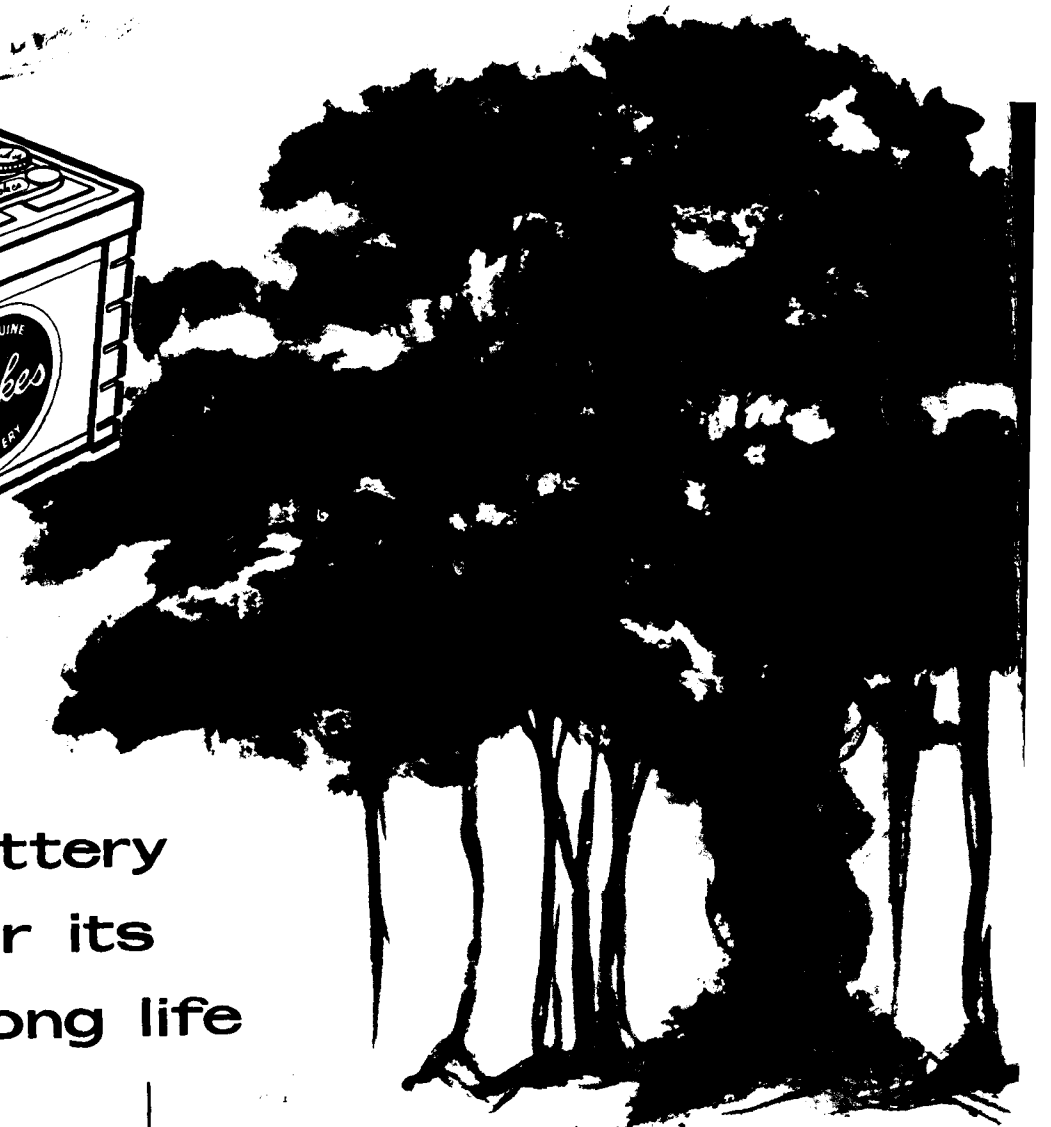
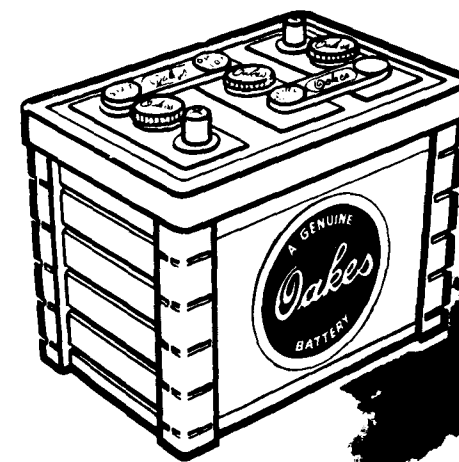


MOTORINDIA

VOLUME 1

APRIL 1957

NUMBER 9



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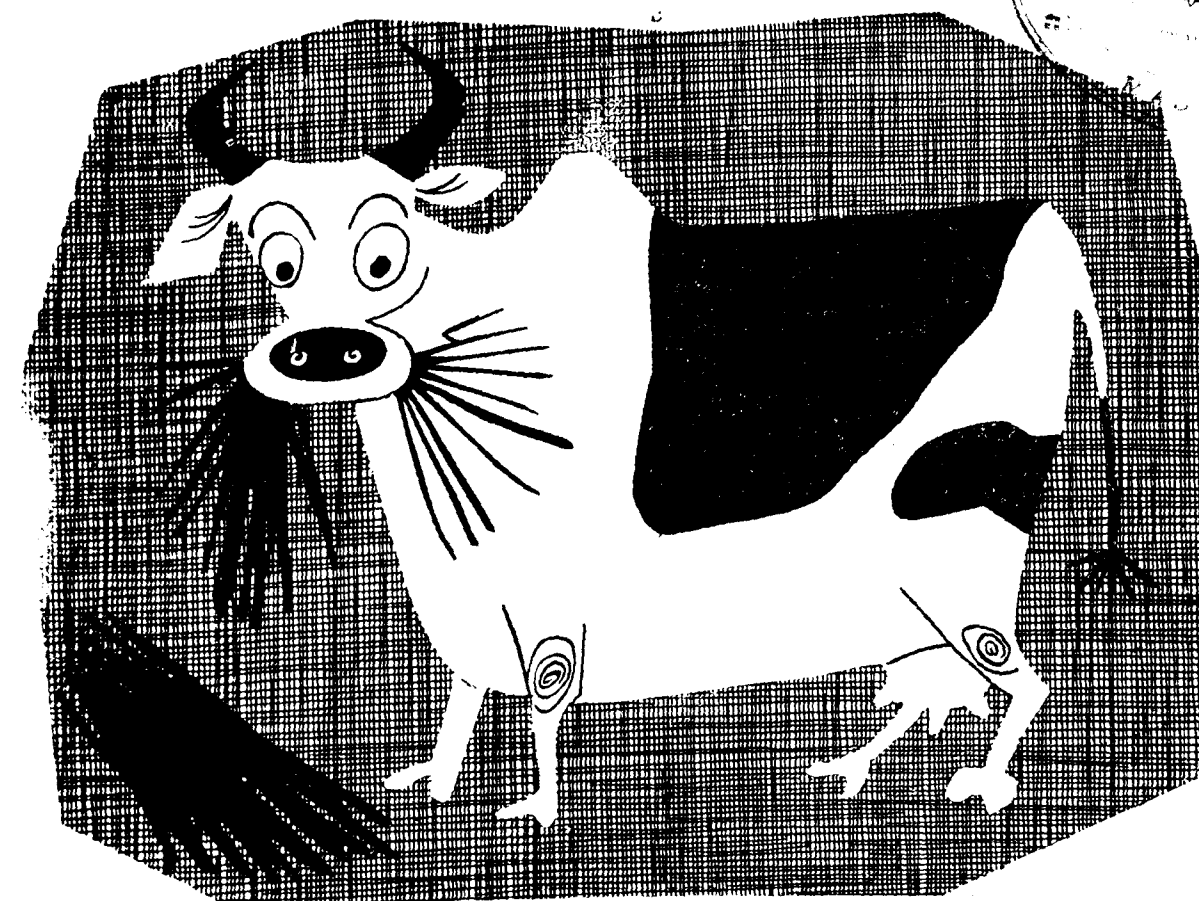
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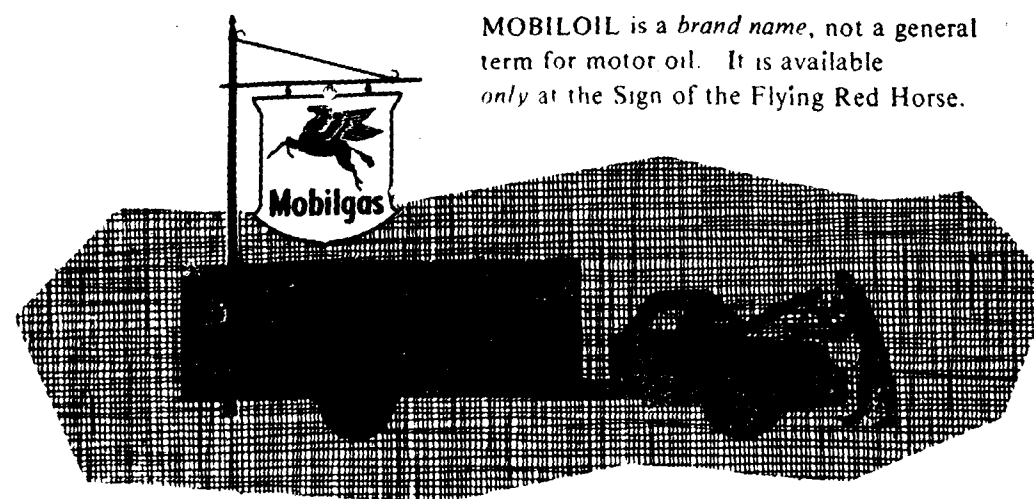
Simpson & Co. Ltd
BRANCHES: BANGALORE, OOTACAMUND, TIRUCHIRAPALLI, HYDERABAD (DN.) **MADRAS-2**



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your car needs **Mobiloil**

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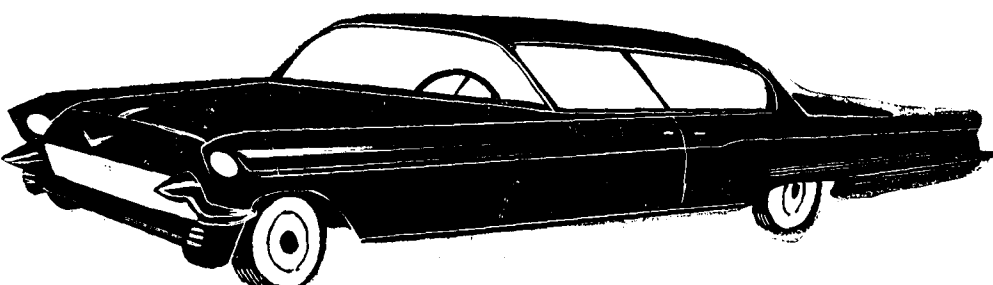
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MOTORINDIA

April 1957

MOTORINDIA

Vol. 1

April, 1957

No. 9

Editor : M. RAJAGOPALAN

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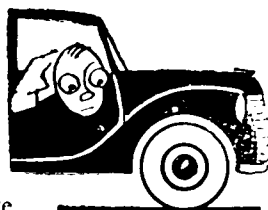
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Edited and Published by M. Rajagopalan at 141, Mount Road, Madras-6.
Printed by S. Viswanathan at the Central Art Press, 11, McNichol Road, Chetput, Madras-31.

Have you seen your tyres lately?



Take a good look. It is dangerous to drive with smooth, worn-out tyres. What's to be done? Buy expensive new tyres?

Not really. Wise transport operators are turning more and more to TUF (TVS) TREADS by Sundarams. TUF (TVS) TREADS are retreads (NOT re-soles) which give rugged wear, longer mileage and economical maintenance.

Full circle
mould retreading.
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TVSZ-94R

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THE TOUGHEST IN RETREADS
SUNDARAM INDUSTRIES PRIVATE LTD.
(UNIT OF T.V.S.)
PUDUKOTTAI • MADRAS

MOTORINDIA

April 1957

editorial

THE AUTOMOBILE INDUSTRY

Welcome news is to hand that the Government of India, having accepted the major recommendations of the Tariff Commission which recently enquired into the conditions of the automobile industry in India, and allowed a free hand for the manufacturers of automobiles to help the growth of the industry, are now thinking in terms of implementing the Commission's recommendations. It is said that with this end in view, the Government are considering the question of setting up a permanent body of automobile manufacturers. The setting up of such an organisation, we hope, will enable the manufacturing interests to pool their resources and knowledge not only to merely increase the production of automobiles to a level that will eliminate import of automobiles into this country, but will also bring down the prices of automobiles within the easy reach of the motoring public, and the numerous transport operators in the country. We feel the need to stress the latter point because, as Mr. Lakshminarayanan, the Chairman of the Motor Vehicles and Allied Merchants' Association observed, and very rightly too, at the thirtieth annual meeting of the association in Madras recently, though there are six manufacturers of motor vehicles in India and even though vehicle production had increased "we see only an increase in the price paid by the consumer. Volume production has not benefited the consumer."

These remarks have come not a day too soon. The Indian motorist, whether he is just a car owner, or an operator with one or more buses or trucks, has been the victim of excessive taxation at all levels, and is obliged to pay exorbitant prices. Anything the Government does to the manufacturers of automobiles should therefore aim at the reduction of the cost of the automobile, besides its production in large numbers within the country. "The motor has come to stay. We cannot now, at this stage of our progress, go back to the bullock cart age," said Governor Sri Prakasa at the Western India Automobile Association and agreed with the learned president of that body that there was not adequate appreciation of the useful role motorists played in the country's life, whether they were car owners, or lorry or bus operators. The stress and strain on the latter categories of automobile owners have increased considerably with the modern method of planning to which India has opted. Automobiles can function effectively and longer only with better and modern roads and these again are not adequate in the country. The rapid development of roads and the increase of road transport facilities are prerequisites to the successful implementation of the Five Year Plan. And this development, and the consequent increase in the demand for more automobiles in the country could come about only if the industry manufacturing automobiles can chalk out a programme of indigenous manufacture that will at the same time provide for automobiles at economical rates. For this to happen, a proper development of the parts manufacturing industry is a *must*. Without such a developmental programme, all other efforts will only go to increase the price per vehicle which the consumer has to pay.

The protection, help or any support given to enable an industry to grow indigenously is but an effort to enable it serve the consumer fuller and better, and the automobile industry is no exception to this. The case of the consumer and his interests, are the ultimate things that will decide the success or failure of any industry. In fact this has been realised, in the automobile field, in practically every manufacturing country in the world where manufacturers are running a continuous race to satisfy the consumer with variety, efficiency and economy. Such a situation must develop in India, and the sooner that development occurs, the better it will be for the efficiency of the nation and for the existence of the industry itself.

MOTORINDIA

INVITES

ORIGINAL ARTICLES

AND ILLUSTRATIONS

FOR PUBLICATION

ON MATTERS RELATING

TO

AUTOMOBILES

and on

ROAD,

RAIL,

AIR &

SEA Travel

(RATES BY ARRANGEMENT)

EDITOR

MOTORINDIA

141, MOUNT ROAD

MADRAS-6

Trying to make the grade?

"Seriously, you know, your car's at the bottom of its class. It wouldn't pass any examinations."

"_____."

"Yes, but at least you could use the right oil. Get the right grade of—"

"_____! ! !"

"Steady now! We know it's complicated—people tell you all about different grades of oil. But there's a simple answer—use the *Multigrade* Shell X-100 Motor Oil."

"_____?"

"It's called that because it's really three grades in one. *Multigrade* Shell X-100 contains a new additive that allows the oil to be thin enough to circulate freely when the engine's starting from cold yet thick enough at correct working temperatures. This means that the protective powers of Shell X-100 are used to the maximum degree."

"_____?"

"But we've told you why Shell X-100 Motor Oil protects engines—by spreading a thin, tenacious oil film on all working surfaces that stays there even when the engine is at rest. The special additives in Shell X-100 fight Acid Action—the main cause of engine wear. And because it keeps engines really clean it means longer intervals between overhauls."

"_____!"

"No no, not between oil changes. You'll have to change your oil regularly, but *Multigrade* Shell X-100 gives easier starting, more miles per gallon and an even greater reduction in engine wear. It costs more—"

"_____! _____! _____!"

"But oil is cheaper than metal so please use *Multigrade* Shell X-100 Motor Oil from the new white tin."

"_____!"

"You won't get muddled about the grades with *Multigrade*? Oh full marks to you, full marks!"



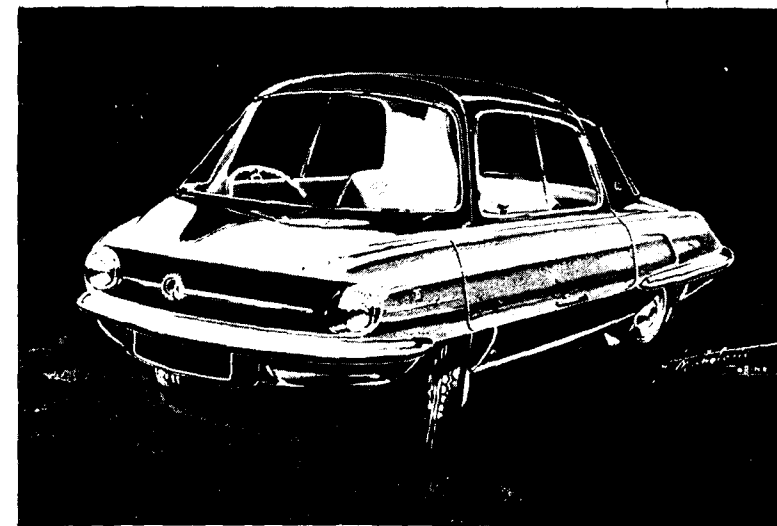
you can be sure of

Multigrade SHELL X-100 Motor Oil



THE MEADOWS "FRISKY"

[SPECIAL
TO
MOTORINDIA]



EVERYMAN'S CAR : 75 MILES PER GALLON!

An entirely new British small car revolutionary in engineering concepts and styling—to accommodate two adults and three children—has been developed for Home and Foreign Markets.

It is being built by the internationally known engineering firm of Henry Meadows Ltd., of Wolverhampton, a subsidiary of Associated British Engineering Ltd., of which the Chairman is Mr. Lawrence W. Robson. (The Indian associates of this firm are Automobile Products of India Ltd., whose Chairman is Mr. M. A. Chidambaram.)

This production is backed by Meadows' 40 years of experience in the automotive field.

The name of the new car is the Meadows "Frisky." It competes in low initial cost with any car in the world but at the same time it certainly has the most advanced and imaginative design and styling. The motoring brains of Britain and Italy have combined to make the "Frisky" of unique technical interest and an "Everyman's Car," which will retail in the United Kingdom at under £400 including Purchase Tax.

The body work was designed by the well known Italian designer Giovanni Michelotti in conjunction with the internationally famous firm of Vignale of Turin, who built the prototype bodies.

The car made its world debut at the Geneva Motor Show, which

opened on March 14th.

First models for the British Market are scheduled for mid-summer this year.

Technical description

The chassis is of welded tubular steel, combining great rigidity with lightness in weight.

The front suspension is independent, on the Dubonnet principle using rubber in torsion. The rear suspension consists of two hydraulically damped coiled spring units attached to two radius arms which carry the live rear axle. The pivot bearings are heavy duty rubber bushes.

The car is powered with the Villiers Mk. 21, 249 c.c. twin-cylinder 2-stroke engine, incorporating the "Siba Dynastarter." This engine develops 15 B.H.P. at 5,500 r.p.m. Fitted integrally with the engine is a 4-speed gear box. The engine reverses through the starter, a special selector switch being incorporated.

Transmission final drive is by roller chain direct to the solid rear axle, and the chain is housed in a sealed oil bath chain case.

The brakes, with a breaking service of some 230 sq. in. per ton, are remarkable. They are hydraulically operated, are very effective, and require only very light pedal pressure. The handbrake operates direct on the two rear wheels.

Instrumentation includes speedometer, light controls, ignition warning, etc. Lights can be dipped, dim or full ahead. All electrical services are on a 12 volt battery.

The body, designed by Michelotti in association with the famous Italian company Vignale of Turin, incorporates the latest type gull-wing doors, which are hinged close to the centre line of the roof, allowing the maximum ease of entrance. The windscreen is a complete wrap-round, giving perfect vision forward and this, combined with the large rear window, ensures the highest standard of visibility.

The bench type front seat is capable of seating two adults plus a child. There are two seats at the rear for children or equivalent space for luggage. All seats are Dunlopillo upholstered, the front seat being adjustable in three positions.

Normal maintenance has been cut to a minimum, there being only four grease nipples on the entire vehicle.

The overall dimensions of the body are 9 ft. 8 in. long, 4 ft. 8 in. wide, 4 ft. 3 in. high. The wheel base is 5 ft., front track 48 ins., rear track 34 ins. The weight of the car including 3½ gallons of Petrol is approximately 6 cwt. Fuel capacity is 3½ gallons including a controllable reserve giving a range in excess of 220 miles.

The car will cruise at a steady

April 1957

MOTORINDIA

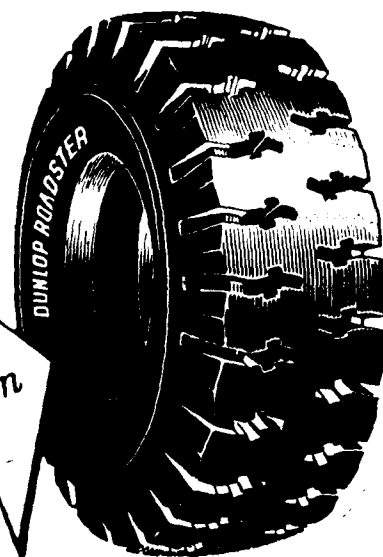


choose **DUNLOP**
ROADSTER truck
&
bus
tyre

If you operate over varying road surfaces and if, in particular, your route covers hilly or rutted roads, you must fit Dunlop Roadster. The extra deep tread of the Roadster is designed to resist cutting and damage from rough surfaces. The tread pattern keeps out stones and the tough casing takes more re-treads.



Best for
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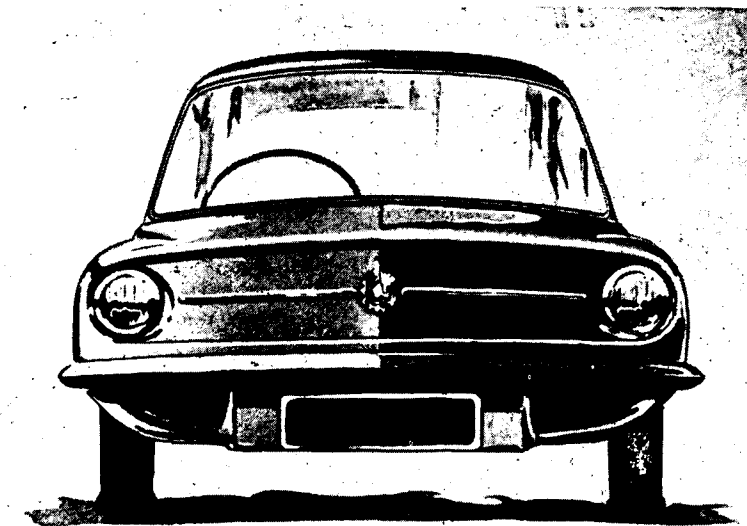


DC-489

50 m.p.h. and the average consumption, under touring conditions, is at least 75 m.p.g. The price will be under £400, including tax, in the British Isles.

The "Frisky" has already undergone a very successful 7 day, 24 hour-a-day non-stop test at the Oulton Park racing circuit, followed by stringent road tests to ensure performance figures.

Henry Meadows Limited is an Associated British Engineering Company. The companies comprising the Associated British Engineering Group are The Bergius Co., Ltd., British Polar Engines Ltd., Free Piston Engine Co., Ltd., Henry Meadows Ltd., A. C. Morrison (Engineers) Ltd., Newtherm Oil Burners Ltd., The Parsons Engineering Co., Ltd. and the H. Widdop & Co., Ltd.



the story behind the MEADOWS "FRISKY"

Behind the development of the prototype of this new car lies the romantic story of enterprise by two young men, Gordon Bedson aged 38, export sales manager of Henry Meadows, and international racing driver Raymond Flower, aged 35, Lloyd's Underwriter, and managing director of the Flower Group of Companies in the Middle East. Together they conceived the idea of a basic "Peoples" car which can be built at a minimum cost anywhere in the world.

At an early stage rumours of the new idea were current and initially industry in general pooh-poohed the project of the economy car which is now almost universally hailed as an immediate requirement. Local interest intensified as the prototype took shape on the drawing board. The progress made was examined by Mr. A. D. Mackay, managing director of Henry Meadows Ltd., who in January 1956 took action to ensure

that if the matter developed as it showed every sign of doing, then it was something in which his company must take part.

The facilities of Henry Meadows experimental shops were placed at the disposal of Mr. Bedson and Mr. Flower and in the short time of only eight months a prototype appeared on the roads in the Midlands. This was, however, no more than a test vehicle.

In July 1956, Mr. Lawrence Robson, chairman of Associated British Engineering was sufficiently impressed by the project to authorise Raymond Flower to make an on-the-spot market research of sales possibilities in the Scandinavian countries.

Meanwhile, on the instructions of chairman the prototype was put through a 7-day, 24-hour a-day non-stop test at Oulton Park, racing circuit using relief drivers, this being highly successful. Tests con-

tinued over Midland roads gave very promising, but far from final, performance figures. This was because the new car had a makeshift body to test the chassis engineering.

The internationally famous Italian firm of Vignale of Turin was then approached to design and build a prototype body. Their equally renowned designer, Giovanni Michelotti, became very enthusiastic and produced the unique creation in small car styling. This design, in steel and fibre glass, has been integrated to make an eminently saleable product.

Next stage in the train of development was the despatch of two chassis by air to the Italian coachbuilders at Turin, and bodywork then began.

The final stage laid down was for this car's first appearance at the Geneva Motor Show on March 14th, where it made its world debut on Stand 68 BIS.

Trustworthy FARGO

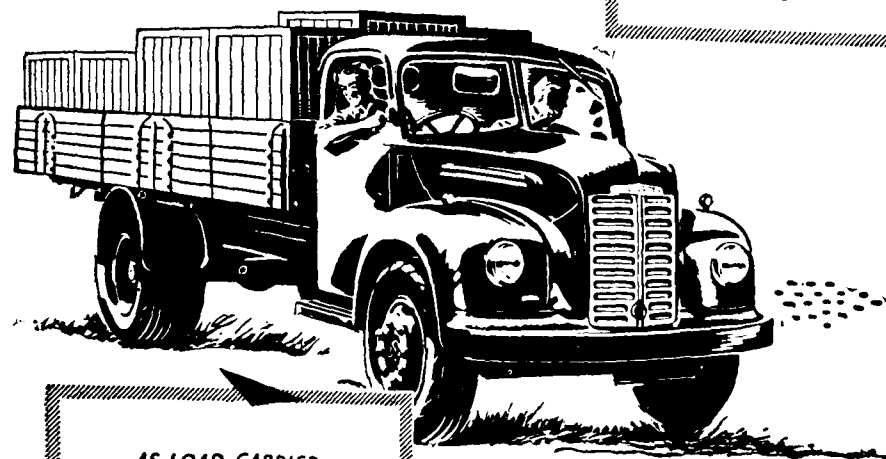
DIESELS

TWO STURDY MODELS: 165" wheelbase truck chassis, 5-ton load capacity, designed for goods transport. 190" wheelbase bus chassis, with full forward control, for passenger transport.



AS PASSENGER BUS

In full forward control, the engine is brought right in front, providing larger passenger space, greater driver vision. Economical to run. Ideal weight distribution.



AS LOAD CARRIER

With Fargo truck, you carry more load at lower fuel cost as compared to a petrol truck. Its sturdy frame is built for longer life and more efficient hauling on all kinds of roads.

PROGRESSIVELY MANUFACTURED BY
**THE
PREMIER AUTOMOBILES
LIMITED**
AGRA ROAD KURLA

CONTACT YOUR NEAREST DEALER

ABOUT YOUR



By 'Robot'

The ignition system of your car contributes a lot to your petrol economy. The amount of work done by the ignition system is unbelievably terrific. In a six cylinder engine the spark plug fires some 1,500 times in every mile. The normal life of a spark plug is about 10,000 miles, in which time, it would have fired 15,000,000 times! Similarly, the distributor points open and close about 8,000 times in every mile and so in 10,000 miles the points would have operated 80,000,000 times!

Considering the above facts, if you are really interested in obtaining the best performance of your car, there is a lot to be learned about these equipments and their conditions of operation. If your spark plug does not fire properly at the right time you will be wasting petrol. There are three common reasons why a spark plug fails. Firstly, it may foul. That is, it becomes coated with oil or carbon, or both so that the high tension current will pass through this coating rather than jump the gap. Secondly, it may pre-ignite; that is it may become so hot that it will fire the petrol-air mixture before the spark actually occurs at the gap. Lastly, the gap may be too wide or too close, so that the spark will be too small or not occur at all, with the result that the mixture will not be ignited.

The 'business end' of the spark plug is out of sight when the plug is in place in the engine, so it is almost impossible to determine what the condition of that plug might be under working conditions. It is found that the spark plugs firing, when your engine is idling, may appear to be operating properly; but under actual running conditions and at high speeds these plugs may miss and when they miss you are certainly wasting petrol. Scientific data tell us that you can waste as much as one gallon out of every

10 gallons if your plugs are not in good condition and are not operative properly. The spark across the spark plug gap is supplied by the battery and the generator through a timing distributor. The rotor in the distributor sends the secondary current alternatively to each plug at just the right time to ignite the compressed mixture in the cylinder. Bearing these things in mind, a spark plug certainly does an awful amount of work and requires periodic inspection, cleaning and replacement. The foregoing will acquaint you in some small measure with the work that a spark plug has to do. Do not condemn your plugs. You may not have the right type in your engine. Check up with the manufacturers' specification. Ask your mechanic to adjust the gap correctly. Have the plugs cleaned preferably by a Plug Cleaning Machine and have them tested as frequently as possible. If you find that your petrol consumption is still below average, the fault may not be entirely with the spark plugs. There may be other engine faults such as carburettor air mixture, oil pumping, etc.

As indicated above, the distributor sends the electrical discharge to each plug in turn. In every distributor there is a small cylinder called a condenser. Without this little item the automobile will not run. This little condenser prevents the pitting of your points by absorbing any sparking across the points. In view of the fact that the timing and setting of a distributor and points is of major importance in motor tune-up work, the careful checking of the points and adjustment is of utmost importance.

It is a common practice in workshops, as an emergency measure, the mechanics try to file the Tungsten contacts of the distributor. This is not a good practice. Although the points may seem to be smooth to the naked eye, filing leaves a rough and uneven surface if the points were to be examined under a powerful magnifying glass. Such rough surface causes rapid oxidation on your points. The use of a file will destroy the entire surface of both faces of the Tungsten and in place of a smooth surface, there will be a series of peaks and valleys that are formed by filing. Now, when the

peaks of one of these Tungsten contacts meet the peaks of the opposite contact, the actual connection between them is just like bringing two knife edges together at an angle. Proper alignment of points when they are installed is very important. Always buy high quality ignition points whenever you want a replacement. It pays. Also remember that the alignment of the points should be precise as otherwise, the points will bounce.

The next important factor is adjustment of the ignition timing. Ninety-nine per cent of the Garages do this adjustment by mere guess work [rather than by the help of scientific instruments. Usually they loosen the distributor clamp and turn the distributor to full 'advance' and 'retard' position and arbitrarily set the ignition at a position which *they think* as correct. Very few workshops possess the Stroboscopic Lamp or what is popularly known as the 'Timing Light'. With this light the ignition timing can be checked with the marking on the fly-wheel. However, experts in the matter are doubtful about the accuracy of ignition timings set with the help of the above Light for two reasons. Firstly, there is no proof that the identical fuel and lubricants are used in the engine at the time of settling the ignition when the engine came out of the Factory and when you take the car to your garage. Secondly, the marking on the fly-wheel does not take into account the presence of combustion deposits in the engine, wear, and the consequent difference in the working condition of the engine. Therefore, tuning of the engine is made extraordinarily difficult, particularly when using such empiric process which does not take into account such mechanical variations.

According to some of the best technicians, it is only by means of a vacuum gauge that the ignition timings could be set accurately and scientifically.

STUDEBAKER COMMANDER

A PRODUCT OF STUDEBAKER-PACKARD CORPORATION

**LEADER IN STYLING—
leads in Economy & Performance**

Once again the Studebaker cars have proved their efficiency, in economy and performance by recording outstanding achievements in the Philippine's First Mobilgas Economy Run. Studebaker's economy-leadership among American cars, established repeatedly by the success in the U. S. Mobilgas Economy Run for two consecutive years as also in South African Mobilgas Economy Run, is now strengthened by the recent success in Philippine.

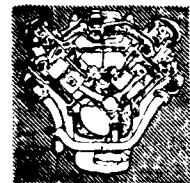
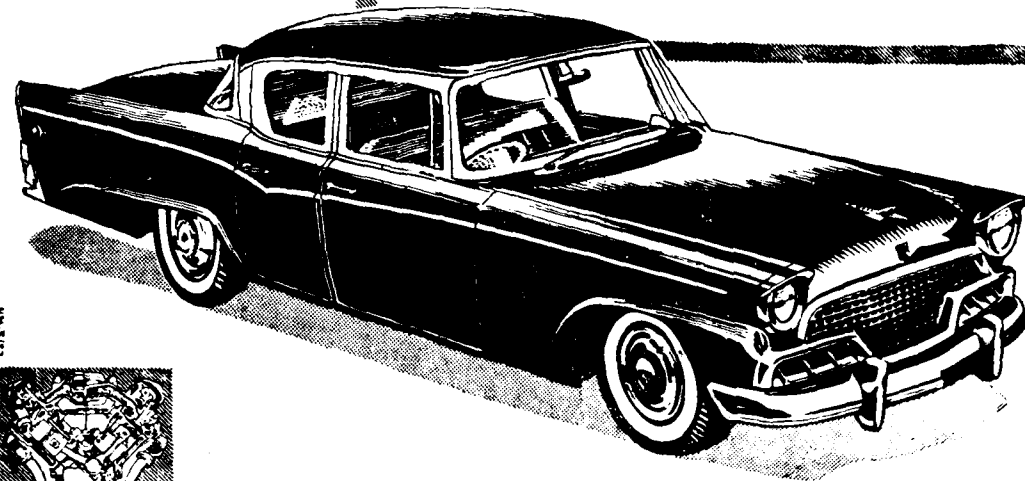
INDISPUTABLE SUPERIORITY
IN ECONOMY

PROVED BY THE ACID TEST
OF COMPETITIVE TRIALS

STUDEBAKER CARS OUTBEAT
ALL OTHER AMERICAN CARS IN
THE PHILIPPINE'S MOBILGAS
ECONOMY RUN

Results of Philippine's First Mobilgas Economy Run

STUDEBAKER COMMANDER—Best mileage in its class
STUDEBAKER COMMANDER—Best in Ton-miles in
its class.



IN INDIA ONLY STUDEBAKERS ARE FITTED WITH (OVERHEAD VALVE) V8 ENGINE
(THE WORLD'S MOST EFFICIENT POWER UNIT)

HINDUSTAN MOTORS LTD. CALCUTTA

DEALERS AT

Agra; Ambala; Ajmer; Ahmedabad; Allahabad; Baroda; Bangalore; Bombay; Bareilly; Banaras;
Calcutta; Cuttack; Coimbatore; Dibrugarh; Dhanbad; Indore; Jaipur; Jodhpur; Jalgaon; Jorhat;
Jamshedpur; Jullunder City; Jammu; Kanpur; Kolhapur; Lucknow; Madras; Madura; Mangalore; Meerut;
Manbhum; Nasik; Nagpur; New Delhi; Nepal; Patna; Poona; Rajkot; Ranchi; Sambalpur; Shillong;
Secunderabad; Silchar; Srinagar; Tejpur; Tiruchirappalli; Trivandrum; Vijayawada; Vizianagram.

TROUBLE Shooters

By P. F. Lally

High Fuel Consumption

High fuel consumption or poor mileage per gallon of fuel is due both to wrong driving technic as well as to defects in the various functional parts of a car.

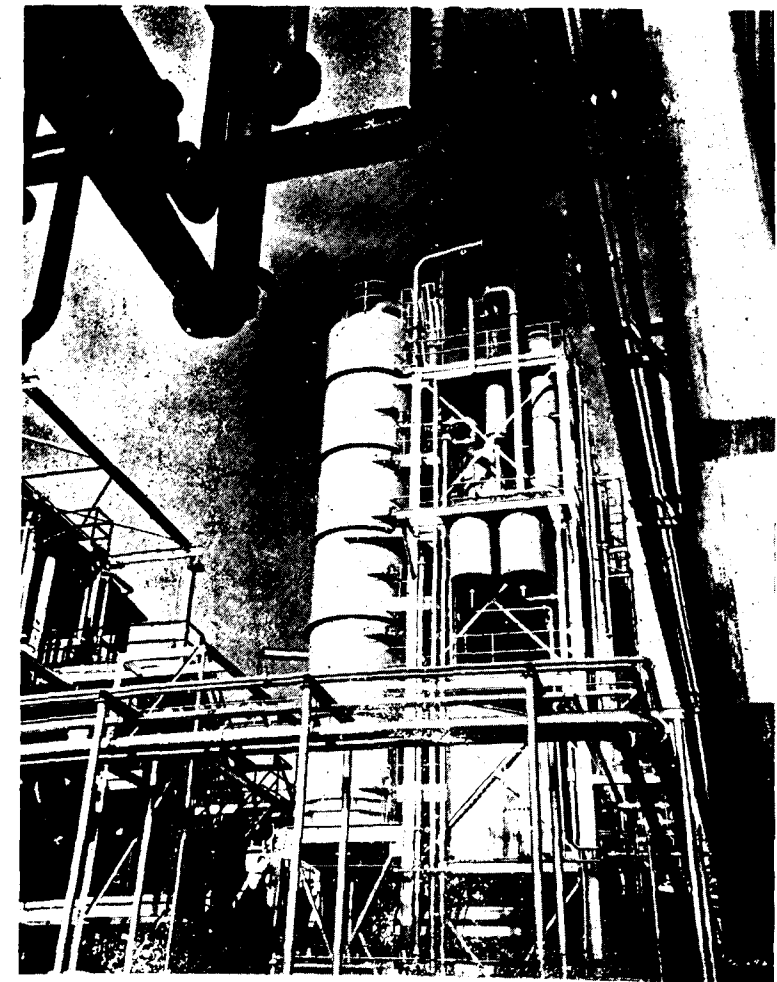
Those drivers who use the accelerator pedal furiously or have a heavy touch on it waste quite a lot of fuel. In fact, most of them do not realise how to detect this defect, which can be easily remedied by fitting a Robot—vacuum gauge—on the car. No sooner undue or wrong use of the accelerator is made or car kept moving in wrong gears, the Robot needle drops indicating High Fuel Consumption. Being aware of such a wasteful and wrong driving method, the driver will at once relax his foot pressure on the accelerator or change to the correct gear and find that the Robot needle reads high, indicating better mileage.

Other causes of Poor Mileage

Long periods of idling; idling too fast; driving at high speeds or in traffic; cars used for short runs only; too low tyre pressure; wrong wheel alignment; dragging brakes failure of cooling system or thermostat; defective manifold valve; incorrect ignition timing; defective contact breaker points; weak ignition coil or condenser; defective wiring or spark plugs; incorrect automatic advance; clogged air cleaner; engine with tight bearings and rings; fuel leakage from tank, fuel line, carburettor or fuel pump; poor compression; clogged exhaust system; slipping clutch; leaking intake manifold; poorly adjusted carburettor or defects in carburettor parts; too thick a grade of engine oil or poor fuel.

Next month—Factors increasing the Performance of the car.

RECORD PRODUCTION OF SYNTHETIC RUBBER IN U.S.



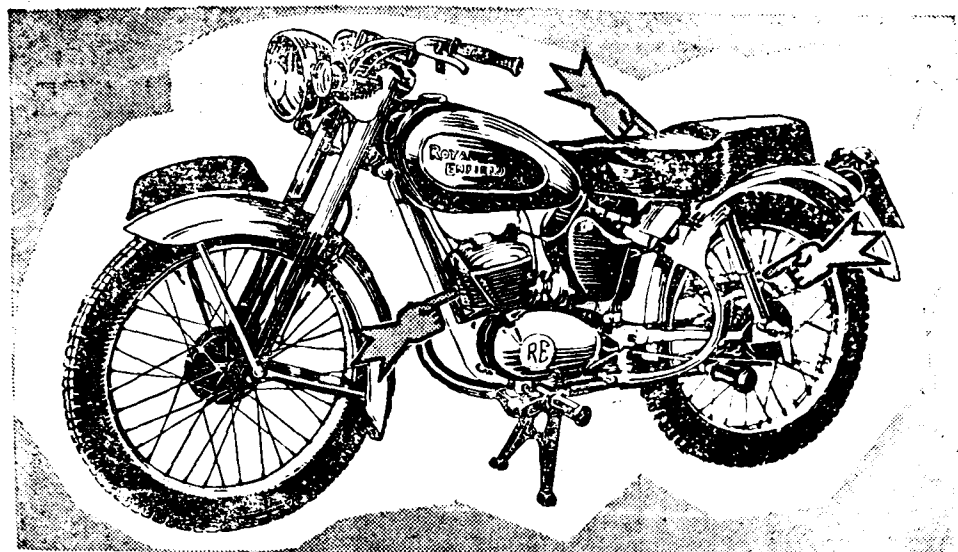
Synthetic rubber production in America set new records in 1956 in plants like this one of The Firestone Tyre & Rubber Company which in recent years have sprung up and expanded from the Gulf Coast to the northern boundaries of Ohio. More than 60% of the rubber made into finished products in 1956 was synthetic. The rubber industry made great strides during the year in both the quality and quantity of the synthetic rubber produced. Total production this year will be well over 1,000,000 tons. Firestone's synthetic Coral rubber, a recent development, has all the essential qualities of natural rubber.

April 1957

4

MOTORINDIA

15



NEW ROYAL ENFIELD ENSIGN 150

has many features hitherto found only in larger expensive models! *

TAKE a look at this sturdy, handsome machine . . . drive and see for yourself the silky smooth pick up of the engine . . . feel the thrill of gliding over miles after miles after miles in perfect balance that only large wheels can give. ROYAL ENFIELD takes fatigue out of travel.

The NEW ROYAL ENFIELD ENSIGN 150 has been redesigned to give you more comfort, and more miles per gallon. You can now get as much as 125 miles a gallon. Ask your ROYAL ENFIELD dealer for a demonstration of this exciting new vehicle. Price Rs. 1890/- ex-factory.

- * *Swinging arm type Hydraulic damping shock absorbers*
- * *Redesigned engine with larger cylinder head, cylinder barrel and porting*
- * *Now you can have a dual seat, at small extra cost*

Progressively manufactured by:
THE ENFIELD INDIA LTD. THE MADRAS MOTORS PRIVATE LTD.
Madras - 19. Madras — Bangalore — Delhi

Dealer Distributors in Ahmedabad, Ajmer, Bombay, Calcutta, Cuttack, Dibrugarh, Indore, Jullundur, Kanpur, Lucknow, Meerut Cantt., Nagpur, Poona, Rajkot, Secunderabad, Srinagar & Trivandrum.

RE-10

MOTORINDIA

April 1957

It is so easy to change tyre



From Vienna comes a new tyrechanger. A light pressure on the gadget and the tyre lifts up to right height, both hands free to handle.

Tyresoles—one of biggest international industries

At a Press conference at Bangalore in connection with the Tyresoles conference, Major F. C. Palwar, Managing Director, Tyresoles Overseas Ltd., London, said that Tyresoles Organisation was one of the biggest international institutions, and was also an associated firm of the Simon Engineering Group of Great Britain, considered to be one of the biggest industrial organisations in the world.

The Tyresoles process of re-conditioning of worn, pneumatic tyres, or as it was originally known, 'the Hawkinson Process' made its first appearance in the United States of America in the early thirties, so that its use has now extended over a period of almost a quarter of a century. From very small begin-

nings in the U.S. the Tyresoles and Hawkinson process is now being actively and increasingly operated in over fifty countries. It is probably today the most widely used tyre reconditioning system in the world and the ramifications of the Tyresoles organisation have spread to countries as far apart as Great Britain and Australia, Peru and Indonesia, Iceland and Hong Kong, Spain and India and it is still spreading.

Today there were approximately 140 Tyresoles plants operating overseas and we have Tyresoles concessionaries in over 50 countries throughout the world.

The total number of plants in operation throughout the world, that is to say, including the United

States and Canada, is probably in the neighbourhood of 700.

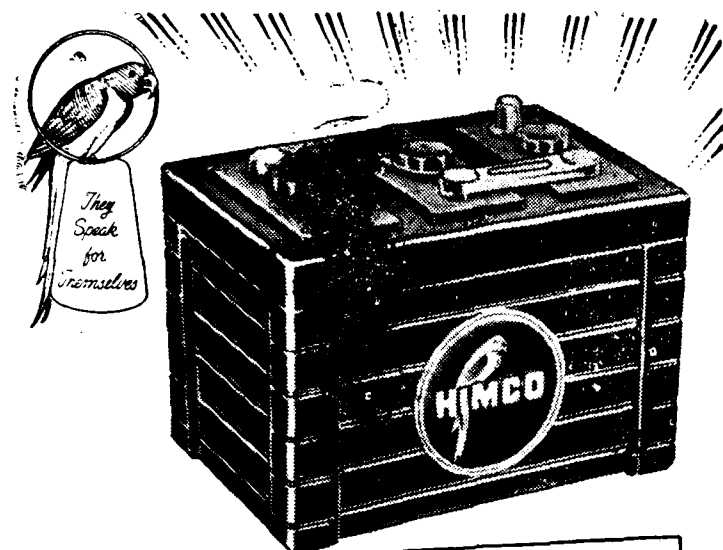
Tyresoles have during the past two years introduced completely new Tyresoles equipment produced on entirely new lines and methods and can today offer a complete range of tyre designs for every size and make of tyre and produced by new methods.

The introduction of the Ultra curing ring made from die cast segments, first of all for the passenger rings and now for commercial and giant sizes, has been an outstanding success, a number of Tyresoles operators have already re-equipped their factories with the Ultra rings for passengers and are now engaged in introducing the Ultra equipment for the larger sizes.

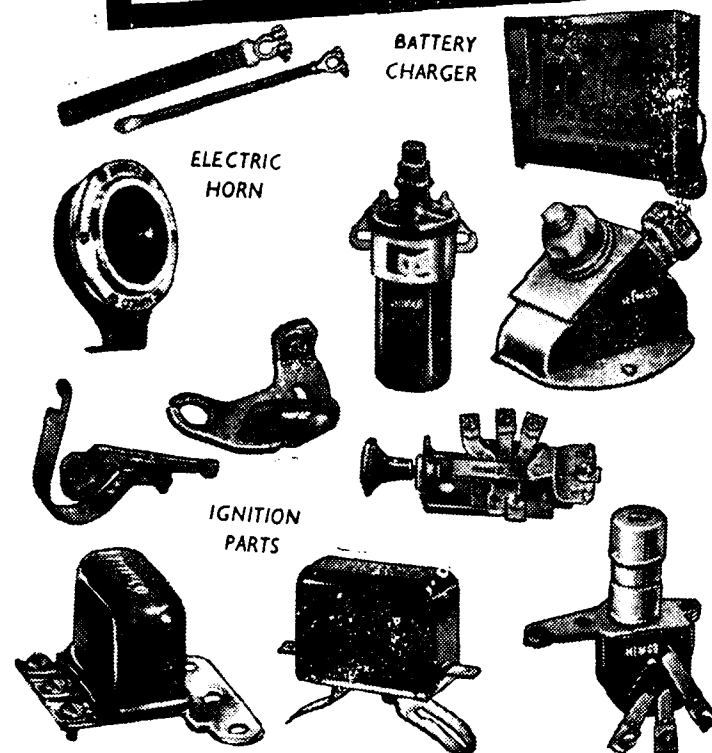
MOTORINDIA

April 1957

17



HIMCO
PRODUCTS



A GOOD BRAND HIMCO IS YOUR BEST
GUARANTEE
HIMCO
BOMBAY-41 • DELHI-6 • MADRAS-2
SERVICE ARRANGEMENTS THROUGHOUT INDIA

Southern Railway

CONCESSIONAL HILL STATION RETURN TICKETS

During the period from the 1st April, 1957, to the 31st October, 1957, Return tickets to the undermentioned Hill Stations, at one and a half single journey fares for First, Second and Third classes (Mail/Express or Ordinary fares being charged for Second and Third classes, as the case may be), will be issued from such of the stations on the Southern Railway, as from which the chargeable distance is 150 miles or more. These return tickets are available for three months from the date of commencement of the outward journey. Advance booking on these return tickets is permissible under the same conditions as for ordinary single journey tickets.

- | | |
|------------------|----------------|
| 1. PATHANKOT | 10. ABU ROAD |
| 2. SIMLA | 11. OOTACAMUND |
| 3. SOLO | 12. COONOOR |
| 4. DHARAMPORE | 13. KODAIKANAL |
| (Punjab) | ROAD |
| 5. DEHRADUN | (including |
| 6. KATHGODAM | Kodaikanal |
| 7. KURSEONG | Out-Agency |
| 8. DARJEELING | 14. KOTAGIRI |
| 9. SHILLONG | OUT-AGENCY |
| (Served by Pandu | (Served by |
| of Gauhati) | Mettupalaiyam) |

Children above 3 and under 12 years of age, will be charged at half the concession fares.

Return tickets to the Out-Agencies mentioned above will be issued at one and a half single journey fares for the rail-portion and at two single journey fares for the road-portion of the journey.

No break of journey on the outward trip is permissible on these return tickets, but break of journey is allowed on the return trip, subject to the usual conditions governing break of journey on ordinary tickets.

Further information can be had from the Station Masters or from the Chief Commercial Superintendent, Southern Railway, Madras-3.

CHIEF COMMERCIAL SUPERINTENDENT.

New 1957 trucks introduced by the Premier Automobiles

all hauling needs covered

The Premier Automobiles Ltd., have announced a new "Forward Look" K-Series of Dodge and Fargo trucks.

This entirely new truck line offers 4 different series of trucks, with a variety of wheel bases in each series. Among them they cover almost all hauling needs of the country and the right model is available to haul most economically loads ranging from 3 1/4 Ton to 5 Tons.

Specific hauling needs of individual truck owners are met by a variety of axles, transmissions, springs, frames and other components. Many features which improve driver comfort and increase economy, dependability and safety are also built into the new trucks.

New Grille

The front end styling of the "K" series trucks is completely redesigned. This styling emphasizes the appearance of great width and massiveness, while the sloping hood and well rounded contours provide for excellent beauty. The grille and grille panel are new, modern, lending a wider, more rugged Power-Giant look. There are new parking lights and new hooded headlights.

New features

Full opening wide alligator hoods

open upright at 90°, or to only 48°, to make the engine compartment accessible for servicing.

New adjustable hand brake lever permits easy and perfect adjustment for any special conditions by the driver simply turning the knurled knob on the end of the lever.

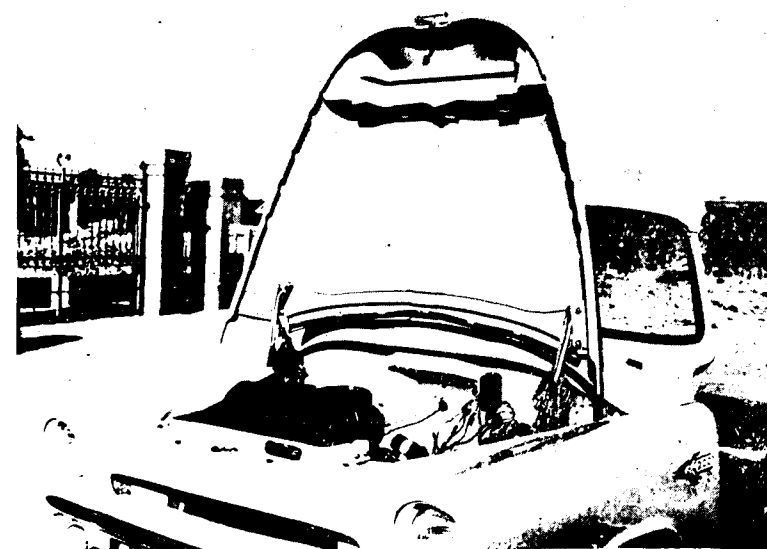
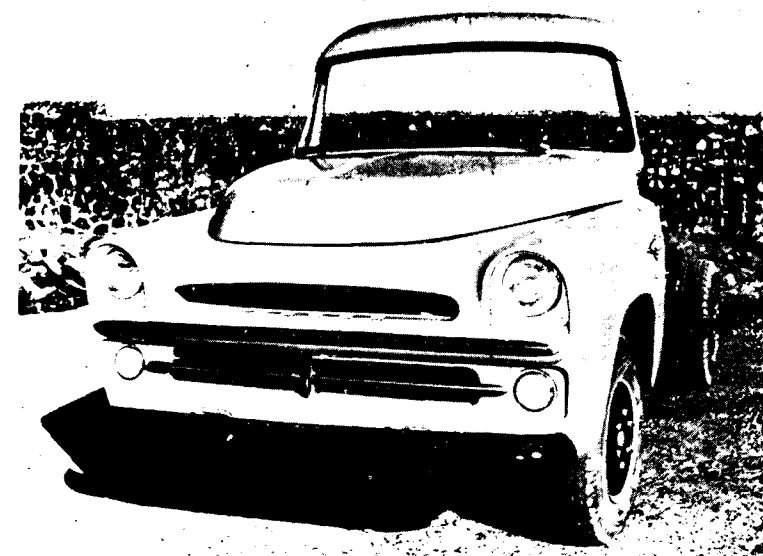
Other features include, ash-tray on the instrument panel under the Glove Box, Chromium plated horn button with "Forward Look" emblem in golden colour, "Forward

Look" emblem on the fender panels with the new series model designations i.e., 200, 300, 400 and 500.

12-volt electrical system gives superior starting and packs the extra spark punch which the high-compression engines demand. The new 12-volt system meets every demand for lighting and auxiliary power, maintains reserve capacity at all times.

Dual electric windshield wipers are standard.

The wrap-around windshield which is retained in the new trucks is the biggest one-piece wrap-around truck windshield on the road to-day. There is better visibility ahead and to each side. A full 102 sq.in. of windshield area.



RESERVE

YOUR SPACE

IN OUR

FIRST

ANNUAL

NUMBER

The New "Hindustan Traveller" Station Wagon



To the motoring public of India this year a new Station Wagon—"Hindustan Traveller" has been introduced by the Hindustan Motors Ltd. With many new features it brings with it the facilities of multi-purpose motoring.

Hindustan Traveller is a versatile vehicle. It accommodates six passengers plus luggage or with back seat folded down provides 65 cubic feet of space either to be used as carrier for family luggage or as delivery van for carrying goods or for the purpose of spreading travel-beds while on business tours or pleasure trips. An extra luggage carrier can also be mounted on top of the vehicle as an optional equipment.

New sleek contours, attractive new colours with luxurious matching upholstery and the interior and exterior styling fit the role, when occasion demands, of the perfect car-about-town. With roomy interiors for passenger or cargo, plastic instrument panel, Safety-Glass-Windows and extra space for spare wheel and tools in a separate compartment—clear of the luggage space,—this car is no doubt the best for multi-purpose use. All car-owners particularly the car-travelling people will find in this new model the promise of the very best in 'do-it-all-in-luxury' motoring.

With accent on comfort, capacity, utility and economy this Hindustan Traveller shall again be the most popular 'Quality First' Station Wagon.

38,000 Perkins

DIESEL ENGINES

Operating in India now

More than 38,000 Perkins diesel engines are now operating in India in vehicles, tractors, boats and industrial equipment.

F. Perkins Ltd. were the first company to export high-speed diesel engines to India on a large scale.

The company started by sending C.K.D. engines for assembly four years ago after Mr. Frank Perkins, Chairman and Managing Director, had visited India to make a personal study of local conditions.

Manufacture of components was arranged progressively until Perkins engines were "made in India".

Perkins engines are now being built under licence by Simpson & Co. Ltd., Madras, and the British company maintains a resident staff to give technical assistance and for liaison duties in India.

Last year, over 3,000 Perkins engines were supplied to vehicle manufacturing plants in India, such as Premiers and Hindustan.

There are over 3,000 Perkins-engined vehicles operating with the Bombay State Road Transport Corporation, probably the biggest single users of Perkins engines in the world. More than 100 industrial power packs have been supplied to the Indian Government for tube well irrigation schemes.

New ENFIELD' ensign 150 makes 'All the Difference'

A new model Royal Enfield Ensign 150 c.c. with many features hitherto found only in larger models, was recently introduced into the market throughout India.

At an introduction ceremony held at the premises of Madras Motors, the new features of the Royal Enfield were explained by the manufacturers in India, M's Enfield India Ltd. Those present evinced keen interest in the new features of the machine and many took the opportunity to have trial runs on the new machine.

Mr. K. R. Sundaram Iyer, Chairman of the Enfield India Ltd., in a short speech thanked the guests for their attendance at the introduction of the new model on behalf of the firm. He added.

Enfield motor cycles were introduced by us over a decade ago and these have ever since proved themselves to be the foremost among motor cycles. We have, at all times, aimed at giving the finest *After Sales Service*.

In the expanding industrial and planned economy of our country, an economical personal transport is a very important need. Though we had in vogue a 150 c.c. model, we in collaboration with our Principals, have now brought out this new Royal Enfield Ensign 150 which is far ahead of a similar model marketed by our Principals in the U.K.

If you will compare the old model with this new Ensign 150 you will see all the difference. Firstly, have a look at the Cylinder Unit. It is larger and has been so built to give more efficient service over long distances and to give more miles per gallon. Secondly, there is the hydraulic damping shock absorber, rear suspension. It makes riding on roughest roads easy, smooth and comfortable. Moreover, the silencer unit has been now made into two parts so as to make it readily detachable for cleaning. Finally, you can now have a dual seat to take a friend along!

You will be interested to know that all these improvements in this new model were suggested by us and our Principals in the U.K. have helped us to design and make them.

In these improvements our main object is to serve the customer. We are now able to give him a machine far more efficient to operate and far more comfortable to ride on at no more fuel consumption than was necessary before. And yet there will be no additional cost burden to the customer for these additional features.

In point of fact there is an increase in price of this new model but let me hasten to assure you that this increase is a result of extraneous factors such as increased duty, additional transport costs and increased price of imported components. In other words, the increase in price is not incidental to improvements we have effected in the new model.

As you know, it is our intention to manufacture this motor cycle completely in a four-year phased pro-

gramme. We are keeping up to this phased programme and, *God willing*, we shall accelerate it.

As we progress, we are making more and more of the Enfield components in India and we look forward to showing you round our factory at Tiruvottiyur in the very near future.

To our Enfield range of models, we have now added a *Three Wheeler* which can be used for light delivery purposes as also for passenger conveyance.

It is needless for me to say that though we are pioneers in the progressive manufacture of motor cycles in India, we are thankful to the public for their co-operation and through you we wish to assure them that the quality of the machines that we produce in India will at all times be equal to those that the Enfield Cycle Company could supply, if not better. May we thank you once again for your visit to us and look forward to similar occasions in future?



Photo shows part of a fleet of 23 Tata-Mercedes-Benz buses which the Uttar Pradesh Roadways had placed at the disposal of delegates to the UNESCO Conference which concluded recently in New Delhi.

April 1957

MOTORINDIA

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ANNUAL MEETING OF THE I.R.T.D.A.



Photo taken at the Annual Meeting of the I.R.T.D.A. under the Presidency of Mr. M. V. Venkataraman, shows Messrs. C. J. S. Ramaswamy, A. J. Lund, Leigh, K. V. Thadaneey, M. V. Venkataraman, A. V. Karnik, V. V. Wanchoo and T. S. N. Rao.



A view of the General Body of the I.R.T.D.A. shows Messrs. P. M. Subramaniam, T. S. Krishnamurti, Y. Ramabrahmam, Seshadri, Edwards, K. P. Rao and E. O. Austin.

Mr. M. V. Venkataraman deplores high level of M. V. Taxation

Govt. urged to consider question

Describing the two recent enactments passed by the Central Government, viz., the National Highways Act and the Motor Vehicles Amending Act of 1956 as welcome measures which tended to create conditions favourable to the development of road transport, Mr. M. V. Venkataraman, Chairman of the Indian Roads and Transport Development Association drew the attention of the members to the very high level of taxation of motor vehicles particularly in the southern states of India which was a powerful impediment to the progress of motor transport. "In fact," added Mr. Venkataraman "a stage had been reached when it was found that the rate of tax in South India on motor transport was higher than anywhere else in the world". He wondered why the Governments concerned did not examine the question in right earnest.

The Annual General Body meeting of the Madras branch of the Association was held on March 25 at Simpsons Buildings, Madras under the Chairmanship of Mr. M. V. Venkataraman, Director of Simp-

sons. In moving the adoption of the Annual report and statement of accounts Mr. Venkataraman said :

"1956 has been an eventful year for us. The birth of the reorganised States in November 1956 was not without its pangs. Although this area was not affected as much as the North, we had our own share of unrest both before and after the formation of the New States. Further, before the States could settle down to their normal working we had the General elections. The results of the elections have come through and the indications are that there will not be any violent changes in three of the States in our area. Stable Governments with clear-cut policies contribute largely towards the well-being of the country and its trade and commerce and it is gratifying to see that we can hope for these in our area. It is rather early to say what will be the position in the "problem State of Kerala" but we may hope, I think, to have a stable Government there also, though it may be of a different pattern.

The activities of this branch as you

know extend to the four states in the South. I hope you will agree that for the present, through the help of our representatives in Andhra, Mysore and Kerala States we will be able to perform our normal duties.

Two important enactments were passed by the Central Government in 1956 which are of interest to us. I refer to the National Highways Act and the Motor Vehicles Amending Act of 1956. Both these Acts are welcome measures as they tend to create conditions favourable to the development of road transport.

The National Highways Act brings under the Central control 13,300 miles of roads which is only about four per cent of the mileage envisaged in the Nagpur plan. This, you will agree, is quite inadequate but we may hope that in due course this mileage will be substantially raised. I may say in this connection, that we in this part of the country are better placed in the matter of roads both with regard to quality and mileage per capita, in comparison with the Northern Regions. Madras was the first among the States to form a Highways Department for improving its road system. The Andhra State on its separation from Madras, automa-

"M. V. Amending Act—a considerable advance"

tically formed its own Highways Department starting with that part of the Department allotted to it. A separate Highways Department, with separate personnel, whose sole work is to form new highways and maintain them in proper order can certainly produce better results and the advantage we have over other parts of the country is, I dare say, partly the outcome of this. May we hope that other States will very soon copy the example set by Madras and Andhra Pradesh here and contribute towards improving the general economy of the country?

You know this Association has been striving for the past many years in creating a body of opinion in the country in favour of Road Transport and in building up the favourable background for amending the restrictive provisions of the Motor Vehicles Act, 1939. In September last, we were invited by the Joint Parliamentary Committee on the Motor Vehicles Amending Bill to submit a memorandum of our views and to appear before it. We did our best in presenting our

case. The result of all this work over the last many years has been encouraging in that the New Motor Vehicles Amending Bill, which has recently received the assent of the President and passed into law, registers a considerable advance on the Act of 1939. Two important provisions in the new Act are worthy of mention and they are that in future, there will be no distance limit on road transport anywhere and that all inter-state traffic including passenger traffic, but more especially goods traffic will in future be controlled by an All India Inter-state Road Transport Commission to be appointed by the Government of India. There are also vital changes, such as the raising of the limit of laden weight of a medium vehicle from 14,500 to 18,000 lbs., regulated procedure in schemes of nationalisation, validity of permits for longer periods, wider areas etc. Much depends, however, on the way the provisions of the Act are implemented and the attitude of the State transport Authorities towards developing road trans-

port. I think there is now full realisation of the important role that transport has to play in making the second five year plan a success and this Association will endeavour to help operators and Government authorities in all possible ways with this objective in view.

The high level of taxation of motor vehicles particularly in the Southern States is another powerful impediment to the progress of motor transport in our Area. The Central Government, the State Governments and the local bodies are all free to tax the road vehicle in the present set up of the country's taxation measures and the State Governments in the South have been increasing the tax on motor transport little by little whenever they found it necessary to find additional funds for any purpose. A stage has been reached when it is found that the rate of tax in South India on motor transport is higher than anywhere else in the world. The magnitude of the burden will be realised when I say that as against the average freight of one anna per

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M. V. Venkataraman re-elected chairman Madras branch

ton per mile for goods carried by mail, the tax which a motor vehicle engaged in carrying goods has to pay, works to two annas per ton of goods per mile. In the circumstances, it is a herculean task for a transport operator in the South to make his business self-supporting. This area with its longer net work of roads of a better class can certainly attract more vehicles on the road, but the investor is scared away by the infinitesimal yield on his outlay. The result is all round stagnation. More of vehicles will mean more revenue to the Government, more of employment to the masses, more of trade and commerce and greater prosperity to the country. I do not understand why our Governments do not examine the question in right earnest. We presented a memorandum to the Chief Minister of Madras stressing the need to reduce the incidence of this taxation in December last, and do not know whether it has received any consideration at all, at the hands of the

Government. This Association has been acknowledged to be a body which studies thoroughly problems of road transport in order to present an impartial and disinterested view of things and our opinions have been recognised to be well-balanced and we have always been ready to co-operate with the Government in solving transport problems. In the circumstances, we reasonably expect Governments to give due consideration to our representations which are put forward with the main object of improving the economic condition of the country, which should also be the aim of a benign Government.

Gentlemen, I shall not take more of your time—you will agree that the record of the working of this branch last year has been satisfactory. The number of members has increased.

The Annual report was duly adopted, seconded by Mr. K. V. Thadaney. The meeting also elected various office-bearers including Mr. P. M. Balasubramaniam as a member of the

Executive to represent life and ordinary members, Mr. A. V. Kuruk and M's Motor and General Trading Co. were elected to represent the associate members and the following were elected to the committee.

Sri Rumi Vilas Service Private Ltd., Concrete Association of India Ltd., Burmah-Shell Oil Storage & Distributing Co. of India Ltd., Standard Vacuum Oil Co., Calcutta (India) Ltd., Firestone Tyre & Rubber Co. of India Ltd., Rane (Madras) Ltd., T. V. Sundaram Iyengar & Sons Private Ltd., Ashok Leyland Ltd., Addison & Co. Ltd., India Motor Parts & Accessories Ltd., East India Distilleries & Sugar Factories Ltd., Madras-Bangalore Transport Co., Buckingham & Carnatic Co. Ltd., Gannon Dunkerley & Co. (Madras) Private Ltd., Southern Roadways Ltd., Cement Marketing Co. of India Ltd., Simpson & Co. Ltd.

The Indian Road Transport and Development Association elected for the third year in succession

The American AUTOMOBILE SCENE

Wheels and 1957

From what we can gather the wheel picture will be confused on 1957 models. Some makes will have 14-in. wheels, others will retain 15-in. wheels. If this is true then it will take another model year before 14-in. wheels predominate across the board. We also learn that one prominent parts maker will offer an entirely new brake system with independent but co-ordinated operation for the front and rear systems.

Aluminum Radiators

The session on aluminum radiators at the SAE Summer Meeting covered the gamut of problems and projected designs from aluminum fins to all aluminum construction. One gathered that that progress has been made in aluminum fin-brass tube designs which may find their way into some 1957 cars. The all aluminum design still remains in the future. What appeared certain was this: that anticipated changes in the price of copper will no longer permit aluminum developments to lag. Apparently the car producers are determined that some shift from copper must be made in the interest of materials conservation.

Piston Rings

Piston ring makers are faced with rapidly changing times. For 1957 practically every V-8 will bloom with a larger bore. One may not realize it but passenger car bores next year will be in the class reserved heretofore for heavy duty commercial engines. In some cases these

sizes just about tax the capacity of high production equipment in use at the present time.

Seeking Materials

Larger cylinder bores and narrow piston ring width now pose the problem of finding higher strength ductile materials for piston rings. The major piston ring producers are working feverishly at this right now. There are a number of avenues for exploration. One is the development of heat treated alloy iron formulations. Another is the use of centrifugally-cast alloy irons. And one of the most promising, according to Muskegon Piston Ring, is the development of sintered alloys which appear to have extremely high physical properties together with adequate ductility.

Bosch Fuel Injection Unit

Thompson Products Inc., has joined up with American Bosch Arma Corp. in promoting a fuel injection system developed by the latter company. Under a licensing agreement with American Bosch, Thompson will manufacture and sell the units in the after-market, and explore the original equipment market among car companies. Both concerns will share tooling costs for the fuel injection equipment.

Although interest in fuel injection is growing, it is somewhat doubtful that it will appear on any of the 1957 cars and certainly not on the lower-priced models. American Bosch, estimates its fuel injection system would cost a fair amount above that of the standard carburetor on present cars.

Priming Sheet Metal Parts

A new system for applying prime coat to sheet metal parts has been installed by Pontiac in its expanded car assembly plant. Under the new method, the parts are "bonded" and prime-coated on the same conveyor which carries the parts to the bake ovens. The new system replaces the old method under which

parts were dipped into a tank for priming.

Some 80 nozzles are used to spray the bonding chemical and primer on the parts, which move through a drip area and into 100-ft-long baking ovens. A safety factor is provided with the new method, since it eliminates open tanks of prime paint.

Testing Car Strain

An interesting new device is being developed by Buick to test the strain and stress that an automobile engine undergoes during actual operations on the highway and in city traffic. It consists of a box with a tape record which duplicates exact engine operations from a car being driven on the road to an engine on the test rack in the laboratory.

In tests, the recording tape is installed in an automobile undergoing actual driving conditions outside of the laboratory. While the car is in motion, the tape records all engine operations including acceleration, deceleration, and idling.

The tape is later fed into the box device which is hooked up to an engine in the laboratory. The engine in the laboratory, Buick engineers explain, will operate in exactly the same manner as the one in the tested car.

For Spare Parts of

DIESEL ENGINES

AND

TRACTORS

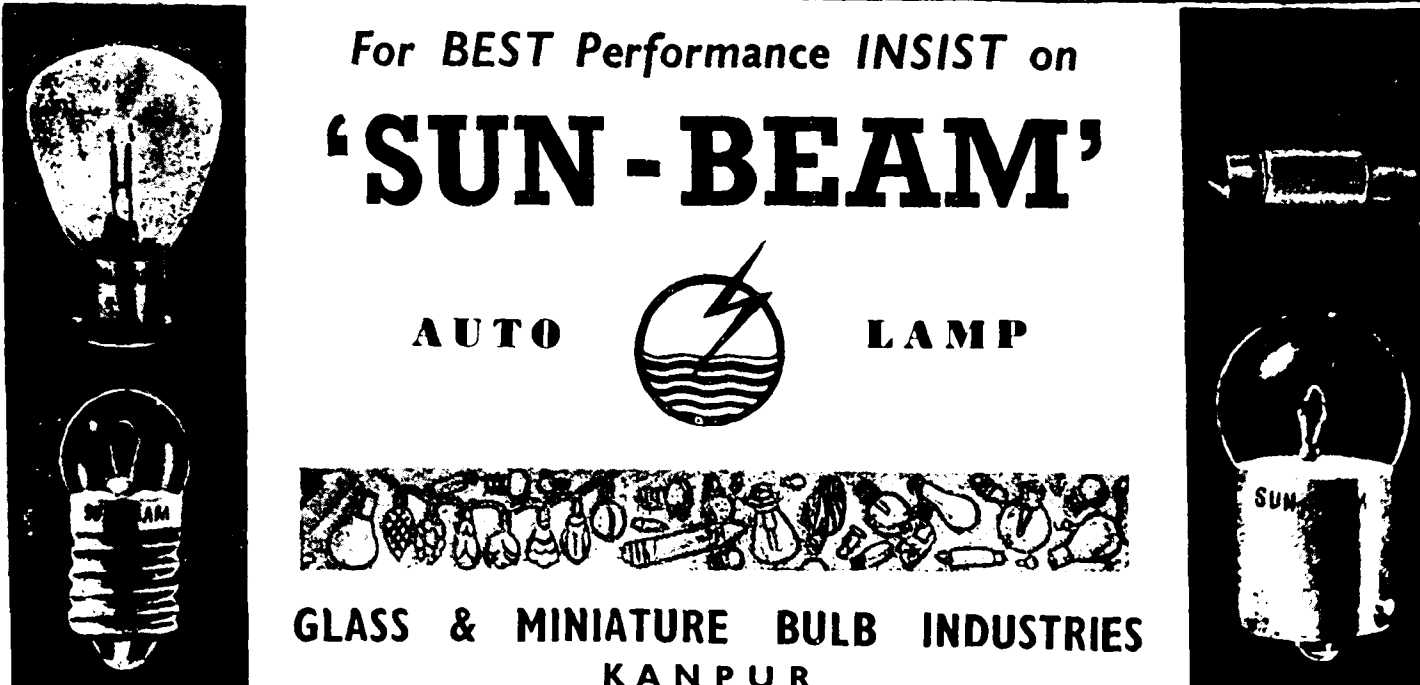
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Messrs. HINDUSTAN AUTOMOBILES, 509, Sandhurst Road, Bombay - 4 (for Saurashtra & Cutch)

April 1957

MOTORINDIA

Farewell to N. R. Ramsay : Welcome to S.A.H. Carpenter

The Burmah-Shell Petroleum Agents' Association and the Burmah-Shell City Dealers gave a garden party on March 10 at New Woodlands to bid farewell to Mr. N. R. Ramsay, Branch Manager, Madras, who is retiring at the end of the month and also to welcome the in-coming Branch Manager, Mr. S. A. H. Carpenter. Agents as far a field as Madura, Coimbatore and Vijayawada were present.

Mr. P. T. Gopalachari who read out the farewell address to Mr. Ramsay on behalf of the Agents' Association mentioned that Mr. Ramsay was a patient and willing listener, a champion of their cause and protector of their interests within the limitations of his office and wished him a happy retired life.

On behalf of the City Dealers and the Agents of Krishna District Messrs. Ram Mohan Rao and Raghava Rao respectively spoke.

Mr. Ramsay thanked the agents and dealers for the co-operation extended to him during his four-year tenure and hoped the same would be continued for his successor also.

Mr. S. A. H. Carpenter thanked the agents-dealers for the welcome given to him.

Mr. P. M. Balasubramaniam proposed a vote of thanks.

All the officers of Burmah-Shell attended the function. The guests were received by Messrs. J. V. Ram Mohan Rao, P. T. Gopalachari, N. Annaji Rao and P. M. Balasubramaniam.



Photo taken at the farewell to Mr. N. R. Ramsay shows the Chief Guest with Mr. Carpenter, Mr. P. M. Balasubramaniam and others.

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		(Opp. Spencer's)

MOTORINDIA

April 1957



Messrs K. Hariharan, T. S. Santhanam, A. Menhinick, L. L. Narayanan and W. R. Greig at the reception given to the automobile members of the Australian Trade Mission to India by the M.V.A.M.A.



Another view of the gathering shows Messrs. P. V. Rao, T. S. Mani of Motor & General Trading, Indraprastha, Upper India, Isenberg of Ford Foundations, and Mr. Rajagopal, Editor, MOTORINDIA.

Australian auto men in Madras

Indian Industry assured full co-operation

MADRAS Members of the Australian Trade Mission to India, who are connected with the automobile industry, were the guests of honour at a meeting of the Motor Vehicles and Allied Merchants Association, Madras at their premises, 38-A Mount Road, on April 3.

The chief guests, Mr. W. R. Greig of Chrysler Australia Ltd., and Mr. A. Menhinick of Repco Ltd., were received by the Chairman and members of the Managing Committee on arrival.

After tea, Mr. T. S. Santhanam, Vice-Chairman of the Association, in a short speech extended a hearty welcome to the chief guests and wished them every success in their present mission, which was expected to foster increased trade between India and Australia.

Referring to the question of demand and supply of automobiles and automobile parts in this country, Mr. Santhanam said that during the last three years there had been a very steady increase in the number of automobiles manufactured and put on the road in this country. In 1954, 14,000 automobiles of all types were registered and this jumped to 23,000 in 1955 and 32,000 in 1956. If the figure for the first three months of 1957 was any indication, India will manufacture and put on roads nearly 36,000 vehicles during this year and so on, there was a possibility of further progressive

increase of such vehicles in this country. Besides, another important point of interest was, India probably had more old cars of over 10 years age on the road than perhaps any other country. This naturally meant a very large demand for spare parts of various types. He, therefore, hoped that the Australian manufacturers of such parts would find it possible to increase their trade with this country and also that they would be able to buy more Indian goods, so that we may not suffer in the exchange position in the process.

Mr. Greig in a short talk referred to the growth of the automobile industry in his country, in almost similar circumstances as in India

in recent years. Sheer necessity made Australians do what they have done in the matter of manufacture. They were fortunate that the Australian Government were insisting in assisting people to invest in the manufacture of automobile components, which resulted in great progress in the ancillary industries. Today, Chrysler and General Motors of Australia were the only two units who pressed sheet metal for motor cars. They had of course four companies in Australia, who were able to substantially build complete units within the country. The vehicles population in Australia now was 2,300,000, which was an enormous increase in recent years. In 1957 Australian industry hoped to register



Picture shows Mr. T. S. Santhanam, Vice-Chairman of the Motor Vehicles & Allied Merchants Association welcoming the Australian guests to the Association.

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210,000 vehicles which would be of the order of 150,000 cars and 60,000 trucks. He would suggest that the industry in India should have a central automotive body, as in Australia, which should cooperate with the Government with a view to helping the industry build more cars and economically. Australia also started recently a Road Federation which was affiliated to the world Federation.

Mr. Menhinick said that his firm of Repco was catering to all makes of cars, old and new, by manufacturing spare parts for all those cars. The Repco included 15 manufacturer's companies and they produced more parts and equipment than any other firm in the world. *They were now thinking of collaborating with some interests in India in the manufacture of certain parts and he hoped such an association would grow from strength to strength, so that Australia may continue to be the best friend of the Indian industry. They were fully prepared to pass on the 'know-how' to Indians, so that India may proceed to full indigenous production in the not too distant future.*

Answering a question, Mr. Greig told members that the Australian content of cars manufactured in that country now was over 90% and perhaps within the next few months it will be 100% Australian.

Mr. L. L. Narayanan, Chairman of the Association, proposed a vote of thanks.

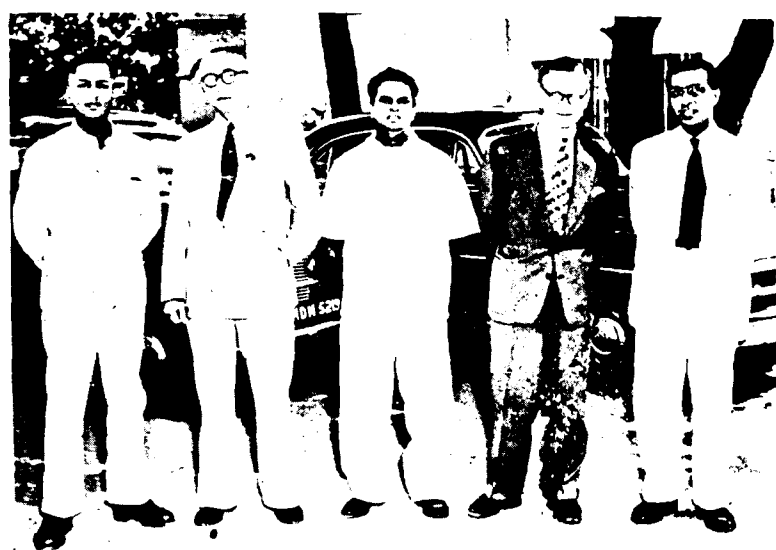


Photo taken on the occasion of the visit of Australian Trade Mission to the Motor Vehicles & Allied Merchants Association, shows Messrs. T. S. Santhanam, Greig, L. L. Narayanan, Menhinick and V. Narayanan of Goodyear.

THE NEW FERGUSON '35' TRACTOR

The New Ferguson "35" Tractor, which has already been greeted in other parts of the world as the most advanced, all-purpose Tractor yet built, is now available in India where it will be supplied to farmers through a nation-wide network of Distributors and Main Dealers, all qualified and equipped to give Service, and supply Spare Parts. This announcement was made by Massey-Harris-Ferguson (India) Ltd., at a Press Conference at Bangalore on March 26, 1957.

The Ferguson "35" incorporates numerous entirely new features and the results of intensive research undertaken over the last 13 years.

The well-known advantages of the Ferguson System of integrated tractor implement design have been considerably enhanced and expanded by the introduction of the Ferguson "35," which takes farm mechanisation Years Ahead in efficiency and economy.

In this New Tractor, the famous Ferguson hydraulic system has been revolutionised. In addition to Automatic Draft Control and the ability to lift and lower implements, the new and improved hydraulic system will now offer the extra benefits of Position Control and Response Control of implements,

thus increasing overall efficiency.

The Ferguson "35" has six forward and two reverse gears providing speeds varying from 0.3 m.p.h. at 500 r.p.m. engine speed, up to 14 m.p.h. at 2,000 r.p.m. There are two different power-take-off drives—engine speed p.t.o. and ground speed p.t.o. The De Luxe model is fitted with a live p.t.o. and dual clutch.

The engine power of the new tractor has been increased.

Among the many other important new features are included a new standard of steering efficiency, a new back axle design, two in-line brake pedals, three implement mounting pads for front, mid- and rear-mounted implements, a new safety starter &c. &c.

The Ferguson "35" will be manufactured in India under a progressive production scheme approved by the Government of India. With its increased horsepower and greater sensitivity it will enable Indian ryots to increase considerably their output per man and per acre.



BOWER BATTERY MFG. CO.
335 SANDHURST ROAD, BOMBAY 4.
PHONE: 71059 GRAM: AUTOBATTERY.

AVIATION NEWS

POPULARISING AIR TRAVEL

NEW DELHI.

The Estimates Committee of the Lok Sabha has recommended introduction of concessional fares for both passengers and goods carried by the Indian Airlines Corporation, and the raising of the free baggage limit from 44 to 50 lb. The Committee has asked the I.A.C. to take "energetic steps" to popularise air travel as with the increasing tempo of industrialisation the demand for air travel is certain to go up.

The Committee has suggested that ways should be explored to form a common corporation for both I.A.C. and Air-India International, now that the integration of domestic services, is complete. However, if the Government feels that the two Corporations should continue then the feasibility of a common board for the two Corporations should be examined.

Another recommendation is that a board of management consisting of the chief executive and his principal heads of departments should be set up for each corporation for the efficient conduct of day-to-day business, and that suitable internal rules of procedure should be framed.

TWA's Eastern Service

Trans World Airlines has been certified to serve Bangkok and Manila in an award granted by the U. S. Civil Aeronautics Board with the approval of President Eisenhower.

The extension of TWA's present international route beyond Bombay and Colombo creates a round-the-world service that TWA and North West Airlines will now be able to provide by connection at Manila.

Mr. Jules C. Gindraux, TWA's Sales Manager in India, said that the action of the Board in providing a second round-the-world trip offered an enormous potential in future travel. He pointed out that in 1952 only about 6,000 persons were aerial globe-trotters. Currently that number had had swelled to nearly 15,000 a year. By 1960 the volume of such travel would have doubled, for travel round the world is the ultimate goal of all tourists. By granting the

extension of 2,900 miles to TWA's current route mileage of 12,150 from San Francisco to Colombo, the Board has shown commendable foresight.

ITALIAN AIRLINE ORDERS MORE VISCOUNTS

The Italian airline Linee Aerce Italiane (L.A.I.) has increased its order for six Vickers Viscount turbo-prop airliners to 10. The four additional Viscounts, like the first six, will be of the 770 D series. Delivery will start in April this year and the final four will be delivered in March and April of 1958.

A total of 361 Viscounts of all types have now been delivered or are on order. L.A.I. is the 14th of 32 airlines to place repeat orders.

"MAGIC EYE" DEVICE FOR AUTOMATIC LANDINGS

A "magic eye" device, which will land planes automatically without the pilot's aid, is being tested in London. A helicopter has been used in early trials on the south bank of the River Thames. In the present stage the device takes over when the helicopter is six miles from the landing point and guides the pilot safely to a place 70 yards from the landing-site at a height of 100 ft.

Eventually the "magic eye", based on a radar installation on the ground, will supply information through an electronic "brain" to the plane's automatic pilot, which will land the aircraft. It is hoped that eventually the device may be used in all aircraft to minimize the risk of landing disasters, particularly at night.

DO YOU KNOW

(1) The air services were nationalised in India in August, 1953?

(2) At the end of the First Five Year Plan the Air India International had 9 aircraft linking India with 15 foreign countries and covering a total routes mileage of 23,483, and the Indian Air Lines Corporation had a fleet of 92 aircraft connecting most of the principal centres in the country and covering a total air routes mileage of 19,985?

(3) Under the Second Plan, a provision of Rs. 30.5 crores has been made for the two Corporations as against Rs. 9.5 crores in the first Plan (the actual outlay, however, exceeded Rs. 15 crores)?

(4) During the first plan, 9 new aerodromes were constructed (and one more was added by the end of 1956), bringing the total number of aerodromes operated and maintained by the Civil Aviation Department at the beginning of 1957, to 82?

(5) To provide facilities at aerodromes in conformity with the standards laid down by the Convention of International Civil Aviation, works estimated to cost about Rs. 18 crores are expected to be started during the Second Plan?

(6) The daily average of night air mail services increased from 64 passengers, 3,588 lbs. of freight and 9,833 lbs. of mails in 1955 to 149 passengers, 7,445 lbs. of freight and 10,875 lbs. of mails during the first half of 1956?

(7) 8 new glider aerodromes, 10 new gliding centres and 5 flying clubs are proposed to be established during the second plan period?

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MOTORINDIA

£4,000,000 EXTENSION TO B.E.A. BASE AT LONDON AIRPORT

Extensions costing about £4,000,000 are to be made to the British European Airways (BEA) engineering base at London Airport to cope with the maintenance of the new fleet of Vickers Viscount airliners which the Corporation has ordered. Delivery of the new aircraft has already started and if all the options are taken up by 1959 the airline, in due course, will have up to 80 Viscunts in service. These will be followed by 20 Vickers Vanguards.

The total floor area of the hangars and workshop at the engineering base will have to be increased to 958,000 sq.ft., and there are to be 10 new hangar bays which will be larger and higher than those in use at present.

B.O.A.C. MAY USE BRITANNIAS ON TRANS-PACIFIC SERVICE

British Overseas Airways Corporation (B.O.A.C.) is planning to use Britannia airliners on a new trans-Pacific service linking the Far East and North America. This has been announced by the B.O.A.C. Chairman, Mr. Gerard d'Erlanger.

He said the service would link B.O.A.C.'s Far East services with the U.S.A. and Canada. But the plans depended on the outcome of a conference at Bermuda next month when British and U.S. authorities meet to review the civil aviation agreement between the two countries. Mr. d'Erlanger also said that B.O.A.C. might restore its Europe-South America Services.

COPING WITH EXPANDING BUSINESS IN HELICOPTERS

The British firm of Bristol Aircraft Ltd., manufacturers of the Britannia turbo-prop airliner, has formed a new section, to be known as the "Weston Division," to cope with its continually expanding business in helicopters, rocket motor tubes, and aircraft equipment.

The firm's helicopter centre is now one of the largest of its kind in Britain.

3.5 Lakhs of persons travel by City Buses daily

Mr. J. Devasahayam on Govt's efforts and new measures

The valedictory meeting of the Automobile Engineering Association of the Madras Institute of Technology was held on March 27 and was presided over by Sri K. N. Sundaram, Assistant Education Advisor (T).

Welcoming the guests Prof. S. P. Hore, Head of the faculty of Automobile Engineering, dealt in detail with the method of instruction in the institute and said that the students passing out of the institution had found employment in automobile manufacturing and assembling firms. One of the handicaps which they have got in their faculty was lack of proper building for housing like laboratories, staff rooms and lecture halls.

Mr. R. Gopalakrishnan, Secretary, presented the annual report which said the activities covered a wide range. One of them was to invite eminent engineers and technologists in the field of Automobile Engineering to address the members on topics concerning the modern developments in industry. Group discussions and seminars by student body form another activity. The Association arranged industrial tours, visits to production centres and also film shows in collaboration with the institute authorities. By combining all these the members were brought into closer contact with the developments in Industry.

Addressing the members Sri J. Devasahayam, Honorary Director, State Transport, Madras said that the government was considering a proposal to run express buses, which would stop at restricted stops to meet peak hour traffic. Such buses were running in Bombay and were found to be successful. He said that the Government was doing its

best to keep up the efficiency of its bus service.

Mr. Devasahayam, who reviewed the progress of State Transport system in Madras said that the Government had introduced "stand conductors" and shuttle buses and had put more buses at peak hours. The travelling public in Madras numbered 3.5 lakhs daily. As the first step towards avoiding overloading in Government Transport buses in the city the Department had decided that the number of standing passengers in each bus should not exceed the figure specified in registration certificates. The efficiency of Transport depended much on the Engineering staff.

He advised the members of the Association to work hard for the improvement of industry.

Mr. K. N. Sundaram, Assistant Educational Advisor, Technical, Government of India, advised the students passing out of the institution to resist being utilised at administrative or lower supervisory levels. He added that Madras Institute of Technology was the only institution in India providing a degree in Automobile Engineering and the special training was given only to improve the industry. He also said that the future of automobile engineering industry depended on the elite of M.I.T. He advised the students to cooperate with industrialists for the improvement of industry.

Mr. V. Gopalasami proposed a vote of thanks.

Rolls engines for West German Army

A contract worth initially £3,500,000 has been signed in Bonn for Rolls-Royce engines to power military vehicles of the West German Army.

The Rolls-Royce company said that the engines were a special military version of the B-81 eight-cylinder unit from the "B" range of petrol engines manufactured at Crewe, Cheshire. "B" range engines are standard equipment in most combat vehicles of the British Army. This range includes four-, six-, and eight-cylinder units which have a majority of wearing parts common to all three engines, a fact which greatly simplifies spares and maintenance organization.

To meet military requirements, the engines have, among other special features, complete water-proofing, and they can be operated continuously at extreme angles of tilt.

The terms of the contract include the supply of spares, the training of key personnel in maintenance and overhaul, and advice on the layout of equipment.

Land Rovers for export

The Rover Company of Britain has announced plans to manufacture complete Land Rovers in Australia.

Land Rovers have been partly manufactured and assembled in Australia for six years, during which the proportion of Australian-made components has increased steadily.

The Pressed Metal Corporation Ltd., of Enfield, New South Wales, will carry out the plans. Rover Australia Proprietary Ltd., has a substantial interest in the firm.

Rover Australia will develop export markets for Land Rovers, particularly in New Zealand.

Nearly 20,000 of these vehicles are used in Australia—by producers of primary goods; and in important projects such as the Snowy Mountains hydro-electric scheme, the Woomera rocket range, and oil and mineral exploration.

5,601,854 cars produced in 1956

General Motors, Fords and Chrysler, the three largest manufacturers of automobiles in the United States together produced 5,601,854 cars during 1956. The breakdown figures for the three firms are:

General Motors—Chevrolets, Pontiacs, Buicks, Oldsmobiles and Cadillacs—a total passenger car production of 3,026,428 units; Fords Mercurys, Lincolns and Continentals—a total of 1,669,165 units; and Chrysler—Plymouth, Dodge, Desoto, Chrysler and Imperial—a total of 870,261 cars.

Water-alcohol injector for automobile engines

A Sydney automotive engineer has developed a process of water-alcohol injection for motor vehicles to provide greater fuel economy, better engine performance and increased life.

This process introduces methyl alcohol and water into an engine at

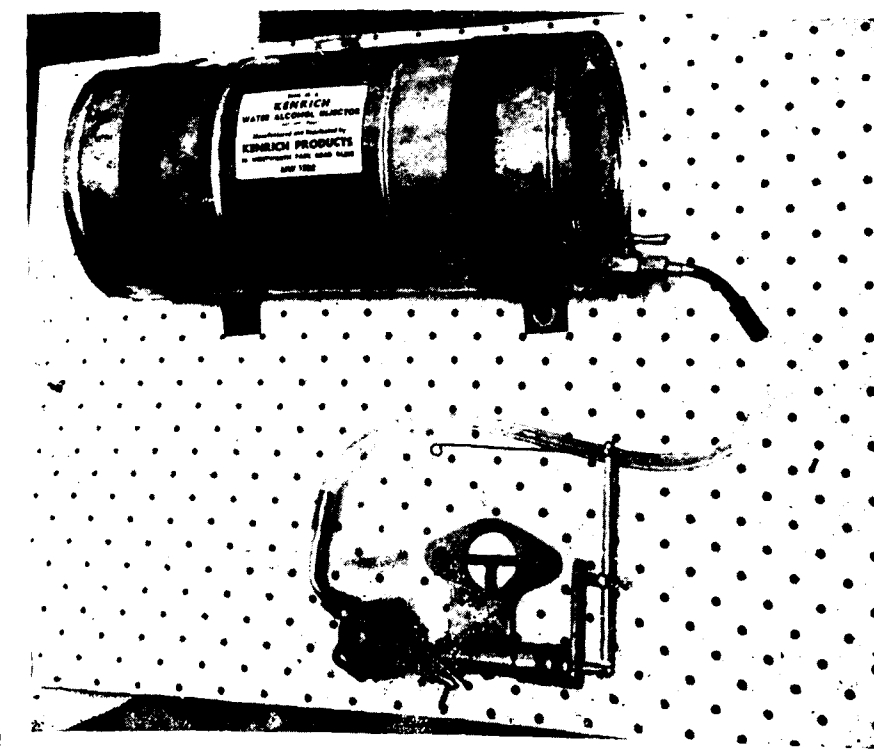
will to effect better oxygenation of the mixture and added power. Known as the Kenrich water-alcohol injector, the gadget is marketed by Kenrich Products Proprietary Ltd., of Sydney.

Tested over many years, the Kenrich injector has been found to keep an average engine completely free of carbon deposits, and virtually doubles the life of its valves.

Instances are common of Kenrich-fitted engines covering well over 100,000 miles without decarbonisation or valve grinding. Throttle controlled, the Kenrich injector cannot over-inject or cause oil emulsification, and it is readily adjustable to perform at its maximum efficiency in all climates and at any height above sea level.

The injector is made entirely from non-ferrous metals, is precision-fitted, and buffed to a bright pleasing finish.

It is extremely popular with operators of commercial vehicles, to whom engine maintenance is an important factor in combating high operating costs.



The throttle-operated Kenrich water-alcohol injector, it is claimed, reduces fuel costs, eliminates carbon deposits and ensures better running in automotive engines. Kenrich injectors are very popular with operators of commercial vehicles in Australia to whom engine maintenance is important in reducing costs.

M. V. ACT IN MADRAS STATE

Administration report for 1955 records steady progress

The administration of Motor Vehicles Act in the State during the calendar year 1955 was carried on by the Central Road Traffic Board with headquarters at Madras, a Road Traffic Board for the Madras City and a Regional Transport Authority in each of the 13 districts in the State.

The Central Road Traffic Board consisted of the Transport Commissioner who functioned as the Chairman of the Board, and the Chief Engineer (Highways) and the Assistant Inspector-General of Police as the official members of the Board. No non-official member was appointed to the Board during the year, and the vacancy was left unfilled.

The Road Traffic Board, Madras, consisted of the Commissioner of Police, Madras, who functioned as the Chairman of the Board and the Collector and the Commissioner of the Corporation of Madras as members. The Deputy Commissioner of Police, Traffic and Licensing, functioned as the Member-Secretary of the Board.

The Regional Transport Authority in the districts consisted of the Collector of the district as the Chairman and the District Superintendent of Police, and the Divisional Engineer (Highways), at the headquarters of the district as the Vice-Chairman and Member of that authority during the year.

Grant of Permits

The maximum number of vehicles for which permits could be issued in a region was decided by the Regional Transport Authority taking into account the adequacy of the facilities offered and other considerations set out in the Motor Vehicles Act. Until the end of the year under review, the prior approval of the Chairman of the Central Road Traffic Board was required to be obtained by the Regional Transport Authorities for their proposals for increasing the number of vehicles for which Stage Carriages, Contract Carriages and Public Carriages permits could be issued. In the choice

of the applicants for grant of permits, the Regional Transport Authorities, are expected to function as quasi-judicial bodies and exercise their discretion keeping in view the principles laid down in the Motor Vehicles Act and Rules and the general directions issued from time to time by the Government under Section 43-A of that Act. The question of framing a set of rules for the guidance of Transport Authorities in the matter of grant of permits, variations of conditions of permits, etc., was under the consideration of the Government during the year under review.

The directions issued by the Government in November 1954, fixing the viable unit strength of a stage carriage operator in the State as a fleet of not less than 10 buses and the order of preferences to enable creation of such viable units was cancelled in May 1955, pending reconsideration of the question as to what should be a "viable unit" in the State. In consequence of the above decision the status quo ante was restored i.e., the fleet strength of a stage carriage operator in the State was taken as five route buses with a spare bus. This order continued to be in force till the end of the year.

The maximum daily mileage of 160 fixed for stage carriages in the State was raised during the year to 200 in respect of new buses operating in town services.

The procedure introduced in 1953 under which the Regional Transport Officers were required to dispose of the applications for variations of the conditions of permits after obtaining the prior approval of the Chairman, Central Road Traffic Board continued to work satisfactorily.

There were 3,946 stage carriage permits in force in the State at the end of 1955 as against 3,877 at the end of the previous year. The increase in the number of permits was due to the introduction of additional buses in the existing routes and opening of new routes. Forty-six temporary permits were

granted for stage carriages during the year under review, as against thirty-two temporary permits during the previous year.

Public carriers

The maximum number of vehicles for which public carriers permits could be issued in each region was increased by 25% of the number as on 15th July 1955. As a result a number of additional permits was granted during the year. The total number of public carrier permits in force in the State at the end of 1955 was 5,388 as against 4,915 at the end of the previous year.

Private carriers

There were no restrictions in the matter of grant of private carrier permits during the year. The number of private carrier's permits in force in the State at the end of 1955 was 2,086 as against 1,905 at the end of the previous year.

Contract carriages

The number of contract carriage permits in force in the State at the end of 1955 was 1,164 as against 979 at the end of 1954. Contract carriage permits were issued to Auto-rickshaws and Baby taxis in Madras City and other mofussil towns with a view to provide cheap and quick mode of transport to the travelling public. The raising of the carrying capacity of ordinary taxis from 4 to 5 without involving payment by permit holders of proportionate additional Motor Vehicles Tax continued to be in force during the year.

Fares for stage carriages and contract carriages

There was no change in the rates of fare fixed for stage carriages and contract carriages during the year except that the maximum fare for Baby taxis in Madras City and in the mofussil was fixed at annas six per mile and eight per mile, respectively.

Freight for Public carriers

No ceiling in the rate of freight

for public carriers was fixed during the year. The rate of freight varied from place to place depending on the local conditions, nature of the goods carried, the availability of alternative modes of transport, etc.

Registration of motor vehicles.

Till 1st April, 1955, the District Superintendents of Police were the registering authorities in the districts of Malabar, Coimbatore, Salem, North Arcot, Madurai and Tirunelveli. In the other districts of the State, the Regional Transport Officers were the registering authorities. On and from the 1st April 1955, the District Superintendents of Police ceased to be the registering authorities in these six districts and the power of registration was conferred on the Regional Transport Officers of those districts. At the end of the year, the Regional Transport Officer was registering authority in all the districts in the State. In Madras City, however, the work relating to registration continued to remain with the Deputy Commissioner of Police, Traffic and Licensing, Madras. A proposal, made to Government to transfer this work in Madras City also to the Regional Transport Officer was not approved by the Government.

Four thousand, three hundred and twenty three vehicles were registered during the year 1955 as against 3,372 during the previous year.

State transport advisory committee

The State Transport Advisory Committee met once during the year under review and its recommendations were generally accepted.

Board of Transport.

The Board of Transport also met once during the year and its recommendations were generally accepted.

A meeting of Transport Commissioners of Southern Region was held at Madras on the 6th June 1955 under the presidency of Sri N. M. Iyer, I.C.S., Secretary, Ministry of Transport, Government of India, when matters of common interest to the States of Madras, Andhra, Mysore, Travancore-Cochin, Coorg Hyderabad and Pondicherry were discussed.

The reorganisation of the depart-

ment resulting in the constitution of the State Transport Authority and Regional Transport Authorities and the appointment of a State Transport Appellate Tribunal consequent on the introduction of the Motor Vehicles (Madras) Amendment Act of 1954 was sanctioned by the Government with effect from 1st January 1956.

Provincial motor transport controller's branch

The purchase of vehicles required for consuming departments of Government was continued to be done through the agency of the Transport Commissioner and this system worked satisfactorily during the year.

Madras Motor Vehicles Taxation Act, 1931

The Deputy Commissioner of Police (Traffic and Licensing), Madras, and the sub-treasury officers in the mofussil continued to function as the Licensing Officers for the collection of tax and the issue of tax licence in respect of vehicles plying in Madras City and in the mofussil respectively.

As a measure of check against tax evasion by fraudulent use of tax tokens, licences of a bigger size with coloured borders and with different coloured cross-arms for different quarters were brought into use from 1st April 1955. The licences were also ordered to be written in ink with dot ball point pens in Madras City, as an experimental measure, so that the impressions may be legible to the checking staff. The experiment was not successful and hence the system has been discontinued from 1st January 1956.

Till 1st April 1955 lorries plying on routes lying partly in Madras and partly in Andhra were paying tax under the Motor Vehicles Taxation Act, 1931, and composition fee under the Madras Motor Vehicles (Taxation of Passengers and Goods) Act, 1952, at the same rate and at same place as on the eve of formation of Andhra State and the tax-proceeds so realised were being shared equally between the two States. A revised arrangement

came into force from 1st April 1955 according to which separate tax at two-thirds of the usual rate and half the composition fee was payable to each of the two States by inter-State lorries plying between Madras and Andhra. This arrangement lasted just for two quarters. From 1st October 1955 a revised arrangement was brought into force under which the Government of Madras and the Government of Andhra agreed to the collection of tax in respect of inter-State buses and lorries and the allocation of the tax so realised between the two States on the following basis :

(i) The normal tax under the Motor Vehicles Taxation Act, 1931 and Madras Motor Vehicles (Taxation of Passengers and Goods) Act, in respect of buses, to be shared in proportion to the mileage traversed by the vehicle in each State.

(ii) One and one-sixth of the normal tax under the Madras Motor Vehicles Taxation Act and the normal tax under the Madras Motor Vehicles (Taxation of Passengers and Goods) Act, 1952, in respect of lorries to be shared equally. The system of issuing composite licence to inter-State buses and lorries plying between Madras and Andhra was also approved by Government but as the required number of licences could not be got printed at short notice the system of issuing two licences, one of the Madras and the other of Andhra State was adopted during the quarter ending 31st December 1955 as an *ad hoc* measure.

The system of issuing a short-term licence for periods (a) not exceeding seven days and (b) exceeding seven days but not exceeding thirty days for Madras vehicles intending to proceed to Andhra on short visits and *vice versa* on payment of a tax with reference to Schedule III to the Madras Motor Vehicles Taxation Act, 1931, was also introduced from 1st July 1955.

The total revenue collected under Madras Motor Vehicles Taxation Act, 1931, during the year for different classes of vehicles was Stage carriages Rs.1,62,93,761-7 as., Goods vehicles Rs.1,04,63,808-12 as., Contract carriages Rs.2,36,483-8 as., Cars, cycles and others Rs. 29,14,079-5 as., making a total of Rs. 2,99,08,133.

READERS

Write

Re: *Import of foreign made automobile tyres*

SIR,

It is a recognised fact that though there are four well known manufacturers of tyres and tubes in India, there is a growing shortage of these items in the market in alarming proportions. The Government of India in its import policy of the preceding years tried to cope with this situation by amending restrictions on import of foreign made

Madras Motor Vehicles (Taxation of passengers and goods) Act 1952

The total revenue collected under this Act during the year was: Stage carriages Rs. 54,22,061-1 a. and Public carriers Rs. 10,70,669-4as. making a total of Rs. 64,92,730-5 as.

Conclusion

The year under review witnessed a steady progress of the department.

The number of permits in force in the State at the end of 1955 was 1,184 taxies, 7,474 goods vehicles and 3,946 State carriers.

The number of non-transport vehicles in the State at the end of 1955 for which tax was collected under Madras Motor Vehicles Taxation Act, 1931) was 3,742 motor cycles and 23,228 cars and other vehicles.

The number of motor vehicles newly registered during the year 1955 was 516 motor cycles, 4 motor cabs, 503 buses, 779 lorries and 2,521 cars, making a total of 4,323 new vehicles.

The number of motor vehicles re-registered during the year 1955 was 1,323 including 867 cars.

The receipts under the Motor Vehicles Act amounted to Rs. 14,23,990-7-6.

There were 572 operators owning stage carriages in 1955, the smallest owner having one vehicle and the largest 150.

tyres into India, in a limited manner, by issuing licences only to these four local manufacturers to import foreign made tyres from their principals in the U.K. and U.S.A., of the same brand as manufactured by them here. This resulted in crores of rupees worth of tyres being imported by these firms only and in spite of this, the gap between the demand and supply of tyres is still widening steadily, and this situation calls for a deeper study of the problem.

From the period Jan./June 1957, the Government of India, in its Red Book of Import Regulations, has relaxed further the above import restrictions by announcing that besides the above four firms who are also the local manufacturers of tyres, viz. Messrs Firestone, Dunlop, Goodyear and India Super, established importers of tyres, secondly Sole Agents of foreign Tyre Manufacturers, large fleet-owners and also direct large-scale consumers of tyres will be allowed to import tyres. Though this relaxation of rules, may improve the shortage of tyres, in a way, it may be fairly predicted that at the end of the year there will still exist a very large gap between demand and supply.

The only solution to this recurring problem we venture to put forward, after a very deep study of this case and that is, that all the Automobile spare parts importers in India should be allowed to apply for import licences for tyres and be given quotas based on their existing quota certificates by the Government of India, after giving due consideration to the economy of prices involved and qualities of goods to create a healthy competition in meeting this current shortage.

In our opinion it is the regular importer of Automobile spare parts who knows his foreign as well as local markets very intimately and thus is really competent to search out and select such foreign makes of

Safe driving test

BOMBAY

A demonstration of the working of a self-driving testing machine was arranged here last month by the Standard Vacuum Oil Company. The porto-clinic instrument imported from abroad "okays" or nullifies an automobile driver's fitness to be on the road.

The simply-designed suitcase size psycho-physical driver testing unit checks the five important factors in safe driving, namely, visual acuity, colour perception, field of vision, depth perception and reaction time.

Traffic and automobile authorities, the police, BEST and State Transport officials, road safety volunteers and representatives of taxi associations were among those present.

Mr. J. V. Hanlon, General Manager of Stanvac, welcoming the gathering, said that as an organisation closely connected with transport, Stanvac had always been interested in promoting safe driving and the introduction of porto-clinic device was an instance in point.

The demonstration was followed by the screening of a 27 minute film "And then there were four", produced by General Petroleum Corporation of Los Angeles, one of Stanvac's affiliated organisations in U.S. The movie is a moving and emotional treatment of the present-day driving hazards, stressing the need for safe driving.

tyres as will be suitable to the Indian market. Every Provincial and Regional Automobiles spare-parts dealers Association should sponsor this case to the Government of India and plead on their behalf to give a fair trial to this suggestion by allowing thus a fairly enlarged importation of tyres in consonance with meeting the rising demand of tyres in India by the transport industry for the ambitious Second Five Year Plan and its successful implementation as far as the transport of materials and passengers by road is concerned.

Yours faithfully,

Sd. JASWANT SINGH & BROTHERS
Bombay

GENEVA-BOMBAY motor rally creates tremendous popularity for overland route

The secretariat of the Asian zone of the Alliance Internationale De Tourisme in a bulletin on the Second Geneva-Bombay Motor Rally says:

The First Geneva-Bombay Motor Rally organised by the Alliance Internationale de Tourisme, Geneva, in 1954, left a blazing trail for other more enthusiastic motorists to follow; it awakened the tourists of the world from their lethargy and very soon the inter-continental highway came to life, buzzing with activity. With the result, the A.I.T. received enough encouragement to organise a second rally, in 1956. This second venture, judging from the number of enquiries the Asian zone Secretariat is receiving, has resulted in creating even more tremendous popularity for the overland route from Europe to India. It kept up the good work initiated by the First Rally and to a very great extent, helped in making touring by car popular.

The main aim of sponsoring the Second Motor Rally was to promote tourism and to publicise places of interest in the East, particularly in India. With no rigid and fixed schedule of a plane or a boat or even a train to hurry the tourists, they could tarry awhile whenever fascinated by the beauty of some place. The participants defied dust and storm, discomfort and fatigue, to make this journey by road so that they could really see the countries they traversed and it was easy to see that the Rally had succeeded in fulfilling its objective.

After a successful and pleasant tour of the Middle East, the tourists crossed the Indian border at the Attari Road on 22nd November, where a Representative of the Automobile Association of Upper India was at hand to receive them and help them with the customs formalities. After a brief stay at Amritsar, the party reached Delhi on 23rd November. The Secretary of the Automobile Association of Upper India personally conducted the

Rally from Ambala to Delhi. The visitors were greatly moved by this gesture! In fact, they were greatly impressed by the kindness and courtesy shown to them everywhere in India and every one of them had a good word to say about the facilities they enjoyed as a result of the co-operation and kind assistance of the Government of India. The party stayed at Delhi for a week, visiting places of tourist interest; the Kutub Minar, the Red Fort and Raj Bhavan and some of them even had an opportunity of meeting the Prime Minister of India whom Mrs. Schindler, a participant of the Rally, found to be "an extremely charming man." While at Delhi, the visitors made a quick air trip to Benaras. They were very much intrigued by the Temples they saw there. Seeing people at prayers, whether in mosques or in temples, Mademoiselle Saveri, Representative of the A.I.T., was quite struck by the religious fervour displayed by our people. "It seems you Indians are more spiritual than we are."

En route to Indore, they visited Agra and Gwalior. Seeing the Taj, bathed in the rays of the Moon, they fell victims to the glorious splendour of the place, a feeling which irrevocably casts a spell over one whenever one comes face to face with the Taj, one of the world's greatest wonders! On the evening of December 2nd, according to schedule 11 cars streamed into the city of Indore where they were received by Miss Bamji who, with the kind co-operation and help of the Government of India, Ministry of Transport, was appointed to guide the Rally from Indore to Bombay. While at Indore, the visitors were well looked after by Mr. S. G. Sanghi, the Honorary Representative of the W.I.A.A. They were given an elephant ride through the city—believed by the Westerners to be the only means of transport in India. They were pleased with the guidance and information which Miss Bamji gave them and they spoke highly of her and the fund of information she gave them on places

they visited on their way from Indore to Bombay. A trip to Mandu was included in the itinerary to inspect the historical ruins of the place. Ignorant of the background of Indian History and its architecture the visitors were not able to appreciate the value of the ruins; nevertheless, they felt the beauty of the wilderness there.

After a brief stay at Mandu, the tourists visited the world-famous Ajanta and Ellora Caves. They were very much stirred, almost awed, by the grandeur and majesty of Indian art, a feat which took nearly 300 years to be completed. On their way to Bombay, about 100 miles away, they passed the village of Ghoti which, fortunately for the tourists, was having its Bazaar Day. The hustle and bustle, the happy buzzing of humanity, in gaudy colourful get-ups, was an enchanting and fascinating sight for them and the photographers in the Rally had a real feast!

Two road patrols of the W.I.A.A. met the Rally at the Thana road junction and conducted the party to the Taj Mahal Hotel where the visitors were given a very cordial welcome by the officials representing the Asian Zone Secretariat and the W.I.A.A. The visitors, looking happy but tired, appeared none the worse for all the difficulties they had undergone and the miles of dust and discomfort they had endured. An elaborate programme had been planned for the Rally by the W.I.A.A. during its three days official stay in Bombay, which included a trip to the Aarey Milk Colony, the Elephanta Caves and a Dinner at the Willingdon Sports Club of Bombay, on 10th December.

Dr. Rowe, one of the participants of the Rally, has expressed his sentiments quite well when asked for his impressions of India, during his short stay in the country. Comparing India with Iran he said, "You know, the contrast between Iran and India was like jumping from a desolate beach in to the refreshing water." Mademoiselle

Rally was happy combination

Saveri was very much impressed by what little she saw of India during her brief stay here and thought "it would be an interesting experience to settle down in India."

The Rally terminated officially on the 10th of December. Several members of the Rally left for Geneva the same week; a few of the others continued on a tour of the South of India and of Ceylon on their own. The Rally, which consisted of 23 persons, was a happy combination of men and women, young and old, rich and not-so-rich. Lt. Col. Mathys conducted the Rally; he was ably assisted in his task by Made-moiselle Saveri and Mr. Reichert whom Col. Mathys described as "our Quartermaster and Finance Minister."

Like all things, good and bad, which come to an end, the Second Geneva-Bombay Rally has come and gone. But it has left much food for thought for motorists; it has preached a slogan "there is no travel like car-travel"; a teaching that a motor tour over 8,000 miles is not as hazardous or as dangerous as it would have been a decade ago. Such an extensive tour across the intercontinental highway, however, has left a challenge for the various Governments of the countries en route to better the conditions of their national highways, particularly those of Iran where the Rally had a rather rough time; and that accommodation facilities for visiting tourists should also reach a higher standard. It is hoped that the authorities concerned will deal with these deficiencies adequately to pave the way for the Third Motor Rally!

Service to Andamans

BOMBAY.

An amphibian type plane will be employed on scheduled flight from Dum Dum, Calcutta, to Port Blair, Andamans, and back, it is learnt. The first flight on the 340-mile route was scheduled to operate after Republic Day. During its weekly flight the plane will sea-land off Port Blair.

The frequency of flights may be increased later consistent with the volume of traffic.

The Central Government recently granted a licence to a private airways firm to operate the new service with the Andamans.

Mobilgas Rally Will be longer

The Confederation of Australian Motor Sport has allocated August 21 to September 8 for the 1957 Mobilgas Rally Round Australia organised by the Vaccum Oil Company.

This is four days more than the allocation for the 1956 rally, but the 1957 route will be a little longer—approximately 9,000 miles—and, there will be new features, including tests in acceleration, braking manoeuvrability, regularity and average speed at various points on the route.

About 200 cars are expected to compete for the prize money, which will be at least £ A 16,000.

The rally will start and end in Melbourne, and will go round Australia clockwise.

Further details may be obtained from The Organisers, Mobilgas Rally Round Australia, 29, Market Street, Melbourne.

French Motor Rallies Cancelled due to Petrol Shortage

LONDON.

The Royal Automobile Club has received information that the organisers of the Monte Carlo Rally have cancelled the 1957 event due to petrol scarcity.

The seven-day rally was cancelled as the organisers could not obtain special order from the French Government to obtain the necessary petrol.

Two other French rallies have also been abandoned because of the petrol shortage. They were the Neige at Glace and the Routs on Nord.

Soviet Tourists

BOMBAY.

More than 200 Soviet tourists arrived in India in January and February on a sight-seeing trip sponsored by a travel agency in collaboration with Russian tourist body called "Intourist."

It is noteworthy that India had already attracted 120 tourists before who had been greatly impressed. In a mutual campaign of stepping up tourist inflow arrangements are also being made to organise 10 to 11 tours of 14 persons each from April, whereby Indian tourists will be visiting Russia.

Inquiries show that tourists from East European countries are not very much attracted by the possibilities of touring this country, though agreements have been concluded with a travel agency and official tourist bodies there.

Service to Elephanta

BOMBAY.

The importance of Elephanta Caves off Bombay is growing. Hundreds of tourists from abroad and from Bombay daily visit this island. The Mercantile Marine Department of the Government of India, in collaboration with private launch-owners, has decided on a daily service to Elephanta.

Hitherto transport to Elephanta had been a problem to holiday-makers and tourists intending to visit the shrine of the celebrated Trimurthi.

The B. S. N. line runs only a weekly service on Sundays. On other days people have to engage private launches whose service was costly enough even for the affluent. The fare fixed by the Mercantile Marine Department is only Rs. 2-4-0 per return trip, which is a pittance to increase the volume of tourist traffic. The authorities have lifted the first hurdle in flow of traffic, but one wonders how foreigners could judge the meagre arrangements made in the Elephanta Isle itself where there are not proper waiting rooms and dining arrangements.

MOTORINDIA NEWS SECTION

(BY OUR SPECIAL CORRESPONDENTS)

CHANGES IN DUNLOPS



Mr. John Luckham (Right) will succeed Mr. Cecil Stack as Managing Director of Dunlop, India, on the latter's retirement at the end of March. Mr. Luckham, too, has very long experience of conditions in India. He joined the U.K. Company in 1930 and was transferred to India in 1934. He has worked since in various capacities in different parts of the country and was appointed General Sales Manager in 1952. Mr. Luckham was away for the last two years on a special assignment with the Overseas Department of Dunlop, U.K., and returned to India in January this year.



Mr. Cecil Stack, Managing Director, Dunlop, India is retiring from India after 33 years to take up a new assignment with the Dunlop Company in the U.K.

In 1951, he became the Managing Director of Dunlop, India, which, during the next few years, expanded in new directions such as the manufacture of latex foam cushioning, industrial and agricultural belting, hose, etc. On the eve of his retirement from India, Mr. Stack piloted through its initial stages the project for a new Dunlop Factory in South India.

Development of inland water transport

COMMITTEE APPOINTED TO MAKE RECOMMENDATIONS

NEW DELHI

The Government of India have decided to set up a Committee to examine the part played by inland water transport in the national transport system and to make recommendations regarding its future development.

The terms of reference and the composition of the Committee will be:

To review the part played by inland water transport in the transport system of the country.

To advise on measures for the increased utilisation of inland water transport, including movement of bulk commodities to ports for purposes of export, account being taken of what is already contemplated under the Second Five Year Plan for the development of inland water transport, and to give an estimate of (a) the time needed for the execution of the schemes recom-

mended; and (b) their cost.

To examine the prospects of increasing and extending the river and canal services, including a direct service on the East Coast, as well as from some point in the North to the South, and to suggest steps to be taken to achieve effective co-ordination between the railways and inland water-ways, including financial participation, appropriate allocation of traffic as between the two modes of transport and arrangements for through-booking.

To consider the organisation of an efficient country boat service on a co-operative basis with an appreciable increase in the present number, with a view to facilitating the carriage of more goods and the question of mechanising at least some of the boats, with particular reference to cost, time and other implications.

To suggest whether any special organisation is necessary to execute the schemes and how they should be financed.

U.S. ROAD SHOW NEXT JANUARY

NEW YORK

America's 1957 Road show of road making equipment opened on January 28 in Chicago's famous International Amphitheater, claimed to be the world's largest exhibition hall, and was last held nine years ago. It will be attended by visitors from Europe, Canada, South America, and many countries.

The importance of the show can be gauged by the fact that America is planning to spend 43.1 billion dollars over the next 13 years and may finally outlay up to 100 billion dollars on the most ambitious public works programme in modern history.

Backbone of the new programme is a 41,000 mile system of interstate super highways linking together major and medium-sized centres of population and industry, reinforced by modern urban expressways and rural roads.

Premier Automobiles makes all round progress CLAIM AT SHAREHOLDER'S MEETING

Shri Lalchand Hirachand, Chairman of the Premier Automobiles Ltd., in his speech at the Twelfth Annual General Meeting revealed that the Company had made good progress in almost all Departments during the year under review. Against 2,162 cars and 4,657 trucks sold in year ending 30th June 1955, the Company had sold 4,810 cars and 4,483 trucks during the last year.

Against profit of Rs. 27,31,274-3-5 in the preceding year after providing for depreciation, the Company had been able to make a profit of Rs. 47,71,239/- for the current year after providing Rs. 23,87,564/- for normal depreciation.

Adding to it the amount brought forward from last year, the amount available for disposal came to Rs. 53,57,854/-. Out of this sum, the Directors have allocated Rs. 10 lakhs for general reserve, Rs. 10 lakhs for development reserve and Rs. 14,50,000/- for deferred taxation reserve. The Directors proposed a dividend of Rs. 6/- per share free of income tax on 2,17,061 'A' ordinary shares for the year which will absorb Rs. 13,02,366. The balance left over, viz. Rs. 6,05,488/- has been recommended to be carried forward.

The Company hoped, stated Shri Lalchand, to keep up the progress and contribute a reasonable portion of the volume of 60,000 vehicles per year anticipated by the Planning Commission at the end of the 2nd Five Year Plan.

The Chairman was proud to announce that the Company was in a position to produce petrol engines for the estimate production of Chrysler group cars and trucks. The Company was already producing transmission and chassis frames.

As regards Fiat cars, the Company was making a number of items according to programme given to Government. A partial shipment of the machinery required for the manufacture of engine and other major components has already arrived and in the next few months the

Fiat engine will go on the production line.

SHRI LALCHAND FURTHER STATED THAT THE MANUFACTURE OF AXLES AND DIFFERENTIAL WOULD BEGIN WITHIN A SHORT PERIOD. WITH THE PRODUCTION OF AXLES, AND THE ENGINE AND OTHER PARTS ALREADY UNDER PRODUCTION, THE COMPANY WOULD BE ABLE TO CLAIM THE MANUFACTURE OF A SUBSTANTIAL PORTION OF AN AUTOMOBILE IN INDIA.

He then referred to the heavy Excise duty which the Government of India recently imposed on big cars. While he appreciated Government's desire to save foreign exchange, he could not help feeling that the reduction in imports could very well have been achieved by other means without causing difficulties and loss which manufacturers of big cars will have to suffer by Government's sudden imposition of duty. Consequent on the grant of larger import licences by Government and Government's pressure upon them to increase production,

they made heavy commitments for purchase of the imported parts of big cars. The Company is now faced with the obligation to make such purchases while at the same time the demand of big cars has gone down appreciably because of the imposition of the excise duty. Moreover, he felt that it is not correct to classify big cars as luxury cars. They do not embody the features of luxury cars and their demand is due to their sturdiness and suitability to the Indian conditions.

In order to increase the production of vehicles to meet the increased demand during the Second Five Year Plan, continued Shri Lalchand, the Company would have to face many problems, the most important being that of finance. The Directors had therefore proposed to float debentures to the extent of 2 crores of rupees, and offer these debentures in the first instance to the shareholders.

He said, the increased production would naturally help the Company to bring down the cost of production though this would be a slow process.



The finishing lines at the Austin Works where cars are receiving the final touches before leaving the factory.

MOTORINDIA

April 1957

Shipping

ITALY TO BUILD SHIPS FOR INDIA

MADRAS

Italy is expected to help India in the matter of ship building shortly. This was revealed here by Mr. John A. Thivy, Indian Ambassador to that country during the course of a tour of India's industrial projects.

He said that India and Italy might shortly enter into an agreement under which Italy would help India by building ships intended for India at the Italian shipyards. Italy was also expected to cooperate in regard to heavy machinery and capital equipment for India's needs.

SHIPBUILDING YARD FOR KARWAR ?

Karwar's claim for the location of a shipbuilding yard was being pressed by the Mysore Government, according to Mr. Veeranna Gowda, Mysore's Public Works Minister who said that place was really suited for the project.

He inspected the Karwar harbour, which abounds in natural beauty and was a potential tourist centre. The Government of Mysore was expected to spare no effort to develop the place as a tourist centre also.

Another Mysore Minister, the Chief, also has referred to the proposed shipbuilding yard on the West Coast. Mr. Nijalingappa told the Mangalore Port which he visited recently that the State Government were very much interested in developing Mangalore as an all-weather port.

B.I.S.N. TAKES OVER NEW SHIPPING INTERESTS

LONDON

The British India Steam Navigation Company has taken over the shipping business of Mackinnon Mackenzie and company, its managing agents since 1862, along with their establishments in India, Pakistan, Singapore, Malaya and Hongkong and Japan. A separate board has been appointed for the company now, with Sir William Crawford Currie, as Chairman and Managing Director.

April 1957

Union of Commonwealth of Motoring Associations

An indication that the proposal to form an organisation of all motoring associations in the Commonwealth is advancing towards materialisation is given in a broadcast announcement made in Sydney, Australia, that it is planned to hold a conference in London to discuss details.

The announcement was made by Lord Teynham, Chairman of British Automobile Association, who is now in Australia in the course of a tour of Commonwealth countries to discuss with motoring organisations the possibility of establishing a Commonwealth union. He made the first public announcement of plans to form the union when he recently visited Singapore.

The proposal is still in the exploratory stage. It is that each national motoring organisation which joins will accord reciprocal facilities to members of other Commonwealth motoring associations in the union when a member of one national body visits the country of another.

NEW CALTEX REFINERY

BOMBAY

The first tanker carrying crude oil for the new Caltex Oil Refinery has reached Visakhapatnam.

The tanker "Caltex Saigon", arriving from the Middle East, was received at Visakhapatnam port's new oil wharf from where the crude oil was pumped to the Refinery through a mile-long pipeline.

The vessel, a T2 tanker, with a capacity of 120,000 barrels, is the first of 45 such tankers that will annually feed the refinery. It is estimated that about one tanker per week will be required to supply the refinery with crude oil. To cope with the new tanker traffic, unique in India's East Coast history, two large oil berths have been newly constructed at Visakhapatnam port.

When the Caltex Oil Refinery goes

on stream this year, it will annually process 675,000 tons of crude oil yielding 13,500 barrels a day of refined products like motor petrol, kerosene, diesel oil, jet fuel for aircraft and heavier types of fuel.

6,00,000 BICYCLES MANUFACTURED IN INDIA : RAPID PROGRESS IN 1956

NEW DELHI

The production of bicycles in India in 1956 is estimated at over 6,15,000 as against 4,91,000 in 1955, and 3,72,000 in 1954. These figures do not include the production of the small scale sector.

Considerable progress has been made in the last six years in the bicycle industry which is one of the youngest industries in the country. In 1951, there were only two units engaged in the manufacture of bicycles with a rated capacity of 1,20,000 and actual production of 1,01,000 bicycles per year.

There are now 63 large and small factories producing bicycles in the country. Of these 16 are in the Punjab, 13 in Delhi, 9 in Bombay, 7 in U.P., 6 in West Bengal, 5 in Madhya Pradesh, 4 in Rajasthan, 2 in Madras and one in Bihar.

The average daily employment in the large-scale sector of the industry was 8,158 in 1956 as against 6,493 in 1955 and 5,077 in 1954. It is estimated that about 6,500 persons are employed in the small-scale sector.

A number of steps have been taken by Government to encourage production of cycle parts by small scale units. The more important among them are the establishment of a finishing and testing centre at Ludhiana, the heart of the component manufacturing industry, provision for expert technical advice, introduction of quality certificate scheme, financial assistance and

MOTORINDIA

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help in the import of raw materials.

With the increase in home production, there has been a progressive decline in imports. Protection has been granted to the bicycle industry. Imports are allowed on a restricted basis.

All types of bicycle components are being produced in the country. Some of the raw materials used in the manufacture of bicycles in India are obtained indigenously while some others are imported.

Export of bicycles

A scheme for the grant of drawbacks of import duties paid on imported raw materials and components used in the manufacture of bicycles exported has been finalized.

In order to make the prizes of bicycles competitive in the foreign markets, Government have decided that the tube manufacturing industry should be developed in India as early as possible. Two additional licences have been given for the manufacture of tubes in India.

The Engineering Export Promotion Council has carried out extensive market surveys in Burma, Ceylon, Thailand, Egypt, and East Africa. Bicycles have also been exhibited at many International exhibitions in which India has participated since 1954-55. Indian bicycles are also displayed in India's showrooms at Colombo, Teheran, Karachi and Manila.

6,000 miles on bicycle!

NEW DELHI

Two airmen of the Indian Air Force will set out on an All-India tour on bicycles in the second week of this month. Cpl. Udham Singh and Aircraftsman Guru Rao, both of the Air Force Selection Board, Dehra Dun, have planned to cover nearly six thousand miles in 54 days of cycling, visiting 48 important towns and cities of India.

Both the airmen are experienced cyclists. Udham Singh has to his credit 96 hours of endurance cycling in Delhi undertaken three years ago. Guru Rao, while a student, completed a 700 mile cycle trip from Madras to Coimbatore and back, in six days during 1953.

This ambitious cycling trip around India is being undertaken by the two airmen during their two month annual leave. They propose using Indian-made cycles on this trip.

Starting from Dehra Dun, they hope to be at Cape Comorin, visiting Agra, Bombay, Poona, Bangalore, Mysore, Ootacamund and Cochin en route. A week later they will be in Madras where they propose staying for two days.

From Calcutta they will set out westward across the Gangetic plains, visiting Assensol, Banaras, Allahabad, Kanpur, Shahjahanpur, Sharanpur and Ambala.

Premier Automobiles dealers conference in Madras

MADRAS

A Conference of the dealers of the Premier Automobiles Ltd., from all over India, was held at Madras on 15th and 16th of February 1957.

The Conference was inaugurated at Hotel Woodlands by Shri Lalchand Hirachand, Chairman of the Company. Shri Chinubhai Kila-chand Director of the Company and Shri V. M. Meswani, General Manager were present. About 70 dealers from different parts of the Country attended the Conference.

ADDRESSING THE CONFERENCE SHRI LALCHAND EXPRESSED SATISFACTION AT THE REPORT OF THE TARIFF COMMISSION ON THE AUTOMOBILE INDUSTRY. THE TARIFF COMMISSION HAD STUDIED THE POSITION OF THE INDUSTRY IN A VERY CAREFUL AND SYMPATHETIC MANNER.

He spoke on the new problems arising out of Government's decision on Tariff Commission's Report and out of the Reorganisation of States.

On the second day the meeting was held in Commemora Hotel for discussion on different subjects. Various problems affecting the dealers and manufacturers were freely and frankly discussed in a

spirit of mutual co-operation. There was a general satisfaction among the dealers about the supply of vehicles and parts and about the service facilities.

The dealers assured of still better sales of all kinds of vehicles during 1957. They were assured on behalf of the Premier Automobiles that the Company was taking positive steps to increase the production to meet the higher demand for vehicles.

Later, all the dealers paid a visit to Madurai to see the Workshop and Office and Service Station of Messrs T. V. Sundaram Iyengar & Sons (Private) Ltd., who are one of the largest and best equipped automobile dealers in the Country.

Steelage wins Sales tax case

BOMBAY

The Bombay High Court held here that a car sale by a company for a slight profit was not liable to levy of sales tax. In disposing of a reference made at the instance of Steelage Industries Ltd., Their Lordships, Mr. Justice Shah and Mr. Justice Gokhale, said they were unable to agree with the view that any transaction of sale of goods by a dealer, even though it has no connection whatever with the business carried on by him, would be regarded as a sale and that the price received would be includable in the taxable turnover, the sale was a casual one, having no connection with the business for which the dealer was registered or was liable to be registered.

The assessee was registered dealer under the Bombay Sales Tax Act, 1946 and also under the Bombay Sales Tax Act, 1953. They carried on the business of manufacturing and selling steel furniture. In the application submitted by the assessee for registration as dealers, sales of motor cars were not mentioned as one of the items of goods in which they were dealing or intended to deal.

On July 15, 1948 the assessee purchased a motor car for the use of their managing director. This was subsequently sold by them on December 14, 1951 at a slight profit. The Sales Tax Officer, Bombay,

included the sale price of the car in the assessment of the assessee for the period, between April 1, 1951 and October 31, 1952 as part of the taxable turnover and subjected the price to sales tax. Against that order an appeal was preferred to the Assistant Collector, and it was confirmed in appeal. Ultimately an application in revision was filed by the assessee before the Sales Tax Tribunal, which held that the motor car having been purchased for use by the managing director and the cost of the purchase and the proceeds of the sale having been debited and credited in the assessee's books it should be regarded as liable to be included in the taxable turnover and the sale thereof should be regarded as subjected to payment of sales tax. Thereafter the Tribunal referred the following question to the High Court: "Whether the applicants (assessee) are liable to pay sales tax in respect of the resale of the car after it had been in use for three years."

Their Lordships said that sale of motor cars, new or secondhand, was not part of the assessee's business and it was undisputed that the transaction in question was a casual sale of an item forming part of their assets. But the sale of the car in question was not a sale in the course of their business, Their Lordships

held. The expression "dealer" having been defined by the legislature as meaning a person who carries on the business of selling or supplying goods and the dealer having been rendered liable to pay tax, the liability to pay sales tax was of a dealer and in respect of sales effected by him in the course of his business.

Quota of small taxis

BOMBAY

The Bombay High Court dismissed a petition filed by Sardar Dhanna Singh and Raghunath Singh K. Thakur, presidents of the Bombay Taxi Association and the Greater Bombay Taxi Association, questioning the decision of the Regional Transport Authority to increase the quota of small taxis in the city by 500.

Mr. Justice K. T. Desai observed that the Regional Transport Authority had heard the petitioners before arriving at the decision. But what the petitioners had claimed was that they should have been given an opportunity to cross-examine some of the witnesses. The contention was rejected. His Lordship said that such an objection was not raised by them before the Authority and they could not raise such an objection now. The petition, therefore, failed.



Part of a fleet of Studebaker Trucks with "Troop Carrier" bodies supplied recently to the Inspector General of Police, Orissa.



Punjab Roadways recently purchased 23 Dodge & Fargo diesel bus chassis from Premier Automobiles Ltd. Photograph was taken at the factory when Shri R. N. Bhatia, Works Manager, Punjab Roadways, Ambala, came to take the delivery of the first batch of vehicles.

Herbert
Capstan Lathe



**SERVICE IS
OUR MOTTO**

Sri Ramadas Motor Transport (Private) Ltd.

SUBHAS ROAD POST BOX NO. 42

KAKINADA

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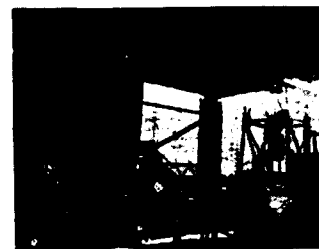
Direct Importers of:—Many fast moving Genuine Automobile Parts & Accessories.



Milling Machine



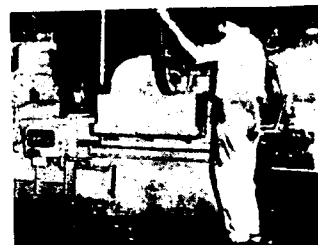
Drilling & Fitting Section



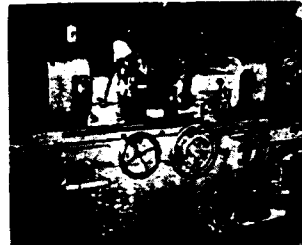
Heat Treatment Sect.



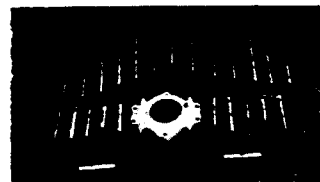
General View of Machine Shop



Centreless Grinder



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A trial will convince you of our Service.

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CARS

	Rs.	as.
Plymouth Car, Sundaram Motors Private Ltd. Ex-Factory, Kurla	20,270	0
1956 Model Plymouth Suburban	22,646	0
Hindustan Landmaster 1956 (Southern Automotive Corporation Private Ltd.) ex plant Uttarpara	9,845	0
Dodge Kingsway sedan	20,371	0
Dodge Suburban (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	10,022	2
Standard Estate Car (Union Co. (Motors) Private Ltd.) on the road	14,889	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	19,850	15
Studebaker 1956 President Classic [V.S.T. Motors Private Ltd.]	22,237	13
The Fiat 1100 The Elegant [Sundaram Motors Private Ltd.]	8,847	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	18,150	0
Jeep 1 ton truck	13,046	0

MOTOR CYCLES

Royal Enfield [The Madras Motors Private Ltd.]—		
"150 Ensign"	1,890	0
"350 Bullet" with spring frame	3,430	0
499 c.c. Model 'j2'	3,500	0
"500 Bullet" with spring frame	3,950	0
"500 Twin" with spring frame and with Magdyno or coil ignition	4,450	0
"700 Super Meteor" with spring frame and with Magdyno or coil ignition	4,650	0

	Rs.	as.
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	1,880	4
150 c.c. Bantam Major on the road	2,212	0
250 c.c. Model C. 11. 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
50 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

SCOOTERS

Lambretta, manufactured by Automobile Products of India Ltd. Distributors, South India Automotive Corporation Private Ltd., Madras. Prices are ex-Factory, Bhandup, Bombay.		
48 c.c. Scooterette	872	0
150 c.c. 'D' Model Standard Scooter	1500	0
150 c.c. 'LD' Model Deluxe Scooter	1795	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. & dely. charges.	36,000	0
Leyland ECPO 2/2R-176 WB full forward control Passenger Chassis S.T. & dely. charges	33,500	0
Leyland ECOS 2/1R-163 WB goods chassis including S.T. & dely. charges	34,700	0
Leyland ECOS 2/2R-118 full forward Tipper chassis including S.T. & dely. 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
LP 312/42 165" W.B. Full Forward Control Truck Bus Chassis ex Works Jamshedpur	27,295	0
LP 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
LK 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 :		

DODGE FARGO PETROL TRUCKS

	Rs.	as.
C3D6-116" WB	11,615	0
C4D6-126" WB	12,662	0
C3PW6-126" WB	17,974	0
C4G6-155" WB	16,391	0
C4G6-153" WB	16,062	0
C4G6-171" WB	17,008	0
C4H6-153" WB	17,710	0
C4H6-153" WB	17,979	0
C4H6-171" WB	18,905	0
C4H6-193" WB F F	18,116	0
C4H6-193" WB F F	18,385	0
C4H6-193" WB W S	18,479	0
C4H6-193" WB W S	18,748	0

PETROL TRUCK WITH CAB AND PICKUP

C3D6-116" WB	15,012	0
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DIESEL CONVERSION

C4H6-153" WB	22,958	0
C4H6-153" WB	22,957	0
C4H6-171" WB	22,903	0
C4H6-171" WB	23,172	0
C4H6-193" WB F F	22,992	0
C4H6-193" WB F F	23,261	0
C4H6-193" WB W S	23,298	0
C4H6-193" WB W S	23,567	0

DIESEL TRUCKS

105P6-165" WB	22,912	0
105P6-165" WB	22,287	0
105AP6-165" WB	22,820	0
105AP6-165" WB	23,089	0
87P6-190" WB	23,962	0
87P6-190" WB	23,617	0
87AP6-190" WB	24,410	0
87AP6-190" WB	24,752	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.