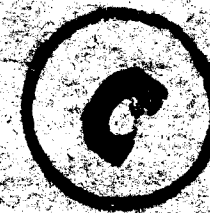


103

Motor India

1961- March

VOL. 5, No. 8



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MOTORINDIA

VOLUME 5

MARCH 1961

NUMBER 8

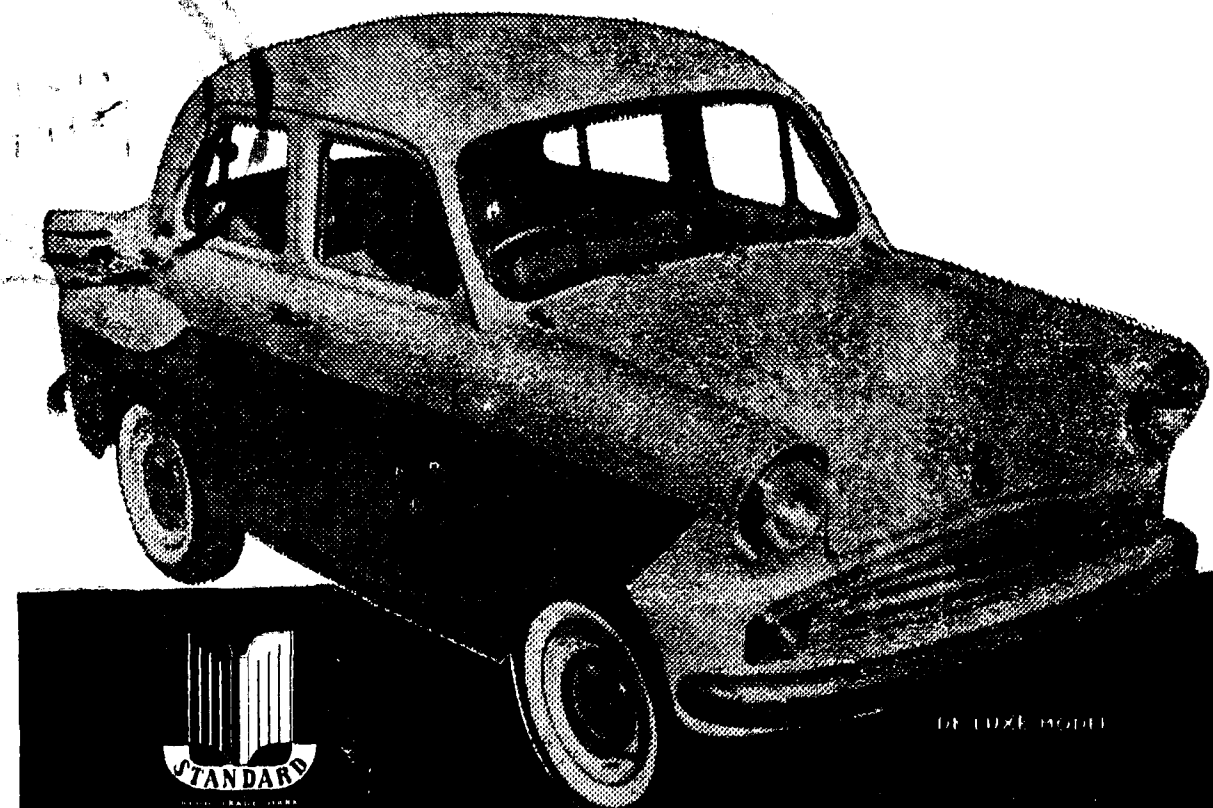
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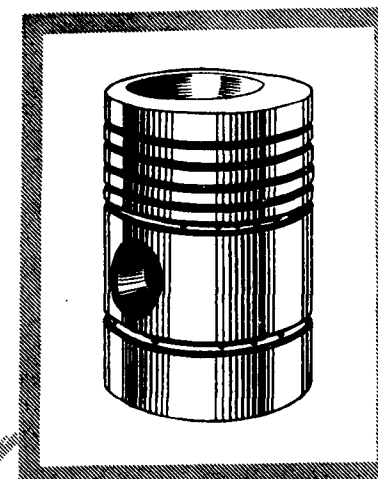
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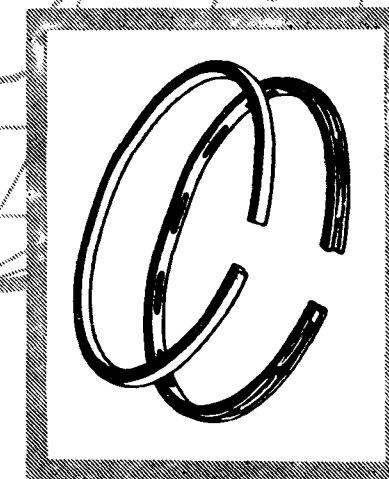
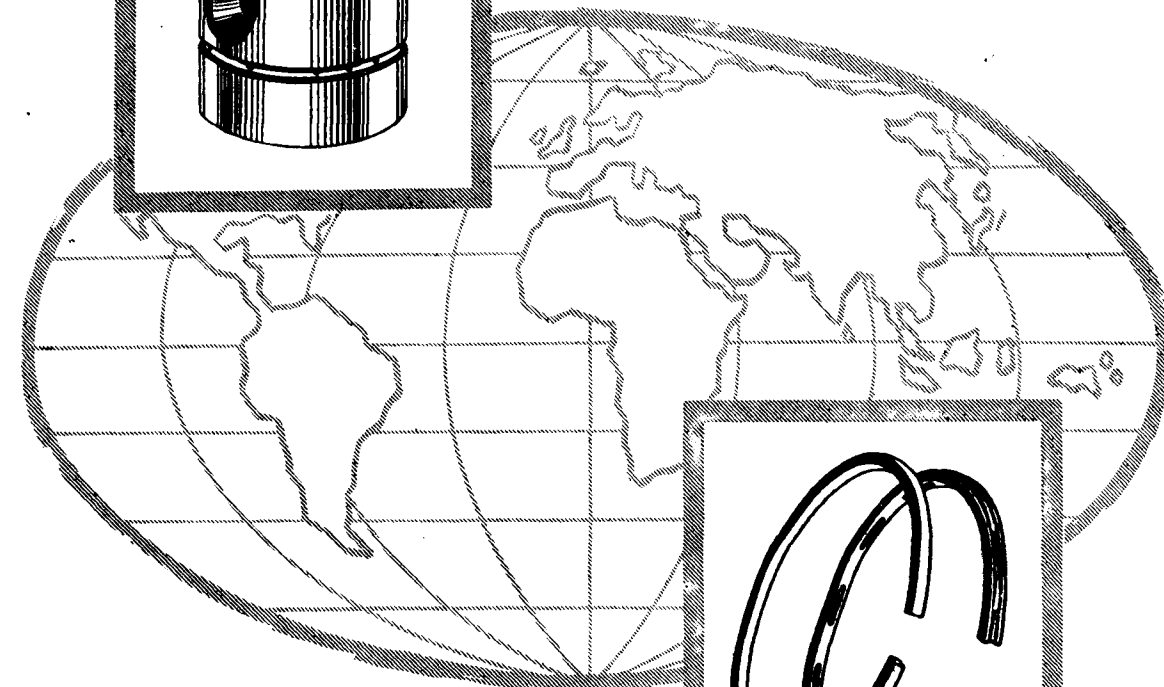
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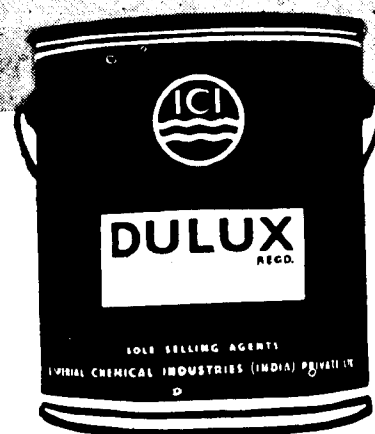
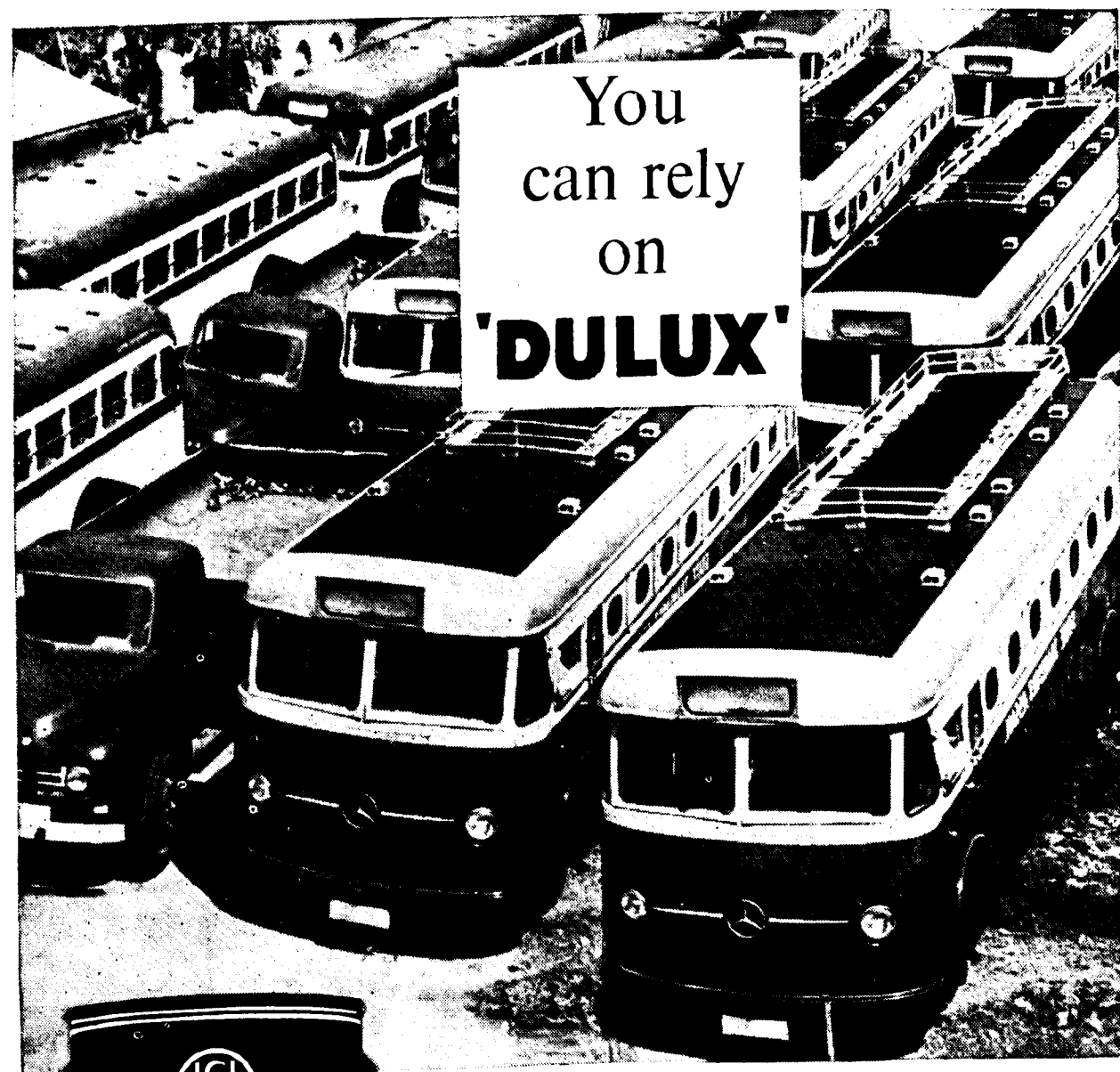
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MARCH

No. 8

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CONTENTS

	Page
Editorial	7
Diesel Jeeps	9
Auto & Ancillary Industries' Association	13
Exide Sales Conference	23
Social & Personal	24
Trailer Brakes	27
Hire Purchase Bill	29
Enfield Scooter	30
M. S. L. O. Association	35
Our Personal Page	37
Sholavaram Motor Sports	39
Sports Winners in pictures	42
Motor Vehicles & Allied Industries' Association	43
News from Dealers	46
Madura-Ramnad Tyre Syndicate	47
Models & Their Prices	48

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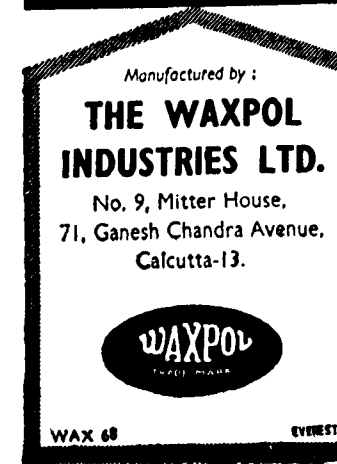
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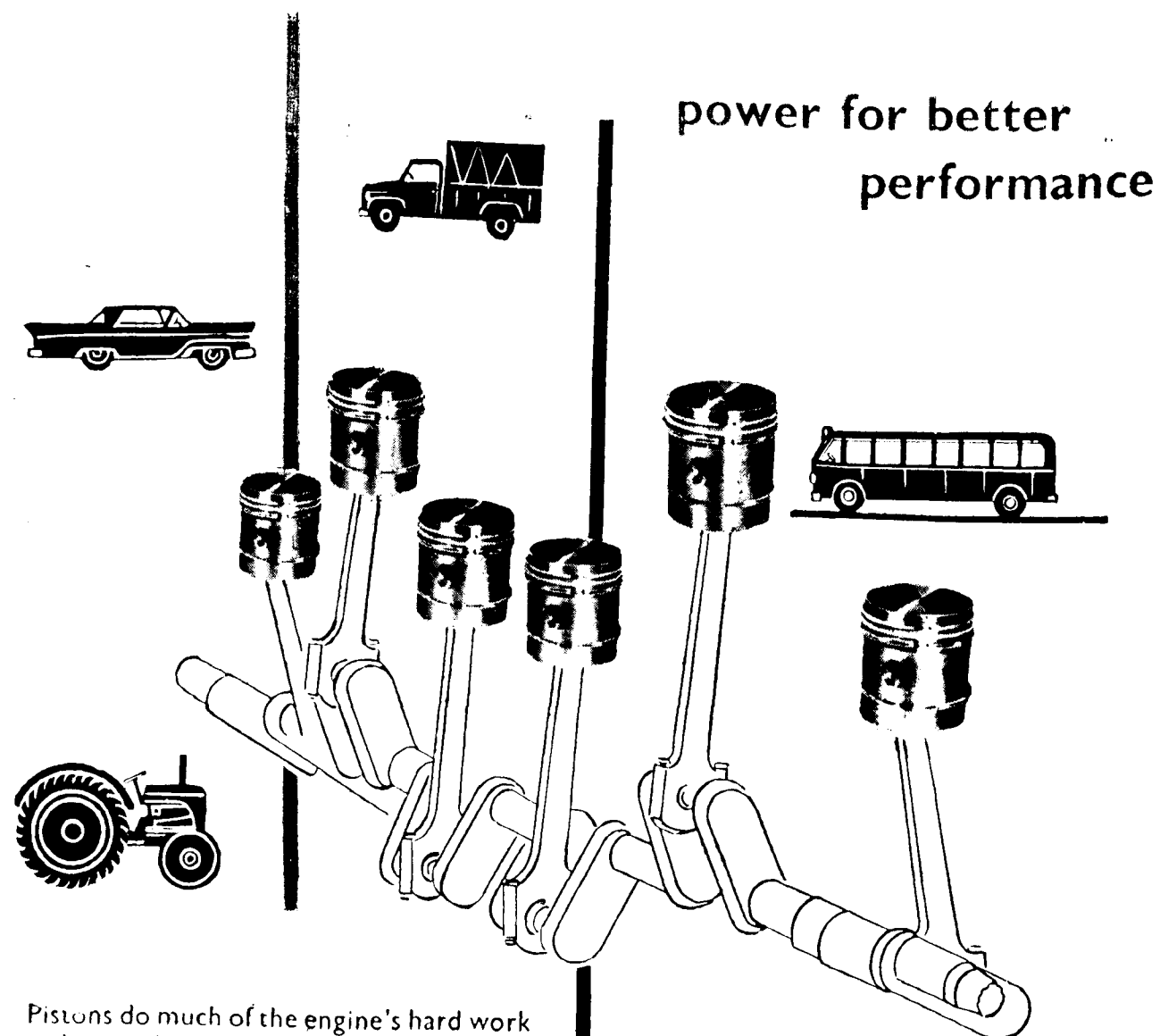
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INDEX TO ADVERTISERS

Page	
	A
18	Armstrong Smith Private Limited
4	Asbestos, Magnesia & Friction Materials Limited
10	Atlantis (East) Limited
16	Auto Lamps Limited
	B
Cover IV	Baiton Cables Limited
	C
14	Chloride & Exide Batteries (E) Private LTD
22	Caltex (India) Limited
	E
1	Escorts Limited
5	Everest Agencies
	G
33	Glass & Miniature Bulb Industries
34	Government of India Publications Division
35	Gurmukh Singh & Sons
36	Goodyear Tyre & Rubber Company of India Private Limited
	H
34	Himco Batteries (Madras) Private Ltd.
16	Hydraulics Private Limited
	I
34	I. A. E. C. (Bombay) Pvt. Ltd.
2	Imperial Chemical Industries (I) Private Limited
43	Indian Engineering & Trading Co.
6	India Pistons Ltd.
	K
9	Kasi & Sethu
	L
18	Lucas Indian Service Private Limited
	M
41	Madras Mercantile Agencies Private Limited
14	Miniature Bulb Industries of India
32	Motor Industries Co. Ltd.
	O
26	Orient General Agencies
29	Orient Geueal Agencies
	P
11	Premier Auto Electric Private Limited
	R
Cover III	Racmann Koshatkinn
20	Rane (Madras) Ltd.
	S
12	S. K. F. Ball Bearing Co. Private Ltd.
20	Standard Batteries Limited
Cover II	Standard Motor Products of India Limited
	T
30	Tata Engineering & Locomotive Co. Ltd.
	U
12	Universal Radiators
35	V. T. C. Automobiles
	W
3	Waxpol Industries Limited



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editorial

TRANSPORT & GOVT. COMMITTEES

No country can manage with just one form of transport and the latest and rapid advances in science and engineering are, if at all, increasing the number of modes of transport in various countries. In India, about a score of years ago, we had just the bullock-carts in the rural areas hand-carts in urban areas, the railways and perhaps a few buses lorries here and there. The railways, particularly, were then owned and operated exclusively by British companies who were given by the then British Government facilities and favoured treatment in their development. When the use of buses, lorries etc on roads began to increase, rules and regulations were not wanting to the advantage of the rail as against the road transport. Normally, this favoured treatment should have gone with the transfer of sovereignty, but the peculiar situation continued because the railways were taken over not by Indian companies or individuals, but due to their size and scope, by the Government itself. The Government being the supreme body with powers for regulation etc. in the interests of the public, the railways still continue to receive the same old favoured treatment.

The treatment meted out to different forms of transport were so one-sided, and the public could no longer be satisfied with existing conditions, when the Government appointed a special committee, now popularly known as the Masani Committee, for the special study of the subjects of varying forms of transport and to recommend to Government appropriate modes of co-operation and co-ordination among them, after a thorough study. The Committee did make a comprehensive tour, examined witnesses throughout the country, and brought out a brilliant report of unbiased recommendations on the situation as it existed.

Though Government spokesmen had been proclaiming till recently that they were keenly awaiting this Committee's report for defining

a long term policy for various forms of transport, it has now turned out to be a different story. Not willing to swallow the bitter pill which it must necessarily have been to Government and a tradition that is over-biased in favour of the railways, nor willing to dump it into the secretariat archives where probably reports on even more important subjects have gone in the past, the Government appointed another (Neogy) Committee with more or less similar terms of reference. And this committee has now issued a questionnaire following some unwarranted conclusions which it has reached. The questionnaire is in itself self-explanatory. It is completely biased towards the railways; and it is more thoroughly against the rightful place of road transport in this country.

This reminds us of the scenes at home when we start teaching arithmetic to children. Often, when you ask the child to count two and seven for example, the child goes on counting till the teacher stops the nod as the child comes to the correct figure.

We wonder whether the Government will nod at the end of the final report of this (Neogy) Committee also; for, when all is said and done, it is doubtful if any body of responsible persons will come forward to answer the questionnaire in the manner it seeks replies.

Suffice it to say, that the entire drama is a waste of precious tax payer's money, just to meet the whims and fancies of people highly placed. It is wholly unbecoming of Nehru's India, where in every other sphere there is appreciation and adjustment to changing times. It is time the Government realised the importance and the real role road transport has to play in the future development of the country. World changes, scientific advancement and the crying need for adequate transport in a country surging with ever increasing productivity, coupled with the proverbial inefficiency of a slow moving railway system getting slower in its social service to the country everyday, must necessarily put road transport in the foremost place for the transport of men and materials.

The comparative utility of railways is diminishing in every advanced country in the world, and it cannot be a different story as India advances. If those in authority realised this earlier, the better it will be for the country and for the future of road transport. To talk of road transport taking away railway earnings is too narrow an outlook in the present context. All those who travel now by the air within India used to travel by trains only before the recent advent of air transport. And so were the goods now being carried by air. Nobody on that account pleads for restrictions on air transport.

Modern transport must play its part in India. And outmoded forms of transport must necessarily step down to second place. We can see nothing but a very bright future for the road transport in this country, notwithstanding the many pin pricks like the Neogy questionnaire we may come across now and then.

MOTORINDIA

DIESEL JEEPS

A versatile and flexible new four cylinder diesel engine manufactured by the Perkins Group, of England, is being offered as an option in three export models of



Greatly improved and more handsome than its predecessors, the current version of the famed "Jeep" Universal is available with a Perkins diesel engine or a petrol unit.

the famous 4-wheel drive "Jeep" vehicle produced by Willys Motors, Inc, of Toledo, Ohio.

Thus for the first time prospective "Jeep" owners have a choice of either a Willys "Hurricane" gasoline engine or a diesel power unit under a sales agreement reached between the two internationally-known automotive firms.

One of the new diesel "Jeeps" was on view for the first time in Europe at the Amsterdam Motor Show which opened on February 2. It was shown on the stand of Kemper en van Twist, Willys and Perkins distributors in the Netherlands.

The diesel engine develops 62 horsepower at 3,000 r.p.m. and has a 192.4 cubic inch piston displacement. The regular "Jeep" gasoline engine has 72 horsepower at 4,000 r.p.m. and a piston displacement of 134.2 cubic inches. Maximum torque in the diesel engine is 143 foot pounds at 1,350 r.p.m.

While the initial cost of a "Jeep" vehicle with a diesel engine is higher, purchasers will have the diesel advantages of reduced running costs and lower maintenance charges. This is emphasised in many countries where diesel fuel is cheaper than gasoline. In other cases diesel fuel is more plentiful and easier to obtain.

"Jeep" vehicles are marketed in 150 countries of the free world while Perkins diesel engines are operating in automobiles, trucks, tractors, grain harvesters, boats and industrial equipment in 166 countries and territories. A number of U.S. manufacturers use Perkins engines in their equipment.

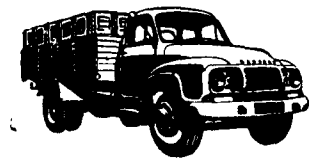
The Four 192 employs the Perkins combustion system with twinhole injectors and is fitted with a compact distributor-type Fuel pump incorporating a hydraulic governor.

The engine has cast iron, pressed-in dry liners and a number of extra life features, including replaceable thin wall main and big end bearings, cold rolled crank, shaft rear main journal fillets, and geared timing-Oilways are drilled into the crankcase to reduce external piping. A rotor-type lubricating oil pump is gear-driven off the crankshaft and supplies oil to the main oil gallery through a full flow filter.

Perkins Engines for the Volga!

A Russian car with a British diesel engine is a surprise exhibit at the big Brussels Motor Show which opened on January 18.

The car is the Volga—a well-finished, attractively styled six-seater, about the size of Standard Vanguard



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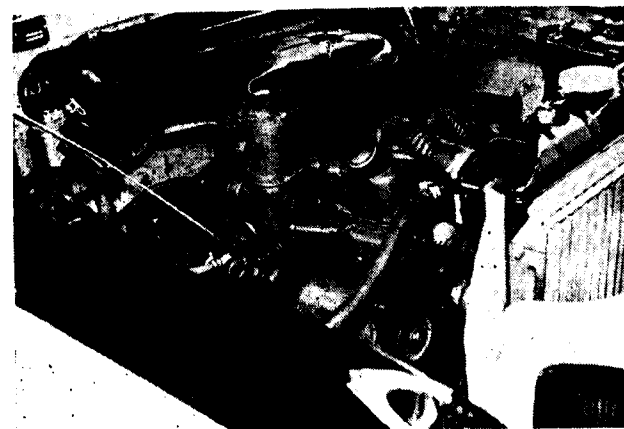
Picture shows the neat engine installation of the 1.6 litre Perkins Four 99 diesel engine in the Russian Volga car, which was shown for the first time at the Brussels Motor Show.

or Ford Consul, with bodywork slightly modified by Ghia, the famous Italian designer.

It is being shown for the first time by the Belgian concessionaires for the Russian cars with a 43 b.h.p. 1.6 litre Perkins four cylinder Four 99 diesel engine.

It stated that negotiations are already taking place with the Russians for the Volga cars to be assembled in Belgium and fitted with the British diesel engine.

Over 100 Four 99 engines have already been supplied for Volga cars in Finland.



This Russian Volga car a well-finished, attractively styled six seater slightly modified by Ghia, the famous Italian designer is fitted with a 43 h. p. Perkins four cylinder diesel engine.

The diesel version of the Russian car costs 115,000 Belgian francs (£820), about £70 less than the cheapest diesel car at present on the Belgian market.

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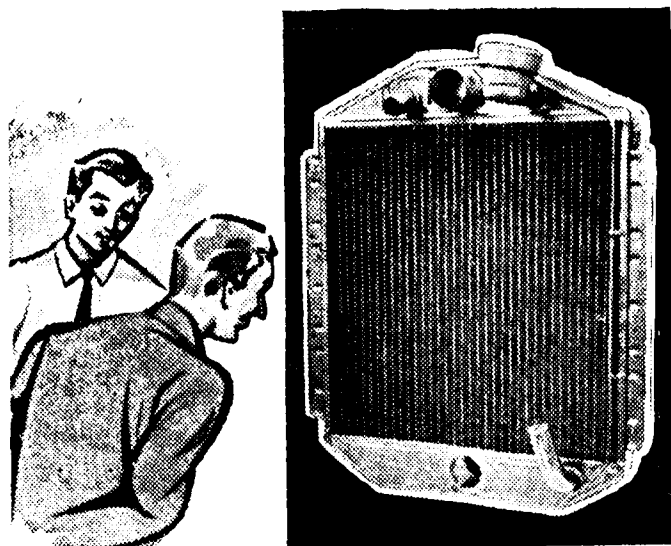
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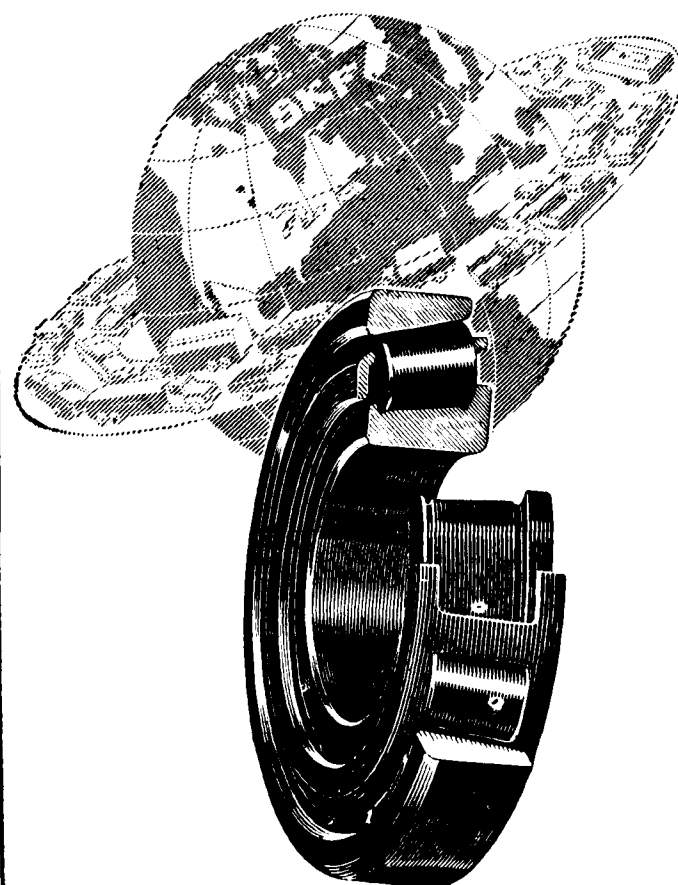
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A Section of the large audience

ALL-INDIA AUTOMOBILE & ANCILLARY INDUSTRIES ASSOCIATION

The First Annual General Meeting of the Association was held on 21st January at Taj Mahal Hotel, Bombay.

A large gathering including Hon'ble Shri Manubhai M. Shah, Union Minister for Industry, was present.

Shri Pranlal Patel, the President of the Association presided,

Shri H. R. Aslot, the Honorary Secretary read out the notice convening the meeting as also the messages received from distinguished persons.

The President then addressed the meeting.

The Hon'ble Shri Manubhai M. Shah, Union Minister for Industry, Government of India, then addressed the meeting,

He said: At the very outset I must congratulate the various units of the ancillary industry to have organised themselves into an association and within a short period of 14 months your muster roll has risen to 62, representing units from all parts of the country out of the 90 units licensed under the Industries (Development & Regulation) Act. This shows that your

association has grown in strength to look after the interests of your member units. Besides these units, there are numerous small scale units manufacturing automobile ancillaries. I am glad to hear from you that your association has established cordial relationship with the main automobile manufacturers. It is this kind of co-operation in working together, after understanding each other's point of view, which is necessary for the promotion of industries which are inter-dependent.

Difficulties of the Industry

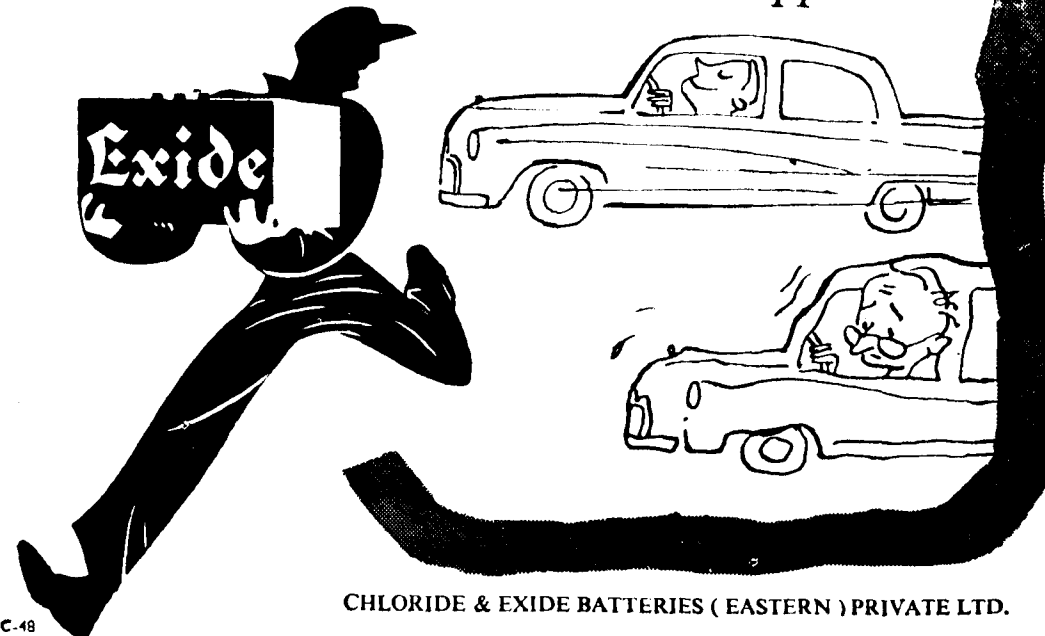
In the course of your address you have drawn attention to the background of the early development of the ancillary industry in this country vis-a-vis the development of the automobile industry, stressing its role in the economics of the industry; you have mentioned that the automobile manufacture was established on a vertical basis in that the main manufacturer tended to depend upon himself for the production of the various components including those which are normally expected to be bought from the ancillary industry. The ancillary industry should play its vital part

March 1961

7

13

Still keeps going when the rest have stopped



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A close up of the Hon'ble Shri Manubhai M. Shah addressing the meeting. (From left to right) Dr. B. D. Kalelker (Senior Industrial Adviser (Eng.) Ministry of C and I, Shri Pratul Patel, president of the Association), the Hon'ble Shri Manubhai M. Shah, (Union Minister for Industry) Shri P. Matthen (Automobile products of India) Shri H. R. Aslot (Hon. Secretary)

in the healthy development of the automobile industry. The industry should broaden itself. You have desired that a demarcation has to be drawn between the items which should be exclusively manufactured by the main vehicle manufacturers and those by the ancillary industry and in the absence of which the entrepreneur would hesitate to make investment in developing the ancillary industry. Difficulties experienced by your industry with regard to shortage of raw materials such as tool and alloy steels, virgin metals etc., which are so important for the industry have also been mentioned by you. The question of duty concession on certain imported components and raw materials is also there. You have also then desired that similar targets for the various ancillary items as have been done in the case of complete vehicle are fixed and foreign exchange both on capital and current account released for the realisation of the set targets. I am glad that your president has also touched upon the need for a research establishment.

Production Increasing Rapidly

Friends, I would recall your attention to my address at the inaugural meeting of the Development Council for Automobiles, Automobile Ancillary Industries & Transport Vehicle Industries held in New Delhi on 13th July, 1959 where I had traced the growth of the industry and the steps taken by the Government and the responsibility of the industry itself.

I may take this opportunity to review the further growth of the industry since I reviewed the progress in July, 1959.

The production of automobiles has been increasing at a rapid rate. This would be evident from the

figures—the total production in 1959 was 36,903 and in 1960 it was 52,115, an increase of over 46% over the previous year and over 65% when compared with the production in 1956 which was the highest ever reached before.

It is all the more significant to know that the increase in production has been possible with the allocation of the same foreign exchange as was allocated in 1959—in other words the indigenous content in the different vehicles under manufacture has gone up. The present indigenous content of the vehicles under production is Standard Ten, 50.7%, Fiat 1100, 64% Ambassador, 76.5%, Jeeps, 73.4%, Dodge—3 ton 165" W.B., 80%, Mercedes Benz 165" W.B., 76.8%, Leyland Comet 163" W.B., 65.7%, arrived at by comparing the c.i.f. price of the imported components (both finished and semi-finished) with the ex-factory cost of the vehicle in India.

The corresponding production figures of diesel engines manufactured exclusively for original fitment on the vehicles under development were 8,707 in 1959— and 10,566 in 1960.

The increase was not merely confined to vehicles and the engines but in other allied fields of the industry, viz.,

	1956	1960
	—	—+
Motor Cycles ...	1,022	3,998
Scooters & Scooterette ...	4,735	12,880
	5,757	16,875

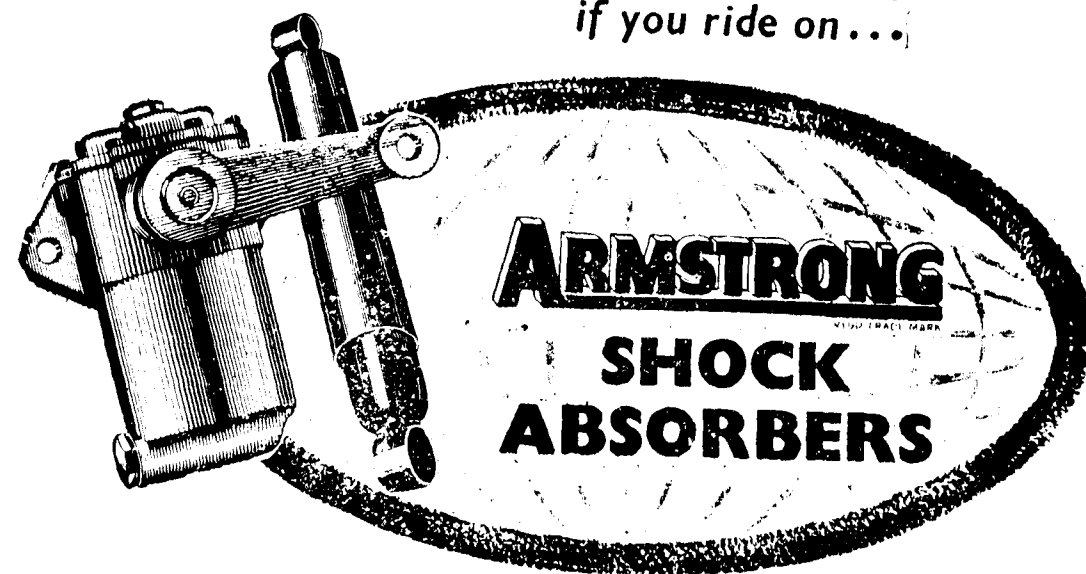
The production during 1960 has shown an increase of more than 100% when compared to that of 1959 and over 250% of that achieved during 1956 which was the highest reached before.

TWO MORE UNITS ONE IN MYSORE (JAWA MAKE) AND THE OTHER IN FARIDABAD (POLISH) HAVE BEEN LICENSED FOR THE MANUFACTURE OF MOTOR CYCLES. THE EXISTING MADRAS UNIT WILL ALSO BE TAKING UP THE MANUFACTURE OF SCOOTERS.

Significant Performance

The performance of the ancillary industry is equally significant. In the year 1958 there were about 45 units. The production of all the units was estimated at Rs. 5 crores that year. 45 more new units have been licensed since then for various ancillary items not only for increasing the capacity of the items that were being

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produced but also for new items such as starter motors, dynamos, electrical accessories, wheels and rims, dash board instruments, the production of these units is yet to reach sizeable quantities. The production in 1959 and 1960 was Rs. 7.5 and Rs. 9 crores respectively (without taking into account the production of the units producing batteries, tyres, tubes and ball bearings). In the small scale sector the production of ancillary items would be about Rs. 4 to 5 crores. The production of the ancillary industry should be immediately raised to at least Rs. 20 crores per annum in the next two years. You have referred to the fixation of targets for the various ancillary items and the foreign exchange released as in the case of automobiles. As a matter of fact while the allocation of foreign exchange for the main automobile manufacturing firms during 1960 has been of the same magnitude as in the year 1959, the allocation to the ancillary industry has been increased from Rs. 1.8 crores to Rs. 2.8 crores. It should be the responsibility of the industry to endeavour to keep this requirement at the minimum.

Although the increase in activity is gratifying to note, particularly for your industry, it should be regarded only as a beginning. The ancillary industry, as has been pointed out by you, has to play a dual role, firstly to assist the main manufacturers to enable them to put more vehicles on the road by reducing their foreign exchange element for the imported components that could be applied from the ancillary industry and secondly to meet the demand for the service and maintenance of the evergrowing fleet of vehicles that go on the roads. Generally the scope of the ancillary industry is talked of in terms of automotive vehicle. Actually it covers a wider field. It encompasses the requirements of various other items of machinery such as agricultural tractors, earthmoving machinery, roads rollers, air compressors and stationary diesel engines.

A Wrong View

Your President mentioned that the ancillary industry is regarded as a mere appendage of the automobile industry with the limited function of jobbing for the automobile manufacturers and servicing the old vehicles on the roads. This is far from the truth. I do not think anybody has this view and no one should underestimate the great and vital importance of the ancillary industry to the country. The manufacturers with whom I had the occasion to discuss both individually and collectively are all coming round the view that in their own interest the ancillary industry should come up quickly. All the same I have impressed upon everyone of them that it was not enough if they merely had a goodwill for the ancillary industry but should also lend



The Hon'ble Shri Manubhai M. Shah addresses the meeting

their action and helping hand. In the last meeting I had with the automobile manufacturers on the 16th of Jan., I have impressed the immediate need of each automobile manufacturer establishing an ancillary division under a competent production engineer to promote ancillary production in the small scale and medium scale sectors through their active help, assistance and guidance.

As to the responsibility of what components are to be manufactured by the ancillary and the others by the vehicle manufacturers, it is a matter for mutual discussion and understanding. On the Development Council all the interests are represented and I consider it a proper forum to arrive at a satisfactory solution on this. I understand that this matter has already been taken up by the Council.

Research Institutes

You will be glad to know that the Council of Scientific and Industrial Research have recently approved a scheme of promoting the establishment of Co-operative Research Institutes by the industries themselves and for which the Central Government have agreed to grant 50%, not exceeding Rs. 5 lakhs, per year towards the recurring expenditure of such Institutes and 50% of their total capital cost for such Institutes not exceeding Rs. 15 lakhs. Both these 50% grants towards capital expenditure and recurring expenditure not exceeding the amounts mentioned above are for general guidance and if any industry needs higher amounts with proper justification, the C. S. I. R. would be also prepared to consider the same favourably in order to promote early establishment of such Co-operative Research Institutes.

You will be glad to know that for the automobile industry the C. S. I. R. has recently appointed a Committee consisting of the automobile manufacturers and

March 1961
9

MOTORINDIA

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and the representatives of the different Ministries and Development Wing under the chairmanship of Shri Lalchand Hirachand. We would also invite the President of your Association to be one of the numbers of this committee. I have no doubt that there is large scope of research, development and planning to be done in the field of ancillary industries and, therefore, your working on this committee and joining such a Co-operative Institute will be of great benefit to the main manufacturers and the automobile ancillary producers.

Giants—Out of tune

The vertical growth theory and the concept of giant undertakings are out of tune with the needs and conditions of our country. Whatever now remains of this type of organisation is a hangover of the past. If science and technology are to reach our numerous villages it can be done only through the medium of small-scale industry. It is no longer a theory and an idea; it is now a national movement.

Mobility is the key factor in economic growth. Everything which contributes to increased mobility should be encouraged. We shall therefore have a larger number of scooters, motor-cycles, and mopeds on our roads as all these contribute to increased mobility. Apart from popularising motorisation, the small car will provide a stimulus to the economy.

The vehicle manufacturers should each bring out a brochure with complete details of the items proposed to be bought out by them.

A team of foreign experts will shortly be coming to India at the invitation of the Government of India and the team will be placed at the disposal of the Association.

There are 90 ancillary manufacturers on the register of the Development Wing and well over 200 units in the small-scale sector.

Has a Bright Future

There is no doubt that the automobile and ancillary industries have a bright future. Allocation of foreign exchange to the industry is of the order of Rs. 42 crores a year. No other industry has received better treatment.

We are no longer processors and bottlers. No unit will be allowed to exist on assembly. Progressive manufacturing programmes will have to provide for an indigenous content of 90 per cent in three years.

March 1961



Shri. Pranlal Patel, the President addressing the meeting.

Shri P. Matthen of M/s. Automobile Products of India Ltd., proposed a vote of thanks to the Chief Guest.

The members and guests then recessed for lunch after which the members re-assembled and took up the business of the meeting.

Shri Pranlal Patel was in the chair.

Executive Committee Elected

The following were elected to the Executive Committee for the year 1960—61.

Messrs. Pranlal Patel, H. R. Aslot, P. Matthen, M. K. Kaju, K. R. Anand, E. F. Smith, P. Sharan Gupta, Bharat G. Doshi, W. N. Talwar and K. C. Jain.

Shri P. Sharan Gupta commended the marked progress made by the association and drew attention to the need to hold the meetings of the committee in other regions which will give the members of the committee an opportunity to meet the members in other parts of the country and acquaint themselves with the items they are manufacturing. He moved the following resolution which was seconded by Shri P. Matthen and carried unanimously.

Meeting in Regional Centres

"This meeting resolves that a minimum of one meeting of the executive committee in a year shall be held in regional centres namely Delhi, Calcutta and Madras."

The chairman thanked the members for their co-operation which had enabled him to conduct the proceedings in a very business-like manner.

With a vote of thanks to the chair proposed by Shri Laldas Jamnadas which was received with applause, the meeting terminated.



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President Pranlal Patel's address

At the outset of the meeting of the All-India Automobile and Ancillary Industries Association Shri Pranlal Patel made a speech. He said:

The origin of our Association can be directly traced to the findings of the Tariff Commission's inquiry into the automobile and ancillary industries in the year 1953, when the Commission recommended, on the lines suggested by its automobile expert, the formation of an association of manufacturers of motor vehicles and ancillary parts for considering the common problems of the industry, for securing co-operation among the members and for bringing their difficulties into the notice of Government. In its second inquiry into the industry in 1955, the Commission recalled its earlier recommendation, and once again stressed the need for the formation of an association. Although the need for a balanced and integrated development of the industry by promoting ancillary manufacture was stressed by the first inquiry, the ancillary industry was excluded from the scope of the second inquiry. It thus became apparent that if the industry's case was not to go by default it had to organise itself.

It will be seen from the list that almost all manufacturers of components have enrolled themselves as members of our Association, and we may say with legitimate pride that we are fully representative of the automobile ancillary industry and have been recognised as its accredited spokesman by the Government. We have developed the most cordial relations with the main manufacturers and are indeed thankful for their goodwill and co-operation. The joint machinery for consultation which is in the process of formation is a happy outcome of a series of informal meetings we had with them in the past few months and it is our earnest hope that it will be possible in the future to extend this co-operation over a wider field which should prove beneficial to the industry as a whole.

Tariff Commission's recommendations

It is not sufficiently well-known that the nucleus of an automobile ancillary industry was in existence in the country even before the phased manufacturing programme for the automobile industry was formulated by the Government on the recommendations of the Tariff Commission in the year 1953. The Commission found in the course of its investigations that, apart from tyres and tubes and a few other rubber components whose manufacture had already been established in the country, production had started in respect of a number of other items namely, pistons, piston rings, cylinder liners



Shri Pranlal Patel, president, presents the bouquet to the Hon'ble Minister at the conclusion of the latter's address.

radiators, and radiator hose, engine components and chassis parts, leaf springs, cables and wires, wiring harness, valve guides, king pin units, clutch pedal shafts and pins, jacks, hand and foot pumps, batteries, electric lamps and bulbs, tool-kits etc. The Commission also found that production facilities were being established for such other items as fuel injection equipment, sparking plugs, shock absorbers, brake drums, electric horns, brake linings and clutch facing etc. In recognition of the dual role played by the ancillary industry not only as suppliers of components for the assembly of complete vehicles, but also for the replacement requirements of the vehicles on the road, the Commission recommended that the industry should be developed as fast as possible and eventually integrated with over all programme of automobile manufacture. Nonetheless, transitional period from pure assembly to manufacture of automobiles, very little attention was paid to the development of independent ancillary capacity with the inevitable result that the automobile manufacturers themselves took up a production of a number of items which are normally manufactured by the ancillary industries.

The result is that our automobile industry has tended to grow vertically. However, as a result of the progressive curtailment of imports of spare parts due to shortage of foreign exchange, more and more manufacturers of components came into existence for servicing the vehicles on the roads. Many of these manufacturers have in recent years, entered into technical collaboration with reputed foreign manufacturers and are today in a position to supply not only the spare parts requirements of the vehicles on the road but also to take care of the original equipment requirement of the vehicle manufacturers.

March 1961

11

21

Problems of ancillary Production

One of the main handicaps of the ancillary industry today is the inadequate import licensing of capital goods and raw materials. If the industry is to meet the challenge of the hundred percent increase in vehicle production targetted for the Third Plan by turning out substantially larger quantities of components both for original fitment as well as for replacement, the industry's requirement of capital machinery and raw materials will have to be met more fully. It is very necessary to ensure that each unit in the industry is organised as an economic unit in terms both of investment and production. The acute shortage of raw-materials is reported by each group of ancillaries even in relation to their approved manufacturing programmes.

Adequate Import Essential

Tool alloy and a variety of special steels, virgin metals like copper and zinc, aluminium and zinc base alloys for diecasting and a host of lesser items like felt, specially treated paper etc., are not available from indigenous sources and adequate import licensing of these items is essential, at any rate, to enable the approved manufacturing programmes to go forward. Targets for vehicle production are fixed from time to time and the necessary foreign exchange released to the vehicle manufacturers from foreign credits or otherwise for the import of capital equipment and c. k. d. components to attain their targets. We feel that similar targets should be fixed at least for the principal ancillary items in relation to the targets of vehicle production and the required foreign exchange released for the import of both capital goods and raw materials to step up production on the same basis as the vehicle manufacturers. I may in this context refer to Government's decision to cut off the import of components from the beginning of 1962. While we welcome this decision, we would suggest that it should be implemented only after a close study of the indigenous capacities for the production of components in relation to expected demand; otherwise bottle-necks might interfere with normal production and it will have the undesirable effect of reducing vehicle output and artificially raising the prices of spares.

While on this subject, I would like to point out there are a number of cases where import duty on raw-materials is considerably higher than on the finished items. For example, bimetal strips for the manufacture of thin walled bearings, felt required for filters and elements, raw-materials used for fuel flexible hoses, iron copper and zinc powder used in the manu-

facture of self lubricating and bearings many other items of raw-material used in the manufacture of gaskets, electric horns, instruments, etc., bear a much higher duty than the finished items of This high incidence of duty is one of the main reasons why the indigenous components cannot be produced economically. We would therefore request Government to give some thought to the problem of import duties on raw-materials in relation to the end products as more and more of these raw-materials are being imported into the country for processing or manufacture.

Products of Research

The progress of India's economic development is being closely watched by many foreign observers. From one important quarter has come the intriguing suggestion that while the Indian economy is growing, it is not developing. There appears to be some validity in the criticism that an expansion of industry by a mere multiplication of the units of production without technological advancement will not impart the necessary dynamism to the economy. Improved tools and equipment, new and better raw-materials, improved techniques and methods of production are all products of research and the Indian industry, as a rule, is not very much research conscious. Research is of great importance to the automobile industry which is the cream of the engineering industries. It embodies all technologies at the highest levels and the latest developments in research and product design.

Sustained Cooperative effort needed

If research and development in this country are to progress, then more persons and more money will have to be devoted to this objective. It hardly seems possible that any organisation in this country can embark on a development research programme on such a scale. Therefore it seems clear that only by a very sustained co-operative effort of the industry with a substantial measure of assistance from Government can we expect to climb this very steep part of the motor vehicle development curve which has now been reached abroad by the high standards of motoring and economy that the public are expecting with even the cheapest products. It is time we made a start with a co-operative research organisation for the industry with a proving ground so that intensive research can be carried on for the optimum utilisation of indigenous materials in the production of vehicles suited to Indian road conditions and meet the trained man-power requirement of a highly specialised and precision engineering industry like the automobile industry.

MOTORINDIA



The All-India Exide Sales Conference was held in Calcutta on 8th to 10th February 1961, under the auspices of Chloride & Exide Batteries (Eastern) Private Ltd.

Some 40 members of the Exide Sales & Service organisations attended from all parts of the country. The highlight of the occasion was an extremely interesting day at the Exide Factory of Associated Battery makers (E) Ltd., at Sharnagar.

DURING A FULL TOUR OF THE FACTORY THE DELEGATES SAW FOR THEMSELVES THE MAJOR DEVELOPMENTS IN IMPLEMENTING NEW PROJECTS WHICH HAD OCCURRED OVER THE PAST YEAR OR SO AND WERE ALSO SHOWN DETAILS OF FUTURE DEVELOPMENTS.



Mr. H. R. Gregson welcoming the delegates to the 4th Exide Sales Conference.

They saw the full manufacture of Porvic Separators, and also part of the modernisation and development programme of the factory.

Mr. H. R. Gregson, Managing Director, in his address at the Business Session, spoke of these various developments, which strengthen the position of this factory which can be considered the largest self-contained Storage Battery Factory in Asia.

An important factor on the consumer side he added, was the increased appreciation of the economics of quality-buying by various large transport users throughout India, based on accurate data of recorded mileage and life.

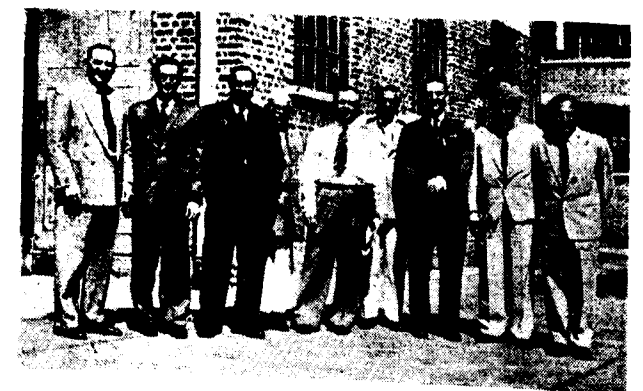
The demand in the general market for Exide Batteries, continued to be strong and the factory has made great efforts to meet this

demand. In fact, during the tour of the factory, the various production departments quite proudly displayed notices showing improved man-output performance in each department.

The impressive targets of the Automobile Industry viz. a total of 100,000 motor vehicles by the end of the Third Five Year Plan, was mentioned and in this respect Exide Batteries have been selected for many years past as original equipment by all leading manufacturers.

A full and useful discussion on Sales and Service matter was held and this included an interesting address by one of the delegates, Mr. E. C. Eduljee, on his recent visit to the impressive new Research & Development Establishment near Manchester, of U. K. Technical Consultants, The Chloride Electrical Storage Co., Ltd.

Exide Sales Conference



A party of delegates being shown round the Exide Factory:— (Left to Right) R. Knight, M. P. Poncha, S. K. Bannerji, L. Siyaram, H. Shepherd, F. A. Fazalbhoy, H. R. Gregson, Harbans Singh, E. C. Eduljee.



Sri S. Arakitsurami, Director and General Manager of Messrs. S. R. V. S. Private Ltd., Kumbakonam was given a send-off at the Meenambakkam airport recently when he left on a business tour to U. K. where he will discuss present and future expansion plans with leading British firms.



Mr. and Mrs. Rudolf Baltzer of Mrs. Emil Baltzer, manufacturers of Baltzer Roller Bearings, on their arrival at Palam airport, Delhi recently being received by Messrs. R. S. Vyas, representative of Overseas Agencies and S. K. Chakravarty (extreme right), partner of Overseas Agencies, Bombay.



Lady enthusiasts who attended the prize distribution to the winners of the Motor Sports were at the buffet party at Hotel Oceanic.



Married recently at Bombay is Mr. Ramesh C. Mehta, youngest son of Sri Chandulal P. Mehta, governing director of Messrs. Chandulal Mehta & Co. Private Ltd. and Sav Sarala, daughter of Sri J. Daftari, retired businessman of Bombay.

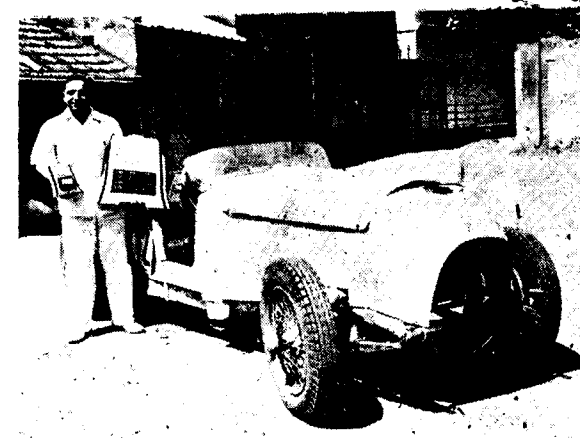
Social & Personal



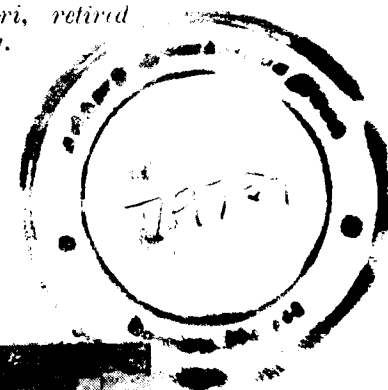
Sri A. Sivasailam, of Messrs. Tractors and Farm Equipments Ltd. left early this month for U. K. Photo (right) shows Mr. Sivasailam boarding the aircraft at Meenambakkam, and photo (left) shows him with Mrs. Sivasailam and a large number of friends who gathered at the airport to see him off.



Mr. J. K. Vandenburg L., Asst. publisher of the 'American Automobile' recently met the members of the committee of the Bombay Motor Merchants' Association, when he gave a clear picture of the American spare parts market, particularly on the export side. Photo shows Mr. Vandenburg with Messrs. M. G. Kapadia (centre) and S. B. Anand, President and Secretary respectively of the Bombay Association.

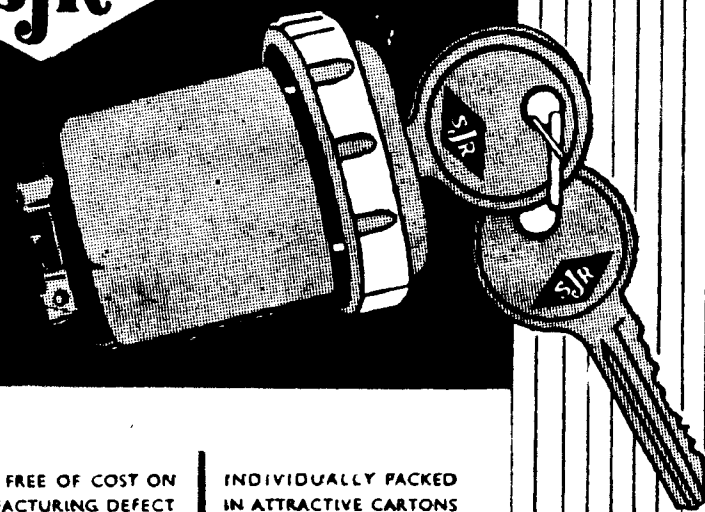


In the midst of his hectic activities organising motor sports in Madras now and then, and his duties as secretary of the Madras Motor Parts Dealers' Association, etc, readers will be interested to know that Sri Indu Chandhok has found time to compete in the recent Bangalore motor races, and what is more, to win the rolling Castrol Trophy for Sports cars and the Replica. Sri Chandhok is seen standing besides the S. I. A. C. special.



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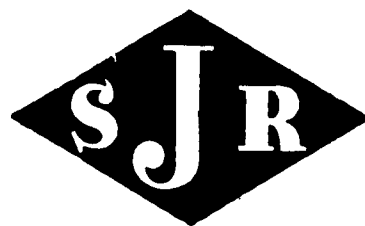


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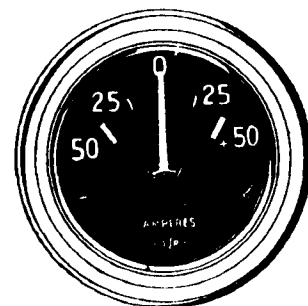
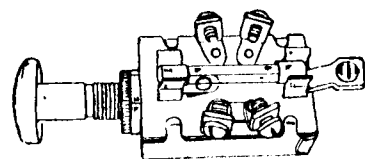
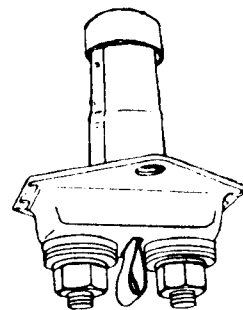
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TRAILER BRAKES

Ferodo Tests New System

Ferodo research technicians have recently completed their analysis of the results of a series of road tests designed to investigate the performance of a new form of caravan braking-the Beta coupling system manufactured by B. & B. Trailers Ltd., of Leamington Spa, in which the usual spring is replaced by a damper.

Tests were carried out in the course of the journey from Chapel-en-le-Frith to Hawick in Roxburghshire or the start of the 1960 National Caravan Rally, during the overnight rally to Oulton Park, and subsequently in the Peak District of Derbyshire where the Ferodo Works and Research Division are situated.

The caravan was a 1958 Cresta Trans-continental, originally it was equipped with cam-operated brakes actuated by the conventional spring-loaded over-run coupling system, and in this condition was similar to one used for the same type of trial in the 1959 Caravan Rally to Brighton.

For these tests, however, B. & B. Trailers Ltd. fitted the Beta coupling, the cost of which was found



Ferodo tests of the B. & B. Beta 111 caravan overrun braking system. Checking the strain gauge fitted to measure the pull on the van brakes outside the Ferodo Research Centre before making preliminary trials.

to be within reach of the average caravan enthusiast. In order to test on current type axles the caravan's cam operated brakes were replaced by Lockheed 8" centrepull brakes.

Two towing vehicles were used : a 1959 Standard Vanguard Vignale Estate car with a four-speed gearbox and overdrive during the journey to Scotland and on the rally itself, and for the rest of the time a 1957 Austin A 50. Throughout the tests the drivers were Mr. A. D.M. Froom, Ferodo Electronics and Instrumentation Engineer, who is a keen caravanner, and Mr. J. G. Nall, a Ferodo technologist and motor rally enthusiast.

To gather data on the behaviour of the brakes, both on the caravan and its towing vehicle, apparatus known as SCARAB selective cine apparatus recording automotive braking was installed. Designed by Mr. Froom, this is the development of a unit originally fitted in Bill Shepherd's A 105 in the 1959 Monte Carlo Rally.

March 1961



Ferodo tests of the B. & B. Beta 111 caravan overrun braking system. Mr. A. D. M. Frood (left) Ferodo Electronics Engineer, and Mr. J. Nall, Ferodo technologist (right) fitting a load transducer cell to measure the pull on the caravan brakes. The SCARAB recording apparatus is seen in the boot of an Austin A 50 used for preliminary trials. The Beta 111 coupling is seen in position for towing.

For the Caravan Rally every brake application of both the car and van was recorded. Scarab is so arranged that when the car's braking system is activated, lamps illuminate the instrument panel and the cine camera is automatically set in motion. On releasing the brake pedal the lamps are automatically switched off, the camera is stopped and an f. h. p. motor starts to rewind it. In this way a picture was obtained of the braking conditions on route. Subsequently, the processed film record was projected frame by frame for detailed study and analysis.

Results

The results of the trials, which in all covered some 1200 miles under normal touring, night rallying and hard driving conditions, amply confirmed the driver's own first impressions that here is something new in caravan braking, a simple independent system which gives the nearest possible approach to fully progressive braking at reasonable cost and makes for pleasant and safe handling of a caravan outfit on normal roads in heavy traffic.

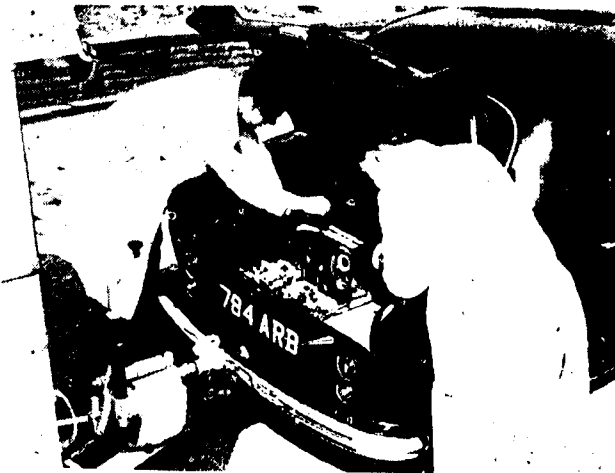
Compared with last year's results from the conventional spring-loaded coupling which showed that the caravan brakes were being applied for less than the car brakes, this year's figures showed that the caravan brakes were being applied more often than the car's. After the rally, during a trial stop down a 1 in 4

gradient with a deceleration of 10%g the pull on the van brake rod shown on the instrument panel was 500 lbs, which for comparison purposes is greater than a lady motorist driving, say, a Hillman Minx, could apply to her brake pedal in an emergency. Going down a 1 in 4 gradient at 30 m. p. h. however, once the car's brakes were applied the caravan brakes remained lightly on (with a rod pull of 10-50 lbs) until the car accelerated away from the trailer.

As confirmation of the rally results, however, the most significant indication of the work being done by the brakes lay in the recorded temperatures and the rates of wear.

In the 1959 rally these were so low as to be negligible. On this occasion thermocouples in the leading shoes of the caravan and the upper leading shoes of the car's front brakes indicated that on the average the trailer brake lining temperatures were 40 to 50% higher than those on the car, usually in the region of 100/120°C.

The lining wear rate per 1,000 miles was .005" for the leading shoe and .0015" for the trailing shoe, which compares significantly with the average of .009" and .004" for the rear brakes for small saloon cars in the Ferodo test fleet equipped with similar 8" Lock-hood brakes and fitted with the same brake lining material.



Ferodo tests of the B. & B. Beta 111 caravan overrun braking system. Wiring up the SCARAB recording apparatus in the boot of the Austin A 50 used for preliminary testing are Mr. A. D. M. Frood (right) Ferodo Electronics Engineer and designer of SCARAB, and Mr. J. Nall, Ferodo technologist, his co-driver in the tests. The Beta 111 coupling is seen in position for towing.

MOTORINDIA

Some thoughts on the Hire Purchase Bill

The new hire purchase amending Bill has started the automobile interests thinking and the many disadvantages to the sellers are seen by the industry as not very conducive to proper growth of the industry.

According to a spokesman of the industry, the Bill appears to have been drafted on the supposition that hirers are suffering a serious handicap and undergo hardships at the hands of owners or financiers and have to be protected. We wholeheartedly agree that the owner should not impose or enforce penal provisions to the detriment of the hirer and that the law should give all facilities to hirers for the use and enjoyment of the goods under certain conditions. Simultaneously, the law should also safeguard the rights of the owner for the payment or return of instalments due under the agreement as well as for damages.

In the case of motor vehicles especially trucks and buses sold on hire purchase basis, the vehicles are left in the hands of drivers who can cause serious damage to them by rash driving or negligence. There are a number of instances, where hirers, who are not able to pay their instalments, have been known to have removed and sold wheels, tyres, batteries and other vital components of the vehicles and abandoned the vehicles on the road. In such cases, the owners are put to heavy losses. Any hire purchase law governing motor vehicle transactions should give protection to the owners against such losses caused by unscrupulous hirers.

Termination of Contract

Clause 10 wherein the hirer is given the right to terminate the contract without payment of such

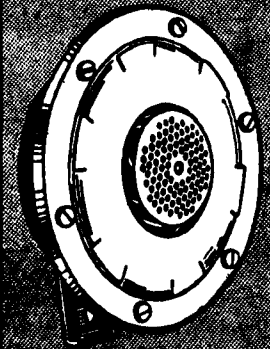
additional amount as may be named in the agreement if the hirer has paid one third of the hire purchase price needs revision. Unscrupulous hirers will take advantage of the right afforded by this clause to the serious detriment of owners. As explained earlier, misuse of the vehicles considerably reduces its residual value. By the time the hirer pays one-third, the goods might have deteriorated and it cannot be said that the goods will realise the balance of the hire purchase amount. We strongly submit that fixation of any proportion of the hire purchase price in this manner will be arbitrary. If

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the goods are very valuable so as to fetch two-thirds of the hire purchase price or more, the hirer will not terminate the agreement. He will terminate the agreement only when he feels that it would not be possible to use the goods further and therefore, desires to exercise his option not to purchase the goods.

Limiting owner's right

Clause 13 (i) of the proposed bill which limits the right of the owner to recover possession of the goods from the hirer is opposed. We dare say that actual cases of re-possession of vehicles have been of a very small order when compared to the extent of hire-purchase transactions in the country. We feel that the threat of re-possession has been a very powerful factor in the payment of instalments by the hirer. If this clause is passed as worded at present, hire purchase companies may be forced to curtail their business or cease operation altogether.

Any legislation affecting hire-purchase will have serious adverse repercussions in the sale of commercial vehicles. A fall in offtake will cause a chain of crucial reactions in the Automobile and all other connected industries.

The proposed legislation will throttle hire purchase business and create a critical situation for the thousands of operators and others connected with the road transport industry and who earn their livelihood from this industry. In other words, instead of protecting the hirer, the proposed legislation may deprive him of his means of livelihood.

WHILE THE OWNER SHOULD NOT IMPOSE OR ENFORCE PENAL PROVISIONS TO THE DETRIMENT OF THE HIRER. THE LAW SHOULD ENABLE TO EXCISE HIS RIGHTS AND THE RIGHT TO POSSESSION SHOULD NOT BE PUT IN JEOPARDY AT ANY STAGE IN THE COURSE OF THE TRANSACTION,

THE INFANT AUTOMOBILE INDUSTRY OF THE COUNTRY SHOULD NOT BE SADDLED WITH AN ENACTMENT WHICH MAY

throttle its potentiality for expansion and prevent it from occupying the same predominant position in the Nation's economy which the industry does in the more advanced countries of the world.

throttle its potentiality for expansion and prevent it from occupying the same predominant position in the Nation's economy which the industry does in the more advanced countries of the world.



Now, Royal Enfield Scooters have starters like in cars

Sponsored by The Madras Motors Private Limited, who and whose predecessors have had several years' experience in marketing and servicing motor cycles and who were also the biggest dealers of motor cycles in the country, THE ENFIELD INDIA LIMITED came into being late in 1955. A licence under the Industries (Development & Regulation) Act was originally given to The Madras Motors Private Limited

who entered into a technical collaboration agreement with The Enfield Cycle Co. Ltd., U. K., the world-famous organisation manufacturing ROYAL ENFIELD motor cycles. Later, the Madras Motors Private Limited transferred this technical collaboration agreement and licence to the newly-formed Enfield India Limited.

The licence granted by the Government of India under the

Industries (Development & Regulation) Act was for a phased programme of five years during which the indigenous content was to increase gradually, ultimately reaching 75 to 80 per cent. Though, strictly speaking, this phased programme commenced only by end of 1961 (when the first stage of the Company's own buildings was ready) roughly in about four years' time, an indigenous content of about 80 per cent has been reached. The balance 20 per cent will consist of proprietary items such as electrical equipment, carburettors and chains—all of which will also come under indigenous content, directly indigenous ancillary industries are set up. The main items that are bought from indigenous ancillary industries are tyres, batteries, pistons, ball bearings, spark plugs, rubber components and some hardware items.

The total effective capital at present employed is about rupees one crore, but in due course—that is, as the expansion plans of the company get implemented—this will increase.

Inclusive of sale and service staff, the total strength of the establishment is 1200. With the implementation of the expansion plans, there will be employment opportunities for another 1000 persons. Besides, quite a large number are employed by its dealers and sub-dealers all over the country and by ancillary industries from whom they buy components.

Sales and service are in the capable hands of its sponsors. The Madras Motors Private Ltd., who in turn are served by a strategic network of 150 dealers and sub-dealers from Kashmir to Kanyakumari.

Target already reached

The industry is at present licensed to produce 5000 motor cycles

per annum. With the present production of over 550 vehicles a month, this target has already been reached. With larger foreign exchange for raw materials now made available by the Government of India and by better utilisation of plant and machinery and modern productivity methods, the company hopes to be able to step-up production to about 7000 motor cycles this year.

This is the first unit not only in India but also in West Asia and South East Asia producing motor cycles.

The company has also been licensed for the production of 6000 scooters per year and also Villiers engines. This scooter project for which the Villiers 173 c.c. engine will be used is in collaboration with Messrs. Phelon & Moore, who are making the "PANTHER" scooter for which also the Villiers engine is used. The trade-name will be "ROYAL ENFIELD". Their collaborators' design has been developed further by them to suit the conditions obtaining in India. The scooter will be introduced into the market during the second half of 1961. The price of the scooter will be around the price of any other scooter available in India today.

Messrs Villiers Engineering Co. Ltd. Wolverhampton, U. K. are the manufacturers of the world-famous Villiers engines. Their engines are used by a number of manufacturers of motor cycles and scooters in U.K. They also manufacture engines for industrial and agricultural applications and we will be taking-up these things for manufacture shortly. There are innumerable uses for these engines. They are used as prime movers in pumping sets, domestic illuminating generators, concrete vibrators, agricultural tractors, fork lifts, inboard and outboard motors, compressors, insecti-

cide spraying equipments, railway trolleys and any other application which needs a compact and efficient power unit developing upto 5 h.p.

Salient Features

175 c.c. Engine
Self Starter—12V system—just like a car.

Four Gears
Well balanced controls
Left hand—Clutch
Left foot—Rear Brake
Right hand—Front brake
Right foot—Gear change
Gear change by foot—Rocking type of movement.

Two shock absorbers in front and one heavy duty shock absorber in rear. Very well balanced handling even on rough roads.

Rubber cush drive in rear wheel—Means—Smooth, snatch-free transmission—a luxury in riding comfort.

Single shell body :—Easily removable for servicing and any minor attention.

The dual seat can be locked—Safety against theft.

Neutral indicator :—Whenever the machine is in neutral the light on the headlamp lights up.

Traffic indicators—Built-in provision.

Very bright head light. Night riding is made as safe as day riding.

Easily accessible fascia panel housing all controls.

6" Brakes. Very powerful braking.

Chain adjustment is by the help of an eccentric in the spindle.

Frame: An entirely new design of great strength and rigidity constructed out of heavy sectioned tubes, incorporating the swinging arm, rear suspension with hydraulically damped spring boxes.

Mudguards: Both the front and rear mudguards contribute a pleasant appearance to the machine while being highly functional.

They are deeply balanced to minimise the splash angle of both wheels. This helps keep the rider and passenger clean even on wet roads.

Petrol Tank: The striking new design is of an increased capacity of 12 litres.

Dual seat: The seat is designed

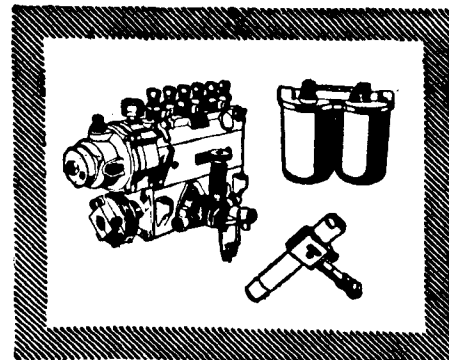
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Confidence comes of the knowledge, your engine is trim and fit for peak performance. When fitted with MICO DIESEL FUEL INJECTION EQUIPMENT, you can always be confident of smooth, trouble-free performance of your Diesel Engine.

MICO



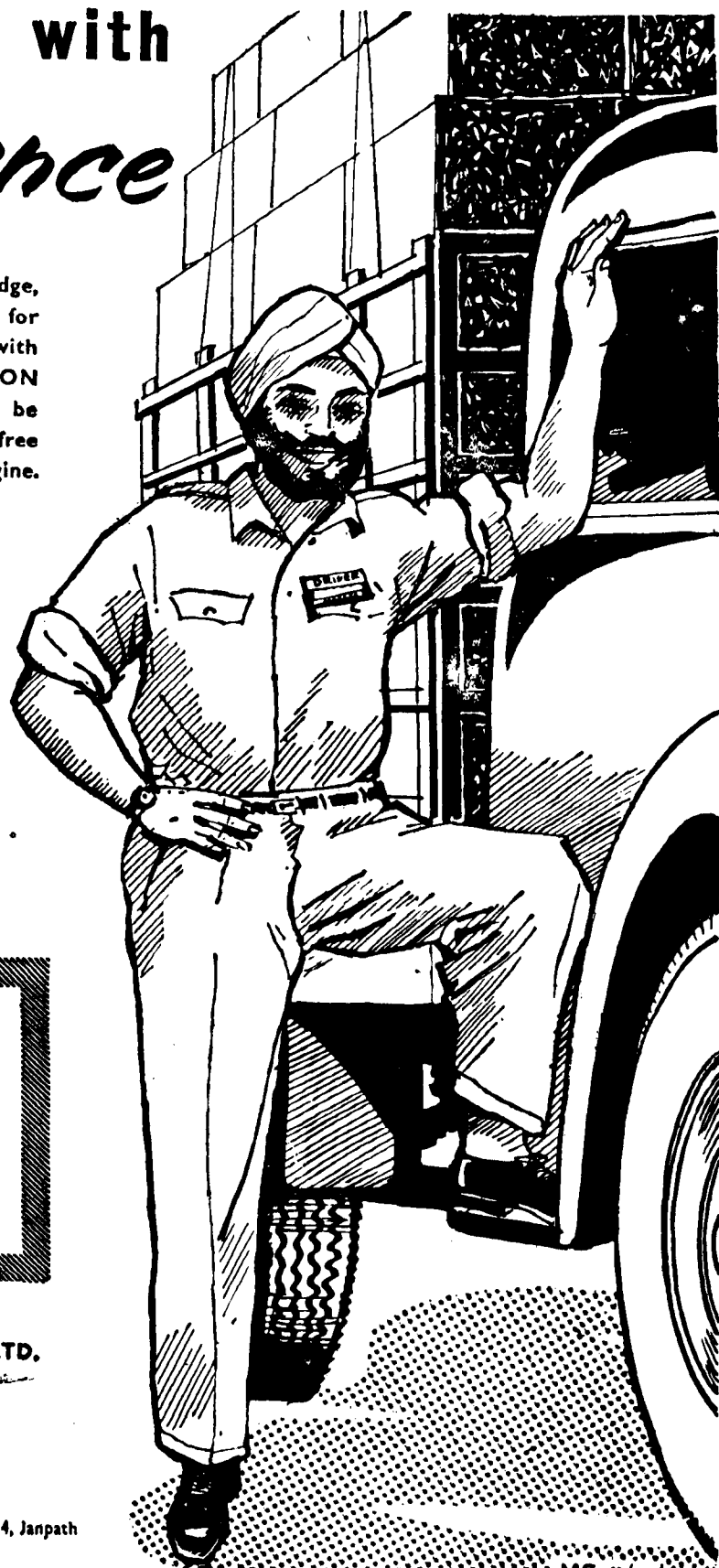
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MC-F/5

wider and longer to provide greater riding comfort.

Tool boxes: The full width tool boxes provide ample space for spares and tools.

Hubs: Both front and rear hubs are of full width.

Chain cover: The full chain cover on this model helps to keep the chain clean and thereby ensuring a longer life.

Rear Number Plate: A shrouded type of number plate has been designed to suit the modern styling of the rear mudguard.

Engine: In course of time, Villiers 173 c.c. engine with 4 speed gear box will be fitted.

The Enfield Club goes on a picnic to 'Tiger Caves'

On the 12th February, 1961, at about 9.00 AM altogether 40 members of the Enfield Club went on a picnic tour to the Tiger Caves. In all 18 motor cycles, 3 scooters and 1 three wheeler participated.

This picnic was preceded by a Paper Chase. As such, the participants had a very good opportunity to visit various points. The first check point was at the war Memorial Hall, next at Q. M. C., next at Elliotts Beach, next Lattice Bridge and last but one was Kovelong before the members reached the Tiger Caves well within 12 noon. Ample opportunities were provided for all the members by way of very easy clues. All in all, each and every

one enjoyed himself thoroughly in this one.

The picnic spot as such is on the road between Kovelong Mahabalipuram and about 200 Yards off shore. It is exactly 28 miles from Madras. Since most of the rocks have been covered with Tiger faces presumably pertaining to the very old days this place has derived its name 'Tiger Caves'. There is no doubt that this is a very cool spot. The complete area is studded with casurina trees, which adds to the restful nature of the locale.

Wonderful picnic

After the interesting run and a bit sight seeing, there was no doubt that the members were looking forward to a lunch. Lunch as usual was served in the elaborate Enfield Club manner. It was indeed sumptuous. Naturally, after this the members thought of finding a shady spot so as to take a quiet rest for an hour. However, it was time to start back and after a few group photos, the members made preparations to start on their return journey.

Visit to Mahabalipuram

In view of its proximity a visit to Mahabalipuram was indicated. After a quick circuit, the homeward journey was started to end the day and a wonderful picnic. Each and every member was of opinion that it was one of their most enjoyable picnics. And they look forward to more and more picnics of this kind.



March 1961



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POLICE NOTICES AND CHECKING OF CARRIERS

In a letter dated 15-3-61 to the Inspector General of Police, Madras, the Secretary of the Madras State Lorry Owners' Association Mr. A. G. Gopala-krishnan submits, after citing a number of cases of alleged police harassment to drivers and operators, as follows:—

We submit that the issue of police notices should be to the extent of rectification. It should be legible & written clearly. The notices and harassment should not be a force in the adding up of the number of cases in detection.

We suggest that in the police notice the defects alone may be written in Tamil language separately and signature of the driver obtained. The drivers and some major operators are not well educated and so are unable to find the proper defect noted in English by the Checking Officials.

It is also reported that even when the tyres are in good condition the checking authority issues a police notice with the defect that "the tyre is worn, out" and directs to produce it before the S.I. of Police Pallavaram after rectification. When the driver produced the vehicle with the same tyre before the S. I. of Pallavaram the Checking Official on receipt of the police notice writes as "rectified" or "warned". In this connection we wish to point out that there would not be such bad tyres fitted to the vehicle even in spite of scarcity of tyres in the market.

We request you to issue necessary instructions as per G.O. 239 and as per Ref. 34611/Transport-II/60-4 dated 11-1-61 and as per your office letter No. F. O. C. 1333/Acts/1/60 dated 29-10-60, so as to avoid unnecessary harassment to drivers and owners.

Protection to Ball Bearing Industry

The Tariff Commission has recommended that protection to ball bearing industry should be continued for a further period of two years ending 31-12-1962 at the existing rates of duty, and parts of ball bearings and adapter ball bearings upto 2" bore diameter should also be liable to the same rate of protective duty.

Diesel Export

Diesel engines can be exported from India to Czechoslovakia under the usual prevailing Regulations.

Rubber tyres & tubes for cars, lorries & bicycles; Electric equipment (other than those import of which is allowed freely) & Electric Fans can be exported from India to Tunisia under the usual prevailing regulations.

March 1961

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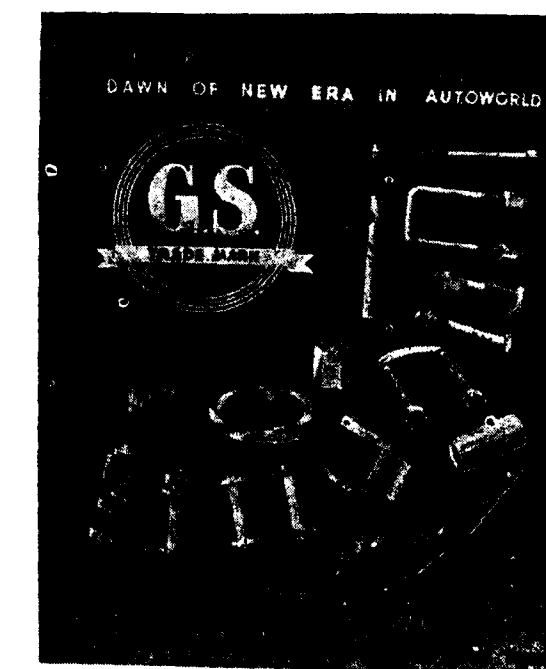
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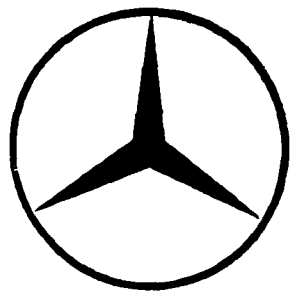


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Mr. S. Anantaramakrishnan Visits Peterborough

Mr. Anantaramakrishnan, chairman and managing director of Simpson and Co. Ltd., Madras, recently visited the headquarters of the Perkins Group of companies at Peterborough (England) for discussions with Mr. M. I. Prichard, managing director of the Group.

Mr. W. W. Ladden O. B. E. chairman and managing director of Wallace Cortwright and Co. Ltd., Simpson's London subsidiary, accompanied Mr. Anantharama Krishnan. They met Mr. T. H. R. Perkins, acting director of production, and other Perkins directors and senior officials, including Mr. J. Winstanley, general overseas manufacturing manager.

During their visit, Mr. Anantharamakrishnan and Mr. Ladden toured the group's main diesel engine plant and were shown the company's latest advances in production and design.

Simpsons have manufactured Perkins diesel engines in India for a number of years, with the approval of the Indian Government, under an agreement with the Peterborough company. The 120 year old Madras company now manufactures Perkins diesels at the rate of 12,000 a year in a modern 350,000 sq ft. factory and employs about 10,000 people, including 3,500 on Perkins production and service.

There are now more than 85,000 Perkins diesel engines operating in India, mostly in passenger transport and goods vehicles.



Photographed during a tour of F. Perkins Ltd.'s 723,000 sq. ft. diesel engine plant are (left to right), Mr. M. I. Prichard (managing director Perkins Group); Mr. B. F. Dyer (acting facilities manager, F. Perkins Ltd.); Mr. S. Anantharama Krishnan (chairman and managing director, Simpson and Co. Ltd., Madras); Mr. W. W. Ladden, O. B. E., (chairman and managing director, Wallace Cortwright and Co. Ltd., London); and Mr. T. H. R. Perkins (acting director of production, F. Perkins Ltd.)

New Chairman of Daimler-Benz-AG

In its session of Feb. 10th 61, the Supervisory Board of the Daimler-Benz AG has named Dipl.-Ing. Walter Hitzinger to be the new chairman of the Board of Executive Directors of their company. Till then Hitzinger was Chairman of the "Vereinigte Österreichische Eisen- und Stahlwerke" in Linz, Austria, the most modern steel plant on the continent.

The Austrian State Chancellery, under whose administration all state owned government enterprises in Austria are working, has given its consent that Hitzinger leaves his post as Chairman of Vereinigte Österreichische Eisen und Stahlwerke (VOEST) to take over Daimler-Benz's Chairmanship.

53 year old Hitzinger has been since the beginning of his career closely connected with the automobile industry. He has entertained friendly relations with the Daimler-Benz AG in all the activities of his enterprise in underdeveloped countries. He took up his new assignment at the beginning of March.

Mr. Hitzinger was born on April 8, 1908, in Linz, Danube (Austria)



Mr. Hitzinger

March 1961

and is the son of a worker's family. He pursued his technical studies in Linz and Vienna, obtaining the degree of a technical engineer (Dipl.-Ing.) He started his career as an employee of the Austrian automobile works STEYR-DAIMLER-PUCH AG in Steyr, where he stayed for seven years. During the last war he was named technical director general of the then largest aviation plant on the continent in Wiener Neustadt near Vienna, to become later chairman of the board of directors of the Austrian Saurer truck works.

After the war Mr. Hitzinger founded a private engine factory in Linz and was named chairman of the VOEST in Linz in 1952, which under his directorship increased steel production from 200,000 tons to 1,800,000 tons per year and has 24,000 workers and employees.

It is noteworthy under Hitzinger's chairmanship in the State managed enterprise — the new oxygen steel production system (LD system) — was developed at the VOEST, which has become known and accepted all over the world and for which licences have been sold to all steel producing nations.

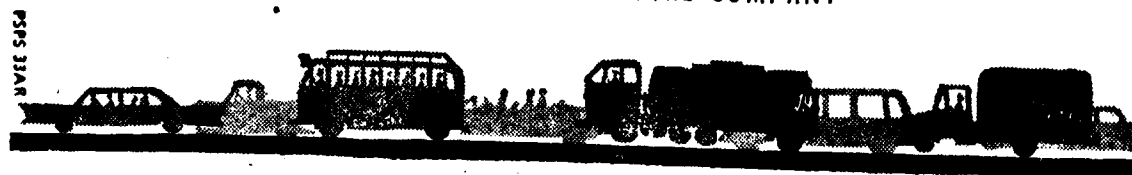
again in 1961

as in every single year
for 46 consecutive
years more people
ride, more load
is hauled on
Goodyear Tyres
than on
any other make



GOOD YEAR

THE WORLD'S LARGEST TYRE COMPANY



car race in progress at Sholavaram airstrip

10,000 ENTHUSIASTS WATCH SHOLAVARAM MOTOR SPORTS

Johnny Webb and Rajagopalan prove better than the rest

The fifth all-India motor sports meeting held under the auspices of the Madras Motor Sports Club at the Sholavaram Airstrip on Mar. 5 proved one better than previous race meetings in the country, and was in fact described by experts and motorists alike as a special show of driving skill and determination.

Motor Cycles as well as motor cars participated in a very large number of events to the certain entertainment of a crowd of nearly ten thousand spectators who spent nearly 8 hours in almost scorching sun, thus evincing keen and evergrowing interest in Moto-sport.

The arrangements at the Sholavaram Airstrip were done very nicely, particularly the seating accommodation, and the M. M. S. C. deserve congratulations and thanks. Among the various participants, special mention must be made about Bu-mah Shell, Firestone, Dunlop and Castrol who all took very keen interest in the events and displayed their banners and their products.

trophies and their winners

Event No. 1

A. P. I. Trophy for stock Scooters upto 150 cc-2 laps

Winner-Mr. K. R. K. Hebber (MMSC) Lambretta LI 150 cc
Time 5 Min. 31 Seconds.

Second-5.4 c. Mr. A. R. Currimbhoy (Lambretta Club) Lambretta LI
Time-6 Min. 12 Seconds.

Event No. 2

Esfield Trophy For Motor Cycles Unlimited :-10 Laps

Winner- Mr. V. K. GUPTA (BMSC)-Matchless G 45
Time 18 Min. 50 Seconds.

Second- Mr. ASHOK SHAH (Bombay)
Time 18 Min. 58 Seconds

Event No. 3

(a) The Burmah Shell Trophy for Cars upto 1500 cc-10 Laps

Winner - Mr. K. Rajagopalan (CASC) Taifar Special.

Second-Mr. M. G. Radhakrishnan (B. M. S. C.) Ambassador.

(b) General Automobiles Trophy

March 1961

39



The start of car race at Sholavaram on Mar. 5

for Cars from 1501 cc to unlimited-10 Laps

Winner- Mr. J. W. WEBB- (MMS)-Chevrolet
Time-21 Min. 51 Seconds.
Second- Mr. S. Bavanarayan (MMS)-Standard Vanguard
Time 22 Min. 47 Seconds.

Event No. 4

(a) Gurudass Trophy For Motor Cycles upto 350 cc-3 Laps

Winner-Mr. R. Daruvalla (Bombay) Jawa.
Time-7 Min. 16 Seconds.
Second-Mr. Abboo Kha ler (Bombay)

Time-7 Min. 36 Seconds

(b) Trans Auto Traders Trophy For Scooters Unlimited-3 Laps

Winner- Mr. A. R. Currimbhoi (Lambretta Club)-Lambretta 11
Time-7 Min. 59 Seconds.
Second- Mr. C.P. Kumar.

Event No. 5

Vummiidi Bangaru Chetty Trophy For Stock Cars upto 1500 CC-6 Laps

Winner- Mr. M. G. RADHA-KRISHNAN (BMS)-Ambassador
Time-15 Min. 8 Seconds.

Second- Mr. Balaram Asrani (MMS)-Fiat
Time-15 Min. 28 Seconds.

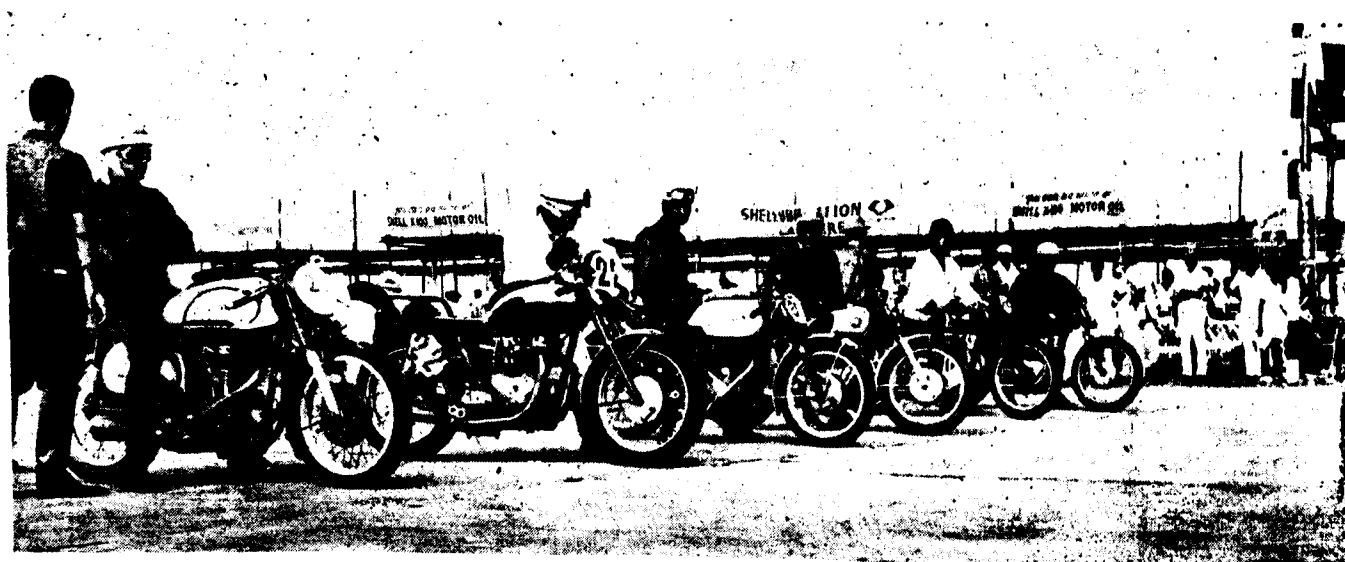
Event No. 6

Mehendru Trophy Open Race for Motor Cycles upto 350 CC-5 Laps

Winner-Mr. RAMESH KUMAR (Bombay)-BSA GOLD Star.
Time 9 Min. 57 Seconds.
Second-Mr. R. DARUVALLA (Bombay)-Jawa Time-10 Min. 27 Seconds.

Event No. 7

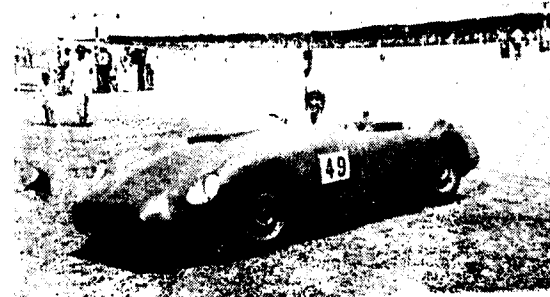
Smp Trophy-Clubmens Handicap Race For Cars Unlimited 4 Laps.



The start of motor cycle event



A. R. Currimbhoi of the Lambretta Club being congratulated on his success by Onkar Singh of Firestone Tyre & Rubber Co.



K. Rajagopalan of the Coimbatore Auto Sports Club winner of the Castrol Trophy in his Taifar Special.

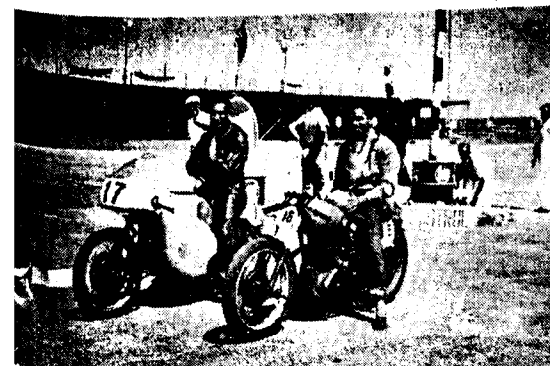


Photo shows left to right R. Daruvalla (Jawa) of the Bombay Club and Ramesh Kumar (B.S.A. Gold Star) also of the Bombay Motor Sports Club, two of the prize-winning entrants.



Motorindia's General Manager K. Venkataraman is seen congratulating Mr. V. K. Gupta on his success March 1961

Winner-Mr. M. C. Krishnamoorthi (MMS) Fiat 1100

Time 9 Min. 20 Seconds.

Second- Mr. Balaram Asrani (MMS) Fiat.

Time 9 Min. 34 Seconds.

Event No. 8

Castrol Trophy Handicap Race For Sports Cars Specials 7 Laps.

Winner-Mr. K. RAJAGOPALAN- (CASC)-Taifar Special,

Time 14 Min. 54 Seconds.

Second-Mr. L. A. Collier-(BMS) Ambassador Special.

Time 16 Min. 33 Seconds.

Event No. 9

MMS Trophy-Clubmens Handicap Race For Motor Cycles Unlimited-4 Laps

Winner-Mr. H. KRISHNAN (MMS) Royal Enfield 350 CC

Time 8 Min. 41 Seconds.

Second-Mr. V. B. Jagidar (BMS) Norton

Time 9 Min. 42 Seconds.

Event No. 10

Uberoi Trophy Handicap Race For All Cars upto 1500 CC-6 Laps.

Winner-Mr. L. A. Collier (BMS) Ambassador

Time 14 Min. 3 Seconds.

Second - Mr. K. Rajagopalan (CASC)

Taifar Special

Time 12 Min. 33 Seconds.

Event No. 11

Castrol Trophy Open Race For Motor Cycles upto 500 cc-10 Laps

Winner-Mr. R. DARUVALLA (Bombay) Norton Manx

Time 15 Min. 6 Seconds.

Second-Mr. RAMESH KUMAR (Bombay) BSA GOLD STAR

Time 19 Min. 16 Seconds.

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President Begamwala of the Madras Motor Sports Club seen speaking at the prize distribution function at Hotel oceanic.

MOTOR SPORTS



Receiving the trophy on behalf of the Coimbatore Auto Sports Club is L. G. Balakrishnan vice President of the C. A. S. C.



Z. R. Irani, chairman of Spencer seen congratulating the winners after distributing the trophies



The General Automobiles trophy for the runner-up being received by S. Bhavarayan.

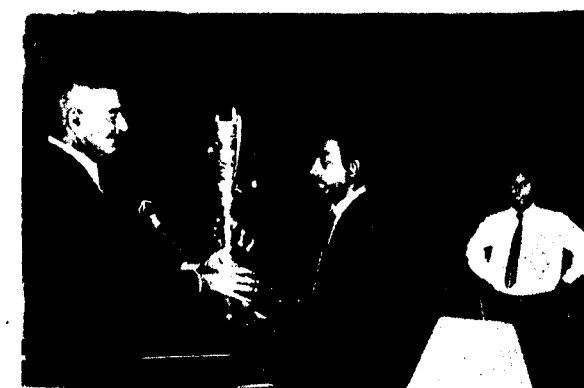


K. R. K. Hebbar of the Madras Motor Sports Club receiving the Automobile Products of India trophy for stock scooters.

WINNERS



M. G. Radhakrishnan (Ambassador) of the Bangalore Motor Sports Club receiving the Burnah Shell Trophy from Z. R. Irani.



C. Krishnamurthi (Fiat) of the Madras Motor Sports Club receiving the Standard Motor Products of India trophy (handicap for clubman) from Z. R. Irani

Mr. K. V. P. Rao of Firestone elected Chairman for 1961

The 34th Annual General Meeting was held on Tuesday 21st March at the registered office of the Association, when the Chairman, Sri T. S. Santhanam, presided. A large gathering of members was present.

After tea the Chairman spoke as follows :

"Before we proceed with the business of the meeting, may I request you to stand in silence for a minute in memory of Sri K. Jambulinga Mudaliar of Associated Transport, Madras Private Limited, Madras and Sri S. Kumaraswamy Pillai, Founder, Pioneer Works Private Limited, Nagercoil. Our Secretary will convey our condolences to the bereaved family."

THE AUTOMOBILE INDUSTRY HAS MADE CREDITABLE PROGRESS DURING 1960. WE WILL REACH THE TARGET FIGURES OF THE SECOND PLAN BY MARCH 1961. The Planning Commission in the Third Plan estimates have projected the production figures of automobiles for the Third Plan period at TWICE THAT OF THE SECOND PLAN period. The ancillary industry has made very rapid strides and the production rate at the end of the Second Plan is estimated at several times the figures at the end of the First Plan period. All this has been done within the limited foreign exchange made available under the Second Plan. The Third Plan targets are reasonable and the industry expects to reach the targets. With the rapid increase in the production of motor vehicles and the vehicle



Mr. K. V. P. Rao, Manager Southern Division, Messrs Firestone Tyre & Rubber Co. of India Private Limited, who was elected unanimously as chairman of the Motor Vehicles and Allied Industries Association at its general body meeting held on March 21.

population, there will be greater need for better and more roads. It is already noticeable that the roads in the major cities are deteriorating and they are unable to cope up with the traffic. Congestion and bottlenecks exist particularly in the arteries leading to the big cities. The development of roads in the suburban areas of the big cities where industries are springing up, is not given sufficient thought in the forward planning, with the result that there is acute congestion and loss of time. If things are allowed to continue as they are, there will be considerable slowing down of traffic

both within and the outskirts of a city and thus slow down the tempo of industrial output.

Road Needs Stressed

The Chief Engineers in Conference have recommended that under the Third Plan, Rs. 590 crores may be allotted for roads. In their opinion, this is the minimum. Roads and Road Transport have been given low priority in the Third Plan; as against Rs. 1,220 crores for the Railways, the allotment for roads is merely Rs. 250 crores. This is grossly inadequate. RAILWAYS HAVE NOT BEEN ABLE TO CARRY ALL THE TRAFFIC THAT HAS BEEN GENERATED UNDER THE SECOND PLAN AND THERE ARE SERIOUS BOTTLENECKS IN VARIOUS SECTORS. At the end of the Third Plan, it is estimated that the railways' share of the long distance haulage, excluding feeder traffic, is 235 million tons as against the total estimated needs of the country of 300 million tons for all modes of transport. It is doubtful whether railways can reach the target figure. The gap between the total needs and the allocation for railways has to be made up mainly by road transport. It is here that Road Transport can play a useful part if allowed to expand without restrictions or regulatory measures which in the past have been stifling it.

Greater Recognition Needed

The Masani committee has recommended that Road Transport should

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TRUCKS & TRACTORS

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

PHONE :
85789

Mr. Santhanam Urges Greater Recognition for Road Transport

be allowed to grow and expand as it provides greater flexibility, saving in packing and speedy transport. More and more people of our country take to Road Transport because of these advantages and also the saving in packing charges, less pilferage and other tangible and intangible benefits. Above all, Road Transport is at least four times speedier than the Railway. It should however, be admitted that Road Transport is disorganised and the 225,000 trucks and buses are owned by several thousands of people. The average yearly mileage done by a commercial vehicle has gone up by the end of the Second Plan to 30,000 miles bringing in a gross return of nearly Rs. 140 crores to the Central and State Governments by way of taxation in all forms. I, THEREFORE, PLEAD WITH THE CENTRAL AND THE STATE GOVERNMENTS TO GIVE GREATER RECOGNITION TO THE ROAD TRANSPORT INDUSTRY AND RAISE THE STATUS OF THOSE WHO ARE ENGAGED IN THIS VITAL INDUSTRY TO THE LEVEL OF OTHER INDUSTRIAL ENTREPRENEURS.

Above all, the public preference with regard to the mode of transport should be given its proper place in the planning of various forms of transport and the bias in favour of the Railways should be given up.

Neogy Committee Report

I would like to invite the attention of our members to the Neogy Committee which was appointed soon after submission of the report by the Masani Committee. The Masani Committee has made recommendations for the expansion of Road Transport and has suggested the scope and manner of such expansion. Though the Government of India have accepted the recommendations of the Masani Committee in general terms, they have been slow in implementing the Report. The Neogy Committee in their interim report have stated that "one of the first tasks to which the Committee had to address itself was to determine the extent and the



Photo taken on the occasion of the general body meeting shows the retiring chairman T. S. Santhanam and the new chairman Mr. K. V. P. Rao, second & third respectively from right

nature of competition offered by mechanised road transport to the railways in various regions of the country; and the recent changes in the pattern of traffic on the railways and the extent of diversion of traffic, if any, from the railways to road transport on important routes."

Prejudging of issue not Correct

This sentence reveals the working of the mind of the Committee in that it expounds as axiom that there is competition by mechanised road transport. This prejudging of the issue is not correct, as the report itself says, later on that the haulage of goods costs in broad and metre gauges 5-28 and 9-18 nP. per ton-mile and by road it costs anywhere from 12 to 47 nP. It has already been proved that the tax on ton mile by road is greater than the freight per ton mile by railway.

In that report, further on, it is said: "The earning of a profit is not and has never been the be-all and end-all of the railways". What does this mean? The capital at charge of the railways from 1960-61 to 1965-66 is budgeted to increase from Rs. 1,563 crores to Rs. 2,313 crores. The financial implications of this capital investment is analysed

sed by the 'Eastern Economist' (in its Annual Number 1961) which says, "most conspicuous fact which emerges is that the rate of return on capital of the Indian Railways declined from roughly 2.02 per cent in 1955-56 to 1.67 per cent in 1960-61. According to the Railway Board's forecast for the Third Plan, the rate of return will decrease to 0.56 per cent in 1961-62 and 1965-66, with still lower rate of return in between". It is high time that public at large and the policy makers determine whether the railway investment is a commercial enterprise or a service institution by the latter meaning that the price should be less than the cost of service. In the same report the Neogy Committee says: "It seems to our Committee that the best initial test of the public need is given by what they will pay for". It would have been better if the Committee had investigated the reasons for the public need and acceptance. But at the same time they observe "the increase in the earnings of the railways in the first two Plan periods has not been commensurate with the increase in their Capital at large".

Antiquated Suggestions

May I submit that the above few quotations are worthy of the 1930s?

"Greater justification for Road Transport Industry in India to expand"

It is up to the public to determine the role of railways in the national economy of our country. Is it going to be a commercial proposition or not? It is because of the absence of a clear answer to this question, the committee on transport policy and co-ordination is compelled to issue another questionnaire of 18 items covering the subject of "free competition", "regulation" and "future policy". Whatever be the results of this Committee, it should be admitted that the transport needs of our country will far exceed the transport capacity of the railway in the Third Plan. The only alternative mode of transport which can fill in the gap is road transport. Road Transport can fulfil its destiny in the planned economy only if sufficient number of vehicles is available and road mileage is increased and existing roads are bettered.

I feel there is need for re-thinking on the various means of transport in our country, as otherwise there will be breakdown of transport in the third Plan. The advancement of science and technology and the prohibitive cost of expansion of railways have brought about a change in the conditions and it is more and more realised, that road transport has an important part to play. This is true in all the countries of the world.

IN OUR COUNTRY WHERE THERE IS CRYING NEED FOR MORE EMPLOYMENT AND EMPLOYMENT IN TOWNS AND VILLAGES, THERE IS GREATER JUSTIFICATION AND FORCE FOR PERMITTING THE ROAD TRANSPORT INDUSTRY TO EXPAND TO MEET THE INCREASED NEEDS OF THE NATION UNDER THE THIRD PLAN.

We must be thankful to the Central and the State Governments of Madras, Andhra and Kerala for sparing road transport from further levies of taxation in their current budgets. Perhaps they realise that the saturation point in taxation



Mr. T. S. Santhanam, retiring chairman of the M.V. & A.I.A. who has since been elected vice-chairman for 1961

on road transport has been reached.

Report adopted

The Managing Committee's Report and Audited Accounts etc., for the accounting year ended 31-3-1960 were unanimously adopted, proposed by Sri P. Chandriah, and seconded by Sri M. Rajagopalan.

The chairman, Sri T. S. Santhanam, explained to the general body how the new mandatory provision contained in Sec. 257 (1A) (vide Sec. 263A) of the Companies Act could not be strictly adhered to for want of time, and proposed that the following present Committee Members be re-elected, with Sri K. V. P. Rao Manager, Southern Division of Messrs Firestone Tyre & Rubber Co. (India) Pr. Ltd., as the Chairman; Messrs: K. V. P. Rao, T. S. Santhanam, L. L. Narayan, P. S. Narayana Iyer, V. Srinivasan, K. A. Abraham, K. V. Srinivasan and M. V. Venkatraman.

Seconded by Sri K. Hariharan, the resolution was carried unanimously. The new chairman, Sri K.V.P. Rao took the Chair amidst cheers.

The following resolution, as

notified in the notice of meeting was read by the secretary:—

"RESOLVED that the number of members in the managing committee, inclusive of the chairman, be increased from 9 to 11".

Sri K. V. Srinivasan sought the permission of the chair to move the resolution substituting "13" for "11", for further regional representation and infusion of young blood.

Sri M. Rajagopalan suggested that for that purpose, and in view of the present increased number of members on the rolls, the strength of the committee may be increased to 15. Sri K. V. Srinivasan accepted this amendment and moved the resolution which was carried unanimously.

Auditors

Proposed by Sri U. R. Rao and seconded by Sri M. Rajagopalan, Messrs Fraser & Ross were re-appointed unanimously as Auditors for the next accounting year, on the current terms and remuneration.

Sri U. R. Rao suggested that, to ensure continuity in policy and working, retirement by rotation of one-third of the Committee Members every year, may be introduced, as in commercial organisations.

Sri M. Rajagopalan pointed out that would be clipping the rights of the General Body of this non profit making association which now has the right to elect the entire committee every year.

After discussion, it was decided to consider the matter in due course.

Sri T. S. Santhanam appealed to the members to enlist more members and to help and co-operate in the acquisition of a suitable building for the Association, especially in the face of the need that has now arisen to vacate the present place.

Mr. K. V. Srinivasan proposing a vote of thanks made special mention of the very keen interest taken by the retiring chairman Mr. Santhanam in the affairs of the association. He also wished a very successful year of office to the new chairman, Mr. Rao.

New Showroom & Workshop of AR. A. S. & P. V. P. V.

The "Shenbagam Building" of M/s. Ar. A. Shenbaga Nadar & P. V. P. Valasubramanian Nadar (Automobile Dealers & Engineers, Madurai) containing a new showroom and workshop was opened amidst scenes of great rejoicings. About the rapid growth and splendid achievements of this automobile company, the management says:—

"It was not just a miracle to switch over from Timber Business to Automobile Trade. It was by dint of hard work, foresight and perseverance of our founders, that our business has been built on a strong foundation.

In 1930 Sri AR. A. Shenbaga Nadar who was actively engaged in timber trade in Madurai, Tirunelveli, Tuticorin, and his Son-in-law Sri P. V. P. Valasubramanian Nadar who was an ardent agriculturist and from a family of businessmen joined hands, and took up dealership for Ford Cars and Trucks under the then Ford Motor Co., of India Ltd. The T. Model Ford had just then been replaced by later models. The firm was most fortunate in having been initiated into the automobile trade by no less a person than Mr. E. O. Austin, who was then the Manager of the Ford Motors, Madras. The basic principle of service-after-sales stressed by Ford Motors, has been the foundation of whatever success we have achieved in automobile trade during the last 30 years.

In our new building, we have done our best to cater to the necessities of automobile public most efficiently and it is our sincere desire and hope that with better facilities now at our disposal, with the co-operation and enthusiasm of employees and with the blessing and continued patronage of our friends and motoring public we will be able to contribute our best to the automobile industry which plays a vital part in the progress of the nation."

New Diesel Pump Repair Centre in Madras

Messrs Premier Auto Electric Private Ltd., (PAE), 4 Patullo Road, Madras-2, the well-known specialists in the electrical line have recently set up a department for

NEWS

servicing and repairing Diesel Fuel Injection Pumps and Nozzles. With the progressive trend towards dieselisation of trucks the need was increasingly felt for more service stations of this nature, and this additional centre in Madras would be welcomed by all truck owners and fleet operators.

Their mechanics have been specially and carefully trained to do this precision job. PAE specialises in giving very quick and prompt service—the service parts needed for repairs are available from their ready stocks and hence each job is done without any delay. All truck operators require prompt service because "time is money" and every hour the truck is off the road means financial loss.

As usual all jobs done at PAE are guaranteed.

M. A. P. A. M. A.

At the SIXTH ANNUAL GENERAL BODY MEETING, held at the premises of the Association on the 7th January 1961, after adopting the annual report, the following office bearers were unanimously elected for the New Year. President: Shri A. G. Ram, Vice President: Shri V. R. V. Raghavan, Hon. Secretary Shri Abnashi Singh and Hon. Treasurer Shri K.S. Chakrapani.

The outgoing President Shri K.M. Nanjappa in the course of his speech said:—

"It is customary that I should speak a few words as the president of the association, having held this office for one year after taking charge from Mr. Ujagar Singh.

While you are all aware of the activities of the association which have been circulated to you from time to time, I must acknowledge that I had the unstinted co-operation of all the members during my tenure of office.

We were able to carry out the policies laid down by the association, but we still have a great deal to achieve and therefore the co-operation of the members is very essential in making the task of the new Managing Committee easier.

I am sure that with the able guidance of my successor in office, Sri A. G. Ram, who needs no intro-

duction from me, the status of the association will be enhanced. I appeal to all the members to give their utmost co-operation to him to achieve better results. For my part, I assure him of my fullest co-operation.

Sri A. G. Ram, President for 1961, thanked the members for electing him president for 1961 and while appealing for the co-operation of the members during the ensuing year, assured them that he would strive his utmost in furthering the objects of the association.

He expressed the hope that efforts will be made by all members to bring all the Motor Parts Dealers spread throughout the new State of Mysore into the fold of the association to make it a strong and truly representative body.

H. S. M. M. A

Late Mr. Jeevanlal H. Parikh

The following resolution was passed at an extra-ordinary general body Meeting of the Hyderabad State Motor Merchants Association held on 27th February under the chairmanship of Shri S. B. Kotak.

"With deep regret the chairman announced the sudden demise of late Shri Jeevanlal H. Parikh, proprietor of Prabhat Automobiles, Hyderabad & Secunderabad, on 18-2-61."

He briefly narrated the career of the late Shri Jeevanlal: Born in 1905 at Bulol, Gujarat, he came to Secunderabad in 1933 as an Assistant in the Defiance Automobiles. After having spent his useful service in the said concern till 1940, he opened the 'Prabhat Automobiles' in partnership with Shri Pai. It was in 1958 he re-established the same shop under his sole proprietorship.

The late Shri Jeevanlal was one of the founders of Hyderabad State Motor Merchants Association and had served the association in varied capacities till 1959. He was a source of great strength to the association and his loss is keenly felt by all the motor dealers in general.

All the members associated themselves with the above remarks and expressed their heartfelt sympathy by observing two minutes silence in reverence to the departed soul.

The hony. secretary was requested to communicate the above message to the family of the late J. H. Parikh.

The Madura-Ramnad Tyre Syndicate Inaugurated



Mr. N. Kannayiram, the President, delivering his presidential and welcome address.

The Madura-Ramnad Tyre Syndicate was inaugurated on 17-12-60 by Sri S. Viswanathan, I. A. S., Collector of Madurai and Sri E. C. Prabhakar, I. A. S., Collector of Ramnad. On the successful termina-



Mr. S. Viswanathan, I. A. S. Collector of Madurai delivering the first coupon to Mr. Santhana Thevar of Madurai a single lorry owner.

tion of the function Sri Rm. A. Rm. Ramanathan Chettiar said:—

"In Andhra we have Hyderabad and Secundrabad called as the Twin Cities. Likewise we have in Tamilnad, the Madura and Ramnad Districts as the Twin Districts having their headquarters at Madurai. So our Syndicate was also named as Madura Ramnad Tyre Syndicate and hence we requested the Collectors of Madura and Ramnad to kindly inaugurate the Tyre Syndicate, which they gladly accepted and have issued the first coupon to the lorryowner of Madurai and Ramnad respectively. I take this opportunity to thank Mr. Viswanathan Collector of Madura, and Mr. Prabhakar Collector of Ramnad for inaugurating this Syndicate.

Vehicle owners assured of proper distribution

It is also my duty to thank our president Mr. N. Kannayiram for kindly presiding over this function. I wish to thank also the M. D. C. C. Bank authorities for having been good enough to allow us the use of this beautiful hall for this function. I wish to thank also in particular all the special invitites who have come here in response to

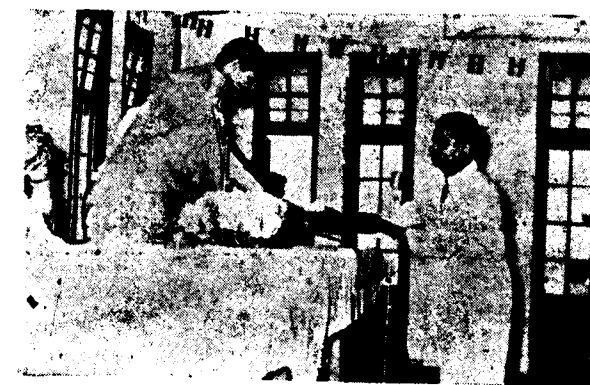


Mr. RM. Ramanathan Chettiar, Secretary, proposing the vote of thanks.

our invitation and honouring us. The Press in particular has been very co-operative with us.

I wish also to confirm on behalf of all the members of the Madura Ramnad Tyre Syndicate that all of us will strictly abide by the rules and regulations of the Syndicate and see that the vehicle owners are given proper distribution to the maximum possible and I also expect the same co-operation from the vehicle owners, who should also see that they do not misuse the purpose of our distribution.

Mr. E. C. Prabhakar, I. A. S. Collector of Ramnad delivering the first coupon to a single lorry owner of Ramnad District.



MODELS AND THEIR Prices

CARS

Hindustan Ambassador 1957 (South India Automotive Corporation Private Ltd. Madras, Reliance Motor Co. Private Ltd. Madras) and Associated Accessories Private Ltd. Kurnool ex-plant Uttarpara ...	Rs. nP.	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. 3B Universal Jeep ex-plant Bombay ...	12,621 00	
Willys Model Station Wagon ex-plant Bombay ...	18,628 00	
Willys 4-75 4 W.D. 118" Truck Chassis ...	13,108 00	

MOTOR CYCLES

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

SCOOTERS

Lambretta, manufactured by Automobile Products of India Ltd. Distributors, South India Automotive Corporation Private Ltd., Madras. Prices are ex-Factory, Bhandup, Bombay.		
48 c.c. Scooterette ...	827 00	
150 c.c. "L.D." Model Deluxe Scooter ...	1,800 00	

VANS

TEMPO Three wheeler Vans (Manufactured by Bachraj Trading Corporation Private Ltd. Bombay and sold by M/s T.V. Sundram Iyengar & Sons, Madras at Madras and Stanhuc Services at Bangalore). Prices are ex-plant Bombay. Hansent ...	6,129 00	
Delivery Van ...	8,118 00	
Prichet Van ...	7,776 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. ...	20,600 00	
174 1/2" W.B. ...	21,310 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" WB full forward control Passenger Chassis ...	35,690 00	
Leyland COMET ECOP 2/2R-176" WB Full Forward Passenger chassis ...	35,260 00	
Leyland Comet ECOS 2/2R 163" WB full forward goods chassis ...	34,400 00	
Leyland "Comet" ECOS 2/2R 118" WB full forward 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	
L.P. 312/42 165" W.B. Full Forward Control Truck Bus Chassis ex-Works, Jamshedpur ...	27,350 00	
L.P. 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 BSW ...	10,586 00	

DODGE FARGO PETROL TRUCK CHASSIS:

M series 1200 116" (4) 7.00x16 - 8 Ply ...	15,955 00	
do 126" (4) 7.50x16 - 8 Ply ...	16,194 00	
do 126" (4) 8.00x16 - 8 7 Ply ...	15,966 00	
do 126" (4) 7.50x16 - 8 Ply ...	16,205 00	
do 1300 - 126" Power Wagon chassis (4) 9.00x16 - 10 Ply ...	22,569 00	

KEW105 & 109PA6 - 165" w.b. load chassis (6) 8.25x20 - 12 Ply ...	22,003 00	
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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 Deutz 190" (6) 8.25x20 - 12 Ply ...	30,088 75	
87 & 89 M4 - 190" (6) 8.25x20 - 12 Ply ...	29,286 75	
89 P6 - 206" (6) 8.25x20 - 12 Ply ...	2,9525 75	
89 M4 - 206" (6) 8.25x20 - 12 Ply ...	2,95825 75	

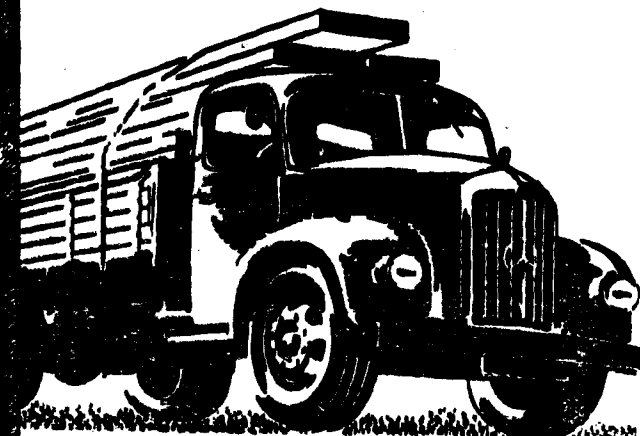
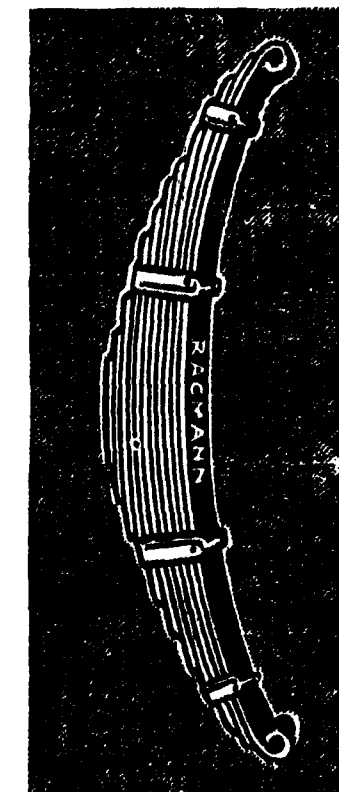
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