

121

Motor India

1961 - April

VOL - 5, NO - 9



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# MOTORINDIA

VOLUME 5

APRIL 1961

121

NUMBER 9

SPATE OF NEW CARS TO COME :

Experimental coupe by Fininfarina on  
shortened Chevrolet Corvair Chassis



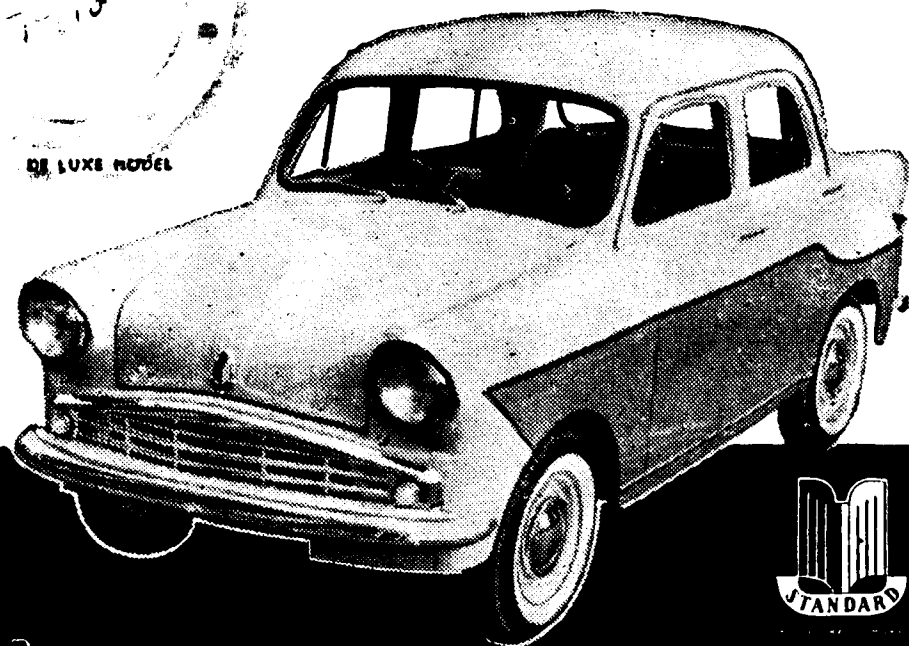


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- **ECONOMY** - It gives 35 miles per gallon on an average, or more, depending on driving conditions.
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- **COMFORT** - It seats four/five persons comfortably, with ample luggage space as well.



DE LUXE MODEL



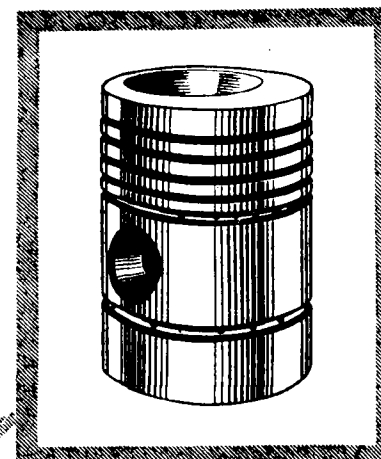
# STANDARD TEN

**STANDARD MOTOR PRODUCTS OF INDIA LTD., MADRAS**

### Distributors :

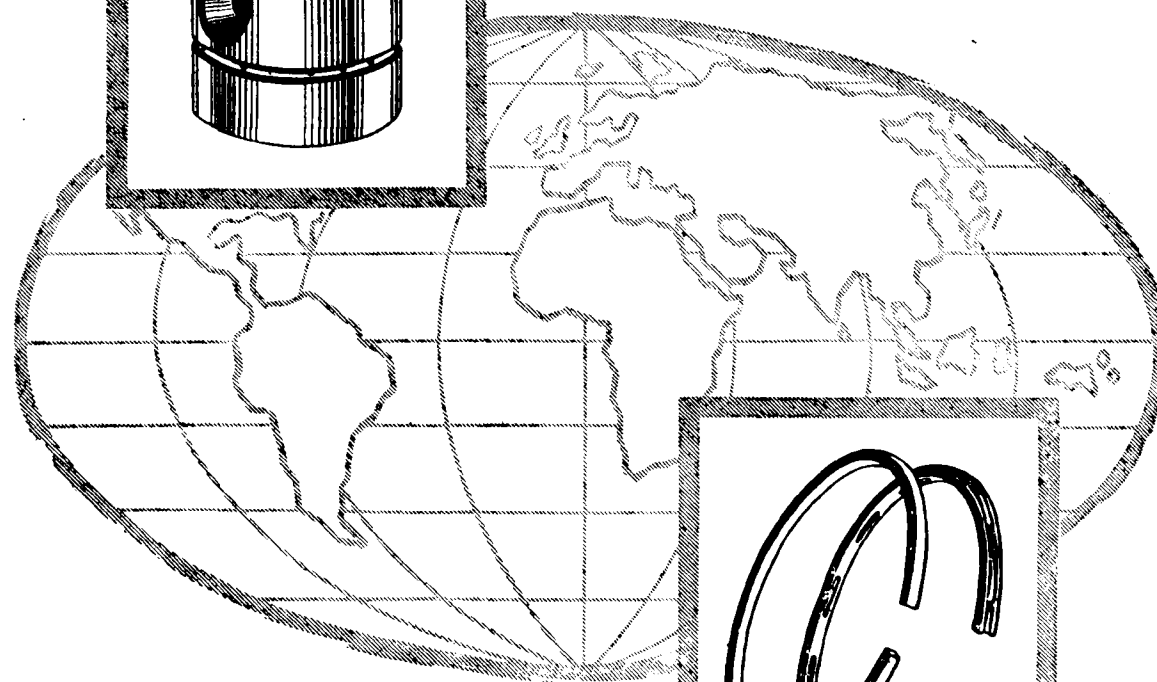
THE UNION CO. (MOTORS) PRIVATE LTD., 29, Mount Road, Madras-2. FRENCH MOTOR CAR COMPANY LTD., 234/3, Lower Circular Road, Calcutta-20. METRO MOTORS, Hughes Road, Bombay-7. SIKAND & COMPANY, 50, Janpath, New Delhi. SANGHI BROS. (INDORE) PRIVATE LTD., Post Box No. 1, Indore City. VIKRAM MOTORS, 198, Vikramajit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

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**Tractors & Industrial Engines :** Deallipkumar & Co., 32/33, Linghi Chetty Street, Madras (for Madras, Kerala) ; Diesel Corpn. (Sec'bad) Private Ltd., 148, Rashtrapati Road, Secunderabad (for Andhra, Mysore)

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CPI/GM/119

April 1961

# 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. 'LD' 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 Stanluc Services at Bangalore). Prices are ex-plant Bombay. Hanscat ... | 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. ...                                                                                                                                                                                                                                                   | 20,800 00 |  |
| 174 1/2" W.B. ...                                                                                                                                                                                                                                                   | 21,300 00 |  |
| 196 1/2" W.B. Diesel ...                                                                                                                                                                                                                                            | 27,300 00 |  |

### BEDFORD

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

### LEYLAND

|                                                                      |           |  |
|----------------------------------------------------------------------|-----------|--|
| The ex-plant prices are:                                             |           |  |
| Leyland ECPO 2/1R-203" 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 |  |
| L.K. 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 D200 - 116" (4) 7.00x16-8 Ply ...                | 15,955 00 |  |
| do do (4) 7.50x16-8 Ply ...                               | 16,194 00 |  |
| do D330 - 126" (4) 8.00x16-8 Ply ...                      | 15,966 00 |  |
| do do (4) 7.50x16-8 Ply ...                               | 16,205 00 |  |
| do W300 - 126" Power Wagon chassis (4) 9.00x16-10 Ply ... | 22,569 00 |  |

|                                                                 |           |  |
|-----------------------------------------------------------------|-----------|--|
| KEW105 & 109PA6 - 165" w.b. load chassis (6) 8.25x20-12 Ply ... | 22,003 00 |  |
|-----------------------------------------------------------------|-----------|--|

## DODGE/FARGO KEW DIESEL TRUCK CHASSIS:

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

## DODGE/FARGO KEW DIESEL BUS CHASSIS:

|                                           |            |  |
|-------------------------------------------|------------|--|
| 87 & 89 PG - 190" (6) 8.25x20-12 Ply ...  | 29,222 75  |  |
| 87 & 89 PG - 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 PG - 206" (6) 8.25x20-12 Ply ...       | 2,9525 75  |  |
| 89 M4 - 206" (6) 8.25x20-12 Ply ...       | 2,95825 75 |  |

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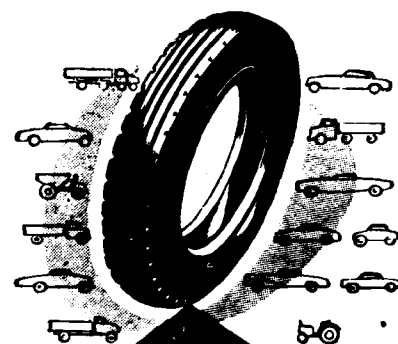
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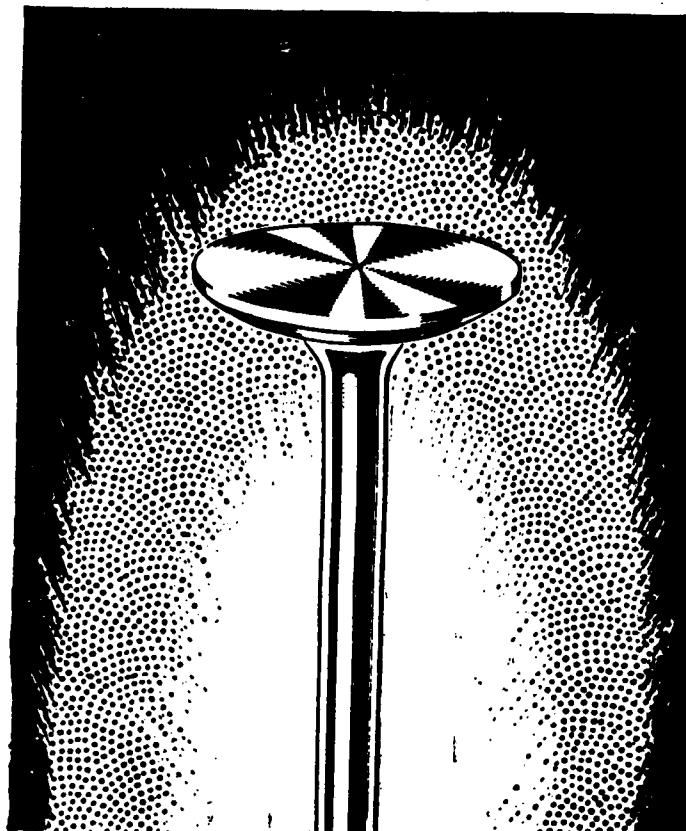
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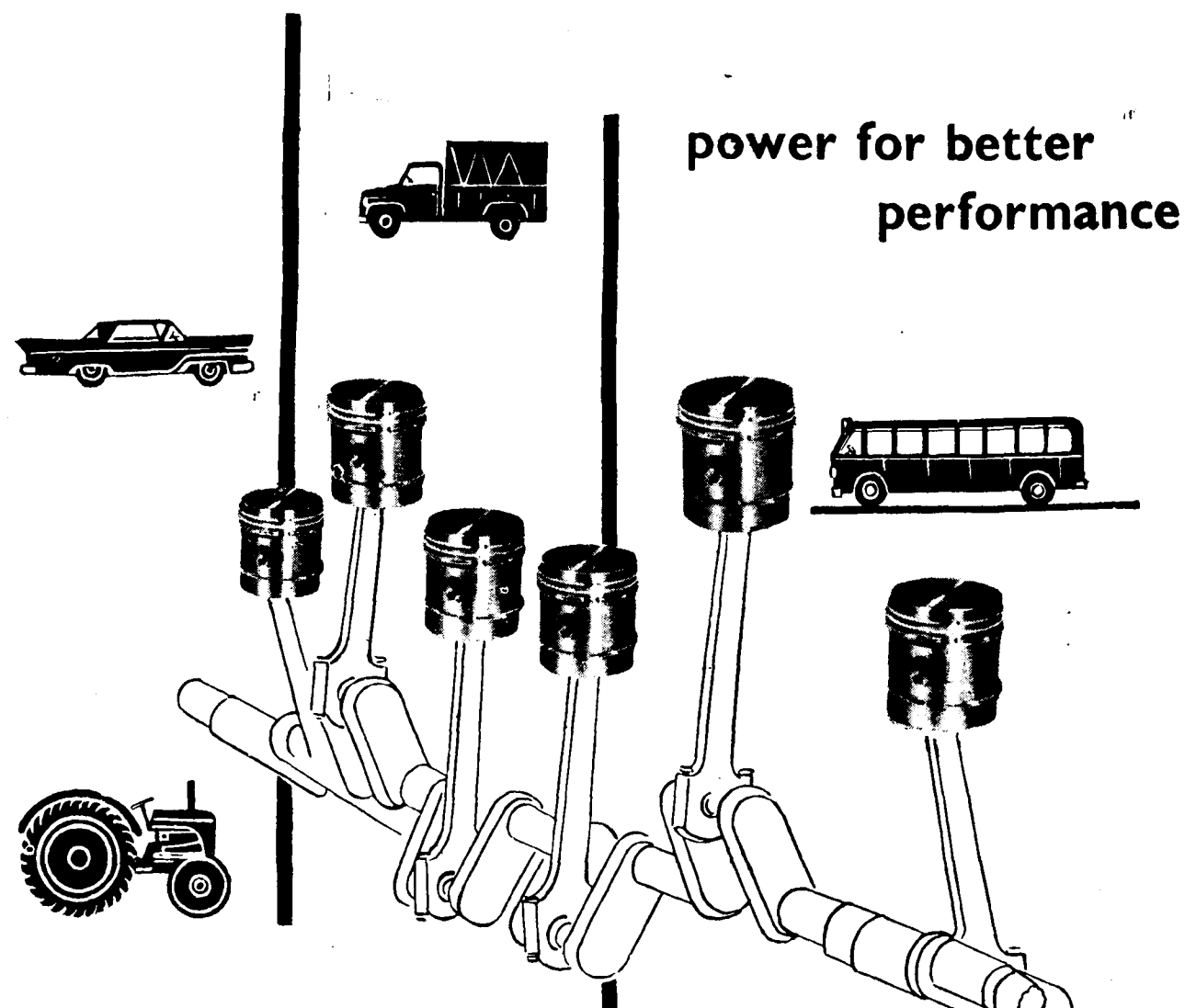
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**MOTORINDIA**

# editorial

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IP. 110

## FUTURE OF THE AUTOMOBILE INDUSTRY

"Until such time the public can get good quality vehicles of their choice and get the vehicle on the day one would need and at prices one would consider reasonable, and the consumer is not made to run from pillar to post for a deal under the table, there is very real hard work for the industry."

Every one of the points mentioned in the above sentence, taken from a recent speech of Sri Manubhai Shah at the first annual meeting of the Association of Automobile Manufacturers of India at the Hotel Ashoka, New Delhi, is full of meaning and warning to the automobile industry in India.

It is true that the industry has done remarkably well during the last seven or eight years especially as it developed from an almost haphazard manner and without proper planning for ancillary supplies which should generally precede the establishment of an industry so complicated and complex like the vehicle industry. The way the industry is shaping now is indeed a tribute to the determination with which the bosses of automobile production are tackling the unending problems that they face from day to day; it also reveals the extent to which an exchange-needy government has gone to help the industry grow. All the same there is bound to be even more grave problems to be faced by the industry and the Government alike. Already the amount of duplication, the degree of waste capacity in existing industries and the lack of planning in respect of the ancillary component needs of the industry are worrying all those who have the welfare of the industry and the interest of the consumer at heart. And if, as is being indicated—God forbid—the public sector miniature car production is also to spring up, the problems of industry will multiply several fold while the consumer interest has no further hope of getting the attention that it deserves.

As rightly pointed out by the president of the association, Sri Lalchand, present indications are that unless something is done in the meanwhile by Government, vehicle prices are likely to show an upward trend soon.

The situation calls for the greatest amount of heart-searching, planning ahead and sacrifice both on the part of the industry and the Government. For, the Indian car owner today is not able to get his vehicle when he wants, even though the prices have gone fourfold judging on pre-war level; the gravity of the situation may be understood if one takes note of the fact that automobile prices in other countries have only just nearly doubled during the same period.

It is our earnest hope that the automobile industrialists will be able to solve the problem to the best advantage and that they will thus establish the industry on a firmer footing than at present.

# FARGO

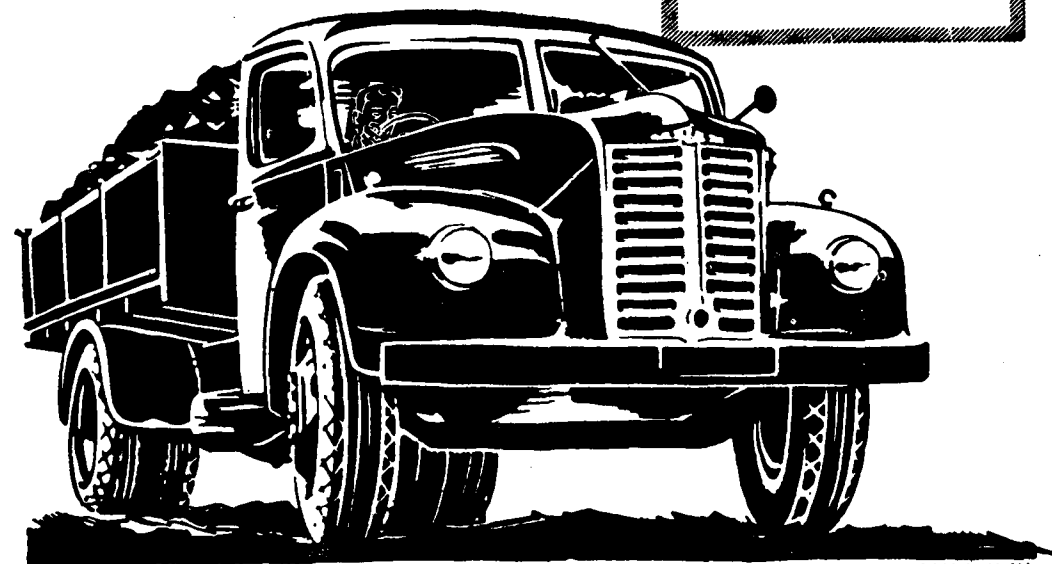
## DIESELS in national service

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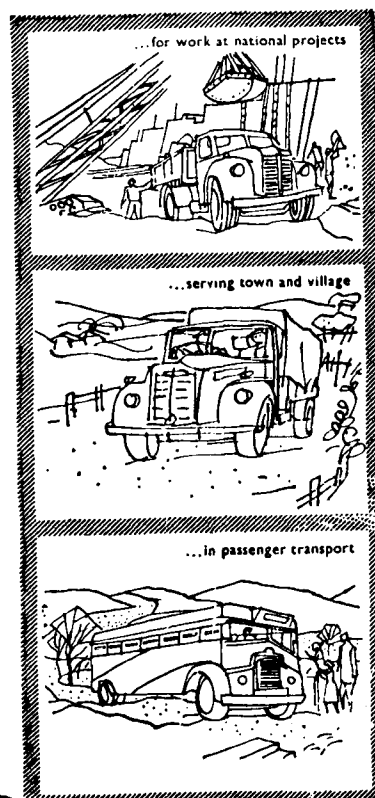
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Sri Lalchand Hirachand, first president of the Association of Automobile Manufacturers seen delivering his presidential address

## New Duties will increase Vehicle Prices

Shri Lalchand Hirachand's request for duty relief

The first annual report of the association gives a broad review of the formation of this body and its working for the period ended 31st December 1960.

*Public interest and constructive criticism have given a fillip to the manufacturers to do better and better. The combined efforts of the Government, the industry and the good-will and support of the automobile using public have been responsible for the rapid progress of the industry.*

### 7 Years of Progress

A review of the progress and

development of the Automobile Industry over a period of 7 years, i.e. since the establishment of the indigenous industry on a firm footing by the Government after the Tariff Commission's Report of 1953 will not be out of place at this stage. Some of the vital statistics pertaining to and arising out of the progress of the industry are displayed by graphs and charts around this hall. The production of vehicles has increased from about 14,000 in 1954 to 52,115 in 1960. The block investment in the industry has increased eight-fold over this period. The number of persons employed

by the main manufacturers has increased from about 5,000 to about 35,000. The salaries and wage bills of the manufacturers have gone up eight times and about Rs. 10 crores were paid out as wages/salaries in the year 1960. More than 1300 apprentices are undergoing training every year in the workshops of the manufacturers. The value of the components and parts purchased by the manufacturers stands now at over Rs. 15 crores per year. Whilst the industry's contribution to the Exchequers of the Central and State Governments was about Rs. 2 crores in 1954, the contribution in 1960 is

From AUGUST 1961

**MOTORINDIA**

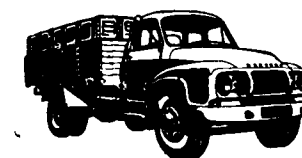
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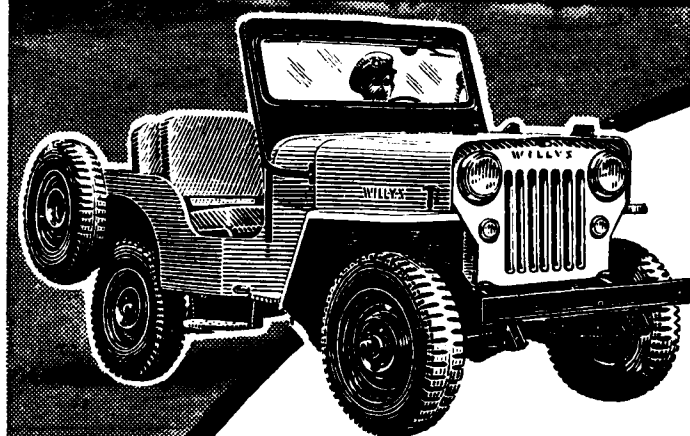


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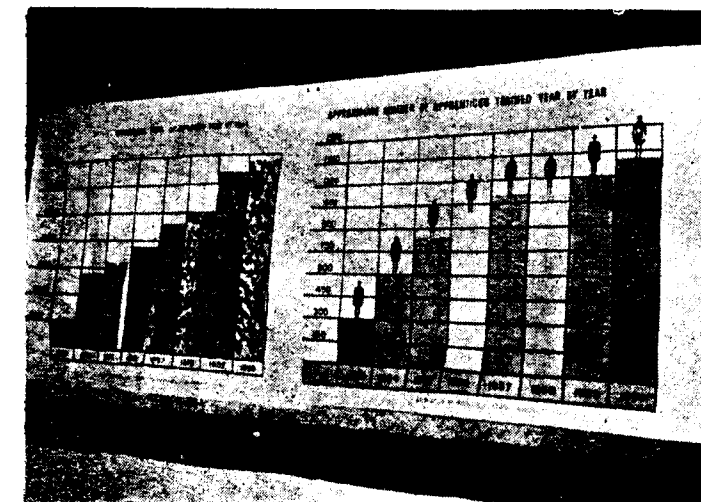


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reckoned at over Rs. 16 crores. Though the indigenous content of vehicles and engines varies from manufacturer to manufacturer, majority of these have an indigenous content of well over 70 percent

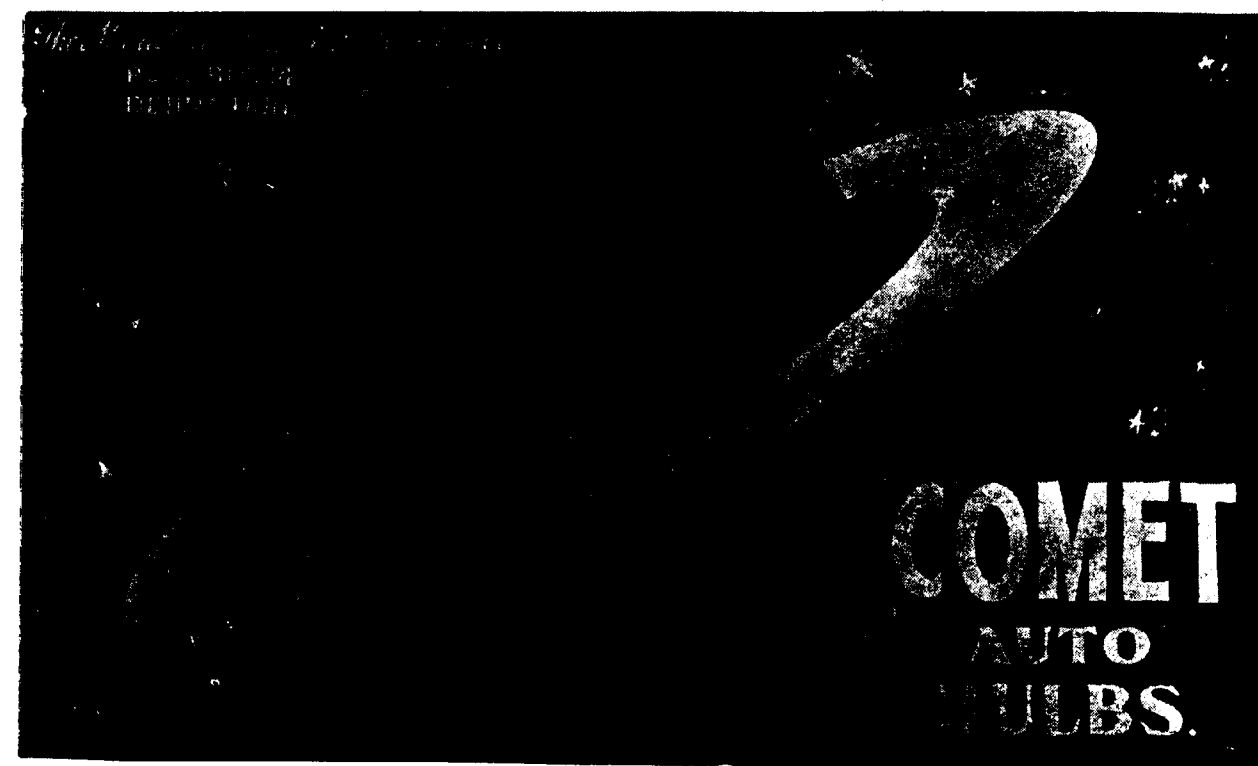
### Restricted volume & high Cost

Coming now to the cost of the Indian vehicle, it is admitted that the manufacturing cost as well as prices for the various makes and types are higher than those for similar vehicles produced in the more advanced countries. Expert committees have opined that it will be difficult to make an equitable comparison of Indian prices with overseas prices. Some of the distorted ideas on the subject of costs and prices of Indian vehicles have been disproved in the Report of the Ad Hoc Committee on Automobile Industry. The restricted volume of production is the primary reason for the high cost of production in India. The production of motor vehicles in the U.S.A. is over 150 times that of India. If we restrict the comparison to motor cars only,



Information charts showing the achievements of the automobile industry were displayed at the Ashoka Hotel in connection with the annual meeting of the Association of Automobile Manufacturers.

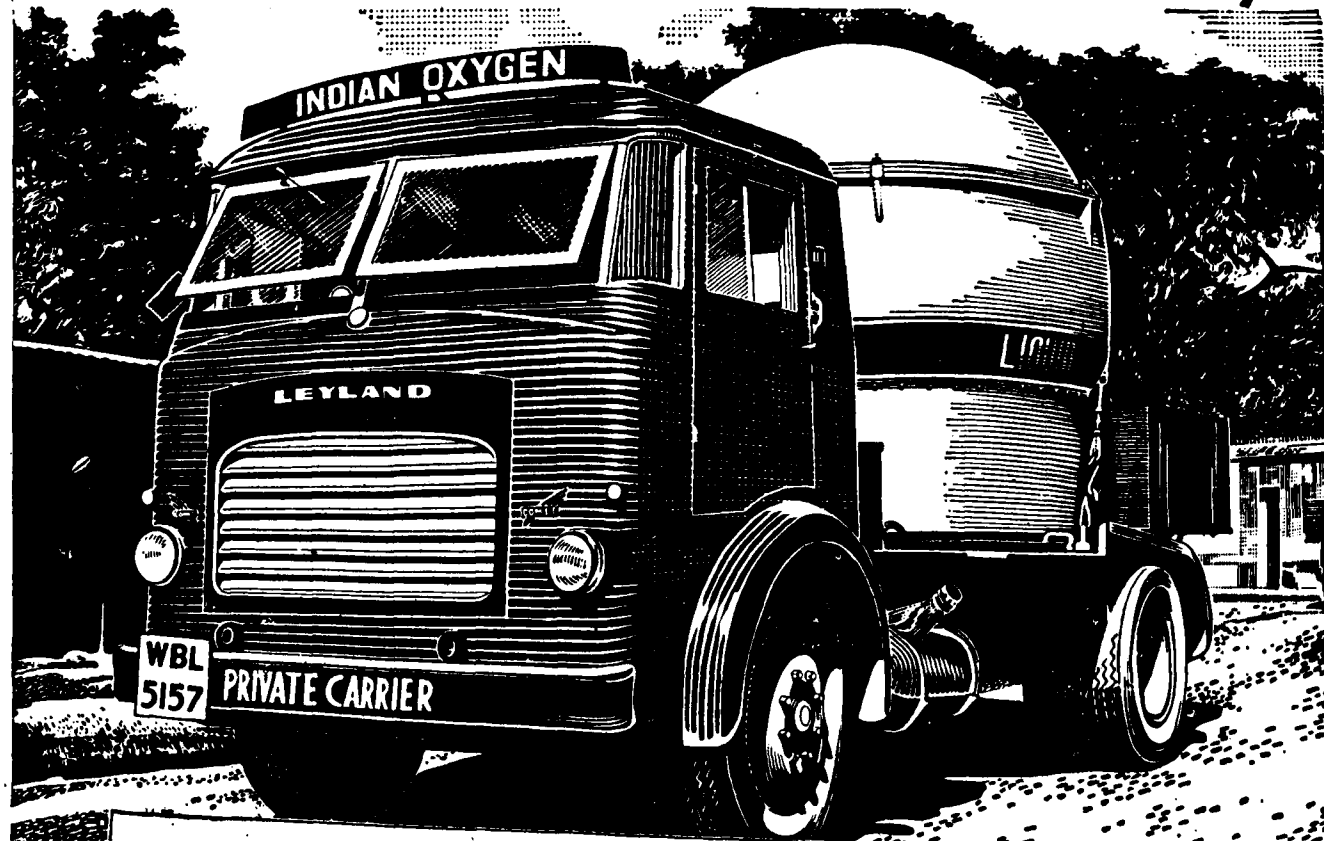
the disparity assumes mountainous proportions. In the year 1960, U.S.A. produced 335 times the number of cars produced in India. Even the production in U.K. is 20 times that of India. The relation between the quantity of output and cost of production is more pronounced in the case of the Automobile Industry than in a majority of other industries. Automobile manufacturers in India can ill-afford to equip their factories with the specialised machinery capable of the most



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economic production on a mass volume basis. Huge outlays on capital equipment and consequent payment on foreign exchange for mass production machinery are not warranted or justified by the current or expected levels of demand for motor vehicles. It is also significant to point out that many of the imported raw materials are available to the automobile producer at prices higher than those paid by his counterpart abroad. Despite these handicaps a number of automobile manufacturers effected a reduction in their prices during the last year but unfortunately these reductions were nullified by the imposition of very heavy excise duties. From the buyer's point of view, the incidence of Governmental duties is acknowledged to be the heaviest in India and as stated earlier, the industry contributed

over Rs. 16 crores to the Government Exchequer to the year 1960.

## Over 100 percent increase

I shall now review the production in the years 1959 and 1960. The production of automobiles has increased from 36,368 in the year 1959 to 52,115 in the year 1960. The production of diesel engines increased from 8,607 in 1959 to 10,566 in 1960. There was a phenomenal increase of over one hundred percent in the case of motor cycles, scooters and three-wheelers. The output in 1960 was of the order of 17,374 as against 8,126 in the year 1959. The overall production for the year 1960 was 56 percent more than the overall production in the year 1959. Without taking into consideration the two and three-wheeler vehicles, automobile production increased by

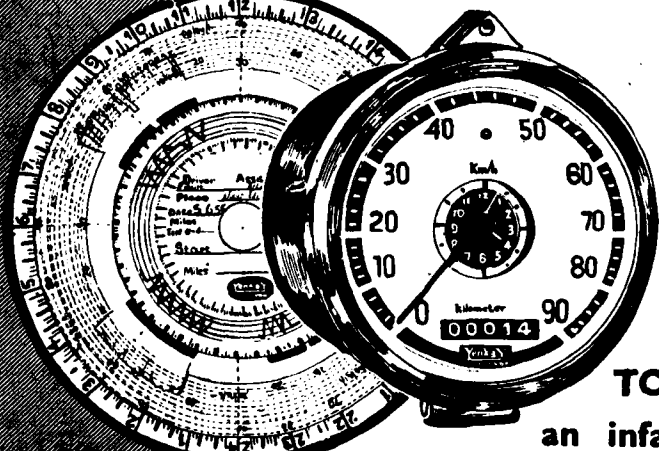
43 percent in 1960 over the figure of 1959. The increase in production has been achieved with little or no increase in the allocation of foreign exchange for the industry during the corresponding periods. The increase in production, in other words, reflects the extent of increase in the indigenous content of the vehicles and I trust that you, Sir, will agree with me when I say that the industry deserves to be congratulated for the present high rate of production. These facts should dispel the doubts existing, if any, in the minds of the public regarding the sustained progress of the industry and the rapidly increasing utilisation of indigenous materials, components and labour.

## The Automobile age

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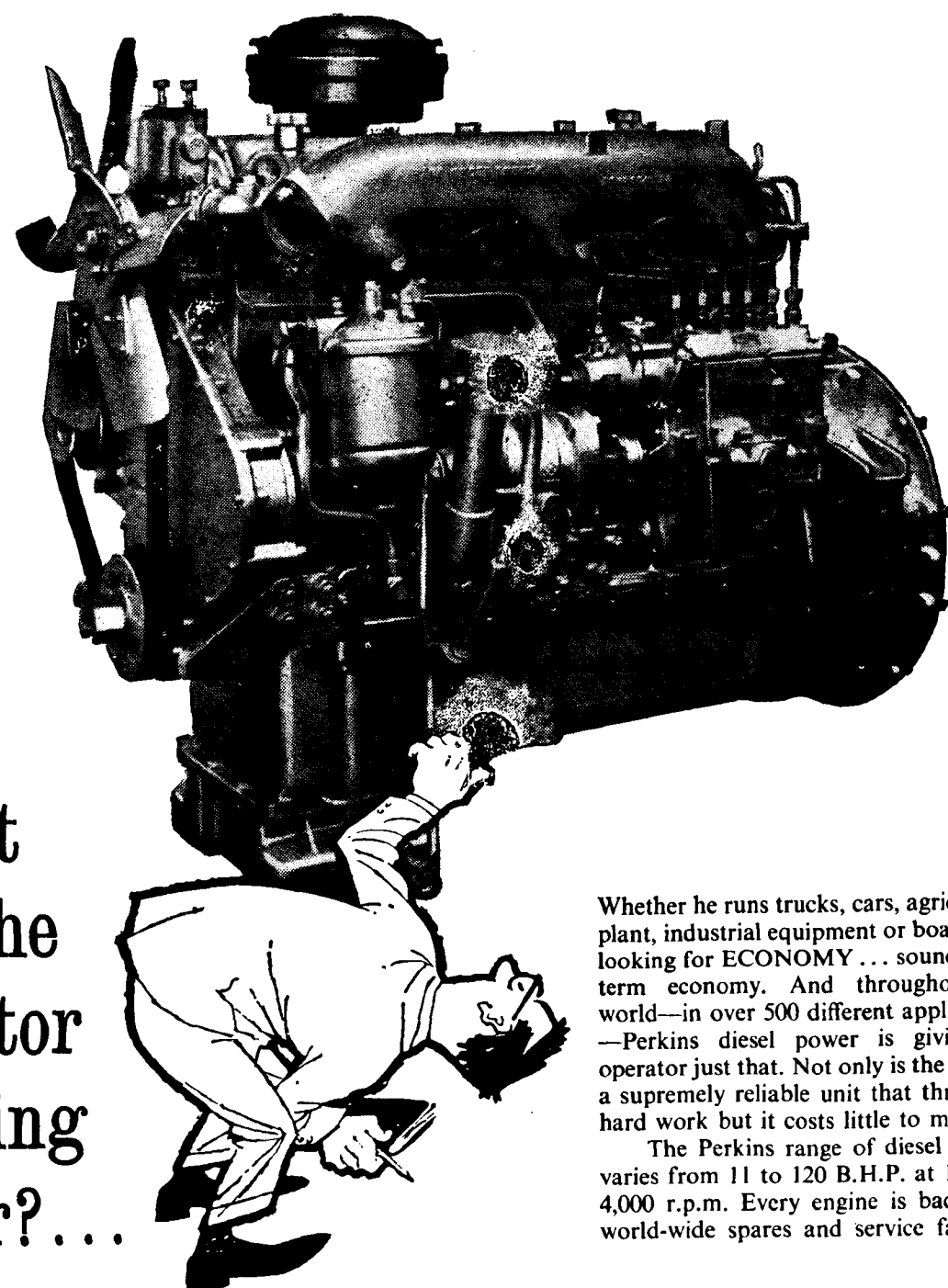
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| MOTORINDIA                                                 | English                                    | M. RAJAGOPALAN.                                                                                     | Automobile News | 5A/147, Mount Road, Madras.                                  | K. VENKATARAMAN<br>M. RAJAGOPALAN                                               | 5th May, 1961.                                              | 52 pages with cover                    | 8 1/2" x 10 1/2" | ---                                               | 1,700                                               | Printed                                      | Re.1/- (Re.one only)                               | Same as (5)                                                                                 |

I declare the above entries are correct and true to my knowledge.

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mobile age. The motor vehicle is now recognised as a necessity rather than a luxury. Efficient and economic road transport is the yardstick by which a country's economic progress and development can be measured. Road Transport is faster and more economical than any other mode of transport. Its employment potential is higher than that of any other industry of such a magnitude. In the wake of our country's successive Five-Year Plans, India's transport requirements have already increased and will further increase enormously. The time has, therefore, come for the Automobile Industry to occupy a pride of place in the national economy as it does in the other advanced countries of the world.

### Neogy disappoints

While on the subject of road transport requirements of the Third Five Year Plan, I should make a reference to the Planning Commission's Committee on "Transport Policy and Co-ordination", popularly

known as the Neogy Committee, which submitted its preliminary report to the Planning Commission in February, 1961. The Committee does not appear to have come to grips with the problems it had set about to tackle. It has not made any specific recommendation in regard to co-ordination of transport or the formulation of a national transport policy. The report is more in the nature of a study or a thesis and ends up with a questionnaire to elicit comments from the general public and the specialists in the field of transportation.

### Inposition of Heavy Excise Duties

The Report of the Ad Hoc Committee on Automobile Industry published in January 1960 is the result of an exhaustive study and gives a general picture of matters relating to the development of the industry. An important recommendation of the Ad Hoc Committee that any new automobile project should receive secondary considera-

tion if it impinges on the foreign exchange resources of the country, I trust, will be borne in mind while deciding the future policy by the Government. That Committee had also recommended that no fresh duties should be imposed on this infant industry. Unfortunately, however, within a few weeks of the publication of the report and recommendations, heavy impositions by way of excise duties on motor vehicles were introduced by the Government in the Ministry of Finance. While the public at large and this industry in particular recognise the need to tap all sources of revenue for meeting the increasing expenditure for the successful working of the country's plans for economic advancement, the industry was generally of the opinion that the impositions by way of excise duties in the year 1960 were of a high magnitude. The industry had fervently hoped, probably with a certain amount of justification, that the excise and customs net of the current year i.e. 1961, will

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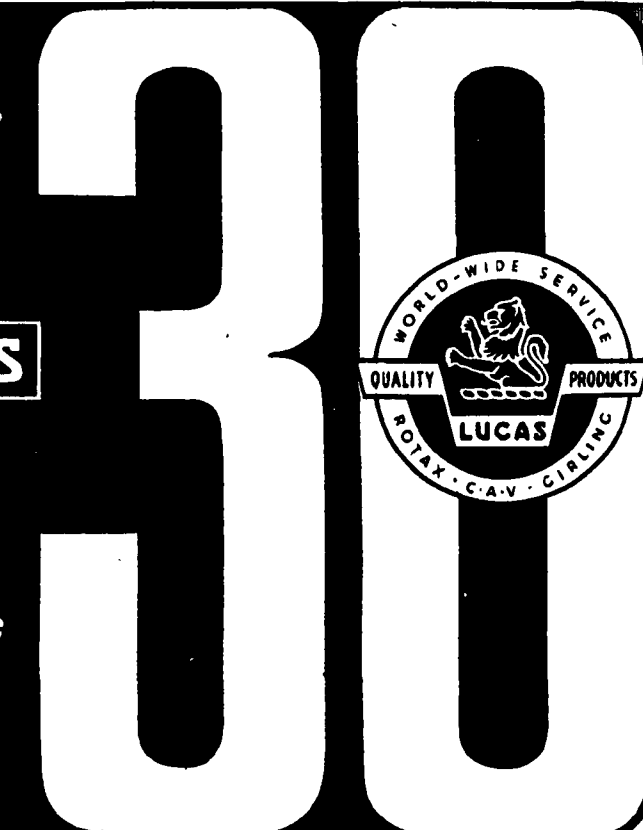
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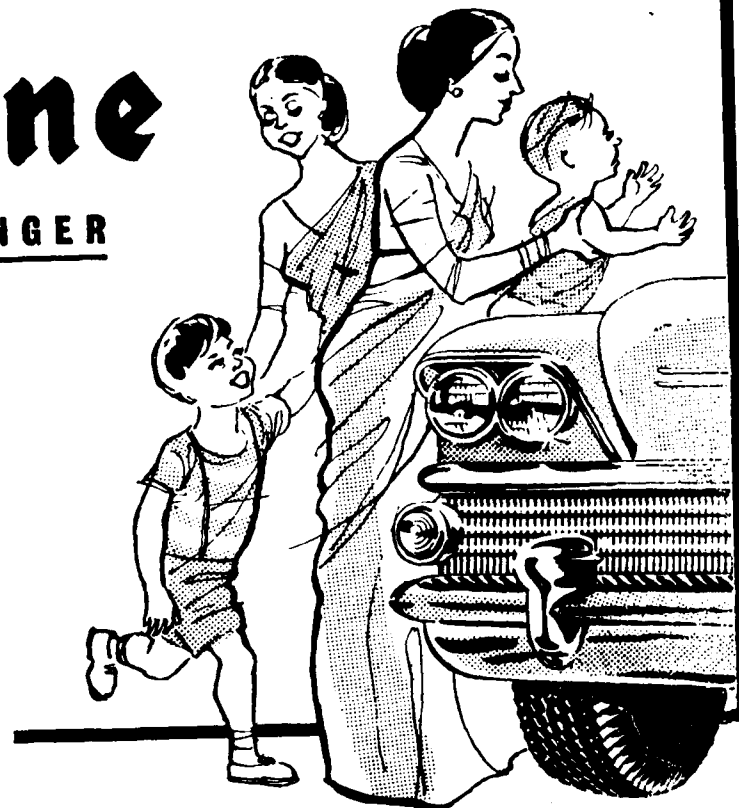
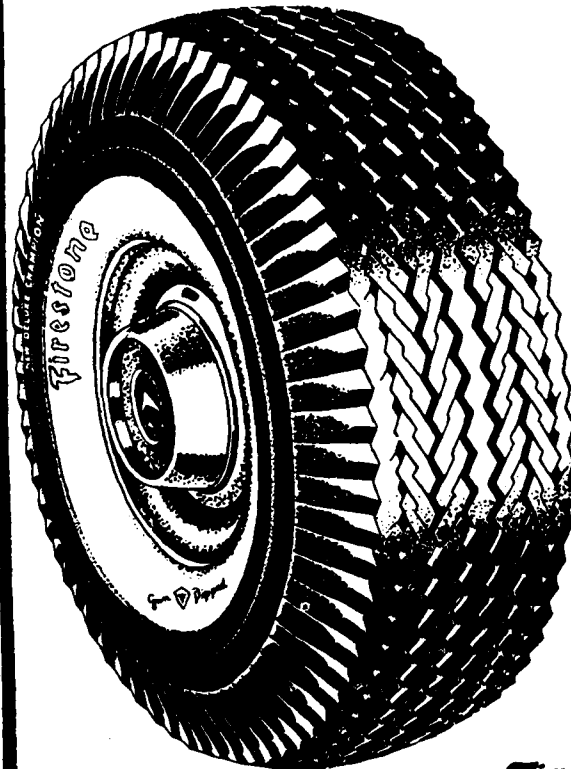

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exclude from its purview the automobile and connected industries. Unfortunately, the Finance Bill 1961 envisages certain enhanced rates, new levies and countervailing import duties which will inevitably increase manufacturing costs of motor vehicles and engines and possibly necessitate an approach to the Government for increases in selling prices. Until such time as it is practicable for the automobile industry to secure all its iron & steel castings, steel forgings and steel pressings indigenously and to discontinue the import of machinery which is not now available from Indian sources of supply, the proposal to increase the duty on iron and steel manufactures from 35 per cent to 50 percent and the duty on machinery from 10 percent to 15 percent will result in an increase in the landed cost of finished and semi-finished components and in that of the finished products. After the heavy excise duties of last year on automobiles and engines and the consequent large increases in prices

of vehicles which they necessitated, it is most unfortunate that the Automobile Industry has once again become the target of increased taxation. I earnestly hope that our Chief Guest will use his powers of persuasion with the Union Finance Minister and provide some relief to the industry.

The Ad Hoc Committee had also recommended removal of the excise duty on tyres, batteries, etc., used as original equipment on vehicles. Here again I appeal to Shri Manubhai Shah to pursue this subject with the Ministry of Finance.

#### Development Council

The formation of a Development Council for Automobiles, Automobile Ancillary Industries and Transport Vehicle Industries is another step forward towards the path of progress of the industry.

This association is working in close co-operation with the representatives of the ancillary industries. A number of informal mee-

ings of representatives of this association and the All India Automobile & Ancillary Industries Association were held during the last year when subjects of mutual interest were discussed. A joint sub-committee with effective terms of reference has now been constituted, primarily to promote the development of automobile and ancillary industries by securing a rapid and progressive increase in the indigenous content of motor vehicles under current development.

#### Rapid progress of ancillaries

I take this opportunity to compliment the ancillary industry on its rapid progress and development in the last 3 or 4 years. The ancillary industry plays two important roles; (1) it assists the main manufacturers to increase their out-put by reducing their foreign exchange element for the imported components that could be supplied from the ancillary industry and

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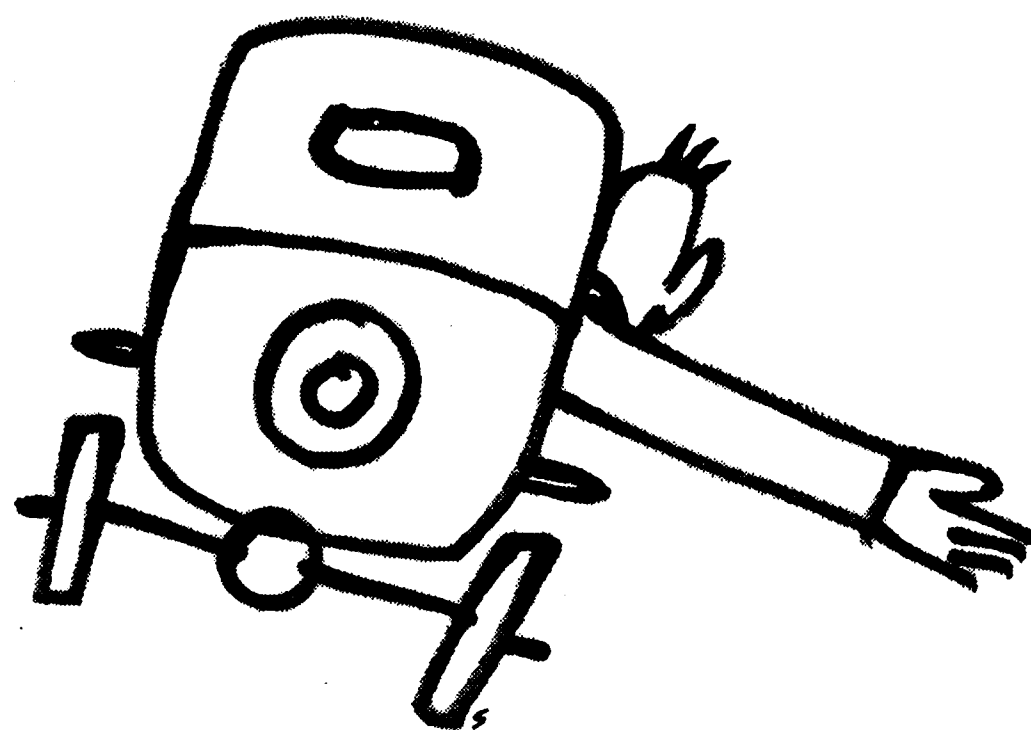
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April 1961

9

17

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(2) it meets the demand for spare parts for the increasing population of vehicles. In the matter of supplies of components and parts as original equipments, the manufacturers naturally require the fulfilment of three conditions :—

- (i) continuous flow of supplies in adequate quantities
- (ii) maintenance of high standards of quality as called for in the specifications and
- (iii) reasonable prices.

Once the supply of ancillary components of the requisite quality in adequate quantities and at reasonable prices is assured, the vehicle manufacturers will be happy to switch over to the ancillary sources even in the case of components which are at present manufactured by them. I am glad to say that the ancillary manufacturers understand and appreciate the importance of fulfilling the three conditions mentioned above.

#### Progressive Step

The enunciation of the Govern-

ment's policy in January, 1961 with regard to automobile manufacture, particularly in relation to the commercial vehicles, has given the industry an outline of the picture for the coming 5 to 10 years. Sanction to diversify production of commercial vehicles after 1st April 1963 in regard to gross vehicle weights and wheel-bases is one more progressive step for expansion of activities.

#### Has turned the corner

Friends, the industry had passed through difficult times in its early years. The volume of demand was very low. The picture of future development was uncertain. The position today is, however, different. The industry has now turned the corner and can confidently look forward towards consolidation and expansion. The output is continuously on the increase without any extra allocation of foreign exchange. The indigenous content is steadily increasing. Ancillary industries are developing at a very fast rate. The production at the end of the Second Five Year

Plan period is more than double the production at the end of the First Five Year Plan period.

IT IS A MATTER OF PRIDE FOR ALL OF US CONNECTED WITH THE INDUSTRY THAT INDIA HAS COMMENCED EXPORT OF AUTOMOBILES AND AUTOMOBILE COMPONENTS TO THE NEIGHBOURING COUNTRIES OF THE EAST. THOUGH THE VOLUME OF EXPORT HAS BEEN OF A LIMITED ORDER, THE ACHIEVEMENT IS OF MOMENTOUS SIGNIFICANCE. THE POTENTIALITIES FOR EXPORT IN THE COMING YEARS WILL BE GREATER AND GREATER.

The formation of a Co-operative Research Association for the Indian automobile industry has been engaging our attention for some months now. I have pleasure in announcing that the members of this association are unanimously in favour of the formation of a research association for the automobile industry and have accepted in principle that they will have to make a



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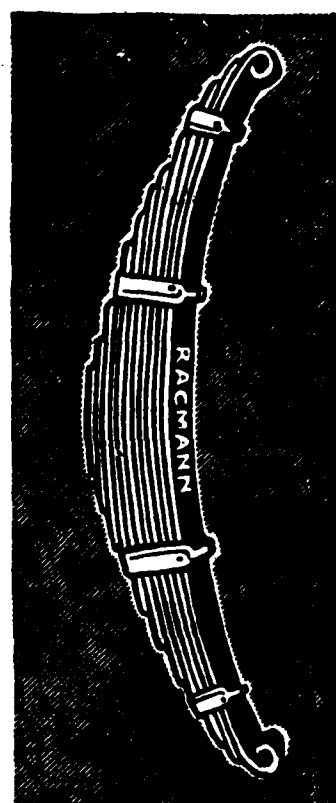
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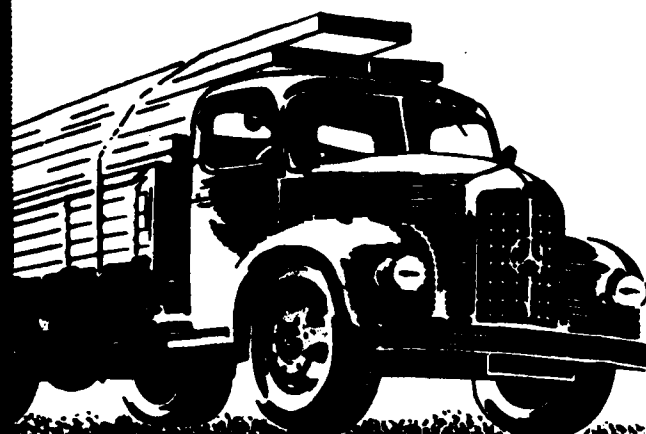


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Sri Manubhai Shah seen addressing the annual meeting. To the Minister's left is Sri L. P. Misra the newly elected president of the association.

## DEVELOPMENT OF ANCILLARY INDUSTRIES

### MANUBHAI SHAH WELCOMES JOINT SUB COMMITTEE

I am very happy to note that your association, barely a year old, has already begun to play a very vital role for a co-ordinated development of the industry. I am also happy to know that you have been able to establish close ties with the Automobile Ancillary Industries

substantial contribution towards attaining this objective. Members have also agreed to contribute, in the first instance, towards the expenditure required to obtain expert advice for the preparation of a phased programme for the establishment of the research association. The research association when formed will become the nerve centre for design and development of the automobile and its components. It will help towards a speedy ushering in of the era when a motor vehicle truly Indian, designed in India and manufactured with raw materials produced in India, i. e. a hundred per cent Indian vehicle, will roll out of the Indian automobile factories.

Association and resulting therefrom the formation of a joint sub-committee with a view to promote the development of the Automobile and Ancillary Industries in order to secure a rapid growth and progressive increase in the indigenous content of motor vehicles being manufactured in the country. I have always believed that unless effective co-operation and co-ordination is established between these two closely linked and mutually dependent

organisations the main automobile manufacturers and the automobile ancillary manufacturers of the automobile industry, the progress would not be as rapid and efficient as it ought to be. You have established such a contact for co-operation and I congratulate you on this Mr. President and the President of the Ancillary Industries Association.

I welcome the very important step that you have taken for the establishment of Co-operative Research Association. This step when put into concrete shape of establishing an "Automobile Research and Central Institute" will lay the solid foundation for a modern Automobile Industry in India. I can assure you of all the help in this matter from the Central Government and the Council of Scientific and Industrial Research.

At every opportunity that has been provided to me to speak to

**Speech of the Minister of Industry, Shri Manubhai Shah on the occasion of the First Annual General Meeting of the Association of Indian Automobile Manufacturers held in New Delhi on 4th April, 1961.**

the representatives of any industry I have utilised the occasion to review the progress that industry has made so far and to place some suggestions for consideration of the industry and indicate further steps that have been taken or are being taken by the Government. The automobile industry has undoubtedly made a significant progress during recent years as would be evident from the production figures I quote below respectively for 1959 and 1960.

#### Automobiles.

Commercial Vehicles: 20,342 and 27,512. Cars: 11,993 and 19,096. Jeeps: 4,568 and 5,501. Vehicular diesel engines: 8,707 and 10,566, Motor Cycles Scooters and 3-wheelers 8,126 and 17,374, and, Ancillary Industries, Rs. 750 lakhs and Rs. 900 lakhs making a total value of Rs. 78 crores and Rs. 106 crores respectively for 1959 and 1960.

The percentage of indigenous content that has been achieved in respect of the vehicles-under production is commercial vehicles 75%,

passenger cars 65%, Jeep 7.5%, Motor Cycles 62% and Scooters & 3 wheelers 35 to 50% 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.

Your industry's performance during 1960 is highly commendable being the highest for the year as compared to all the other groups of industries in the country.

During the course of the current year many of the automobile manufacturers have programmes under implementation for effecting further reduction in the imported content of vehicles. Furthermore during the course of this year and by its end indigenous capacity is expected to be established for three more major ancillary items viz. Wheels & Rims; Starter Motors & Dynamos; and Dash-board instruments.

Arising out of the above developments, I anticipate during the current calendar year a production of Cars 22,000, Commercial vehicles

32,000 and Jeep 6,000 making a total of 60,000 units. Besides there will be produced 25,000 motor cycles, Scooters & 3-wheelers.

#### Ancillary industries.

At the present rate of progress and the new expansion programmes that your units have undertaken already and more programmes which all of you have under consideration, your industry should be able to achieve more than 85 to 90% overall indigenous content by the end of 1962. This is indeed very significant and gratifying.

Mr. President, speaking of the progress made by the automobile industry, you have mentioned that it has turned the corner. While we can all be proud of our achievements, let us not rest on our oars. Even after the turning of the corner further passage is not quite easy and smooth. It is all the way an uphill one. One difficulty after the other would come in. Until such time the public can get good quality vehicles of their choice

through your programmes for manufacture and get the vehicle on the day one would need and at prices one would consider reasonable and the consumer is not made to run from pillar to post for a spare part or repair and maintenance or has to go for a deal under the table, there is very real hard work for the industry. These difficulties have to be overcome by you and the Government with public co-operation. THE INDUSTRY WOULD HAVE TO DEVELOP AND ORGANISE ITSELF A GREAT DEAL MORE BEFORE IT CAN GET FULL PUBLIC SYMPATHY, SUPPORT AND ADMIRATION. This is a heavy responsibility on your industry, yourselves and ourselves from which there can be no escape.

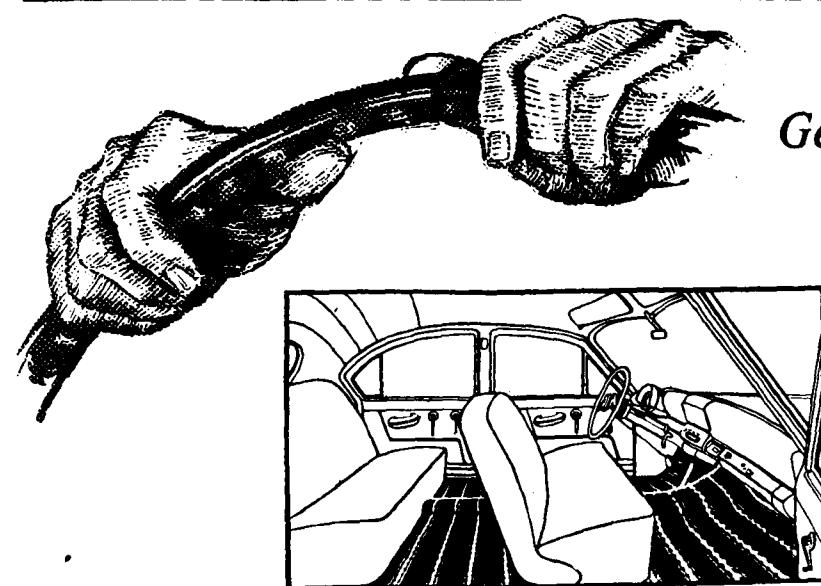
When I had occasion to meet the commercial vehicle manufacturers early this year, I explained the pattern of development that was envisaged from 1963 onwards. Each of the commercial vehicle manufacturers would be

permitted to undertake manufacture of his own engine and he would be free to decide the gross vehicle weight and the wheel bases of the vehicle he wants to put on the market. Arising out of the freedom given to the vehicle manufacturer to select his own engine, the existing firm which is currently engaged in the production of Perkins engines for supply to commercial vehicle manufactures as original equipment, would be introducing its own commercial vehicle in co-operation with the heavy truck manufacturer. These steps taken by the Government would give considerable freedom to the manufacturers and would usher in scientific accelerated growth leading to healthy and friendly competition, resulting in economies in production, lowering of cost, rendering all the vehicles wholly indigenous with continuous improvement in quality, performance, maintenance and servicing of the commercial vehicles.

I have touched upon the future pattern that has been envisaged for our commercial vehicles. As regards cars, I am aware that even though

some of you are not very happy about our decision to manufacture a small car in the public sector I can assure you that there are no grounds for any apprehensions. The demand in the country for cars is rapidly and continuously rising. MOREOVER, WHILE DEVELOPING THE LOW COST CAR, IT IS THE AIM OF THE GOVERNMENT TO PROVIDE ALL FACILITIES TO THE EXISTING MANUFACTURERS TO UTILISE THEIR MANUFACTURING CAPACITY TO THE FULL EXTENT. The transport industry of the country has to be developed to cater to the needs and requirements of the people and has therefore to be adapted to the accepted and desired pattern of social economy. If we are to provide the benefits of mechanised transport to as wide a part of the public as possible it should be our goal to develop the various forms of transport to suit the purchasing power of the different income groups in the country. The

(Please see page 26)



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## Who Is Who In The Team

### Mr. John J. Bohmrich

Vice President, Electrical Products Group, Electric Autolite Company. This company manufactures starting and ignition equipment, batteries, lighting and other automobile accessories. He is aged 52 and his compensation is 50,000 dollars. For the last three years, he has held this position with Electric Autolite and has been in charge of full profit responsibility for four of their plants in the United States and a plant in Canada. His prior experience includes three years as Vice President and Assistant to the President of Fruehauf Trailer Company and 12 years with A. O. Smith Corporation where he was Group Executive and had responsibility for three fully integrated divisions encompassing manufacturing, marketing, engineering and product development.

### Mr. Phelan

Vice President and General Manager, Muffler Corporation of America, Division of International Parts Corporation, Midas, Incorporated manufacturers of automotive replacement parts, mufflers, tail pipes and exhaust pipes. He has been with this firm for over three years. His prior experience include four years with Young Radiator Company, Racine, Wisconsin, manufacturers of automotive radiators. He is 43 years of age and his compensation is 20,000 dollars plus bonus.

### Mr. Mc Aninch

Vice President—Engineering, Warner Automobile Division, Borg-Warner Corporation. This division manufactures differential cases, assemblies, engineering gears, axle shafts, gear box assemblies, transmission gears, and other parts for automobiles, farm equipment, and industrial uses. Mr. Mc Aninch is 52 years old, and his compensation is 22,500 dollars. He has been with this company for the past 17 years starting as Assistant Plant Manager for three years, Chief Engineer for six years, and Vice-President—Engineering for the past eight years. His prior experience includes one year as Assistant Plant Manager with Studebaker, one year as Metallurgist with Defiance Pressed Steel and seven years with Link-Belt Company starting as a Machine Operator and advancing to Research Engineer.



Sri Pranlal Patel, President of the Automobile and Ancillary Industries Association is seen welcoming the T. C. M. Team at a reception held at the Hotel Imperial, New Delhi early this month. To Mr. Patel's right are P. Sharan Gupta and H. R. Aslot.



J. J. Bohmrich, leader of the T.C.M. three-member team on automobile industry now in India for about 3 months for a study and report to the Indian Government.



One of the numerous automobile ancillary factories visited by the team was the Himcos at Alandur and the picture shows left to right Messrs. Mc Aninch, L. K. Luv, Phelan, Bohmrich, Ramachandra Iyer, and I. C. Anand.



Sri K. V. P. Rao of Firestone is seen welcoming the three-member T. C. M. team on automobile industry to Madras this month.

## T.C.M. TEAM

OF U. S. EXPERTS IN INDIA



The three members of the T. C. M. team are showing a keen interest in the ho us and other products being manufactured by Himcos when they visited the Himco Factory at Bombay. Mr. K. R. Anand, Chairman of Himcos is seen in the centre.



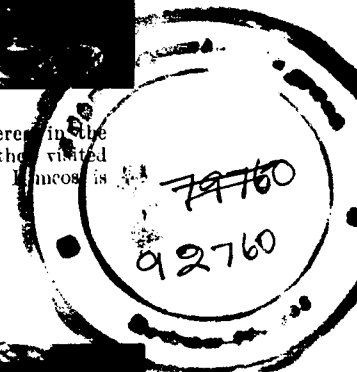
Photo taken at an introduction of the T. C. M. team at Madras shows (L to R) Messrs. Mc Aninch, Firestone Mani, Motorindia Rajagopalan, Associated Trades Krishnan and Parasmal Chordia.



The T. C. M. leader Bohmrich is seen replying to felicitations at Madras new Woodlands Hotel by the President (K. V. P. Rao) and members of the Motor Vehicles and Allied Industries Association, when he complimented on the orderly manner in which the industries were progressing particularly in South India.



Messrs. T.S. Santanam, Bohmrich, Phelan, K.V.P. Rao, I. L. Narayanan and Mc Aninch at the MVAIA reception to the T. C. M. team at Madras



increasing stress that is being made on the production of mopeds, scooters and motor cycles in greater numbers and the production of low cost car are steps directed towards attaining this goal. All these will really lead to productions of all transport units in the country going up. The objective could be defined as more transport at lower costs with good quality vehicles backed by proper and adequate servicing. This will rapidly develop motorisation and mechanised transport in our country of vast distances as has been done through sound, well co-ordinated policies in other advanced countries. You can see how the passenger bus transport has crossed all targets that we either in the Government or in the industry could ever forecast. The passenger buses whose production in 1954 was hardly 2500 have reached about 9000 in 1960 and we expect that the production of passenger buses may cross the figure of 20,000 in 1965. That is a sure proof of the extremely fast rate of growth of transport needs.

Gentlemen, considering the difficulties of foreign exchange we are facing, I need not stress the importance of exporting automobiles and spare parts to the maximum extent possible. Export of each vehicle brings an immediate gain in foreign exchange. It also opens the way for further exports of spare parts in succeeding years to maintain those vehicles. In other words, your industry can with proper nursing earn us some foreign exchange through exports in the years to come. In this connection, I am happy to note that one of the vehicle manufacturers is planning to export vehicles to the extent of Rs. 75 to 100 lakhs during the current year and an engine manufacturer to the extent of Rs. 20 lakhs. I sincerely hope that others would follow suit to augment our export earnings to at least Rs. 2 crores during the current year itself.

You have referred to the necessity for ensuring a regular and continuous flow of raw materials

which are to be imported and for doing so to evolve a measure that should delegate power to carry out minor amendments on the import licences issued to the department dealing with it directly. You would be glad to know that the Chief Controller of Imports has already been authorised to effect such amendments as are necessary straightaway. The procedure for issue of licences has also been very much simplified and I hope that the industry would not experience any major difficulty in this connection in future.

On the recent Customs levies on forgings and castings to some extent, it may be noted that practically every industry has been made to pay this and the automobile industry is not singled out. This imposition should be treated as a blessing in disguise as it gives fillip for establishing indigenous capacity for such of those items that are being imported. However if the automobile industry in particular has been disproportionately burdened

you might represent the same and we would get it properly examined.

We are happy to see the capacity of your industry as regards its potential for employment and the quality of the technical knowledge it would impart. I am glad that your member organisations have instituted apprentice training courses and the total number so taking to-day is of the order of 1300. This training programme is the most important one and on behalf of the Government and myself, I should congratulate you on this. Now your industry should not rest itself by training only such limited numbers as can be absorbed in the industry itself. In a country like ours, training technical programmes have also to develop. Your industry should take a lead in training people not only for your industry but also for others. We are now entering that phase of industrialisation when we would need our own personnel who could design and develop production

for which our young engineers have proved their skill, competence and aptitudes and should therefore be trained from now on in the work of machine designing.

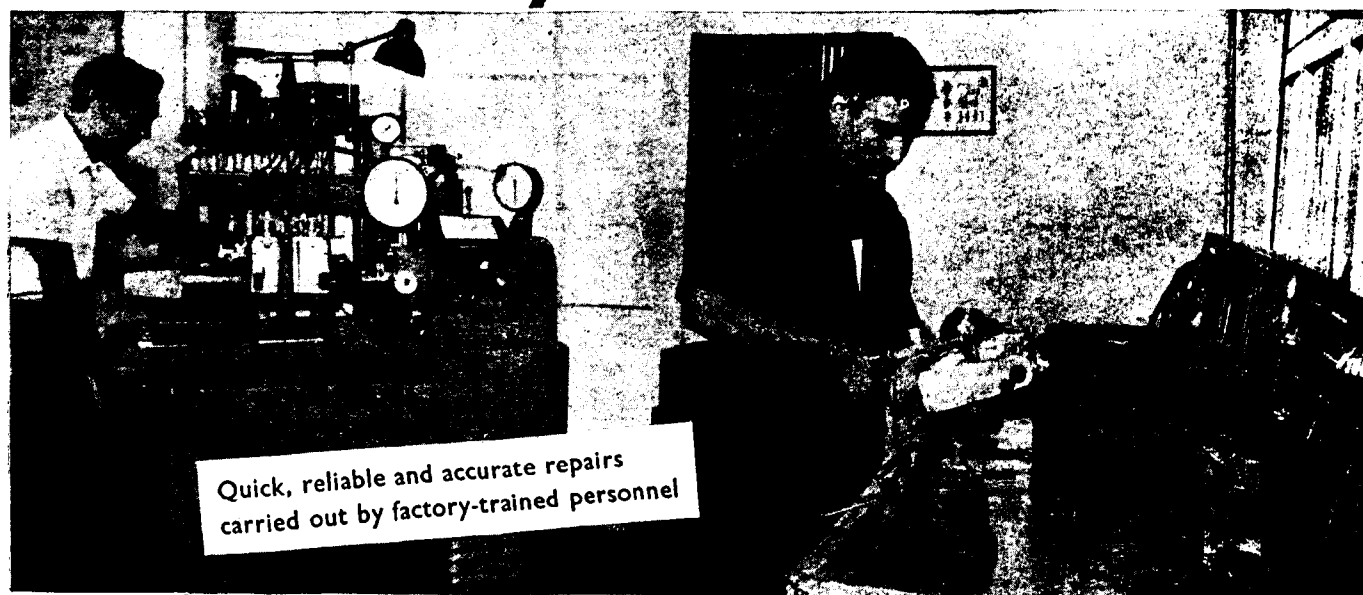
You have made a reference to the work of the committee on transport policy and co-ordination. The work of this committee has not been completed. Therefore it may not be proper at this stage to say that the committee has overlooked some of the aspects which you might be thinking of. It would be good to await its final report and I believe that committee would no doubt take into consideration all the factors. The importance of the automobile industry and its contribution to the national economy are known to every one. The industry should feel proud that its contribution to the Government revenues from year to year has been increasing thereby helping the overall national development. The recognition given by the government to your industry is obvious from the steps that have

been taken to develop a self-reliant automobile industry.

You had referred to the co-operation that you are trying to establish between the main manufacturers and the ancillary units and you have rightly paid compliments to the ancillary industry for its rapid progress. **Quality ancillaries** You have indicated certain conditions before which the ancillary products could be accepted as original fitment laying emphasis on quality, price and continuous supply. However, if I may say so, laying down those conditions unilaterally, I think, is not the best or adequate approach. What is necessary is for you to take up the leadership in assisting the development and establishment of ancillary industries in order to enable them to satisfy those conditions. All the units of your industry and your association should regard this as your major responsibility. I am sure the ancillary units and their association would fully and readily respond.

Your association has rightly

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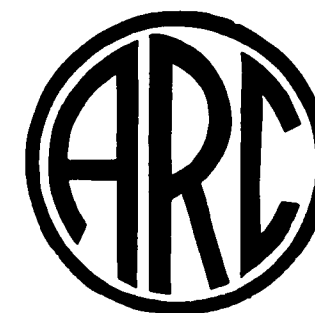


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COIMBATORE - I

taken up a great responsibility for the development of the Automobile Industry. The terms of reference you have addressed to yourselves contain very important issues. In a very short period of time your association has done excellent work and I must pay my compliments to you, president, your secretary, and other workers of your association for the excellent work done. I envisage your association to work as the development organ of your industry.

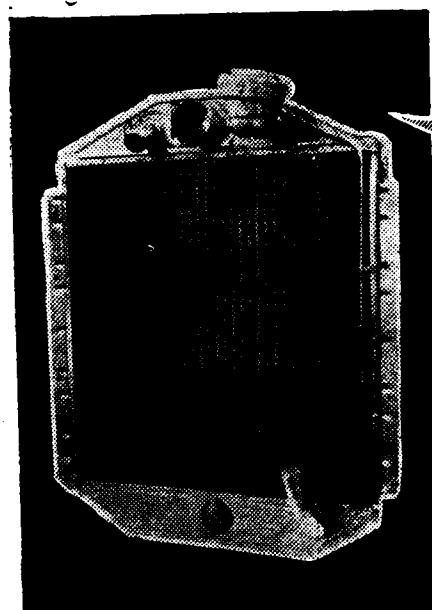
In this connection I would like to offer a few suggestions for the consideration of your association. You could examine, notwithstanding further capacities that are being established in order to reduce the imported components in your own establishments, to what extent each one can assist in reducing the imported content of other units. To what extent standardisation, commonality and interchangeability of parts, components and ancillaries is



A section of the large gathering at the annual meeting of the Association of Automobile Manufacturers at the Asoka Hall Room.

practicable. Instead of each one of your manufacturing units trying to obtain raw materials on its own account from the different sources, as a body the association could consolidate the requirements and obtain them in bulk by which the economies in large scale purchase could be earned by the manufacturers. Though I mention it last, not the least important is to examine, individually and collectively, the possibility of manufacture of

machinery and equipment, jigs, dies and tools specially required for your industries in the manner that has been done in several other countries. I look forward to see your association growing into a great institution and set the pattern for other associations and constantly devote itself for the development of India's great industrial programmes in general and the development and healthy growth of your own industry in particular.



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## DAWN OF NEW ERA IN AUTOWORLD



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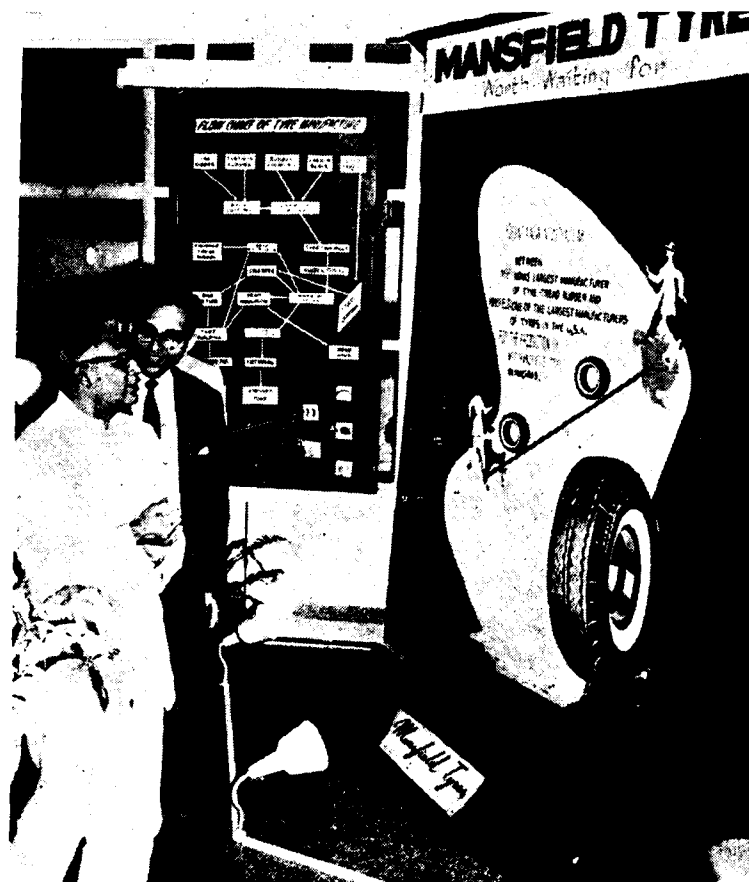
## RUBBER EXHIBITION IN MADRAS

The Madras Rubber Factory, popularly known as MRF and the M. M. Rubber Company have done signal service in popularising the wonderful and varied uses of rubber, a material that is still not well-known to the majority of people, through organizing an excellent rubber exhibition at Dhun Buildings, Mount Road, Madras. The Exhibition was formally opened on the 7th April, by Shri R. Venkataraman, Minister for Industries and Commerce, Madras.

Mr. K. M. Mammen Mappillai, Director, MRF, said in his welcome speech that it is still a misunderstanding among large sections of the population that rubber, especially foam rubber, is useful only in the production of luxury articles. In fact 80% of rubber produced by the M. M. Foam Factory is eaten up by the various industries like the Transport industry and the Cinema industry. Foam rubber also serves in the decoration of offices and homes, but its service in the hospitals and theatres is no less significant. The wide variety of rubber is clearly shown to the public through this exhibition.

### Retreading absolutel indispensable

The place of rubber in engineering, agriculture, textiles, printing presses and retreading is remarkable. A visitor to the Exhibition is convinced that there are only few avenues where rubber does not make its importance felt. But it is mainly on the retreading industry that the Madras Rubber Factory is concentrating. In spite of our major industrial undertakings, the shortage of tyres in the country is very acute and in this context the renewal of old tyres is absolutely indispensable. The MRF, India's largest manufacturer of tread-rubber and retreading accessories, produces more than 50% of India's total output of Camelback, the popular name for the rubber used for retreading, and exports its products to 14 foreign countries. Started in 1947, the MRF has been, and is still, serving the world of automobiles



The Minister in the "Mansfield Section" of the Exhibition, discussing the MRF—Mansfield collaboration for manufacturing 3 lakhs tyres and tubes (automobile) per year in Madras

and is now embarking on a bigger venture to serve it by collaborating itself with the Mansfield Tire & Rubber Co., Ohio, USA, one of the oldest and best tyre manufacturing concerns in the world. Production of MRF-Mansfield Tyres will start early next year at the rate of 3 lakhs automobile tyres and tubes per year. Visitors to the Exhibition are highly proud of the fact that Madras has got such a big honour to its credit.

### Scientific & artistic perfection

Some of the exhibits like the Nataraja, "mother and child", Venus, the giant octopus, masks,—all made of rubber, and the rubber tree, the foam curtain, the making

of toy-balloons, rubber threads, the upholstering of chairs etc., deserve special mention. The organizers of the Exhibition must be commended for the scientific and artistic perfection of their performance.

### Mr. Mammen Mappillai on Industry's Spectacular Growth

Welcoming Minister Venkataraman and others, Mr. K. M. Mammen Mappillai, Director of Madras Rubber Factory said:—

INDIA OCCUPIES A UNIQUE POSITION AMONG THE COUNTRIES OF THE WORLD AS SHE HAS A RUBBER PLANTATION INDUSTRY SIDE BY SIDE WITH A MODERN AND FAST DEVELOPING RUBBER MANU-

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Mr. K. M. Manimem Mappillai, Director, MRF, welcoming the gathering

FACTURING INDUSTRY. AND AMONG THE STATES OF INDIA THE MADRAS STATE IS UNIQUE IN THIS RESPECT NAMELY, THAT IT HAS THE KANYAKUMARI DISTRICT WHICH BY VIRTUE OF ITS MOST FAVOURABLE CLIMATIC AND SOIL CONDITIONS DESERVES THE FIRST PLACE AMONG THE WORLD'S RUBBER GROWING AREAS. AT THE SAME TIME MADRAS HAS ACHIEVED SPECTACULAR GROWTH IN THE RUBBER MANUFACTURING INDUSTRY.



Shri R. Venkataraman, Minister for Commerce and Industries Madras, declaring the Exhibition open.

when the sanctioned unit of 30,000 tons goes into production in 1961.

### Self Sufficiency in-1970

With the addition of two more synthetic rubber units and the large-scale rubber replanting in the Kanyakumari district, it can normally be expected that India will become self-sufficient in rubber by 1970.

It is also satisfying to note that Carbon Black, tyre cord the major raw materials, and other rubber chemicals in the rubber industry are also going to be manufactured in the country very soon thus saving considerable amount of foreign exchange. This will bring the rubber industry to the stage of self-sufficiency. On the whole it can be noted from the above that the rubber industry is on the verge of a large-scale expansion and it is the duty of both the rubber planters and the rubber manufacturers, and our Government to be prepared for this expansion.

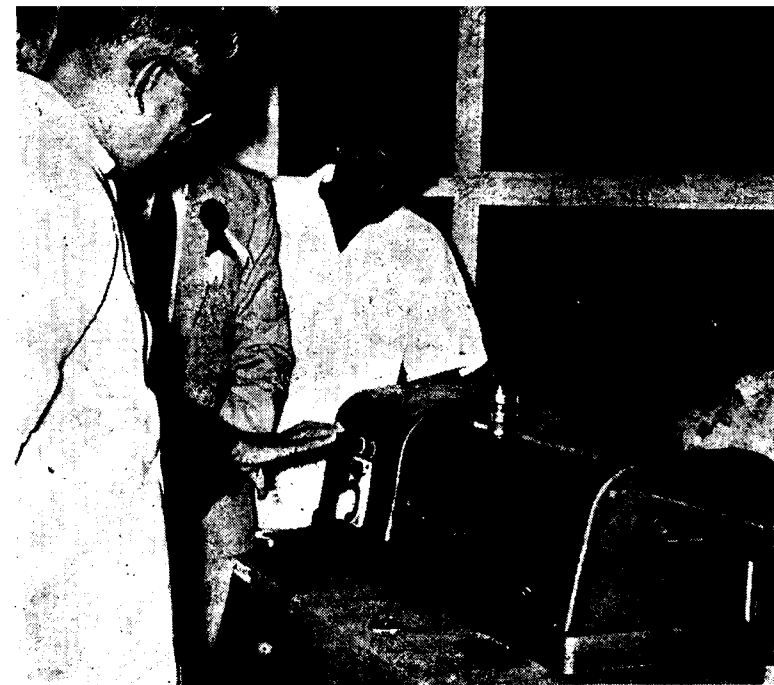
It is mainly with this object in view that our rubber exhibition has been got up to exhibit to the public the various types of natural and synthetic rubber, carbon black and rubber chemicals that are being imported now are expected to be manufactured within the country.

This exhibition has been got up entirely by the Madras Rubber Factory and the M. M. Rubber Company.

### Exporting to 16 countries!

Started on a modest and humble scale producing dipped and cast articles from rubber latex, the milky juice of the rubber trees, the MRF in 1950 entered the field of dry rubber, manufacturing rubber belt-ings, hoses, car tyres and various other extruded, moulded and fabricated rubber goods. As a result of specialization and concentration on the manufacture of tyre rubber and other tyre repair accessories, the MRF today has developed into India's largest manufacturers of this vital commodity, producing over 1½ million rupees worth of compounds every month. MORE THAN 50% OF INDIA'S OUTPUT OF THIS ITEM IS MANUFACTURED BY US AND DISTRIBUTED

MOTORINDIA



Minister Venkataraman and Motorindia Venkataraman in the most modern and best equipped Laboratory of the MRF inspecting the Abrasion Loss Testing Machine

THROUGHOUT THE COUNTRY THROUGH OUR 15 BRANCHES. OUR ENTRY IN THE EXPORT MARKET WAS IN 1959. Today we feel proud to state that we are able to successfully compete with gigantic foreign countries in the export market, in quality, price and technical service. We are exporting today to 16 countries including Europe. You may be aware that we are proposing to start the manufacture of MRF-Mansfield automobile tyres and tubes in collaboration with the Mansfield Tire & Rubber Co., Ohio, USA. We are indeed fortunate in having got Mansfields, one of the world's largest tyre manufacturing concerns of long standing repute and one truly interested in the progress of India, as our collaborators.

### Tyres to be exported extensively

We are quite confident that with the encouragement and support of the Madras Government, especially of the Industries Dept., we will be able to fulfil the country's urgent requirements in tyres. We hope, God willing, to expand considerably our already existing export trade and to earn foreign exchange for our country. We have secured from our collaborators the very valuable right to export Mansfield tyres to all countries other than the USA and Canada.

April 1961

## THE REDEX CAR CLUB

### New Members

We welcome the following New Members who recently joined our Club and sincerely thank those who introduced them:

Mrs. V.N. Mehta Mr. K.H. Jaising Mr. V. M. Mehta, Mr. Y. P. Antia, Mr. E. S. Pochee, M/s VX-6 India Corporation, Mr. N. D. Shetti, Mr. S. K. Banerji, Mr. J. B. Patel, Mrs. S. J. Daruwala, M/s. Talcherkars, Mr. N. Parshatam, Mr. B. K. Dalal, Mr. S. C. Parikh, and Mr. R. H. Ranga Rau.

### Automobile Parade 1961

This beautifully Swiss printed publication giving all the Models of 1961 cars in pictures, some in colours, with complete specifications, has been very kindly presented for the use of our Members by Dr. Vinod G. Daftary, for which we thank him very much.

A few more copies of the same are available for sale at specially reduced price for our members only at Rs. 25/- plus postage. Those desiring to possess a copy should send Rs. 27/- to the Hon. Secretary who will forward the same by Registered Post.

### The Trichy Motor Parts Dealers' Association.

Recently, Motor Parts Dealers' Association was formed in Trichy with a view to make a united stand and to safeguard the rights and interests of the dealers. Sri S. Mahadevan of Messrs. Lakshmi Automobiles was elected President. Sri R. Guruswamy of Messrs. Bharat Auto Stores, Sri A. Venkateswaram of Messrs. Natesa Iyer Co. were chosen as Secretary and Treasurer respectively.

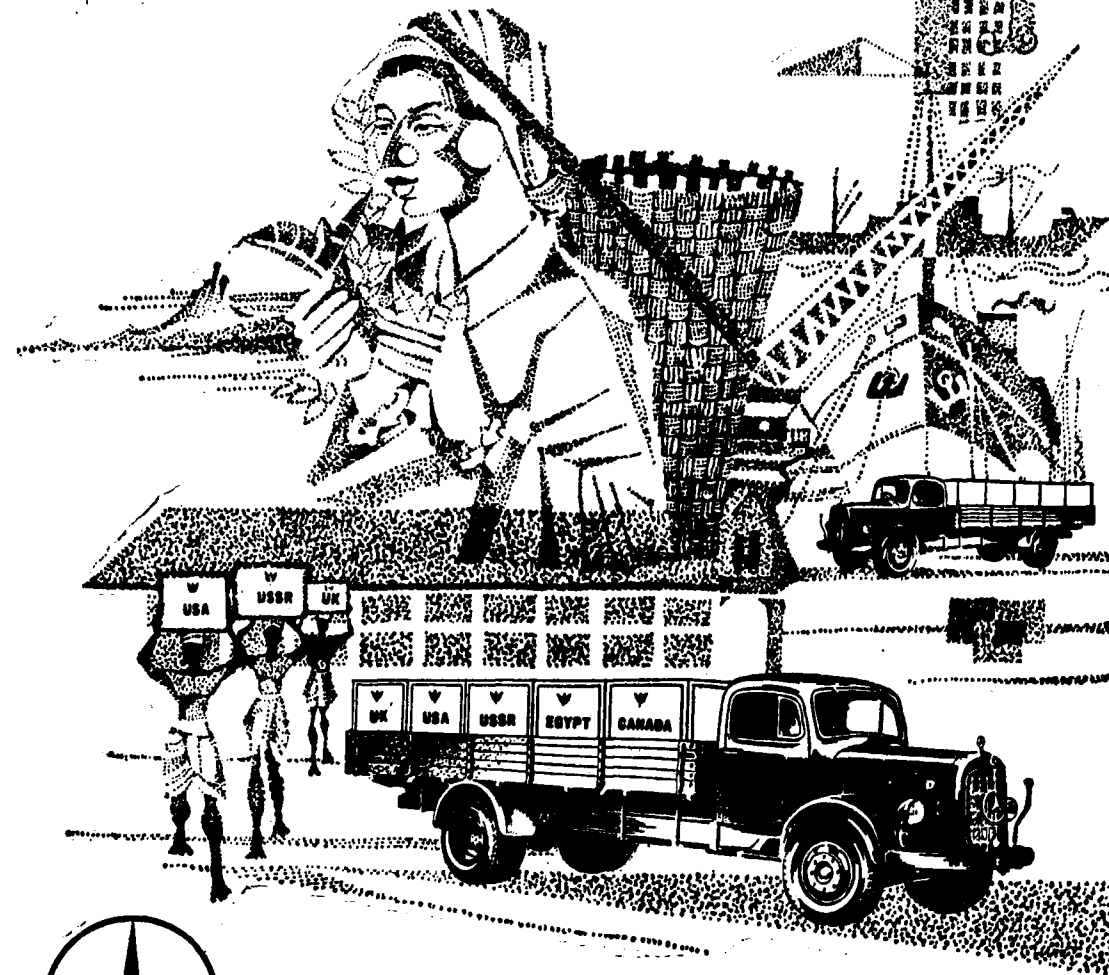
## MOTORINDIA FORTNIGHTLY

From August 1961  
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## MOTORINDIA

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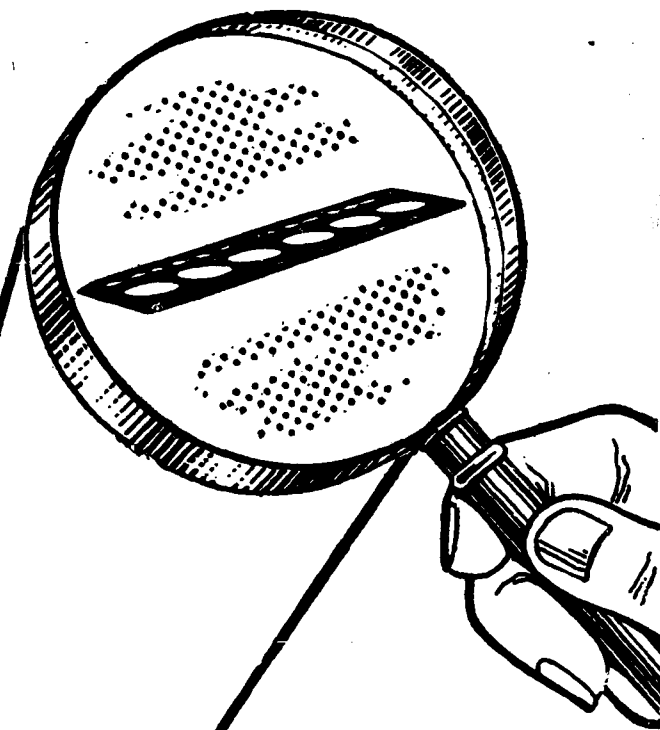
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TEA earns India over Rs. 125-crores of foreign exchange a year, and it is significant that on the long roads from the steep, green slopes of Assam and the Nilgiris, you will see more TATA-MERCEDES-BENZ trucks than any others taking this vital cargo to the docks.

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PTI/IC-6-8

Enquies  
are  
disappearing

This is all one sees of the flat-six air-cooled engine on the Chevrolet Corvair van and station wagon. This permits checking of oil level etc., Floor is removable for more extensive attention.



## SPATE OF NEW CARS TO COME

From Gordon Wilkins

After a dismal winter when sales sagged and most factories had to cut production schedules, European auto manufacturers are rushing production plans for a dazzling series of new and improved models which will tempt buyers back into the market with a succession of announcements which are timed to run right through the summer and into the fall.

Star of the spring auto show at Geneva was the new 15 m.p.h. E-Type Jaguar and orders pouring in from all over the world will strain production capacity for sometime to come.

### At the Geneva Show

Following closely on the announcement of the 220 SE coupe with Girling disc brakes on the front wheels, Mercedes Benz revealed at the Geneva show, the latest version of the 300 SL sports car with Servo

assisted Dunlop disc brakes on all four wheels. These brakes will be made under licence in Germany by A.T.E. and assisted by an A.T.E. servo. The discs in cast iron are 11½ in. in diameter and have automatic adjustment. The parking brake is obtained by a separate caliper on the rear discs without automatic adjustment. Rudolph Uhlenhaut, Engineering Director, decided that it was easier to obtain adequate power on the parking brake without using automatic adjusters. The 300 SL therefore has a fairly long and robust handbrake lever with a thumb screw adjuster built into it. A test run on the latest model showed that the brakes had ample power to cope with the very high performance of the 300 SL with quite light pedal pressures and the parking brake proved able to hold the car without difficulty on quite steep gradients.

### Lancia's New Version

Lancia have produced a short wheelbase version of their Appia chassis to receive lightweight sports coupe bodywork by Zagato. Wheelbase is reduced by 5½ in. to 92½ in. and the weight goes down to 1650 lb. a reduction of 132 lb. The result should be a gain in both performance and in handling qualities. With the lively little 1090 cc narrow V engine developing 59 bhp, the new coupe is said to reach 100 mph. A still lighter model intended for competition work, with weight cut to 1560 lb. is promised for the early summer.

### Changes in Peninfarina

Peninfarina has made several important changes in the coachwork he produced for Ferrari's most powerful car, the 3.9 litre V-12

393 bhp Superamerica. As originally exhibited at the Turin Show last year, the coupe body had disappearing head lamps swinging down in the front panel. But this is now forbidden by Italian law so a new front end has been designed with the head lamps conventionally mounted in the front wings. They are covered by transparent plastic fairings for export. The tail of the car has been shortened and the side treatment modified to suit the new wing line. There is also a new hard top for the Peninfarina convertible with rear quarter windows lining up with the winding windows in the doors to give a long expanse of clear vision along the sides.

### Ferrari further Improved

The short chassis Ferrari 250 GT Berlinetta by Scaglietti has been further improved with a lower hood line and is now delivered in two versions, one panelled in steel for normal road use and one with aluminium panels and more highly developed engine for competitions. The competition engine gives 288 b.h.p. (290 CV).

### Three types of Coachwork

With the beginning of export deliveries Facel Vega offer the choice of three types of coachwork, for the little Facellia all finished in their usual sumptuous style with two versions of the 4-cylinder twin cam 1.6 litre engine. Bodies are two-seater coupe and convertible and a four-seater coupe. The normal engine, now known as the F-2 with twin choke Solex down draught carburetter gives 113 bhp at 6,400 rpm from 1648 cc on a compression ratio of 9.4 to 1. and it now has servo assistance for the Dunlop disc brakes on all four wheels. But for those who want still more performance there is now a highly tuned engine, the F-2-S with two twin-choke Weber carburetters. Using a compression of 9.6 to 1 it is said to deliver 123 b.h.p. at 6,400 r.p.m. Design of the twin carburetter inlet manifold does not permit use of the vacuum servo for the brakes on this model; otherwise the chassis with tubular frame, independent front suspension by coil springs and



ASTON MARTIN DB4 G. T. with coupe body by BERTONE

rigid rear axle with coil springs is similar to that of the F-2 model except that the wheels are in light alloy. For this model there is an additional axle ratio of 3.9 to 1 besides the normal choice of 4.10 4.16. According to the factory a maximum speed of 120 m.p.h. has been obtained with the F-2-S using the optional axle ratio of 3.9 to 1.

### Peugeot 404 Sedan

Early in 1962 Peugeot expect to be delivering 404 sedan with fuel injection instead of a carburetter on its 1.6-litre 4-cylinder engine. The injection system, developed in collaboration with Kugelfischer, Schafer & Co., of Munich, uses a four plunger pump injecting fuel into the inlet ports. Installation was aided by the fact that the engine lies at an angle of 45° in the chassis. As this engine has hemispherical combustion chambers with inlet and exhausts on opposite sides it was simple to mount the pump unit close to the air throttle. Compression ratio has been raised from 7.2 to 8.5 to 1 on injection-equipped engines, and maximum power is raised to 85 b.h.p. gross at 5,500 r.p.m., an increase of 12 b.h.p. Maximum torque is also raised to 101 lb. ft. at 2,800 r.p.m. Adoption of injection permits a higher volumetric efficiency owing to more efficient design of the inlet mani-

fold, giving gains in power and torque. Precisely controlled injection with equal distribution to all cylinders permits the use of weaker mixtures. Peugeot claim a specific fuel consumption of 180 grams b.h.p. hour. For the driver the advantages claimed include rapid development of full power from a cold start, greater flexibility, quieter running, higher power and improved fuel economy.

### Citroen DS 19

Geneva was the first public appearance of the improved Citroen DS 19 with more powerful engine. Compression ratio on the four-cylinder 1971 cc pushrod engine has been raised from 7.5 to 8.5 to 1. There are new domed pistons with chromium plated upper rings and the carburetter is now a Weber twin choke 24/32 ddc instead of 24/30. The result is a boost in h.p. from 74 to 84 without increase in revolutions and maximum torque has gone up by 11 per cent to 109 lb. ft. so that there should be a useful gain both in maximum speed and acceleration. For the former the factory now claims about 93 m.p.h.

But there is much more to come a new 3 CV Citroen, the 1500 VW, a Fiat 1300, a new Renault, and new British cars Ford, BNC, Standard—Triumph and Rootes.

# RACING

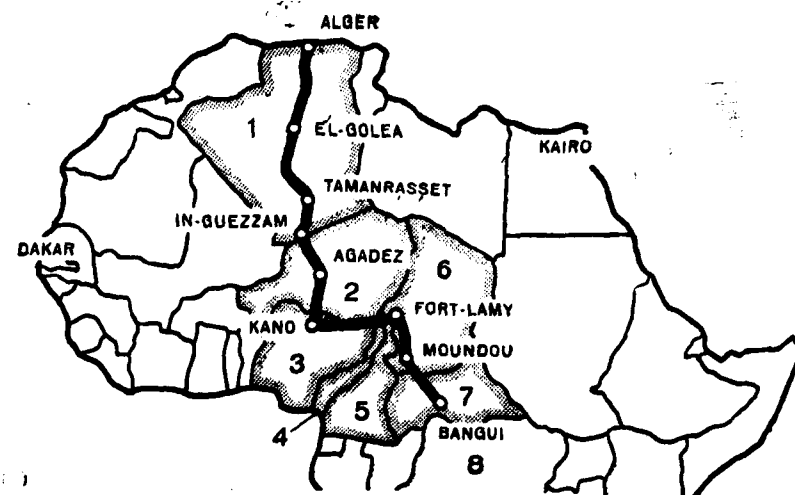
Kling-Gunzler win on a  
Mercedes-Benz 220 SE

## Algiers-Central Africa Rally

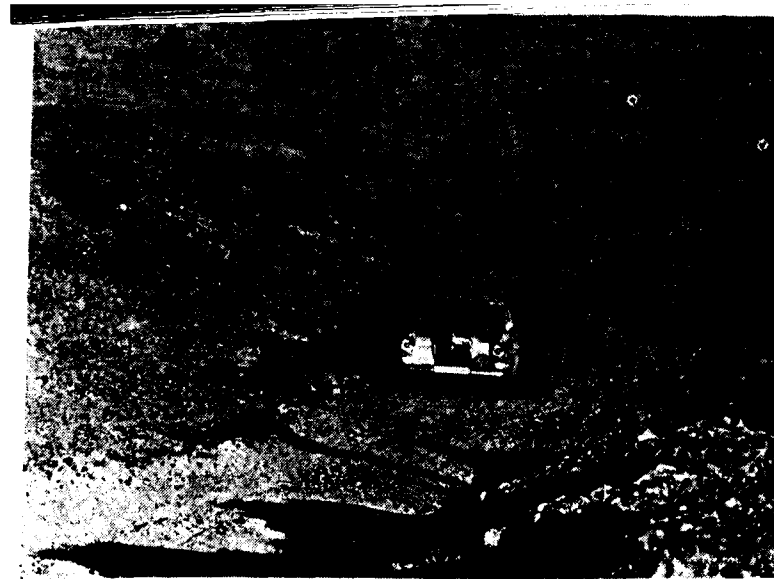
After 16 exhausting days of driving in the Rally Alger-Centrafricque Karl Kling and Rainer Gunzler on their Mercedes-Benz 220 SE with the starting number 6 crossed the finishing line as overall winners in Algiers. They had crossed the Sahara two times and have won this most gruelling Rally of all times for the second time as overall winners. The team Bettaja Eger, also driving a Mercedes-Benz 220SE placed second overall, followed by Frere/Vinatier on Citroen.

In Algiers the points won by the different crew were counted according to the following range:

Kling/Gunzler (Mercedes) 909, Bettaja/Eger (Mercedes) 897, Frere/Vinatier (Citroen) 833, Gendebien/Bianchi (Citroen) 826, May/Riviere (Mercedes) 807, Eickelmann/Kunhe (Auto-Union) 746, Castellier (Citroen) 703, Vanson (Auto-Union) 630, Ruby (Auto-Union) 588, Buchman (Citroen) 575, Simani (Peugeot)



- |                     |                     |                        |
|---------------------|---------------------|------------------------|
| 1 ALGERIEN / SAHARA | 4 BRITISCH-KAMERUN  | 7 ZENTRALAFR. REPUBLIK |
| 2 REPUBLIK NIGER    | 5 REPUBLIK CAMEROUN | 8 KONGO                |
| 3 REPUBLIK NIGERIEN | 6 REPUBLIK TSCHAD   |                        |



Karl Kling on a Mercedes-Benz 220 SE crosses the speed lap from Tamanrasset to El-Golea which is covered with rocks and sand with an average of 120 km/h. (74.5 mph)

570, Soisbault (Citroen) 553 and Worms (Citroen) 280.

### "Even Breathing Became difficult"

Immediately after arriving at Algiers Karl Kling and Rainer Gunzler declared: "This Rally was the hardest and most difficult we ever drove in. Difficulties arose out of the length of the Rally stretch, out of the short time at our disposal to bring the 7,145 miles behind us and out of the very hard quality of the desert roads. We had to keep fully concentrated while driving these 16 days, because unexpected rocks and holes and shifting sand could easily bring the end to our continuing. It was also most tiring to drive for such long stretches through the monotonous desert which offers no change to the eye. Even breathing became difficult because dust and sand were pressing on our lungs. Never have we gone through a more exhausting

experience. But in spite of all this, we were never nervous for a moment because we had full confidence in the engine of our 220 SE car and we knew that we would be able to get over all the recognizable treacheries of this enormous stretch of distance."

### Crossed Sahara Twice

This year's rally was a great centre of interest of the sport loving public. This rally, comprising 16 laps and driven on 16 days, crossed twice the Sahara desert. The course led through vast stretches of the African country, little known to the general public.

The Rally is interesting because of the international character of its participants, and being one of the hardest sporting competitions.

The stretch totals 7,145 miles (11,500 km) and crosses the Sahara twice as compared to the previous route which totalled 8,700 miles (14,000 km) and went straight through the continent to Capetown.

The daily laps, which covered up to 620 miles (1,000 km) depending upon the terrain, made the greatest demands on the driver as well as on the vehicle.

With the participation of teams from Auto-Union, Mercedes-Benz and Citroen the Central African Rally 1961 was an event especially interesting from a technical as well as a sporting angle. On the list of Citroen drivers were such famous names as Oliver Gendebien and Paul Frere. The 1959 winners Karl Kling-Rainer Gunzler stood out in the Mercedes team.

Because of the exceptional difficulty of certain stretches, the organizers were forced to start the participants in two groups.

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**DIESEL TRUCKS & BUSES**

**V. S. T. MOTORS**

**PRIVATE LTD.**

**MADRAS . SALEM . VELLORE**

V. S. T. 501

April 1961



Autolite products figured prominently in the Isbrandtsen Mobile Trade Fair which arrived recently in Bombay aboard the SS "Flying Clipper". Picture shows the display with Mr. M. P. Poncha, General Manager of PAE, sole distributors for Autolite in India, in the foreground.



Sri N. Balakrishna, secretary of the A.A.M. is seen with the representatives of M/s. A.B.S. Magnesia & Friction Materials Ltd. at the A.A.M. dinner.

## Social & Personal



Sri S. S. Raghavachari of Amalgamations Private Ltd. is with some of the guests at the A.A.M. dinner at Delhi.



Sri L. P. Misra, newly elected president of the Association of Automobile Manufacturers of India is seen with Minister Manubhai Shah at a dinner in connection with the Association's annual meeting at Ashoka Hotel.

### The Madras Motor Parts Dealers' Association

Compiled by  
Sri B. I. Chandhok,  
Secretary

The following are the salient features of the import policy for April/September 1961, with particular reference to motor vehicle parts and allied lines:—

#### (1) Currency Areas:—

The distinction between Dollar and Soft Currency areas has been removed and licences will be issued as valid from "General Area" covering all countries except from South Africa/South West Africa.

#### (2) Application Fees:—

No change.

#### (3) Establishment or re-fixation of quotas:—

No change in procedure. The basic period for Sealed Beams has been extended to 1959—1960.

#### (4) Last Date of submission of applications:—

Established Importers—30th June 1961.  
Actual Users—15th August 1961.  
All others—30th June 1961.

#### (5) Actual user applications for fleet owners:—

No Change.

#### (6) M. V. Parts (Consolidated) & others (Part IV, 293, 295 & 297):—

The following changes are noteworthy in the M. V. Parts (Consolidated) and List III items.

#### (a) List I—No change or addition (i.e. banned items)

(b) List II—Brake Drums have been added to this category (i.e. for which only 3% of the M. V. Parts licence can be utilised).

#### (c) List III items—Changes—

|                                                      | Previous %age on Quota | Current %age on Quota |
|------------------------------------------------------|------------------------|-----------------------|
| Cylinder liners                                      | 100%                   | 50%                   |
| Electric Horns                                       | 40%                    | 30%                   |
| Filter/Cleaner Assembly, Air Fuel or Lubricating Oil | 50%                    | 25%                   |
| Gaskets                                              | 15%                    | 10%                   |
| Piston Rings                                         | 40%                    | 20%                   |
| Radiator Assembly                                    | 50%                    | 25%                   |
| Valves                                               | 50%                    | 30%                   |
| *Thin-Walled Bearings                                | 40%                    | 30%                   |
| (* 50% of the value only for perkins brgs.)          |                        |                       |
| (*25% value only for perkins)                        |                        |                       |

For other items like Pistons, Shockabsorbers etc. there is no change.

#### (7) Ball Bearings (Part II):—

On 19(1) (i) and (iii) validity of licences increased from 9 to 18 months, while on 19(1) (ii) & (iv) validity increased from 12 to 18 months.

#### (8) Roller Bearings and Components-Parts thereof (Part II):—

Validity increased

#### (9) Taper Roller Bearings & Component Parts thereof (Part II):—

Validity increased from 6 to 12 months.

#### (10) Miscellaneous Hardware Part IV 275(a):—

Licence reduced from 2½% to 1½% of the Quota. Grease cups &

Grease nipples have been taken out from the list of permitted items.

#### (11) Garage Tools (Part IV 275 (b)):—

Quota reduced from 50% to 15%. The following items have been omitted from the list (Appendix 25) of items that were allowed to be imported:

- (1) Air compressors
- (2) Hydraulic Jacks, Trolley mounted
- (3) Grease & oil Guns
- (4) Tyre spreader, mounting and demounting apparatus
- (5) Electric lifts
- (6) Car washers
- (7) Alkaline Degreasing Tank,
- (8) Hydraulic Lifts

The following items have been added:

- (1) Crankshaft Balancer
- (2) Steam cleaners

It is also obligatory to utilise 70% of the face value for importing asterked item but this stipulation does not apply to licences up to Rs. 5000/- in value

As for grease guns specially usable on motor vehicles, the Red Book index states that these can be imported against M. V. Parts licence falling under 293, 295 & 297 of Part IV.

While the above gives a broad outline of the changes as they affect our trade, as per the new policy, members are requested to avail of the association office, where the office assistant will be ready to assist them with the Red-book etc. for any detailed information they wish to have.

## In Brief

### Import Policy For April - September 1961

**Protest memorandum to the Finance & Industries Ministers**

**Unwarranted and misconceived demands by sales Tax Officers**

**Misapplication of section 8 B (2) and harassment to dealers**

The memorandum states :—

When Salestax was introduced in our State in 1939, Section 3(3) made all dealers whose total turnover exceeded Rs. 10,000.00 in a year liable to pay tax on their annual turnover. This is retained in section 3(1) of Act 1 of 1959. Section 8A = section 20 required all dealers whose turnover exceeded Rs. 75,000.00 to register themselves, thus bringing them under the vigilance and scrutiny of the Sales tax Department, and to enable the department to give effect to section 3(3), and tax such of those dealers whose annual turnover exceeded Rs. 10,000.00. Section 8B(1) = 22(1) prohibited dealers who have not registered themselves from collect-

ing any amount as 'Sales tax', and registered dealers were given the privilege and the right to pass on the tax to the purchaser at the time of sale, with an obligation added that they should pay the amount so collected as 'Sales tax' to the Government.

**Scope of Section 8 B(2)**

It will thus be seen (a) that dealers with a turnover between Rs. 7,500.00 and Rs. 10,000.00 were not liable to be taxed under the Act though they were enabled to represent to the consumer that they may be liable to tax and as such had a right under the Act to charge it as such and collect it from the party (b) that there probably was a big

body of merchants who had not registered themselves at all and who were in fact issuing bills with Salestax as an item payable by the purchaser and collecting the same. It is these two classes of dealers who represent to the purchaser that they are liable to pay tax to the Government, and had the privilege of collecting the same from the purchaser, that were aimed at in Section 8B (2) & 22 (2) whereby any dealer or person who is not liable to tax as under section 3(3) = 3(1), whether registered or not, was not allowed to retain these amounts collected as tax on the pretext of passing it on to the Government, and a statutory obligation was laid on them to pay it

over to the Government. This is the avowed object and scope of section 8B(2). While so, attempts have been made to misapply section 8B(2) and demand from dealers amounts that have nothing to do with any demand or collection of Salestax at all.

**"Surcharge" Charged by the Dealer**

The members of our Association trade in automobile spare parts & accessories, which since 1957 have been subject only to single Salestax. Our members purchase goods from dealers in the State, and sell them locally. To make an instance, a registered dealer buys a particular item for Rs. X for which he pays Rs. X, plus 7% of X as Salestax and he incurs certain other incidental expenses in acquiring the goods and bringing them down to his shop. These expenses inclusive of 7% of Rs. X he pays as tax to his supplier, come to an expenditure of Rs. y. When he sells the goods to a customer, his sale being a second sale, he is not taxable and there is no taxable event. He bills his customer at Rs. X, plus profit, plus Rs. y—Rs. y being shown under the nomenclature 'Surcharge'. This sale is not taxable. He neither represents nor purports to represent to his customer that he is liable to pay tax to the Government in respect of this sale, nor does he show Rs. y as 'Salestax' in his bill. The amount of 'Rs. y.' shown as 'Surcharge' is collected by the dealer to recoup himself with the 7% Salestax he paid and also other incidental expenses he has incurred to acquire the goods, which is invariably a little more than 7% of the catalogue price of the goods or almost 7%, if the other incidental charges are not high.

**Salestax Dept.  
Can't make a demand**

The price at which the dealer sells and the purchaser buys is a matter of bargain as between them, and so long as there is no taxable event and no amount is mentioned in the bill as 'Sales tax' there is no occasion or scope for the Salestax Department going into the details of the various items making up the

price in the bill, or for it to make a demand under section 8B (2) and 22(2) for the payment over to the Govt. of the item mentioned as 'Surcharge', even though it may be in excess of the tax paid by the dealer to his supplier. Salestax even at the multipoint level, when once collected on any sale, either as a part of the price or separately, is no more a Salestax for the buyer, even if he be a dealer and not a consumer, but it only forms part of the cost of the material. This is perhaps more true in the case of single point Salestax scheme where it merges into the cost price. The second seller has the freedom to collect this additional burden over the price in any expedient manner either by increasing the price, or as a separate head, (even as in the case of Packing and Forwarding charges). We submit that just because this over-burden is shown separately in the bills, the Government is not entitled to recover such amount's under the Salestax Act. It is one and the same, whether the over burden is added to the price, or collected separately.

**Second Sales not Taxable**

While so, several members of our Association have complained that even in respect of second sales effected by them which are not taxable as per section 5(1)V item 8, & section 3(2) read with Schedule 1 item 3, demands under section 8B(2) are made on them by the Assessing Officers to make over to the Government the entire amount shown as 'Surcharge'. We submit that this is totally unjust and unwarranted by the Act. The Salestax Act has nothing to do with the price structure or the profit the dealer is making on a transaction. In the cases complained of, the action of the Departmental Officers in issuing the demand is wholly misconceived and unwarranted for the following reasons:

(1) Assessment under the Act must follow a taxable event based on a representation from the selling dealer that he is liable to pay tax to the Government and that he has the privilege to pass it on to the purchaser under the Act. In such a case alone a demand under section 8B(2) can be made to enforce the

corresponding obligation to pay over such collections to the Government.

**Two Classifications**

Dealers who are the first importers into the State, collect Salestax in their bills, mentioning it as 'SALESTAX' whereas for goods bought by them locally, for which they have paid Salestax at 7% they recoup such Salestax and other incidentals by mentioning it as 'SURCHARGE' in their bills on the seller. Thus, dealers are making two distinct and separate classifications for their first sales as 'SALESTAX' and for their second sales as 'SURCHARGE'

**No right to Scrutinise**

Where the dealers are not collecting any amounts under the head 'Salestax' on the second sales, the Salestax Department is neither concerned with, nor has any right to scrutinise or call for the details of 'Surcharge' or any item of the bill, and demand payment of the same to the Government. They have nothing to do with a bill made out in respect of a second sale of motor parts, declared not taxable under section 5(1)V of 1939 Act, of section 3(2) and Schedule 1 of 1959 Act.

To say otherwise will be to make motor parts which are declared taxable only at single point of first

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sales in the State, liable to multi-point tax at each successive point of sale, not to speak of the far reaching effects it will have on motor trade and its economy. Such a demand for payment over of 'Surcharge' is clearly a second collection of tax on the same goods.

### Method Accepted by Govt. \*

(2) Members of our trade have been adopting this sort of collection as 'Surcharge' for the past one decade and more, and the Assessing Officers have been accepting their accounts all along. Hence our members have been under the impression that the procedure they have been adopting was the correct one. Custom has the force of the law and in this case it seemed to be with the approval of the Government itself.

### Recoupment Amount not Payable

(3) Members of our trade have to keep up to certain basic and controlled prices like those of Tyre and Tubes, Genuine GM and Ford Parts; and the prices fixed by M/s. Premier Automobiles, M/s. Hindustan Motors, M/s. Telcos, M/s. Simpson & Co., Ltd., etc. Naturally in such cases where the margin of profit is not much, the dealers have to make good the salestax paid by them to their suppliers and the other incidentals, and at the same time not exceed the catalogue prices of the above named suppliers. Hence they have to show the Salestax paid by them and the incidental charges incurred by them under separate heads namely 'Surcharge' and to insist on payment to the Government of such recoupments is wholly unjustified.

### Unauthorised Demand

(4) Some Assessing Officers are demanding payment of the entire amount of 'Surcharge' on the ground that it exceeds the amount of Salestax actually paid for the concerned item. When the officers were shown G. Os. 891 and 2161 of 1948 as authorising the dealers to keep the collection of amounts collected by them to recoup the Tax paid by them to their suppliers, without remitting it to the Government, these G. Os. are now sought to be interpreted by the department that the actual tax paid to the suppliers alone can be collected and retained, and anything collected in excess of that falls under the provisions of sections 8B(2) and 22(3) of the Act, and is unauthorised.

As already submitted above, 'Surcharge' is not only the actual Salestax paid by the dealer to his seller but it also includes certain other incidentals. Further no trader can afford to show to his customer the actual Salestax paid by him under a separate head in his bill of sale, for, that would amount to divulging his cost price which will open out venues to the customer to start bargaining over the price.

(5) The expression 'Purporting to be Salestax' in section 8B(2) is being given utmost prominence by the Assessing Officers as a basis for their demanding payment of the amounts collected as 'Surcharge'. The word 'Surcharge' does not signify, or mean, or convey to the mind of the common man, that it is 'Salestax'. Hence Surcharge cannot be construed to be Salestax.

### Section 8B(2) Not Clear

(6) The law in this connection in section 8B(2) has not been obvious or capable of comprehend-

ing as interpreted now by the Assessing Officers. Because, had it been so apparent, such application of the law as proposed and executed now, was not made even when it was alive but is being invoked after a year when it has been superseded by section 22(3) of the 1959 Act which itself is a great modification of the original law. Under section 22(3) the assessing authorities are given no authority to infuse any motive to any collection made other than by *Way of Salestax* only in clear terms. Hence, law does not provide for such construction as is sought; to be imposed on it.

### Harassment to Members

As various instances of improper demands on our members under section 8B(2) by the Assessing Officers have come to the notice of our association, and as it amounts to much loss and harassment to the members of our trade, it is prayed that suitable instruction be issued to the Taxing Officers not to tax second sales of motor parts which are not taxable as per section 5(1)V. A speedy action in this regard is earnestly requested; other wise it will involve further harassment to other members whose assessments are yet to be completed.

### Circulars to M. M. P. D. A. Members

The Madras Motor Parts Dealers' Association has issued the following circulars to its members for general information and guidance.

### Import of wind Screen curved Glass not allowed

Clarification received from the office of the Chief Controller of Imports & Exports, New Delhi,

**FOR CONDUCTION WITH SUPERSONIC SPEED INSIST ON**

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**PVC INSULATED RUBBER INSULATED**

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**GRAMS: FUELPUMP**

**Spare parts for DIESEL ENGINES**

**TRUCKS & TRACTORS**

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**MOTORINDIA**

under its letter No. 293-297-IV/9, OM/61/Pol. III/1028 dated 9.2.1961/ by the Bombay Motor Merchants Association Ltd., on the above subject, is reproduced hereunder for information and guidance of the members;

.....That import of 'wind screen curved glass cut to size and shapes or otherwise', is not allowed against import licences for motor vehicle parts S. Nos. 293, 295 & 297/IV, vide entry 33 in the list I of Appendix 26 to the current Red Book."

### Grant of quota Licences During Oct. '60-March '61 Period

"It has been decided that established importers who had failed to submit applications for quota licences for items licensable on annual basis during April-September 1960 period within the prescribed last date, may submit fresh applications for quota licences for such items in respect of their entitlements of for

six months i.e. for October 1960 March 1961 licensing period.

The established importers who had failed to submit applications for quota licences for items licensable on annual basis during April-Sept. 1960 period within the prescribed last date and who have not already submitted applications for quota licences during the current half year for such item may submit fresh applications for quota licences for such items for the current half year in the usual form and manner to the port licensing authorities concerned."

### Metric System of Weights and Measures

"Attention is invited to Ministry of Commerce and Industry Public Notice No. 119-ITC (PN)/60, dated October 4, 1960 on the above subject. Para 2 (i) of the above Public Notice may be amended to read as under:—"2 (i) All shipping documents relating to imports, exports and reexports will be in Metric Units. Shippers in foreign

countries such as United Kingdom or United States of America, will however, have the option to use British Units in their shipping documents invoices etc.

### Customs Notifications

AUTHORISATION FOR SIGNING BILLS OF ENTRY, SHIPPING BILLS, ETC., AND EXECUTION OF BONDS AND GUARANTEES FILING:— Vide Public Notice (Madras) No. 16/61, dated January 27 1961.

As per para 2 (e) of the Public Notice No. 42/60, authorisations issued in favour of agents for Signing Customs documents are valid only for one year and are to be renewed in the beginning of the subsequent year, it is noticed that bills of entry, shipping Bills etc., are being filed with the office of the Collector of Customs without the authorisations issued in 1960 are renewed or fresh authorisations presented in advance the Customs documents filed will be liable to be rejected.

## Open General Licence No. IV.

### Can import from any country except S. Africa

The Open General Licence No. IV, issued by the Government of India in replacement of previous O.G.L. under their Order No. 2/61, dated February 28, 1961, has been republished under this Circular under the new Open General Licence No. IV. The Government of India have given general permission for the importation from any country in the world except the Union of South Africa until further notice of the following:—

- (i) Free gifts of books upto the value of Rs. 250 in favour of individuals or institutions
- (ii) Blue Prints and Drawings relating to Machinery and Plant, sites, works, and buildings and which are supplied free of charge and are of no commercial value and
- (iii) Any goods included in Schedule I to the Imports (Control) Order, 1955 and which
  - (a) are bona fide samples or advertising matter supplied free of charge not exceeding Rs. 250/- in c.i.f. value in one consignment, excepting vegetable seeds falling under S. No. 36 of Part IV of the Import Trade Control Schedule, or
  - (b) are supplied free of charge in replacement of goods previously imported which have been found to be defective or otherwise unfit for use. Provided that,
    - (a) the bona fide samples or advertising matter thus imported shall not be sold by the importer.
    - (b) the defect in the goods previously imported is noticed before the clearance of the goods from the Customs House and is brought to the notice of the Customs autho-

rities and it is proved to the satisfaction of the Customs authorities that the goods so found defective or otherwise unfit for use, are actually returned to the manufacturer or consignor or are destroyed, or surrendered

to or vested in Government for such action as they may deem fit, within three months from the date of clearance from the Customs House.

This licence is without prejudice to the application to any goods of any other prohibition or regulation affecting the import that may be in force at the time when such goods are imported.

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April 1961

45



## THE TIRUNELVELI TYRE SYNDICATE

Proceedings of the meeting of Motor Tyre Dealers of Tirunelveli District, except the towns of Kovilpatty, Tuticorin and Shencottah, held at Chandra Vilas recently with Sri G. C. Subbukrishna in the chair.

The following representatives of the tyre companies were present.  
M/s Dunlop Rubber Co., (India) Ltd.,—Sri M. K. Narayana Iyer.

M/s Goodyear Tyre & Rubber Co.,—Sri V. S. Mani.

It was unanimously resolved to form a voluntary organisation as the Tirunelveli Tyre Syndicate consisting of the dealers who were present.

The following office bearers were elected.

President: Sri G. C. Subbukrishna of M/s G. N. Chakrapani Chetty & sons (P) Ltd., Secretary: Sri S. Arunagiri of M/s Arason & Co., Treasurer: Sri K. Rathnam Nadar of M/s K. Rathnam Nadar. Committee of members: all the dealer members present were unanimously elected as committee members.

The purpose of the syndicate is to pool its resources to issue the four critical sizes of Giant Tyres & Tubes viz., 7.00-20, 7.50-20, 8.25-20 & 9.00-20 to genuine operators of vehicles registered in Tirunelveli District except the vehicle operators of KOVILPATTY, TUTICORIN and SHENCOTTAH at established prices plus the actual Sales Tax paid to the tyre companies.

### Rules & Regulations

The Syndicate shall register only such of those owners of vehicles that are registered in the Tirunelveli district except those who are in Kovilpatty, Tuticorin and shencottah, where a separate syndicate is going to be formed.

### Passengers' Association

The Pudukkottai Region Passengers' (Bus, Rail and shipping) Association was formed in Pudukkottai recently with the object of giving relief to passengers and to

suggest to authorities amenities for their comfortable journey, under the presidency of Balakrishnan Ex. M.L.A. Messrs. V. Shanmugham Chettiar and S. V. Sivaswami Servai also spoke Mr. V. Balakrishnan was elected President, M/s L. K. Sarma Vice president, R. K. Murthy Secretary, A.K.M. Basheer Ahmed Treasurer and 7 other committee members.

### LATE SHRI PANT

#### D.M.T.A's Condolences

At an emergent meeting of the general body of the above association, the following resolution was passed:—

"This emergent general meeting of DELHI MOTOR TRADERS' ASSOCIATION place on record their deep sense of sorrow and grief on the sad death of the honourable Shri Govind Balabh Pant, our beloved Home Minister."

As a mark of respect for the departed soul the Delhi automobile market was closed for the day.

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MADRAS 2

## MERCEDES - BENZ IN 1960

Professor Dr. Nallinger, chief engineer at Daimler-Benz AG, was able to strike a proud balance of success in sporting events during the past year with series produced Mercedes-Benz passenger cars, when he fastened the Daimler-Benz gold pin of honour on the lapels of Walther Schock and Rolf Moll, the winners of the "European Rally Championship for 1960" on a Mercedes-Benz 220 SE. With three 1st, two 2nd and four 3rd places in the general classification and seven 1st, seven 2nd and two 3rd places in their class, Schock and Moll who received expert advice from Karl Kling, Daimler-Benz sport manager, won the European championship.

Also included in the list of successes for 1960 are the "Austrian State Championship", which was won by Dr. Gunter Philipp on a Mercedes-Benz 300 SL, the class victory won for the second time by Bartscherer from Cologne in the "Tour d' Europe" on a Mercedes-Benz 190 D, and the general victory in the "East African Rally" which was won for the second time by Major Fritschy on a Mercedes-Benz 219.

Private drivers with Mercedes-Benz passenger cars of all models further participated in 70 national and international sports competitions. They achieved 85 class victories, 63 second and 48 third places thereby winning 77 gold medals, 70 silver medals and 55 bronze medals.

Professor Dr. Nallinger, who thanked all winners here and abroad for participating in these events, concluded from the outstanding results of 1960 that the excellent way in which all series produced Mercedes-Benz passenger cars behaved on the road leads one to expect great chances for future sporting events.

### British Motor Industry in 1960

Britain's motor industry had a record output in 1960, with a total production of 1,352,728 cars. In 1959 the figure was 1,189,973. Exports increased from 568,971 in 1959 to 539,916 last year—another record figure.

Production of vans, trucks and buses reached an all time high of 457,972 compared with 370,484 in 1959. Exports, too were a record with 146,134 vehicles (worth more than £104,000,000) being shipped.

The total value of all the motor industry's exports for 1960 was nearly £618,000,000, states the Society of Motor Manufacturers & Traders.

### World Trip By Motor Scooter

A Church of England Minister and his wife have recently left Brisbane for a world trip by motor scooter.

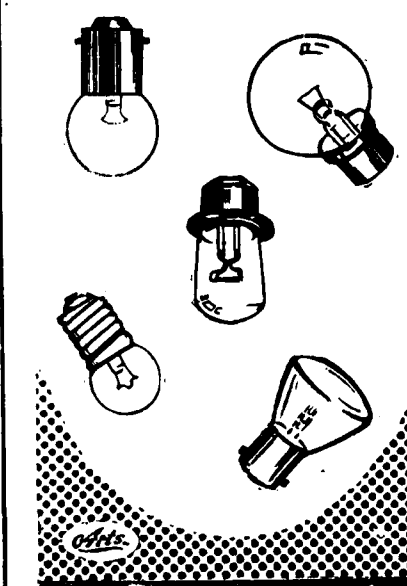
Their usual journey will take them through Ceylon, India, and Pakistan.

They are the Rev R. J. Poole and Mrs. Poole of St. Mark's Church of England, Warwick, about 90 miles west of Brisbane.

After taking delivery of their new machine in Brisbane they rode back to Warwick and then 600 miles to Sydney.

Embarking on their liner Neptunia on Christmas Eve and disembarking at Colombo, they then ride through Ceylon, India, Pakistan, Iran, Jordan, Israel, and Italy to London.

On the return journey they hope to call in at Singapore about June.



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## Research & Development

# MOTOR CYCLE & SCOOTER FACTORY IN INDIA

## poland plans construction

Recently the Polish firm CEKOP signed an agreement on supplying India the plans for the construction of a motorcycle and scooter factory. The delivery of the designs will probably be the basis for the conclusion of a contract for Poland's building a motor cycle and scooter factory in India.

The annual production capacity of the proposed plant is calculated at 12,000 motorcycles and scooters as well as 20,000 mopeds. The Polish industry, which produced about 70,000 motor-cycles and scooters in the first half year of 1960, already has considerable experience in this field. This factory would be the fifth complete industrial plant sold by the CEKOP firm to India. So far, Poland has built three structural steel factories as well as an electric motors factory in India. As is known, Poland has granted India \$30,000,000 worth of credits for the purchase of capital equipment.

## Anti-Theft Device Vehicles Call "Police"

A British television engineer has invented a device he hopes will become a deterrent to thieves who raid vehicles which carry large sums of money or valuable goods. The engineer, Mr. Arthur Parkes, of Dudley, Worcestershire, has built a unit which comprises recording-tape and an 18-watt transistor amplifier which fits into a metal box 10 inches long, 8 inches wide, and 6 inches deep. It can be worked off a car battery or be self-contained.

Once it is started, it cannot be stopped except by using a special key which is not carried in the vehicle. The unit continuously repeats: "Help! Police! This van is being robbed!" The noise can be

heard two streets away. The wires attached to the device would be hidden in the vehicle's bodywork, and loudspeakers built into the wheel arches. Cost of the unit in Britain is £80.

## New Research Laboratory London Transports Economy Move

A new £241,000 research laboratory for the London Transport Executive which will test a wide variety of equipment and materials has been opened in London. It is expected to produce sizable savings in cost and manpower.

At present London Transport spends more than £15,000,000 a year on materials, and the new laboratory will provide better facilities than ever before for the constant research for economies.

Already, research has made possible a saving of £300,000 a year on crank-case lubricants for Diesel engines, and another £80,000 a year on the oil used in the rear axles of buses.

Among the feature of the laboratory is a railway axle testing machine which wears out experimental underground train axles 250 times faster than in normal service. Faults will be studied by London Transport experts to improve axle-manufacturing methods and secure the highest standards of reliability in service.

Research on batteries has already led to a doubling of the average life of bus batteries, and a saving of £50,000 a year.

The quantity of exhaust fumes given off by London buses has been reduced to about a tenth of that of a normal lorry.

Once, London's 8,000 buses had

to be repainted every 18 months. Now, as a result of research, the operation is carried out every four years.

## "Air Conditioned" Car won in Searing Heat

"Air-Conditioning" of his Lotus Climax by the last minute removal of both side panels helped English Champion racing driver Stirling Moss score an all-the-way win in Australia's international 100 miles road race at Warwick Farm at the end of January, 1961.

The race was held in searing heat that took toll of competitors and spectators. Several drivers were overcome by the 110 degrees Fahrenheit temperature—it was 148 degrees on the track—and only four of the 14 starters finished.

World champion, Australia's Jack Brabham (Cooper Climax) was forced to retire when his fuel boiled. The same happened to Dan Gurney.

Graham Hill (B. R. M.) was out of the race when his fuel tank split and Scottish driver Ron Flockhart (Cooper Climax) was too exhausted to continue the race.

Moss's car ran faultlessly to gain the fastest lap average of 80.68mph and a total average time for the race of 79.26 mph.

Innes Ireland of Scotland was the only other overseas driver to complete the course.

More than 65,000 people watched the event at Australia's new Grand Prix track at Warwick Farm, 20 miles from Sydney, capital city of New South Wales. Warwick Farm is a horse racing track and much of it has been converted to an international standard car racing circuit.



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