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MOTOR INDIA

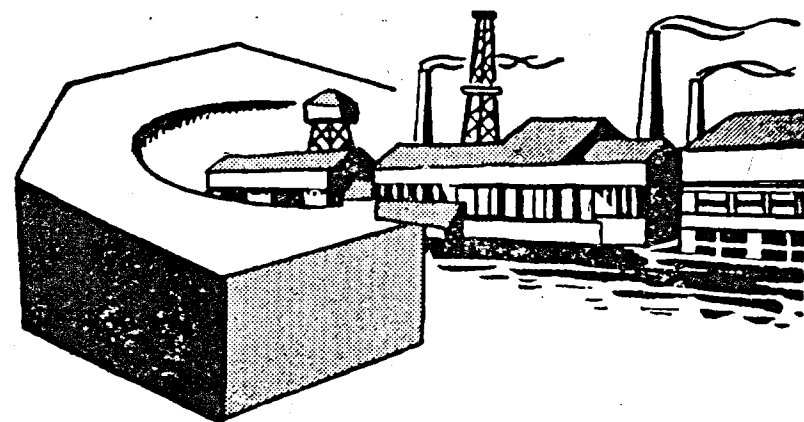
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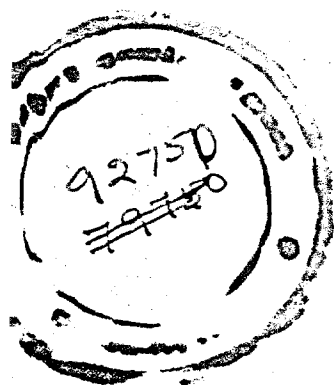


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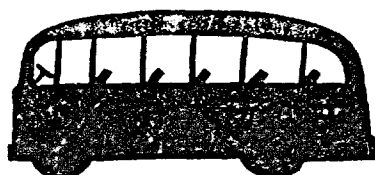
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CONTENTS

	PAGE
Editorial	5
Living with Exhausts — Exclusive	7
S.R.V.S. Celebrates 18th Anniversary	13
Rhymes While U Ride by A. Holden	19
Engine Pistons and Piston Rings by M. J. Patel	21
Revolutionary Piston Engine	22
First Motor Show of 1960 by Gordon Wilkins	25
Rallies and Races	27
Premier Automobiles by L. Hirachand	30
S. T. Appellate Tribunal decision	34
M. S. L. O. A.	35
M. M. P. D. A.	39
M. A. P. A. M. A.	39
India, The Land of Charm by Dr. P. Subbarayan	42

INDEX TO ADVERTISERS

Asbestos Magnesia & Friction Materials Ltd.	6
Bharat Motors	8
Burmah-Shell Oil Storage & Distributing Co. of India, Ltd.	12
Canara Workshops, Ltd.	14
Carborandum Universal, Ltd.	28
Chakrapani Chetty & Sons Private, Ltd. G. N.	11
Chloride & Exide Batteries (E) Private, Ltd.	17
Engine Valves, Ltd.	26
Fuel Injection Service	24
Glass & Miniature Bulb Industries	34
Government of India (Tourism)	IV Cover
Government of India (Post and Telegraphs)	44
Government of India (Metric System)	II Cover
Himco Batteries (Madras) Private, Ltd.	8
Hindustan Motors, Ltd.	18
Hydraulics Private, Ltd.	26
India Motor Parts & Accessories Private Ltd.	10
Indian Engineering & Trading Co.	40
India Pistons Private Ltd.	4
Jairamdas & Sons	33
Kasi & Sethu	36
Lucas Indian Service Private, Ltd.	24
Miniature Bulb Industries of India	11
Modern Automobiles	14
Modern Distributing Co.	20
Motor Industries Co. Ltd.	20
Mysore Electro Chemical Works Ltd.	36
Overseas Manufacturers Sales Co.	28
Perkins Engines Ltd.	2
Popular Manufacturing Co.	36
Popular Trading Co.	11
Premier Automobiles, Ltd.	16
Purushotham Murarjee	38
Sri Ramakrishna Transport	11
Standard—Vacuum Oil Co.	III Cover
Tata Locomotive & Engineering Co., Ltd.	1
Waxpol Industries Private, Ltd.	3

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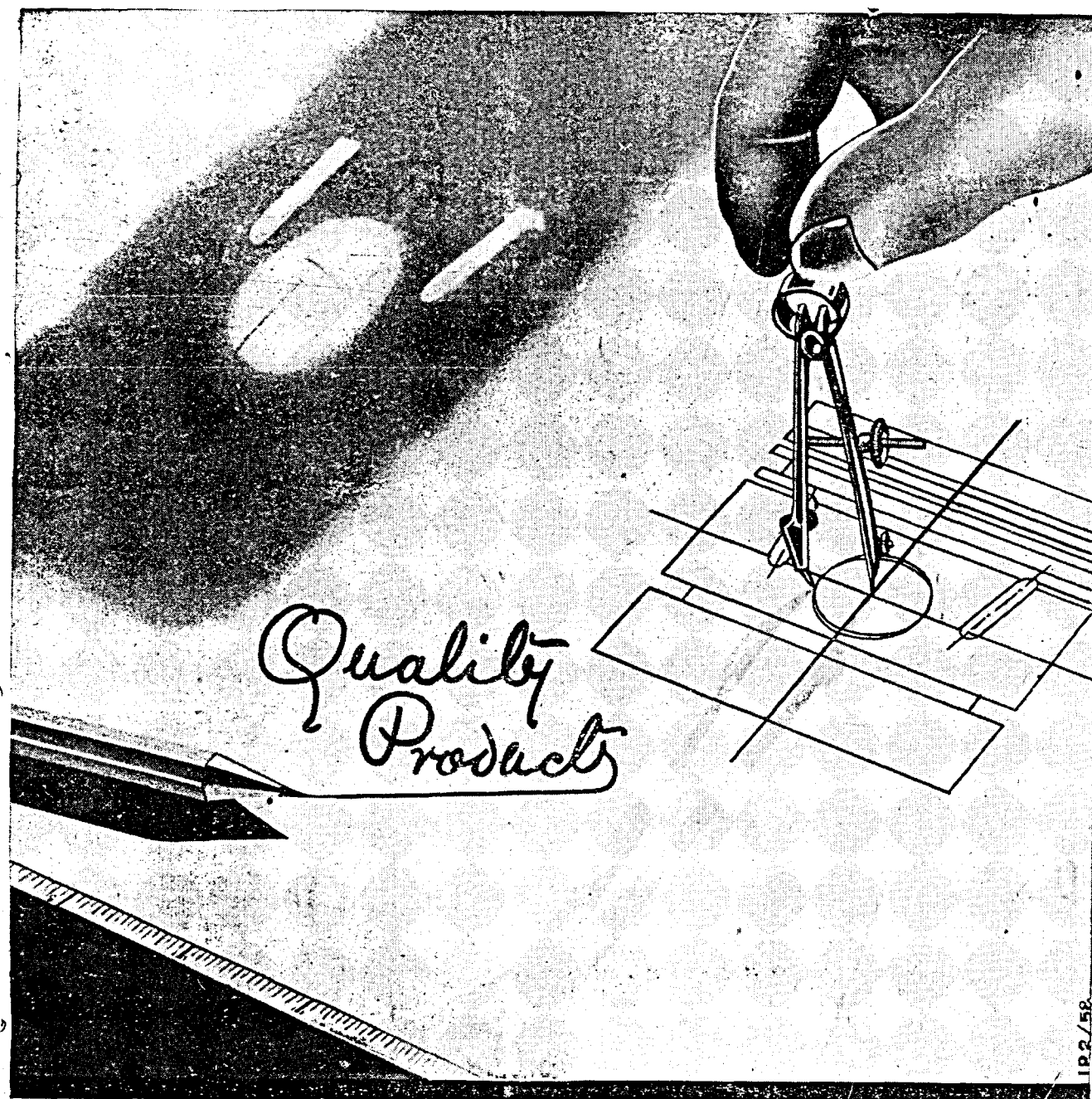
WHY NOT INSIDE THE BONNET?

Lovers of peace and quiet may at first be tempted to heave a sigh of relief at the Notification by the Deputy Commissioner of Police, Traffic & Licensing, dated 30th January, in that it prevents even the fitting, let alone sounding, of any horn "giving unduly harsh, shrill, loud or alarming noise." On second thoughts, however, they will all be inclined to agree with drivers of modern vehicles that even the present-day horns and the noise they produce are not quite sufficient to warn off the Indian highways, particularly on mofussil roads, pedestrians whose lack of road sense is excelled only by their inclination to jay walking.

As another sentence occurring in the Notification reveals, "normal toned horns" can be fitted, within the law, on motor vehicles. It is quite likely that in crowded Cities like Madras, in the thick of traffic, the simultaneous blowing of a number of even normal toned horns can do enough havoc, as would perhaps a smaller number of horns with shrill or harsh tones. So, the evil, if at all, comes not from the existence of horns which can rise to the occasion, but in the manner of blowing them according to one's whims and fancies. Motorists travelling on the mofussil roads and our national highways will find that even the supersonic double horns are not sufficiently vociferous to attract the ears of the lorry or bus drivers ahead. And nobody, therefore, can, with an eye on road safety, suggest the elimination of such horns on the national highways.

In fact, the Notification makes it clear that the offence lies not when the horn is sounded, but even when it is fitted. Some makes of horns are mentioned and most popularly used among these are probably the Bosch variety, hundreds of thousands of which are now fitted to vehicles in the country. The removal by a stroke of pen of all these horns from all vehicles will take the situation from bad to worse. For one thing, these horns have been purchased at great cost by motorists. Secondly it is impossible to get enough number of normal toned horns of some other variety even if one were inclined to go in for one. Perhaps, the only effect of the order will be a shortage and even hoarding of other types of horns which can be considered normal toned and which may yet produce the same devastating effect, as the horns objected to. Not to speak of the losses that the motorist will be put to, the prospects for the dealers who have arranged for the supply of horns in an honest effort to serve the motoring public, will be gloomy indeed.

We would, therefore, suggest, agreed as we are about the need to minimise noise as far as possible, particularly in the City, where offices will have to work in peace and quiet the best thing would be first an increase in the area of "no horn zones" in the city including Mount Road and, next, a direction to all vehicle owners to have all horns, irrespective of the type of tone they produce, fitted inside the bonnets only.



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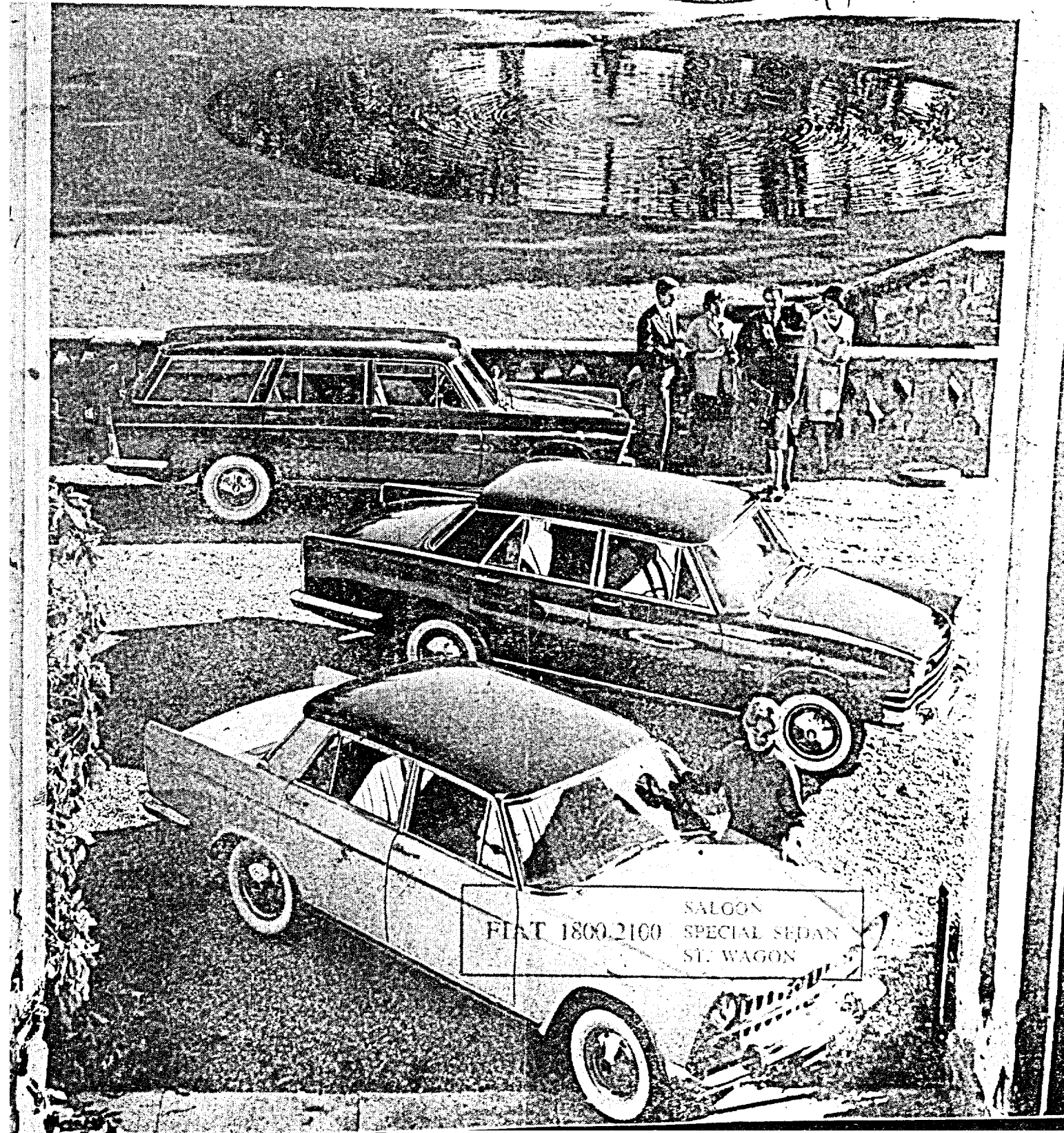
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VOLUME 4

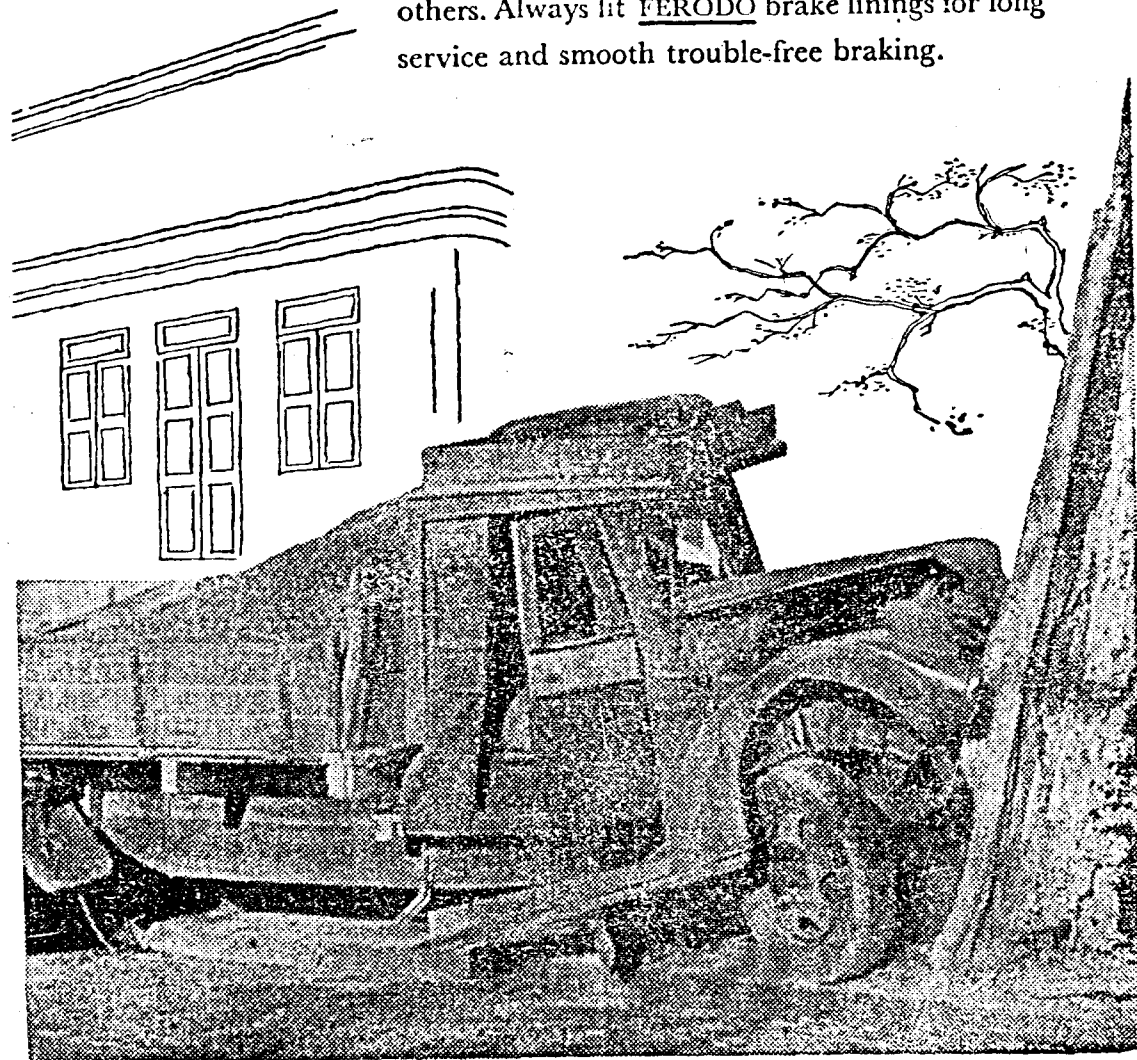
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MOTORINDIA

February 1960

LIVING WITH EXHAUSTS

EXCLUSIVE FROM P.P.S.

The recent International Clean Air Conference in London has focused attention afresh on the problem of atmospheric pollution. Though motor exhausts cause much less contamination than industrial plants and domestic fires, their contribution becomes increasingly noticeable with the ever-mounting volume and density of road traffic in urban areas. The main offenders in this field are badly serviced vehicles, especially diesels, but with present-day motor fuels and their efficient use in well-maintained engines, air pollution by automotive exhausts can be kept down to acceptable proportions that preclude injury to health.

For at least two generations public authorities, together with scientists, engineers, medical research workers and legislators in many countries, have been fighting for cleaner air in cities and industrial areas. Though much has already been achieved in checking the growth of atmospheric pollution by industrial plants, domestic fires, transport vehicles, etc., the need and scope for further progress was impressively demonstrated at last month's International Clean Air Conference, held in London under the auspices of the National Society for Clean Air in Britain. The discussions at this meeting, which brought together over 1,200 delegates from 30 countries, covered all major sources of air pollution. They were, therefore, not without their interest for the oil industry, in view of its rapidly growing share in the world's fuel supply in general, and the ever-mounting consumption of automotive fuels in particular.

Although the contribution of motor exhausts to atmospheric pollution is generally much smaller than that of industrial plants or domestic coal fires—and was, indeed, discussed at the Conference only to a minor extent—it has in recent years been receiving increasing attention from the general public. The main reason for this is that the exhaust fumes from motor vehicles are immediately noticed, not only, because they are discharged at ground level, but also on account of the fast growing concentration of road traffic, especially in congested city streets. In the past nine years alone, the number of road vehicles in the free world as a whole has almost doubled, from over 60 million to close on 120 million, while in various countries of Western Europe it has even trebled or quadrupled since 1950. As, however, road building has nowhere kept pace with this striking increase in the vehicle population, the density of road traffic has risen enormously during this decade.

Britain holds the record of road congestion, with 29 motor vehicles per mile of road, as against about 18 in 1950; in the same period, the density on the roads in the U.S. has risen from 16 to 20 vehicles per mile, in Western Germany and the Netherlands from 8 to over 21, in France from 6 to over 11, and in Italy from 5 to 15 vehicles per mile. But these figures give no idea of the full impact of traffic growth upon crowded streets, where the concentration of large numbers of motor vehicles in small spaces makes the emission of their exhaust fumes a problem of increas-

ing concern, especially since the potentially most offensive pollutants from this source are discharged by engines running at low load.

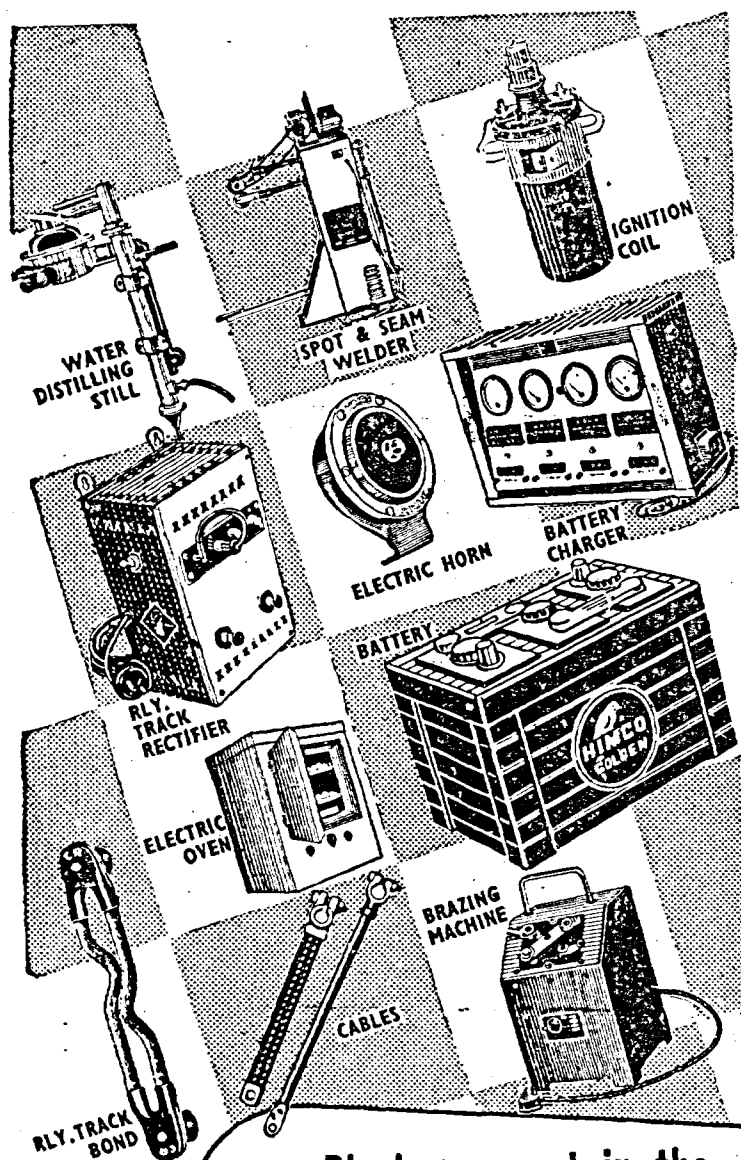
The public's main complaints about motor exhausts are generally directed against those from diesel vehicles, because in certain circumstances these fumes are emitted in the form of dark and sooty smoke. Apart from impairing visibility, this kind of exhaust can cause irritation to the eyes, noses, or throats of nearby road users. While it is certainly objectionable and calls for remedial measures, it is however well to bear in mind that diesel engines are used in road transport mainly for heavy vehicles, which account for only a small proportion of all motor vehicles. Furthermore, the emission of offensive exhaust fumes is by no means inherent in the principle of diesel combustion, which is, in fact, superior to the combustion process in a gasoline engine. The main causes of black smoke from diesel engines are either inadequate maintenance or careless operation.

Diesel manufacturers have repeatedly pointed out—and this point was again stressed at the Conference—that the complex fuel system of a diesel engine cannot be worked efficiently for indefinite periods without regular servicing or overhaul. Smoky exhausts from diesels are invariably due to over-fuelling of the engine, caused either by imperfect atomization or mixing of the fuel, or by a faulty adjustment of the metering device that feeds the fuel to the combustion chamber, or by a misuse of the over-fuelling device which is provided to assist the starting of the engine. All experts seem agreed that proper operation and servicing are the most effective preventives of black diesel exhaust smoke, though certain modifications to the design of nozzles and cylinder heads could be helpful. So might conceivably be the removal of some of the combustible constituents of diesel exhaust gases by so-called after-burners; but any neglect in the maintenance of these costly items would only worsen the troubles they are intended to avert.

Needless to say, badly maintained gasoline engines are likewise liable to produce an unnecessary amount of air-polluting exhaust gases by faulty combustion, e.g., through malfunctioning spark-plugs, or the escape of burned lubricant fumes due to broken piston rings. Two-stroke engines in which lubrication oil is admixed

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to the fuel, unavoidably discharge some oil vapours from their exhausts.

A good deal of study has been devoted to the question whether air contamination by motor exhausts could be reduced by modifications to the composition of automotive fuels. Suggestions have been made, for instance, to lessen the possibility of diesel smoke by making diesel fuel more volatile, or by blending it with a proportion of gasoline. But in the view of oil and engine experts, such measures might easily affect the reliability of the injection equipment and so defeat their purpose. However, motor exhausts have come under scrutiny not only by reason of the nuisance caused by the black smoke emitted by diesel engines under the conditions mentioned, but also on the ground that some of the chemical compounds discharged by the fumes of both diesel and gasoline engines may be detrimental to health. Apart from soot, motor exhausts contain sulphur dioxide, nitrogen oxides, carbon monoxide, aldehydes and other chemical substances, in concentrations varying widely with different engine and operating conditions. Only the sulphur content is directly related to the sources of crude oil from which the fuel itself is derived, and to the methods by which it is processed in the refineries.

Sulphur is present, in some degree, in most crudes. The sulphur content of some is as high as five per cent, though the average for U.S. crudes at present produced is only about one per cent. That of Western Europe's crude supplies, which are now almost wholly drawn from the sourer Middle East crudes, is about two per cent, but that average will be lowered with the large-scale importation of Saharan crudes. In the distillation of crude, most of its sulphur content is removed from the distillates by concentrating it in the residue. With supplementary catalytic processes of disulphurization by hydrogen treatment, the sulphur content of diesel fuels may be brought below 0.2 per cent, while that of gasoline is virtually eliminated. So the emission of sulphur dioxide from motor exhausts is reduced to so small proportions as to provide no basis for serious complaint.

In the United States, the exhaust fumes from gasoline-engined vehicles have, however, recently come under attack for some other reason, connected with the peculiar topographical pre-conditions for smog formation prevailing in some West Coast areas, especially in the Los Angeles country of California. Some experts hold that the air pollution in that area is aggravated by the action of sunlight on olefinic hydrocarbons discharged with the exhaust fumes of gasoline engines. The country authorities propose, therefore, to limit the olefine content of motor gasoline marketed in the area to 18 per cent from mid-1960, and to 12½ per cent from the beginning of 1962. As the lower limit would be difficult to meet with present-day gasolines, an enforcement of such stipulations would presumably entail some changes in refining techniques, which are likely to be reflected in higher prices of motor gasoline.

Increasing attention has been given in recent years to the question whether the exhausts from motor vehicles may have contributed to the marked rise in

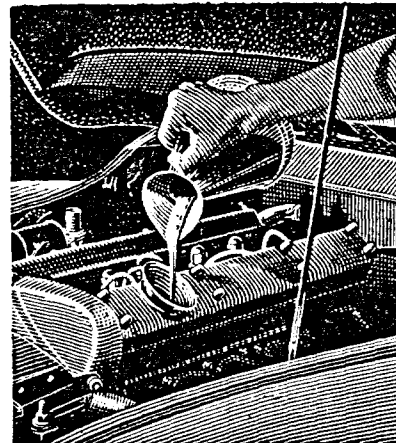
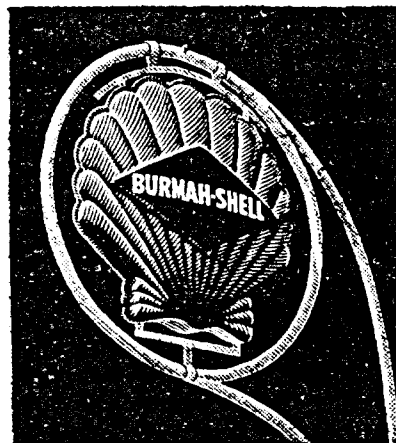
the incidence of lung cancer. Though this is widely associated with tobacco smoking, statistical evidence has revealed that the susceptibility to contracting this disease is far from confined to tobacco smokers. Even among non-smokers the rate of incidence is about ten times higher for town dwellers than for people living in rural areas. Traces of a chemical compound, known as 3-4 benzpyrene, which is found in tobacco smoke and believed to be responsible for initiating or promoting lung cancer in certain circumstances, have also been detected in town air. Benzpyrene can, in fact, be produced by any kind of incomplete combustion; it has been traced in the exhausts of poorly maintained diesels and of idling gasoline engines. However, as it decomposes in daylight, there is little likelihood that it can be inhaled from urban air in dangerous concentrations.

Tests have shown that concentrations of benzpyrene in the air of diesel bus garages were no higher than those in the surrounding atmosphere, and none at all was found in the exhaust fumes of properly serviced vehicles. In the case of gasoline engines the content of benzpyrene in the exhaust decreased with rising load and became undetectable at reaching a quarter of the rated engine power. However, the significance of such measurements is still a matter of conjecture, and is likely to remain so until the nature and causes of lung cancer itself are better understood.

Of other pollutants contained in motor exhausts, carbon monoxide is the only one whose toxicological characteristics have so far been established by accurate data. Carbon monoxide is present in the exhaust gases of all gasoline engines (which produce four times as much carbon monoxide when idling as they do at cruising speeds) but only traces are found in the exhausts of well-maintained diesel engines. Carbon monoxide is, of course, a highly dangerous gas when trapped in confined spaces, but the concentrations measured even in traffic-congested city streets have rarely exceeded the amounts which, in the opinion of medical experts, can be safely inhaled over long periods. Motor exhausts also contain certain amounts of nitrogen oxides and aldehydes, which change with the various phases of engine operation. It is believed that continuous exposure to these two gases aggravates certain respiratory diseases, such as chronic bronchitis. But most gases discharged from motor exhausts are also emitted from many other sources, and no conclusive investigations have been carried out from which the share of motor exhausts in the total contribution of these gases to atmospheric pollution can be assessed.

There are, thus, still a good many gaps in the experts' fundamental knowledge on the extent and the effects of everyday exposures to motor exhausts. Though statistical and clinical studies so far do not seem to have revealed any apparent dangers from this source, the situation clearly needs watching as motorization continues to expand. Obviously, a certain amount of air contamination is unavoidably bound up with the burning of any kind of fuel, whatever purpose may be served. The nuisance sometimes caused by automotive exhausts is perhaps part of the price that must be paid for the many undisputed advantages and benefits we derive from the motor vehicle.

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S. R. V. S. Celebrates 18th Anniversary MAHATMA GANDHI'S STATUE UNVEILED

Mr. C. Subramaniam, Finance Minister, presiding, the 18th anniversary of Sri Rama Vilas Service Private Ltd., was celebrated at Kumbakonam last month.

The functions connected with the celebration were attended by the elite of the town. A statue of Mahatma Gandhi was unveiled on this occasion by Mr. C. Subramaniam.

The occasion was also utilised for the opening of a Traveller's rest hall next to the S.R.V.S. Service Station, and this was done by Mr. B. P. Kemery, Divisional Manager of Burmah-Shell, Madurai. This novel idea of a rest place for motorists with washing facilities etc, near the filling station is expected to be appreciated by the motorists in future.

In connection with the celebration, an exhibition of manufactured items from out of scrap available at Sri Rama Vilas, was also held and this attracted the attention of distinguished visitors, particularly in view of its usefulness to the small scale industries.

Addresses were presented to the Finance Minister by Sri S. Arogyasami on behalf of the Board of Directors of S.R.V.S. by N. P. Dorairajan, Secretary of the Welfare Union, Mr. S. Thayappa Thevar, Sri T. S. Ebenezer and others.

The Welfare Union took the opportunity to present Sri S. Arogyaswami with a "Captain of Industry" gold medal.

Mr. M. V. Venkataraman on the two sectors

Mr. M. V. Venkataraman, Director, Amalgamations Private Ltd., welcomed Mr. C. Subramaniam and others to the function. He narrated how from a small beginning in 1941 S.R.V.S. started at Kumbakonam on a rental building at Rs. 9 per month, and as years passed by added to it gradually, so that today they have 104 buses and 2 public carrier permits, in operation.

Mr. Venkataraman added :

"We are proud to say that at the moment we are the major passenger carriers in this district and we are equally proud of the fact that our transport service has always kept a high standard of comfort, efficiency and punctuality in serving the public, and although the cost of maintenance has been steadily rising, we have not raised the fares during the last four years. It is our desire to keep improving the facilities for transport, and we shall continue our efforts to this end.

This organisation is now employing 870 workers including staff and today is the workers festival day. We observe this day each year to promote better and healthier understanding between the management and the workers. It is, essentially, the continued effort of the management and workers which has enabled this company to progress during its life in the past 18

years. It is usual on such an occasion to mention all what has been done for the workers by the company during the past, but I would not like to repeat what has been said several times before. I mention, however, that the relations between the management and the workers are most cordial and the company's progress has been constantly a matter of mutual concern of both.

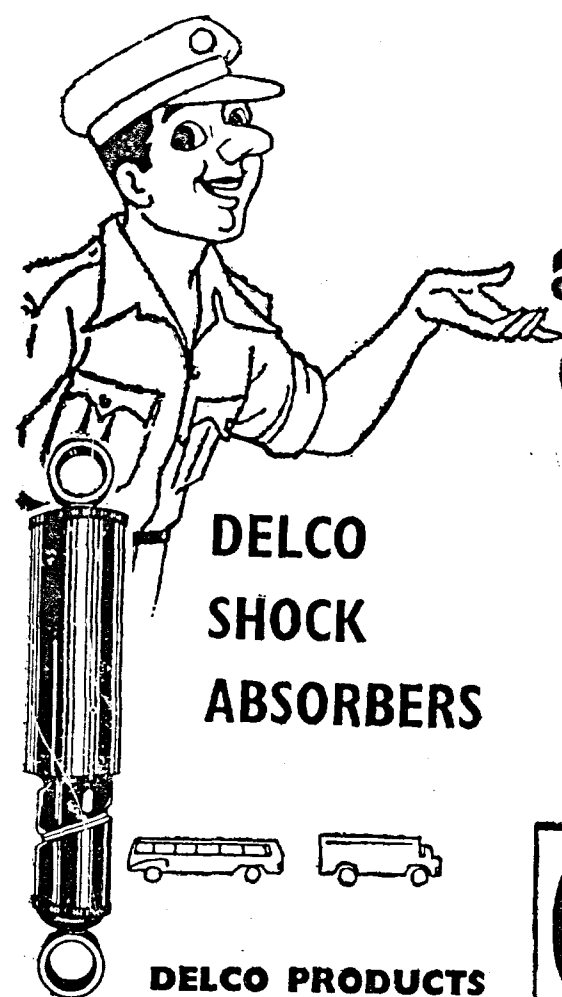


Mr. M. V. Venkataraman

On this occasion with our very distinguished President in our midst, I would like to take this opportunity of inviting his views and guidance on the problems which are being faced by the industrialists and various other sections of the business community. The problems that confront the industrialists, merchants, traders and the commercial community play a great part in the economy of our country. People are not probably aware of these problems which ultimately affect their own daily economy and with your wide experience and mature wisdom, we seek your advice as to how to solve these problems successfully.

Uncertain feeling in private sector

Various views have been expressed by the party in power, both officially and unofficially, which engenders a feeling of uncertainty about the future of "Private Enterprise" in this state. In the Policy Statement of 1948 and the subsequent utterances on this subject, which have been made from time to time, an assurance has been given that the private sector has an important role to play in the economic structure of this country. The place of the "Public Sector" has been more or less defined. Events which have taken place in recent years, however, cast a doubt as to how far the declared policy of allowing the private sector to progress side by side with the public sector, will be followed in practice. For instance, the Government have also started manufacturing automobiles, which industry had been left to private enterprise in the beginning. There is no difference of opinion regarding the fact that the private sector has played its part well, borne in the First Five-Year Plan, where it exceeded its targets allotted to it, and in the Second Five-Year Plan so far, for having almost already achieved the targets, which have been set to it, for the entire duration of the Plan. Production has been steadily raised by the private enterprise and it has also begun to appreciate the necessity of earning foreign



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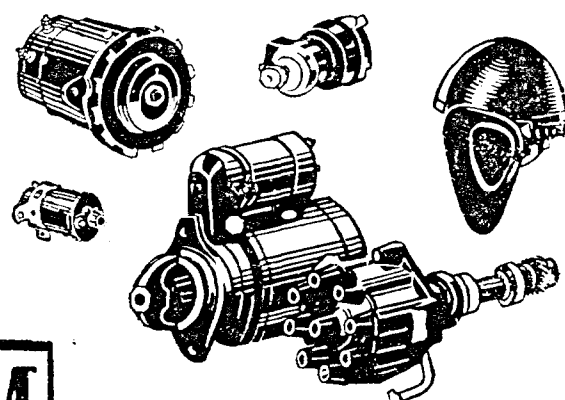
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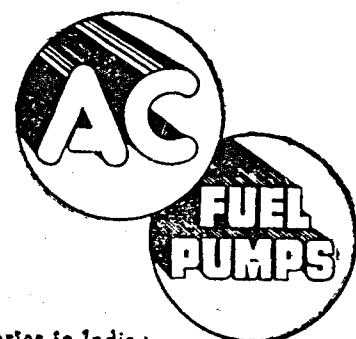
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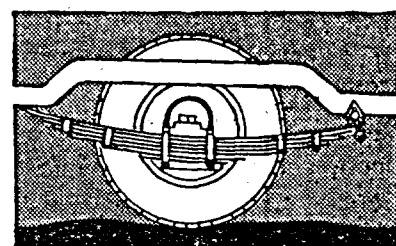
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MOTORINDIA

February 1960

"DON'T LOOK UPON PRIVATE ENTERPRISE WITH SUSPICION"

Says M. V. VENKATARAMAN

exchange and, therefore, it has begun to play an important role trying to increase the export of goods.

In spite of the many handicaps it has had to face, the private entrepreneur has not abandoned his spirit of enterprise and continues to cover newer fields in the matter of establishing new industries and thus adding to the wealth of the country. Simultaneously, private enterprise has begun to appreciate the good relationship which is necessary to maintain with its workers. In this regard this organisation is proud to be a member of the Simpson Group of Companies, which firm has had the honour of being the only private company chosen in the State of Madras to have a Joint Management Council consisting of the workers and the Management and, thereby, giving to the workers a voice in the Management of a number of concerns in the Group. There is no question of private enterprise objecting to the existence of a public sector, since we feel that both the private and the public sectors have a part to play for the development of the economy of our country and thereby, to raise the standard of living of our people. ALL WHAT THE PRIVATE ENTERPRISE ASKS FOR, IS THAT IT SHOULD NOT BE LOOKED UPON WITH SUSPICION AND THAT THE POLICY OF GOVERNMENT WILL NOT CHANGE SO AS TO MAKE ITS FUTURE UNCERTAIN. WE WANT THAT WE ARE GIVEN AN OPPORTUNITY TO SERVE OUR COUNTRY TO THE BEST OF OUR ABILITY.

It is very important, Sir, that a proper climate be created for the private sector regarding taxation. At the present moment, the industry or business generally is subject to heavy taxation of all kinds such as Income-tax, Supertax, Surcharge on Income and Supertax, etc., etc., not to mention several other indirect taxes which the industry and the business are subjected to by the Local Government. This company alone has paid tax of Rs. 6,71,451 in the last year under the Motor Vehicle Taxation Act and Rs. 6,15,028 as Income, Super and other taxes—combined a staggering burden of Rs. 12,86,479.

IF ONE SITS DOWN AND SUMS UP THE TOTAL EFFORT ON THE VARIOUS TAXES, HE WILL WONDER WHY THE PRIVATE INDUSTRIES REMAIN IN BUSINESS. IN MANY CASES, INDUSTRIALISTS HAVE TO PAY ALMOST A RUPEE FOR EVERY RUPEE THEY GET. IN SPITE OF ALL THESE TAXES, THE INDUSTRIALISTS AND THE BUSINESSMEN GO AHEAD WITH THEIR AVOCATIONS WITH A VIEW TO SERVE THE COUNTRY. THE PRIVATE ENTERPRISE CAN, HOWEVER, DO A LOT MORE THAN IT IS DOING AT PRESENT, IF SOME RELIEF FROM THE HEAVY TAXATION IS GIVEN.

Developing Madras industrially

I would like to say a few words regarding the urgent need for developing industrially, States like Madras, which are backward in this respect. While there has been considerable concentration of industries

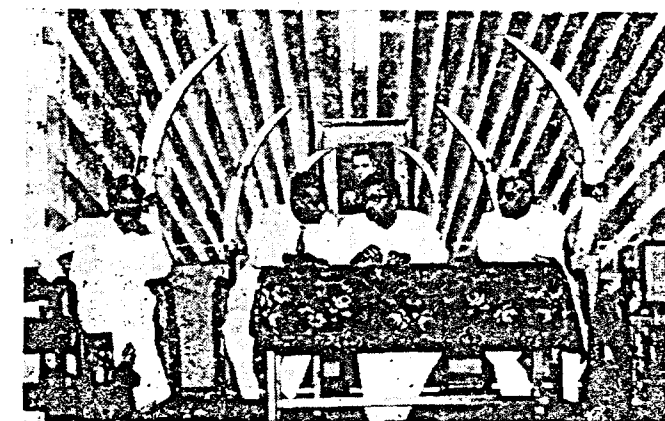


Photo taken on the occasion of S. R. V. S. Anniversary celebrations at Kumbakonam shows Shri Badrinath I. A. S. Sub-Collector, Shri Arogyaswamy, Director and District Manager, Shri C. Subramian and Shri M. V. Venkataraman, Director.

in the North because of certain inherent natural advantages and the lead and support they have had and are continuing to have, the Government should pay attention to diverting some of the new industries at least in this State for creating better employment potential for the South Indians, who have now to seek employment far away from their homes in distant like Bombay, Delhi or Calcutta. In this regard, the powers vested in the Central Government under the Industries Development and Regulation Act, could be usefully utilised to directing new industries to be located in the South, particularly in the backward districts of the Madras State. The Government should not grant any further licences for opening of new industries in areas which are already congested and this will not only spread the prosperity to the backward areas, but would also solve the problem of easing the congestion in the already industrialised States and also solve the problem of unemployment to a great extent.

It is a well-known fact that for expanding our economy and for bringing prosperity to the rural areas, it is essential that the Road Transport should receive its proper place in our National Plans. The roads should be developed to open up the country as fast as we can and the existing roads maintained in a good state of repair. It is a matter of regret, however, that while nearly Rs. 1,150 crores were earmarked in the Second Five-Year Plan for the development of the Railways, the roads received an allocation of only 122 crores of rupees for its development during the Plan. It is hoped that this anomaly would be removed in the next Five-Year Plan and both the roads and the road transport will receive their proper place in the Third Five-Year Plan allocations. Otherwise, the emphasis on the industrial growth of the country would be infructuous as it would become difficult to transport the goods to the users in various parts of the country. The important of the development of the Road Transport may be looked upon from another angle,

February 1960

MOTORINDIA

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MOTORINDIA

February 1960

RHYMES WHILE U RIDE

BY A. HOLDEN

Some cars are building smaller,
So they can rockét?
Or is it merely to
Meet the size of one's pocket?

He did not give a signal;
He didn't blow his horn
He hit me in the boot...
He'll be sorry he was born!

The policeman raised his hand;
The lady driver waved,
She was a Learner.
She stayed—he raved.

In a bus or a car you can speed,
In an ambulance or a hearse;
But riding in the latter
There's really no reverse.

"My mum takes in washing
So that things can go far".
"Washing clothes that nothing!"
"No, washing of the motor car!"

It's not the state of roads
The cause of an accident
It can be the driver,
With life "Wrecklessly spent..."

Overtaking can be safe
When driving on the level.
But on corners and hills, it
Can be the very DEVIL.

"You haven't got a mascot?
You should—they're all the rife!"
"Yes, I have," he smiled.
"Meet her—she's the wife."

"You didn't sound your horn;
You ran right into that car.
That's right, I whistled
The hooter went dead this morn."

Motorists are a little fearful
Of those who ride a bike.
But they are more afraid
In the U.S. of those who hitch-hike.

Always report an accident.
Never hit and run,
It's cowardly and senseless.
And it just is not done.

He sped along at 90.
He really set the pace.
"Racing for a train?"
"No training for a race."

In any country nowadays
To drive into the city
Is tough, a test of motoring
Worse than a reliability.

Electric power or atomic
Might give you power and zest.
Give me the old Horsepower
'Tis reliable and the best.

While cars are getting larger
Not so my bank account.
It is getting smaller
I'm sorry to recount.

"Women make better drivers."
You've often heard that said.
But they sometimes leave us men
For well and truly—DEAD.

Pedestrians are peculiar.
They cross the roads at will.
But become annoyed
When motorists' horns are shrill.

You must be OLD FASHIONED
That won't get you very far.
You're driving alright, but
You're using last year's car!

Two, four, six, eight
There's a policeman at our gate.
One, three, five, ten
Looks like parking fine again.

"This car's got good brakes.
Watch when my feet I releases!"
It did not stop, alas, 'tis junk.
Want to buy some spare pieces?

"I know this Highway backwards
All the ruts and bumps somehow.
Oops! There's one beneath us
I recognise it right now."

"Why have we stopped?" she asked.
"Has the petrol gone, Fred?"
"No, we've not run out of petrol
We've run out of road—instead."

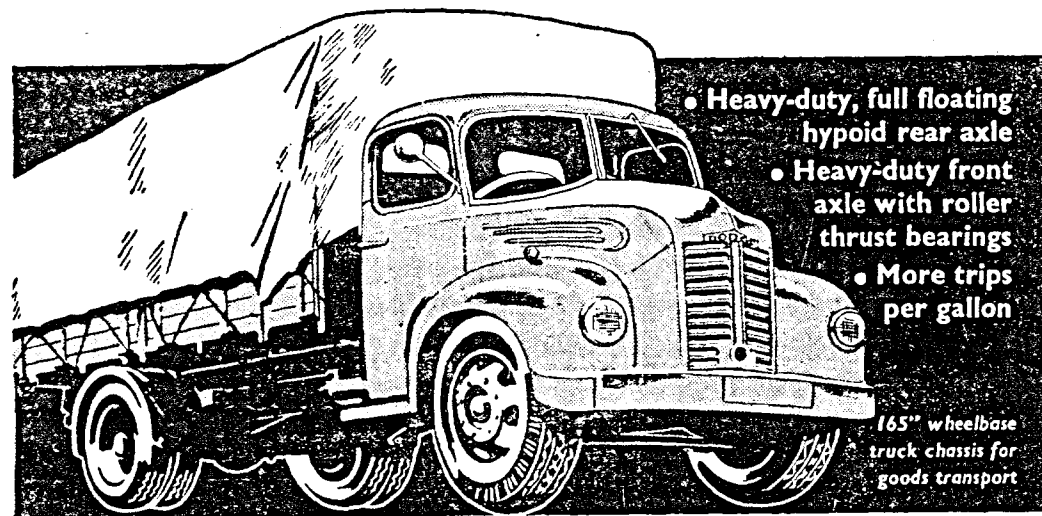
Teenager drivers are reckless,
And oniv out of schools.
Education in motoring
Benefits only fools.

Scotsmen don't give much away
Garageman Scot didn't care
He gave away for nothing
For tyres—twas free—and AIR.

February 1960

MOTORINDIA

19



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that is, of providing employment potentials as well as creating technical skill in the country, for by enlarging our Road Transport, we would develop mechanics, turners and other skilled workers, who can form a basis for the quick industrialisation of the country.

There are many rich people in this district who are extremely and extraordinarily clever. Yet, we do not find any industry worth mentioning in this district or in the adjoining districts. I would appeal to those who have the capital to come forward and invest it in enterprises which will provide employment to many and would also bring returns to themselves. While an appeal may be made to the Government for necessary help, at the same time we appeal with equal force to the other industrialists in our State to come forward and organise newer and small industries.

MR. C. SUBRAMANIAM'S CALL TO INDUSTRIALISTS

Mr. C. Subramaniam, speaking on the occasion, said that there must be healthy competition between the public and private sectors in the development field and the two were indispensable for the economic progress of the country.

He called upon industrialists to come forward to provide the necessary technical training for the workers. He said the growth of this firm during the last eighteen years reflected in a measure the industrial development in Tamil Nad. The enormous increase in transport facilities was also an index of the rise in the standard of living of the people. A very

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important factor that had contributed to the development of transport service was the good roads in Tamil Nad.

He said that the transport service in spite of heavy taxation was working at a profit. He had been questioned as regards the propriety of the present taxation, but his reply was they should consider the speed, with which transport services had expanded. There was nothing wrong in imposing taxes in conformity with the earnings. He pointed out that mere expansion of transport service would not give any satisfaction, so long as engines and other motor parts were imported from foreign countries. Real industrial growth could be claimed only when all these were made in India itself.

The Minister said that the Government had taken up the manufacture of automobiles just to know whether the cost of the production could be brought down, so that the finished product might be sold at a cheaper price. It was merely experimenting and the result could not be judged at present, he added.

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ENGINE PISTONS and PISTON RINGS

By Meherwan J. Patel

In an internal combustion engine, a plug is employed to move inside the engine cylinder to suck the mixture of air and fuel, compress it in the same cylinder, and when fuel ignites, it takes power which is transferred to the connecting rod, and it removes the already burnt gases. This plug is known as Piston.

In short the piston has to maintain a gas tight chamber for the cylinder charge, at all times, to transmit the power to the connecting rod and to remove burnt gases. Pistons are generally made of

- (1) Cast iron.
- (2) Alloy of mild steel.
- (3) Cast aluminium alloy.

In the centre of a piston, a horizontal hole is provided for gudgeon pin. The purpose of gudgeon pin is to connect piston and connecting rod firmly. Grooves are also provided on pistons to hold the piston rings.

Cast iron pistons : Cast iron pistons are made slightly smaller in diameter than the cylinder bore, in order to work properly, that is without seizing.

Aluminium alloy pistons : Generally in all modern cars, the pistons are made of aluminium alloy. It has got many advantages such as it is lighter, thus reducing the value of reciprocating loads and also acts as a better heat conductor and it therefore runs much cooler and more free from carbon deposits. But along with these advantages, there is one disadvantage also and that is its expansion is three times more than the cast iron pistons.

Piston clearance : In between piston and a cylinder a clearance is given for expansion when it gets heated up during engine operation. This clearance is known as "Piston Clearance." The clearance is given, so that the pistons can move freely up and down without seizing. This clearance depends upon

- (1) The type of material of piston.
- (2) The speed at which the piston reciprocates.
- (3) The type of cooling system employed. -

Piston rings : The purpose of the 'Piston Rings' is to fill up or seal the (gap) clearance between the piston and cylinder walls, thereby preventing the high pressure gases escaping into the crank-case. The rings also have to lubricate cylinder walls and preventing the oil from entering the combustion chamber. Since the gases in the cylinder are under pressure, therefore the rings should fit properly in the piston ring grooves and also they should exert a certain radial pressure outwards against the cylinder walls. The number of piston rings on piston, depends on size of the piston

and power to be transferred. Generally, the piston rings are made of cast iron or spring steel.

Piston ring grooves : The grooves are cut on the walls of the piston to carry piston rings. The grooves are made slightly wider than the piston rings, to give room to piston rings (when it gets heated-up) for expansion. The fitment of the piston rings in the ring grooves is very important.

Piston ring gap : A gap is provided at the ends of the ring to give room for expansion is called 'Piston Ring Gap.' The ring gap is provided for three purposes :

- (1) To permit expansion of the ring when heated, without causing it to seize cylinder walls. As the ring expands the gap decreases.
- (2) To permit the ring to expand, owing to its elasticity and to exert pressure on the cylinder walls.
- (3) To permit assembling rings on the piston.

Oil scraper rings : Practically all modern engines are now fitted with special piston rings for the purpose of regulating the amount of oil on the cylinder walls, so that this quantity is just sufficient for its lubricating purpose, but not enough to cause excessive carbon deposits. The action of a scraper ring is to ride over the oil with the least possible scraping action during the upward stroke of the piston and to scrape the oil into the groove, while downward stroke.

Causes of piston and cylinder walls wear

1. If material like dust particle or hard carbon particles enter the cylinder during inlet stroke, and if they get entrapped between the piston and cylinder, scratches will be produced (resulting in wear) when the piston reciprocates.
2. Friction between the piston and cylinder results wear. It is always advisable to clean the plug seating before removing the spark plug for cleaning.

Indication of cylinder wear

1. The best indication of excessive cylinder and piston wear can be found by running the engine and checking the defect as

- Piston slap.
- Excessive carbonising.
- Continuous misfiring of plugs.
- Loss of compression.
- Excessive oil and petrol consumption.
- Loss of power on hills.

February 1960

M-6

MOTORINDIA

21

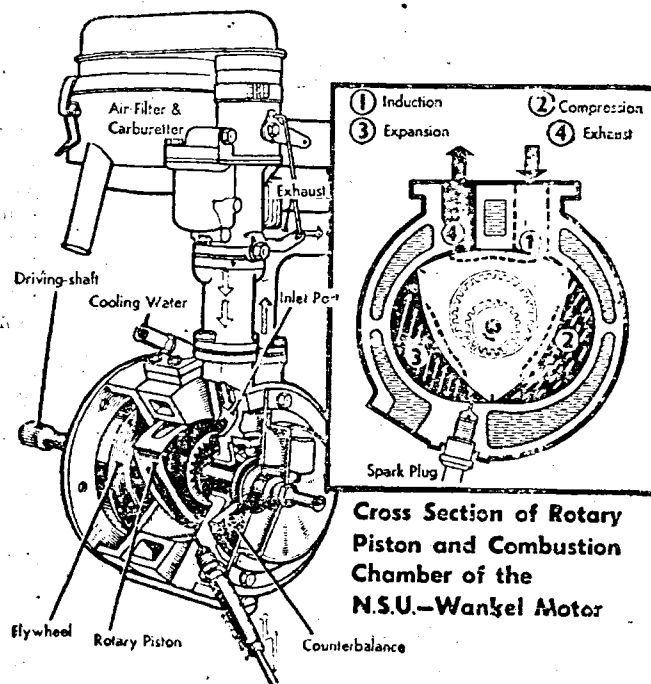
Simplicity, Smallness, Lightness make new revolutionary piston engine

The N.S.U. Werke A.G., the well-known motor manufacturing firm at Neckarsulm, West Germany, has evolved a radically novel type of internal-combustion engine, described as Drehkolben-Motor or Rotary-Piston Engine. Its outstanding characteristic is that it combines essential features of both a conventional piston engine and a gas turbine in a power unit of remarkable simplicity, smallness and lightness. The newcomer is still in the pilot stage, but small prototypes have been in experimental operation for the past three years. Plans for commercial production seem well advanced not only in Germany, but also in the U.S.A., where the Curtiss Wright Aircraft Corporation acquired a manufacturing licence from N.S.U. in 1958 and has since taken an active part in the development of the engine, especially with a view to its potentialities for high-power uses in road and air transport.

The new engine is based on an invention by the German engineer Felix Wankel, whose main objective was to apply the combustion cycle of a normal piston engine to a prime mover capable of producing rotary motion directly, i.e., without the aid of an intermediate reciprocating mechanism of connecting rod and crankshaft, on which the conventional piston engine depends. Immediate rotation has, of course, long been achieved with the gas turbine, but only at the expense of using up a considerable part of the turbine's rotational force for driving its own rotary compressor, that pressurizes the fuel gas for turning the turbine blades. This is one reason for the gas turbine's comparatively low overall thermal efficiency. In the Wankel engine, immediate rotation of the shaft is achieved by gearing the shaft directly to a piston, in such a manner that the piston—instead of moving up and down in a cylinder, as in a reciprocating piston engine—is caused to orbit eccentrically around the shaft, while at the same time revolving about its own axis. The power for rotating the piston derives from a cycle of fuel combustion closely akin to that applied in a four-stroke reciprocating piston engine.

As may be seen in the accompanying illustration, the new engine has only two moving parts, the piston and the shaft. The piston has the form of a flat triangular disc with slightly curved sides, and the contour of the combustion chamber is so designed that the three points of the triangle remain constantly in contact with the inner wall of the chamber as the piston rotates. By this means, three segments of continuously changing size are formed by the three sides of the piston and the corresponding sections of the chamber wall. They are sealed off from each other by small metal strips fitted elastically into the pointed edges, which also control the gas flow by uncovering or covering the inlet and outlet ports. Each of the three revolving segments carries around its fuel charge through the successive phases of the traditional 4-stroke cycle of induction, compression, ignition/expansion and exhaust. The ignition takes place when the compressed fuel-air mixture passes the fixed spark plug.

A single-piston Wankel unit thus performs the function of a conventional 3-cylinder 4-stroke reciprocating engine. With the ratio of piston-to-shaft revolution so chosen that the output shaft revolves three times as fast as the rotary piston, high rotational shaft speeds are achieved with relatively moderate piston speeds. This



not only eases wear and cooling problems, but also lessens the sensitivity of the engine to fuel quality. According to N.S.U., the rotary-piston engine can be run satisfactorily on low-octane gasoline and may possibly be developed to a multi-fuel engine at later stages. Other obvious merits are the absence of valves, camshafts and crankshaft, which makes for compactness, low weight, and freedom from vibration.

The 125 c.c. prototype of the N.S.U. Wankel engine is said to have a speed range of 2,000-17,000 r.p.m., and to develop up to 29 b.h.p. for a total weight of between 11 and 17 kgs. according to construction materials. The power-to-weight ratio is substantially better than that of an equivalent reciprocating gasoline engine. Specific fuel consumption of 230 grams (0.51 lb.) per h.p.-hour is well in line with that of a conventional spark-ignition engine, though above that of a diesel engine. Recent reports suggest that N.S.U. will direct its commercial production of the Wankel engine to automotive models of up to 100 h.p. Curtiss Wright plans to concentrate on higher power ranges, initially

of up to 700 h.p., and later on to extend its programme to rotary-piston aircraft engines of several thousand horsepower.

SHALL WE SCRAP OUR MOTOR CARS?

Since the news about this revolutionary engine was announced in the Press, visitors from all over the world have been knocking at the door of Wankel's home at Lindau in South-west Germany. His engine has already been ranked by a leading German economic newspaper as equal in importance to the Otto engine and the Diesel engine. Immediately after the first reports about the Wankel engine, a rotary piston one, were published, the value of shares of the firm with whose co-operation he developed the engine went up spectacularly in the stock market. Similar stock market gains were reported about the shares of a U.S. aircraft engine manufacturing firm which has contributed a large sum of money towards the Wankel engine project in return for the right to manufacture the engine under licence.

From Business Clerk to Engineer

Who is this Wankel? Just as his new engine defies the commonly held opinion that technical progress today can only come about by a slow process of development and research, Wankel himself is living proof of the contention that, even today, major technical break-throughs are sometimes achieved by people who have not had the benefit of long and thorough training at technical schools and colleges. Wankel, in fact, taught himself everything he knows about technology; he never attended a technical school! He was born in 1902 at Lahr in the Black Forest. He had a passion for tinkering with machines, and he installed at his home a small workshop for which he bought four used machine tools. There he experimented, together with an unemployed engineer. To pay for the equipment, the upkeep of the workshop and their experiments, the two men carried out automobile repairs and re-bored cylinders in their shop.

Wankel first encountered the problems of "tight-sealing" the housings of moving machine parts, especially sliding parts causing friction, in 1926, when he submitted proposals to a large factory on improving its high-pressure grease-lubricating machines. He decided then and there—and this determined his entire future technical career—that it must be possible to build an entire new range of machines if the technique of "tight-sealing" were improved and perfected. Though Wankel did not then know it, this was the hour of birth of his rotary piston engine. Over a period of years, he constructed a series of experimental installations, still driven by conventional engines, to solve the basic problems of "tight-sealing." During the course of this work he developed a variety of sealing parts and components, as yet without any actual practical application in mind.

By 1936, the Aviation Ministry had become sufficiently interested in Wankel's work to set up a research institute for him at Lindau in place of his former two small workshops at Heidelberg and Lahr. Four years later the Ministry added a 2.4-million Reichsmark pilot plant for industrial scale experimental studies because Wankel's prediction had come true that, as a by-product of his work in developing a rotary piston

Firestone President In India

Mr. W.D. Waugh, President, Firestone International Company is presently on a visit to India, accompanied by Mrs. Waugh. The Firestone International Company controls the Firestone Tire and Rubber Company's manufacturing and marketing operations outside of the United States. Mr. Waugh was appointed President on January 1st, 1957 and has thus, for 3 years, directed the



Company's vast foreign operations which include factories located in Canada, England, New Zealand, South Africa, India, Venezuela, Argentina, Spain, Switzerland, Brazil, Sweden, Germany, Cuba, Mexico, The Philippine Islands and Portugal. Additional overseas production facilities presently under construction include tyre and synthetic rubber factories in France as well as a synthetic rubber plant at Bareilly, U. P. in collaboration with Messrs. Kilachand Devchand & Co. (Private) Ltd., Bombay.

Will Discuss Tyre Problem With Govt.

This is Mr. Waugh's second visit to India and in Bombay he will be able to see the vast expansion which has taken place in the Company's factory when compared with what it was in 1957.

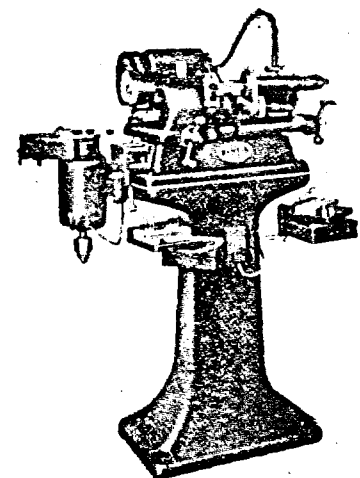
In Delhi, Mr. Waugh will have discussions with Government officials and we understand that among those topics likely to be discussed are those concerning the problems which the Tyre Industry in India will face in having to equip the ever-increasing number of cars and trucks which are to be produced under the expansion programme of the Automobile Industry.

Before returning to Bombay and thence to the United States via Europe, Mr. & Mrs. Waugh will visit the site for the synthetic rubber factory at Bareilly.

engine, he would necessarily develop a new type of rotary valve for ordinary piston engines. Soon afterwards, the first one-cylinder aircraft engine, with rotary drum-regulated combustion and crankshaft-drive, was being tested at Wankel's pilot plant. The engine proved to have excellent performance characteristics and a much longer life than conventional piston engines.

Wankel himself said of his new engine that "the piston engine has now emerged in its third form. Initially, it was a slow-running steam or gas engine. In its second form, it was the faster-running internal combustion engine, which changed our life thoroughly. Now, as rotary or circular piston engine, it will open up entirely new technical possibilities."

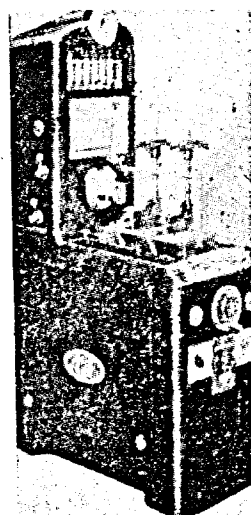
The engine is suitable for aircraft and marine equipment also.



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Z. 21

FIRST MOTOR SHOW OF 1960

From GORDON WILKINS

After a lapse of three years, first because of the international political situation and then because of the Brussels International Exhibition, the Brussels Motor Show was revived in its full glory to make the first big International Show of 1960 and it was generously heated against the bitter winter weather. There was the usual comprehensive display of the new American models although their share of the Belgian market is steadily declining. The proportion of American cars on Belgian roads has dropped from 20 to 13 per cent in two years, but the compacts may halt the downward trend.

Really new cars were few. The new 4-litre Super-america Ferrari made its debut with convertible coachwork by Farina; shorter and lighter than the previous 5-litre model. It is just as powerful, with an announced output of 400 CV (392 b.h.p.) and with disc brakes by Dunlop, it may be seen in competitions. The new Volvo 1800 sports coupe was there too. Its body-chassis structure will be made in England by Pressed Steel Co., and finished by Jensen. Its 1780 c.c. four-cylinder engine is a new unit with five bearing crankshaft and two S.U. carburettors, giving 100 b.h.p. Girling disc brakes are used at the front and overdrive is optional.

New to most West European buyers was the Trabant, built at Zwickau in East Germany. It is a small plastic-bodied sedan with 500 c.c. two-cylinder air cooled two-stroke engine driving the front wheels via a four-speed gearbox with free wheel. There is a steel platform chassis, with suspension by transverse leaf springs; independent at front; rigid axle at rear. Weight dry is about 1,325 lb.

Since the coming of the common market, France and Germany are engaged in an all out battle for sales in Belgium and France is gaining fast, thanks largely to the Dauphine. 1959 sales were 65,903 by Germany and 64,966 by France but at the current rate of progress, France is probably in the lead by now. Britain was third with 13,596 sales. Top three makes on the market were Opel, Volkswagen, Renault, Standard-Triumph, whose sales are rising since the Herald was introduced, announced plans for their new assembly plant at Malines which will start producing later this year at the rate of 2,500 per annum, rising to 10,000.

Mr. A. S. DICK'S WELCOME SPEECH

Mr. A. S. Dick, Managing Director, Standard Triumph International in his speech at the Brussels Motor Show said: We have missed the Brussels Show in the past few years and we are delighted to see it restored as one of the events in the International calendar.

In the four years since the last Brussels Show, there have been very great changes in the motor industry, mostly arising from its rapid expansion.

New Standard Factory

I am particularly pleased to welcome here today Monsieur R. Holtkamp, Director-General of the Ministry of Economic Affairs and Monsieur A. Spinoy, Burgo-

master of Malines, and to tell you that we have concluded arrangements for the purchase of a fourteen acre site there, where we are to erect a factory for the assembly and progressive manufacture of Standard-Triumph vehicles. Operation will start in June at the initial rate of 2,500 units per annum, building to a capacity of 10,000 per annum.

We shall use progressively more and more materials of Belgian origin and it is our present intention to establish this factory as our base of operation for those countries within the common market.

We are confident that this new factory which is being administered with enthusiasm and energy by Mr. Bryce Cousens, will prosper and will eventually become part of the Belgian industry.

Standard-Triumph at Brussels Motor Show

Nine Standard-Triumph cars and Commercial vehicles are shown on the Company's stands at the Brussels Motor Show, which opened on January 16.

They are 2 Triumph Herald Saloons, 2 Triumph Herald Coupes, 1 Vignale Vanguard Saloon, 1 Triumph T.R. 3, 2 Atlas forward control vans, and 1 Atlas pick-up truck.

These models, with the exception of the Atlas pick-up truck, are assembled in Belgium.

Fiat At Brussels

At the last Show (1956) previous to the "Expo 58" Fiat presented its latest novelty of that time: the "600 multipla". This year, the "Palais du Centenaire" being once more available for the Motor Show, Fiat presents the outstanding 1959 novelties in its range of cars. Foremost among them is the 1800-2100 model, which registered one of the greatest successes in current European automobile manufacture.

Fiat progress

Fiat's automobile production is constantly growing, having now attained a daily average which is among the highest in Europe. During 1959 Fiat's overall production made a further big increase. IN 1959 FIAT COMPLETED ITS SIXTIETH YEAR, HAVING BEGUN OPERATION IN 1899 WITH THE MANUFACTURE OF MOTORCARS. TO-DAY FIAT IS DEVELOPING ACHIEVEMENTS ALSO IN THE FIELD OF ATOMIC POWER.

The car stand

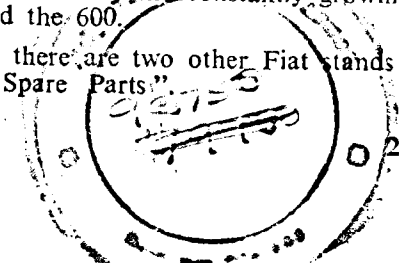
On this stand all current Fiat models are shown: from the little "500" and "600" models to the "1100"—renovated and improved models—and to the new superior class cars: 1200—1500—1800—2100. This is one of the most complete ranges of cars turned out at present by any single manufacturer.

The Fiat tradition in the small utility car field is now more than ever confirmed by the constantly growing sales of the 500 and the 600.

In the Exhibition there are two other Fiat stands: "Oliofiat" and "Spare Parts".

February 1960

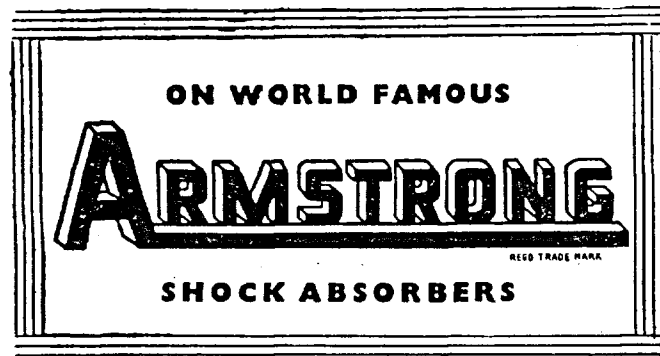
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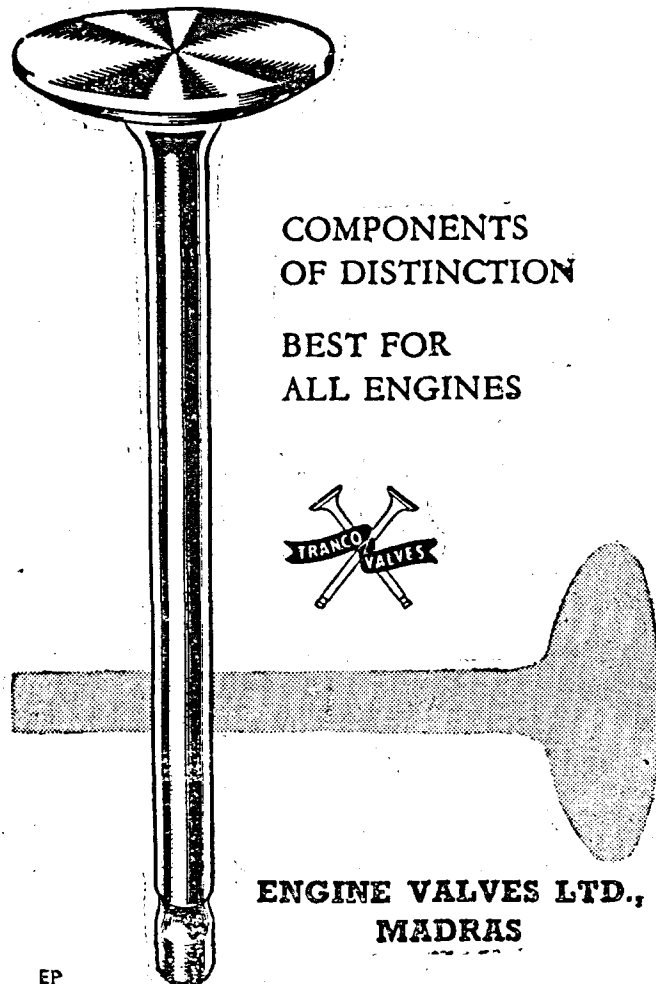
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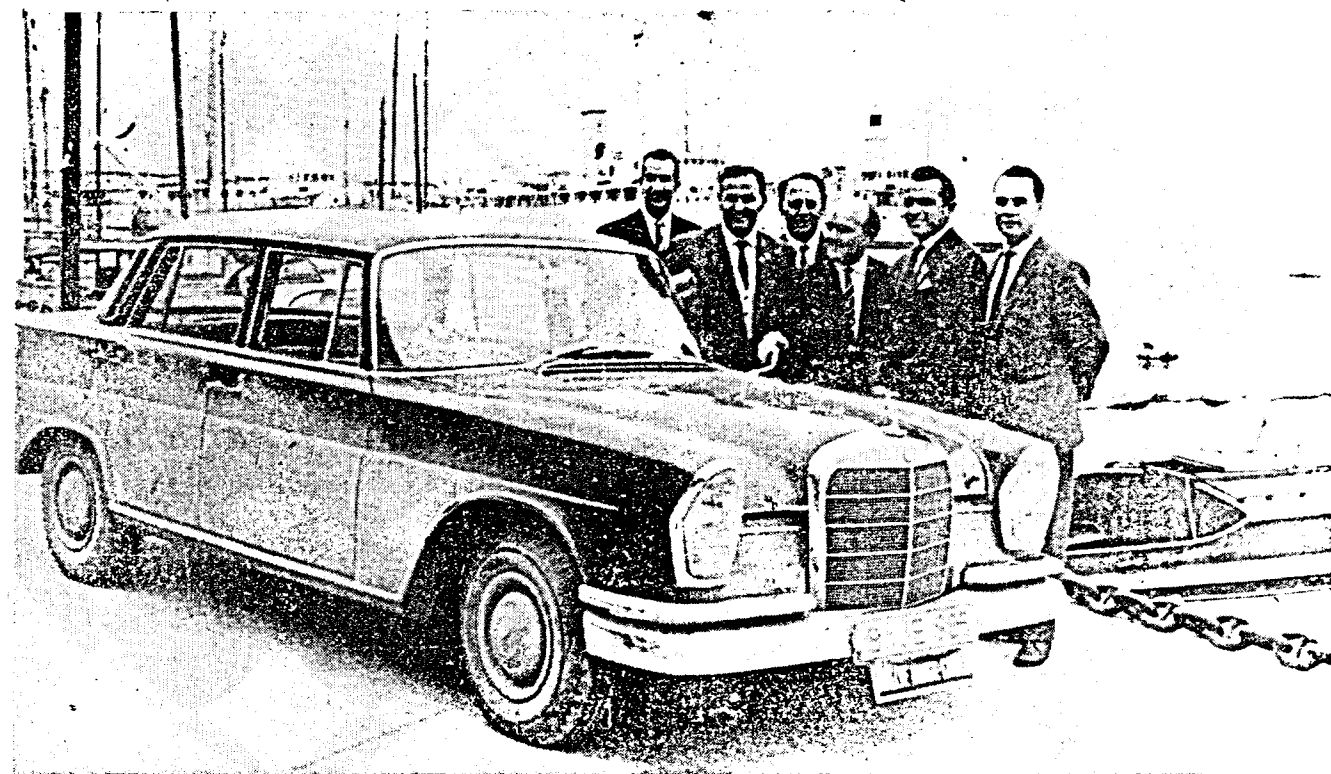
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RALLIES & RACES



The three successful teams on Mercedes-Benz 220 SE. From left to right : Mahle, Socher, Schock, Bohringer, Moll and Ott.

MONTE CARLO RALLY SUCCESS OF MERCEDES-BENZ CARS

In the 29th Rallye Monte Carlo which took place from January 18th to 23rd under extremely difficult weather conditions, the team of the Motor Sport Club Stuttgart with the drivers Walter Schock/Rolf Moll, Eugen Bohringer/Hermann Socher, Roland Ott/Eberhard Mahle, all on Mercedes-Benz 220 SE, placed first, second and third and thus won not only the overall classification but also the team prize (Challenge Charles Faroux) and the Prix des Constructeurs (Challenge "L'Equipe").

These three teams, as well as the Netherlands Tak/Swaab, also on Mercedes-Benz 220 SE, which placed fifth, had all started from Warsaw.

This unprecedented success of the Mercedes-Benz cars with fuel injection proves once again and under extreme conditions their reliability and their performances.

Walter Schock from Stuttgart, who runs a fruit import business, had together with his co-driver, the engineer Rolf Moll, already in 1956 placed second in the Monte Carlo Rallye and won in the same year the European Rallye Championship on Mercedes-Benz.

These are the results of the 29th Rallye Monte Carlo :

	Penalties
1. Schock/Moll (Stuttgart) Mercedes-Benz 220 SE	... 110
2. Bohringer/Socher (Stuttgart) Mercedes-Benz 220 SE	... 298

3. Ott/Mahle (Waiblingen/Stuttgart) Mercedes-Benz 220 SE	... 650
4. Harper/Baxter (England) Sunbeam	... 749
5. Tak/Swaab (Holland) Mercedes-Benz 220 SE	... 754
6. Sutcliffe/Crabtree (England) Ford	... 815
7. Lier/Walter (Schweiz) Sunbeam	... 844
8. Quilico/Michot (Frankreich) Auto Union 1000	... 863
9. Bremer/Vainole (Finnland) Saab	... 880
10. Marang/Badoche (Frankreich) Citroen	... 928

ROOTES CARS FROM BRITAIN

Rootes Group cars were used by 30 of the 119 top-line British crews entered in the 3,500 miles Monte Carlo Rally. Among them were 25 Sunbeams including six works-entered Rapiers competing as two teams.

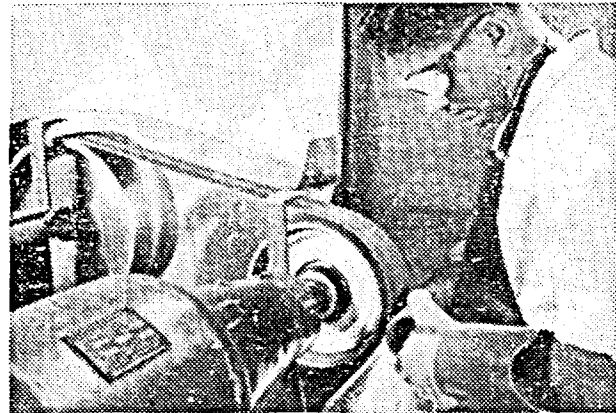
Expert Swedish, Danish and Swiss crews, also competing in Sunbeams, made up one of the strongest single marque entries in the five-day event.

TYRESOLES SUCCESS

Tyresoles Allweather Tread has once again achieved success in Monte Carlo Rally in 1960 as per telegram received from Tyresoles Overseas Ltd., London, reading as follows :

WALTER SCHOCK OUTRIGHT WINNER AND WINNING MERCEDES TEAM 1960 MONTE CARLO RALLY ALL DROVE ON TYRESOLES ALLWEATHER TREAD SUPPLIED BY TYRESOLES GERMANY.

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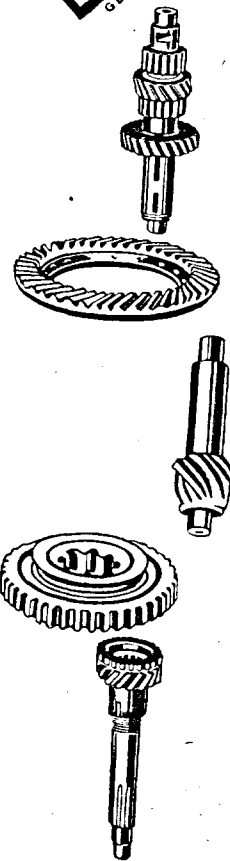
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The ex-champions of Europe Schock-Moll won the most difficult European rally on Mercedes-Benz 220 SE.



The winners Schock-Moll on their Mercedes-Benz 220 SE (No. 128) during the last and decisive test in which they won this first place

IN NEW ZEALAND BABY DIESEL TRIUMPHS

Britain's "baby" diesel engine—the lively 1.6 litre Perkins Four 99—has added yet another achievement to its already impressive "honours" list.

In the recent New Zealand Mobilgas Economy Run, 300 drivers covered a total of 150,000 miles in 25 cars including a Volkswagen, Standard 10, Morris 1000 and a Fiat 600—and the best fuel consumption of all was returned by an Australian Holden with a Four 99 diesel engine.

Its net m.p.g. was 52.45 and this was 2.74 m.p.g. better than the best returned by a petrol powered car—a 10 h.p. model. In the class for 1201-1725 c.c. cars, petrol consumption figures varied between 35-40 m.p.g., giving the 1600 c.c. diesel car a 12.45 m.p.g. advantage over the class winner.

Although not an official entry, the Holden—entered by Clyde Engineering Ltd., of Wellington, Perkins distributors in New Zealand—was subjected to the same scrutiny by Mobilgas and New Zealand Car Club officials. It followed the same 1,135 mile route as the other car.

MOBILGAS RUN

VICTORIES FOR OLD AND NEW

A 1½ litre Hillman Minx has won its class (1201-1725 c.c.) in the 1959 New Zealand Mobilgas Economy Run.

The Minx (a de luxe version known in New Zealand as the Humber 80) returned an average fuel consumption of 40 miles per gallon over the 1,136 miles long route from Blenheim to Christchurch.

IN AUSTRALIA

At the same time in Australia, 1913 Hillman was declared outright winner of the Australian Veteran Car Club's two-day annual rally. The four cylinder Hillman was set to average 20 m.p.h. over the 120 miles from Melbourne to Sorrento and back.

FRANKFURT FAIR 1960

The 4th International Bicycle and Motor-cycle Exhibition (IFMA) will be held from September 7 to 11, 1960 on the Fair Ground in Frankfurt am Main.

The Bureau Permanent des Constructeurs de Motor-cycles has given its assent to exhibit bicycles, motor-assisted bicycles, motor-cycles and motor-scooter, as well as spare parts and accessories.

Inquiries are to be addressed to the Exhibition Management, Friedrich-Ebert-Anlage 57, Frankfurt am Main, Federal Republic of Germany.

The applications for the reservations of stands should reach the Exhibition Management by March 15, 1960.

PRODUCTION FIGURES FOR EUROPE'S MOTOR INDUSTRY

Production figures for Europe's three leading car producers in 1959 were:

	Cars	Commercial vehicles
West Germany	... 1,503,388	215,141
Great Britain	... 1,189,943	370,484
France	... 1,085,177	197,982

France produced more than 1 m. cars in a year for the first time. Volkswagen is Europe's biggest producer with a total of 704,935 vehicles. B.M.C. came second with 553,000 but if they were not continually held back by strikes, B.M.C. could be producing at the rate of 700,000 vehicles a year without waiting for £49m. new factories to be built in the Midlands, Wales and Scotland. Renault are catching up in third place, with 515,000 vehicles last year.

In exports, Germany led with 870,761 vehicles, equal to over 50 per cent of their output. Britain exported 676,936 units, or 43 per cent of production. France's final figures are awaited, but it is known that they increased their exports by 50 per cent in the year, while their home market declined under the influence of credit restrictions and very high taxes on vehicles and fuel.

REDEX TRIAL

Third 12 Hours Endurance Trial for Cars

The above event organised by the REDEX Car Club was inaugurated by Mr. Khatau G. Dayal, President of the W.I.A.A. at the Juhu Aerodrome at 6 p.m. on the 16th January and ended at 6 a.m. on the 17th.

Six cars took part in the trial. Three had to withdraw due to certain breakdowns. The remaining three cars finished the 12 Hours Trial in the following order:

- 1st HINDUSTAN LANDMASTER, entered by the French Motor Car Co., Ltd., and driven by Mr. C. A. Duarte and Mr. S. Ezekiel, covering 261 laps—522 miles.
- 2nd HINDUSTAN AMBASSADOR OHV, entered by National Garage Private Ltd., and driven by Mr. M. Mathuradas and Mr. S. B. Mehta, covering 255 laps—510 miles.
- 3rd HINDUSTAN LANDMASTER, entered by National Garage Private Ltd., and driven by Mr. N. U. Patel and Mr. S. M. Wagh, covering 252 laps—504 miles.

PREMIER AUTOMOBILES LIMITED

LALCHAND HIRACHAND REVIEWS PROGRESS

The following is the speech delivered by Shri Lalchand Hirachand, Chairman at the Fifteenth Annual General Meeting of the Company held last month.

GENTLEMEN :
It gives me great pleasure to welcome you to the Fifteenth Annual General Meeting of the Company. Occasions, like the Annual Meetings, are milestones in the history of an organisation. They provide an opportunity to take stock of progress achieved in the past, and from the edge of the present to peep into the promise of the future. Considered in this perspective, you will doubtless want to know the Company's progress and its programme for future development.

The Directors' Report and the Statement of Accounts for the year ending 30th June, 1959 have been in your hands for some time past and with your permission I will take them as read.

During the year under review, the Company's sales rose to 3,220 cars and 5,162 trucks as from last year's sale of 2,652 cars and 4,778 trucks. The Company also sold spare parts of the value of Rs. 1,63,26,284.78 as against those valued at Rs. 1,41,25,661.52 sold during the previous year.

The working of the Company has resulted in a profit of Rs. 23,25,315 after providing Rs. 28,54,320 for depreciation and Rs. 27,33,000 for taxation and Rs. 13,00,000 for development rebate and writing off debenture issue expenses. Adding to this the balance of the amount carried forward from the previous year (after adjusting the amount dividend paid on forfeited shares now annulled) namely Rs. 4,78,796 and the amount of excess provisions and refunds received in respect of previous years, namely, Rs. 3,51,532, the total comes to Rs. 31,55,643. We have to deduct therefrom the amount of expenses and taxes relating to previous year, viz., Rs. 8,94,391 leaving a balance of Rs. 22,61,252 available for distribution. Your Directors propose to pay a dividend for the year of Rs. 9 per share (subject to deduction of tax) which will account for Rs. 19,89,284. The surplus, your Directors recommend be carried forward.

During the year under report the Company's factory at Kurla worked only for 11 months as it continued to remain closed in July, 1958 on account of labour trouble. One month's less working affected the turnover. In addition to this the Government's unwillingness once again to grant us increase in prices of the Fiat cars in spite of the mounting wage bill, rise in the cost of raw materials and of ancillary items, not permitted to be imported, had the effect of reducing the margin of profit with the result that the overall profit did not reach the expected level this year.

RECORD OF WORK

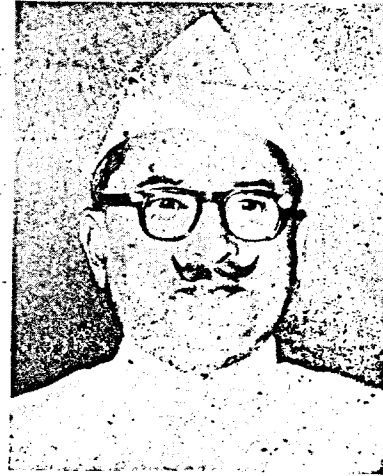
May I, at this stage, with your permission recapitulate the record of our work so far? As you know, we

started with a capital of Rs. 2.25 crores. Originally our programme was to manufacture Chrysler products, particularly the Plymouth car, and the Dodge truck. It was anticipated that we would manufacture to the extent of 30% and perhaps 50% of the value of the vehicles. The volume estimated was between 5,000 and 8,000 vehicles.

Of the total capital collected, viz., Rs. 225 lacs, we had to spend 35 lacs of rupees for the housing of the staff. Thus we had hardly 190 lacs of rupees left to finance our business.

In the post-war period prices began to soar up rapidly and the prices of machine tools, fixtures, equipment, as well as the prices of various components and raw materials went up considerably. Again the devaluation of the rupee along with that of the pound sterling raised prices of materials, etc., still further. Naturally, the capital that we had in our hand was found to be insufficient to meet the business requirements. We had to borrow from Banks substantially and our thanks are due to the Banks—the Bank of Baroda, Ltd., and the Devkaran Nanjee Banking Co., Ltd.—for the assistance they gave through Cash Credit and other facilities. Till 1954, foreign interests were dominant in the automobile field of the Indian market. The Government looked at the local manufacturer with lukewarm sympathy and the lion's share of the business was taken away by foreign interests who were interested in merely importing vehicles and making profits it was in 1954 that the Tariff Commission recognised the importance of the automobile industry in the economic development of the country and recommended that the local business be reserved to the indigenous manufacturers. Till this time our position was very unhappy economically and we could hardly make both ends meet.

After prolonged negotiations and investigations we were able to borrow from the Industrial Finance Corporation of India a loan of Rs. 50 lacs in 1953. This was useful and helped us to make progress in the manufacture of various parts and components.



Lalchand Hirachand

Due to the unfortunate financial position of our Company on the one hand and the tight money policy resulting from increasing Government demand for funds to finance welfare schemes and the competing demands of a growing public sector, it was difficult for our Company to raise adequate finance. It was only in 1958, that we were able to float debentures to the extent of Rs. 160 lacs with the help of Industrial Credit & Investment Corporation of India. Industrial Finance Corporation of India and Life Insurance Corporation of India who were good enough to underwrite the issue. We paid back Rs. 50 lacs of the debenture loan taken from Industrial Finance Corporation of India in 1953 out of the proceeds of Rs. 160 lacs debenture issue.

In this period we had to face two major labour strikes, each extending to 100 days of stoppage of work. The Company had to make heavy sacrifice on both these occasions. Each time the workers resumed work unconditionally.

COMPANY'S PROGRESS

I have already referred to the progress made by the Company in the manufacturing programme in the Directors' Report and it is therefore not necessary to refer to the same in my speech.

You will be pleased to know that in spite of the handicaps, problems, and difficulties, about which I have narrated earlier, our progress in the manufacture of parts and components for Dodge truck and Fiat car is very creditable and it can be summarised as follows :

1. Dodge Diesel Truck	82%
2. Dodge Petrol Trucks	73.20%
3. Fiat Car	64.11%
4. Short w.b. Petrol trucks	54%
5. Power Wagons	51.84%

The percentages are calculated according to the formula of the Ministry of Commerce and Industry.

This is far more than what we had planned for. Again we have established a manufacturing capacity of 8,000 Fiat cars and 7,000 Commercial vehicles per year by adding a few more machines. The full capacity is estimated to come into operation in the financial year 1960-61. The total investment in capital assets for all this progress is around 6 crores of rupees only. I would like to state here without hesitation that as a whole the progress achieved by your Company in spite of various handicaps has been far greater than that by any other concern engaged in the manufacture of automobiles in this country.

Our progress has been one of steady growth passed on support and co-operation of our associates and has been carried out mainly by Indian technicians. Your Directors feel that the time has now come for more rapid progress based on the firm foundations that have been laid.

I must mention with great pleasure the co-operation extended to us by the shareholders. They have all along shown sympathy and understanding. The Company was not able to pay dividends for some

years and it is needless to say that but for the patience and forbearance displayed by our shareholders, we would not have been able to achieve all the progress we have made so far.

As you very well know, production of sheet metal parts, particularly body panels and presses, is very expensive due to heavy cost of dies. Naturally, production of these components should not be taken in hand unless there is sufficient volume justifying the heavy cost of such equipments. We have had therefore, to refrain so far from going into this project. Looking to the raising demand for vehicles the Management have decided to go in for the manufacture of sheet metal parts of the trucks and body panels of the cars—a project which is expected to be substantially completed by the middle of 1961 at an approximate cost of about Rs. 2½ crores. This will make us less dependent on imports. I am sure by the time this project is completed, India will be substantially independent of foreign imports as far as the automobile industry is concerned, except for a few raw materials. This will be the completion of the first phase of the automobile industry in India, during which period we produced vehicles with substantially imported components at a cost which has been much higher than that prevailing in the country of origin. The most important gain of this period has been that the public is now convinced that the automobile industry can be established in this country.

SECOND PHASE OF THE INDUSTRY

We shall now be entering the second phase of this industry which will show substantial expansion in production and consequential reduction in the prices of vehicles. To what extent we will be able to reduce prices, it is difficult to forecast; but towards that end, we are working out a project for expanding the production of our popular vehicles to more than double the present capacity. The success of our efforts will largely depend on the co-operation and assistance from the Government and the public. In a planned society particularly with a socialistic bias, industry is hedged around with restrictions and regulations, stifling initiative and enterprise. The industry has had more than its share of teething troubles, lack of public sympathy, rising costs and labour trouble. If, despite this, the industry to-day bids fair to succeed, the credit is in great measure due to the faith, perseverance and patriotism of the pioneers, amongst whom, I am proud to say, our Company is in the vanguard. We have brought into reality the dream of the Founder the late Seth Walchand and the grand old man Sir M. Visvesvaraya. I have hope and confidence that our company will continue to hold the leading and commanding position it holds in the Indian Automobile Industry.

I wish to invite your attention to a great engineering feat, deserving of very high praise, which our technical staff accomplished in the year under report. I refer to the installation of a new 8-Ton forging hammer with an anvil of 140 tons. How to lower this on to a foundation seven feet below ground level was a prob-

lem beset with many difficulties. The usual method of sliding it down a slope from the sides was not possible due to the concrete sides of the foundation wall which could not be dismantled. However, I am glad to say that the very difficulty of the problem was regarded by our technicians as a challenge to their ingenuity and resourcefulness. They refused to be baffled, much less beaten, by it and discovered a successful method to accomplish the job. This has elicited high praise for them from all quarters and I am sure that you will all join in this chorus of praise for an engineering marvel.

As you know, the Company has already been making the engines and other components for American Dodge and Plymouth cars but due to import restrictions it has not been possible for us to put such cars on the road. The Company will, however, continue to supply spare parts for those cars operating at present. The Company has received a licence for assembling a limited number of big cars for the Ministry of Tourism.

JHA COMMITTEE

In the Directors' Report I have referred to the appointment of an *Ad Hoc* Committee known as Jha Committee by the Government of India. This Committee was appointed to review the progress of the Automobile Industry and Automobile Ancillary Industries, to recommend measures to reduce cost of vehicles to consumers and to examine the feasibility of producing a low cost passenger car within the price range of Rs. 5,000 to Rs. 7,000 and to recommend targets of production for different types of vehicles. The Committee issued a comprehensive questionnaire to the various Automobile manufacturers and also held public enquiries at Madras, Bombay, Calcutta and Delhi.

About 12 firms submitted their schemes for manufacture of a low cost car to the Committee. In our Memorandum submitted to this Committee we have represented that it would be unwise to introduce a small car at this stage. It would be far more useful from the country's point of view as well as from the consumers' point of view to encourage and develop the production of the present models in larger numbers which will help in bringing down the prices. The small car though cheaper in price initially will not be so economical in the long run and will not be quite suitable for Indian conditions where our social values are quite different from those of Western countries. Our families are comparatively bigger and the road conditions are very poor in the country. We feel therefore that the present models of baby cars would be far more useful than the proposed economy car. In case however the Committee and the Government feel otherwise and come to a decision to introduce the economy car we have offered a smaller version of the Fiat known as Fiat 600, which it is estimated will be put on the market at the value of about Rs. 7,300. This car is likely to be as popular as its elder sister Fiat 1100. For which there is a big demand. In the test held at Ahmednagar we hear that this Fiat 600 stood first. In case this car is accepted for production, our friends

and associates Messrs. Fiat Corporation have offered to assist us substantially by offering us aid in the form of foreign exchange loan to the extent of 5 to 7 million dollars. Let us hope that in view of the big progress we have made in the car and truck manufacture, though a little staggered at certain periods due to causes beyond our control, the Committee and the Government will entrust the work of the production of the low cost car to us if they come to the decision that there is a need for a low cost car in the country. This car was exhibited to the public in Delhi in the Showroom of one of our dealers and in Bombay in the 'India can make it' exhibition held recently. I am sure many of you must have seen this car and have liked it.

The phenomenal success which the Automobile Industry has achieved in India in this short period is mainly due to the bold decision taken by the Government of India on the recommendation of the Tariff Commission to reserve the indigenous business to the Indian manufacturers. They have supported the Industry and from time to time pushed it forward by insisting on real progress. This country owes a debt of gratitude to the Government for the support they have given to the Industry in general and to this industry in particular.

I would like to mention here an unfortunate fire that broke out in our factory on 30th November 1959. It started in our Truck Paint touch-up section where spray painting was being done. It burnt a large quantity of spare parts including the sheds in which these were kept and the damage runs into about 20 lakhs of rupees. Fortunately this was covered by insurance. All the same this unfortunate incident will cost shortage of spare parts for a little while till our stocks are replenished.

A large number of workers, staff and officers helped in removing to safety, a number of our products that were around the fire areas and our thanks are due to all those who helped us including the Municipal Fire Brigade that came as soon as intimation was given to them.

There can be no two opinions that the manufacture of motor vehicles is very important for the economic development of a country. It is the expansion of this industry which both metaphorically and literally, would lift the country from the "bullock-cart economy". This industry has been found all over the world to be the best feeder industry. It creates additional subsidiary industries and employments. Men and things move swiftly and distances shrink; space which divides men and separates production centres from markets tends to become smaller and to disappear. The importance of quick and cheap transport, such as automobiles offer to a developing economy cannot be over-emphasized. It was a very wise decision which the Government took on the recommendation of the Tariff Commission, to encourage automobile industry. The industry has made commendable progress in the last decade. As a result of the economic development that has taken place during the two plans the demand for automobiles is steadily going up. From 14,602 in 1950, the production figures have increased to 26,800 in 1958. It is estimated that by the end of the Second Plan demand will rise to 40,000 vehicles. It is believed that during the Third Plan, this demand will be more than double. Also appreciable

progress has been made in the manufacture of motor parts. The average content of indigenous parts in motor vehicles is around 60 per cent. It is likely to increase still further by 1960-61. Further many subsidiary and ancillary industries have grown up deriving strength from the development of the main industry, viz. Automobile manufacture and, on their part, reinforcing the position of the parent industry. I feel, therefore, that the future of the automobile industry

FIRESTONE PRODUCTION INCREASED

Apogee reports of scarcity of truck tyres and particularly a statement by the Inter-State Lorry Owners' Association President inviting co-operation of tyre companies to help the operators get tyres at list prices, we are glad to say as a result of discreet investigations made at various places, that the tyre companies have been doing their best to tell the dealers about the desirability of selling tyres only at list prices.

SERVICE TO ROAD TRANSPORT

For example, M/s. Firestone Tyre & Rubber Co of India Private Ltd have issued a number of circulars to their dealers, including one in May last requesting all dealers to co-operate with the Government and company in ensuring that FIRESTONE tyres and tubes are sold at prices not higher than established prices.

Subsequently, in September another circular also directs the dealers of FIRESTONE and urges the need for the dealers to assist in further promoting the use of road transport by providing tyres and tubes at established prices. The circular also advises dealers that Firestone production has substantially increased in the past several months, and so it would be always their endeavour to furnish dealers with the maximum amount of tyres and tubes.

It is to be hoped that those interested in road transport and its development in India will welcome such periodical and timely reminders by this organisation in trying to help the road transport operator in times of acute scarcity, such as the present.

in this country is bright and that it will contribute to the country's development and prosperity as it has done all over the world. The public derive benefits from this in a variety of ways: quick and cheap transport; increased industrial and ancillary employment; rise in incomes and finally, increase in comforts of life. It is therefore to be hoped that the industry gets all encouragement. The public should appreciate the problems of this nascent industry and ought to show greater sympathy and forbearance. The Government has shown great awareness of its problems and difficulties and is trying to encourage existing plants to produce more. I may mention that, in other lands and at other times, when the situation was similar, Governments have offered increasing inducements for the expansion of industries. The Automobile Industry in India is not even ten years old. There is no wide

base of experience which can calculate risks. I, therefore, urge that everything will be done to remove, as far as possible, the uncertainties confronting the industry—uncertainties regarding prices, taxes and duties, rival products and introduction of new models.

With the process of expansion will also begin the process of decentralisation of processes of production of parts and components. Moreover, ancillary units are emerging to supply larger number of items to meet the industry's demand. Some of the parts that we are producing in our factory, we will give to the ancillary producers so that we can more fully concentrate our attention on such components as need more technical knowledge and skill. Ancillary industry has helped the main industry to a large extent in all foreign countries. It is but natural that the same process would be followed in this country. We are encouraging this process actively.

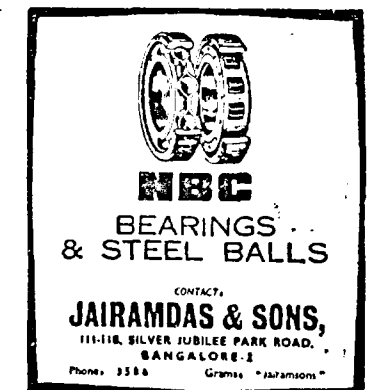
To achieve our objective of the second stage we need much more finance. As a first step we are offering to our shareholders new equity capital on the basis of one share for two shares held. The actual amount of the new capital to be issued is not yet known as it is fluctuating due to conversion of debentures into shares and will be ascertained when the books are closed for this purpose. Circulars will be sent out to the shareholders in the middle of February, 1960 and allotment is expected to be made in the first week of April. The amount of Rs. 100 due per share will be payable in two instalments, Rs. 50 with application on or before 24th March, 1960 and the balance on allotment on or before 30th June, 1960. I hope that all shareholders will take advantage of this offer.

You will doubtless be interested to know the production figures for the last six months ending 31st December, 1959. The Company produced 2,553 cars and 2,667 trucks and sold spare parts of the value of Rs. 75,03,536 during the said period. We are hopeful that if conditions continue to remain as they are and there are no further bottlenecks or any unforeseen difficulties, the Company will be able to reach the production figure of 11,000 vehicles during 1959-60.

As stated in the Director's report 7387 debentures were converted into shares as on 30th June, 1959. We have since received further applications for conversion of debentures into shares and as on date 1,47,459 debentures have been converted into like number of shares.

As stated in Directors' Report the Company has now completely closed its affairs in Pakistan, the Company having realised all its assets there.

I shall end as in past years with expression of thanks to the members of the management, staff and workers of the organisation for the good work put in by them throughout the year under report.



State Transport Appellate Tribunal

Clean history sheet, healthy competition and public good are the chief considerations in granting a bus permit.

IMPORTANT DECISION BY THE APPELLATE AUTHORITY

Two sets of appeals against the order of the R.T.A., Chingleput in respect of Madras to Vellore route (No. 110/59) and Madras to Arni route (154/59), were disposed of by the State Transport Appellate Authority, Madras on 25th September 1959. Of the 14 appeals in the Madras to Vellore route, 13 were dismissed and one was allowed. Of the 12 appeals in the Madras to Arni route, two appeals were allowed and ten rejected.

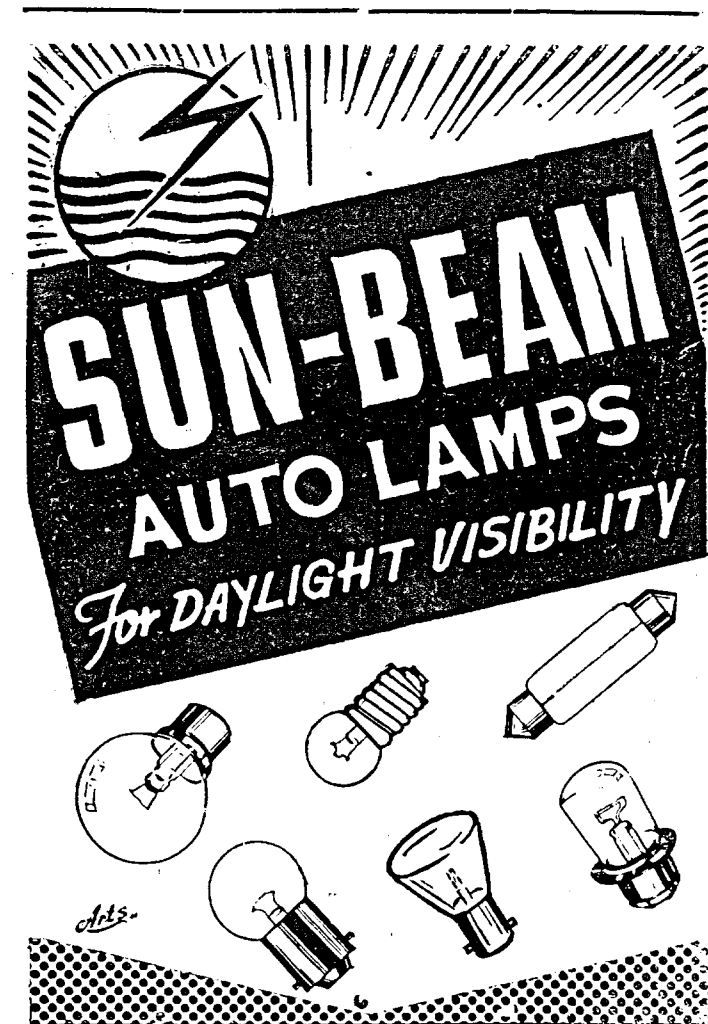
Sri K. S. Venkataraman, I.C.S., the State Appellate Authority in the course of his weighty judgment observes *inter alia* that an operator's clean history sheet more than his marks, even though he gets the maximum, healthy competition on the road, and public good must be the chief considerations in granting a State Carriage permit to an operator.

The State Transport Appellate Tribunal set aside the permit given to Sri S. Khader Sheriff and substituted Sri S. Rajagopal Naidu in the Madras to Vellore route. In the Madras to Arni route, permits given to Sri S. Rajagopal Naidu and Sri S. Subramania Mudaliar were set aside and the appeals of Sri Narayanaswami Naidu and Sri Manicka Mudaliar were allowed. Except these three appeals which were allowed, all other appeals were dismissed.

The following extracts from the judgment of the S. T. Appellate Authority will be of special interest to all bus operators :—

"In the Madras to Vellore route, the grantees of permits are the Presidency Transports (P.) Ltd., Madras and Sri S. Khader Sheriff, Arcot. Since the Presidency Transport (P) Ltd., have secured the highest (2½) marks and as they are otherwise suitable grantees, they are entitled as of right to one of the two permits. For the other permit, selection will have to be made from persons who have secured two marks. It will be seen that S. Rajagopal Naidu is definitely a better operator than others. The first appellant Sri M. Venugopal Mudaliar's claim was rejected by R.T.A. on the ground that he had the worst history sheet with a total of 11 suspensions, 4 warnings and one fine during the previous three years. Against this, Sri Rajagopal Naidu had only one warning in 1956. The number of permits owned by him was as many as 23 on the date of the R.T.A.'s meeting. History sheet is the best record of efficiency and it cannot be doubted that Sri Rajagopal Naidu is a better operator than Sri M. Venugopal Mudaliar. As between Rajagopal

Naidu and Narayanaswami Naidu (3rd appellant), the latter had one warning. There is no substantial disparity in the history sheets, but Sri Narayanaswami Naidu has his workshop only at Arcot, whereas Sri Rajagopal Naidu has a workshop at Vellore, one



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terminus, and he has also workshop arrangements at the other terminus—Madras. From the point of view of workshops facilities, the claims of Sri Rajagopal Naidu are better. Sri Narayanaswami will be a better grantee for the Madras-Arni route. I feel Sri Rajagopal Naidu has to be preferred for Madras-Vellore route."

WHY PERMIT IS SET ASIDE

"As between Rajagopal Naidu and Khader Sheriff the latter had during the previous three years, 11 warnings and 4 suspensions, his fleet strength on the date of R.T.A.'s meeting being 32. The record of service of Rajagopal Naidu is much better than that of K. Sheriff. Even allowing the latest claim of this operator that he has a workshop in Madras, I feel that Sri Rajagopal Naidu should be preferred to Sri S. Khader Sheriff. Of the total 8 through buses, Sri Khader Sheriff has 5 and I would mention this as another incidental reason for preferring Sri Rajagopal Naidu to Sri K. Sheriff in the interests of healthy competition. The permit granted to the Presidency Transport (P.) Ltd., will have to be confirmed, but the permit granted to Sri S. Khader Sheriff will have to be set aside and granted to Sri Rajagopal Naidu instead."

MADRAS-ARNI ROUTE

"Turning to the Madras-Arni route, it will be seen that the highest number of marks of 2½ have been secured by the Presidency Transport (P.) Ltd., but since the permit granted to them on the Madras-Vellore route is being confirmed, their claims for the permit on this route will have to be passed over in accordance with the policy of the Tribunal and of the R.T.A. In fact, their learned counsel, Sri T. Chengalvarayan himself recognised the justice of the policy and was content with one of the four permits. Their appeal is dismissed.

"It will be seen that Sri Rajagopal Naidu, Sri A. S. Subramania Mudaliar, Sri Narayanaswami Naidu and Sri M. Venugopal Mudaliar have each secured the highest marks, namely 2. Since I am granting a permit to Sri Rajagopal Naidu on the Madras-Vellore route, his permit on the Madras-Arni route will have to be set aside and his appeal also has to be dismissed. There is also the question whether the other permit granted to Sri A. Subramania Mudaliar could be regained by him or should be granted to somebody else.

"Of the operators who have secured 2 marks, there could be little doubt that Sri Narayanaswami Naidu is the most deserving operator. He had only one warning in the previous three years. Sri M. Venugopal Mudaliar had during the previous three years 10 suspensions and 4 warnings. Sri A. S. Subramania Mudaliar had 6 warnings and 6 suspensions in North Arcot District and 2 warnings in Chingleput District. These punishments will have to be considered with reference to the number of buses owned by the three operators. As on the date of R.T.A.'s meeting, the number of permits held by Narayanaswami Naidu was 3, those held by Sri Venugopal Mudaliar and Sri A. S. Subramania Mudaliar were 7 and 25 respectively. But, even making allowance for these facts, I have no hesitation in saying

that the record of service of Sri Narayanaswami Naidu is better and that by itself is sufficient to give him preferential claims over the other two. He is selected for one of the two permits."

PREDOMINATING INFLUENCE

"As for the other permits, the question is whether Sri A. S. Subramania Mudaliar could retain the permit or it has to go to somebody else. It is brought to my notice that on the date of R.T.A.'s meeting, Sri A. S. Subramania Mudaliar had a predominating influence on the route, 4 buses returning between Madras and Arni along the route in question. Sri Narayanaswami Naidu was running only one bus on that date. I feel that the confirmation of the permit would perpetuate the predominating influence of Sri Subramania Mudaliar and that consequently in public interests, it would be desirable to introduce healthy competition by superseding his claims for the present.

CLEAN HISTORY SHEET

Considering the claims of the other operators in this background, I feel that the person who could be expected to serve the public best and who deserves encouragement is Sri Manicka Mudaliar, the 8th appellant. I say this because he has a clean history sheet. On the date of R.T.A.'s meeting, he had 4 permits and one spare bus. He has secured only 1½ marks as against 2 marks of Sri M. Venugopal Mudaliar. *But marks are not everything in such matters.* The record of service is equally important, if not more important. The record of service is the practical index of how an operator translates into practice his experience, qualifications and facilities. I feel that on a proper consideration of the larger public interests, the permit should properly go to Sri Manicka Mudaliar instead of Sri Venugopal Mudaliar. It can be taken that he serves the public best who has a clean history sheet, and the public interest can therefore be promoted only by encouraging, at least to some extent, an operator with a clean history sheet. For, Madras-Arni route, the appeals of Sri Narayanaswami Naidu and Sri Manicka Mudaliar are allowed by granting them one permit each, the permits of Sri Rajagopal Naidu and Sri A. S. Subramania Mudaliar being set aside. All other appeals are dismissed."

MADRAS STATE LORRY OWNERS' ASSOCIATION

The Madras State Lorry Owners' Association in a communication to the Inspector-General of Police, Madras, brings to the notice of the I.G., improper procedures and the ignorance of the Motor Vehicles Act and rules thereunder by some of the police checking officials. As such procedures cause lot of hardship to the transport operators, the Inspector-General has been requested to look into the matter and do justice to the operator.

The Inspector-General of Police has since looked into the matter and informed the Association that suitable instructions have been issued.

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HARASSMENT ALLEGED— 1 OUT OF 8 LORRIES NOT PLYING

The Madras State Lorry Owners' Association, in a statement says that one out of every eight public carrier vehicles in Madras State has not paid the quarterly tax of Rs. 494 and odd for the period January to March 1960 and have voluntarily stopped and is now being kept idle owing to non-availability or blackmarketing of tyres, harassment at check posts by various officials, labour troubles and the necessity to pay double taxation to ply in Mysore State. The Association points out that non-plying of such a huge number of vehicles not only results in loss of transport potential, but also will mean loss of revenue to the State, and therefore requests the Government authorities to redress the grievances of lorry owners by suitable action.

FIRST AID CERTIFICATE

Following is the memorandum issued by the Home Department, Government of Madras on the subject of First Aid Certificate, and re-examination before expiry of validity period.

A first aid certificate issued for the first time is valid only for three years from the date of the examination, unless one takes a re-examination within that period provided no two examinations are taken in the same calendar year. Attendance at a fresh course of lectures is not obligatory if the re-examination is taken within the validity period, but is strongly advised as the re-examination would be stiffer. Invalid First Aid Certificate holders have to attend a fresh course of lectures and successfully take the examination as in the case of freshers or failed candidates.

FIRST AID CERTIFICATES— QUICK RENEWALS NOW

The Government have decided that drivers and conductors or public service vehicles have to get their First Aid Certificate renewed if they are to get their endorsements to drive public service vehicles renewed or to continue to work as conductors. In order to facilitate the drivers and conductors to obtain the certificates renewed quickly they agree to the suggestion made by the St. John Ambulance Association that at places where there are no centres of the Association, the Regional Traffic Officers may get the candidates examined in First Aid by the Local Medical Authorities with the approval of the District Medical Officer concerned. The District Medical Officers should send the completed examination reports to the Association's office at Madras for transmission to the Association's headquarters at Delhi, for necessary action. The Transport Commissioner and the Director of Medical Services are requested to issue necessary instructions to the officers concerned in the matter.

S.T. check

The Madura South India Corporation Private Ltd., in a letter to the Joint Commercial Tax Officer, Madras, draws attention to the fact that officers in chowkies insist on production of invoices for goods carried by

lorries. It further points out the inability to make out invoices then and there for the despatch of goods, and draws the attention of the Joint Commercial Tax Officer to the fact that lorries have a counterfoil of the lorry receipt issued to the consignor of goods along with the consignment in the lorry, and hopes that this counterfoil would be ample record for checking of the movement and contents of lorries.

INDIAN STUDIES TRAFFIC PROBLEMS

The first Indian to go to Britain to study statistics as applied to road traffic problems under the Technical Co-operation Scheme of the Colombo Plan is Mr. T. R. Sehgal, a junior scientific officer in the traffic engineering, economics and statistics division of the Central Road Research Institute, New Delhi.

In common with road authorities in every city in the world, he would like traffic to flow faster, with fewer accidents. He said in an interview : "My institute is providing technical knowledge for the construction, at minimum cost, of roads suiting Indian conditions. I work on the economical and statistical side of the traffic division, and one of our recurrent problems is the organization of sample surveys of all kinds."

Mr. Sehgal's 21-month course is organized by the Imperial College of Science and Technology, London, where for one year he will study the theory of statistics at an advanced level. The rest of the period will be spent mainly at the traffic and safety division of the Road Research Laboratory at Langley, Buckinghamshire, applying statistical methods to road traffic problems.

30,000 MILES IN THREE MONTHS

Lord Tedder, Chairman of the Standard-Triumph Group left London Airport on January 29th for a 30,000 mile round-world tour, which will cover 10 countries and last for three months.

Lord Tedder will visit Standard-Triumph Associate Companies and Distributors in the Persian Gulf, India, Singapore, Hong Kong, the Philippines, Australia, New Zealand, Fiji, Hawaii and the U.S.A. Lord Tedder wishes to "meet the men who carry out the policy for our export sales drive, and gain first-hand knowledge of our expanding overseas markets."

The longest stay by the Standard-Triumph Chairman will be in the Group's top markets—10 days in U.S.A. and three weeks in Australia. Lady Tedder will accompany her husband on the journey.

UNIFORM M. V. TAXES

New Delhi : Broad principles of motor vehicle taxation are likely to be incorporated in Union legislation contemplated here, in case all State Governments do not carry out decisions of the All India Transport Bodies, as regards taxation on motor vehicles. This was revealed recently by Mr. Raj Bahadur, Minister of State for Transport and Communications, who

strongly deplored the tendency on the part of some State Governments to take unilateral action in altering decisions arrived at through consultations at an all India level. He was also critical of the State Governments for their delay in implementing the principles of a consolidated motor vehicles tax, particularly at a time when the Union Government was very keen that the multiplicity of taxes should be eliminated and that there should be only one consolidated tax.

It was learnt here that most of the State Governments have already agreed to abolish double tax on motor vehicles operating on inter-state routes.

MINI-MINOR SHOWN IN MADRAS

The new revolutionary Morris Mini-Minor, details and photographs of which have been published in earlier issues of MOTORINDIA and which has been flown specially to India for inspection by the Jha Committee on automobiles, was shown to the public of Madras by the Reliance Motor Company Private Ltd., at their spacious showroom at 160 Mount Road last month.

The salient features of the Morris Mini-Minor include Full Four Seater—fully engineered; front wheel drive; 4 cylinder O.H.V engine; maximum speed 70 m.p.h. and fuel consumption 65 m.p.h. at 30 m.p.h.

'ROAD SENSE'

A strong plea for the observance of the rules of the road has been made in Films Division's documentary, entitled 'Road Sense,' released recently all over India except the Bombay State.

In the Bombay State, Gujarati, Marathi and Hindi versions of the documentary, 'Raste-ki-Roshni,' produced by the Directorate of Publicity, Bombay State, were released.

These films present a number of traffic regulations which, if observed, would result in a larger safety of both pedestrians and the motor car drivers.

AUTOMOBILE SPARKING PLUG INDUSTRY

Traffic Commission Enquiry

The Tariff Commission has taken up for investigation the question of continuance of protection to the automobile sparking plug industry beyond December 31, 1960. In this connection, the Commission has prepared special questionnaires for producers, importers and consumers, which are ready for issue. Firms, associations or persons who desire that their views should be considered by the Commission may obtain copies of the relevant questionnaire from the Secretary, Tariff Commission, Central Government Offices Building (third floor), 101, Queen's Road, Bombay-1. While asking for copies of questionnaires, the interest represented (i.e., whether the party is a producer, importer or consumer) should be specified.

25,000 RADIATORS TEKSONS' TARGET AT THANA

The shortage of radiators and suitable flexible hoses will disappear from this country very soon, when the new factory of Messrs. Teksons Private Ltd., goes into full production at Thana, near Bombay, shortly.

MOTORINDIA understands that following the recent visit of Mr. Jaideo Dolwani to Germany, plans have been finalised to start manufacturing radiators of international repute at the new factory at Thana, in collaboration with M/s. Auto Kuhler GMBH of Kassel. The factory is expected to manufacture only 6,000 radiators to start with, but will soon reach the installed capacity of 25,000 radiators per annum.

FLEXIBLES HOSES

Arrangements have also been completed with Government of India's permission for the manufacture of Fuel Flexible Hoses at the Thana factory in collaboration with M/s. Techand Chemie Kessler & Co., GMBH, Frankfurt—main.

The factory is just taking shape and products from the Teksons factory are expected to be on the market before the end of the year.

TEMPORARY PERMITS FOR ONE MONTH

The Secretary of the Madras State Lorry Owners' Association has addressed the Inter-State Transport Commissioner, New Delhi and the Secretary, Home Department, Government of Madras, pointing out the hardships caused by the practice of issuing temporary inter-state permits for motor vehicle public carriers for a period of only 7 days, particularly as it takes three or four days even to get the application sanctioned. He, therefore, suggests that suitable arrangements may be made so that temporary permits may be issued at least for a month.

200 C.C. CARS?

With the outcome of the Jha Committee Report and the decision of the Government on the same still being awaited by the Indian motorist, encouraging news comes from London that Mr. Morarji Vaidya, the leading Indian Industrialist is having a series of talks on a proposal to manufacture in collaboration with York Nobel Industries Nobel cars in India. The proposal for the production of this small car is already at the hands of the Indian Government awaiting decision. The Nobel is a 200 c.c. mini car assembled from parts manufactured by Bristol Aircraft Co.

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Grams : "CHEAP"



Mr. George Zachariah (on the extreme right) of M/s. Addisons Paints and Chemicals (Private) Limited, Madras, recently visited the Showroom of the Imperial Trading Corporation, Spartan Stockists at Tiruchy. Mr. V. Rajan, Partner and brother of Mr. V. Chokkiah, received Mr. Zachariah. In the centre is Mr. V. K. Murthy, Sales Representative, Addisons Paints..

DELHI TRANSPORT CRITICISED

The nationalised Delhi Transport Undertaking came in for strong criticism at the hands of Mr. V. K. Malhotra, Leader of the Jan Sangh Party of the Delhi Municipal Corporation.

Mr. Malhotra was certain that the efficiency of the transport system in Delhi could never be improved, unless the operators from Uttar Pradesh, Punjab and other nearby routes were invited to run certain routes in the capital city.

ROLLS ROYCE ENGINES TO BE PRODUCED IN INDIA

Shrimati Vijayalakshmi Pandit, High Commissioner for India in the United Kingdom, has signed, on behalf of the Government of India an agreement with Rolls Royce Limited whereby Rolls Royce dart engines will be produced under licence in India.

These engines will be installed in AVRO 748 transport aircraft, which will be manufactured in India. The dart prop-jet is well established in India and enjoys high reputation. Indian Air Force has been operating two wickers 'viscounts' since 1955 and the Indian Airlines Corporation has been operating a fleet of dart-powered viscounts most successfully since 1957.

MINISTER RAMIAH PRAISES T.V.S.

A tribute to the excellent working of the road transport in South India, particularly the T.V.S. network in Madras, was paid recently by Mr. V. Ramiah, Madras Minister for Transport.

Replying to suggestions made in some quarters that the transport industry should be nationalised in Madras City, the Minister said that the Government had not considered the question, since the present operators of the city were functioning efficiently and to the satisfaction of the public.

Madras Motor Parts Dealers' Association

PAY YOUR SUBSCRIPTION PLEASE

Mr. S. Natarajan, Hon. Secretary of the Association, invites the attention of members to the recent resolution at the Annual General Body, increasing the annual subscription to Rs. 60 per annum and requests all members to send their annual subscriptions for the year 1960 at their earliest.

IMPORT NOTICES

In another notification, the members of the Association are informed of the following Public Notices issued by the Chief Controller of Imports and Exports. No. 118-ITC (PN)/59, dated 8-12-59.

Subject : Import Policy for "Hardware, iron mongery and tools, all sorts, not otherwise specified in the schedule, excluding machine tools and agricultural implements (S. No. 275 (a)/IV, October 1959-March, 1959 period.

Attention of importers is invited to Appendix XXIV in Section III of the current Red Book, according to which not more than 4% of the face value of quota licences for S. No. 275(a)/IV can be utilised for import of staples other than the banned type.

On a review of the position, it has been decided that the existing provision for staples in Appendix XXIV of the current Red Book may be deemed to have been replaced by the following remark :

"(ii) Not more than 4% of the face value of quota licences for S. No. 275 (a)/IV or Rs. 500 whichever is higher, can be utilised for import of staples of types other than the banned types."

It is not necessary to present the licences already issued for S.No. 275 (a)/IV for necessary amendment to the licensing authorities, but clearance will be allowed by the customs on the authority of this public notice. No. 119-ITC (PN)/59, dated 8-12-59.

Subject : Import policy for Garage Tools (S.No. 275 (b)/IV) during October, 1959-March 1960 period.

Attention of the importers is invited to Appendix XXV to the current Red Book, which contains a list of items, the import of which can be allowed against licences issued for Garage Tools (S. No. 275 (b)/IV).

It has been decided that the following additional entry may be deemed to have been made at the appropriate place in Appendix XXV of the current Red Book :

"Alkaline Decreasing tank."

No. 125-ITC (PN)/59 dated 17-12-59.

ATTENTION OF IMPORTERS

Attention of importers is invited to paragraph 31 of Section I of the Current Red Book wherein it has been provided that all Soft Currency Area licences issued for the current half-year will generally be valid for imports from Dollar Area upto 50% of their face value or Rs. 5,000 whichever is more. Licences with a face

value of less than Rs. 5,000 can be utilised to the full extent for import from the Dollar Area.

The question of imports from the Dollar Area has been further considered. It has now been decided that all import licences (other than licences issued under to Capital Goods and Heavy Electrical Plant schemes and restricted to specified country or countries), which are as a whole valid for imports from the Soft Currency Area, whether issued during the current half-year or outstanding from previous licensing periods will also be valid for import from the Dollar Area upto 100% of their face value. It will not be necessary for the importers to send their licences to the licensing authorities for any amendments. Imports from the Dollar Area against these licences will, on the strength of this Public Notice, be allowed clearance by the Customs Authorities.

In the case of imports of Capital Goods the validity of import licences will be restricted to the country or countries specified thereon.

NEW MEMBERS

M/s. G. N. Pai & Co., 28-B, General Patters Road, Madras-2, M/s. Auto Diesel House, 8-A, Pattullo Road, Madras-2, and M/S. United Auto Supplies Co., 62, General Patters Road, Madras-2, have been enrolled as members of the Madras Motor Parts Dealers' Association.

MYSORE AUTOMOBILE PARTS AND ALLIED MERCHANTS' ASSOCIATION

At a meeting of the Managing Committee of the Association held on 5th January with Mr. K. M. Nanjappa, Vice-President, in the chair, the communication from the State Trading Corporation on the subject of import of motor cycle spares and automobile spare parts was discussed and it was resolved that the S.T.C. be advised that since this Association was not a trading body and under its articles no profit or loss business can be transacted, the offer made by them can be availed of by the co-operative body promoted under the auspices of the Association.

It was further resolved to seek clarification upon the items to be imported.

AUTO PARTS FROM CZECH

Another meeting of the Mysore Automobile Parts and Allied Merchants' Association held on 18th January under the chairmanship of Mr. K. M. Nanjappa, unanimously resolved that the offer made by the State Trading Corporation for the issue of import licence to the tune of Rs. 1,37,500 for the import of automobile spare parts be accepted and that the question of amending the Constitution of the Association to make it a Trading Body or to form a co-operative body in order to make imports against the licences granted by the S.T.C. be considered at the next General Body Meeting to be held in February.

M.V.A.I.A. REPRESENTATION TO C.B.R.

CHAIRMAN'S ORDERS

The following details of representations made by Mr. V. R. Sivaraman of Messrs. Madras Auto Service Private, Ltd., on behalf of the Motor Vehicles and Allied Industries Association before Mr. E. S. Krishnamurthi, Chairman of the Central Board of Revenue recently, are reproduced below along with the replies given by Mr. Krishnamurthi, for the benefit of the members of the Madras Motor Parts Dealers' Association.

ASSESSMENT OF WATER PUMP REPAIR KIT WITH ROLLER BEARINGS

The clarification to Para 6 of Appendix XXVI refers to Water Pump Kit with ball bearing. The Madras Customs Authorities demand roller bearing licence whenever water pump repair kits are imported with roller bearings. The importer is compelled to furnish the breakdown value of the roller bearings and other component parts.

We are informed that in Bombay Water Pumps Repair Kit is allowed to be imported under motor vehicle parts licence and no demand is made for a separate licence for roller bearings.

As the water pump repair kit is a motor vehicle part described as such by the motor vehicle manufacturer in his catalogue and is an assembly, we submit that the procedure followed by Bombay may be followed in Madras as well.

ORDERS

The Chairman said that the position was not quite so clear as to enable a categorical, on-the-spot ruling, that it was being looked into with sympathy and in the face the practice in Bombay, and that the Madras Customs Authorities will, in the meantime, allow clearance as in Bombay.

ASSESSMENT OF STEERING WORM FOLLOWER KITS FOR MERCEDES BENZ

The kit consists of—1000 460 0321 worm follower, 26 000 931 0086 Conical rollers, 2 000 462 1027 races, 1 000 994 1735 ring, 1 000 994 0515 Locking plate, 1 M-12 x 1.5 DIN. 936-5 Hexagon nuts.

The above steering worm follower kit is used to service the steering mechanism of the Mercedes Benz truck and is allowed under the motor vehicle parts licence in Bombay Port.

In Madras, they refuse to do so, holding that separate licences should be produced for the conical rollers and races. This creates unnecessary hardship to importers in Madras vis-a-vis Bombay. The kit as a whole should be allowed under the motor vehicle parts licence.

ORDERS

The Chairman informed that the Chief Controller of Imports has ruled against us, that such ruling will be notified in due course, and that Bombay too will hereafter do what Madras has been doing.

I.C.T. CLASSIFICATION DETAILS

This subject was discussed with the Chairman Viring May last year when we pointed out to him that in Bombay the Customs accept a statement from the importer regarding classification under the broad heading Higher or Lower. In Madras this is not accepted. They want the importers to specify the sub-classification in each case. Items 75 (9) and 75 (10) which cover 50% duty items have between themselves seven sub-classifications and items 75 (11) and 75 (12) which cover 25% duty items have between themselves five sub-classifications. Apart from these, 75 (15) which is a 50% category covers springs and spring leaves.

Instructions may be issued to Madras Customs to follow the same procedure that is adopted in Bombay.

ORDERS

It was announced that the point has already been disposed of in our favour, and that, henceforth, the procedure in Bombay will be followed in Madras too.

MR. K. ASPLAND



Mr. K. Aspland, Director, Standard-Triumph International Ltd. of U.K. was in Madras from 28th January to 1st February, in the course of a visit to his Company's overseas manufacturing and selling organisations in India, Malaya, Australia, New Zealand, Canada and the U.S.A.

India Pistons To Make Thin Wall Bearings Director Watts' Announcement at Conwest Party at Bombay



From left to right: Mr. B. M. Shaw of M/s. Prem Shaw Motor Co., Mr. R. H. Vora of Vora Bros., Mr. J. P. Sheth of Associated Auto Parts Private Ltd., and Conwest Private Ltd., Mr. M. G. Kapadia, President, Bombay Motor Merchants' Association, Mr. V. A. Watts, India Pistons, (replying to felicitations) Mr. R. P. Sheth, Director, Conwest Private Ltd., Mr. A. C. Banerjee of George Oakes.

At a pleasant party got up by M/s. Conwest Private Ltd., on the 9th instant to meet the Director of India Pistons, Mr. V. A. Watts, at the Radio Club, tributes were paid to the Products of India Pistons and the growth of the organisation.

Mr. J. P. Sheth of Conwest in a crisp speech referred to the high quality of India Piston's products and the able management of Mr. V. A. Watts resulting in considerable amount of foreign exchange to the country. Mr. Sheth hoped that with their expansion programmes, M/s. India Pistons would also earn foreign exchange by exporting their quality products. The industry has already accepted I. P. products as equal to any of the imported materials.

Mr. V. A. Watts in his reply said that all the tributes should go to the workers at the factory and the dealers of products outside. It is these people who took such pains to bring the various products to the forefront. Mr. Watts announced that M/s. India Pistons had concluded an agreement with Repco of Australia, the world's largest manufacturers of auto parts, to manufacture thin Wall Bearings shortly at Madras. The machinery required for the expansion were all on the way and the factory will start production very soon. The products will be marketed as IPR THIN WALL BEARINGS.

Mr. Kapadia, the President of the Bombay Motor Parts Dealers' Association, and Mr. N. V. Ratna, ex-President, also spoke on the occasion praising the service of Mr. Watts to the automobile industry and the part played by India Pistons in the ancillary industries.

Photo taken at CONWEST Reception to Mr. V. A. Watts shows Messrs J. P. Sheth, Chimanlal Desai, Kamath (Resident Representative of India Pistons) V. A. Watts, R. A. Doshi, R. P. Sheth, N. V. Ratna and K. Venkataraman of MOTORINDIA.



Mr. R. P. Sheth, Managing Director of Conwest Private Ltd., garlanding Mr. V. A. Watts of India Pistons at the reception held in his honour.



GRAMS :
FUELPUMP

Spare parts

for DIESEL ENGINES
TRUCKS & TRACTORS

THE INDIAN ENGINEERING & TRADING CO.,
26, Wallers Road, Mount Road, Madras 2.

PHONE :
85789

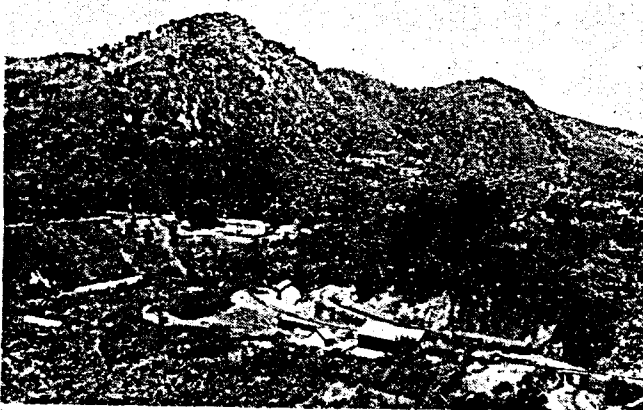
*INDIA, THE LAND OF CHARM

By DR. P. SUBBARAYAN

India has always been a land of great fascination and charm. Since time immemorial, travellers have trekked their way through high mountain passes, dense forests and sandy deserts or crossed oceans to see India. They came as students attracted by the wisdom and the philosophy of the great seers of the past, as merchants drawn by the great wealth of this land or purely as travellers curious to know and discover this country. Important among the pure travellers who have left their travel accounts are Fa-Hein, Heiun Tsang, Ibn Batuta, Bernier and several others. They have all praised the varied attractions of India and paid tributes to the honesty, courtesy and hospitality of the people of this land. The glowing accounts of these travellers have fired the imagination of people in all ages and the flow of travellers to India has always continued.

"In the modern world, however, travel is no longer difficult. The traveller of today has not to undergo the physical hazards which fell to the lot of the traveller of the past. He crosses oceans in a matter of hours and talks of remote countries of the world as though they were in his backyard. His journey is safe and comfortable; he is sure of decent accommodation wherever he goes and his passage is booked months in advance. India now receives travellers of this kind. They come in thousands every year and their number has increased steadily. In 1951, only about 20,000 foreign visitors came to India while they numbered a little more than 92,000 in 1958 and their number is likely to be well over 100,000 during 1959. They come here to spend a holiday, to establish business contacts or to study in Indian Universities. Sometimes, it is just friendly curiosity that brings them to this land.

Glandale view on way to Coonoor.



* Being the text of a recent Radio Talk

They spend a lot of money which in terms of foreign exchange strengthens the economy of the nation.

"There are two advantages of this kind of large-scale international travel. Firstly, it helps to promote goodwill and mutual understanding among the people of the world and secondly, it is an economic factor of no mean significance. India, for instance, earned during 1958 foreign exchange worth 17.5 crores from tourism, thus ranking it among one of the first ten 'exports' of the country. Tourism thus deserves encouragement at all levels.



"But how?

"One way is to organise publicity, improve the means of transport, encourage the establishment of decent hotels and rest houses, provide good guide services and other tourist amenities. This we are trying to do with the resources that we have at our command. We have in the Ministry of Transport and Communications a Department of Tourism with 12 tourist offices in India and 7 abroad to look after tourist promotion work. But there is another more important factor which no department of the Government can look after. It is—how to make a tourist feel at home when he arrives in India. A tourist is a total stranger who comes all the way spending huge sums of money expecting a friendly and hospitable atmosphere. His demands are few. A little smile and courtesy on the part of those who come in touch with him is enough to put him at ease.

"But does he get it?

"Generally, he does. But there is no dearth of complaints that he was kept waiting for long at the customs; some official was rude or indifferent; and

he was turned—away from a Rest House when it was lying vacant or that he did not get a prompt reply to his request for accommodation; a curio-seller tried to cheat him by passing on counterfeit goods as genuine; a taxi driver took him through a long and circuitous route to make more money; some hotelier tried to charge more than what was his due or a shopkeeper inflated his prices on seeing a foreign tourist. These complaints can be multiplied. They do not however indicate the general trend. Nevertheless, these complaints are sometimes well founded and we feel embarrassed. This is not the way to promote tourism.

"In the past, travellers have been coming to India, as they had heard stories of the traditional hospitality and friendship of the people of this country. So do they now. But this process can work both ways. If the word goes round that travel to India is irksome and annoying, it will have adverse effect on the tourist traffic to this country. Not only our tourist earnings dwindle down but we also lose an excellent opportunity of winning international friendship and goodwill.

"It is true that this unfortunate tendency to take advantage of the foreign tourist is prevalent in many a country. In India, it is perhaps not so widespread. But there are countries in the world which enjoy the very good reputation that a foreign tourist gets a fair deal—not only in return for the money he spends but also in the helpful attitude, general friendliness and hospitality he receives in the country. The other day, I was reading a foreign travel magazine where a man had written: "I have a car and I like to show my town to the visitors. I am busy during the week, but on weekends I am available to drive people round. No charge or anything like that. I just like to talk to people from all over the world." This is just one example. Citizens in these countries are tourist conscious. Tourists are welcomed to their clubs, homes and theatres. Shopkeepers make no discrimination between the local man and the foreign visitors. In fact, greater consideration is shown to the visitor from abroad. Taxi-drivers are polite and helpful, police and customs officials courteous and attentive. All this costs nothing but the tourist goes back home with happy memories of the time spent. This, indeed, is the best advertisement of a country's tourist attractions.

"We can also do the same. As I have stated, the demands of the tourist are not many. He comes here to enjoy his holiday and does not mind paying for it. But whether he is a millionaire rolling in wealth, a retired teacher or a doctor who in several years has saved hard-earned money to have a trip to India, he hates the idea of being taken advantage of. If once he gets this impression, his whole holiday is ruined. He goes back home with exaggerated stories of sufferings and inconveniences and the word is carried from mouth to mouth thus giving a bad name to our country. We are comparatively new entrants in the world's tourist market and it is, therefore, necessary that we take steps right now to ward off such a possibility. It is because of this that we have started this campaign calling for greater courtesy and helpfulness to foreign visitors. The

campaign which started yesterday with an inspiring message from our Prime Minister will continue during the next three months—the peak tourist season. The Prime Minister has appealed that we should treat the foreign visitor as a guest and a friend. All citizens of India—official or otherwise—can help to achieve the aim of this campaign without much effort on their



A view of the Botanical Gardens, Ooty.

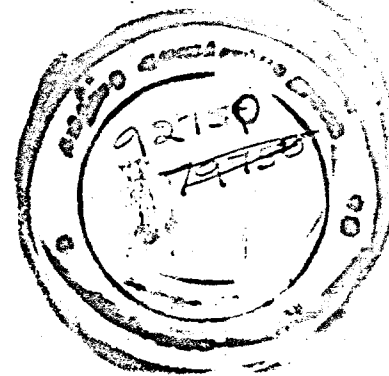
part. Remember that every human being likes a smiling face, a helpful attitude and a courteous treatment. If we can give this, we can rest assured that tourist traffic to this country will increase rapidly during the years to come. There are at present 42 million people hopping from one end of the world to the other every year. Out of this total tourist traffic of the world India gets only about one lakh—which is not even a trickle. When the new jet fleet that is being acquired by the world's air lines is commissioned, they will have a tremendous passenger capacity. India is likely to be a larger beneficiary as the distance that separates it from potential tourist market of the world will be reduced by the speed of the new aeroplanes and the economy in the fares.

"India has all that a tourist wants—ancient temples and monuments, scenic beauty, colourful fairs and festivals, attractive souvenirs, enchanting dance forms—things very different from what he finds in his own country. If we can add courtesy, helpfulness and friendliness also, making a tourist feel at home in this country they will flock in their thousands to what they call the 'wonderful land of the east.' The purpose of this campaign is to prepare the country for this expected large flow of tourist traffic. Tourist industry is a nascent industry in India—but it is the only one which can be developed rapidly without much investment and which gives rich dividends. After all what do we sell? Tourist attractions! They have been there for thousands of years and will continue to remain there. We have only to add a few facilities at these places. In the post-war years, most European countries have re-built their shattered economies from income derived from tourism. We can also tap this source for our development programmes. The Government is taking steps to look after the promotional aspect of tourism; let the people of India give the much needed courtesy and helpfulness to the visitors from abroad. Courtesy is something which comes to us naturally and by temperament. Let us all do our best to see that the visitor from abroad goes back home with happy memories of his stay in India."

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Bombay 24

GIVE POSTAL
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By decentralising detailed sorting and reducing the distance to be covered by a postman before he starts his beat, the zonal system seeks to speed up the delivery of mail.

Postal articles carrying 'zone number' in the address are sent directly to the delivery post office serving that area.

Absence of this number reduces the speed of sorting and increases the chances of delay. If you live in a town divided into postal zones, tell your correspondents to add the zone number to your address.



HELP US SERVE YOU BETTER

POSTS & TELEGRAPHS DEPARTMENT

DA 59/348

Edited and published by M. Rajagopalan for Gopali & Co. at 5/141 Mount Road Madras 6
and Printed by M. G. Daniel, at Thompson & Co Private Ltd (Minerva Press). 33 Broadway Madras 1

MODELS AND THEIR Prices

CARS

	Rs. nP.
Hindustan Ambassador 1957 (South India Automotive Corporation Private Ltd. and Reliance Motor Co. Private Ltd.) ex-plant Uttarpara ...	11,554 00
Vanguard Marks III (Union Co. (Motors) Ltd.) Prices nett ex-plant Madras, Sales Tax, etc. are extra. ...	14,736 47
Standard Super Ten Saloon (Union Co. (Motors) Private Ltd.) on the road ...	9,479 61
The Fiat 1100 The Elegant (Sundaram Motors Private Ltd.) Ex-Factory ...	9,783 00
Willys C.J. 3B Universal Jeep ex-plant Bombay ...	12,621 00
Willys Model Station Wagon ex-plant Bombay ...	18,628 00
Willys 4-75 4 W.D. 118" Truck Chassis ...	13,108 00

MOTOR CYCLES

Royal Enfield (The Madras Motors (Private) Ltd.)—	
"150 Ensign" (any dealer point in India) ...	2,003 00
"350 Bullet" with spring frame (any dealer point in India) ...	3,568 00
Royal Enfield three wheeler chassis ...	4,670 00

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 ...	827 00
150 c.c. 'LD' Model Deluxe Scooter ...	1,800 00

VANS

TEMPO Three Wheeler Vans (Manufactured by Bachhraj Trading Corporation Private Ltd. Bombay and sold by M/s. T. V. Sundram Iyengar & Sons, Madras at Madras and Stanluc Services at Bangalore). Prices are ex-plant Bombay. Hanseat ...	6,129 00
Delivery Van ...	8,118 00
Prichet Van ...	7,776 00
Hindustan Traveller, price on the road (Reliance Motor) Co.	14,700 00

TRUCKS & COMMERCIAL CHASSIS

CHEVROLET

(Assembled at Hindustan Motors Ltd., Calcutta and sold at Madras by Rane (Madras) Private Ltd. and Reliance Motor Coy. (Private) Ltd. at Kumbakonam by Kasi & Sethu and at Madurai by S. G. Jayaraj Nadar & Sons). Prices are ex-plant Calcutta for Petrol Chassis.	
132½" W.B. ...	20,553 00
156½" W.B. ...	20,800 00
174½" W.B. ...	21,300 00
196½" W.B. Diesel ...	27,300 00

BEDFORD

(Assembled at Hindustan Motors Ltd., Calcutta and sold at Madras by Rane (Madras) Private Ltd., and Reliance Motor Coy. (Private) Ltd., at Kumbakonam by Kasi & Sethu Private Ltd., and at Madurai by S. G. Jayaraj Nadar & Sons).	
167" W.B. Petrol Chassis ...	17,880 00
167" W.B. Diesel Chassis ...	23,842 00
216" W.B. Full Forward Petrol Chassis ...	19,430 00

LEYLAND

The ex. plant prices are :	
Leyland ECPO 2/1R-203" WB full forward control Passenger Chassis ...	35,690 00
Leyland COMET ECOP 2/2R-176" WB Full Forward Passenger chassis ...	35,260 00
Leyland Comet ECOS 2/2R 163" WB full forward goods chassis ...	34,400 00
Leyland "Comet" ECOS 2/2R 118" WB full forward Tidper chassis ...	34,185 00

TATA BENZ

(V.S.T. Motors Private Ltd. and Pandyan Automobiles Ltd.) Tata-Mercedez-Benz. Diesel Truck and Bus Chassis L 312/42 165" W.B. 5-Ton Truck Chassis ex-Works, Jamshedpur ...	26,390 00
LP 312/42 165" W.B. Full Forward Control Truck Bus Chassis ex-Works, Jamshedpur ...	27,350 00
LP 312-48 190" W.B. Full Forward Control Bus Chassis ex-Works, Jamshedpur ...	28,140 00
L 312/36 142" W.B. 5-Ton Truck Chassis ex-Works, Jamshedpur ...	26,045 00
LK 312/32 126" W.B. 5-Ton Truck Chassis ex-Works, Jamshedpur ...	29,690 00

DODGE FARGO

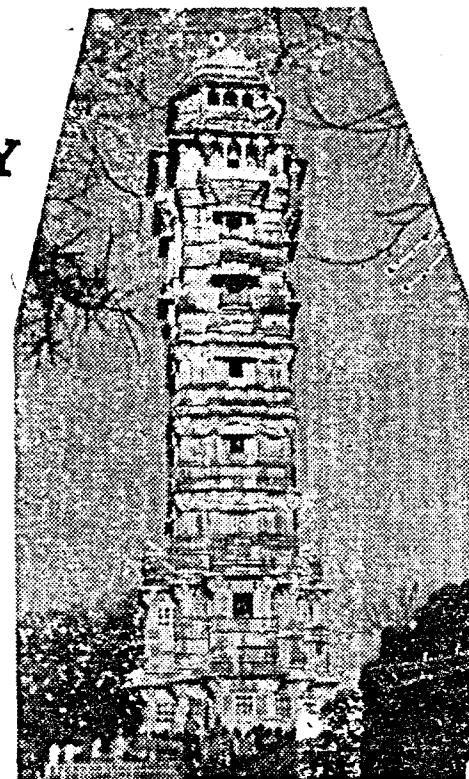
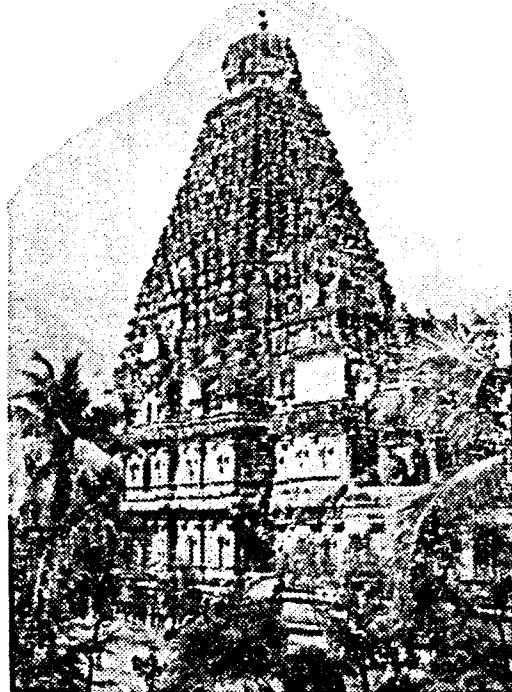
Fargo (at Sundaram Motors Private Ltd.) Dodge at Associated Accessories P. Ltd. Kurnool. Prices duty paid ex-factory Premier Automobiles Ltd., Kurla, Bombay.	
Fargo M6D200 116" Petrol (4) 7.00×16—8 Ply ...	14,701 00
do (4) 7.50×16—8 Ply ...	14,890 00
Fargo M6D300 126" Petrol (4) 7.00×16—8 Ply ...	14,712 00
do (4) 7.50×16—8 Ply ...	15,203 00
Fargo 109PA6 165" Petrol (7) 8.25×20—12 Ply ...	19,599 00
Fargo 109P6 165" Diesel (7) 8.25×20—13 Ply ...	25,596 00
Fargo 109M4 165" Diesel (7) 8.25×0—12 Ply ...	25,878 00
Fargo 87P6 190" WB Diesel (7) 8.25×20—12 Ply ...	26,391 00

The prices and specifications are subject to change without notice.

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