent for trucks, buses and other commercial vehicles. They feared that the margin is too small that it may result in a deterioration of the standard of after-sales service. The only silver lining in the dealers' sky-gloom is that their lower margins could be offset by increased turn-over, a hope expressed by the Tariff Commission in its report. The maximum commission payable to the dealer is Rs. 1,000 according to the Commission's recommendation.

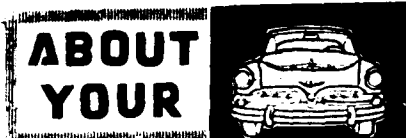
The Tariff Commission has made a number of pertinent suggestions to build up the automobile industry. It has also pinpointed Government's high expectations totally divorced from reality. For instance, the targets set were rather ambitious, the

problems of the industry under-estimated and the so-called protective system had only made the import and assembly of foreign vehicles more profitable than indigenous output.

Automobiles circles point out that the Government's anxiety to prevent more investment in the production of additional varieties of passenger cars and to lay more emphasis on the expansion capacity for commercial vehicles, is indicative of its stress on socialistic pattern of society. In a vast country like India it is a pity that 12 firms should compete in a market which at present demands only 30,000 vehicles a year. This is because little has been done to develop road transport and in the face of these handicaps the demand is unlikely to increase beyond 65,000 by the end of the Second Plan period. Thus, with a limited volume of business for the industry a hundred per cent "Swadeshi Car" must inevitably be rather a distant goal.

AN OPERATOR'S REACTION

Transport operators reacted to the Government's decision in a different way. They asked: "Who is to blame if the market is not capable of expansion? Surely, the ever-increasing threat of nationalisation and the changing licensing policy of the Government." The demand for road transport services for goods and passenger traffic is bound to grow fast and the carrying capacity of private operators also can grow with it but for these obstructive policies. The operators suggested that the establishment of suitable agencies to provide the kind of finance which the road transport industry needed badly for renewing and strengthening their fleet. "It is by such concrete measures more than any other form of direct aid that the future develop-



By Robot

In my last article I had explained how the engine produces the power by the 4-stroke cycle. In a way the power production in an automobile can be compared to our human system. Fuel is the food of the engine and to burn the fuel the engine sucks air just as we breathe. It is essential that the fuel and air are as clean as possible and free from any dust particles or other foreign matter.

Petrol is the ultimate result of several stages of refinements from the crude and you can be reasonably sure about its purity when you buy it from the petrol pump. From the fuel tank of your car there is a connection to the engine through which petrol is fed to the carburettor and then to the engine. In order that the carburettor may function normally it must have a correct supply of petrol at whatever speed you may drive. This is achieved by means of a fuel pump. The fuel pump is a very small mechanism; but it does a very important and tough job, mile after mile for a considerable time. Bear in mind that this small fuel pump pulsates

ment of the automobile industry depends," a leading operator said.

Reasonable taxation policy urged

"If the Government is more reasonable in its taxation policy on automobiles, the industry would develop to a very great extent," was the view of Mr. Murarji R. Vaidya when his attention was drawn to the Government's decision on the recommendations of the Tariff Commission on the industry. Welcoming the recommendations and the decisions as reasonable, Mr. Vaidya said that he believed that the Tariff Commission's estimate of the automobile industry's requirements at the end of the Second Plan was an under estimate, if the automobile users are to be offered cars and trucks at more reasonable prices than existing now.

about 1,500 times in every mile or 25 times every second when you are driving at 60 m.p.h. It is important to check this fuel pump whenever there is any indication of carburettor trouble and at least twice in a year. The most reliable way to test this instrument is with the help of a vacuum gauge or what is sometimes called as 'Engine Tester'.

A fuel pump invariably gives the warning of impending trouble. If you feel the back-firing through the carburettor or fluttering or uneven running of the engine at high speed, then you can look for the trouble at the fuel pump. Unless you check up this in time, you will be wasting petrol.

The increasing efficiency of all automotive engines, brought about by smaller clearances between the moving parts has resulted in greater importance in regard to filtration. Filtering of the fuel, air and lubricating oil have become more and more important. The modern high-powered engines will not last long if all the particles of dust and dirt were allowed to enter into the engine while it sucks air from the atmosphere. Car makers have, therefore, placed a combination of air silencer and air cleaner just above the carburettor. This air cleaner consists of a combination of an oil bath through which the air passes, plus a "gimp" made of fine woven copper wire that is bathed in oil to catch the small particles of dirt, etc. and prevent destruction of the engine. A dirty or clogged air cleaner will cause a rich mixture and result in abnormal fuel consumption. The servicing of this air cleaner is very essential every 2,500 miles, but has probably received the least amount of attention on one of the most important parts of the engine.

The work done by this air cleaner is amazing. If you are driving at 35 m.p.h., air is being sucked into the engine through the carburettor and air cleaner at about 125 m.p.h. You can imagine how your fuel consumption will be affected if the passage of air through the air cleaner is blocked by accumulated dirt etc. in the air cleaner. The ideal proportion of fuel and air

'ROBOT' will be glad to answer in these columns from the Readers of this Magazine, any questions pertaining to their motoring problems. Questions may be addressed to 'ROBOT', Co. 'MOTOR INDIA', MADRAS-6.

mixture for an automobile engine is one part of petrol and 14 parts of air by weight. In other words, if you consume one gallon of petrol, by that time your engine would have inhaled about 1,600 cubic feet of air, and at the same time emitting about 1,800 cubic feet of exhaust gases. The exhaust gases will consist of about 1,500 cubic feet of nitrogen, 200 cubic feet of carbon dioxide and about one gallon of water in the form of vapour. This brings to the fore the importance of keeping the exhaust system clear. A choked exhaust may result in back pressure causing your engine lose some of its power. This can also be tested with the help of the vacuum gauge or Engine Tester referred to elsewhere in this article.

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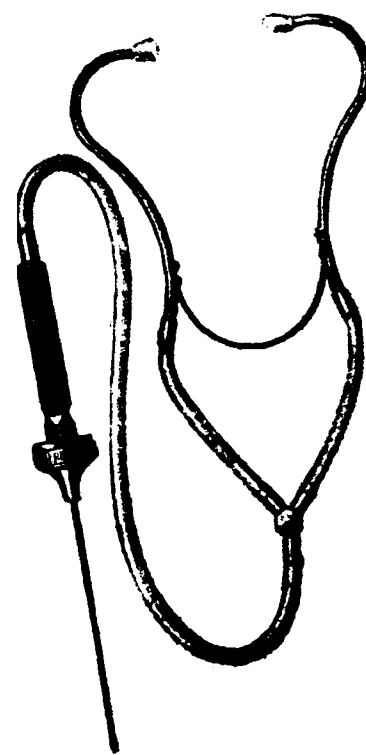
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ENGINE KNOCKS

Finding the cause of an Engine knock, will test, at times, the skill even of a seasoned mechanic. This due to the evasive characteristics Engine Knocks, on account of ferent engines, knock not always curring under identical conditions, ier noises in the engine and also e to some mechanics not able to ar certain knocks.

As an easy hearing aid and pin-inting knocks, the help of a onoscope" as in the illustration most essential. The source of gine knocks or even other noises in arings, gear and rear axle are made st audible through this instrument it intensifies the knock or sound en the correct spot is tested. ice sound travels best in solids a onoscope" or even a "Sounding d" should be a must in every omobile workshop.



he "Sonoscope" is a super sensitive id detector which enables the location lusive knocks, rattles, noisy and broken races etc. without dismantling. igned specially for the workshops. Sono- e has plastic connecting tubes that are ervious to petrol, grime, grease etc. handle is shock-proof.



By P. F. Lally

Engine knocks are often detected in the following :

Connecting rod

Driving at nearly 40 m.p.h. the knock from a Connecting Rod is most prominent. The knock will be loudest, when the foot is off the accelerator pedal.

The Connecting Rod Bearing noise is heard both at idling and at all speeds. With the help of a "Sonoscope" this noise will be prominent if the wall of the crankcase is tested.

Piston slap

This will sound loudest on the cylinder block and stop temporarily if oil bath is given to the cylinder head through the plug port. Short one spark plug at a time to find in which cylinder the piston knocks.

Knock by a gudgeon pin will as well be prominent on the cylinder block and detected by shortening each plug. Loose gudgeon pin gives out a double knock when the piston is at the top and again at the bottom of the stroke. The pin knock will intensify if the distributor is advanced or the plug is shorted. It is loudest at idling speed. Piston slap is loud when the engine is cold and gentler as the engine gets warmed up. Driving under heavy load or at low speed piston slap is very prominent and changes at different speeds. Aluminum pistons with excessive clearance give a hollow, bell like knock when engine is cold.

A tightly fitted new gudgeon pin in an old piston causes piston slap, which disappears after a few hundred miles of running-in.

Piston rings

Piston rings loose in the piston grooves will sound like the valve tappets and the sound stops if oil is introduced on the noisy cylinder

head. If sound persists with oil injected, it is from valve tappet.

Main bearing

Main bearing knock is like a bump-heavier and duller, than the connecting rod knock. Loudest going up hill with engine pulling slow and hard. This knock is reduced, by shortening the sparking plug but does not disappear.

Crank shaft

Crank shaft knock is sharper than the worn main bearing sound and is like a rap compared to the main-bearing bump. This knock is irregular and is effected by using the clutch.

Valve

Valve noises are sharp and clicking, remaining unaffected by shortening the plugs. Locate, by putting a feeler gauge between the tappet and the valve stem, tappets which have excessive clearance. Press a wooden rod against the sides of valve lifters to detect excessive side clearance.

Flywheel

Flywheel will give out a sound like a main bearing, if it is loose, but the sound persists even when the spark plugs are shorted. Apply and release the clutch and the flywheel knock will occur, which may not be constant. Switch off the engine and switch on again before the engine comes to rest and the flywheel sound will be distinctly heard.

Timing gear

Timing gear knocks caused by loose or worn gears can very easily be located by "Sonoscope" through the distributor.

By shorting the spark plugs the timing gear knocks remain unaffected. Some trucks have an exposed accessory shaft driven from the timing gears, and by pressing a wooden rod against it the knock can be made quieter.

Next month : 'Causes of High Fuel Consumption.'

NEW CITROEN—HYDROPNEUMATIC SUSPENSION

PARIS

Citroen The French Car Company has announced a new model, the 15 h.p. "I.D. 19", with *hydropneumatic suspension*.

The I.D. 19 saloon is easy to handle in town, and is exceptionally safe and comfortable on the open road.

With a streamlined body similar to that of the now famous DS 19 *Citroen* is continuing a typically French style of coachwork which should set a fashion for several years to come.

In addition to advanced mechanical design (disc-brakes, Front Wheel Drive etc.) its *hydropneumatic suspension*, developed from a revolutionary technique inaugurated by *Citroen*, makes it more than just another motor-car.

Road holding

The combination of the characteristics of Front Wheel Drive and *Hydropneumatic suspension*, ensures superlative wheel-adhesion on all surfaces. Automatic height-correctors keep the ground-clearance constant, however many people may be in the car. This ground-clearance is adjustable by means of a lever placed within reach of the driver.

Hydropneumatic (Air-oil) suspension

In 1934, after many years of development, *Citroen* began mass-production of *hydropneumatic suspension* on the 6 H six-cylinder saloon. Its success confirmed the results of its tests, and paved the way for the four-wheel independent *hydropneumatic suspension* of the DS 19 and the I.D. 19.

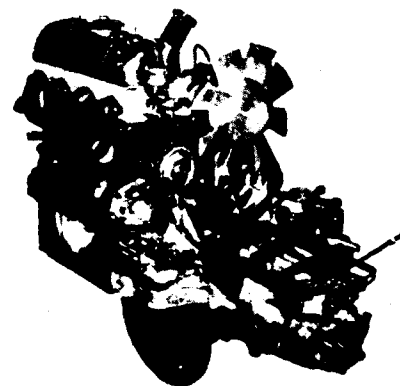
High average speeds

An improved 11 D (light 15) engine, with a 4 speed gearbox, makes this car exceptionally lively and gives it the high top speed necessary for a modern car. Its general design ensures particularly low running-costs. The mechanical controls need only the slightest efforts. The gearchange lever is under the steering wheel. The weight of the foot on the pedal is sufficient for declutching. The rack



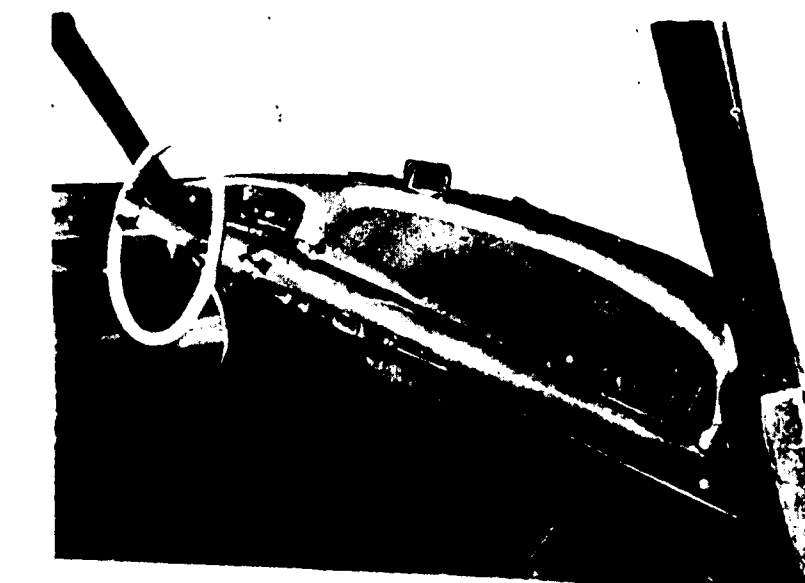
usual front door deflectors which reduce visibility. The amount of fresh air is adjustable.

Interior heating is provided by a radiator which warms air coming from a forward intake; demisting and heating are adjustable by the driver.



This car, will be cheaper than the DS 19 and will be an addition to the existing *Citroen* range.

THE DS 19 WHICH, IN ADDITION TO THE *HYDROPNEUMATIC SUSPENSION*, HAS ALL THE OTHER ADVANTAGES OF *HYDRAULIC CONTROLS*, WILL BE PRODUCED AT THE RATE OF 3000 PER MONTH BY NEXT SPRING.



Technical characteristics

Engine. 4-cylinder in-line. Compression ratio 6.8 to 1. 62 B.H.P. at 4,000 r.p.m. Cubic capacity 1911 c.c. R.A.C. rating 15.08 h.p. Max. torque: 91.86 ft./lbs.

Carburettor—SOLEX 33. **Petrol pump**—Mechanical. **Starting motor**—Electric.

Battery—6 vol., 75 A.H. **Dynamo**—210 W. **cooling**: Pump and thermostat, my'on fan.

Clutch. Dry, single-disc type.

Gearbox. 4 forward speeds, and reverse (2nd, 3rd and 4th synchronised). Gear change lever under steering wheel.

Steering—Rack and pinion type.

Transmission—Front wheel drive. Spiral bevel 9 x 35.

Body. Monoshell construction; welded sheet-steel box-section sidemembers; flat floor.

Front suspension. Independant wheels, each with two wheel arms and a *hydropneumatic suspension unit* with integral shock absorber; automatic height corrector, and anti-roll bar.

Rear suspension. Independant wheels, each with a single trailing arm; other details as for front suspension.

Brakes. Main brakes: Disc type at front, drum type at rear. *Hydraulic operation*, automatic wear take-up on front brakes. Brake lining areas: Front—42.16 sq. ins. Rear—38.75 sq. ins. Total—80.91 sq. ins.

Secondary brakes. Hand-operation, acting on front discs.

Wheels. Central fixing.

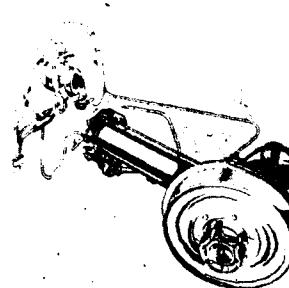
Tyres. Michelin "X" type, 165 x 400 at front, 155 x 400 at rear, 165 x 400 spare.

Weight and measurements. Weight with tools, spare wheel and 1 gallon petrol—22 cwt. Wheel base—10 ft. 2½ ins. Track, front—4 ft. 11 ins. Track, rear—4 ft. 3½ ins. 9 ins. Overall length—15 ft. 9 ins. Overall width—5 ft. 10½ ins. Overall height 4 ft. 9½ ins. Turning circle—36 ft. 1 in.

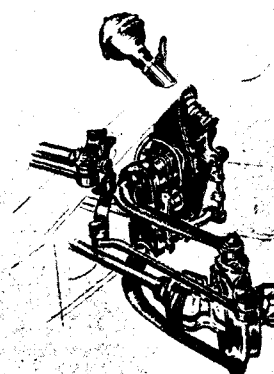
Capacities. Petrol tank—Approx. 11 gallons. Sump—7 pints. Gearbox—4.3 pints (including differential). Luggage space—17½ cu.ft. fully usable, flat floor, vertical sides, spare-wheel housed under bonnet.

Comfort. Heating and demisting by separate radiator, forward intakes. Ventilation grilles at both ends of facia panel. Adjustable front seats.

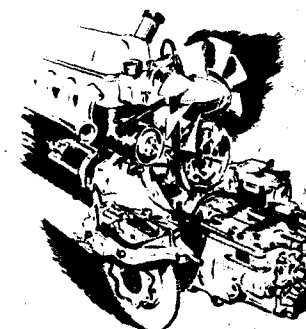
Performance. Top speed—81 m.p.h. Max. speed in 1st—25 m.p.h. Max. speed in 2nd—50 m.p.h. Max. speed in 3rd—71 m.p.h. Petrol consumption—28 m.p.g. at constant 45 m.p.h.



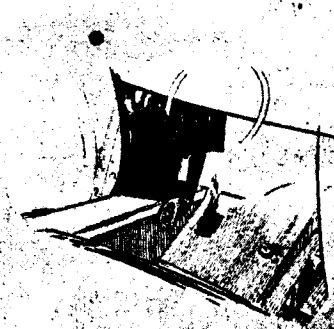
Suspension AR



Suspension AV



Boite de vitesses et disques de freins



Pedalier

Automobile—foremost industry in France

The Automobile industry is the foremost of industries in France, as far as the turnover is concerned :

1.4 billion dollars are the turnover of the manufacture and 3 billion dollars, of the spare parts manufacturer and workshops.

Quantitatively, other countries have surpassed France, but, the place occupied by her from the point of view of technical progress, has always been the leading one.

In the matter of production, in 1938, France produced 224,000 vehicles and in 1955 it was 725,061, of which 561,465 were motor cars. 541,163 which sold in France and 162,681 vehicles (22.4%) were exported for an amount of 80 billion Francs.

The principal buyers of French cars were, Belgium and Luxembourg, Switzerland, Spain, Sweden, Austria, Netherlands, West Germany and the United Kingdom.

The reasons for the success of the French cars, which have been proved at the last International Automobile Saloon in Paris are stated to include comfort, elegance, quick acceleration, security and economy.

In 1956, production reached the peak of 900,000 vehicles and exports 260,000.

French automobile production is highly concentrated for manufacturers producing a total of 95% of the entire production, viz., Renault—30.5%, Citroen—25%, Simca—22.2 percent, and Peugeot—17.2%.

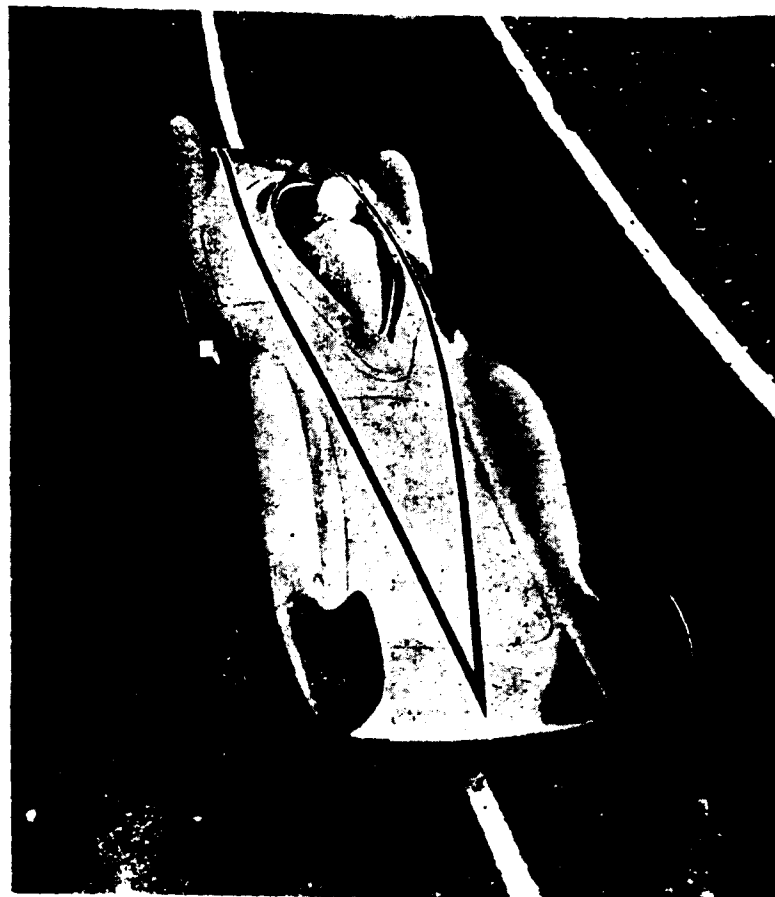
France is ranking fourth after U.S.A., Great Britain and Germany, the national figure at present exceeding 4,250,000 vehicles of which 70% are motor cars, which works out at one car for every ten inhabitants. By 1960, this figure is expected to reach 6,500,000 vehicles or 23 vehicles for kilometre or one vehicle for every 6 inhabitants.

Road projects

In keeping pace with this advance the Public Works, Transport and Tourism Ministry of the French Government have planned the following projects.

Construction of 5,000 k.m. of auto-route at a cost of 750 billion francs, i.e., 150 million francs k.m.,

"RIGIE" RENAULT



The Renault, experimental turbine car "Shooting Star."

The Renault sets a new speed record

Undergoing a series of tests at Bonneville Salt Lake (U.S.A.) last September, the Renault gas powered car called "Etoile Filante" has set a new speed record for turbine automobiles.

Over a measured one mile, the record established was 190.7 miles per hour, and over a one kilometre course, 191.9 miles per hour.

The car was piloted by M. Jean Hebert, a Renault engineer. It was designed by M. Albert Lory another Renault engineer, under the super-

vision of M. Fernand Picard, Director of the Renault Research and Development Department, and also President of the Association of French Automotive Engineers. The tests were made under the International Automobile Federation and the American Automobile Association Control.

The "Etoile Filante" has been made as part of a programme of research into the application of the gas turbine to automobile propulsion.

The purpose of the trials made in U.S.A. was to further the development of knowledge concerning the possibility of adapting a medium powered turbine to a car especially designed to transform this power into high speed, and to make detailed studies on such problems as reduction in fuel consumption change of speed, rapid return to low speed, braking while turbine is still under full power, flexibility of acceleration, reduction of noises, etc.

MOTORINDIA

FEATURE on

Simplex
Perkins

DEALERS' CONFERENCE

Unfolds the story of a

PRIVATE ENTERPRISE,

the first to complete 100% indigenous

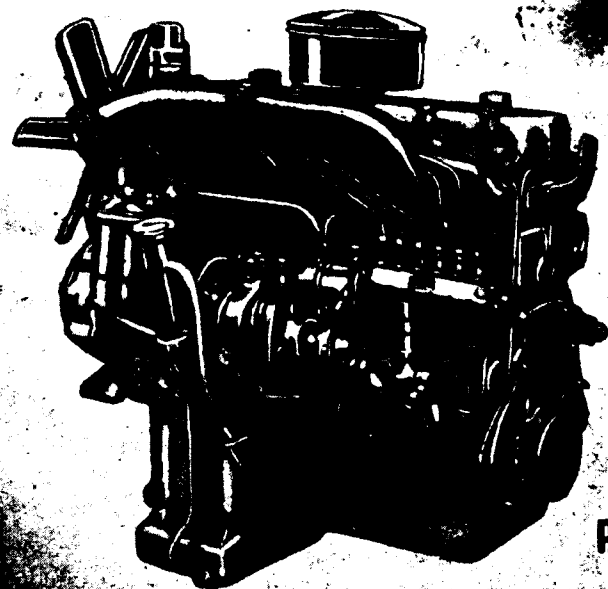
Manufacture of

AUTOMOTIVE TYPE DIESEL ENGINES IN INDIA

Perkins

HIGH SPEED DIESEL ENGINES

THE POWER BEHIND MODERN TRANSPORT



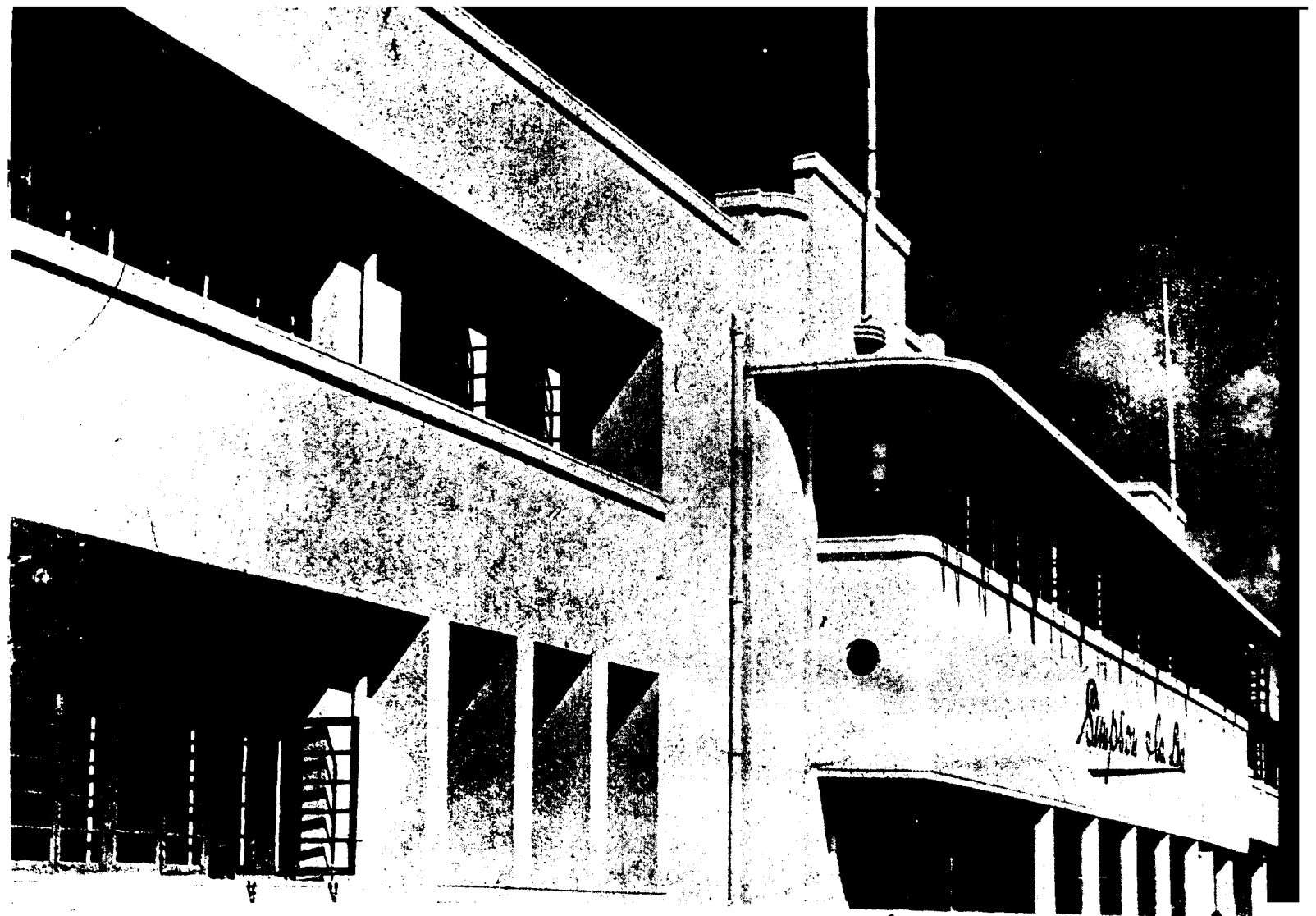
P.6.4

There are
**MORE PERKINS DIESELS IN OPERATION THAN ALL
 OTHER MAKES OF DIESEL ENGINES PUT TOGETHER.**

HEAD OFFICE & WORKS, MADRAS-2.

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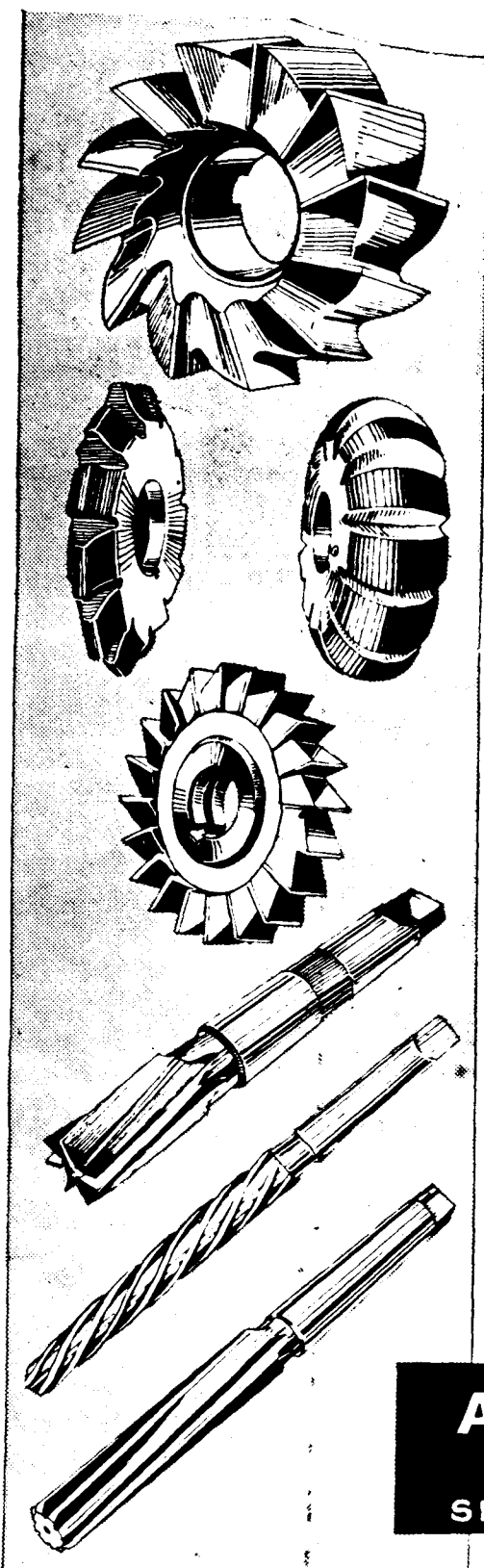


First complete, indigenous, automotive type diesel engines now roll out of Simpsons' Workshops

(By Our Special Correspondent)

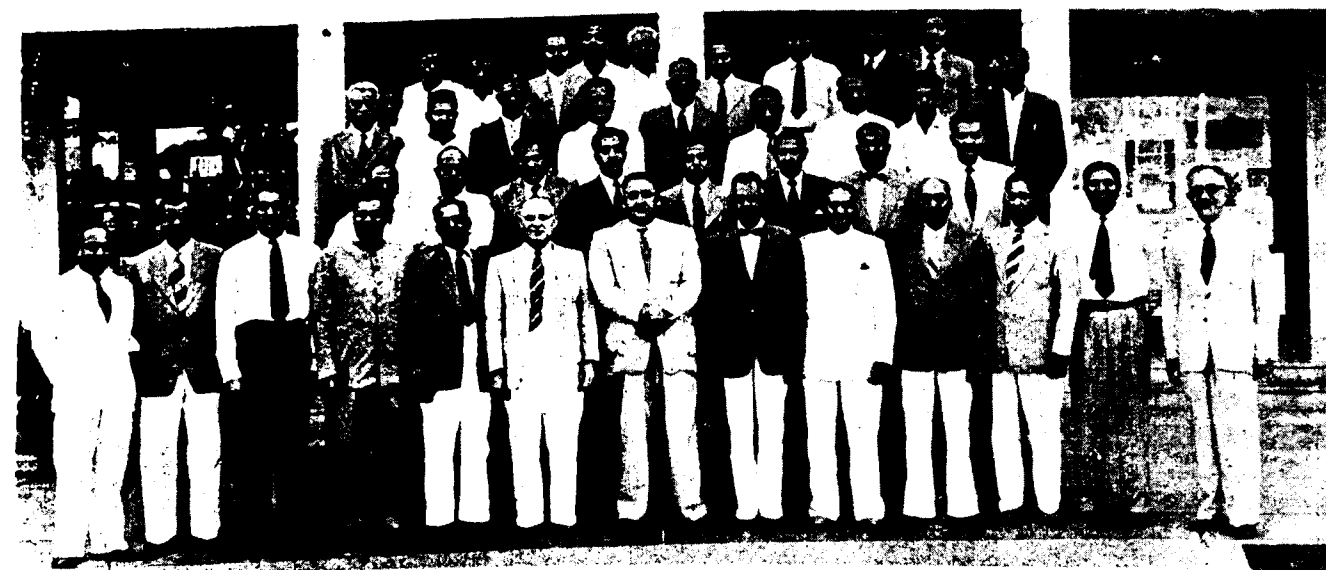
MADRAS
 Perhaps for the first time in its 116-year-old history, Simpson & Co., Ltd., of Madras, held a major conference of Simpsons-Perkins dealers on a nation-wide basis. The conference was held in the premises of the firm opposite the old Government House in Mount Road, and rightly followed an achievement of which any Indian manufacturer can feel proud—I mean, the 100 per cent indigenous manufacture of the world famous Perkins P-6 automotive diesel engines in their Madras factory, just behind their most modern office.

The conference itself was a sort of family gathering of numerous auto dealers, each of them representing an established business house in their particular area. Besides the usual business meetings called the conference, various side attractions were there for the delegates such as visits to other factories of Simpsons and allied concerns, lunches, dinners, cinema-shows etc., and in every one of these functions the impact of the rise and growth of the firm of Simpsons and their dealership network was easily noticeable.



ENGINEERS' CUTTING TOOLS

ADDISON & CO. PRIVATE LTD.,
TOOL WORKS,
SMITH'S ROAD, MOUNT ROAD, MADRAS - 2.



Group Photo taken at the Simpsons Perkins Dealers' Conference in Madras shows from left to right : *Front Row* : A. R. Venkataraman of Simpsons ; S. Arogyaswamy of S. R. V. S. ; O. N. Talwar of Allied Motors ; H. D. Desai of Bombay Garage, Rajkot ; S. Anantaraman, Comptroller, Simpsons ; Mr. A.J. Lund, Director and General Manager of Simpsons ; K. N. Talwar of Allied Automobiles ; S. Anantharamakrishnan, Chairman of Simpsons ; A. N. Chinoy, Sales Manager, Simpsons ; M. N. Gupta of Dhanbad Automobiles ; D. Panduranga Reddy of D.S. Automobiles, Nellore ; R. N. Talwar of National Automobiles, Lucknow and H. A. Arshaconi, Works Manager, Simpsons. *Second Row* : K. V. Padmanabhan of Bangalore Automobiles ; G. C. Subbukrishna of G. N. Chakrapani Chetty & Sons, Tirunelveli ; Kamal Kasliwal ; S. L. Kapur ; R. R. Iyer ; K. P. Kasturi ; V. M. Ghatage and J. B. Patil. *Third Row* : V. Doraiswami of Addisons ; S. M. Shah ; V. Kunjithapadam of Bharat Motors ; P. Chandriah of Modern Automobiles ; S. S. Swaminathan ; R. N. Roy ; M. Mohan Rao ; Shantilal Shaw ; J. V. Shukla. *Fourth Row* : R. Sreedharan ; V. Ramaswami ; S. M. Subramaniam ; S. Srinivasan ; K. Madhava Menon ; R. V. R. Naidu ; K. P. Subramaniam ; George T. Rajarathnam ; Thomas Ponnann.

From Palanquins to Perkins-- the rise and growth of Simpsons

Before proceeding with the details of the conference, it will be appropriate and interesting to recall for the benefit of our readers something about the history and growth of Simpsons during a century and more of useful work in the economy of the country, work that is now adapted to meet the changing needs of the free nation that is India. From Palanquins to Perkins Diesels, from Tangas to Transport vehicles of the latest type, not to mention the manufacture of various other items like tanker trailers, tanks and coach-building and transport engineering products—may well describe the activities of this leading firm.

Established in 1840, Simpsons first started manufacture of Palanquins and Tangas which were the then modes of transport in India. And tangas and palanquins

then soon became the most modern form of transport. *Simpsons are older than the Indian Railways, and in fact the first railway coaches in South India were built by this firm as long ago as 1855 when they were about 15 years old. Another first to the credit of Simpsons was earned in 1903 when they brought out the first steam car—a fact which gives the firm of Simpsons credit for being the first to attempt motor car manufacture in India. Two years later they built the first steam bus in India and it took six more years for them to introduce and operate the first petrol driven passenger service.*

Pioneers in their fields, Simpsons' association with General Motors of America dates back to 1928. On the indigenous manufacturing side, the right steps were taken in making small Garage tools and equipment in 1941.

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WIDEST RANGE OF SPARE PARTS FOR

Perkins



DIESEL ENGINES

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AVAILABLE FROM READY STOCKS

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OF VEHICLES BY TRAINED PERSONNEL
ACCORDING TO MANUFACTURERS STANDARD

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Grams : BHARATCARS



Mr. A. J. Lund,
Director and General Manager.



Mr. S. Anantharam Krishnan,
Chairman, Simpsons & Co., Ltd.



Mr. M. V. Venkataraman,
Director.

The Link-up with Perkins

It was in the midst of the forties in this century that in an old factory in a Peterborough backstreet in England, an ambitious, tall, well-built Englishman Mr. Frank Perkins was revolutionising the use of diesel power for various forms of transport and managed to produce about 2,200 diesel engines a year—which is very much less than what Simpsons will manufacture this year at Madras. Within a decade, Perkins had expanded their factory considerably, moved into a new building which is now nearly 750,000 sq.ft. in plynth area and where now some 6,500 men work daily. Deciding on a bold course of business, Perkins through his firm's reputation, made it possible for vehicles, tractors and farm machinery, boats and industrial equipment including cranes and generators of all kinds to depend more and more on this famous diesel engines. And the result is that today Perkins engines are original equipment for 120 manufacturing firms in the world, and there are well over 400 different useful applications for the five basic designs of the Perkins engines. Perkins engines power police launches on the Thames, tractors in Yugoslavia, generating sets in China, trucks in many countries. Many European manufacturers fit Perkins as original equipment for tractors, combines, vehicles, boats etc. That, in short, is the phenomenal success of the engine which was just an idea in the mind of Mr. Perkins at one time.

Messrs Simpsons, therefore, were indeed fortunate to have negotiated and took up in 1948 the Franchise in India for the famous Perkins P' series automotive type diesel engines. This far-sighted association and the unprecedented popularity of the engines even made the Government of India alert the firm towards making the production completely Indian. Thus, Simpsons today are the first of manufacturers in India to undertake, and

what is more important, complete within 18 months, the indigenous manufacture of automotive type diesel engines. In many months now, the Perkins automotive engines that are reaching the market in India are entirely Indian made, in fact, made in Madras. It was, therefore, very appropriate indeed of Simpsons' to have thought of an all-India conference that will befit the occasion.

Delegates from all-India attend

Dealer-delegates to the four-day conference which commenced in the City on February 4 were drawn from all over the country. The delegates who attended included : Messrs. J. V. P. Rao, V. Doraiswamy and P. Raghavan of Addison & Co., Madras, K. N. Talwar and O. N. Talwar of Allied Motors Private Ltd., New Delhi, V. Kunjithapatham, S. Srinivasan and V. Krishnamurthi of Bharat Motors, Madras ; H. D. Desai and J. V. Shukla of Bombay Garage (Rajkot) Private Ltd., Rajkot ; K. Madhava Menon of C.C. Automobiles Ltd., Kozhikode ; G. C. Subbukrishna, R. V. R. Naidu and R. Sridharan of G. N. Chakrapani Chetty & Sons Private Ltd., Tirunelveli ; M. N. Gupta of Dhanbad Automobiles Ltd., Dhanbad ; D. Panduranga Reddy of D. S. Automobiles, Nellore ; K. Hariharan, K. P. Subramaniam, V. Ramaswamy, S. S. Swaminathan and G. T. Rajarathnam of George Oakes Private Ltd., Bezwada, Coimbatore and Madras ; V. M. Ghatage and J. B. Patil of Ghatage & Patil, Kolhapur ; Kamal Kasliwal of Kamal & Co., Jaipur ; S. M. Shah and Shantilal M. Shah of Manickbag Engineers, Belgaum ; Thomas Ponnann of Markar (Motors) Ltd., Trivandrum ; R. N. Talwar of National Automobiles, Lucknow ; K. P. Kasturi of P. V. Rai & Co., Mangalore ; R. N. Roy of K. N. Roy and Sons, Ranchi ; M. Mohan Rao of Sri Krishna Motor & Engineering Works, Vizianagram ; S. Arogyaswami of Sri Rama Vilas Service (Private)

SUITABLE FOR ALL MAKES OF LORRIES AND BUSES

Perkins

6 Diesel Engines

Conversion Kits

Spare Parts

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Mr. S. Anantaraman,
Comptroller.



Mr. Akbar N. Chinoy,
Sales Manager.



Mr. H. A. Arshacony,
Works Manager.

Ltd., Kumbakonam ; R. R. Aiyer and S. L. Kapur of Walford Transport Ltd., Calcutta ; P. Chandriah of The Modern Automobiles, Madras ; S. M. Subramaniam of The Modern Distributing Co., Madras ; A. C. Ramaswami of The Bharath Agencies, Bangalore ; K. V. Padmanabhan of The Bangalore Automobiles, Salem and V. R. S. Mani of Speed-A-Way Private Ltd., Madras.

The Programme

The conference programme included, besides four sessions held on four different days and individual business discussions by dealers with the ever-vigilant sales manager Mr. Akbar N. Chinoy, a lunch given by the host firm at Hotel Connemara on the opening day, a visit to Simpsons works the same afternoon, dinner at Woodlands which was followed by a cinema show of "The Peterborough Diesel Story and Thames Division," "The Diesel Story and First Principles of the Compression Ignition Engine."

After the conference session there was a lunch party at the Gymkana Club, Madras, and at night a dinner by the Chairman, Mr. S. Anantharamakrishnan at his residence "Sudharma." Visits to India Pistons, Addisons Paints & Chemicals and Wheel & Rim factories at Sembium, visit to Addisons works on Mount Road, occupied the greater part of the third day after which Mr. A. R. Denholm, Liaison Executive of F. Perkins Ltd., in India gave a party at "Eastfield," Kilpauk. On the fourth day, after further business discussions at Simpsons offices, Mr. A. J. Lund, Director and General Manager of Simpsons, entertained the dealers at a farewell dinner at his residence "Shereen."

When the conference commenced on the forenoon of Monday, February 4 with a welcome extended in suitable words by Mr. A. J. Lund, Director and General

Manager to the dealers who responded, the dealers were introduced.

Mr. Anantharamakrishnan inaugurates conference

The conference was inaugurated by the leading South Indian Industrialist and Chairman of Simpsons.



Mr. S. Anantharamakrishnan addressing the delegates at the opening session of the Simpsons-Perkins Dealers' Conference.

Mr. S. Anantharamakrishnan, who briefly outlined the important and useful part Simpson & Company had played in the transport field during the 116 years of the Company's existence. He recalled the war years when Simpson's Producer Gas Plants came as a boon to the transport operators at a time of acute petrol scarcity. Several thousand Gas Plants were sold and some of the Perkins Engine dealers present, who happened to handle the Gas Plant franchise also, knew only too well the popularity of and the great demand for, Simpson's Producer Gas Plants in the years gone by.

S.R.V.S.

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FOR ALL YOUR REQUIREMENTS
OF PERKINS P6 DIESEL PARTS,
AND FOR OTHER SPARE PARTS,
TYRES AND TUBES FOR ALL
MAKES OF TRUCKS AND CARS.
YOU WILL FIND THE PRICES
MODERATE AND ARTICLES

GENUINE.

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Some of the Delegates to the Simpsons-Perkins Dealers' Conference photographed in one of the sessions. Picture includes K. N. Talwar, C. N. Talwar, H. D. Desai, Ghatage, Patil, R. K. Iyer, S. L. Kapur, R. N. Talwar, Mr. V. Kunjithapadam and others.

After the war, operators in other parts of the world, with the possible exception of America, were switching over to diesel-drive, and Simpsons, being pioneers in the transport field, observing this diesel consciousness in other countries, set about the task of finding out a Diesel Engine that would meet the particular demands of the Indian operator and finally secured all-India distributorship for the world-famous Perkins Diesel engine. In the initial stages, to persuade the operators to changeover to diesel-drive was a great task, but, in a very short time, people began to see the advantages derived from and the big economy in diesel-operation so that with the taxation policy of the Government and without the economy obtained from diesel-drive, it would have been almost impossible for the operators to exist. Steadily the demand increased and by 1954, it had shot up to such a considerable degree that Simpsons were unable to meet the demand and the Government insisted on the desirability of the engine being completely manufactured in the country by the end of 1956 to meet the growing demands.

Mr. Anantharamakrishnan announced, amidst cheers, that the manufacturing programme had now been completed and by December 1956, Simpsons had completed 100% indigenous manufacture of the Perkins Diesel Engine with the exception of proprietary parts and that from January 1957 onwards, 250 engines per month were being completely manufactured in Madras.

Manufacture to be stepped up

The Tariff Commission had estimated, Mr. Anantharamakrishnan said, that the demand for diesel engines in the coming years would be in the neighbourhood of 12,000 engines per year and Simpsons were intending to expand their present capacity for the manufacture of the Perkins diesel engine very substantially.

VIEWED FROM EVERY ANGLE, PERKINS ENGINE SEEMED TO BE THE RIGHT QUALITY ENGINE FOR THE CONDITIONS OBTAINING IN INDIA AND THERE HAD BEEN NO COMPLAINT WHATSOEVER FROM ANY QUARTER OF THE COUNTRY ABOUT THE QUALITY OR

SUITABILITY OF THIS ENGINE. THE PRICE ALSO COMPARED VERY FAVOURABLY WITH THAT OF ANY OTHER COMPETITIVE PRODUCT.

There is estimated to be about 1,50,000 commercial vehicles in operation in this country and out of this, about 40,000 are believed to be diesel-operated. Consequently there should still be a reasonable quantity of vehicles eligible for conversion to diesel operation.

Before concluding Mr. Anantharamakrishnan drew attention to the quality of the engine coming out of the Madras Plant and said that contrary to the general belief that an Indian manufactured product would not be up to the standard of its foreign counterpart, test reports covering the Madras manufactured engines went to prove that these engines were in every way equal to if not better than imported engines.

Mr. Anantharamakrishnan again thanked the dealers for responding to the invitation to the Conference and solicited their continued co-operation which greatly contributed to the popularity of the Perkins Engines in the past and which would assist the dealers in a large measure to make substantial business in the years to come.

"Kept abreast of every new development"

Mr. Lund on Simpson's significant part

Mr. A. J. Lund, Director and General Manager, commenced the proceedings and traced the history of



Mr. A. J. Lund, Director and General Manager, Simpsons, welcoming the Delegates as the four-day Conference commenced. Mr. S. Anantharamakrishnan, Chairman, and Mr. Akbar N. Chinoy, Sales Manager, are seated next.

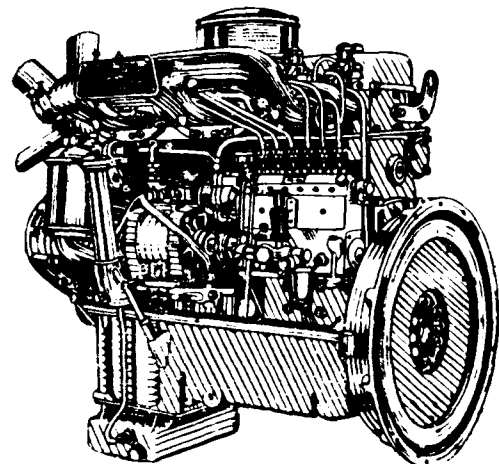
Simpsons over the last 116 years and pointed out now, during this period of over a century, the company had been keeping abreast of every new development in the transport industry elsewhere in the world and the significant part it had been playing in helping transport operators to tide over difficult periods similar to the one brought about by the acute scarcity of petrol during the Second World War, when Simpson's Producer Gas Plant came to their rescue.

February 1957

MOTORINDIA

29

ECONOMISE with



Perkins P-6

VEHICLE
DIESEL ENGINES



NOW AVAILABLE EX-STOCK

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AND PERKINS DIESEL ENGINES

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In keeping with their policy of making available to Indian operators the latest development in transportation in other countries, Simpsons after the War put on the market the Perkins Diesel engine and Mr. Anantharamakrishnan had already pointed out the popularity it gained in a remarkably short time.

Proceeding, Mr. Lund said that Perkins P-6 Diesel engines were being fitted as Original Equipment by both Messrs Premier Automobiles and Hindustan Motors and that one could be confident that their future offtake for original equipment would continue to be Perkins Diesels. Considering the expected increased demand for Diesel vehicles during the Second Five Year Plan, Government had requested Simpsons to expand their manufacturing capacity. Apart from the requirements as original equipment, Mr. Lund pointed out, there was still a very considerable market for conversion jobs and the dealers would no doubt be fully alive to this market.

After sales service

Continuing Mr. Lund laid stress on the servicing of vehicles converted as an important aspect and the Company had laid down certain conditions for the dealers throughout the country to observe. This was with a view to ensure that the dealers had adequate servicing facilities, equipment and trained personnel. SIMPSONS CONDUCT REGULAR PERKINS SERVICE/INSTRUCTION CLASSES AND DEALERS WERE INVITED TO SEND THEIR TECHNICAL PERSONNEL TO ATTEND THESE CLASSES AND ACQUIRE UP-TO DATE KNOWLEDGE IN THE MATTER OF EFFICIENT SERVICING OF PERKINS ENGINES.

Dealing with the carrying of adequate stocks of spare parts, Mr. Lund mentioned that this was a pre-requisite for rendering efficient service and the dealers would have an opportunity of discussing this subject individually with the Sales Manager later on.

Programme to manufacture agricultural engines too

Mr. Lund further said that with regard to other P series engines, Simpsons were preparing a manufacturing programme for industrial and agricultural type engines for use in the manufacture of road rollers, tractors etc. There were many detail parts of the P-6 Automotive engine which were common to the industrial and tractor type engines, and the other parts would eventually be manufactured in Madras.

MR. LUND ANNOUNCED THAT SIMPSONS HAVE BEEN APPOINTED DISTRIBUTORS FOR INDIA FOR THE MICO LICENCE BOSCH FUEL INJECTION EQUIPMENT. MANUFACTURED BY MOTOR INDUSTRIES, BANGALORE. THE DEALERS' ATTENTION WAS DRAWN TO THE FACT THAT THIS WAS NOW BEING USED AS ORIGINAL EQUIPMENT ON ALL PERKINS



Mr. K. N. Talwar speaking at the Conference session.

ENGINES MANUFACTURED AND SUPPLIED FROM MADRAS SINCE JAN. 1957.

No conference would be complete without some social functions linked up. This time it was unique, because as stated already, every day there was some function or other. On the opening day of the conference, there was a lunch at the Connemara Hotel in which the dealer-delegates and the executives of Simpsons participated. Later in the evening, there was a well attended dinner party given by the company at the Woodlands Hotel, after which a Cinema Show was held.

Again on the 5th, the delegates were entertained at lunch at the Gymkhana Club. The same evening, the Chairman, Mr. S. Anantharamakrishnan gave a dinner party at his beautiful residence SUDHARMA. The garden was converted into a fairy land studded with lights glorifying the already beautiful flowers of the lawn. It was most pleasant and entertaining. There were well over 80 guests for dinner that night and choice dishes were served.

Mr. Perkins' message to the conference stresses scope under Second Plan

The delightful tea party got up at "Eastfield," the bungalow of Mr. A. R. Denholm, Liaison Executive of M/s. F. Perkins Ltd., in India was well attended and the guests included all the dealer-delegates to the conference, Mr. S. Anantharamakrishnan, Chairman of Simpsons, Mr. M. V. Venkataraman and Mr. A. J. Lund, Directors, Mr. Akbar Chinoy, Sales Manager, Mr. Arshacony, Works Manager, Mr. S. Anantaraman, Comptroller and other executives of Simpsons.

The guests were received on arrival by Mr. A. R. Denholm and Mr. B. A. Gomm, of Perkins Ltd. The guests spent a pleasant hour and mixed freely discussing various points of common interest. After tea, Mr. Denholm thanked them for accepting his invitation and expressed his appreciation for Simpsons for arranging the conference in such a way that it had been possible for them to be present at his place.

He added, "I am sure you will agree that the occasion would be complete had it been possible for Mr. Richard Perkins himself to be present. I am afraid that with his many commitments throughout the World he was not able to make another visit to India at this time. However, I received a cable from



Mr. G. R. Platt,
Assistant Works Manager.



Mr. V. R. Narayanan,
Assistant Works Manager.



Mr. N. Singleton,
Service Manager.



Mr. A. R. Venkataraman,
Asst. Sales Manager.

THE
PRODUCTION
CHIEFS
AT THE
SIMPSONS'
WORKSHOPS



Mr. N. S. Mani.



Mr. K. S. Ganesh,
Planning Engineer.



Mr. A. T. Gwynne,
Carriage Department.



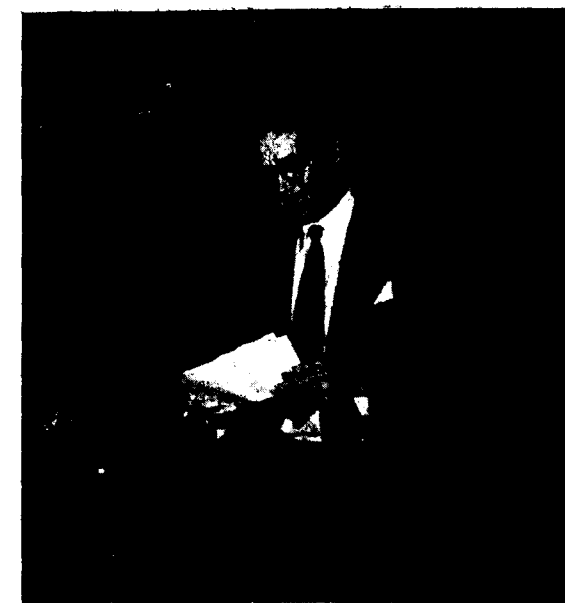
Mr. S. Ganesan,
Carriage Department.

him this morning in which he asks me to convey to you all his very best wishes for the success of the conference. He has pointed to the vital part which Simpsons, and their Dealer Organisation have played in the economy of the country during past years by making Diesel engines available to both public and private transport, and, every bit as important, providing the service which is so vitally required to keep transport on the road and the goods moving. The First Five Year Plan achieved great things, and the targets could not have been met to the extent which they were without the energetic efforts of Simpsons Organisation and Mr. Perkins has asked me to stress that in his opinion transport, and particularly Diesel Engine Transport, will play an even more important part in the Second Five Year Plan which is now so much in our minds, Mr. Perkins concludes with the following words "Congratulations on past results, and wishing you all every success in the future."

I do not wish to take up very much more of your time, but I hope you will forgive me if I make a few remarks which I feel should be made on such an occasion for the reason that it is such a rare occasion.

You have all had an opportunity of seeing round Simpson's factory, and I know that those of you to whom I have spoken, have been astonished by the enormous progress which has been made during the past two years. I THINK THAT ALL OF US OWE A GREAT DEBT TO MR. ANANTHARAMAKRISHNAN, AND THE DIRECTORS OF SIMPSON & CO., FOR THE COURAGE AND VISION WHICH THEY HAVE DISPLAYED IN ACHIEVING THE MANUFACTURE OF THE PERKINS P-6 VEHICLE ENGINE IN SO SHORT A TIME, THE DIFFICULTIES WHICH THEY HAVE HAD TO FACE HAVE BEEN TRULY ENORMOUS AND LESSER MEN WOULD HAVE SAID THEY WERE INSUPERABLE. I AM ALSO SURE THAT MR. ANANTHARAMAKRISHNAN WILL AGREE WITH ME WHEN I SAY THAT A GREAT DEAL OF THE CREDIT FOR THE EXECUTION OF THE MANUFACTURING PROGRESS MUST GO TO MR. LUND.

I am very much aware that all problems and difficulties have not been confined to Madras. I know for example, that many of you have had to accept very small allocations of engines from time to time, and in some cases no engines at all. I refer particularly to the middle months of 1956. The reasons have been explained to you by others more competent to do so than myself. However, I would like to add that during the early part of last year our Company at Peterborough were faced with a serious shortage of certain vital components, and that this shortage was



A. R. Denholm, Liaison Executive of F. Perkins Ltd. in India, welcoming the Simpsons Perkins Dealers whom he entertained at a delightful Tea Party at 'Eastfield,' Kilpauk.

common to the whole trade in U.K. It was quite beyond our control. The factory at Peterborough represents the last word in mass production, but they are dependent upon very many suppliers. If only one supplier is in difficulties, very often for reasons beyond his control also, the production in our Factory is bound to suffer. That is perhaps an over simplification of the reason why at the time when India was badly in need of our product, we were unable to meet this need in full.

We are now faced with competition, the extent of which you are aware. I, for one, welcome this competition. It is a challenge and should be a stimulant. I know we have an excellent product, better in every way than anything our competitors have to offer, and I am sure that if you did not share my confidence you would not be attending this Conference. However, we cannot meet and overcome competition by sitting here in Madras. We of F. Perkins have always been very conscious of the vital and indispensable part which a Dealer net-work play in sales promotion and never forget after sales service. Let me say again I have complete confidence in your ability to obtain our share and if possible, more than our share of the Market.

I must thank you for coming here this afternoon and for listening to me so patiently, but let me conclude by saying that there is always an open invitation to each and everyone of you to visit us in Peterborough.

Social & Personal



Mr. Denholm receiving Mr. Lund and Mr. Anantaraman for the 'Eastfield' Tea Party.



Messrs. Sankaran, Neelakantan, Ramalingam and others at the 'Eastfield'.



Messrs. B. A. Gomm, Ghatage, Denholm, Lund, and Iyer at the 'Eastfield'.



Mr. Singleton, Mr. Chinoy, Mr. Desai, Mr. Denholm is seen talking to Mr. Chinoy.



Messrs. R. N. Talwar, K. N. Talwar, O. N. Talwar and A. R. Venkataraman enjoy a joke at the 'Eastfield', Kilpauk.



Mr. A. R. Denholm talking to Mr. Kunjithapadam and others at the 'Eastfield' Party.



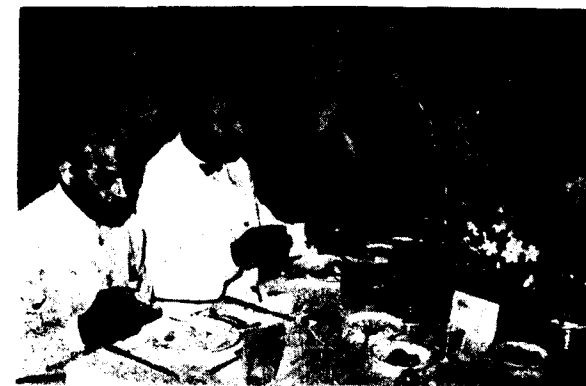
Photo shows right to left: Mr. A. N. Chinoy, the host, Mr. R. N. Talwar, Mr. A. R. Denholm and others at the Dinner at Chairman Anantharamakrishnan's residence.



Another view of the Lunch at Connemara shows the Dealers with Mr. Anantharamakrishnan, third from right.



Mr. Talwar, Mr. Lund, Mr. Denholm, Mr. Kunju, Mr. Arogyaswami and Mr. Harilalan, at the Woodlands Dinner in connexion with the Simpson-Lekins Dealers Conference.



Messrs. M. V. Venkataraman, Director, Simpsons; Ghatage; R. R. Iyer; A. J. Lund and Mr. Talwar at 'Sudharma' the residence of Sri S. Anantharamakrishnan who entertained the Delegates to dinner.



Messrs. Simpson & Co Ltd. gave a Lunch to the Delegates to their Dealers Conference at Hotel Connemara. The picture shows a view of the lunch table with Mr. Lund, Director and General Manager, third from right.



Nearly 90 minutes were spent after the Dinner at Woodlands by Delegates in witnessing a film show of the Perkins Diesel Engine and its full story. A view of the audience at the show.

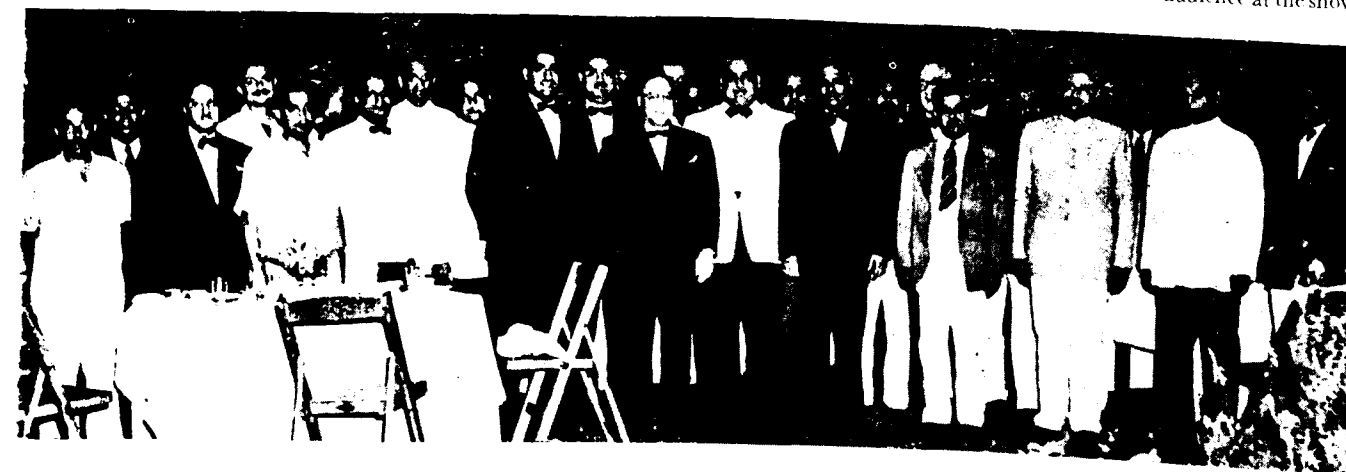


Photo taken at the Farewell Dinner Party given by Mr. A. J. Lund, at his residence shows, among others, Messrs. Akbar Chinoy; Thomas Ponnar of Marikar Motors; K. P. Kasturi; P. V. Pai; V. Kunjithapadam; V. M. Ghatage; J.V.P. Rao; the Talwars; A. J. Lund; S. L. Kapur; S. Anantharamakrishnan; R. R. Iyer and others.

Delegates' Impressions

The Dealer Delegates who went round the Works were very interested to see the fantastic changes as compared to what it was five years ago when the original franchise was given and when the Engines were imported. Some could not even believe that at Mount Road behind a beautiful building having comfortable and spacious offices under ideal working conditions, such a modern factory was also located. The all round good conditions under which this Factory worked was a feature admitted by one and all. As far as Dealer Representatives were concerned, it was also instructive having seen for themselves the achievements and the Delegates were more than convinced that the choice of Perkins in this country had been justified and that their engines were by far the leader of all the Automotive Diesel Engines.

"HEALTHY CONDITIONS ENABLED FRANK DISCUSSIONS."

—Mr. R. R. Iyer on the conference

The conference was concluded by Mr. A. J. Lund, Director and General Manager of the company giving a dinner party at his residence SHEREEN, Santhome High Road, Madras on February 7. Here again, the arrangements were very well done.

After Dinner, Mr. R. R. Iyer speaking on behalf of the dealers, said :



"Mr. Anantharamakrishnan, Mr. Lund, Mr. Chinoy and Gentlemen, It is my privilege and pleasant duty to thank you and other members of your staff for all courtesies and attention we received at your hands. When we all arrived in Madras, we did not realise that the conference, the first of its kind in Simpsons-Perkins activities in India, would have so many pleasant attachments. Last evening we had a pleasant surprise when Mr. Denholm conveyed the greetings and good wishes

of M/s. Perkins. It was nice to hear that they were watching the proceedings of the conference with interest and that we all had their support. These assurances have taken us a long way in strengthening our confidence and enthusiasm. I would request Mr. Denholm to convey to the Executives of M/s. Perkins our loyalty and whole hearted support in looking after Simpsons-Perkins products and assurance that we shall endeavour to justify the confidence placed in us.

We are happy the Conference was conducted under healthy conditions where your dealers had the opportunity of discussing mutual problems with frankness. I hope the individual suggestions put forward by members will receive your sympathetic consideration.

Our thanks are due to you for showing us around the various manufacturing units of Simpsons and its allied concerns and explaining the latest techniques in production. These Plant tours have been instructive and interesting and we have all been greatly benefited.

The economy of the country has recognised the usefulness of diesel engines for Passenger and Goods haulage. Certain parts of the country have fully recognised the advantages, which other parts temporarily or temperamentally shy, are lining up. The Second Five Year Plan has generated good opportunities and it is felt that for some time to come, there will be fair business on the conversion side.

Gentlemen, we again convey to you our thanks for the benefits that have accrued to us a result of this meeting and shall be leaving you with pleasant memories to re-assemble in similar circumstances again and with the confidence and pride that we are components and participants in the destinies of a progressive Indian Institution gifted with forethought, achievements and ambition.

"A GRAND SUCCESS"

—Mr. K. N. Talwar

Mr. K. N. Talwar, Managing Director of Allied Motors, New Delhi then spoke : He said, inter alia : Mr. Aiyer has summed up this Conference on behalf of the dealers, and has said all we wanted to say, but I am told I also owe to my dealer friends assembled here to night to say something on this occasion.

The only thing I can say is that this Conference, though the first one, has been a grand success, and we have formed a well-knit family.

ACHIEVED MUCH

We have heard enough, said enough, seen much and achieved much and believe me, it is in no spirit of flattery that I say that we had a wonderful reception and a very congenial atmosphere.

We do attend conferences, but this has been simply unique and whatever I say is an expression of our sincere gratitude to Simpsons for the way they looked after us, and the pains the Executives took to make the conference a tremendous success in every way.

We are alive to the fact that we have competition ahead, and I can assure you, you shall not find your dealers lagging in whatever efforts are required of them,



uphill task achieved, says Anantharamakrishnan dealers thanked for suggestions

and that our product shall always be sold as a first preference.

I must also thank Mr. Denholm for relaying to us the message of Mr. Perkins in wishing this Conference success, and he can assure him on the dealers' behalf how confident we feel both in the product and Simpsons' organisation, manufacturing and distributing them.

Conference invited to Delhi

In conclusion, I thank you once again, particularly our Chairman who in spite of his multifarious activities has given so much time to this Conference, and before I finally take my seat, I would suggest that such a conference should be made a regular feature, and at dealer's points. On my own behalf I extend an invitation that this conference should be held next time in Delhi.

Thanking you once again for everything."

Mr. Lund's Tribute to Indian Labour

Delivering a concluding speech at the Dinner, Mr. Lund thanked all the dealers for having taken trouble to come and also felt sure that after their free and frank discussions, the Dealers will go back with the confidence that the Home of Simpson-Perkins Engines was something to be proud of and that their association was a good link in the chain, and with the hope that their association with Simpsons will be one that will be ever lasting, especially in view of the fact that Simpsons have always done their best and now, they have completed the great task of manufacturing Perkins Engine within a short time of 18 months.

Mr. Lund particularly stressed that the Indian Labour that went a great deal in completing this achievement, should be congratulated and had it not been for the team work and co-operation of his staff, colleagues and other officers, it would not have been possible to do this job. The plan that was before Mr. Anantharamakrishnan to manufacture Perkins Engine in India is now a dream fulfilled and with all the difficulties, it was a pleasure to have completed this programme for manufacturing the Diesel Engine, the first of its kind in India.

Mr. Anantharamakrishnan again thanked the dealer delegates for all the time they had spent in Madras. He also felt that the next five year plan gave plenty of



scope in the transport field and he in a small way would try and see what Simpsons as also its group companies could do towards the transport needs of the country. He assured the dealers that he considered them to be one family and thanked them for all the suggestions and other discussions that took place freely and frankly. He felt sure that the dealers would be going away not only satisfied, but also convinced that Simpsons, who have been on an uphill task, have achieved their goal and it was now up to

the dealer organisation to see that they cooperate still further in trying to help operators in converting their vehicles by fitting Perkins Diesel Engine.

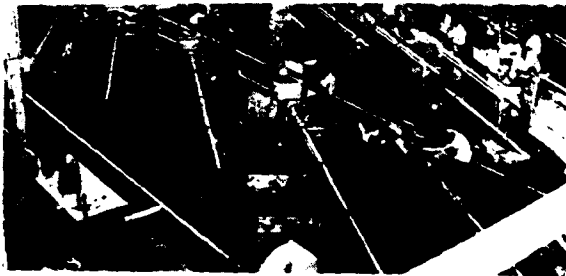
One of the reasons for holding this Conference was to show to the dealer organisation Simpsons Works where Perkins Engine is now manufactured 100% in line with the phased manufacturing programme as approved by Government.

Tribute to Mr. Lund and for the team work

Mr. Lund who was mainly responsible for this achievement with the co-operation of his colleagues and other officers and 100% Indian labour, felt that this task would not have been completed had it not been for the all round good team work and the spirit in which every one co-operated to make this task easier. It was a known fact that intricate details and tremendous difficulties were faced, but each one was dealt with in a fitting manner so as to be able to overcome the obstacles and despite various shipping difficulties and getting of raw materials, and machinery, Simpsons were now able to complete this programme in a short period of 18 months and from January 1957, 100% indigenous Engines were coming out of the works.

RESERVE YOUR SPACE NOW
IN THE
MOTORINDIA ANNUAL

SOME VIEWS FROM INSIDE THE WORKS



A portion of the machine shop showing the Capstan lathe semi-auto and automatic machines turning out components.



A general view of the Perkins Engine assembly depot.



A view of the machine shop.



The Hi-speed Duplex Mill machining cylinder head and sump faces of cylinder blocks is perhaps the only one of its kind in India.



A general view of the cool room at Simpson's factory manufacturing Perkins Engines.



A general view of the cylinder head and a portion of the cylinder block machining bay of the Simpson's factory behind their modern Mount Road Office where Perkins automobile type diesel engines are being manufactured completely.

THE OPPORTUNITY PAGE

Messrs. Marugen Sangyo Co. Ltd., No. 3, Utsubominami Dori, 3-Chome, Nishi-ku, Osaka, Japan, desire to contact Indian importers of automobile parts and components.

*

Impex International, Djalan Kopi No. 9, Djakarta-Kota, Indonesia, wants to contact Indian exporters of bicycles and auto goods.

*

Messrs. Rene Legrand, 22, Rue Du, Basson M. Marcenialie Charle-roy, Belgium, desire contact with Indian importers of hardware, glass, iron and steel and non-ferrous metals.

*

Der Export-Market, 13 a Coburg, Bayern, Germany, wishes to have correspondence on imports of agricultural machines and allied equipment.

*

Messrs. H. P. Morris and Son Proprietary Ltd., 27, Butler Street, Richmond, Victoria, Australia, offer for export MORCO Auto Spare Parts.

*

L. R. Agnew Products Proprietary Ltd., 2 Laxor Parade, Roserille,

New South Wales, Australia, offer for export ferrous and non-ferrous metals and their products.

*

M. E. Mack and Company Proprietary Ltd., 43, Carrington Road, Box Hille, S. E. 11, Victoria, desire to export industrial valves.

*

Safety Seal Proprietary Ltd., 353, High Street, Northcote, Victoria, Australia, wishes to contact Indian importers of Safety Seal Adhesive Compound to prevent punctures.

*

Lampard Engineering Company, 16, Ilma Street, Bankstown, New South Wales, Australia, desires to export Machine Tools.

*

Metal Processors Ltd., 22, Newington Road, Marrickville, New South Wales, Australia, want to contact importers of Hydrashear cable cutters.

*

Taiyo Bussan Kaisha, Ltd., No. 4, 1-Chome, Kayabacho, Chuo-ku, Tokyo, Japan, want to export alloy steel of all purposes, including spring steel.

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GASKET SHELLAC COMPOUND
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Sir P. M. Road, Fort, Bombay-1
Branches in India
DELHI CALCUTTA MADRAS



Company News

Allwyn Metal Works

A loss of Rs. 16.96 lakhs for the year till April has been reported by the directors of Hyderabad Allwyn Metal Works, Hyderabad. No dividend has been announced. The loss is mainly due to the change in the basis for the valuation of stocks in process which has affected to the extent of Rs. 7.61 lakhs, writing off old debts of Rs. 1.1 lakhs and a rise in the wage bill which in effect has meant a payment of Rs. 2 lakhs more. Sales had been satisfactory with an estimated Rs. 54 lakhs.

Standard batteries

The directors of Standard Batteries Ltd., have reported a net profit of Rs. 5.14 lakhs for the year ended June 30, 1956. The last year's profits amounted to Rs. 5.26 lakhs. For 1956 provision had been made for a depreciation of Rs. 4.69 lakhs as against Rs. 3.69 lakhs in the previous year. The dividend is proposed to be maintained at Rs. 8 per share free of tax. A sum of Rs. 1.17 lakhs has been set apart for tax. Bonus absorbs Rs. 98,500, and provision has been made to repay the loan taken from I.F.C. at the rate of Rs. 75,000 a year. Sales have been impressive with a turn-over estimated at Rs. 73.19 lakhs.

The lead refining plant has gone into production. The plant for the manufacture of microporous separators, which was received during the year, is being erected.

Aluminium Corporation

Mr. Lakshminipat Singhania, Chairman of the Aluminium Corporation of India, Ltd., has given the welcome news that the company has turned the corner for good, with the sales touching a new high of Rs. 90.9 lakhs. Production has also reached a new record with the installed capacity being lower than the actual output. A true picture of the value of Company's assets will emerge soon with their revaluation so as to give due consideration to depreciation. The Chairman has struck a very optimistic note that with the settling up of additional plants the demand for manufactures such as alloy sheets and pressure castings are bound to grow.

"Shortage of parts will affect Road Transport"

Mr. Chaudhuri's plea for Expert Committee on Steel Utilisation

(By A. K. Chaudhuri, former President of the Calcutta Motor Parts Dealers' Association)

Among the 509 items in which the import quotas have been reduced, perhaps the heavily curtailed items comprise Motor Vehicle Parts and accessories (Serial Nos. 293, 295 & 297 of Part IV). With no Newcomers licence, no ad hoc licence, no special licence and the established importers' quota reduced from 100% to 60% of half of best year's import the total volume of import licences to be issued against the current half year to applicants outside the manufacturing programme would be reduced by at least 70%. In other words during the current half year the total volume of licences for Motor Vehicle Parts and allied items would be about 30% of what was issued during the July-December, 1956 period.

Out of the Rs. 30 crores that is being saved by curtailing imports the cut in the licence for Motor Vehicle Parts and accessories may amount to about Rs. 5½ crores. But this drastic cut in the volume of import licences has not, as yet, led to an increase in prices of Motor Vehicle Parts, the principal reason being that the import licences issued against the January-June and July-December, 1956 periods which were issued on a very liberal basis will, in the large majority of cases, remain valid till November, 1957. Also, as a result of the rather liberal policy followed in issuing the licences for Motor Vehicle Parts since 1953 the number of eligible applicants for such licence as well as the volume of import licences has enormously increased and there have been large imports in 1955 and 1956 by all classes of applicants including many Newcomers. This is the reason why for the importers of motor vehicle parts and accessories, particularly those who are still holding import licences of considerable value that will remain valid for the greater part of this year, the drastic cut announced against the current year's policy may not mean a drastic cut in import during 1957. Since,

on the contrary, licences have been restricted every care will now be taken by importers so that no licences remain unutilised and hence there is expected to be a good flow of imported goods during the next few months till all these licences are used up. Indeed, the popular appraisal seems to be that the drastic cut announced will have a stabilising effect, and import of Motor vehicle parts, which was becoming rather non-remunerative, should be prospective once again.

I feel, however, that the restricted import policy announced during January-June, 1957 is going to continue and may, possibly, be more restrictive during the next two years to provide for, as is detailed in the Second Five Year Plan, import of steel, industrial machinery and raw material and various capital goods.

Indeed, the adverse trade balance of Rs. 121.86 crores during the first nine months of 1956 is proportionately not very much off from the estimated unfavourable balance expected during 1956-57. The Second Five Year Plan, after taking into consideration a net trade deficit of Rs. 224 crores per annum (Rs. 1120 crores for five years), has left a sum of about Rs. 126 crores per annum Rs. 630 crores in five years) uncovered. In other words, even after utilising all possible sources from which we may either earn or receive foreign exchanges we should expect, if everything goes according to plan, a net trade deficit of about Rs. 126 crores per year or about Rs. 10.5 crores per month. The pressure on India's foreign exchange earnings during the Second Five Year Plan will, therefore, continue to be very heavy and it is not unlikely that disturbing influences like high prices and inflation may result from shortage of essential imported goods.

As steel is the major item of import along with industrial

machinery and capital goods it is essential that the consumption of steel should be restricted only to essential purposes for which no other substitute (e.g., cement in structural uses) materials can be used. It has been seen that in the construction of factory sheds and buildings, for instance, steel is lavishly used even when cement and other building materials will do the work. Government should examine as to how far the objects for which steel is being used can be accomplished with other materials and also whether all the industrial machinery and capital goods which are being imported are needed or could be reduced in volume with no adverse repercussion on the implementation of the plan. I suggest that an Expert Committee should be appointed to advise on the most probable utilisation of steel and the industrial machinery and raw materials with a view to keep their import to the barest minimum necessary for the plan.

As regards Motor vehicle parts, it is clear that normally import cannot be restricted to the very low limit set by the policy for the current half year without sharply raising the price after the currently held import licences that will remain valid till November this year are used up.

I feel, therefore, that while during the current half year the cut in the import licences for motor vehicle parts will bring about some stability and hence should give no genuine cause to grumble about, the volume must be increased during the next half year so that prices do not go up sharply. A shortage of motor vehicle parts will adversely effect the road transport and further aggravate the transport problem of the plan. Sufficient supply of motor vehicle parts, the major portion of which has to be imported, must be ensured and given high priority.

AUTO MEN ON THE MOVE



Standard motors chiefs in India: Mr. Dick and Mr. Warren to visit Vandalur

Mr. W. J. R. Warren, Director of Export Sales for The Standard Motor Co., Ltd., has just visited The Standard Motor Products of India Ltd., in Vandalur, Madras, where the assembly and progressive manufacture of Standard cars and Ferguson tractors are being done.

Mr. Warren's one month's tour of India, starting from Bombay early this month is one of many to all quarters of the globe to be made by top executives of The Standard Motor Company, as part of the Company's 1957 campaign to obtain a larger share of world markets.

During 1956, Standard Car exports showed an increase of 13% over sales for the previous year. India, now the Company's fourth most important market, played a significant part in this achievement—sales for 1956 showed an increase of more than 100%.

Mr. Dick on world tour

India will be among the countries to be visited in the course of a round-the-world tour by Mr. Alick S. Dick, Managing Director of the Standard Motor Co., British Automobile Manufacturers, as part of an all-out drive to boost overseas sales even further.

This bid to capture an even larger share of world markets follows a year in which passenger-

carsales abroad were 13% higher than in 1955.

Mr. Dick began his trip in the middle of this month. With him will be the firm's General Sales Director. After visiting associated companies in India, they will go on to Australia and Canada.

B.I.C.C. Chief in India

On a round-the-world tour by air, the Chairman and Managing Director of British Insulated Callender's Cables (B.I.C.C.), Mr. W. H. McFadzean, is to visit B.I.C.C. Group organisations in India.

Mr. McFadzean, who left London on January 19, will also travel to Pakistan, Singapore, Australia, New Zealand, and North America, and expects to return to the U.K. about the end of March.

Mr. McFadzean has made many overseas tours in recent years and his present extensive itinerary is spoken of by the Company as yet another indication of the outstanding effort B.I.C.C. is making under his leadership in the export field.

The B.I.C.C. group's status in the industrial world is indicated by the fact that the group's direct and indirect exports from the U.K., together with the turnover of overseas B.I.C.C. group companies, now

amounts to some £55,000,000 annually.

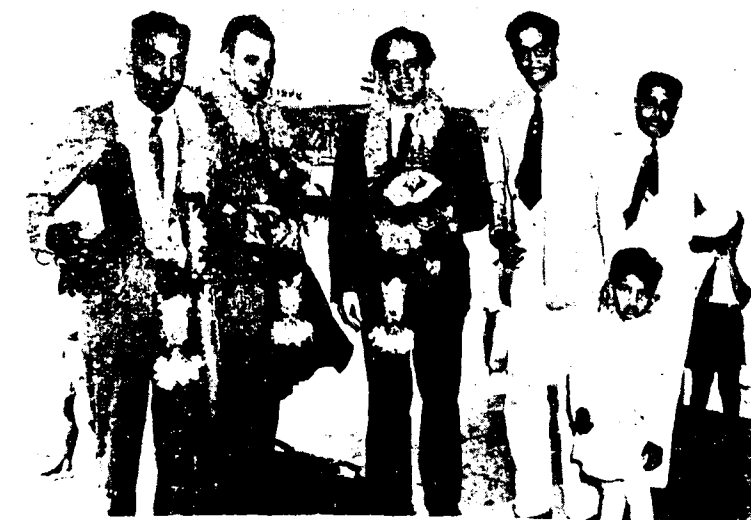
B.I.C.C. companies and their associates in India are fulfilling contracts for various types of insulated cables in connection with major projects in the country.

WERKE REPRESENTATIVES IN INDIA

MADRAS Among the important business visitors to Madras recently were Messrs Hangs Gilges and Neumann, export sales engineer and technical expert respectively of Matra Werke of West Germany who were received on arrival by their accredited agents in India, Mr. N. Krishnan of Associated Trades.

The firm of Matra Werke specialise in automobile maintenance machineries which include mobile workshops, and their two representatives visited Madras in the course of an all India tour of assessing possibilities in this country for their machinery particularly in relation to the requirements of the Second Plan.

The photo taken on the occasion of their arrival shows the visiting businessmen at Meenambakkam with Mr. Krishnan (extreme left).



Messrs. Hans Gilges and Neumann, of Matra Werke GmbH, Frankfurt were received at Meenambakkam aerodrome by Mr. N. Krishnan of Associated Trades and others.

MOTORINDIA

February 1957

**STATEMENT ABOUT OWNERSHIP AND OTHER PARTICULARS
ABOUT NEWSPAPER, MOTORINDIA, MONTHLY**

MOTORINDIA NEWS SECTION

(BY OUR SPECIAL CORRESPONDENTS)

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than one per cent of the total capital. | ... M. Rajagopalan,
18, Ramanathan Street,
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- I, M. Rajagopalan, hereby declare that the particulars given above are true to the best of my knowledge and belief.

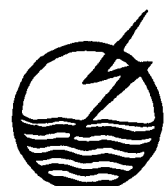
Dated March 1, 1957.

M. RAJAGOPALAN,
Publisher.

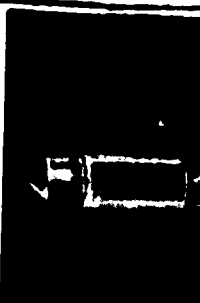


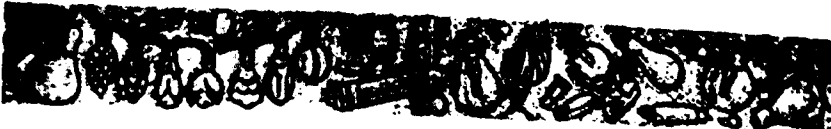
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Less standing in City buses !

MADRAS

The City Transport Committee at a meeting held recently, under the presidency of Mr. Lobo Prabhu, Secretary, Home Department has considered it desirable to restrict the number of standing passengers in the State Transport buses.

It is learnt that the decision will be given effect to shortly.

Water taps at bus terminals

Amenities to bus passengers in the city are to be increased shortly to include the provision of water taps at all important bus terminals, and it is hoped that this will be appreciated by the travelling public especially during the coming summer. The Honorary Director of Government Transport, has in this connection addressed a communication to the Corporation of Madras giving the list of 18 places where the taps are to be provided.

30 more passenger sheds

A conference of the concerned departments held recently has decided to speed up construction of bus passenger sheds or shelters at nearly 29 places, and work has already commenced on some of these projects. It is expected that some 30 shelters will spring up on bus stops before March.

The conference also decided on measures to reduce traffic congestion on Mount Road.

Don't drive too close

The Commissioner of Police, Mr. F. V. Arul told the Pressmen recently that motor cars following other vehicles too closely were responsible for many of the traffic accidents

reported in the city recently. Eleven out of 14 accidents were due to this fact which made it impossible for them to pull up when necessary.

Indian for World Transport Federation

LONDON

An Indian has been appointed to the executive committee of the six million-strong International Transport Workers' Federation.

He is Mr. N. J. D. Randieri, General Secretary of the Maritime Union of India which represents masters, navigation engineers and radio officers in the country's merchant marine.

Mr. Randieri's appointment follows the decision of the Federation recently to enlarge membership of the committee by adding three new members to represent the Asian, Latin-American and North American continents.

Mysore adds to transport system

HUBLI

At a ceremony at the Corporation Divisional Office here, the Government of Mysore took over the road transport services for North Karnataka districts, Dharwar, Belgaum, Karwar and Bijapur from the Bombay State Road Transport Corporation, following the reorganisation of the States.

Mr. K. P. Ramanathayya who took over the services said that the Mysore State would do its best to improve the transport system in the region, particularly Karwar where transport conditions were not satisfactory.

Nearly 600 buses ply these four districts, running in all over 37,000 miles daily and carrying 25 lakhs of people monthly.

S. T. authority for Andhra

HYDERABAD

The Government of Andhra has constituted a State Transport Authority for Andhra Pradesh and appointed the following officials as members :

The Transport Commissioner, Chairman ; The Chief Engineer, Highways and the Deputy Inspector General of Police (C.I.D. and Railways), members.

Cariappa urges better roads, bridges

MADRAS

Inaugurating the introduction of a new model 6½ ton Mercedes-Benz truck by a Mangalore firm in that town recently Gen. K. M. Cariappa, former Chief of the Indian Army and till recently Indian High Commissioner in Australia said that at a time when the transport industry was making such rapid progress in India in the matter of assembly and manufacture, it was really hard to be told that these trucks should not carry loads to capacity on certain roads and bridges because they were not strong.

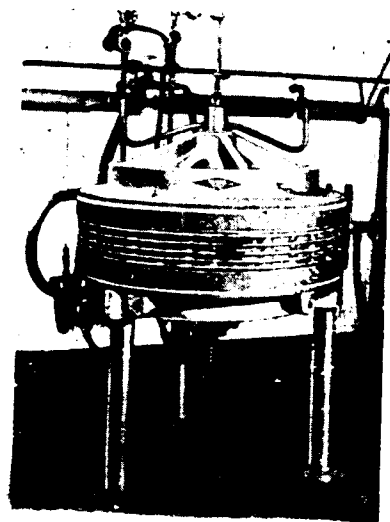
Cariappa said that Government should give priority and build bridges and roads capable of bearing heavy loads of modern forms of transport. He also paid a fitting tribute to the part played by the firm of Tatas in the context of the country's industrial programme.

Lorry owners' plight

BELLARY

A fleet of 50 lorries were parked in the municipal maidan here following an indefinite strike by lorry owners on January 22. The lorry owners were demanding a fair increase in hire charges from mine owners and exporters.

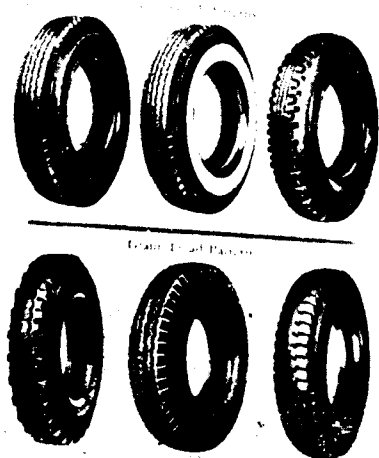
A lorry association spokesman protested against the unilateral reduction of fares by exporters which added to the burden they faced in paying tax at both ends, Mysore and Andhra States.



New retreading equipment

The Tyre Equipment and Reconditioning Company Ltd. T.E.R.C.O., of Wembley, England which was formed in 1953 with the object of establishing in overseas countries the most modern and efficient tyre reconditioning plants has developed its own exclusive plant and equipment which has been, or is being, patented in all the important countries of the world. It is claimed that the plant is not only more efficient and flexible, but is cheaper than other leading makes of retreading equipment.

A special feature of the T.E.R.C.O. plant is that thanks to a new and revolutionary method of tyre processing the reconditioned tyre, in appearance, cannot be distinguished from a new tyre, in addition, the potential mileage is



comparable to contemporary new tyre mileage.

With continued technical advance both in the design of new tyres and vehicles, the development and improvement of road systems, the growth of motor transport, and the ever-increasing search for savings in mileage costs, it is inevitable that tyre reconditioning will be looked upon more and more as being as logical as the repair of a pair of good shoes. The T.E.R.C.O. complete Tyre reconditioning service provides the best, cheapest and most modern means of meeting this need, from the smallest service or feeder unit to the largest car and truck plant. Because of its flexibility it enables new tyre sizes and tread patterns to be matched economically and efficiently, additional curing rings being very speedily provided at low capital cost.

426,315 Motorists Convicted in U. K.

LONDON. Traffic convictions in U. K. involved one out of every 11 motorists last year. Convictions numbered 426,315. A further 217,540 drivers were taken to court but were found not guilty. More than 1,000 offenders were sent to prison while fines totalled £ 906,915.

People disqualified from driving for various periods totalled 24,533, an increase of 3,276. Over 197,400 persons were given written warnings by the police, although no action was taken against them. Careless driving, pedestrian crossing offences, obstruction and speeding were the main troubles.



h.p. Girl!

LONDON. Fire-eaters are "vehicles" within the meaning of rationing regulations imposed on petrol-hungry Britons. At least they have been spared the gasoline rationing problems!

Priscilla Birt, 18, who bills herself as the youngest fire-eater in show business, applied for a few gallons of gasoline to keep her circus act alight. Fuel Ministry officials raised their eyebrows and wanted to know whether she qualified as a vehicle within the meaning of petrol rationing rules. And in order to meet her demand Priscilla was classified as a 1/2 horse-power entitled to 4 gallons of gasoline in the next 4 months. She confessed that she was asked to write down what make and type of vehicle she was and she wrote: "Circus artist, fire-eater, white, female, British."

For Spare Parts of DIESEL ENGINES AND TRACTORS

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71-73 Apollo Street
BOMBAY-1

Late Mr. V. A. Shenoi

We regret to record the untimely death of Mr. V. A. Shenoi, Sales Organiser in the Southern Zone of M/s. Himco (India) Ltd.

In the death of Mr. Shenoi, the automobile trade of South India has lost a charming and familiar face and a dear friend. Mr. Shenoi has been in the service of M/s. Himcos over nearly 12 years. Before coming to Madras, he worked for the firm in Delhi and in Bombay. In Madras, he was doing very responsible work in connection with the opening of a new Himco factory near Madras City.

Mr. Shenoi, who suddenly took ill and was operated upon at the



V. A. Shenoi, Branch Manager, Himco India Ltd., Madras, who passed away after sudden illness was very popular among motor parts dealers in South India.

hospital, was aged only 34. He leaves behind his wife, two children, 3 years and one year old, and his aged mother, besides a large circle of friends and relatives to bemoan his loss.

Mr. K. R. Anand, Chairman, M/s. Himcos, who was shocked like most of us in Madras at the news of the pre-mature death of Mr. Shenoi said that Mr. Shenoi was a very honest, most industrious, faithful and loyal companion. During his service with the firm, Mr. Anand had always found him straight forward and hard working. In reality the loss to the firm and to the trade in general was irreparable.

February 1957

Import Policy clarified

The Motor Vehicles and Allied Merchants Association in a further communication to members on the import policy for January-June 1957 states that :

In the licensing policy regulating the value of import licences to established importers (as the entry "Gen" indicates) that the policy is applicable to the Dollar area also and that general licences will be issued. In the absence of any such entry, the policy should be read as applicable to the soft currency area only.

(b) The entry 'NIL' denotes that no quota licence will be issued.

For joint quota items or items grouped together within a bracket having a common policy indicated against them, quota licences will be granted on the basis of past imports of the items concerned falling in a common basic year.

The list of new items in respect of which quotas have been enhanced include ball bearings of 1 in. in bore (internal) diameter and below as specified in Appendix XIV (1) ; ball bearings above 1 in. in bore (internal) diameter and upto and including 2 ins. in bore (internal) diameter as specified in Appendix XIV (2) and ball bearings above 2 in. in bore (internal) diameter upto and including 3 ins. as specified in Appendix XIV (3) of the Red book.

The list of items in respect of which quotas have been reduced or banned includes Hack saw blades, adjustable hand reamers or expanding reamers, twist drills and reamers less than 3/64 ins. dia., carbide tipped drills and reamers, air cleaners motor car lamps (auto bulbs), garage tools, motor vehicle parts, brake linings, spark plugs, motor cycles and scooters, auto-attachments, cycles (other than motor cycles) imported entire or in sections, parts and accessories of cycles (other than motor cycles) brake fluid, auto rickshaws and trailers.

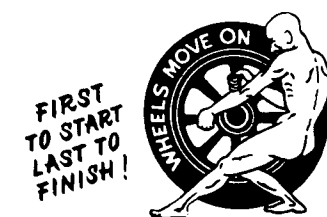
Blanket provision for dollar

All soft currency area licences issued for January-June 1957, will be valid for imports from the dollar area to the extent of 50% of their face value, unless a higher percentage for such utilisation is indicated in the remarks column of Section II.

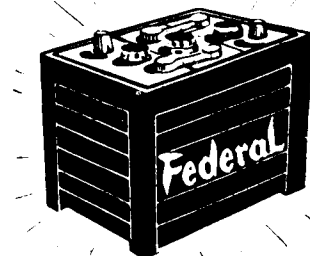
Licences with a face value of Rs. 5,000 or less will be permitted to be utilised to the full extent for import from the dollar area.

Importers desiring to utilise a higher proportion of these licences for import from dollar area can apply to the licensing authority concerned stating the grounds for their request and furnishing particulars of the comparative C.I.F. prices of the commodities from the two areas.

The list of new items in respect of which the basic quota has been extended up to 1955-56 includes, tractors and off the road tyres, tubes, flaps, etc., and machine tools.



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Importers of Japan Hanger,
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Seals, Etc. Franco Mach.
Electra Accessories, and
so many other U.S.A. and
German Motor Spare Parts.

ASK FOR PRICE LIST

Frankfurt fair in March

The Frankfurt International Spring Fair, from March 10 to 14, 1957, gives all German and foreign companies in the finishing business the opportunity to concentrate their display of quality goods and innovations in 18 different merchandise groups at the large market of the German Federal Republic for consumers' goods. The organisational and technical preparations for the Frankfurt Fair are in full swing.

The Hamburg Institute for Market Research determined on the occasion of the Frankfurt International Autumn Fair 1956, in an exact market test report that 93% of the foreign exhibitors were able to conclude definite sales contracts with customers from the German Federal Republic during the first three Fair days. Furthermore, a good two-thirds concluded definite sales contracts with foreign interested parties.

Mercara as Tourist Centre

BANGALORE

The possibility of converting Mercara, in Coorg, into a tourist centre is being explored by the Mysore Government. Disclosing this in the State Legislature Assembly Mr. M. V. Rama Rao, Home Minister, said that the Government was aware that Mercara was an ideal place to be made into a tourist centre in the South.



Mr. V. S. Kudva, Managing Director, Canara Workshops, welcoming the Chief Minister.



High tension power for Canara Workshops

New sub-station switched on

MANGALORE

The yardstick to measure the growth and progress of any modern industry is the amount of electric power consumed by the industry, and so when any industry goes in for an increased supply of electricity for its requirements, then it can be said without fear of contradiction that it is on the right road to progress and prosperity.

Canara Workshops of Mangalore whose leading position in its field is due in no small measure to the pioneering efforts and zeal of its founder Mr. V. S. Kudva, enjoys a reputation as the leading transport people of the area besides their pride of place as manufacturers of ancillary automobile parts. Canara Workshops is only one of the many industries to the credit of Mr. Kudva

and the natural consequences of expansion on all fronts meant the increased demand for power for his industries. To meet this demand, supply of high tension power through the firm's Maroli plant has just commenced.

The switching on of high tension power supply was made by the Chief Minister of Mysore recently by pressing a button which through a relay operated the H. T. switch of the 500 KVA. substation at the Maroli plant of the workshops. The function was to mark the starting of operations from a 300 KVA. transformer only, but the firm expects to install a 200 KVA. transformer shortly to complete their current power requirements.



Mr. S. V. Kudva Jr. thanking the Mysore Chief Minister and the Guests.



Mr. S. Nijalingappa, Chief Minister of Mysore, switching on H. T. Supply to Canara Workshops Ltd.



Photos taken at first anniversary of Wheel & Rim Co. of India Private Ltd. (L to R) Mr. S. Arunachalam, Secretary with Guests. A. K. Bose, General Manager seen with Press Representatives at the Wheel & Rim Co. anniversary.



Wheel & Rim produces 1,800 rims daily: a member of Amalgamations group.

The Wheel & Rim Co. of India Private Ltd., a member of the Amalgamations Group, which went into production in January 1956 completed its first year on January 17 this year. An idea of the working of this modern factory, which now produces nearly 1,800 cycle rims daily, thus meeting a major demand of an important item of the cycle industry in India, was given to the pressmen who were invited to this factory.

According to Mr. A. K. Bose, General Manager, the need for proper ancillary equipments was

felt more and more by assemblers and original equipment manufacturers in India, especially with the development of indigenous bicycle industry. Out of these ancillary equipments, nevertheless, importance was attached to indigenous manufacture of bicycle rims. With a view to meet this major demand, the Wheel & Rim Co., situated at Sembium, near Madras, went into production early last year.

Entering its second year, the Company has set before itself the task of producing high quality cycle rims, comparable to the best in

the world, without any consideration to cost of production. Already the quality of the rims had wide appreciation in the market, supplied as original equipment. Every rim produced at the factory was subjected to rigid tests.

The first anniversary of the Company was celebrated recently and the function was well attended by the cycle dealers, who had an opportunity of seeing how these rims were made and how men and machine, aided by the latest techniques, produced in India goods of high grade quality.

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Girgaum, BOMBAY-4

Caltex During 1957

Caltex companies sold the equivalent of 218,000,000 barrels of crude oil and refined products in 1956, an increase of more than 10% over 1955, it was reported in a statement issued recently in New York by California Texas Oil Company, Limited.

In 1956 Caltex companies and their affiliates also :

Spent \$80,000,000 dollars for new equipment and supplies, 75% of which went into the economies of the 67 countries of the Eastern Hemisphere where Caltex companies operate.

Took delivery of three new tankers and authorized construction of 16 more.

Completed new refineries in Australia and Japan, installed new units in existing plants in Holland and France.

Entered the West German retail market in partnership with a local company.

Developed plans for a major expansion of crude oil transportation facilities in Sumatra.

Continued a world-wide programme of geological exploration, and development of existing fields.

This progress came about, the statement added, "Despite international developments which had some adverse effect on the orderly conduct of business. However, these developments were brought about by action of the Governments involved, and naturally can be resolved only by them."



One of the 16 Indian trainees at Batangas Manila Caltex Refinery.

"Year of expansion and growth"

Mr. H. S. Firestone reviews Rubber Industry

The rubber industry made the greatest strides in its history in the production and development of synthetic rubber during 1956 when, for the first time, it produced more than a million tons, Harvey S. Firestone, Jr., said recently.

As chairman of the Firestone Tyre & Rubber Company, the world's largest producer of rubber, Mr. Firestone pointed out that discovery of ways to produce new types of synthetic rubber with the desirable characteristics of natural rubber was one of the most significant developments of the year.

He said that production of a synthetic with the qualities of natural rubber has been the goal of scientists for many years and predicted that facilities to produce it would be steadily expanded to make the United States less dependent upon the supply of natural rubber from abroad.

Large truck tyres made of Firestone's Coral rubber were tested by U.S. army ordnance under the most grueling conditions during the year and pronounced "equal or better than truck tyres made of natural rubber". It was the first time that a synthetic rubber was pronounced satisfactory for truck tyres by the army.

The year 1956 was one of expansion, growth and vibrant business activity for rubber manufacturers.

Rubber industry reports indicate gross sales of rubber products will reach 5,400,000,000 dollars. The 1956 sales figure represents a 10 year growth of 57.9% of the 1947 sales volume of 3,430,000,000 dollars.

Synthetic rubber accounted for 60.9% of rubber consumption in 1956, compared with 58.5% during 1955 and 51.6% during 1954.

Mr. Firestone said the high sales volume reflected the basic stability of the rubber industry.

Tyre sales held up despite the drop of nearly 25% in production of new cars from almost 8,000,000 in

1955 to slightly less than 6,000,000 in 1956.

Mr. Firestone predicted that by the end of 1957 there will be about 64,000,000 cars and trucks in use in the United States alone which will stimulate the demand for replacement tyres.

The automobile industry, stimulated by new markets for its 1957 models, has created stronger demand for original equipment tyres.

New 14-inch tyres which began rolling off production lines late this year are expected to account for 80% of original equipment sales in 1957.

By the middle of 1957 air springs will also be moving out of Firestone's modern new plant now under construction in Noblesville, Indiana.

Speaking of the importance of air springs recently Mr. Firestone said :

"They will reduce damage and wear on automobile parts and give motorists the smoothest rides they ever had."

Mr. Firestone compared the adoption of air springs to the initial use of pneumatic tyres for automobiles and predicted they would become a vitally important factor in the rubber industry in the years ahead.

Diversification and expansion by the rubber industry enhanced its optimistic outlook for the future.

Firestone's world-wide capital expenditure programme has grown steadily in recent years. In 1951 it spent \$36,581,000, in 1952 \$42,952,000, in 1953 \$43,680,000, in 1954 \$43,693,000, and in 1955 \$55,723,000.

In this expansion Firestone's capacity for passenger car, truck, tractor and earthmover tyres, foam rubber, steel products, velon plastic fibres and basic resins for plastics, and industrial products items was substantially increased.

Ban on pleasure trips

BOMBAY

The biggest blow to travel abroad has come in the form of curbs on sterling allotment, caused by the deteriorating foreign exchange position. Already many leading travel agents and air and shipping firms have been witnessing a reduction in booking inquiries.

Inquiries show that the sterling restrictions apply only to the biennial basic allotment of £750 to those travelling abroad for "pleasure or personal convenience." However it was clear that there would be a general ban on pleasure travel as such. Officials were at pains to make it clear that the "status quo" would be maintained in respect of trips for business purposes or for higher education. The airlines are reported to be considering whether cuts in flight schedules are called for.

Shipping lines, already reeling under the blow of Suez Canal crisis, have to face another serious challenge in the form of reduced patronage, although bookings had already been full for months ahead.

Travel agents through whom an estimated 70% of air and sea passage bookings are made feel that they would be the biggest victim of the juggernaut of Sterling curbs. I learn that the Travel Agents Association of India is already in correspondence with the Government on the subject.

It is estimated that about 10,000 people leave for non-end currency areas every year. Only 30 per cent of these are stated to go on pleasure trips. The majority consists of business men, students and Government officials on deputation. Travel agents made it clear that saving in foreign exchange would be negligible. The value of foreign exchange allowed for sterling area travel is about Rs. 8 crores annually. The saving would thus be only about Rs. 1½ crores.

According to present indications, a heavy fall-off is expected in respect of air and sea bookings. Air companies are expected to make a representation to the Government explaining the serious repercussions that would follow the enforcement of the restrictions. Air-India International which is planning to operate a daily service to London from March is stated to be "perturbed" because

passengers who manage to undertake journeys within £ 750 form 20 per cent of the total using its services. Further, its expansion plans will also be held up. Similar difficulties are inevitable in the case of other companies. As recently as in December Air-India International introduced Super Constellation Service, the utilisation of which will pose a bigger problem.

Non-Indians permanently staying in India also wonder how they would be affected by these restrictions. Most of them travel abroad on leave or furlough every year or two to join their families overseas, and spend some months on pleasure travel.

M. V. Rules

A draft amendment to M. V. Rules relating to goods vehicles has been proposed by the Madras Government. The amendment proposes that in the said rules for sub-rule (b) of rule 319 the following sub-rule shall be substituted, namely:

"(a) The size of the tyres fitted to a goods vehicle shall be the same as that specified in the certificate in form 'F' relating to that vehicle furnished by the maker or authorised assembler under Section 36 (1) of the Act, provided that the registering authority may waive the applications of this sub-rule in the case of vehicles released from surplus army stocks.

In cases of alteration of tyre equipment, where a registering authority is satisfied that the fitment of the same size of tyres is not possible either because of non-availability in the market or other reasons, he may permit the fitment of larger size tyres to the vehicle without any reduction or increase in the registered laden weight."

[Note: If by fitment of larger size tyres a vehicle becomes eligible for a laden weight higher than that recorded in the Registration Certificate of the vehicle, a Registering Authority shall not increase the laden weight already recorded in that Registration Certificate.]

Unmanned level crossings

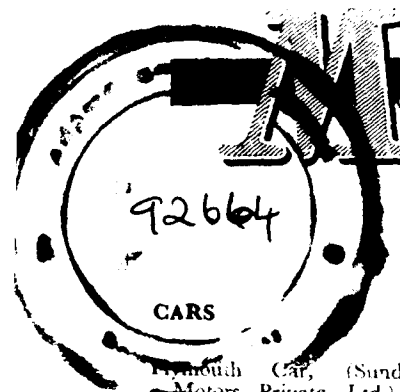
With a view to avoiding collisions with trains at unmanned railway crossings an amendment to rule 427 of the Motor Vehicles Act is proposed by the Central Government. The new rule, to be added as 427 A states :

"On the approach to any unguarded railway crossing, marked by traffic sign No. 5 of Part B of the 9th Schedule to the Motor Vehicles Act, the driver of a public service vehicle shall stop the vehicle and shall not enter the railway crossing, until he has made himself sure that the railway tract on both sides, is clear. In the case of a public service vehicle having a conductor, the signal for the vehicle to cross the railway track shall be given by the conductor, after satisfying himself by getting down the vehicle and seeing that the railway track is clear on both sides."

Powers for S. T. authority

State Transport Authorities are to be authorised by a proposed amendment to the Rule 328 of the M. V. Rules of Madras with powers to exempt regarding the overall width of transport vehicles.





MODELS AND THEIR Prices

CARS

	Rs.	as.
Plymouth (Sundaram Motors Private Ltd.) Ex. Premier Automobiles Factory, Kurla	20,270	0
1955 Model Plymouth Plaza—Suburban	22,645	0
Hindustan Landmaster 1956 (South India Automotive Corporation Private Ltd.) ex plant Uttarpara	9,645	0
Dodge (Addison & Co. (P) Ltd.) ex Bombay	22,899	0
Baby Hindustan 1956 (Addison & Co. (P) Ltd. ex Madras including S.T. & Import charges	9,550	0
Standard Super Ten Saloon (Union Co. (Motors) Private Ltd.) on the road	10,922	2
Standard Estate Car (Union Co. (Motors) Private Ltd.) on the road	14,829	2
Studebaker 'Parkview' station Wagon 1956 model [Reliance Motors Ltd.] ex plant Calcutta	20,280	0
Studebaker 1956 Commander (V.S.T. Motors Private Ltd.) Including S.T. & Delivery Charges	19,859	15
Studebaker 1956 President Classic [V.S.T. Motors Private Ltd.]	22,237	13
The Fiat 1100 The Elegant [Sundaram Motors Private Ltd.]	8,817	0
Willys C.J. 3B Universal Jeep [Sundaram Motors Private Ltd.] ex plant Bombay	12,160	0
Willys Model 4 x 4—75 Station Wagon [Sundaram Motors Private Ltd.] ex plant Bombay	18,500	0

MOTOR CYCLES

Royal Enfield [The Madras Motors Private Ltd.]—		
“150 Ensign” with spring frame rectified lighting set and electric horn.	1,700	0
“350 Bullet” with spring frame	3,175	0
499 c.c. Model ‘2’	3,500	0
“500 Bullet” with spring frame	3,650	0
“500 Twin” with spring frame and with Magdyno or coil ignition	4,150	0

	Rs.	as.
“700 Super Meteor” with spring frame and with Magdyno or coil ignition	4,500	0
Matchless 350 c.c. with rear suspension [Addison & Co. (P) Ltd.] ex Madras	3,675	0
Triumph Terrier [Addison & Co. (P) Ltd.] ex Madras	2,175	0
Triumph Tiger Club [Addison & Co. (P) Ltd.] ex Madras	2,325	0
The New Bina Peugeot 48 c.c. [The Union Co. (Motors) Private Ltd.] on the road.	970	3
B.S.A. Motor cycles. [The Union Co. (Motors) Private Ltd.]—		
125 c.c. Bantam on the road	1,830	4
150 c.c. Bantam Major on the road	2,212	0
250 c.c. Model G. H. G. on the road	2,736	8
350 c.c. Model B. 31. on the road	3,978	11
650 c.c. Plunger type on the road	4,629	13
650 Swinging Arm on the road	4,892	8
Jawa (S.P. Ratnam & Sons) 2.5 H.P. with spring frame, dual seat, with unique kick starter and gear change lever in one	2,660	0

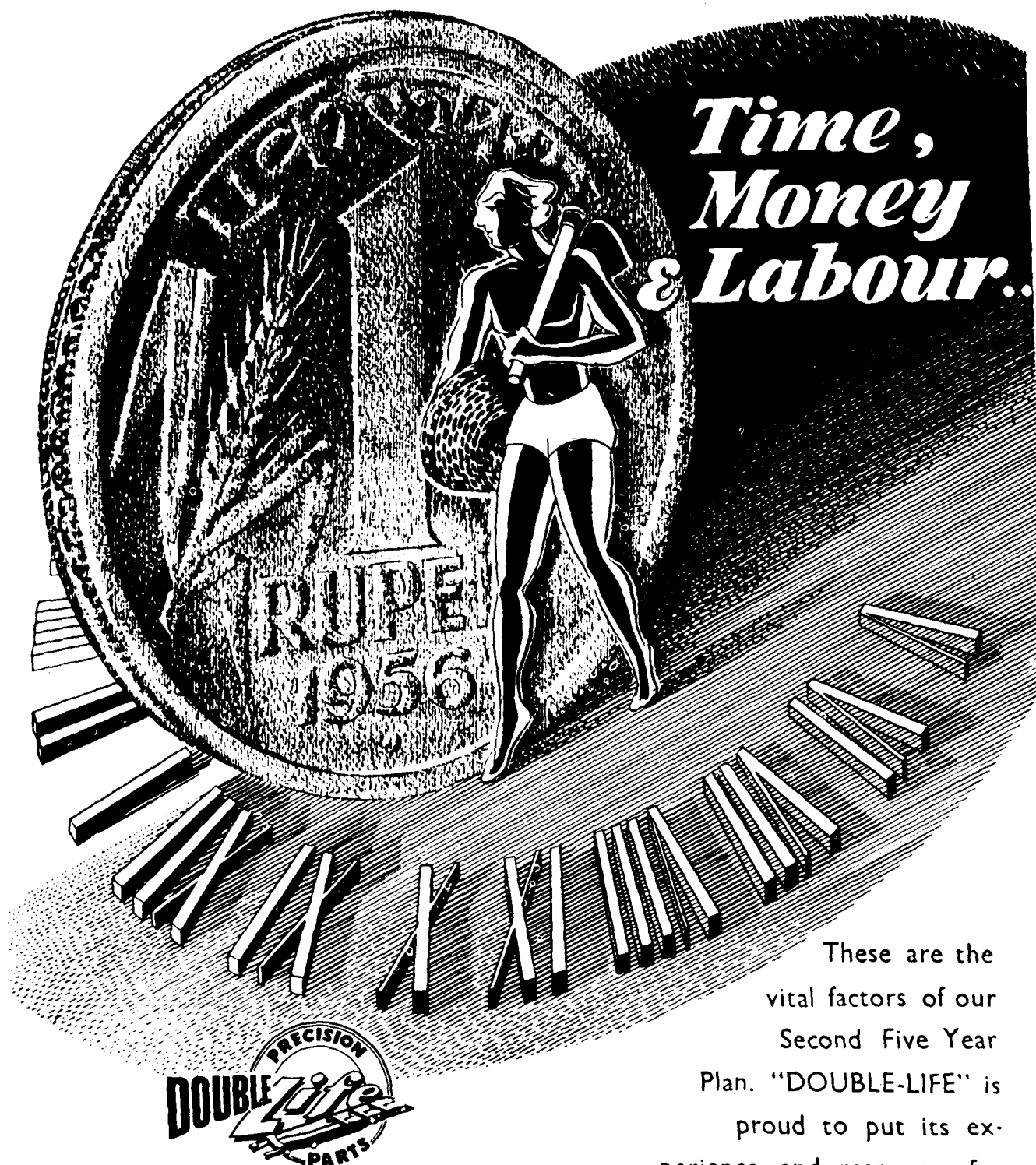
VANS

Standard Delivery Van. [Union Co. (Motors) Private Ltd.] on the road	10,628	9
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TRUCKS & COMMERCIAL CHASSIS

[George Oakes Ltd.]		
Leyland Comet “203” WB Passenger Diesel Chassis including S.T. & delv. charges	36,000	0
Leyland ECPO 2/2R-176 WB full forward control Passenger Chassis S.T. & delv. charges	35,500	0
Leyland ECOS 2/1R-163 WB goods chassis including S.T. & delv. charges	34,700	0
Leyland ECOS 2/2R-118 full forward Tipper chassis including S.T. & delv. charges	34,500	0

	Rs.	as.
[Rane (Madras) Ltd.] Studebaker 1956 Diesel Truck Chassis.		
2E 38B-155 W.B. Chassis with Diesel Engine ex plant Calcutta	21,317	0
2E 38B-155 W.B. E.H.D. Chassis ex plant Calcutta.	16,208	0
Willys Model 4-75 Wheel Drive one ton truck chassis 118” W.B.		
[Sundaram Motors Private Ltd.] ex plant Bombay	13,935	0
Jeep Trailer ex plant Poona or Madras	1,800	0
[V.S.T. Motors Private Ltd.] Tata-Mercedes-Benz Diesel Truck and Bus Chassis		
L 312/42 165” W.B. 5-Ton Truck Chassis ex Works Jamshedpur	26,430	0
L.P 312/42 165” W.B. Full Forward Control Truck Bus Chassis ex Works Jamshedpur	27,295	0
L.P 312/48 190” W.B. Full Forward Control Bus Chassis ex Works Jamshedpur	28,085	0
L 312/36 142” W.B. 5-Ton Truck Chassis ex Works Jamshedpur	25,905	0
L.K 312/36 142” W.B. 5-Ton Truck Chassis ex Works Jamshedpur	29,475	0
Fargo (at Sundaram Motors Private Ltd) Dodge (at Addison & Co (Private) Ltd) prices ex-factory. Premier Automobiles Ltd., Kurla, Bombay : Prices reduced since will be incorporated in next issue.		
C3D6 Model 116” Pick up	16,319	0
C3D6 Model 116” W.S.	12,606	0
C3G6 Model 129” W.S.	17,580	0
C4G6 Model 153” W.S.	17,613	0
C4G6 Model 153” W/S	17,258	0
C4G6 Model 153” W.S with Perkins Diesel Engine	24,295	0
C4G6 Model 171” W.S.	18,271	0
C4G6 Model 171” W.S with Perkins Diesel Engine	24,536	0
CH16 Model 153” W.S.	19,030	0
CH16 Model 153” W.S with Perkins Diesel Engine	25,255	0
CH16 Model 171” W.S.	19,798	0
CH16 Model 193” F.F.	19,487	0
CH16 Model 193” W.S.	19,860	0
CH16 Model 193” F.F with Perkins Diesel Engine	26,364	0
CH16 Model 193” W.S with Perkins Diesel Engine	26,737	0
C3 PW Model 126” Folding Windshield	19,645	0
C3 PW Model 126” Folding Windshield	20,157	0
105 P6 Model 165” SF Diesel	25,300	0
105 AP6 Model 165” SF	25,978	0
87 P6 Model 190” FF.C.Diesel	26,859	0
87AP6 Model 190” FF.C.Diesel	27,547	0
87P6 Model 190” FF. Diesel 10 ply	26,572	0
87AP6 Model 190” FF Diesel	27,250	0



AUTOMOBILE & AGRICULTURAL INDUSTRIES CORPORATION

Grams: REACH-ROD Office Phone: 70767 Works Phone: 75552
497/3, Sardar Vallabhbhai Patel Rd., Bombay 4.
Works:
Victoria Mills Compound, Gamdevi, Bombay.

These are the vital factors of our Second Five Year Plan. “DOUBLE-LIFE” is proud to put its experience and resources for successful implementation to achieve our Nations economy. Quality alone helps in saving Time, Money and Labour.

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