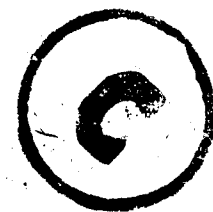


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Motor India

1960 - December

VOL. 5, NO. 5



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Db6, 38m.2N, NS6
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MOTORINDIA

VOLUME 5

DECEMBER 1960

NUMBER 5

Greetings

For a Happy Christmas

&

Prosperous New Year

FROM

The Unique
Bus Organisation
in Tanjore District



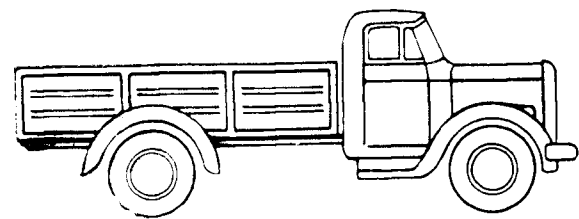
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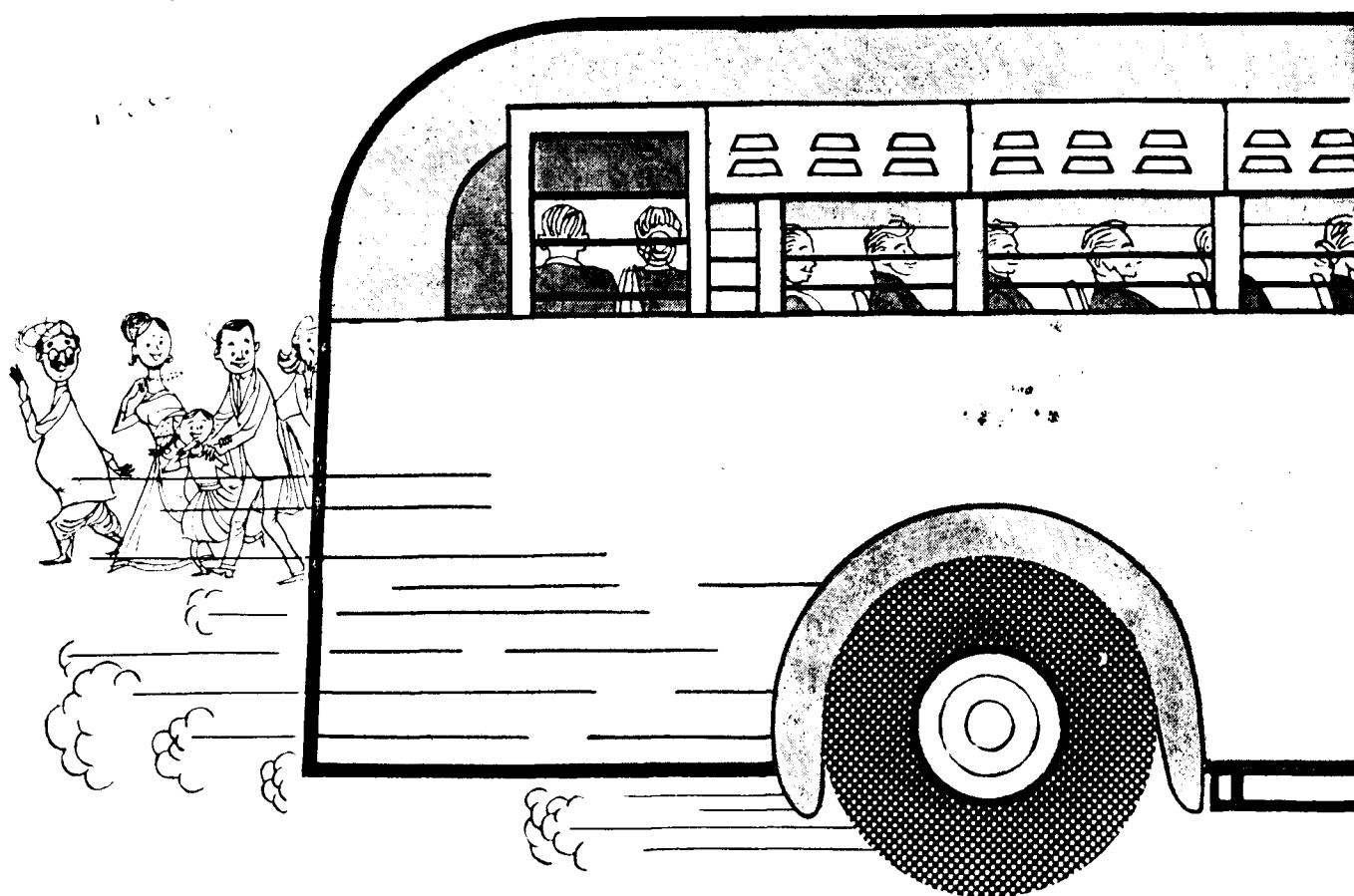
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December 1960

Season's
Greetings

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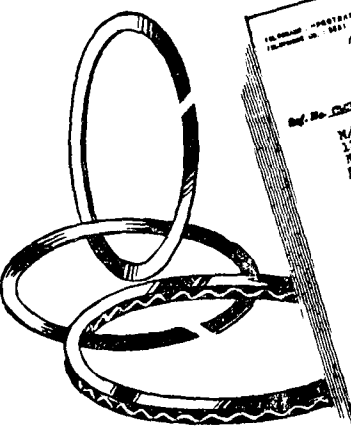
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A Government Undertaking Reports



**BAR Piston Rings are Best
In whatever way you Test**

covered 10814 miles on 6-6-60

**found satisfactory
at the time of fitting**

**and 18109 miles
by August 1960**

STILL RUNNING

Provincial Transport Services
P.O. Box No. 41 (P.O.)
NAGPUR 21-6-1960

Ref. No. 245/2/244

The Managing Director,
B.A.R. Industries,
24 Najafgarh Road,
Industrial Area,
NEW DELHI-15.

Subj: No. 1A/1256/60 dated 21st March, 1960

Subj: Performance report on Bar Steel Segmental Piston Rings.

Dear Sir,

Bar Steel segmental Piston rings supplied by you for Perkins Diesel Engines have been found satisfactory at the time of fitting. It is as yet too early to give report on the satisfactory performance from point of view of Bore wear per thousand miles.

This information is being collected and the satisfactory report on the same will be made in due course.

Yours faithfully,
GENERAL MANAGER.

Provincial Transport Services
P.O. Box No. 41 (P.O.)
NAGPUR 11-6-1960

Ref. No. 245/2/893

The Managing Director,
B.A.R. Industries,
24 Najafgarh Road,
Industrial Area,
NEW DELHI-15.

Ref. No. 34/1565/60 dt. 6 June 1960.

Subject: Performance Report on B.A.R. steel Segmental piston Ring.

With reference to above your letter, we are giving the following information:

Engine No. 3256178.

BY 50 of N.B. Depot fitted on 25.1.60.

Mileage covered upto 6.6.60 10814. Still the vehicle is running.

Yours faithfully,
GENERAL MANAGER.

Provincial Transport Services
P.O. Box No. 41 (P.O.)
NAGPUR 13-8-1960

Ref. No. 245/2/285

M/s. B.A.R. Industries Private Ltd.,
13 DLF, Industrial Area,
Najafgarh Road,
New Delhi-15.

Subj: Performance report on Bar Steel Segmental Piston Rings.

Dear Sir,

With reference to your letter No. 24/1701/60 dated 6th August 1960. We have to inform you that the total mileage covered by vehicle No. BYT-56 is 18109 miles.

Yours faithfully,
GENERAL MANAGER.

Now Manufactured in India by :-

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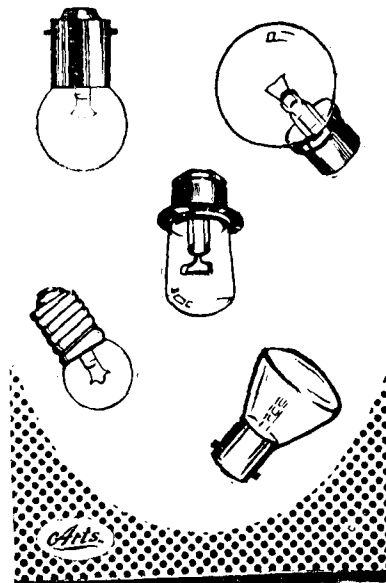
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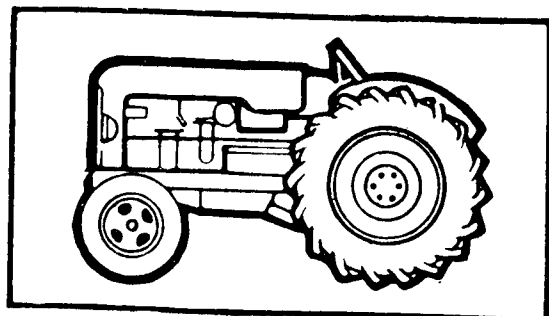
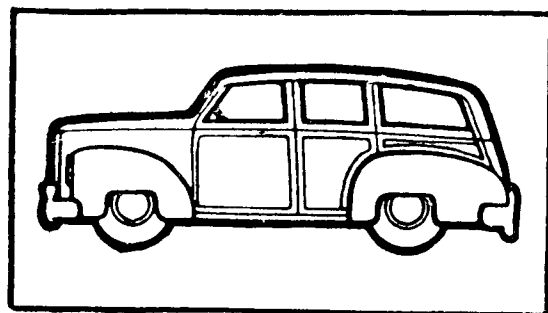
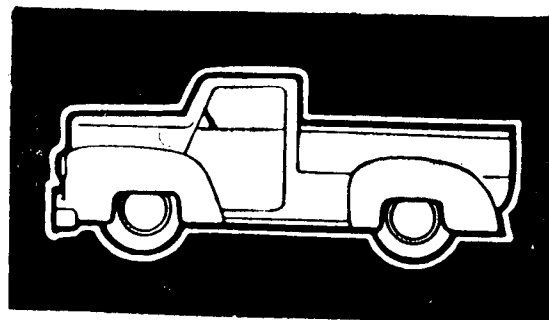
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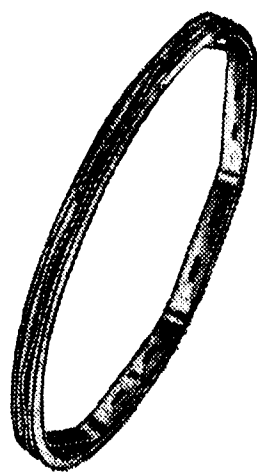
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editorial

INDIAN CARS

are they not small enough?

A major transformation is now taking place in the United States with the rapid advance of the new domestic "compacts" the American counterpart to the European economy car. What was just a sideline barely two years ago with the American motor industry has since become one of its dominant features. The 1961 models we are told, include no less than ten different types of compacts, accounting for nearly half the number of passenger cars on offer this autumn.

According to preliminary estimates domestic compacts in 1960 were 1.6 million cars or 27 per cent of entire American car production. In 1961, forecasts anticipate two and a half million compacts which will be nearly 40 per cent of the total. This swift change in the complexion of the motoring scene in the States will have far-reaching implications where and elsewhere in the world.

Production of small cars have been specialised, mostly to meet the needs of the U.S. buyer by Britain as well as the European countries. But the American compacts will be not babies but fairly large, powerful and well-equipped.

Viewed from this world context, it is but right that people should think of a common man's compact or small car for this country. Though many committees have considered this point none has unfortunately considered the conditions prevailing in India.

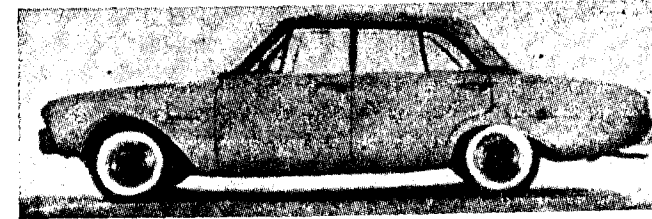
It is all very well for the European countries, Japan and Britain to produce a percentage of cars in the medium or small range in an effort to attract the American buyer with a second or a third car for the family. It is also logical for the American Automobile Industry to face the situation created by the ever increasing import into that country of foreign—European, British or Japanese motor cars—by offering a car comparatively small on American Standards and which

will again offer most of the elaborate fittings, efficiency and elegance that go with the big cars. This is in the interests of American national economy. But it is talking ignorance in India, to talk of a small car. Is it contended for any moment that the three types of cars now being manufactured in this country is too big, or of the limousine types? When the production of big cars like Dodge, Plymouth etc., were suspended or stopped sometime ago, it was taken for granted that the Government had decided that for Indian conditions and in the context of an economic policy of reducing progressively the richer classes of society, a medium and two small size cars were just enough. And if demands under these categories cannot be met, if blackmarketing and delivery delays are noticed, it is because of Governments policy of restricting the number being produced. The increase of the number will automatically result in the decrease in the price of at least two of the cars to very near the proposed small car price range. If instead of tackling the problem in a straight forward manner and allowing at least near mass production of vehicles so as to enable existing manufacturers reduce their product prices, we are told on ministerial level that the small car first envisaged sometime before 1958 is expected to be on the roads sometime in 1963, this can only reveal an utter disregard of the realities of the motoring world.

The fact is our roads, and our road sense as well, are not suited for toy cars going about at 40 or 50 miles per hour as they are at the beginning claimed to do; and in instances like the recent rain in Madras city and the condition of Mount Road it is doubtful if a car like the proposed baby can pass a full mile at even 20 miles per hour and still remain in one piece. If this is the sample of roads in one of India's four big cities, one can imagine the state of the roads in the interior parts of the country.

There is a shortage no doubt; this has to be remedied. But nobody can for long try to sell cars smaller than existing models in some of which one already has a cramped feeling if the run is beyond the city itself. Anything smaller than the Fiat or the Standard should ordinarily come under the categories of "toys" though they may be made to run with people in, at the first instance. With strict Government directives to be followed and a slight liberalising of exchange for increased production, existing units can well meet the real needs of the country, perhaps well in advance of 1963, the year of birth proposed for the public sector baby.

But will prestige give way to such a reversal of policy and good sense prevail to remedy before it is too late? The fate of the middleman's transport of the near future undoubtedly will depend on the answer to the above two questions.



1961 Ford Taurus: from trapeze to curves

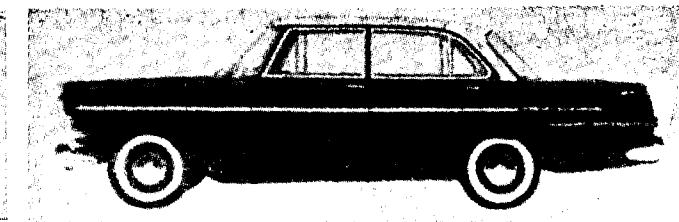
It had been customary in the German automobile industry to introduce new car models only every two years. Now, however, at least two major car-producing firms in the Federal Republic have broken this custom.

This autumn—exactly half way between the 1959 and the 1961 Automobile Shows—the Opel Company in Rueselsheim put on the market a new model of their successful 1.5-litre car, the "Olympia Rekord"; and on October 10 the German Ford Company in Cologne, surprised the public with a new model of their "Taurus 17 M".

Several other firms used the summer months to begin production of improved versions of standard models. The newest "Volkswagen", for instance has a stronger engine, fully synchronised gears, lights instead of mechanical signals for indicating direction, and numerous other improvements. Borgward, in Bremen, has put the "Big Borgward" on the market—litre car—the first car in Germany to have pneumatic a 2.24-suspension. However, a prototype of this car was already shown to the public at the 1959 Automobile Show.

Thus, only Opel and Ford have really come up with new models. Both are attracting much attention, because they represent diametrically opposed concepts of how a modern passenger car should look.

Opel has patterned its new "Olympia Rekord" (which is available with either a 1.5-litre or a 1.7-litre engine) largely on the "trapeze style", which originated



1961 Opel Rekord: from curves to trapeze

in Italy. In this, strongly accentuated horizontal lines have replaced more softly-curved contours. The Opel Company has announced that these new lines will not be changed for several years to come. It is convinced that the new model will be at least as great a success as its predecessors have been in all parts of the world. (The earlier types in question were in production from August 1957 to August 1960, a period during which 848,000 units were made, 447,000 of them for the export market.)

In contrast to the "Olympia Rekord", the "Taurus 17 M" was previously modelled on the trapeze style and has now been given an "aerodynamic" shape. In the opinion of the Cologne Ford Company, it is thereby "initiating a revolution in the large-scale mass production" of the German automobile industry.

The Ford people emphasise, however, that it is not their intention to introduce a new fashion in cars. They were promoted, they assert, by purely functional considerations: the designers had been asked to aim at less wind resistance and more interior space.

The new "Taurus", too, is available with either a 1.5-litre or a 1.7-litre engine. The fact that both Opel and Ford offer this same choice shows that they both believe in the future prospects of the medium-sized, approximately 1.5-litre car in Europe—particularly since it has emerged that the "better midget car", created in 1959 was less of a success than originally expected. Of the five German firms producing cars in this class (600—900 c.c.m.), at least two are facing a considerable degree of sales resistance.



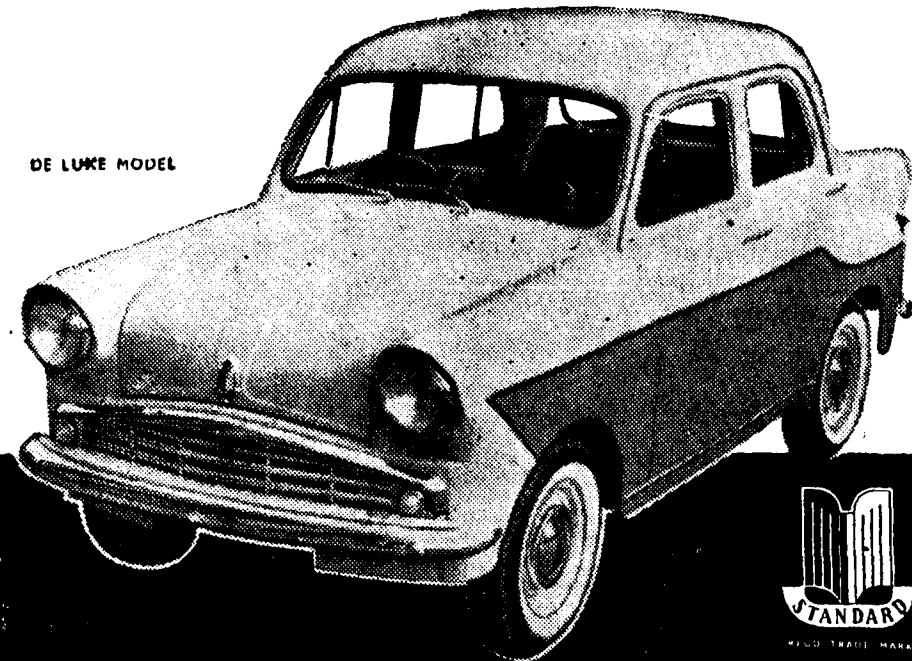
The front view of "Opel" (left) and the new "Ford" also illustrate the marked contrast between the two cars

December 1960



Why is it worth waiting for a Standard Ten ?

- **PERFORMANCE** - It is specially designed for safety, easy manoeuvrability and quick acceleration.
- **RELIABILITY** - It is sturdy in construction and reliable.
- **ECONOMY** - It gives 35 miles per gallon on an average, or more, depending on driving conditions.
- **STYLE** - Its beautiful body lines, and distinctive dual tone colouring make it stand-out anywhere.
- **COMFORT** - It seats four/five persons comfortably, with ample luggage space as well.



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STANDARD MOTOR PRODUCTS OF INDIA LTD., MADRAS

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THE UNION CO. (MOTORS) PRIVATE LTD., 29, Mount Road, Madras-2. FRENCH MOTOR CAR COMPANY LTD., 234/3, Lower Circular Road, Calcutta-20. METRO MOTORS, Hughes Road, Bombay-7. SIKAND & COMPANY, 50, Janpath, New Delhi. SANGHI BROS. (INDORE) PRIVATE LTD., Post Box No. 1, Indore City. VIKRAM MOTORS, 198, Vikramajit Singh Road, Kanpur. AUTO CHENNOY, 62/D, Sarojini Devi Road, Secunderabad (Dn.). R. I. WORKS, Kingsway, Nagpur. GENERAL AUTO AGENCIES, Mirza Ismail Road, Jaipur. NATIONAL GARAGE, Rehari, B.C. Road, Jammu Tawi.

Fiat at the 1960 Turin Motor Show

The Cars

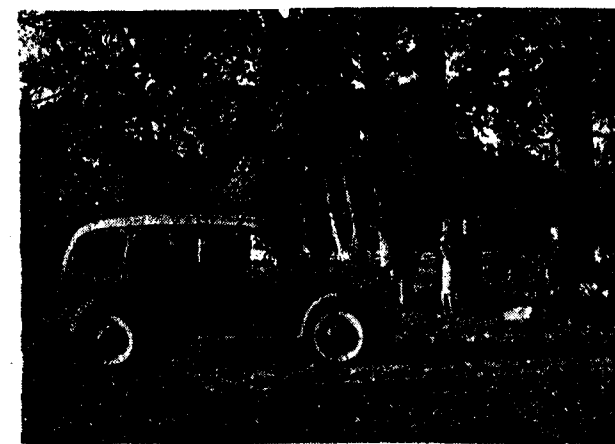
The Fiat car stand in the great central hall of the "Torino Esposizioni" buildings displayed one of the most complete ranges of motor cars produced to-day by any single firm at home or abroad: from the small utility cars to the superior class cars of average cylinder capacities 1100, 1200, 1500, 1800-2100.

Fiat is not introducing any all out novelty this year. The eagerly awaited "1300" is for next year. But in the models shown there are considerable mechanical and body improvements.

FIAT'S MOTOR CAR PRODUCTION IS CONTINUALLY INCREASING. THE PRESENT RATE OF PRODUCTION AVERAGES OVER 2100 VEHICLES A DAY. THEY ARE SOLD ALL OVER ITALY AND IN AT LEAST 130 FOREIGN MARKETS.

The small models 500 and 600 are now a traditional Fiat prerogative. The original 500 ("Topolino"), which first appeared in 1936, was the first small, economical, yet true motorcar ever built in the world. Since then the progress of design and engineering has resulted in the present models 500 D and 600 D. In Italy these models contribute ever more, with their low first cost, to the popular growth of motoring. Abroad they have an excellent market also as "second cars".

Everywhere the tremendously difficult traffic conditions make it ever more necessary to use, for town work, cars of minimum overall size, nimble in traffic and



Fiat 1100 familiare

December 1960

Fiat 1100 speciale



easy to park. Hence the growing success of the 500 and of the 600, which continue to be pre-eminent factors in Fiat's production: a force in the expansion of the motor trade in Italy and abroad. Last summer the 600 passed the millionth unit, an imposing figure for Italy.

The 1100 is a model which has been, since 1937, a world-wide Fiat success. Its production continues and will grow further with the new versions now presented at the Turin Motor Show.

1100 export saloon 1100 special saloon and the 1100 family saloon all these new versions have in common a 55 h.p. engine (SAE) which gives a top speed of 80 m.p.h. They are 4 door Saloons (the family saloon version has also a rear door), of extremely easy access.

In the export and special versions the front seat is of the bench type with turn-down backrests. Commodious luggage boot. Glass draught deflectors on the front door lights. The special saloon has the modern lines of the 1200.

In the upper classes of medium powered cars Fiat is prepared to satisfy the most modern requirements of an international clientele with the 1200 Full-Light and Cabriolet, with the 1500 Cabriolet and above all with the six-cylinder 1800 and 2100 models.

On the Fiat stand the more interesting new editions of the models exhibited are presented also on a revolving platform, which attractively shows off the 500 D, the 600 D, the 1100 and their engines.



For your car you need an engine oil that's

**NOT TOO THICK
WHEN COLD...**

*** **NOT TOO THIN
WHEN HOT**

—because an oil must be neither too *thick* when the engine starts from cold, nor too *thin* at higher operating temperatures. You get both these advantages from *Multigrade Shell X-100* Motor Oil. It circulates freely in the engine, forms a fine protective coating, and fights acid action!

So choose wisely and well...choose *Multigrade*!

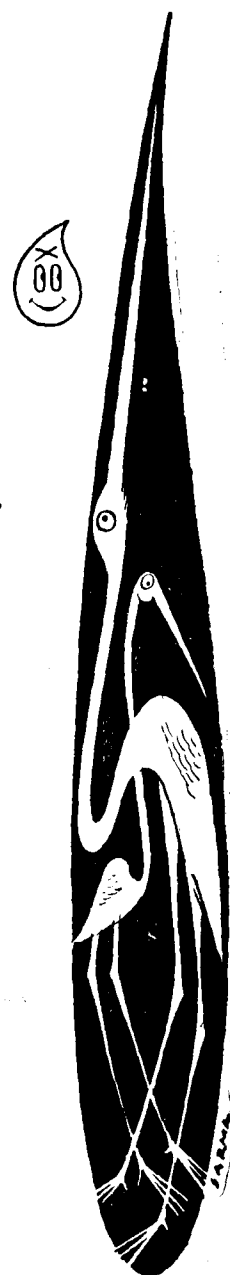


SHELL X-100 MOTOR OIL

MULTIGRADE

20W/40

The right  oil at any operating temperature.



Commercial Vehicles

The Fiat commercial vehicle stands—in the big new underground hall of “Torino Esposizioni”—are also imposingly attractive by the variety of models exhibited (trucks, buses, trolleybuses), some new or improved.

Trucks

An outstanding novelty is the Fiat 690 N lorry with 3 axles, the two leading ones steering. Net load 10.5 tons. A gross load of 18 tons can be towed.

The 690 N has been expressly designed with a view to the future development of motor road transport on major highways and is equipped with servo-steering.

In the 690 T version it is coupled to a 2-axled semi-trailer with a net load capacity of 20.5t., which besides completing the range of Fiat semi-trailers, affords further opportunities to users of this convenient system of transport.

Another novelty is the 615 N 1, which presents these innovations as compared to the previous model 615 N:

- net load capacity increased from 30 to 35 cwt.
- net load surface increased from 49 to 57.5 sq. feet consequent on lengthening of wheel base from 8' 9-1/4" to 9' 9-1/2"
- increase of engine power to 50 h.p. at 3800 r.p.m.

Reinforced springs, new type rear axle casing, emergency brake acting directly on the rear wheels, new radiator cowl and various other improvements, including the adoption of cab heating and ventilating equipment as standard.

Further, there is a new edition of the 642 lorry.



Fiat 642 N 65 R

December 1960

4

Fiat 615 N 1



with a 120 h.p. engine and a net load capacity increased by 10 cwt (6.5 tons), and the special construction “Chassis 645” for specialised transport (containers, cases of beer or other bottles) with lowered frame allowing body builders and other specialists to make bodies for particular types of goods.

There are improvements and power increases also in the motorbus field. Vehicles of various capacities, from 30 to 60 and 100 places, powered by flat underfloor engines installed in the centre of the chassis.

Worthy of note is the “de luxe” version of bus 309 which, for elegance and comfort represents the best that could be desired for the collective transport of passengers.

Among the town buses model 410 is already in service in Rome and Naples. 195 of these vehicles were placed in service before last summer; within the next few months others will start running in Genoa, Milan, Florence, etc. About 400 buses all together.

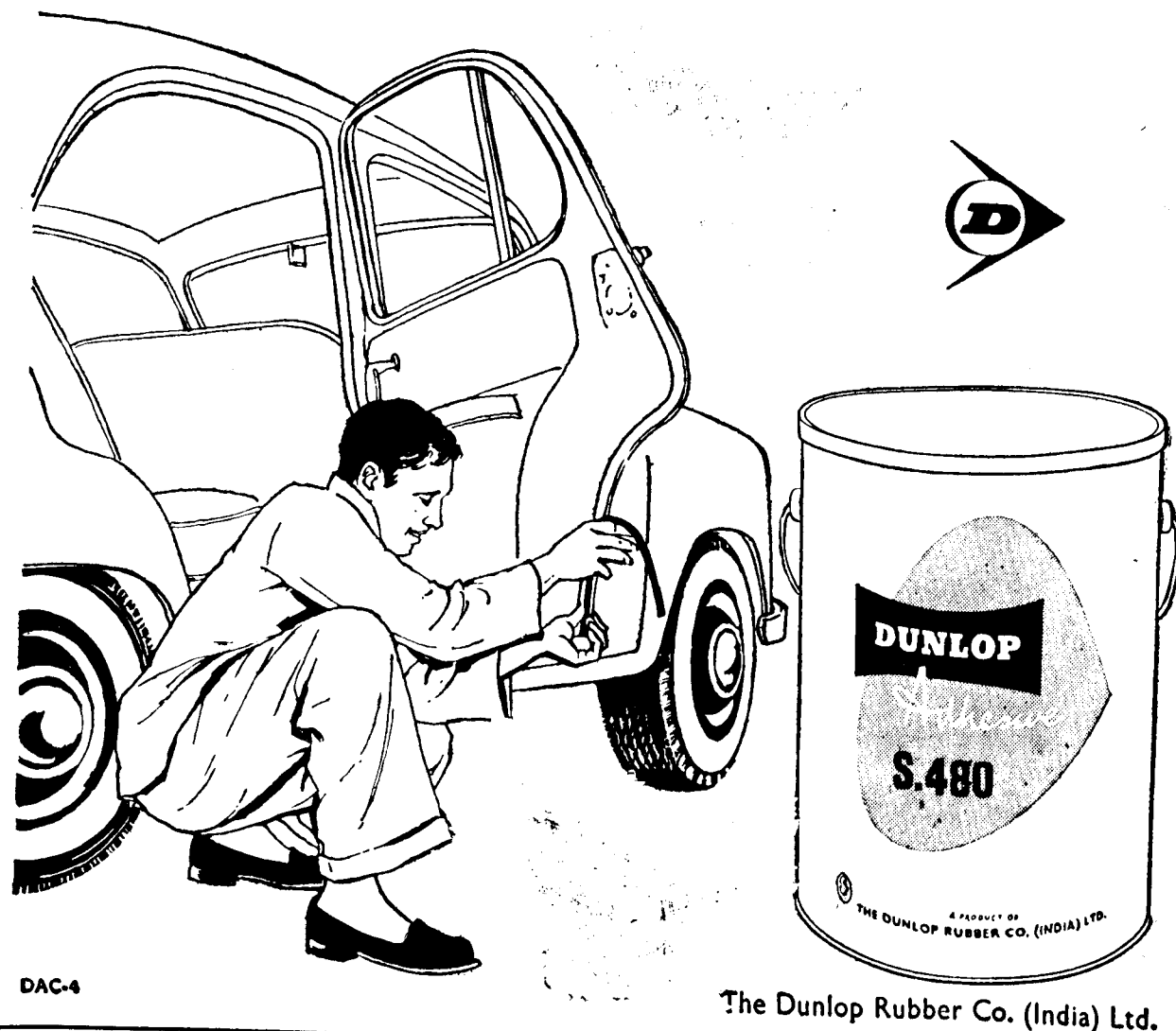
The special 2405 Trolleybus is representative of a large number built for export to various countries in South America.

The passenger cars and commercial vehicles shown by Fiat at this year's Turin Motor Show testify to the constant qualitative and quantitative progress of a vast production which, with its variety of models aims at ever better answering the requirements and tastes of motorists in every social class, and with the variety of engine powers and carrying capacities promotes the growth of the motor transport of goods and passengers.

BOND IT WITH



Dunlop Adhesive S.480 gives firm adhesion over a considerable range of temperature and bonds a great variety of materials. It can be widely used in the motor and other industries and in the home.



THE TURIN SHOW

From Gordon Wilkins

THE ENTRY OF THE B. M. C. INTO THE ITALIAN MARKET BROUGHT SWIFT BENEFITS TO ITALIAN MOTORISTS IN THE FORM OF SENSATIONAL PRICE REDUCTIONS. CONFRONTED WITH THE AUSTIN A. 40, ASSEMBLED BY INNOCENTI, THE SCOOTER MANUFACTURERS AND SELLING AT £505, FIAT SLASHED THE PRICE OF THEIR 1100 SALOON BY ABOUT £55 TO BRING IT DOWN TO £510. ALFA ROMEO REPLIED BY LOPPING £53 OFF THE PRICE OF THE RENAULT DAUPHINE WHICH THEY ASSEMBLE IN ITALY TO MAKE IT £448.

Lancia Flavia

The outstanding new model at the show was the 1½ litre flat-four front-drive Lancia Flavia with die cast light alloy engine. Innocenti also had a surprise in the form of an Italian built version of the Austin Healey Sprite called the Innocenti 950 with a beautiful body by Ghia. In Italy it costs £655 and will be exported to other countries in competition with the British built model.

It was one of the best shows of recent years for new ideas from the leading coachbuilders. Pinin Farina showed the extraordinary Project X developed by his son Sergio and son-in-law Renzo Carli in collaboration with an engineer Alberto Morelli who teaches aerodynamics at the turin polytechnic. It is a fully streamlined four-seater closed car with high tail fins based on two years of studies in wind tunnels. Drag co-efficient is said to be half that of normal modern saloons and 30 per cent below that of a good sports car. To allow road tests without distorting the shape the wheels are arranged in distorted diamond formation. A single nose wheel steers it; there are two wheels on swing axles behind the rear seat and a single rear wheel drives it. This arrangement produces no torsional loads in the structure, all road reaction being transmitted to the centre line so the structure is extremely light, and although it has all round vision with large areas of glass weighing 132 lb. the whole car with four comfortable seats weighs only 1650 lb. A Fiat 1100 engine is placed at an angle on one side of the rear wheel while

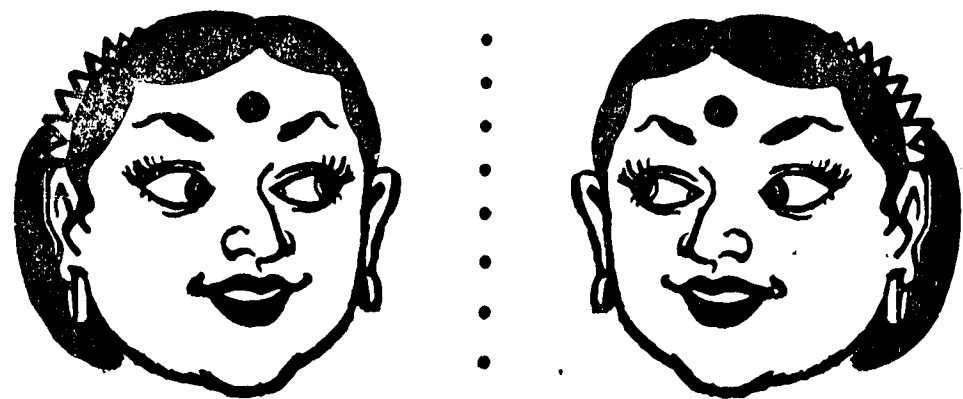
luggage is carried on the other side. Brakes are Girling discs and suspension is pneumatic by Pirelli.

For production models Farina is now emphasising curves and playing down hard angles, as in his special Chevrolet Corvair coupe on a wheel base 7½ in. shorter than the standard. Rumour is that G. M. wanted production at the rate of 100 a day but this is not at present possible. There is also a special version of the Monza Corvair with stainless steel roof and transparent plastic insert which can be covered by a sliding shutter. The Farina Flaminia coupe is now available with full air conditioning, window lifts and a driver controlled electromagnetic lock for the tip-forward back rest, on the passengers side. Also on view was the 1,000 cc. Fiat Abarth single seater which recently set an absolute

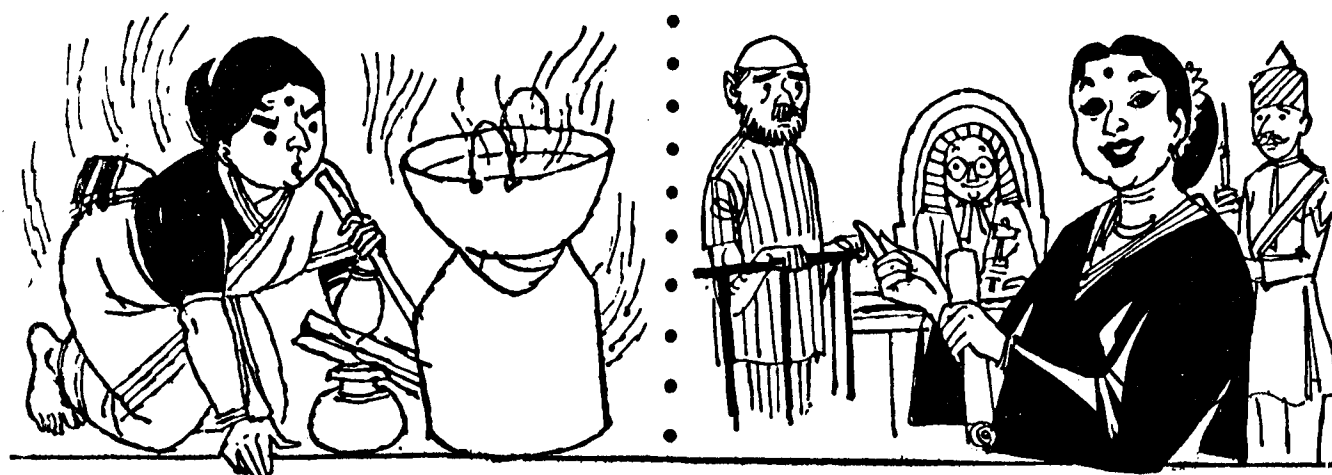
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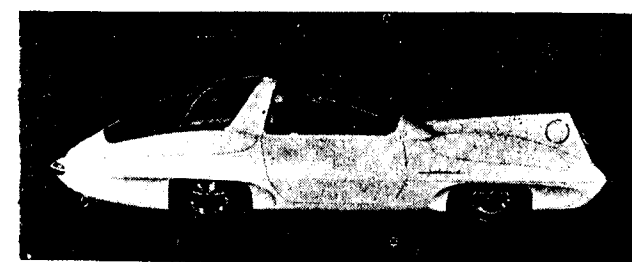
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world record for 10,000 km. regardless of class with body in Pinin Farina.

Not to be out done, Luigi Segre, dynamic young head of Ghia has concluded an agreement with Arrigo Olivetti who owns Fergat, the metal component suppliers to create a new coach building works O. S. T. which will soon be building 50 complete bodies a day; mostly Innocenti 950 sports roadsters and a beautiful new coupe for the Fiat 2100. Segre has not neglected his advanced studies and showed Selene II a breath



SELENE II, Ghia's latest dream car. The driver sits in the nose steering with a pair of handle bars. The two passengers sit facing the rear and can watch television or refresh themselves at the bar.

taking rear engined sports coupe for the highways of the future. The driver sits in the nose ahead of the front wheels, steering with handle bars and the two passengers face rearwards, watching television or refreshing themselves at the bar. Of special interest to American drag strip enthusiasts is the 1x9, a sling shot dragster with a beautifully streamlined body shell integral with the chassis frame. It has been tunnel tested for low drag and high speed and will soon be tried out with a BMC 950 cc engine. Also destined for the U.S.A. is the luxurious L. 6.4 high speed coupe with magnificent Ghia body work, Chrysler chassis parts and a Chrysler V 8 engine of 6.4 litres giving 335 bhp at 4,600. Transmission is Chrysler Torque Flite and it weighs 4,100 lb.

Bertone, the third big body builder (He has built 20,000 bodies for Giuliettas alone) showed a new production model a magnificent four-seater coupe called the 2,000 Sprint on a chassis slightly longer than the 2,000 convertible. It has four head lamps set in the front grille and is said to do 115 mph. For NSU Bertone has produced the prototype of a Sport Prinz convertible which may soon go into production. Equally interesting, but not generally available was the Ferrari 250 GT coupe built by Bertone to a special order for an Italian businessman. It has a wire brushed stainless steel roof and panels of the same material along the lower edges of the body.

Even the Japanese are now employing Italian stylists

Pinin Farina is working on designs for one of the leading Nippon manufacturers and Fuji exhibited the new four headlamp 1.9 litre Skyline sport coupe and convertible built by Allemano to designs by Michelotti which will form the basis of future production models.

OSCA showed their interesting new twin cam 1600 G.T. with streamlined two four seater body by Zagato. It has independent rear suspension by wishbones and coil springs and disc brakes on all wheels. With two twin choke carburettors the engine gives 113 bhp and maximum speed is said to be 130 mph. Resisting the drift to curved shapes Boneschi showed to highly successful essays in the angular style, a Fiat 1500 roadster and a 2100 saloon in which all lamps and door handles were neatly merged into the angular but elegant outlines.

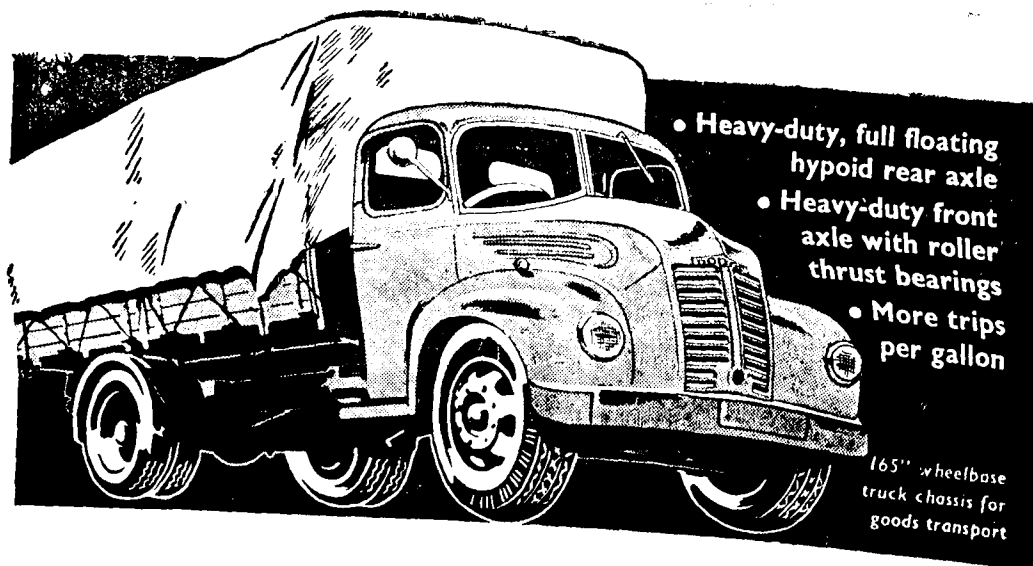
However, even the Italians do not get it right every time. Lombardi showed a horrible coupe body for the Studebaker Lark which seemed distinctly inferior to Studebaker's own designs.

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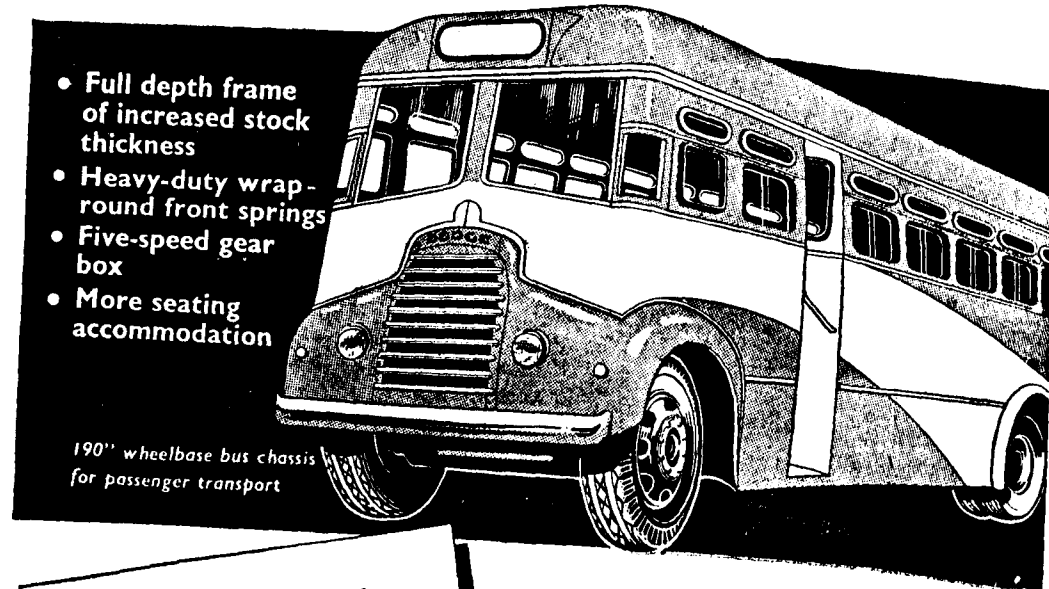
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MOTORINDIA

Lancia Flavia Front-drive Model With Many Interesting Features

Ever since Vincenzo Lancia, the former Fiat Grand Prix driver, produced a car in the early nineteen twenties with unit body, chassis and independent front suspension, his name has been associated with advanced technical features. The Aprilia had a V-4 engine and was one of the first successful efforts at independent rear suspension. After the war came the Aurelia with



Lancia Flavia

a V-6 engine at front and a gearbox mounted at the rear in unit with the clutch and differential to make what American manufacturers now call a trans-axle.

The model missing from the post-war range has been a replacement for the Aprilia which twenty years ago enjoyed a unique reputation for its excellent road holding high performance and effortless fast cruising combined with compactness and operating economy. Now comes the Flavia to fill the gap, but with a different character.

In its broad conception,—flat-four engine and front-wheel drive, the Flavia continues the ideas employed by Prof. Fessia, Lancia's new technical director in the Cema Caproni prototype which he designed soon after the war, but here they appear in much more mature and developed form. The body is a four-door unit structure in steel, and to it is attached a sub frame in steel and aluminium carrying engine, transmission, steering gear and front suspension. So noise and vibration are effectively isolated from the interior.

Suspension is by leaf springs, which is unusual these days, one transverse leaf spring at the front and two semi-elliptics carrying a dead axle beam at the rear. There are anti-roll bars at front and rear and dampers are telescopic de Carbons, which incorporate an air cushion. The independent front suspension uses

double wishbones via rubber cushions, so that it takes no part in locating the wheels or resisting brake torque. There are only five chassis points, on the three-element steering linkage that require periodical greasing. Springs have plastic inserts between the leaves to reduce friction and prevent deterioration in the ride. Brakes are Dunlop discs on all four wheels with a vacuum servo and a twin master cylinder for extra safety.

Steering hear is by G mmner and has a flexible anti-vibration joint at the base of the column. $4\frac{1}{2}$ turns of the wheel give a 36 ft. 2 in. turning circle, which is very compact for a car with flat four engine and front drive. Naturally, if snow chains are fitted they go on the front wheels. To prevent them fouling the wing valances on full lock, there is a lever on the steering box which brings an auxiliary lock stop into action. Steering wheel movement is then reduced, giving a 39 ft. turning circle. The engine is a flat four, water cooled, cast in light alloy. (82 x 71 mm) 1,498 cc. With a compression of 8.3 to 1 it operates on normal fuel and gives 78 bhp at 3,500 rpm. The torque reading is obtained at fairly high rpm, indicating that this is an engine of sporting characteristics, although by no means highly tuned. It is made of two main

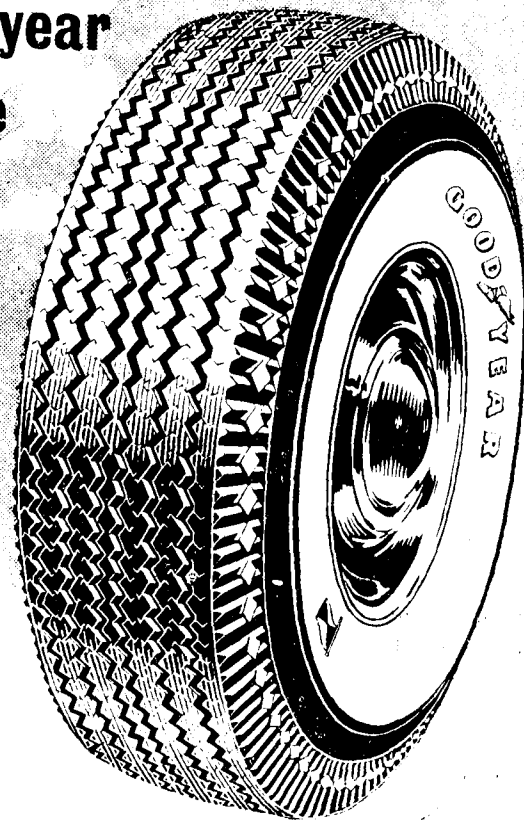
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Lancia Flavia

pressure die castings, each consisting of two cylinders and half the crankcase, which is split vertically on the centre line. These castings, produced in collaboration with Injesta SA, the Swiss specialists, are highly complex and produced to very fine limits, the walls being in some parts only 0.118 in. thick. Cylinders have wet liners of centrifugally cast chromium iron. The two cylinder heads are of light alloy, with hemispherical combustion chambers and inserted valve seats. Valves are operated by pushrods and rockers from two chain/driven camshafts below the crankshaft, the chain having a hydraulic tensioner. The forged steel crankshaft is carried in three main bearings. The carburettor is a twin-choke downdraught, made by Weber or Solex, and fuel is supplied by a Bendix electric pump at the rear of the car. The radiator has a thermostat and shutters adjustable from the driving seat.

Fichtel and Sachs supply the single-plate clutch with a special Lancia-designed flexible centre. There are four speeds, all synchromesh, in the gearbox, and unlike most units of this type, it has a direct top gear, only the first three ratios being indirect and constant mesh. Direct top is obtained by making input and output shafts concentric. The input from the clutch passes through the centre of the drive pinion and through to the end of the gearbox and for top gear, power returns via the hollow shaft, carrying the final drive hypoid pinion. The transmission has its own oil pump.

The articulated drive shafts have Rzeppa ball type constant velocity joints at each end. To avoid the use of splines which might stick, variations in shaft length caused by suspension movement are accommodated by mounting the inner joints on ball bearings which permit the whole joint to slide endwise. All joints are covered with rubber seals.

The body is an interesting structure with four slim doors. Maximum interior width has been obtained by using curved side windows dropping in curved guides. Although much smaller (5½ in. narrower) than the big Flaminia, the Flavia gives very nearly the same interior space. Generous legroom for rear passengers is a special feature. The front seat is a single bench and has a full reclining adjustable backrest. Red lamps set in the doors edges light up to give a warning when a door is opened. Equipment includes a half horn ring, cigarette lighter, two map pockets at front, one in rear, windshield washer, parking brake warning lamp, choke reminder lamp, lockable glove box, two roof lamps and lamps to illuminate engine and trunk. There are four headlamps. The main beams are automatically extinguished when the engine is switched off and only the dipped beam comes on when the engine is re-started.

ROAD IMPRESSIONS

Professor Fessia told me he had a specially difficult task in producing a front-drive car for Italy, as the Italian motorist expects very high standards of steering and road holding and would not tolerate heavy steering or a nose-heavy car. He has therefore managed to produce a front-wheel drive car capable of over 90 mph., which so light and responsive to handle that one could drive it for miles without ever imagining that it had power going through the front wheels. Sweeping round mountain hairpins, or parking in confined city spaces, there is no snatch or vibration to indicate that the front wheels are doing the driving. Driving position is good and the controls are very well arranged, with recessed finger-tip switches ranged round an unusual curved console under the steering wheel. The asymmetrical instrument panel contains a long ribbon-type speedometer and a circular tachometer, which frequently records over 5,500 rpm when the driver is using full performance in the gears. But even at these revs the engine remains smooth and quiet. Interior door handles are neatly recessed to avoid catching clothes and adjustable air vents demist side windows.

Silence, and freedom from vibration represent a big achievement and reflect the success of the extensive insulation measures employed. Brakes are of course equal to all demands, with a light pedal pressure.

Above all, this is a family saloon with big interior and a large luggage trunk, which handles like a good sports car. To drive it is to become enthusiastic about its road qualities—and perhaps to speculate on how it would go with a 2-litre engine. It is a true Lancia; solid, beautifully built to last a long time, technically interesting and fascinating to drive.

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The 7th Tokyo Motor Show, October 25–November 7, 1960 highlighted the steady development of Japanese automobile industry. Conspicuous in this year's Show was the display of many kinds of small type trucks and a great number of motor-cycles. Photos above show : (1) Toyota "People's Car", (2) Nissan Cedric (3) Datsun Sports Car (4) Prince Gloria

Tokyo Motor Show Reflects Japan's Auto Advance



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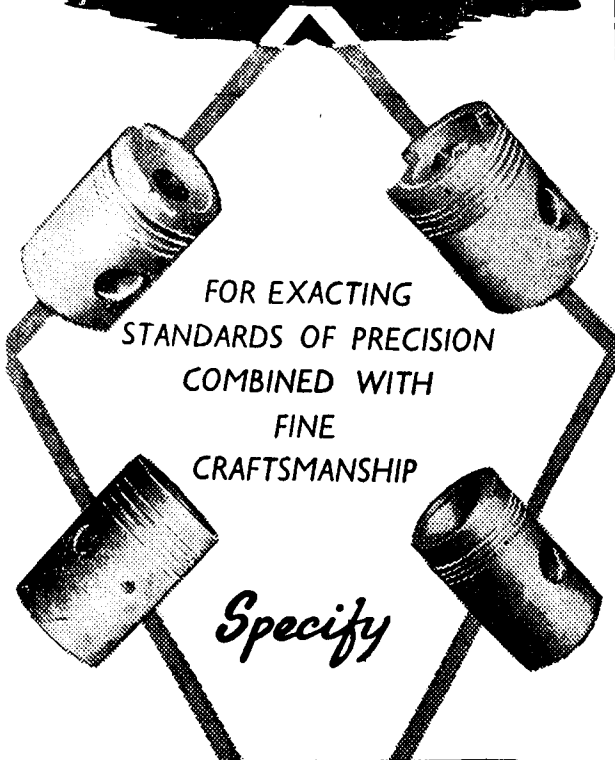


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Scooter Tyre Development

The scooter tyre is designed to perform a similar task to that of the motor cycle tyre, but it must be remembered that the overall diameter of the motor cycle tyre is approximately twice that of the average scooter tyre.

This means that for a given distance the scooter tyre revolves twice as many times as the motor cycle tyre. This has the effect of doubling the number of flexings and the number of times one part of the thread contacts the ground.

The scooter therefore presents rather a different problem from the motor cycle.

The Tyre Tread

On any two wheeled vehicle tread pattern is vitally important to vehicle stability and high standards are required to obtain maximum road holding and traction. Designing a pattern for general road use is largely a matter of compromise.

One quality of performance is usually only emphasised at the expense of some other. For instance a tyre may have excellent road holding properties but the tread design may be such that an excessive rate of tread wear results.

The main factors influencing the performance of any pneumatic tyre is its road holding abilities in both dry and wet conditions, its tractive and braking power and its safety and stability over all types of road surface.

Another very important consideration is that of tread wear. A tread pattern must maintain its efficiency during its expected period of life, wear evenly over the whole radius of the tread and resist any tendency for blocks or ribs to tear or crack.

Greater Numbers

The first scooter tyre had a plain ribbed pattern without any cross slots whatsoever. This proved very effective from the point of view of manoeuvrability but lacked the degree of traction required especially in the rear wheel (Fig. 1).

After 1946 when scooters began to appear in greater numbers, a new pattern was developed with a stud layout similar to the Universal motor cycle tyre of that date (Fig. 2). It showed definite promise and provided much improved tractive and road holding properties.

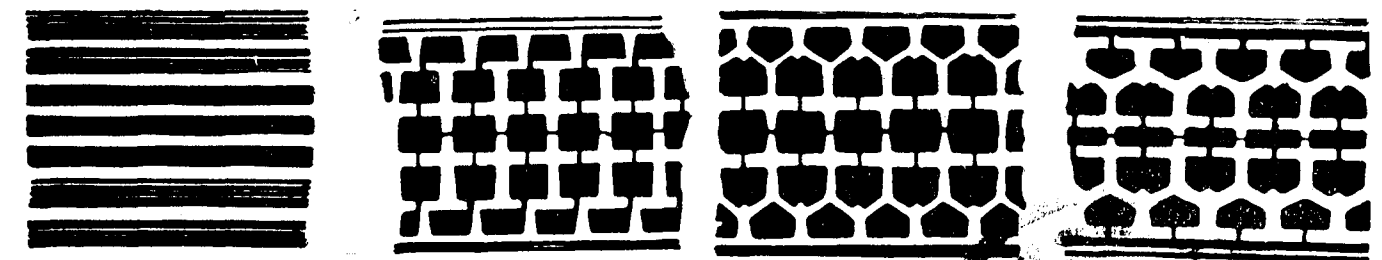


FIG. 1

FIG. 2

FIG. 3

FIG. 4

This illustration shows the progressive development of scooter tyre tread patterns. The latest pattern is shown in Fig. 4.

By 1953 the scooter was an established form of personal transport with a much better performance than its predecessors. To meet this improved performance a new scooter tyre pattern similar to the Universal motor cycle pattern was introduced (Fig. 3).

Since that time further improvements in machine performance demanded further modification of the tyre and after many months of machine and road testing it was decided to close up the centre studs of the pattern.

This latest modification (Fig. 4) had the effect of balancing the performance capabilities of the front and rear tyres to give much improved machine stability as well as tread wear.

Depth of Tread

The tyre designer has, however, other aspects to consider as well as the tread pattern. Contour or curvature also plays an important part in the overall performance of the tyre and to some extent governs the handling characteristics of the machine.

Depth of tread pattern must also be considered as it not only affects tyre life but has a direct influence on the road holding, power transmission and speed properties of the tyre.

Many types of rubber compounds are available, presenting an extremely wide range of physical properties. It is the business of the tyre designer to balance

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these properties to suit the particular type of application. A factor that has recently considerably improved non-skid and tread wear properties is the blending of synthetic and natural rubber compounds.

The Tyre Casing

The progressive improvement in scooter tyre performance cannot be credited to the tread pattern alone, much work has also gone into the development of rubber compounds, tyre fabrics and methods of construction.

High tensile strength and a high resistance to fatigue are essential qualities of a tyre casing, to enable it to withstand continuous flexing and the forces set up in cornering and braking. It must also have a low extensibility, so that in normal running temperatures it does not stretch or distort.

Its power absorption properties must also be low and it must be capable of dissipating any heat generated in high speed running. Another important consideration is that the fabric used must weigh as little as possible and must adhere perfectly to the rubber compound being used.

The advent of man-made fibres in the form of

Rayon and Nylon has provided tyre materials which meet these demands adequately. Rayon is now the principal tyre fabric and is used for most general purpose tyres, including scooter tyres.

Developments and Future Trends

The general trend in scooter design is towards increased power and greater stability. To meet this trend, wheel diameters have tended to increase. Originally 8in. was the standard size, but now there are many scooters fitting 10in. and 12in. wheels.

An associated trend is for motor cycle tyre diameters to be reduced and it would seem from other aspects that the scooter and motor cycle may in fact be merging into one machine. Whether or not this trend will continue is a speculative point, but one that may provide some interesting results.

It is evident that in a very short period of time scooter tyre development has been positive and progressive and one sometimes wonders whether or not there is any room left at all for improvement. However, tyre development is a continuous process and new ideas are always being studied with a view to providing the rider with the best possible tyre equipment.

The Rajagopal Polytechnic

The Rajagopal Polytechnic, Gandinagar, Gudiyatham in the North Arcot District was inaugurated on 19-8-60 by the Hon. Sri K. Kamaraj, Chief Minister of Madras. Sri. T. S. Krishna presided over the pleasant function.

Sri. B. Rajagopal Naidu, Managing Trustee, welcomed the Chief Minister and Sri T. S. Krishna and eulogised them for their notable services in their respective fields of activity.

Presidential Address

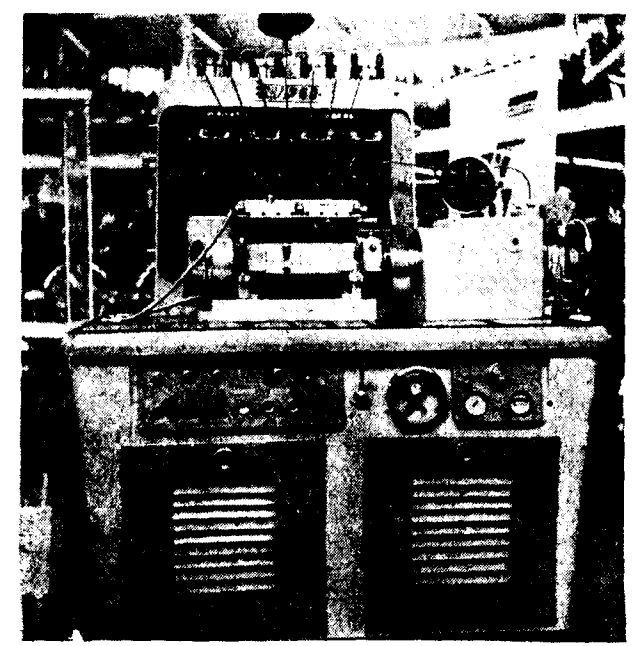
In the course of his address Sri. T. S. Krishna observed...

The necessity for polytechnics has to be emphasised and over and over again, as we are very short of technical hands and well equipped institutes. It is not enough if there is a grand technical institute at the State capital or the Union capital. The time has arrived for regional distribution of these technical institutes. North Arcot Dist. has an area of 4,654 sq. miles with 28.5 lakhs population. If only such institutes spring up, and the right type of students are selected, technical advancement of this district is unlimited. Everyone of our youngsters in this district will learn a job and be the nucleus of small industries blending with the bigger industry. It is only by a vast network of industries can the unemployment problem of our land be solved.

The Chairman drew the attention of the public how from a very humble beginning Sri. Rajagopal Naidu rose to be a star. Mr. Rajagopal Naidu served as a car cleaner to the late Mr. A. Rangasami Iyengar, Editor, 'Hindu' who recognising his latent talents recommended him for being trained in the Elphinstone Co. BSA Motor Cycle Dealers. Then Mr. Naidu was appointed as a mechanic in M/s. Simpson & Co. Madras, later on he went to Bombay where he distinguished himself for quick and efficient work. On his return to his native district, he interested himself in a Sugar Factory on a co-operative basis and he is one of its directors. He is also running a transport service with four buses. He founded the Rajagopal Educational Trust with assets yielding about Rs. 50,000/- per year.

This polytechnic institute starts with an initial donation of Rs. 3.75 lakhs by Sri. B. Rajagopal Naidu and it is understood that the State Government gives an equal amount as donation.

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MOTORING NEWS

Driving Well At 100 M. P. H.!

B.M.C. School to Teach Employees Advanced Driving

(From our London Correspondent)

FAST CARS, NEW DRIVERS AND INADEQUATE ROADS ALL SEEM TO ADD UP TO A NEED FOR A COURSE IN ADVANCED DRIVING. THAT, AT ANY RATE, IS HOW IT STRIKES THE BRITISH MOTOR CORPORATION.

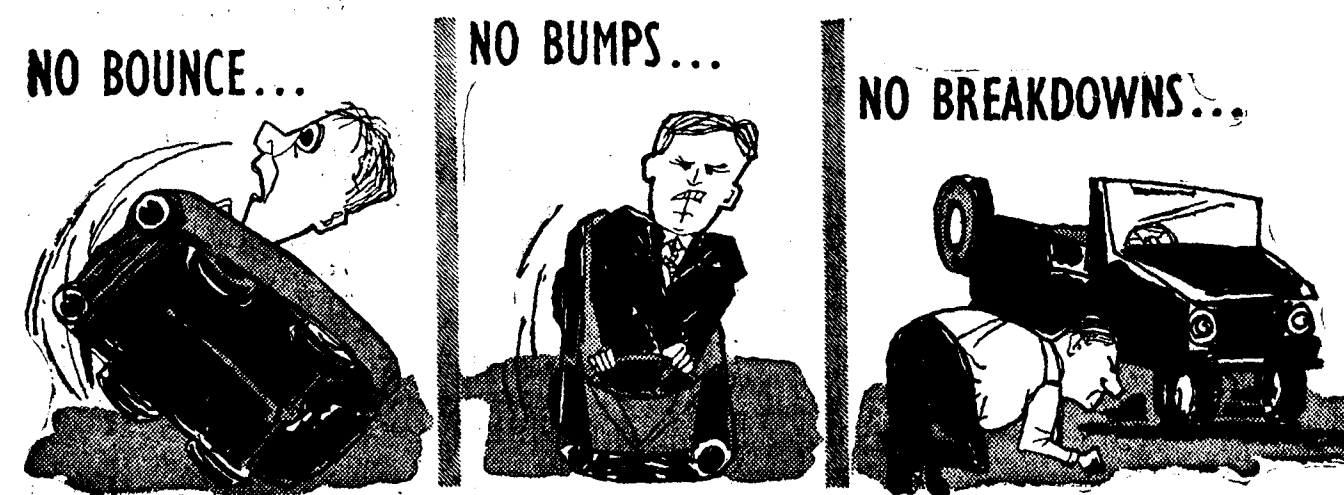
Currently, there are four B.M.C. models which are capable of over 100 miles an hour. Sales and Service representatives called upon to demonstrate these cars do not always have the necessary experience. To drive a car consistently and well at over 100 miles an hour demands a different technique to driving a family saloon occasionally at 80. Accordingly the British Motor Corporation has instituted a school at which selected employees will be given courses in advanced driving.

The School will be at the B.M.C. Sports Car Factory at Abingdon. As only the police at present give instruc-

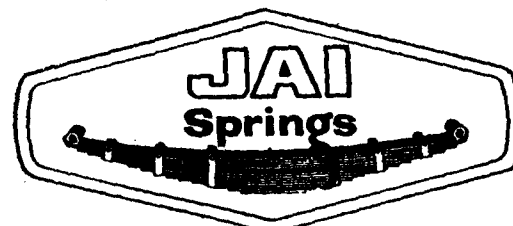
tion in advanced driving, the Chief Instructor will be ex-police Sergeant H.J. Shillabeer, until recently an instructor at the Metropolitan Police Motor Driving School at Hendon. Instruction will be based on police methods, using a Wolsely 6/99 built to police specification with a four-speed gearbox and centre lever.

The course in high speed driving is mainly for Sales and Service representatives who have to demonstrate fast cars. There is also a course in advanced driving such as skid avoidance and control primarily for employees in the transport division.

Each course will last for three weeks, or fifteen working days, and starts with an eyesight test. The course embraces some eight or nine hours of theoretical instruction based on the Metropolitan Police driving, ROADCRAFT; there will also be a lecture on the Highway Code.



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Among the practical instruction will be a day on a skid pan. There will also be an all-day exercise in "emergency" driving in which the students have to drive a considerable distance in the fastest time in the safest way. There will also be mountain driving in the Welsh mountains. Students taking the second type of course will have a second day of driving in London.

Finally, there will be a written examination one and a half to two hours in length and a final driving test to be followed by a short general discussion when students will have the opportunity of commenting, on the course and discussing what they have learned.

Each successful student will receive a Certificate stating that he has passed the British Motor Corporation's advance driving course.

"By offering this service to its employees, the British Motor Corporation hopes that not only will it be benefiting its employees and, therefore the Corporation as a whole, but that by example, it will be doing something to improve the standard of driving and safety on British roads," said Mr. J. W. Thornley, Director and General Manager of the B.M.C. Sports Car Factory at Abingdon.

New Kind of Parking Meter

British authorities have been investigating a new kind of parking system which collects at least as much money from motorists as parking meters. Costs much less to install and operate and allows more cars to use the available space. It consists of a central machine which issues an adhesive parking ticket on insertion of a coin. The driver then sticks the ticket on his windscreen. Spacing of vehicles is left to drivers themselves thus avoiding to 20 per cent loss of space which is involved in arbitrary spacing by parking meters.

Pedestrians are already complaining of serious obstruction of the narrow kerb space in London streets by thousands of parking meters. However, I do not think the new system has much chance. All British Transport Ministers know that they have to give an appearance of frantic activity on traffic problems to divert attention from the Government's resolute refusal to undertake an adequate road construction programme. They therefore tend to adopt measures which will clutter the streets with the maximum 'furniture' to show

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BOMBAY-2: 41, Queen's Road — **CALCUTTA-16: 77-B, Park Street**
MADRAS-2: 1/155, Mount Road — **NEW DELHI-1: Ghaziabad Engg. Co. Ltd., 44, Janpath**

December 1960

8

29

tax payers that "something is being done". Beleisha left his memorial in the Beleisha beacon which mark pedestrian crossings. Countless sets of traffic lights many of them unnecessary proclaim the British pre-occupation with gadgets and Mr. Morples, present Transport Minister has pinned his faith to parking meters plus extra attendants, plus traffic wardens to solve Britain's traffic jams. A simple central meter for each street would not fit into this pattern of conspicuous expenditure."

Austin Multi-storey Car Park Will House 3,300 Vehicles.

A multi-storey car park, the biggest of its kind in the world, is to be built at the Austin Motor Company's Longbridge, Birmingham works to provide temporary storage space for new vehicles.

THE BUILDING WHICH WILL BE IN OPERATION BY SEPTEMBER 1961 IS NINE STOREYS HIGH AND WILL HOUSE 3,300 VEHICLES. CAR WILL GO THERE DIRECT FROM THE ASSEMBLY LINES TO AWAIT COLLECTION FOR EXPORT MARKETS.

The Longbridge works, has a current capacity of over 8,000 vehicles a week, which under the 19 million L.M.C. expansion plan will rise to 10,500 a week by 1962.

This creates a storage problem. Outside the factory

here are usually long lines of cars awaiting collection. But the factory itself is expanding and reducing areas available for parking finished vehicles. By the second half of 1961 a vast new building for the paint, trim, finishing and final assembly of 2,500 vehicles a week will be in operation beside the existing car assembly building—on ground now occupied by vehicles awaiting despatch.

There is no possibility of expanding outwards for parking space, so the company must expand upwards.

The building is of reinforced concrete 376 feet long and 204 wide. Cars drive up ramps from one floor to the next and a double spiral system of floors enables upward and downward traffic to be completely segregated. Passenger lifts and staircases are provided at the four corners, and, in addition to car access by the ramped floors, two car lifts will be installed, principally to move cars above fourth floor level.

The building is being constructed on the lift slab principle. After the pre-cast reinforced concrete columns have been erected, the upper floors and roof are then cast round the columns in complete slabs, at ground level. A separating in-situ such as polythene strip is used between the slabs. The slabs are lifted to their correct positions by synchronised hydraulic jacks and permanently connected to the columns. The advantages are speed and economy. All major concreting works are carried out at ground level, which avoids expensive shoring and the need to hoist materials.

MASSEY-FERGUSON TRACTORS Manufacturing Programme in India

The latest addition to the Simpsons' Group of companies in Madras is Messrs. TRACTORS AND FARM EQUIPMENT PRIVATE LIMITED formed for the manufacture of Massey-Ferguson Tractors and allied equipment in India in collaboration with Messrs. Massey-Ferguson (United Kingdom) Ltd. The object of this Company is to augment mechanised cultivation of the farms and fields of this country and to achieve the target of the Third 5-Year Plan for self-sufficiency in food.

To announce the ambitious plans of the new Company and also the collaboration arrangements with Massey-Fergusons a world press release arranged and to synchronise with the world Press release a Press Conference was held on the 12th December at the office of Messrs. Amalgamations Private Ltd., at 202 Mount Road, Madras-2.

The Conference was addressed by Sri S. Annamalai, Chairman and by the representative of Ferguson in India, Mr. Keckell. The former explained the salient features of the scheme to produce 7,000 tractors per annum during the third plan.

New Company to Manufacture Popular make in Madras.

Production in India of Massey-Ferguson agricultural tractors and implements has been approved by the Government of India. Approval is in line with Indian economic development programme. This project will form an important part of our Third and subsequent Five Year Plans.

The scale of approval is in keeping with national food production goals, and reflects the popularity of Massey-Ferguson machinery with Indian farmers.

A Manufacturing Licence to commence production at the initial rate of 3,500 Massey-Ferguson tractors a year, on single-shift operation, has been issued to the new Company Tractors & Farm Equipment Private Limited, Sembiam, Madras. The license permits manufacture in the medium and large horsepower tractor categories.

Two Tractor Models

The Madras manufacturing programme will be largely based on the highly successful Massey-Ferguson

For tough service
on the toughest roads

INDIA SUPER SPECIAL

The sturdy rayon construction and the special tread pattern are designed to:

- resist cuts
- ensure longer life
- permit more retreads on sound casing
- ensure trouble-free service

INDIA TYRE & RUBBER CO., (INDIA) PRIVATE LTD.



JVT-IT-465 (A)

**LIGHTING
STARTING
IGNITION**

**BATTERIES
ACCESSORIES**

LUCAS

**DIESEL
FUEL
INJECTION
EQUIPMENT**

**BRAKES,
DRUM & DISC**

**FOR CARS,
COMMERCIAL
VEHICLES, AND
MOTORCYCLES**

WORLD-WIDE SERVICE

QUALITY PRODUCTS

BOTAX - C.A.V. - GIRLING

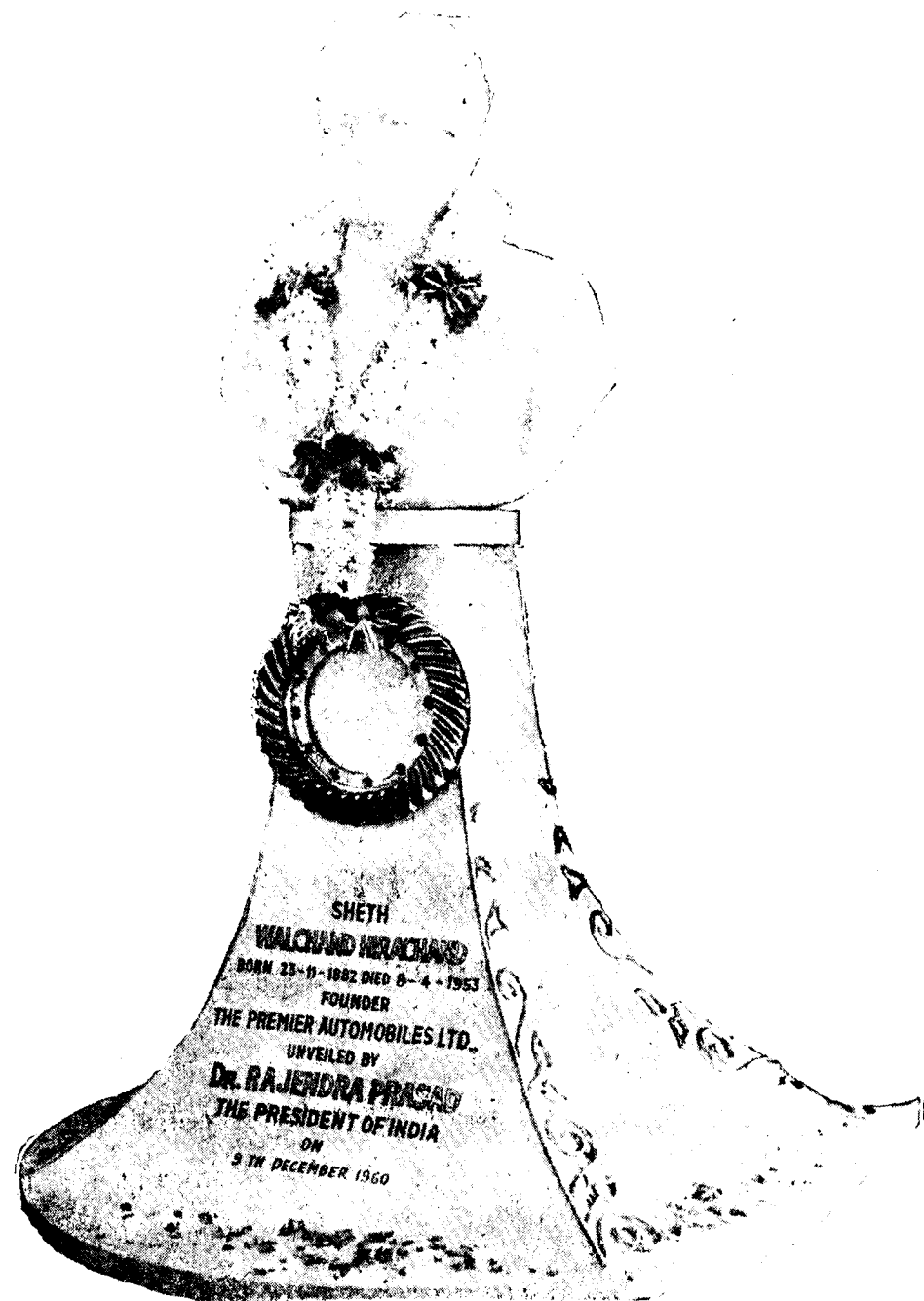
YEARS SERVICE TO THE NATION

C.A.V.

GIRLING

LUCAS INDIAN SERVICE PRIVATE LTD.
"A LUCAS OVERSEAS COMPANY"
(ESTABLISHED 1930)
BOMBAY • CALCUTTA • MADRAS

TRIBUTES TO LATE WALCHAND HIRACHAND



PRESIDENT PRASAD UNVEILS BUST

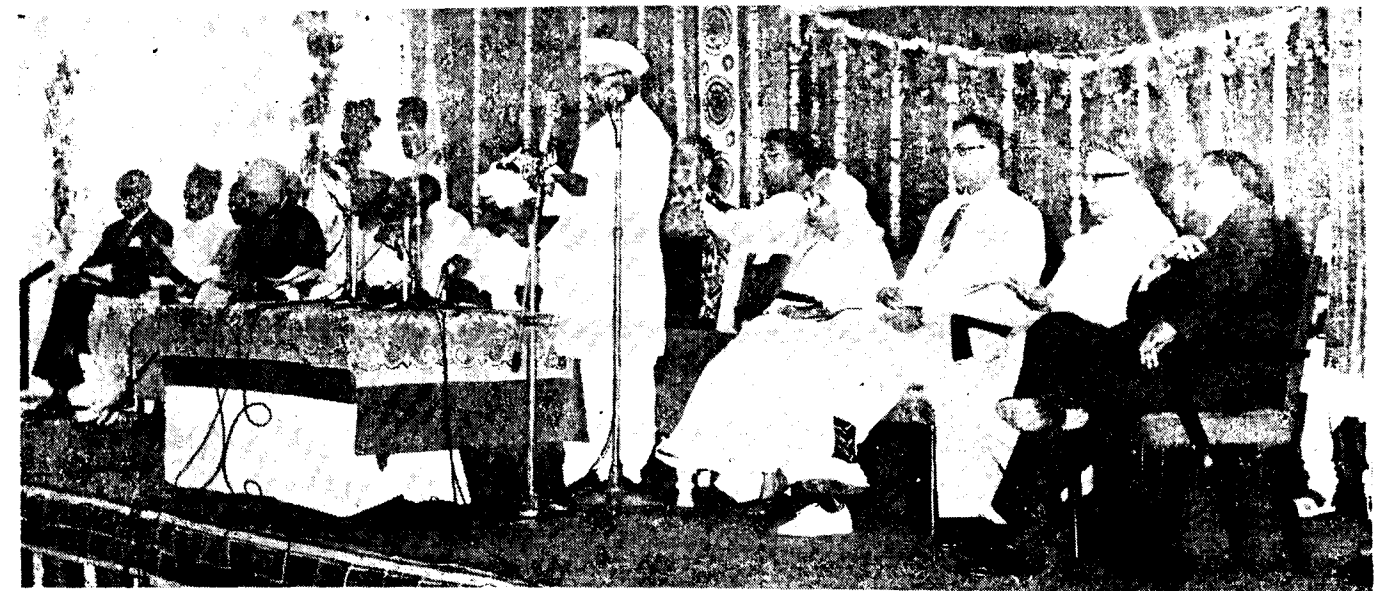
Tributes to the late Mr. Walchand Hirachand founder of Premier Automobiles for his contribution to India's industry and suggestion that his life and work should serve as an inspiration both to employers and employees in the country were made by prominent speakers including the President of the Indian Union, Dr. Rajendra Prasad.

The occasion was the unveiling of the bust of the late Mr. Walchand at the premises of the Premier Automobiles at Kurla.

Dr. Rajendra Prasad while unveiling the bust

recalled his visit, in the company of Mahatma Gandhi to the Vizagapatam ship-yard in 1925 and his appreciation of the pioneering efforts of Mr. Walchand in the shipping industry as well as in automobile and other industries. He appeared to the management of Premier Automobiles to create more employment possibilities and emulate the example of their illustrious founder.

Earlier Shri Lalchand Hirachand thanked the president for honouring them by his visit. Mr. Lalchand added. *The late Sheth Walchand has been the founder*



Shri Lalchand Hirachand welcoming Dr. Rajendra Prasad

of the Premier Automobiles Limited, but more than that he has been considered to be the founder of the automobile industry in this country. We are grateful to you all for so graciously responding to our request to honour the founder, who is not amongst us today, but whose memory has been the guiding force in all our activities.

The late Sheth Walchand had started a variety of other industries and made them successful, inspite of numerous difficulties that he had to face. The story of the shipping industry and the part played by the *Scindia Steam Navigation Company* is well known to you, Sir. Insipite of persistent opposition from foreign shipping interests, he kept the Indian flag flying all over the world. The ship building project, the foundation stone of which was laid by you, was another adventure, which today, under the Government ownership is building a number of vessels every year which saves considerable amount of foreign exchange and has created a great deal of employment opportunities for our technicians and workmen.

His *Hindustan Construction Company* today is building tunnels, dams, projects all over the country. To carry out such construction work used to be the monopoly of foreigners. It was his bold outlook and willingness to sacrifice which put the Indian talent in this field and made him the master.

You will be pleased to know, Sir that the Hindustan Construction Company, apart from doing most of the major works in this country, are looking out now for opportunities outside India in national interests.

In 1940, when the war was in full swing and the Japanese were making things difficult for India, he took the lead in establishing the *Aircraft Factory* in the country, for the manufacture of suitable planes for defence purposes. Within a few months from the date the contract was signed, aircraft built at the Bangalore Factory began to fly. A new township was established for this purpose.

His other ventures were two *sugar factories*—one in Poona district and another in Nasik district. They are the leading sugar factories in the country but to complete the story, the *Walchandnagar Sugar Industries* are now manufacturing sugar factories machinery for production of sugar in this country and two such factories will go into operation early next year.

The Indian Home Pipe Company, inspite of its checkered career in the earlier years, is doing outstanding work in producing steel and concrete pipes for a variety of projects. They have supplied pipes for the Rihand Dam, the Koyana Project and for other projects. Their latest supply will be pipes of 17 feet diameter which will be produced under most modern methods of production.

The Cooper Engineering Company and the Acme Manufacturing Company are the other two companies which he added to the organization. Cooper Engineering were the pioneers in the manufacture of oil engines and the machine tools.

The Premier Automobiles happens to be the youngest one of his family. It is no wonder, if it became



President Prasad admiring the bust of the late Walchand Hirachand which he unveiled.

his pet child. Inspite of his indifferent health, he used to come to the factory in his invalid chair and used to go round the Plant, watching the development day by day. Those were difficult days. However, we were able to make good progress, so much so, that the Tariff Commission and the Government of India were convinced in 1953 that not only it was possible to manufacture the automobiles in this country but that they can be produced economically also. That was a very crucial

decision, which the Government made in favour of this industry.

Equally important is the fact that prices are showing a tendency to come down, inspite of increased prices of raw materials, bulk of which have yet to be imported and the constant rise in wages in different forms. In fact, a few months ago, we reduced the price of the Fiat car by Rs. 200/-. *We have offered a further reduction of Rs. 1900 approximately if we are allowed to increase production suitably.*

We are having the association with Messrs. Chrysler Corporation of USA and their associate concern in U.K., Messrs. Dodge Brothers (Britain) in the manufacture of the Dodge, Fargo trucks and buses and Dodge cars. No less is the help and assistance rendered to us by our associates, Messrs. Fiat Corporation of Italy, in the manufacture of Fiat cars in India. Both Messrs. Fiat and Chryslers have been very helpful to us all along and have given us full co-operation and assistance whenever required. We are also associated with Messrs. Rockwell-Standard Corporation and Messrs. Monroe Auto Equipment Company of USA for manufacture of Timken Axles and Shock Absorbers respectively. With the technical assistance rendered to us by our associates, we have been able to establish the manufacture of such intricate parts like the engine, the transmission, the axles, etc.

The indigenous content in the Dodge truck today exceeds 75 per cent and in the Fiat car, it exceeds

60 per cent as we manufacture the chassis, the engine, the transmission, the radiators, mufflers, springs, propeller shafts, shock absorbers and axles. In the case of Fiat car, we have tooled up for the manufacture of the axles and we expect to commence the production shortly.

We have a well equipped Forge Shop, a modern Foundry and a Tool Room. We produce our own castings and forgings and we make our own dies.

Currently we are producing about 6500 to 7000 Fiat cars and about six to seven thousand commercial vehicles annually. During the Third Five Year Plan, the demand for automobiles is expected to be of the order of 1,00,000 vehicles and as our share we are contemplating to expand our production to 25,000 Fiat cars and about 20,000 commercial vehicles.

According to the principle laid down by the late Sheth Walchand, this company has worked completely under Indian Management. Its technical staff has been essentially Indian except in rare cases when we had to import foreign technicians. Such foreign personnel, at no time, exceed 3. All the work was done by Indian technicians and Indian workmen. Today this Factory employs 6959 persons, out of which 510 are technicians, 990 other staff and administrative officers, 4834 skilled and semi-skilled persons, 625 unskilled persons, etc. Most of the skilled persons have been trained in the Factory itself. You will appreciate, Sir, that these young people have done a most wonderful job. The most important factor of this work has been to create a confidence amongst our people that we can do the job and this they have done.

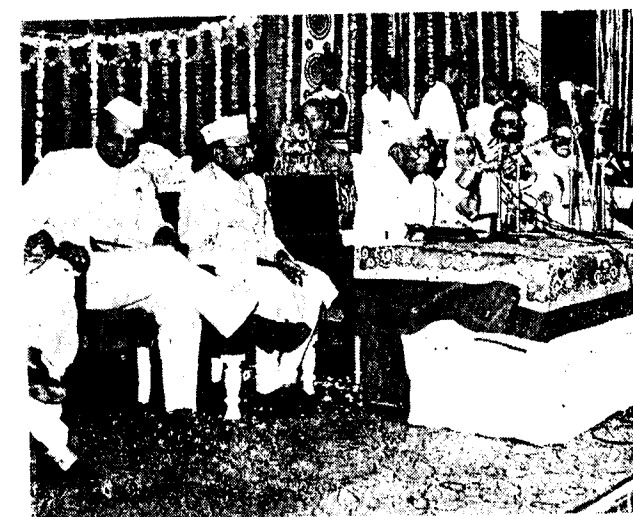


Shri Lalchand Hirachand bidding farewell to the President at the Company's railway siding, after the conclusion of the President's visit.

The late Sheth Walchand, as you know, was a man of courage and determination. Not only he had the confidence in himself but he had the capacity of inspiring confidence amongst his followers. With gratefulness, we have followed in his footsteps and with faith as we follow him, we have every confidence that we shall be helpful in our humble way in reaching his objective of bringing the country to economic independence.

Shriman Rajendra Prasadji, I need hardly add here, how grateful all of us feel for your presence amongst us. When one's health is none too good, the travel becomes tiresome and exacting. You have also the responsibilities of keeping the State Craft active and progressive. It was your regard, Sir, for the late Sheth Walchand, which has brought you here. We are, indeed, very much indebted to you for this gesture of yours. Your presence will give us encouragement and strength in our efforts.

Mr. Chinubhai of M/s. Premier Automobiles, proposed a vote of thanks to the distinguished visitors who included the Governor of Maharashtra Shri Prakasa, Mr. Homi Tata, Health Minister of Maharashtra and others. Dr. Rajendra Prasad and other distinguished guests were taken through various sections of the impressive factory where Fiat cars, Dodge and Fargo Trucks are being made.



The President is seen addressing the gathering after unveiling the Portrait of the late Sri Walchand.



A section of the large gathering at the unveiling of the bust of the late Walchand.

MADRAS AUTO CENTRE

48, General Patters Road : : MADRAS - 2

Stockists : PERKINS & BENZ Parts, W. G. & G. E. C. WIRES
Authorised Stockists of B. M. Plates.

ARUPPUKOTTAI SRI JAYA VILAS (Private) LTD.
(H. O.: ARUPPUKOTTAI.)

PILLAYARPALAYAM ROAD
P. B. NO. 158
MADURAI.

23rd June 1960

Ref. No.

The Sales Manager,
Messrs. Ashok Leyland Limited,
Bank of Mysore Buildings,
N.S.C. Bose Road,
MADRAS-1.

Dear Sir,

There are fifteen Ashok Leyland Comets in our fleet of 51 buses. The first Comet was put on the road on 1-1-58. We are operating them on mofussil routes and none has experienced any major breakdown so far.

Considering the mounting passenger traffic on the one hand and the indifferent road conditions on the other we unhesitatingly say that the 203" wheelbase Leyland chassis is ideally suited to tackle both the problems. It is the only chassis available in India with the largest seating capacity (we are able to seat 66 persons in all) and it withstands the severe running strain over long distances.

In fact the dependability and economy of the Ashok Leyland Comets are so convincing that we are thinking of replacing the existing vehicles with them.

Thanking you,

Yours faithfully,
For ARUPPUKOTTAI SRI JAYA VILAS (P) LTD.,

Managing Director.

This testimonial explains Leyland's enormous popularity in over 50 countries in the world. The exacting standards of precision combined with fine craftsmanship makes Leyland the most wanted vehicle today.

Ashok
Leyland
COMET
- precision built to give
lasting service
ASHOK LEYLAND LIMITED
Ennore, Madras



We
thought
you might
like to
read this

ROAD TRANSPORT IN ITALY

(By G. C. PATTABHIRAMAN)

I had recently the opportunity to tour Italy by road, air and rail as a guest of ENIT (Italian State Tourist Office) and hence I was able to study the transport system of the country. The rail and the air are under state control. From Rome I went by rail to Florence, Venice, Milan and from there to Turin. The journey was very comfortable and the coaches were very fine. There was not much difference between first and second class. On enquiry I learnt that the first class fare from Milan to Turin is 1800 liras, and the second class is 1000 liras. The distance is about 80 miles and the official exchange for a rupee is 80 liras. There are many convenient trains from Milan to Turin and there are also Express Trains which are non stop. The fare for the latter is higher. The time taken by ordinary trains to cover the distance is about two hours. There is no third class and the second class itself is very comfortable and look like on first class.

In Italy the Road Transport is in the hands of local municipalities and the corporations like CIAT, SADEM, SAVIT whole majority of the shares are owned by the State. The trams and the street cars (Trolley buses) are also managed by the municipalities. They are all well managed and of course in the peak hours they are over crowded. The fare is very cheap. The trams charge about 35 to 45 liras irrespective of the distance and the buses and the street cars charge about 5 liras more. As all these are managed by the same institutions the tickets are interchangeable and we have to pay only the extra amount.

The road transport is well organised. From Milan to Stresa and the Italian Alps the CIT (The State Tourist organisation) took me by Fiat bus and I covered nearly 100 miles by road the whole day and the trip was comfortable and pleasant. The roads were good and broad and I found comfortable arrangements for those who tour the Italian Alps and the Lake

District. I understood that some private operators are operating long distance routes. As they are only a few they are negligible.

In Turin I had the good fortune of visiting the famous Fiat factory. Though there are other makes of cars in Italy like Alfa Romeo, Lancia etc. that are manufactured in Italy 85% of the cars that run in Italy are Fiats. All these makes of cars are manufactured in Turin which is the "Detroit of Italy."

Fiat is one of Europe's largest industrial organisations for the manufacture of motorised means of terrestrial, maritime and aerial transport. Hence we have the slogan "Fiat Land Sea and Air." The Fiat was founded in Turin in 1899 as the first Italian motor car factory (Fabbrica Italiana Automobili Torino) and it is one of the best managed companies belonging to private sector. Now Fiat has 80,000 employees and 19 production plants



PHONE
25800

Auto Lamps Ltd.
6, ALIPUR ROAD, DELHI-8

CABLES
CARBULB

(from iron and steel making to the finished mechanical product.) They manufacture 2000 cars a day and it is a thrilling experience to see the manufacturing process. The area is extensive and it took me nearly four hours to see the same travelling by car. It is impossible to walk the distance as it is nearly more than four miles long. They manufacture about seven types of Fiats (viz. Fiat 500, 600, 750, 1100, 1200, 1500, 2100 series). They manufacture all the component parts of the cars excepting electrical parts and head lights. Even CEAT tyre company is owned and controlled by Fiats. There are also two factories that manufacture carburetors. One of them manufacture 2500 carburetors and 1500 fuel pumps a day. All Fiat cars in Italy are fitted with Wiber products. Fiat manufacture OM buses also. The Fiats are never used in road before they are delivered. They have motor trucks that can take 12 cars at a time in two rows one above the other and they take the cars by these trucks to the exporting places and railway booking offices. It is a grand sight to see 12 cars at a time in a lorry and I saw many trucks moving thus on the roads of Turin.

Once in six months the employees are given Fiat cars of their choice at a concessional price. After using them for six months they sell it and buy a new one. They do not lose much as they get at a concessional price and they are not



Mr. G. C. Parthabraman

bothered about car repairs, as they always have a new car with them. It is a thrilling sight to see the Fiat cars of the employees parked near the factory in an extensive area.

Northern Italy with Milan and Turin (Milans and Turins) as important centres, is industrially well developed. As in the case of Amsterdam in Holland, Zurich in Switzerland, New York in the United States and Bombay and Calcutta in our country, Milan is

one of the few great business centres which are not at the same time the political centre and the capital of the state. The roads of Milan are more crowded than the roads of Rome. I stayed in Milan for three days and found that the Lombardy area with Milan as its centre is one of Europe's wealthiest zones. It is the heart of Italy's heavy industry.

I heard here that Italy's recovery from destruction and dislocation of the war has been almost astonishing as that of west Germany. Foreign assistance such as the American Marshall plan aid helped at first to prime the pump; hard work, resourcefulness and optimistic determination have done the rest. The most striking achievement has been in industrial production. The output of 1938 which was Italy's peak prewar year, has more than doubled. Export has reached record levels and many Italian products are famous all over the world. However despite these accomplishments some of Italy's most basic problems over population and the consequent unemployment and under employment and the wide gap between the standard of living in the northern and the southern parts of the country have not yet been solved.

The Redex Car Club

The REDEX Car Club will hold the 4th Auto Technic & Accessories Exhibition on the 31st December, 1960, 1st & 2nd January, 1961, at the C. J. Hall, Bombay.

The Exhibition will be free and open to all motorists. The object is to bring to the notice of the motorists the different components, parts and accessories that go to make the car and also to acquaint him with such facts as will enable him to obtain the most efficient working and economical maintenance of his vehicle. There will be a display of equipments, charts, models, photographs, etc.

New Members

The Redex Car Club welcomes the following New Members and thanks those who introduced them in our Organization:—

Mr. N. P. Baliwala, Mr. N. J. Jesia, M/s. Resham Textile Mills

(P) Ltd., Mr. G. Rashid, Dr. H. P. Mochgavkar, Mr. S. K. Khan, Mr. J. A. Stewart, M/s. Laus Metal & Enamel Works (P) Ltd., M/s. Extrusion Processes (P) Ltd., Mr. J. M. Gundevia, Mr. P. M. Nalawala, Mr. P. M. Bharaacha, Miss H. B. Bennett, Mr. N. E. Ghasvalla, Mr. D. H. Rastogi, Mr. P. Madhanji, M/s. Shantilal & Sons, M/s. Chemitex Industries, Mr. T. P. Halmes, Mr. G. M. Trivedi, M/s. Chhotatal Keshavjee & Co., M/s. K. Nandlal & Co.

OBITUARY

Mrs. Monga

We regret to record the sudden demise of Smt. Drupadi Devi Monga, wife of Shri T. C. Monga, Regional Sales Representative (South Zone) of M/s Hindustan Motors Ltd., on Thursday the 24th November, 1960.

Alloy Steels By New Swiss Process

Canara Workshops to Start Efficient but Easier Process

Mr. V. S. Kudva, technical director of Canara Workshops, Mangalore, announced in Bombay on Wednesday that his company's proposed alloy steel plant in South Kanara would introduce for the first time in India a new process of manufacturing alloy steels.

Mr. Kudva made the announcement at a luncheon party held in his honour by the Press Guild of India.

He told the Pressmen present that his recent tour of Europe and America, during which he visited steel projects, had convinced him that the process in question, which had been developed by Concast of Switzerland, was a more efficient and easier method than the conventional one of having ingots rolled through huge rolling mills, which required higher investment and large-size plants.

Concast's continuous casting process, he explained, enabled smaller units to operate economically.

The proposed Rs. 60-lakh steel project is expected to produce initially 800 tons of steel a month from scrap iron.

The plant is scheduled to go into production by the end of 1962 and it will have an ultimate capacity of about 3,000 tons, a month.

Mr. Kudva said that the need for a steel plant in South Kanara arose because of the continuously growing demand for Canara Springs.

He pointed out that Canara Workshops had last year imported Rs. 20 lakhs worth of steel for the manu-



Shri V. S. Kudva snipped on his arrival at Santa Cruz air Port after his recent tour.

facture of Canara Springs and that next year the imports would be doubled.

HE EXPLAINED THAT THE PROPOSED STEEL PLANT WOULD NOT ONLY HELP SAVE VALUABLE FOREIGN EXCHANGE, BUT ALSO ENABLE CANARA SPRINGS TO MEET JAPANESE COMPETITION IN NEIGHBOURING MARKETS LIKE BURMA, SINGAPORE AND CEYLON. THE COUNTRIES HE VISITED ON HIS WAY BACK FROM HIS RECENT FOREIGN TOUR TO INVESTIGATE THE POSSIBILITIES OF EXPORT OF SPRINGS AND OTHER PRODUCTS OF CANARA WORKSHOPS IN SOUTH EAST ASIA.

Mr. Kudva also announced that while in America, he had been contacted by Hastings Manufacturing Company of Michigan who had offered to collaborate with

his Company in the manufacture of piston rings in India. Should the proposal be finalised and meet with the Government's approval, the factory will be located at Nagpur.

While in America, Mr. Kudva was also able to convince the Development Loan Fund authorities that the present 10-month period for the utilisation of the loan was too short, and he claimed that he had succeeded in getting the D. L. F. authorities to extend the reimbursement period of the D.L.F. loan by 6 months enabling extension of validity of the import licence of the Indian industrialists under this loan by a corresponding period of six months.

The Canara Workshops which started 17 years ago with a production of 25 tons of leaf springs a month, has by now increased the production to 250 tons. Another factory being built at Nagpur with a capacity of 200 tons of leaf springs a month, is expected to go into production by March next.

Most popular since 1932

VICTORY & B. S. A. CORK PACKING
Largest Manufacturers of:
CORK GASKETS SINCE 1932

Manufacturers:
POPULAR MANUFACTURING CO
168-D, Near Ambewadi Post Office, Girgaum, BOMBAY

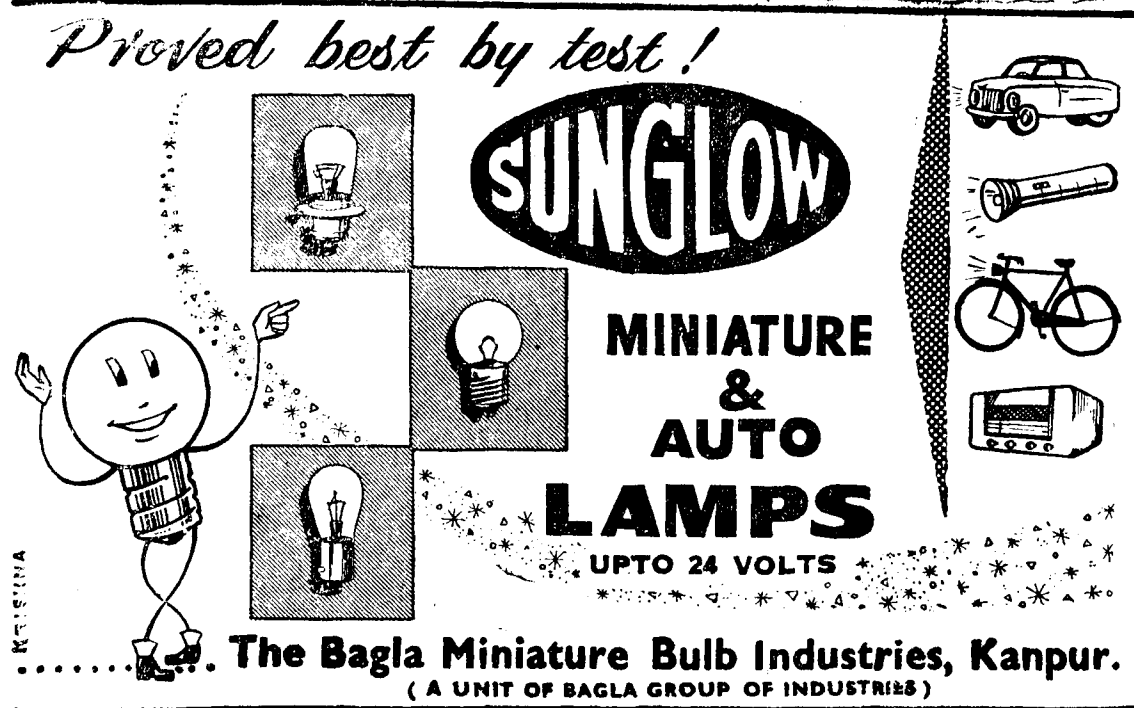
ZEBRA BRAND CORK SHEETS

MADE IN PORTUGAL

Sizes Available:
1" 1" 3" 1" 3" 1" & 3"
32 16 32 8 16 4 8

Sole Distributors:
POPULAR TRADING CO
22 JAMNA NIWAS
2ND BHATWADI LANE
BOMBAY 4

Proved best by test!



SUNGLOW

MINIATURE & AUTO LAMPS

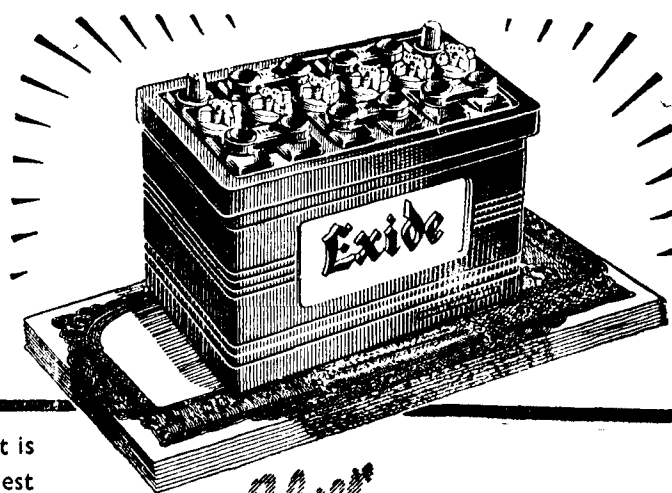
UPTO 24 VOLTS

The Bagla Miniature Bulb Industries, Kanpur.
(A UNIT OF BAGLA GROUP OF INDUSTRIES)

Agents: M/s. B. C. Raja & Co., 6/22 Broadway, Madras-1.
M/s. Om Agencies, 1231, General Bazar, Secundarabad, (A. P.)
M/s. C. J. Sheth & Co., P. B. 757, Avenue Road, Bangalore-2.
M/s. C. O. Polson, PUDUKAD (S. I.)

**BEST
VALUE
FOR YOUR MONEY**

A cheap battery may seem a bargain, but it is really costlier in the long run. The cheapest battery in the end is the one that gives the most in months of reliable service. The long-lived CB 95 alloy plates, the virtually indestructible Porvic separators and the shock-resistant hard rubber container all add up to make Silver Exide the cheapest battery in the long run. You get the best value for your money when you buy Silver Exide, the battery manufactured under strict Quality Control at every stage of production.



**Silver
Exide**



still keeps going
when the rest
have stopped



CHLORIDE & EXIDE BATTERIES (EASTERN) PRIVATE LTD.

EBSC-28

The Madras Motor Parts Dealers' Association

In a circular to the Members Mr. B. I. Chandhok, Hon'y. Secretary of the Association refers to an Import Trade Report Circular of 10th November, and states that due to the delay in shipment of goods from the United Kingdom during the Tally workers' strike in London it has been decided that all Import Licences expiring during 20th September to 31st October and shipments against which were to be effected from London but which could not be effected due to the strike will automatically be extended to cover shipment from that port up to 30th November. No formal revalidation of the licence would be necessary. It may also be noted that no fresh letters of credit will be allowed to be opened during this period of extension in the validity of licences but letters of credit which have already been opened against these licences and have expired during this period can be renewed or extended.

Ball Bearings

I. T. C. Classification regarding certain types of Ball Bearings is given below:—

It is hereby notified for the information of the trade that Ball Bearings FAG-SKF 200-300 series are Radial Type with filling slots whereas FAG-SKF 6200-6300 series are deep groove type bearings of the same size. The former series besides having the special feature of 'filling slot' are designed for heavy duty. Ball Bearings FAG-SKF 200 300 series should therefore be considered as non restricted and falling outside the scope of I. T. C. Appendix XIV and classifiable under I. T. C. Sr. No. 19 (1) (ii) / II or 19 (1) (IV) / II as the case may be.

Asbestos Packing

According to public notice (Madras) dated 10th November 'Engine packing' made of alternate layers of metal and asbestos, and known in the trade as "asbestos packing" will be assessable to duty under Item 58 (2), I. C. T. "Packing Engine and Boiler-all sorts, not otherwise specified".

New Members

The following have been enrolled as members of the Madras Motor

Parts Dealers' Association:—

M/s. Mercury Automobiles: 28, Mount Rd., Madras-2.

M/s. Solar Auto Agencies, 13, Begum Sahib 4th Lane, General Patters Rd., Mount Road, Madras-2.

M/s. The Auto Tools, 23, General Patters Road, Mount Road, Madras-2.

M/s. The Standare Auto Parts Co., 2/30, Mount Road, Madras-2.

M/s. Automotive Trades, 48, Bobegum St., General Patters Road, Madras-2.

M/s. Jefferson & Co., 17, Clemens Road, Vepery, Madras-7.

S. T. Interpretation

Consequent on the numerous complaints received from members regarding the interpretation of the 'single point levy of sales tax rules' the Madras Motor Parts Dealers' Association Committee has decided to take up the matter at the Association level and get the correct legal opinion in the matter.

Till a final ruling is obtained from the authorities members are advised to adhere to following method when billing for good purchased in Madras State (i.e. on all second sales).

1. Maintain a separate sales book for these items.
2. Do not charge any amount that may be interpreted as tax on and only the final figure should be shown.

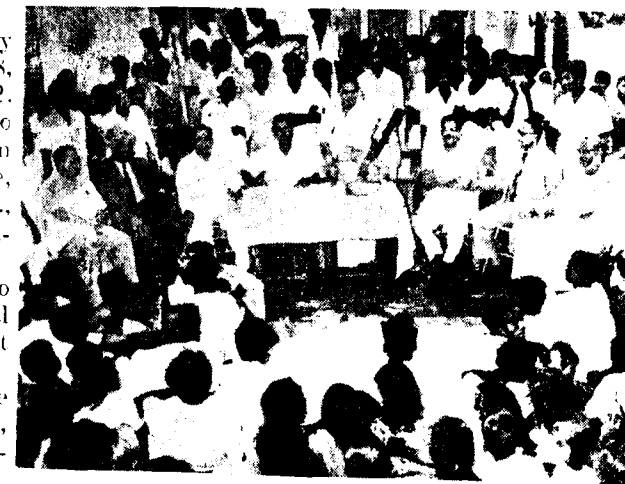
Circlips

According to public notice No. 224 of 18th November, 60 Circlips, which are part of a piston assembly, are correctly assessable to duty under Item 75 (10) (1), I. C. T.

Dealers Help Cyclone Victims: Rice distribution at Madhavaram

The Madras Motor Parts Dealers, Association arranged for the distribution of rice to a number of families in the cyclone affected slum area in Madhavaram, near Madras City on Monday the 5th December at a function held near the Church at that place. Rice was distributed to the people by the Hon'ble Minister Srimathi Lourdamal Simon under the presidency of Mr. T. S. Krishnamurthi, President Association. Rev. Fr. Pappya of the local Parish complimented the above Association and expressed the feelings of gratitude of the people of the locality for the generous help rendered by the Members of the Association.

Minister Lourdamal is seen appreciating the generous gesture of the parts dealers towards the cyclone victims.



Mr. T. S. Krishnamurthi thanked the Hon'ble Minister for agreeing to partake in the function and requested her to dole out the first measure of rice. He also appealed to the well-placed in life to render all help to the less fortunate at least in times of such natural calamities as the recent cyclone when poorer people bore the brunt of the havoc. He also emphasized that the have's have a moral responsibility towards the have-nots and the gap between the two must be narrowed down.

The Hon'ble Minister expressed her thanks to the organizers of the function and also to the Motor Parts Dealers' Association who came forward to render this help to the cyclone affected people with a generous heart.



Mr. K. V. P. Rao, Manager, Southern Division of Firestone Tyre & Rubber Co., of India Private Ltd., returned last month with Mrs. Rao, after a tour of the U. S. A., U. K. and the Continent.



Saroj Gupta daughter of P. Sharan Gupta, Delhi was married to Shri Raghunath Pershad Aggarwal, son of L. Ganesh Das Sarraf of Amritsar, in Delhi on Nov. 27.

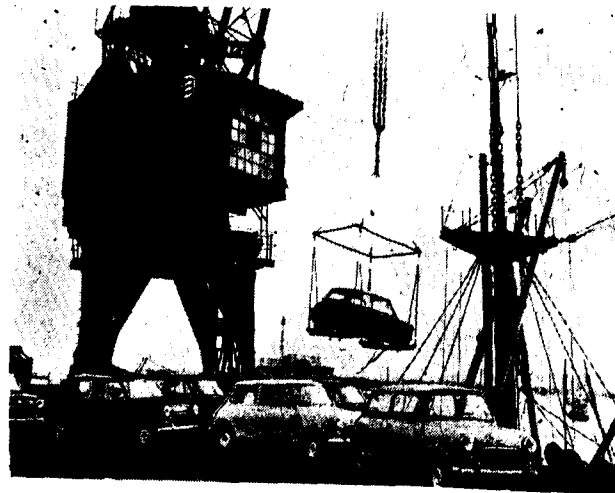


PORTABLE TRAFFIC RADARS. A British Company's traffic radar has been ordered for the police forces of counties, and this picture gives a driver's-eye-view of the radar device being used by the Essex County Police in England. The equipment is now being evaluated by police authorities abroad.

PERSONS & PRODUCTS



Mr. Edgar F. Kaiser, leading American Industrialist, paid a brief visit to Bombay on his way back to U. S. A. He was met at the airport by Mr. H. C. Mahindra, Director, Mahindra & Mahindra Ltd.



Another shipment of Britain's outstandingly successful economy car, the Austin Seven, is loaded at Dagenham Docks, Essex, England, bound for the Canadian market. Leading Canadian motoring journalists recently nominated the Austin Seven, and her twin sister the Morris Mini-Minor, Canadian "Car of the Year" for 1960, stating that the British-built twins are the best example of good design and customer value.

Reception To Mr. Gurmukh Singh

Ludhiana manufacturer's visit to south

To meet Mr. Gurmukh Singh of M/s. Gurmukh Singh & Sons, manufacturers and suppliers of automobile spare parts, of Ludhiana, who had been on a visit to the South recently, Mr. Roshan Singh of the Madras Auto Centre gave a delightful reception and tea party at Kwaliti. A large section of automobile interests in the city responded to the invitation.

Mr. Gurmukh Singh who was felicitated by speakers on the occasion recalled the difficulties encountered by his firm in the early stages. But he always remembered the difficulties of the proverbial driver who always used wrong parts in his automobile and got himself stranded on the road. That is why, they, of M/s. Gurmukh Singh & Sons, believed in supplying the best material and just the correct parts for their various clients. That was the secret of their success and now people knew the quality and correct fittings of G. S. Products.

He was also proud of the great confidence of the Auto Parts Dealers throughout the country and the good work to the firm by his sales representatives.

After a few days stay in Madras Mr. Gurmukh Singh left for Bangalore enroute to Ludhiana.

M/s. Madras Auto Centre, Dealers for Gurmukh Singh & Sons manufactured parts have shifted their business premises to a more spacious and central place in 48, General Patters Road, Madras-2.

NOTICE

This to inform our esteemed clients that Mr. C. G. SUN-DARAM is no longer in our service.

MOTORINDIA



Mr. Indu Chandhok is seen speaking at the Madras reception to Mr. Gurmukh Singh.



Mr. Gurmukh Singh photographed at the reception held in his honour at Kwaliti with some of the guests present.

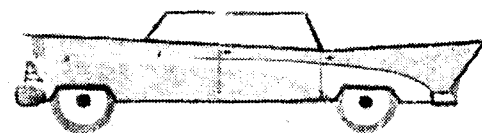


A view of the guests at tea.

December 1960

12

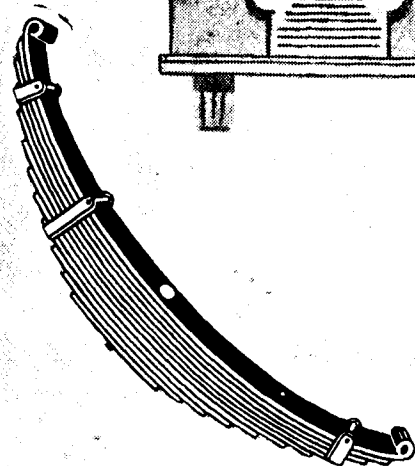
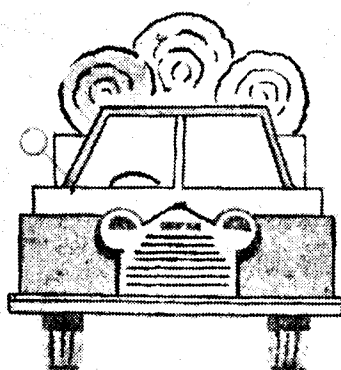
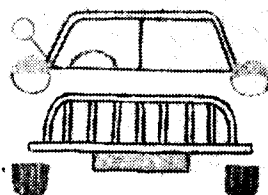
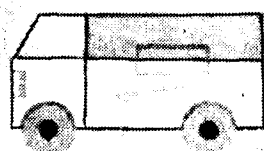
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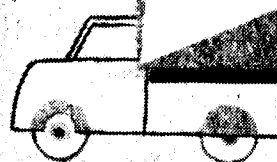
STRENGTH AND DEPENDABILITY

take shape as

CANARA SPRINGS



The versatility of Canara Springs needs no description at all. Whether it be a hard road to travel or a heavy load to carry, you can always depend on Canara to do the job.



THE CANARA WORKSHOPS LIMITED MANGALORE-3.

CW-524



A. A. S. I. NEWS

The Extra-ordinary General Meeting of the Association held on 14th November 1960 at the premises of the Association adopted by a large majority the amendment to Article 15 of the association increasing the annual subscription from Jan. 1st rates as follows :—

	Rs
Firm for each car : ...	25
Individual for first car: ...	25
Individual for each extra car: ...	10
Individual or firm for each motor cycle: ...	10
Individual family membership (wife or unmarried daughter of a member) ...	10

Period of Membership: At present, a member is enrolled on any date of the year for 12 months from the date of joining.

From 1st January 1961, motorists will be enrolled as members on any date of the year upto the end of that year only, e.g. A member applying for membership on 4th April 1961 will be enrolled as a member from 4th April to 31st December 1961.

Subscriptions Increased: Services to Increase

New enrolments are divided into three periods :—

	Enrolment between 1st January to 31st June	Enrolment between 1st July to 31st September	Enrolment between 1st October to 31st December
Firm for each car : ...	Rs. 25/-	Rs. 25/-	Rs. 10/-
Individual for first car : ...	25/-	25/-	10/-
Individual for each extra car: ...	10/-	7/-	5/-
Individual or firm for each motor cycle: ...	10/-	7/-	5/-
Family membership: ...	10/-	7/-	5/-

Old members: All old members whose subscriptions fall due on any day till 31st December 1960 will pay the old rates only. Membership cards issued to them will be valid up to the corresponding date next year. Such a member will have to pay the subscriptions according to the new rates from the date on which his subscription falls due in 1961 upto the end of 1961; and he will pay the full

annual subscription according to the new rates in 1962 only.

Thus the full effect of the increased subscription rates will be felt in 1962 only.

The Committee of the Association has plans to increase and intensify the services given to members. New motor cycles will re-place old ones which are in use at present and which cost a lot to maintain in proper condition and which fail on the way when motor mechanics are rushing to the rescue of stranded motorists. The breakdown service of the Association is a very important service and members will be given prompt and efficient attention when new motor cycles are purchased.

The Committee also has plans to check roads frequently all over Southern India so that up-to-date and correct information can be given the members regarding road surfaces, road blocks, breaches, new bridges, and causeways.

NEW MEMBERS

The Committee of the Association has elected 171 new members in November 1960.

1949

Greetings
of the Season

1960

ELEVEN YEARS OF SPECIALISED DIESEL SERVICE

1. Stockists of Spare Parts for Industrial & Vehicular Diesels.
2. Servicing of Industrial Plant & Equipment.
3. Calibration of Fuel Injection Pumps and reconditioning of Injectors.
4. Servicing of Electrical Starters, Dynamos, Magnetos and rewinding of Motors.

THE INDIAN ENGINEERING & TRADING CO.

26, WALLERS ROAD, MADRAS - 2

Telephones : 85789 & 55992

Telegram : FUELPUMP

MODELS AND THEIR Prices

CARS

	Rs. nP.
Hindustan Ambassador 1957 (South India Automotive Corporation Private Ltd. Madras, Reliance Motor Co. Private Ltd. Madras) and Associated Accessories Private Ltd. Kurnool ex-plant Uttarpur ...	11,554 00
Standard Super Ten Saloon (Union Co. (Motors) Private Ltd.) ...	9,988 00
The Fiat 1100 The Elegant (Sundaram Motors Private Ltd.) Ex-Factory ...	9,783 00
Willys C.J. 3R 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 ...	4,870 00

SCOOTERS

Lambretta, manufactured by Automobile Products of India Ltd. Distributors, South India Automotive Corporation Private Ltd., Madras. Prices are ex-Factory, Bhadrup, Bombay.	
48 c.c. Scooterette ...	827 00
150 c.c. 'LD' Model Deluxe Scooter ...	1,801 00

VANS

TEMPO Three wheeler Vans (Manufactured by Bachraj Trading Corporation Private Ltd. Bombay and sold by M/s T. V. Sundaram Iyengar & Sons, Madras at Madras and Statue Services at Bangalore). Prices are ex-plant Bombay. Hanseat ...	6,129 00
Delivery Van ...	8,118 00
Pricket Van ...	6,622 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.	
132 1/2" W.B. ...	20,563 00
156 1/2" W.B. ...	20,809 00
174 1/2" W.B. ...	21,300 00
196 1/2" 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., at Madurai by S. G. Jayaraj Nadar & Sons and at Kurnool by Associated Accessories Private Ltd.)	
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" ...	35,690 00
Leyland COMET ECOP 2/2R-12" 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 Tipper chassis ...	34,185 00

TATA BENZ

(V.S.T. Motors Private Ltd. and Pandyan Automobiles Ltd.) Tata-Mercedes-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

FARGO

Fargo (at Sundaram Motors Private Ltd.) Prices duty paid ex-factory Premier Automobiles Ltd., Kurla, Bombay.	
Fiat 1100 (5) 5.20x14-4 Ply Select BNW ...	10,586 00

DODGE/FARGO PETROL TRUCK CHASSIS:

M series D200 - 116" (4) 7.00x16-8 Ply ...	15,955 00
do do (4) 7.50x16-8 Ply ...	16,194 00
do D300 - 126" (4) 8.00x16-8 Ply ...	15,966 00
do do (4) 7.50x16-8 Ply ...	16,205 00
do W300 - 126" Power Wagon chassis (4) 9.00x16-10 Ply ...	22,569 00
KFW105 & 109PA6 - 165" w.b. load chassis (6) 8.25x20-12 Ply ...	22,003 00

DODGE/FARGO KEW DIESEL TRUCK CHASSIS:

105 & 109PA6 - 165" (6) 8.25x20-12 Ply ...	28,648 75
105 & 109M4 - 165" do ...	29,131 75

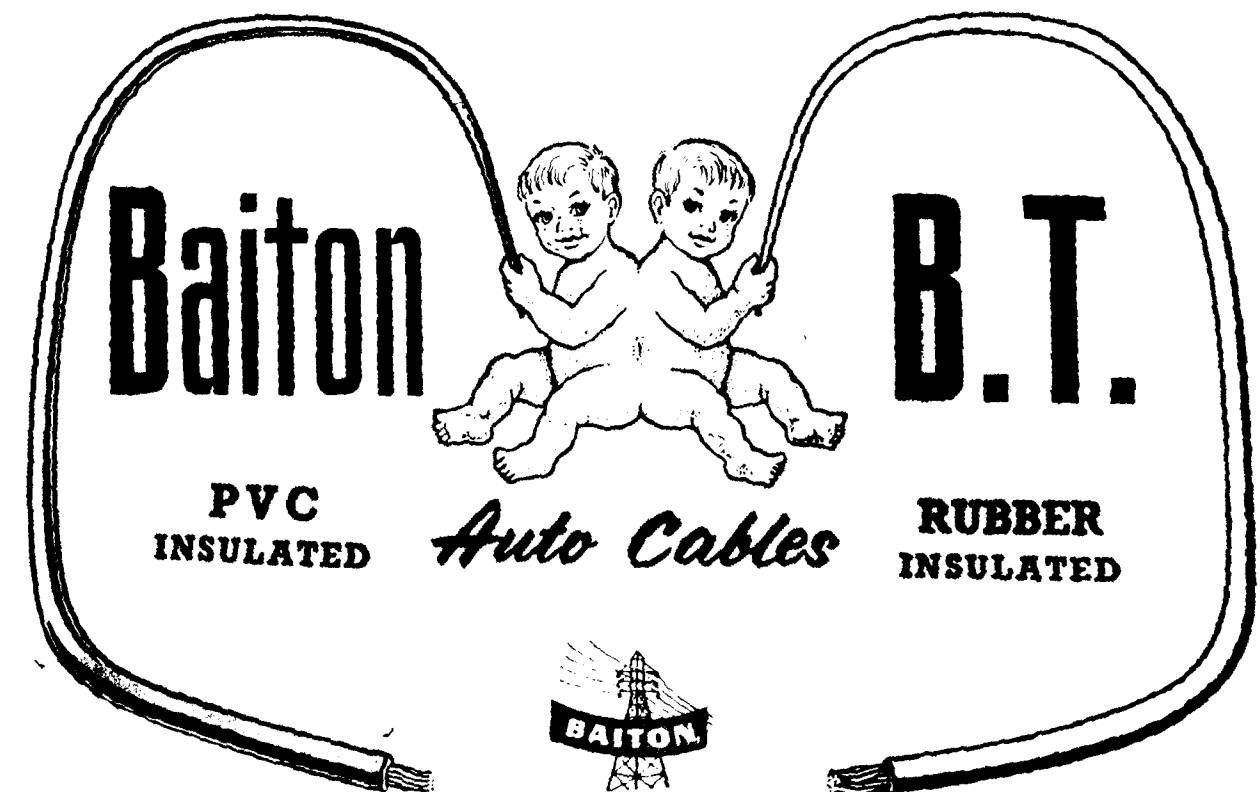
DODGE/FARGO KEW DIESEL BUS CHASSIS:

87 & 89 P6 - 190" (6) 8.25x20-12 Ply ...	29,222 75
87 & 89 P6 - 142" (6) 8.25x20-12 Ply ...	29,036 75
87 & 89 Dentz 190" (6) 8.25x20-12 Ply ...	30,088 75
87 & 89 M4 - 190" (6) 8.25x20-12 Ply ...	29,286 75

The prices and specifications are exclusive of taxes and are subject to change without notice.

FOR PERFORMANCE

THERE IS NONE TO MATCH THESE



MADE TO BRITISH STANDARD SPECIFICATIONS
MANUFACTURED ON LATEST IMPORTED AUTOMATIC MACHINERY

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