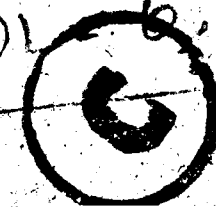


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Motor India

1961- September

VOL 6 NO-4



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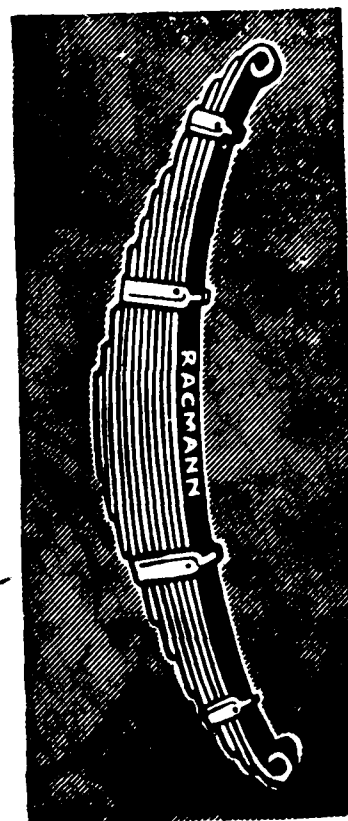


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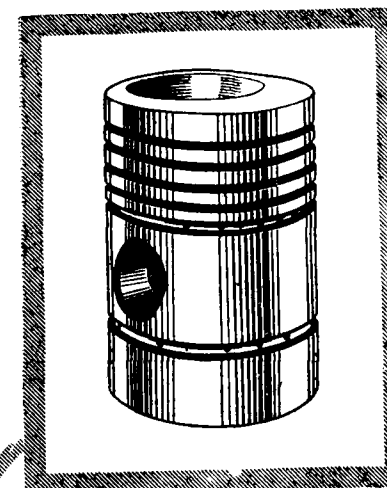
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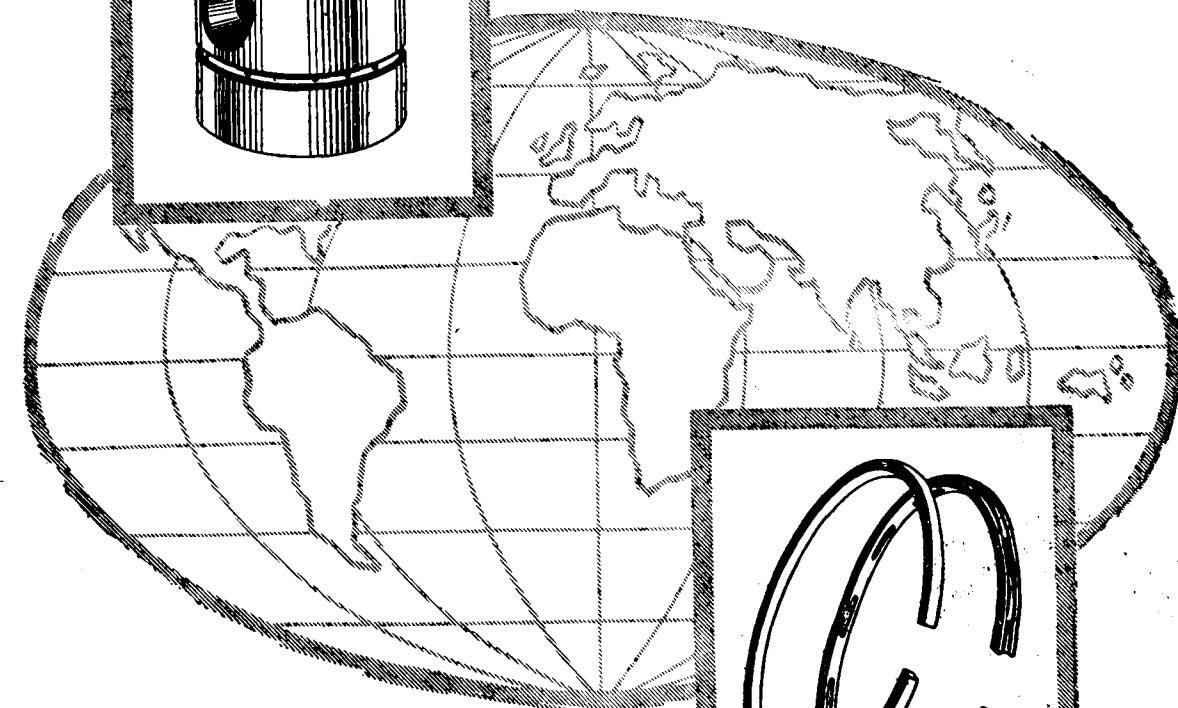
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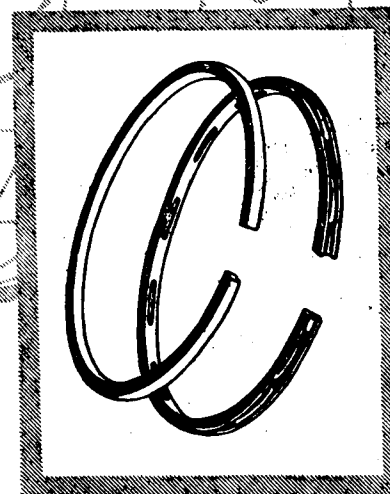
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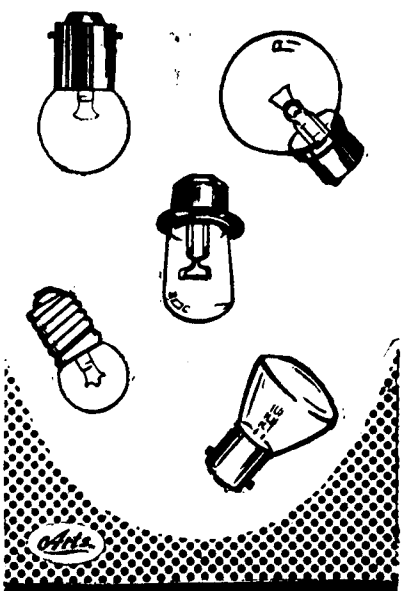
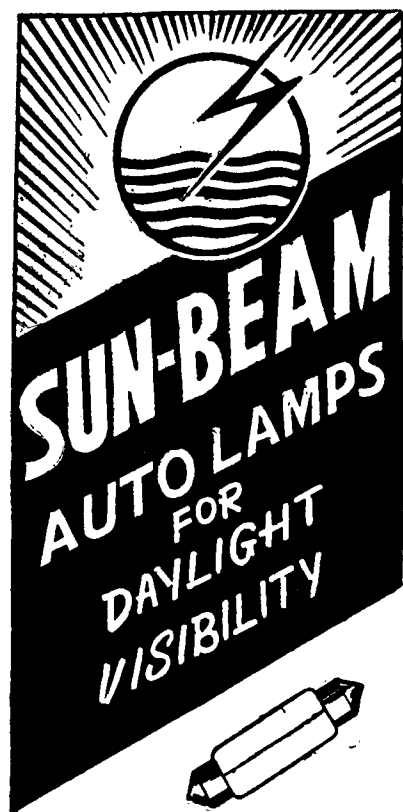
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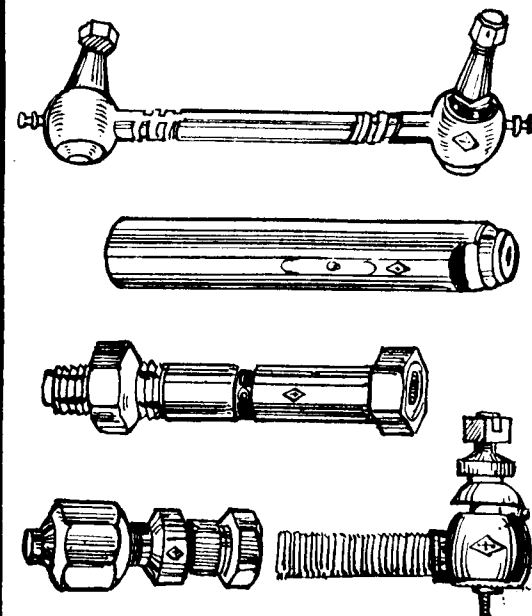
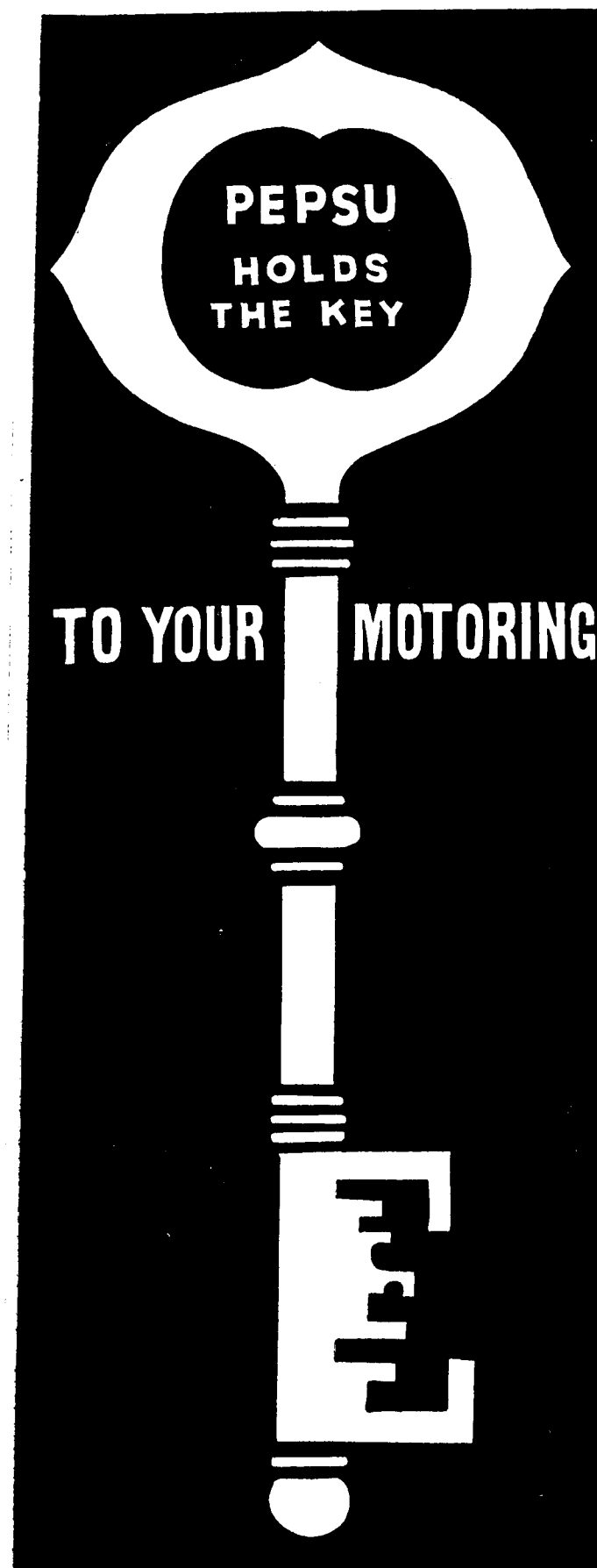
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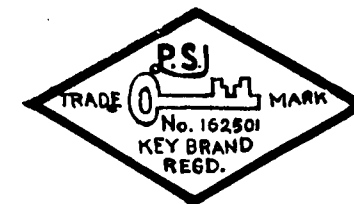
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Fortnightly

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editorial

THE ECONOMY CAR

Recent reports from New Delhi indicate that though still not included in the Third Plan, the chances of production of a "small" or "Cheap" car in the public sector in the country are now fairly certain.

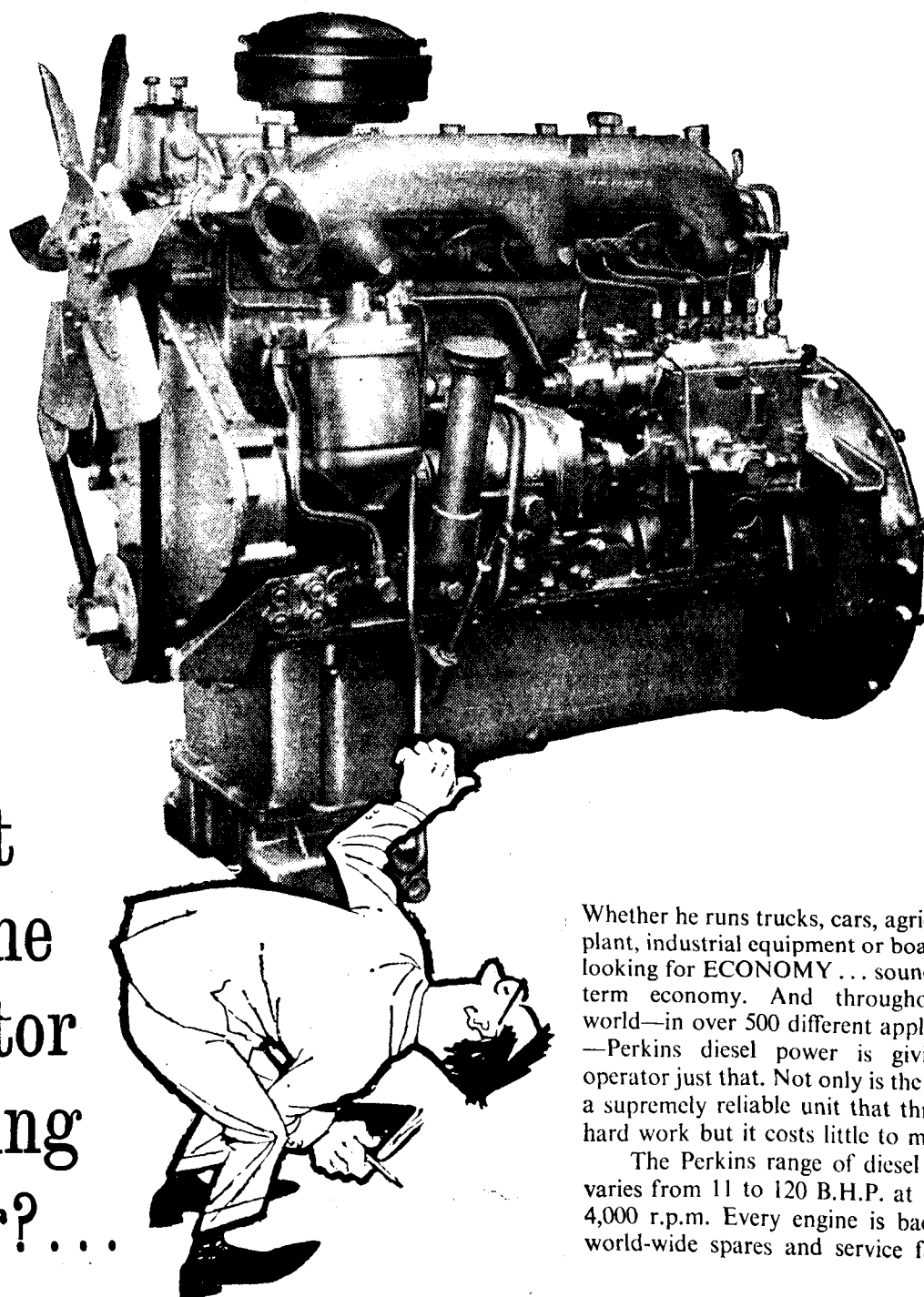
This is welcome news as far as it goes; namely that the Indian motorists will have chances of buying new cars at less than Rs. 7,500 and that the production of such additional number of cars will increase the total number of new vehicles available in the market.

But reading through the various statements emanating from Delhi one cannot but miss the fact that even the excise duty of Rs. 1,000 is to be reduced to Rs. 500 in the case of the proposed small car. Then the question arises, whether the excise duty on other cars now in production will continue to be as it is, or whether it will also be reduced to Rs. 500.

Granting that the reduction applies to all cars whether produced in the public or private sector, then the question is: What exactly is the provocation for the addition of a new car-making unit in the country? Has it been proved that the existing car units cannot produce cars which can be sold at the same price, of the proposed public sector car? We are told that the overall measurements of the public sector baby will be just the same as the Fiat or the Standard approximately. If this is so, then the question follows as to how the public sector can make it cheaper than the private sector. Surely no magic is involved in car production, even though undertaken by Government. Experience shows beyond doubt that industries that make profit in a competing private sector economy do not even make both ends meet if run in the public sector and that with a monopoly and tax concessions, which the private sector cannot claim.

It seems to us that the simple fact is this. The present production limit for existing car units is uneconomic. If this limit is raised to near mass production standards, there is no reason why the private sector units cannot produce a vehicle of the same dimensions and strength and at a price much lower than the proposed Dauphine. Has the private sector been given such an opportunity? They are existing units brought about with the co-operation and assistance of Government which are working under Government control in regard to production capacity etc. It will be much more economical to produce more cars in existing units so as to bring down the prices than to start a fourth unit from scratch. If it is felt that the three existing units cannot bring down the prices unless there is a fourth one to compete, even then the case for the private sector is strongest in the case of automobile industry.

The industry today is cent per cent in the private sector and steady progress is being made every year. Surely the Indian Automobile Industry deserves a good pat on its back, but the public sector economy car proposal is definitely no recognition of the meritorious work done during nearly a decade and under heavy stress. Will better counsels prevail? Will justice be done? The answer rests with the Government and we trust that right decision will be taken after all.



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In the First Five Year Plan a provision of Rs. 12 crores was made for road transport services in the public sector. This was exclusive of the provision included in the Railway Plan for participation in the State Transport Undertakings. About 3000 vehicles were added to the fleet of nationalised transport undertakings during this plan period.

In the Second Five Year Plan a provision of Rs. 11 crores was made for road transport besides Rs. 10 crores included in the Railway Plan. About 5000 vehicles were added to the fleet of the nationalised transport undertakings and there was considerable expansion of workshop facilities also.

In the Third Five Year Plan a provision of Rs. 18 crores is proposed for road transport service in the Public sector. A provision has also been made in the Railway Plan for contribution to the Road Transport Corporation to the extent of Rs. 10 Crores. The entire provision is intended for addition of about 5000 vehicles and construction of workshops.

The road development programme in the first two plans were formulated in the perspective of the "Nagpur Plan" which envisaged completion of a total length of 1,23,000 miles of surfaced roads. With the programmes undertaken during these plans the targets fixed in the "Nagpur Plan" have been exceeded. At the end of the Second Plan period the mileage of surfaced roads in the country was over 1,44,000 and that of unsurfaced roads well over 2,50,000. Despite this expansion of road mileage over the last 10 years the road network remains deficient in certain

respects. About 60 per cent of the total mileage consists of earth-roads only. Of the total mileage in the country about 15,000 miles are covered by National Highways and only 2250 miles out of these have a two-lane carriage way, the rest is all one-lane. There are numerous missing bridges on the arterial routes. On the National Highways alone 80 major bridges remained to be provided at the end of the Second Plan.

The road development programmes for the Third Plan have been formulated with the broad objectives laid down in the 20-year Road Development Plan for the period 1961-81 drawn by the Chief Engineers of State and Central Governments, although it has not been found possible to conform to the exact targets laid down in the 20-Year Plan for the Third Plan period. The outlay envisaged for the road development in the Third Plan is about Rs. 320 crores. In addition to this the Government have secured credit to the extent of Rs. 29 crores from the International Development Association. This brings total resources during the Third Plan period to about Rs. 350 crores as against Rs. 590 crores proposed for this period in the 20-Year Plan.

Foreign Exchange for the Expansion

The Planning Commission is understood to have allotted only Rs. 43 crores of foreign exchange for the expansion of the automobile industry during the Third Plan as against Rs. 70 crores asked for by the industry.

In view of the reduction in the foreign exchange, discussions are now going on between the Government and the automobile manufacturers to fit in their expansion

programmes within the ceiling fixed by the Planning Commission.

Government are stated to feel that the expansion plan submitted by some of the automobile manufacturers are too ambitious and therefore they should be pruned considerably. Moreover, recently two truck manufacturers have represented to Government that in view of the recession in the truck market, they are unable to sell their vehicles and they may have to curtail production and retrench labour. In the light of this, Government feel that all expansion programmes should be realistic so that the manufacturers are not faced with any difficulties later on to dispose of their products.

Small Car Project

If the expansion programmes are curtailed, it is possible that some foreign exchange from the ceiling fixed by the Planning Commission may be available for the small car project in the Public Sector.

The earlier opposition to the small car project by the Planning Commission is understood to have softened and the Commission has no objection to that project if it can be managed within the ceiling fixed by it. The chances of the small car project going through now appear to be bright.

The fear that the extent to which foreign exchange expenditure is incurred on the small car manufacture, to that extent the overall foreign assistance to the Third Plan may be reduced has been allayed by Renaults, who are to collaborate with Government for the manufacture of this car. Renaults have assured Government that they would see that the assistance by the French Government to the Third Plan is not reduced in any way because of the foreign exchange provided by them for the small car.



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From Gordon Wilkins

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The introduction of the Consul Capri 1340 cc saloon is a new venture for the British Ford Co. For the first time they are offering a custom built vehicle with the lines of a sports coupe plus the benefits in economy from a large manufacturing organisation.

The Consul Capri is derived from the Consul 315 and carries two people in comfort in large, deeply cushioned form upholstered adjustable bucket seats. There are two occasional seats behind or extra luggage space. The trunk is very large with a capacity of 22 cubic feet (0.62 m³). The two doors are wide and have frameless windows. Headlining is washable and the sun visors are padded. There is pile carpet throughout and the instru-

ment layout is similar to the Consul 315.

Most striking feature of the Capri is its low 4 ft 4 in (132 cm) roofline which in one sweeping 'Aerofoil' contour embraces the sharply raked double-curved windscreen and double curved rear window which meets the waist of the car at an angle of 40 degrees.

For ventilation there are hinged front quarter lights, 'wind-down' side windows and large rear quarter lights which retract into the body. In conjunction with the heater they ensure balanced warmth and ventilation in moist conditions. There is no pillar between the main windows and rear quarter lights and with both lowered there is an unbroken space from front to rear.

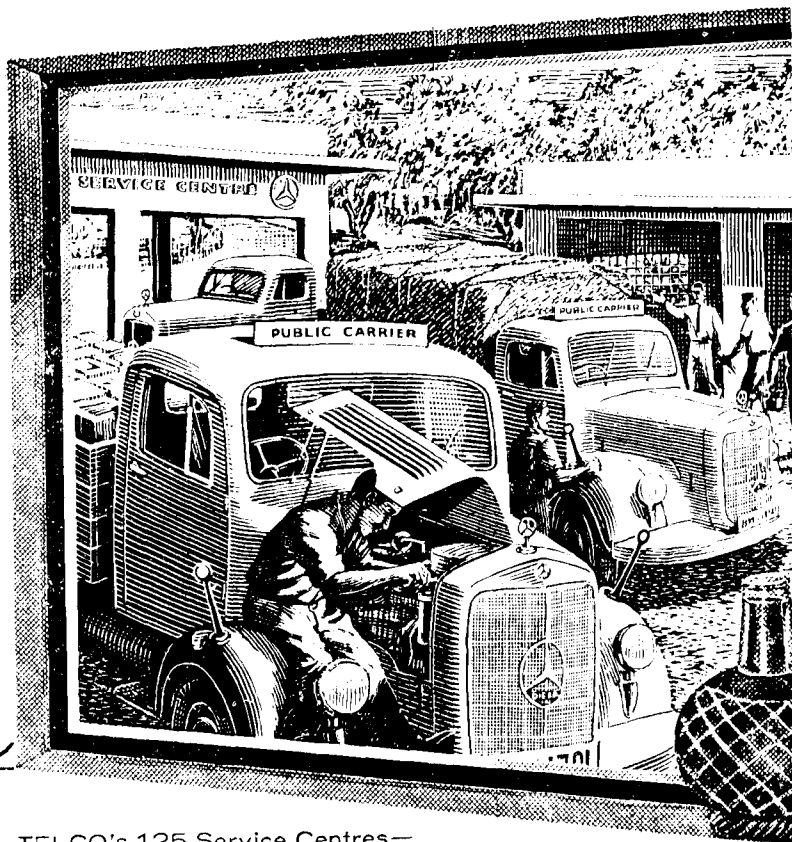
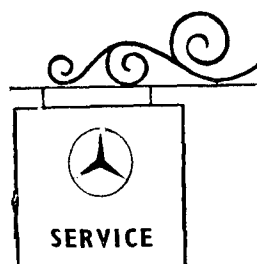
Mechanically the Capri is the same as the Consul 315 and has the 1,340 cc. ohv. pushrod engine developing 54 bhp installed at 4,900 rpm. There are disc brakes on the front wheels and the four-speed gearbox can be supplied with floor or steering column control. Dimensions are the same as for the Consul 315 and weight is the same as the two-door 315 saloon which has a kerb weight of 2025 lb. Top speed of the Capri is said to be over 80 mph (130 kph). Price as yet is not announced.

Sharp-eyed visitors to Paris are already familiar with the lines of the Capri as one of the prototypes has been used there by Miss Charlotte Ford for many months.

September 1961

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AUTOMOBILE INDUSTRY OF JAPAN AND ITS FOCAL POINTS

This ancient country where rickshaws once rumbled through the streets is now fast growing into a country of automobiles. Today automobiles of Japanese make are not only becoming indispensable in modern living but also are cutting into the foreign small markets that were long in the grip of European makers.

Foreign visitors who come to Japan picturing Oriental exoticism to themselves will be surprised—or disappointed—by long, tight rows of cars slowly and spasmodically choking the roads. In fact, it is no exaggeration to say that automobiles are becoming part and parcel of Japanese life today. According to available statistics, one million four-wheelers and more than two million two and three-wheeled vehicles are whizzing. Trucks

transport 860 million tons of cargo a year, or 3.4 times that by railways; buses carry about 5,200 million persons, and taxicabs transport 1,260 million passengers.

Like the Soviet Union, Japan had long placed primary production emphasis on trucks mainly for military purposes, and passenger cars, had been regarded as luxuries. The country's production of passenger cars therefore, is not very high as yet according to the Western yardstick, ranking 10th in the world. But she has become one of the world's four major bus manufacturers and in respect of diesel buses, she leads the others. In the production of trucks, the nation has outstripped France to rank fifth, and has grown to be the No. 1 motorcycle manufacturer.

The Japanese automobile industry

enjoyed an all time record of exports in 1960.

Destination-wise, Southeast Asian countries count for much. Thailand topped the list of automobile exports with 2,744 units. India, Indonesia, Columbia, Nationalist China and Burma were also major importers of cars from Japan. So far as passenger cars went, Mexico (1,154 units), the United States, the Ryukyus, Nationalist China and Malaya were the main markets.

State Protection

The Japanese automobile industry started off with the production of trucks—under heavy State protection. During and right after the war, top priority was given to trucks. Around 1953, automakers began to lay greater emphasis on the production of passenger cars,



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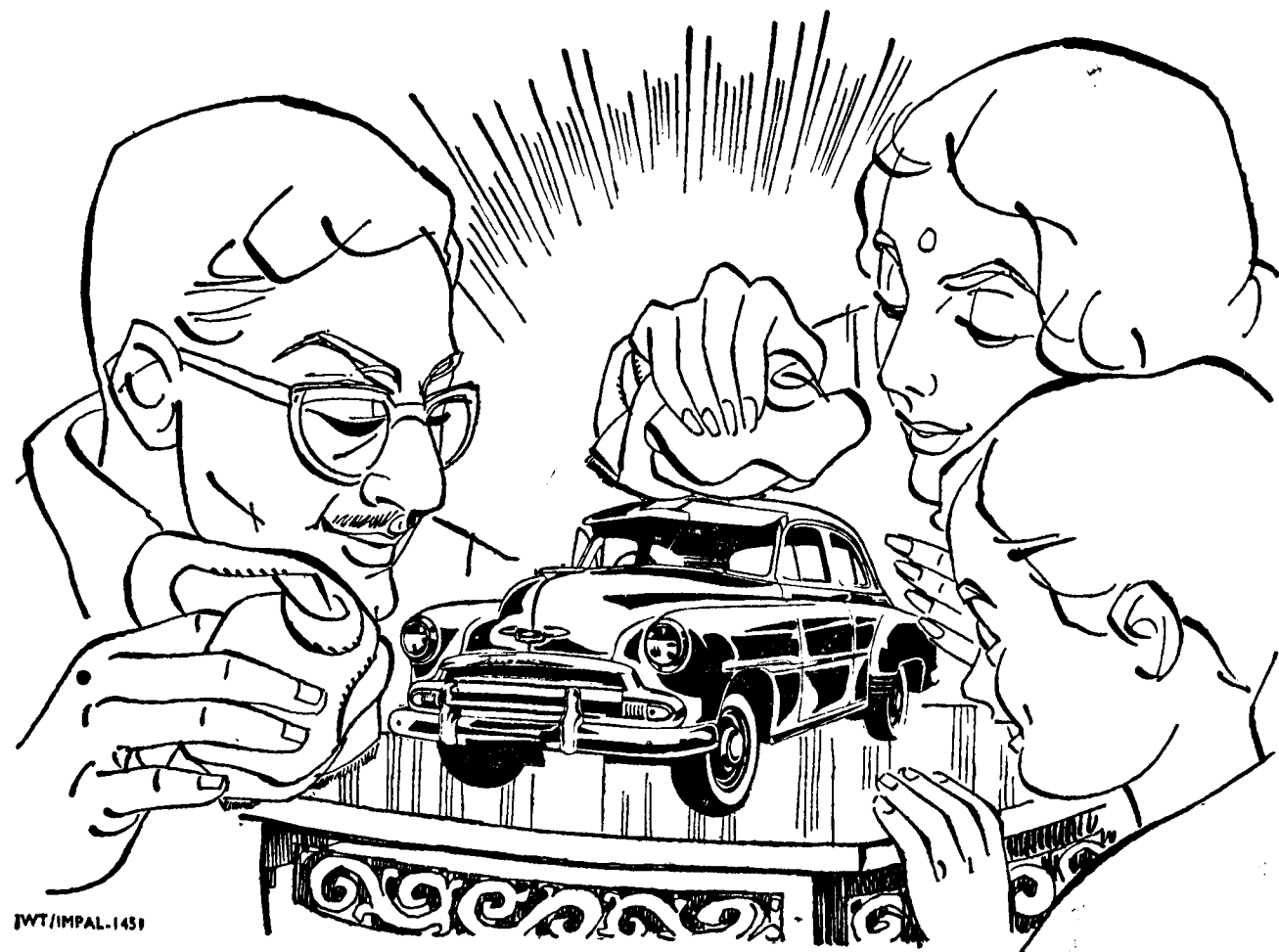
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riding on the crest of motorization. Since then they have been striving to modernize and automate their industrial facilities.

To make up a great deal of leeway in postwar years, Japanese automobile manufacturers were quick to seek technical cooperation from their foreign counterparts. Nissan Motor concluded a technical tie-up with Britain's Austin; Hino Motor with France's Renault; and Isuzu Motor with Britain's Roots Group. At present Toyo Kogyo is receiving technical help from a German engine maker, while Mitsubishi Heavy Industries Reorganized is seeking a technical tie-up from Italy's Fiat.

The production of motorcycles, since the advent of "Mopeds" (simplified models of motorcycles), has been soaring so sharply, and Japan has now outmatched even Italy, West Germany and Britain to rank first in the world.

Despite this sharp increase in the

production of automobiles, the rate of the spread of automobiles among the Japanese is far too lower than those in Western countries. In the United States, every three persons own a car; in West Germany, 18 persons; and in Italy, 34 persons. In Japan, the ratio is one to about 346; this is exceptionally low for an industrialized country. This may be attributable to the fact, again, that special emphasis had been laid on the production of trucks, instead of passenger cars. When the vehicles other than passenger cars are counted, the rate for the spread of automobiles in Japan becomes one to 110 persons.

Nowadays, however, the advent of light automobiles is changing the situation. Toyo Kogyo K.K. has introduced the \$833 "Mazda Coupe" which is as popular as Fuji Heavy Industries' "Subaru". Other manufacturers are competing in making people's cars at prices reasonable to ordinary salaried men.

Toyota Motor is also scheduled to unwrap its new people's car, "Publica", which will be priced at \$1,028.

The important factors for the popularisation of automobiles as consumer durables are, firstly, the income level of the general public, and secondly, the prices of automobiles themselves.

Japan's national income has shown marvellous increase in post-war years. The structure of consumption has also been undergoing notable changes as seen in the surprising sales of consumer durables such as TV sets, refrigerators and cameras. Naturally it may be reasonable to expect automobiles to sell as fast as these consumer durables but the motorization trend will become more and more prominent.

Car Prices

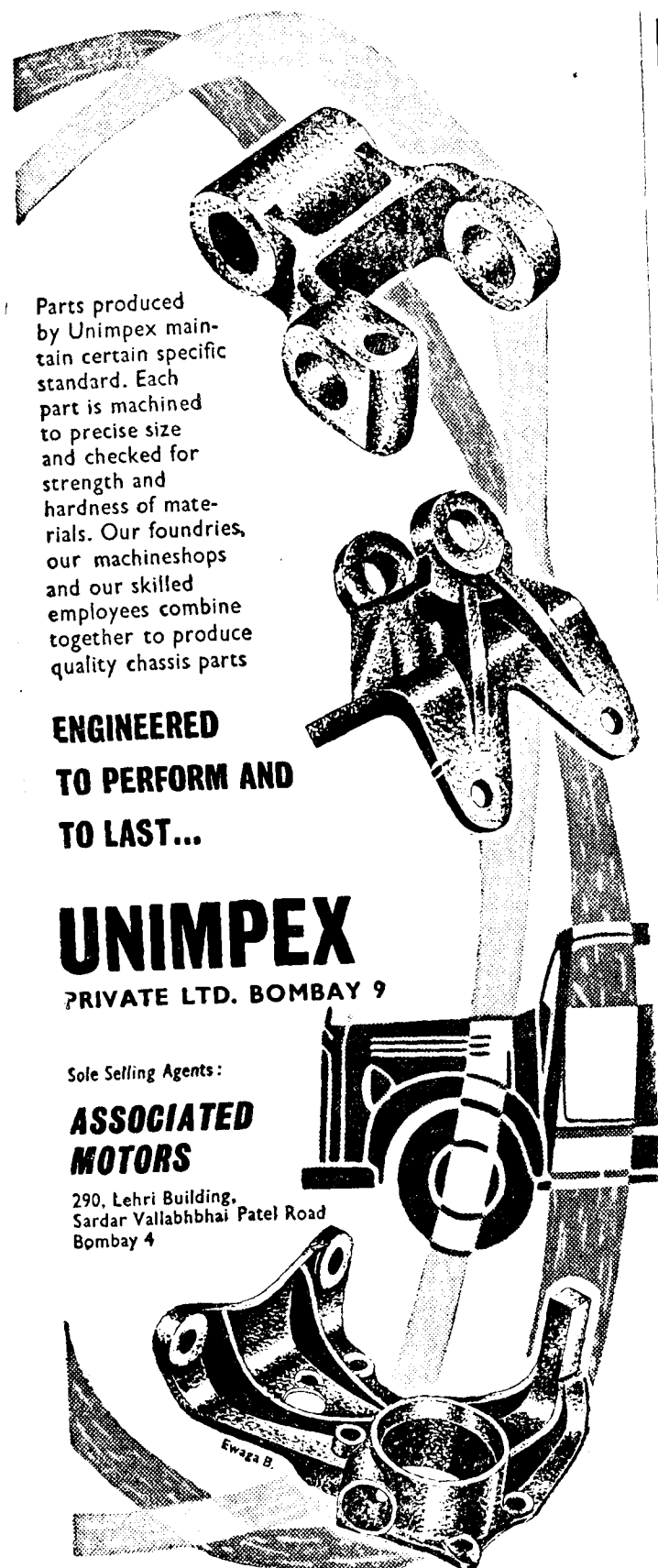
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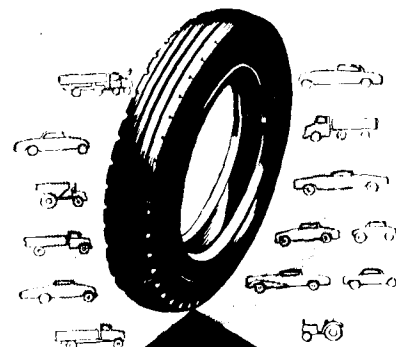
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tioned before, automobiles have been developed as a sort of productive goods, and resultantly, automakers have paid little attention to a reduction of production costs. The only concern of users was whether the ownership of vehicles would be paying or not.

But in the case of automobiles as consumer durables, the prices for which cars are marketed hold the key to car sales. This may be eloquently explained by the fact that "chariots" are popular in the United States whereas small cars are principal transportation means in the field of automobiles in European countries of lower national income. Recently, in the United States, too, the small-car market is growing rapidly because families seem to prefer modest cars than one super-chariot.

It is to be admitted frankly that the prices of Japanese automobiles are generally higher than those of West European and American products. Most responsible for this is the still imperfect mass-production system as well as the retarded parts industry. As a matter of fact, America's General Motors, the largest automaker in the world, is turning out more than 2 million cars a year, Germany's Volkswagen about 500,000 cars, and Italy's Fiat roughly 300,000 cars. Japan's Nissan Motor Co. is rolling out about 60,000 units. Needless to say, the production amount has a close bearing on the production cost and when the production doubles, the cost will be reduced by at least 20 per cent.

'Parts' industry

Automakers are purchasing nearly 60 per cent of all the necessary auto parts from the parts industry. The parts industry consists mostly of small-medium sized enterprises whose production scale is small and rationalization of facilities is slow. Automakers, therefore, are making notable efforts to help these parts makers to modernize and rationalize their industrial facilities in an effort to bring down the production cost of automobiles.

It is very encouraging to the automobile manufacturers that many at

the leading banks in Japan have come to extend loans to those who desire to buy cars. Such a banking measure will no doubt be a great stimulant to motorization.

Japanese automakers are aware that as the liberalization of foreign trade is making steady progress, they will feel tougher competition with foreign manufacturers. By the time restrictions on automobile imports will be lifted, they will have to build up enough competitive power by cutting down costs by 20 per cent.

On the road to Mass production

The best way of lowering production costs lies in mass-production. The Japanese automobile industry is now busy expanding its facilities in preparation for the imminent import liberalization. The Ministry of International Trade and Industry feels it urgently needed to streamline the fast-expanding industry by reducing the number of automakers in respective fields to avoid needless competition and thereby increase competitive power against foreign rivals. Very recently the Ministry boldly revealed its plan to trim down the hordes of vehicle makers drastically. The MITI plan will be summed up as follows:

The monthly production of passenger cars will be boosted to about 7,000 units per enterprise in fiscal 1963 and 10,000 units in fiscal 1965. The monthly production of deluxe cars and sports cars will be 3,000 units in fiscal 1963, and 4,000 to 5,000 units in fiscal 1965. It will be limited to two or three manufacturers. The production scale of miniature cars will be 3,000 units per enterprise, and the number of makers in this field will be no more than two to three.

It is being heard that Toyota Motor, Nissan Motor and Toyo Kogyo may specialize in the production of ordinary passenger cars; Prince Motor, Hino Motor, and Isuzu Motor, the production of special vehicles; and Toyo Kogyo, Honda Motor, and Fuji Heavy Industries, the production of miniature cars.

The automobile industry is ex-

pected to concentrate its modernization efforts on the production of 1,900 cc. class vehicles hereafter.

INDIAN AUTOMOBILE MANUFACTURERS' COMMITTEE

meets at madras

A meeting of the executive committee of the Association of Indian Automobile Manufacturers was held at the Board Room of M/s. Simpson & Co. Ltd. Madras on 31st August 1961 when the following were present:

Shri L. P. Misra of Hindustan Motors (Chairman), M/s. A. E. L. Collins and R. R. Jones (Ashok Leyland), M. V. Venkatraman (Simpsons), K. V. Srinivasan (Standard Motor Products), Natarajan (Tata Engineering & Locomotive Co. Ltd.), M. S. Meewani (Premier Automobiles) and N. Balakrishna (Secretary).

The meeting reviewed the economic situation since they last met with particular reference to capital and foreign exchange needs of the automobile industry.

M/s. Simpsons were hosts at lunch.

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The Standard Herald Saloon.

Introducing

THE STANDARD HERALD

The Triumph Herald which is a new experience in motoring is now introduced in India, and it will be known as Standard Herald. The car has met with great success in the European and American markets. It has proved its reliability, and its success at Le Mans recently demonstrates its reliability and performance. At present the Herald is being introduced in this country as a two-door version. It is expected to produce a four-door version for India during the latter part of 1962, according to Shri Gopalakrishna, Deputy Chairman of Standard Motor Products of India Ltd.

Independent 4-Wheel Suspension

The new Standard Herald is a bold breakaway from conventional design, having features which really give the motorist something for his money. There are many unusual touches to this car now available in the market, and seen on the Indian roads. It is a smartly styled car

that is safe, comfortable and economical to operate and maintain. Independent four-wheel suspension, nylon-bushed suspension points, detachable body panels and small turning circle are some of the desirable features of this car.

All Round Vision

It has a clean line, pure and uninterrupted by stylistic afterthoughts. The line is functional yet elegant with emphasis on all round vision—extremely slim front and rare pillars, high wide curved windscreen, large side windows and a large rear window give a total glass area of approaching 3,000 sq. ins.

The front wings of the car are an interesting deviation from traditional lines which are normally predetermined by the round shape of the head-lamps. The rear of the body is delicately finned. These rather controversial features are an integral part of the body line and rear light formation, and not a concession to fashion. They also locate

the rear of the car accurately for parking.

Unusual Body

The construction of the body is unusual and has been designed for ease of maintenance. There are several units and three major assemblies, allowing a damaged part to be removed and repaired with the minimum of labour cost. The large but light front end is hinged at the front, and lifts right away to give complete access to all parts of the engine, front suspension and steering. The lifting handle to the front end is streamlined into the main body line as a bonnet motif. The bonnet side locks fold flush into the panel.

Robust Chassis

No part of the body construction depends on another for its strength—each is an independent unit with the additional support of a robust chassis.

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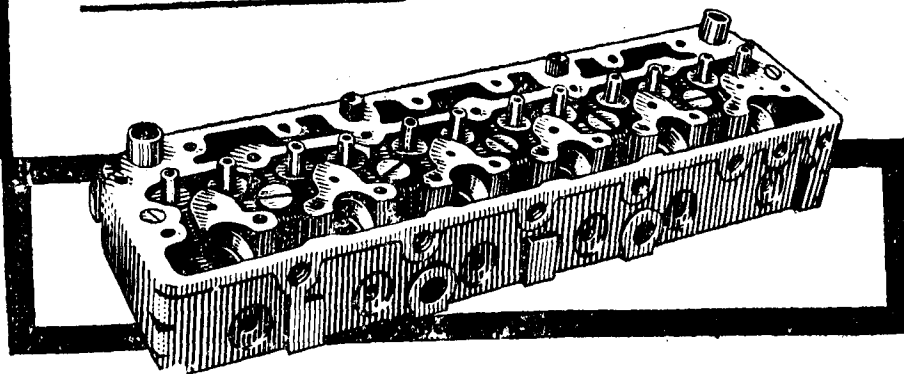


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75-G, Nizamuddin West, New Delhi-14
Tel: 72874

There is an extremely large luggage boot of 13 cu. ft. capacity. Not an inch of space need be wasted.

The car is mounted on a separate chassis, which has box section side members to form an extremely rigid structure.

For Varied Road Conditions

The Herald is the first family car to use a chassis of this type for some years. Extensive research and testing have proved that this type of construction can successfully withstand all the varied road conditions.

The chassis has been specially designed therefore to combine strength and lightness and a successful base on which to mount the unique seven-unit body. The chassis also protects the engine and transmission components which normally project are flush with the chassis frame.

First of its Type

It has independent suspension on all four wheels, the first car of its type to be so equipped.

At the front of the car there is a low periodicity independent suspension system with coil springs while the rear of the car has a swing axle type independent suspension with

transverse leaf-spring. This, combined with an anti-roll bar at the front and the low unsprung weight, gives its roadholding characteristics superior to those of any car in its class.

Brakes—Most Efficient Yet

The braking system of the Herald is the most efficient yet produced by the Company for a passenger car. The diameter of the front brake drum is 8" and the rear 7", while breaking ratio of 71% on the front and 26% on the rear is an indispensable aid to stability. Stopping distances come the closest yet to matching the ultimate, with extremely light pedal pressures.

Engine

Power is provided by the 948 c.c. 4 cylinder overhead valve engine with a gross output of 38.5 b.h.p. at 4,500 r.p.m., similar to that used so successfully in the Standard Ten for more than five years. The Herald will cruise comfortably at 60 m.p.h. and has a maximum speed of over 70 m.p.h.

Transmission

The Herald has a four-speed gear box controlled by a short remote control gear lever which comes

readily to hand. The ratios are carefully selected to provide a gear for any condition. There is synchromesh on 2nd, 3rd and top gears.

The unique features on the all-metal propeller shaft are the absence of a sliding joint - one less to wear and grease-and "sealed for life" needle roller joints requiring no lubrication.

The rear axle has swing axle shafts also with "sealed for life" needle roller joints, while the axle centre is rubber mounted.

Steering

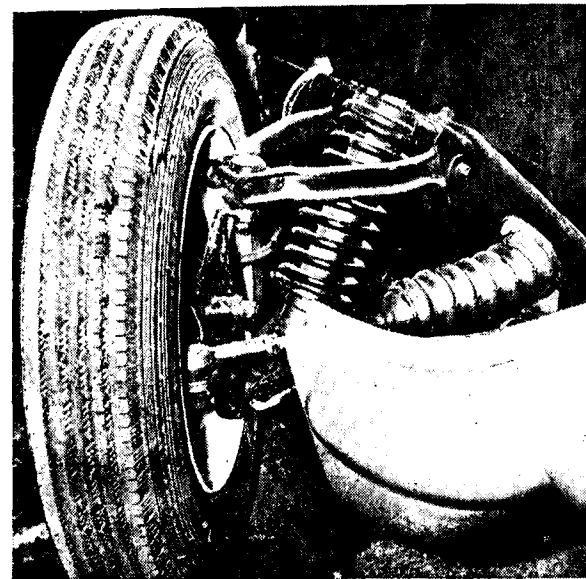
Rack and pinion steering has been chosen for the Standard Herald. This gives a more direct coupling to the road wheels and a more sensitive control over the car under all conditions.

The steering wheel is 16" in diameter and well angled and shaped for easy grip.

The Herald has *smaller turning circle* than any car except the tiniest of mini-cars at 25 ft. It is better than a London taxi and gives unequalled manoeuvrability for parking, turning and garaging.

Interior Features

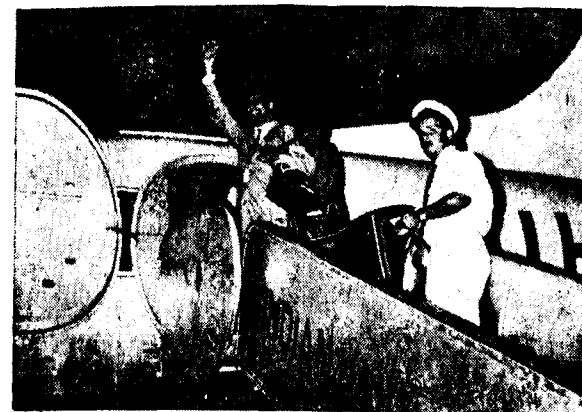
The seats of the Herald have foam rubber cushions. The front



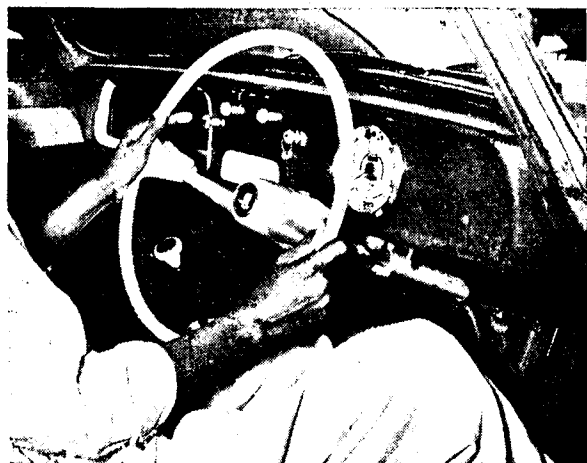
The front independent coil spring suspension with telescopic dampers is incorporated within the coil springs. A special feature is the anti-roll bar which assists in the general controllability of the car. All exterior lubrication points have been eliminated by the provision of self-lubricating bushes wherever lubrication is needed.



Mr. Srinivasan, Director, S. M. P., who recently visited the U. K. seen at the Madras Airport with friends who came to wish him bon voyage.



Mr. Srinivasan before the departure of the plane.



View of the facia panel; also can be seen the very convenient position of the other controls particularly on the left-hand of the steering wheel, the lever for operating the lamps from side to full beam head and then to dipped. The horn is operated from the centre of the steering wheel. On the right is lever controlling the flashing direction indicators.



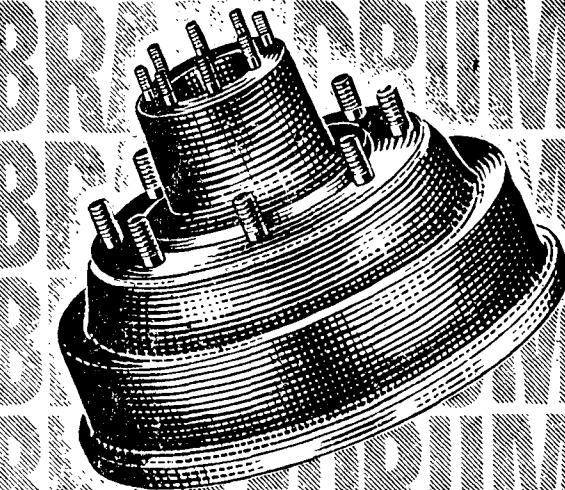
Distributors of Standard Cars assembled at Vandalur Works. Seated from left to right are Messrs. E. R. Naidu, S. C. Sanghi, S. H. Bhedwar, K. Gopalakrishna, P. N. Sikand, S. P. Jatia, S. M. Lodha and C. K. Gulati. Standing from left to right are Messrs. K. N. Ramanathan, E. W. Naidu, D. H. Bhedwar, R. Mahadevan, Y. F. S. Chenoy, Mahendrajit Singh, K. V. Srinivasan and L. Ramaswamy.

MOTORINDIA

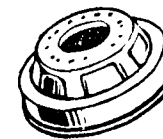
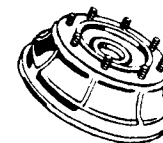
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6

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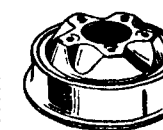
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EWING B.

seats are adjustable for both height, angle and fore and aft to give a great variety of driving positions. Each front seat tips forward to give access through wide doors to the rear compartment. The front seats are spring-loaded in the "up" position and will not fall when not held.

The dashboard is neatly styled, with all instruments fully cowled and all control knobs with internationally recognisable symbols instead of printed instructions.

The Herald has a long and roomy parcel shelf in place of the more usual cubby box.

There is also a large central ash-tray.

The lights are made live by a knob on the panel, but thereafter they are controlled by a lever switch on the steering column. The panel is illuminated when the lights are live. Flashing indicators are controlled from a lever switch on the steering column and there is a warning light on the dash.

The petrol tank is located in the boot and has been specially designed to allow for accurate calibration of the fuel gauge. There is also a reserve petrol supply which is brought into use by a tap in the boot.

Doors

The Standard Herald has large, forward-hinged wide-opening doors, which give easy access to both front and rear. They are operated by push buttons protected by the handles which are streamlined into the body design.

The door locks are of the latest Wilnot Breeden safety cam type, while the internal locking handles are placed so far forward that they are well out of reach of child passengers in the rear. Interior door pulls are also fitted.

The windows are of the wind-up type. There is a rubber water seal on the outside of the door which keeps water out of the door interior, acts as a squeegee to the window and also forms a flush comfortable top for "elbow-drivers".

Each car is also fitted with extremely large pivoting quarter-lights at the front. These are so designed that water will not drip into the car interior when the quarter-light is open.

Herald Distributors at Vandalur

Main Distributors from all over the country gathered at Madras recently

to have a look at the lovely new comer at Vandalur. Mr. Bhedwar Sr. accompanied by the ever-interested-in-anything-automobile Dady Bhedwar, from Bombay, Mr. Naidu and his Junior from Nagpur, the youthful Managing Director of French Motor Company Mr. Jatia from Calcutta, Mr. Chenoy from Hyderabad, Mr. Prem Sikand from Delhi, Mr. Sanghi from Indore, Mr. Mahendrajit Singh from Cawnpore and Seth Lodha from Jaipur met at Vandalur. Mr. K. Gopalakrishna, Deputy Chairman, Mr. K. V. Srinivasan, Director, Mr. R. Mahadevan, Director, Union Co. (Motors) Private Ltd., and Chief Engineer Mr. K. N. Ramanathan joined the party at the Factory.

After giving the Standard Herald a thorough look-over, veteran Bhedwar gave it as his considered opinion that the Herald would prove to be a 'sure hit' with the motoring public of the country.

Mr. Gopalakrishna then reviewed the progress made at the Vandalur Works since he met the Distributors last and gave details of future production plans. A free and full discussion followed, regarding the various problems facing the trade, with particular reference to transport of new vehicles to the dealer points.

Motor Vehicles Act to be amended

Motor Vehicle Should Pay Tax To Only One Authority

A Comprehensive Bill to amend the Motor Vehicles Act of 1939 would be ready for introduction in Parliament in a few months.

A number of amendments to the Act were now in active consideration of the Government of India in order to adapt the legal provisions to the latest developments in the field of motor transport as recommended by the Masani committee.

This information was given by Mr. A. K. Sen, Union Law Minister, who was inaugurating the annual general meeting of the Calcutta branch of the Indian Roads and Transport Development Association at Calcutta, recently.

clauses of the draft Hire Purchase Bill might be revised to make it possible for the financier to repossess the hired vehicles in case of default at any stage of the hire before full payment was made. The Committee also recommended that the hirer should not be permitted to transfer or sell the vehicles without the specific consent of the financier. The recommendations of the Committee would be considered by Government before the necessary legislation on the subject was sponsored, the Law Minister added.

Credit facilities

Referring to the difficulties faced by the road transport industry, Mr. Sen said that the non-availa-

bility of credit facilities at reasonable rate of interest to the transport operators for the purchase of vehicles was one of the handicaps. The existing national highway system in the country comprised about 14,900 miles of roads. Out of this 853 miles lay in West Bengal. "This works out to about 2.5 miles per 100 square miles of area which is the highest intensity among the various States in the country" Mr. Sen stated. A total sum of about Rs. 77 crores was proposed to be spent on the development of national highways in the country during the Third Plan period. Out of this amount, a sum of nearly Rs. 14 crores would be earmarked for national highways in W. Bengal.

Taxation

The Minister said he had the full authority of the Union Transport Minister in making this following announcement. He referred to the taxation of motor vehicles and said that the Government of India had been trying to persuade the State Governments to consolidate the various types of taxes, direct as well as indirect, levied on motor vehicles including tax on passengers and goods carried on motor vehicles, octroi, tolls and terminal taxes. The Government of India had been impressing upon the State Governments that a motor vehicle should pay tax only to one authority in this country for a given period. Some State Governments had not implemented this principle of single point taxation, the Minister said.

Hire Purchase Bill

Referring to the provision in the Hire Purchase Bill concerning motor vehicles, Mr. Sen said that the Law Commission set up by the Government of India took up the question of modification of the law relating to hire purchase.

The matter was also discussed recently at the meeting of the Road and Inland Water Transport Advisory Committee. The Committee recommended that the relevant



Demonstrating the amazing 25 ft. turning circle of the Standard Herald—less than that of a London taxi.

DAWN OF NEW ERA IN AUTOWORLD

GURMUKH SINGH & SONS (REGD)
MANUFACTURERS & SUPPLIERS OF AUTOMOBILE SPARE PARTS
LUDHIANA, (INDIA)

The Indian Roads & Transport Development Association Ltd.

COUNCIL'S REPORT FOR 1960

Out of an increase of about 50 per cent in the volume of commercial motor transport in India during the five years ending December 1960, the expansion in 1960 has exceeded that of any of the previous years. The ceaseless endeavours of the Association were directed during 1960 to ambitious targets. The Association's view is that motor transport which currently carries less than 12 million tons of long distance traffic should be enabled to increase its capacity in the field to about 80 million tons in the next five years besides coping with a possible increase of nearly 40 per cent in feeder and short distance goods traffic and of roughly 30 per cent in bus services. This target would represent the expansion of the total volume of commercial motor transport by more than 80 per cent in the next five-year period.

Comprehensive Memorandum

The Association's campaign of education, publicity, propaganda and representation in support of the above aims reached a high pitch during 1960. Particularly important in this connection is a comprehensive memorandum submitted to the Neogy Committee which is formulating a long range policy on transport co-ordination. The country's investment in surfaced roads is utilised by commercial road transport to no more than three-eighths of the railway's utilisation of the investment in rail tracts, pointed out the memorandum. If it is utilised to the same extent as rail, it will mean additional employment for about 4½ million persons and an additional net return of about

Rs. 755 million to the exchequer. Plans for expansion of transport facilities, the Association has urged, should be based on the consideration that stream traction is primarily suitable for cheap raw materials like coal, coke and minerals while finished goods require road transport because of its greater speed, flexibility and door-to-door delivery which permit savings in packing costs and storage besides saving transshipment and terminal expenses.

Sizeable Gains

Expansion of road transport involves a multi-pronged drive in the matter of developing and modernising the road system, ensuring the availability of adequate number of vehicles, abolition of legislative and regulatory restrictions on motor transport, liberalisation of both intra-State and inter-State permits, the adoption of a rationalised tax structure for motor vehicles, provision of finance at cheap rates of interest to operators, etc. Each of these matters has been consistently pursued by the Association and sizeable gains can be recorded under many heads.

Allotment for Roads

Urgent representations for an increase in the allotment for Roads in the Third five-year Plan commencing in April 1961 resulted in the Planning Commission recording its view in the draft outline of the Plan that "the possibility of making an additional allocation for road development purposes may be considered in due course depending upon the resources available." Since then there are indications that an increased allocation of about Rs. 100 crores will be made in the Plan.

Vehicle Production

In the matter of the availability of motor vehicles the estimated production in 1960 at 51,000 vehicles is 50 per cent higher than the

average for the previous four years. The Jha Committee which examined the problems of the automobile industry and to whom strong recommendations were made by the Association recommending priority for road transport in the Third Plan has in its report published during the year, agreed that production should be stepped up to 100,000 vehicles annually by 1965/66. It is pleasing to note in this connection that the Association's memorandum to the Committee has been published in full as an Appendix to the Committee's Report.

The need for permitting the operation of heavier vehicles and vehicle combinations is now recognised by all State Governments and its noteworthy that the Government of Maharashtra State has thrown open two important roads to vehicles of a laden weight of 33,000 lbs. as from May 1960.

Modernisation of National Highways

The Association also had an opportunity during the year of discussing road transport problems with the World Bank Mission and of stressing the need for developing inter-State transport in India through the modernisation of national highways and encouragement for additional traffic to be carried by them. The Mission was evidently impressed by the Association's plea and showed particular interest in assisting the development of National Highways.

On the whole, the year 1960 has witnessed a steady increase in road transport and the Association's activities have assisted in the promotion of policies and proposals which if actively followed up would enable road transport in the years to come to play a significant role in India's economy.

(This is a summary of the report presented at the annual meeting of the I.R.T.D.A. held at Bombay this week.)

THE DEALERS' PICNIC

Making a welcome departure from tradition, members of the Madras Motor Parts Dealers' Association went out on a picnic to Tonekela Camp, about 14 miles from the city, off the Ambattur Dunlop Factory, on Sunday Aug. 20.

Tonekela

Scarcely known to the public and away from the glare of publicity is situated this excellent camping and picnic site on a vast acreage, with lovely greens and neatly planned trees and flowers all round. Normally this is a boys and girls camp for children in convalescence and the philanthropic-minded founder of the camp Mr. Forge has done a wonderful piece of job maintaining the place clean and fine. Picnickers could see children including polio patients from the city's outskirts receiving attention which even the richer classes cannot ordinarily manage.

Madras should be even more thankful to Mr. Forge because he has been kind enough to throw open such a beautiful camp for the



Association President T. S. K. is watching the betting.

benefit of citizens for picnics etc. Quiet and away from the city dust and din, there exists in this camp facilities for playing many games, there are swimming pools for the adults as well as for the-just

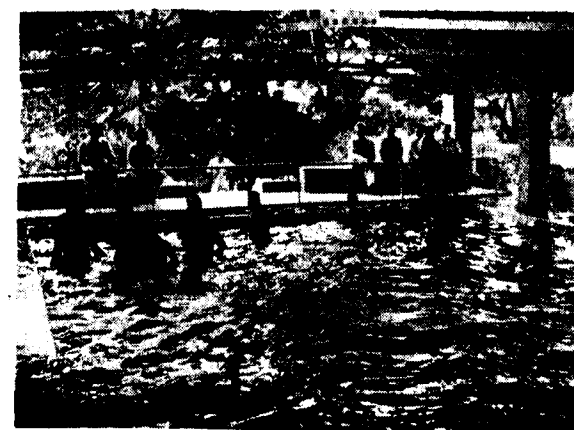
walking-kids, so that it is quite easy to forget the week's hard work and strain once you spend a few hours in the camp.

9 Cars Full

Nine cars and a scooter, full of members of the city auto trade streamed into the camp about 10 in the morning, and immediately you could see the picnic party splitting into various groups and proceeding in all directions to study the beautiful surroundings.

Games

A walk round the spacious camp, and the members gathered at the swimming pool for tea and biscuits. There was a regular queue at the bathing place—which one must visit before getting into the swimming pool, in the interest of cleanliness—and within a few minutes the auto parts dealers had practically filled the swimming pool. After swimming, including ring tennis on water, the members adjourned. Cricket was the next item and it was sight indeed to see



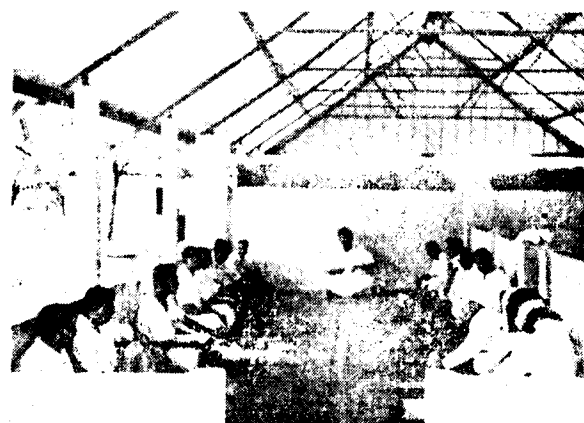
Ring Tennis at the pool proved most popular and exciting.



At the swimming pool.



Any picnic must include cards and here are some members playing Rummy.



The vegetarians at lunch.



A mistake by the server—and the N. Vs got a good share of the vegetarian food as well.



Kalyanpur taking a snap of Motorindia Editor.



Another enthusiastic batsman of the Trade.



This enthusiastic member of the trade stood at the crease for quite a long time.

the dealers of different builds and shapes bowling or batting. Cards, as usual, attracted some of the members who found it very congenial to play under the trees.

The Red Van

A red van entered the area, and almost instantly every game was stopped and members started on their feet. It was revealed that this was the van bringing food for the picnic party from the city. Thoughtful Secretary Indu had already selected a shed—there are quite a number of pucca built sheds in the camp—which had a man-high partition in the centre, so that the herbivorous need not necessarily have a glimpse of the things being tackled by their carnivorous brethren of the trade beyond.

Globe trotters join the lunch

A couple of foreigners passing Madras on a scooter on their way from England to Australia gave the trade their company by accepting an informal invitation to join for lunch; and indeed this helped fill the gap so that all leaves were occupied on the non-vegetarian side as well.

Munching the beeda, or pulling the cigarettes, members spread out again into the open and under the

trees could be seen batches playing cards, discussing expected arrival of tyres, discounts—some murmuring protests at business talks—and those who fully enjoyed the lunch and games were of course seen, their backs to the floor.

Passing clouds and Low flying crows

Some passing clouds reminded members of the approach of the evening—we have been having rains or showers every evening nowadays—and tillin and—good—coffee was just ready before each, wherever he was. Most members could manage to take the sweet and perhaps even the kara somas, but in their attempt to clear the mixture the crows had the upper-hand, so that one hand was kept engaged in scaring the crows while the other managed the mixture. Being mostly Hindus, they can't be expected to be uncharitable, and the crows did have their share from the plates.

The Return Rush

There was a rush. Members were seen trying to identify the vehicle which picked them up on the onward trip and as all the cars were filled, the return trip to the city



S. S. Kalyanpur bowling.

started, mind you, just before Rahukalam.

Next Picnic?

One thing must be said before closing; and that is the conspicuous absence of many "Madras" members of the trade. But the picnic spirit has caught on. And the next one should be arranged with sufficient and repeated notice to members so that everyone will be able to make it convenient to attend.



Indu Chandhok bowling.



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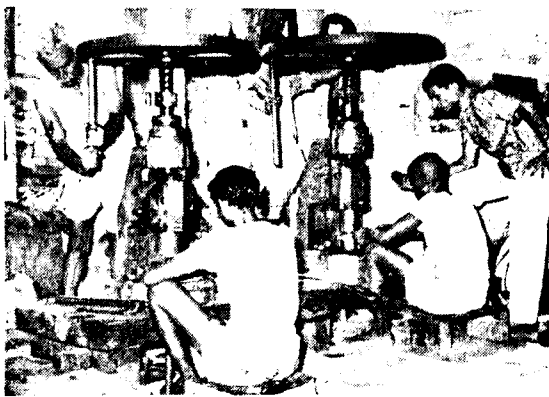
33, Nathamuni Street, T.NAGAR, MADRAS-17

THE GOLDEN AUTO VIEW

M/s. Golden Auto View are one of the most prominent manufacturers and suppliers of diesel motor and tractor parts in and around Delhi, the capital of Bharath.

The concern, started in 1952, is owned by Mr. Brahm Dev Kapoor who is a genius in the mechanical engineering side of the trade, possessing initiative and ability to improvise to a high standard of perfection, a quality which is responsible for the firm's reliability and satisfaction.

Mr. Brahm Dev Kapoor took a keen interest in lathe working and allied mechanical engineering at the early age of 15. Gradually, the small enter-



Mr. Kapoor checks the production and packing at various stages. Picture shows punching machine shop and hand press at work.

In his 32nd year today he finds himself established with a name and credit for himself, all due to his untiring zeal and enthusiasm to go ahead. Having an eye to maintain quality control, installing a modern German machine for testing filter elements, Mr. B.D. Kapoor is planning to add more laurels to his name since he hopes ere long to manufacture along scientific lines a wide range of other items.

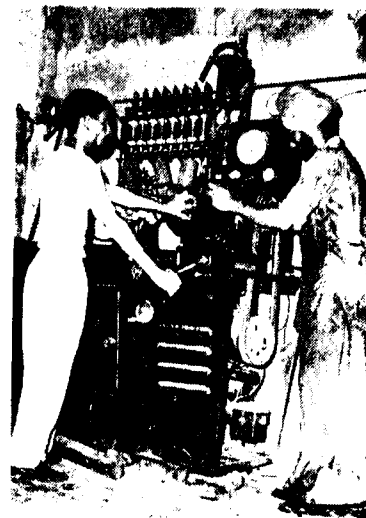
Golden Auto View situated in Roshanara Road, Opp. Palace Cinema, Delhi today undertake production or replacement of all types of filter elements and for all types of motor vehicles and tractors.



The packing machine used for packing filters.

prise developed into a huge concern due to his steady and persevering tendency. When diesel-powered vehicles were not so popular as they are today, Mr. B. D. Kapoor started manufacturing diesel spare parts which were in short supply in those early days and later took up manufacture of filters for his own use as these items were also in short supply.

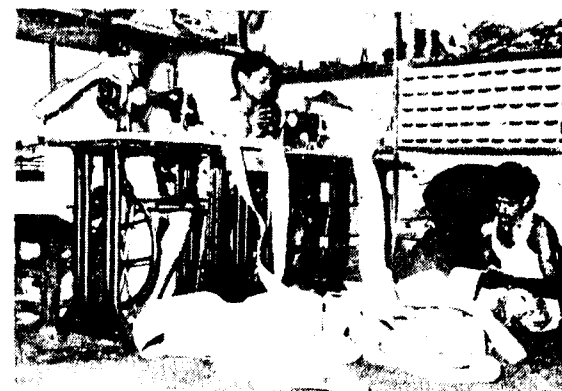
Encouraged by the satisfaction thus obtained in his undertaking Mr. B. D. Kapoor began to manufacture filters on a commercial basis. To start with, he turned out oil and fuel filters for Tata-Mercedes-Benz vehicles and this led him to expand his line with replacement filters for Leyland, Perkins, Fordson Major and other engines and vehicles.



An imported machine is seen testing filters individually.



Filter checking and packing.



Filter paper cutting and stitching section.

Indian Transport Experts Visit Dodge Factory

Six transport experts from various parts of India have just completed a three-months' visit to Britain, part of which was devoted to a study of production methods at the Kew, Surrey, factory of Dodge Brothers (Britain) Limited.

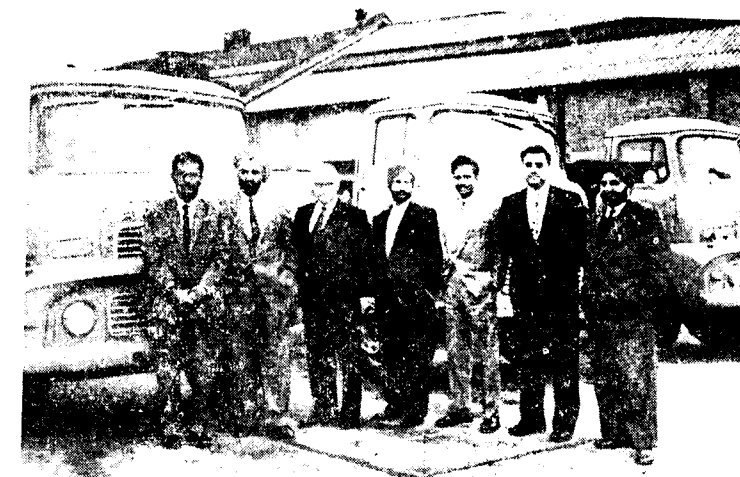
The visit was sponsored jointly by the British Dodge Company, which manufactures a large variety of commercial vehicles and by Premier Automobiles Limited, the Kew Dodge franchise holders for whole of India.

Each of the six visitors administrators in India a large transport fleet which is partly or wholly made up of Dodge vehicles. Both Dodge and Premier are anxious to encourage visits of this type in an effort to promote maximum understanding and liaison between manufacturer and user of these trucks.

At the Dodge factory the visitors met executives and factory workers with whom they were able to discuss a wide range of technical subjects as well as service and maintenance problems which arise under the strenuous conditions in which the British Dodge trucks are used.

The visitors, who returned to India at the end of July, (seen in the picture on top right) were: Mr. C. S. Cheema, Police Transport Officer of Jullundur, Punjab; Mr. S. S. Ghai, Works Manager of the Mandi-Kulu Road Transport Corporation, Mandi, Punjab; Mr. B. S. Punn, Technical Officer of the Pepsu Road Transport Corporation, Patiala, Punjab; Mr. R. J. Selvaraj, Director of Swami Motor Transport Ltd., Tanjore, Madras State; Mr. G. N. Chakrapani, Works Engineer of the Orissa Road Transport Co., Berhampur, Orissa State and Mr. I. Stevens, Deputy Superintendent of the Bombay State Road Transport Corporation, Poona, Bombay State.

September 1961



Bombay Chief Minister Visits B.M.M.A.

Shri Y. B. Chavan, the Chief Minister of Maharashtra, visited the Bombay Motor Merchants' Association on 5th August 1961. The members of the Association were present in very large numbers to greet the popular Chief Minister.

Shri S. B. Anand, the President of the Association, welcoming Shri Y. B. Chavan said that Shri Chavan was the first Chief Minister to visit the Association. Shri Anand fur-

ther said that though we were not very happy today on account of the tragic sufferings of our brothers in Poona and Konkan, it was a matter of pride that we had such an efficient Chief Minister, who had handled the situation in Poona so well. Mr. Anand thanked the members of the Association for the generous and spontaneous response to its appeal for funds for relief work in the country and said that the collections had amounted to over Rs. 65,000.

Mr. Anand, then presented a cheque for Rs. 30,001 to the Chief Minister for relief work in Poona and Konkan and garlanded the Chief Minister.

Shri Y. B. Chavan thanked the members of the Association for their handsome contribution. He also felt happy that the Association would also be contributing funds for relief work in Kerala, Madras and Mysore through the Prime Minister's National Relief Fund. This, he said, was a clear proof of unity of India inasmuch as citizens of one State came forward to help the citizens of other States of India, in time of distress.

Shri Kuldip Singh Chadha, the Honorary Secretary of the Association, proposed a vote of thanks.



The Chief Minister Shri Y. B. Chavan (left) and the President Shri S. B. Anand (right).

ALICK DICK LEAVES STANDARD TRIUMPH

Six Other Directors Resign

Intensive efforts by the British press failed to uncover further information to explain the sudden resignation of Alick Dick from his position as Managing Director of Standard-Triumph International only nine months after he had recommended share holders to agree for the sale of the Group to Leyland Motors.

Leyland has announced that Standard-Triumph will soon be integrated into their organisation and they asked for the resignation of six other Standard-Triumph directors some of whom will stay on as executives. Those affected are Messrs K. Aspland, E. Brimelow, M. T. Tustin, H. S. Wedel, M. Whitfield and L. A. Woodall. Mr. S. Markland, Deputy Managing Director of Leyland has taken over as Managing Director of Standard-Triumph. He is also managing director of Albion Motors, another Leyland subsidiary. When the Standard Triumph International sale was arranged it was announced that Mr. Alick Dick would become a director of Leyland but it never happened.

Youngest of all the chiefs of the British Motor Industry he has had a brilliant career and obviously would not relish presiding over the liquidation of the organisation he has created but he refused to comment except for insisting that his decision was taken in a friendly spirit.

Thanks to the success of the T. R. 3, Triumph has this year taken top place in British sales in the U. S. and the position will be reinforced by its new TR4 sports model but current car production is not thought to occupy more than 50 to 55 per cent of factory capacity. A new six-cylinder saloon to replace the Vanguard has been on test for a year or more and it remains to be seen whether Leyland will launch it or abandon it. As the great heavy vehicle specialists

they would probably be more interested in increased production of light commercial vehicles and a return to the tractor market, for which Standard-Triumph International already has a good diesel engine. There is also another project for a four-wheel drive

utility vehicles using certain Ferguson patents.

Leyland insists that there is no question of abandoning Triumph car production and a more detailed explanation of future plans is promised from Sir Henry Spurrier, Leyland Chairman.



In the Smithy Shop are seen (L. to R.) S. Virender Singh, Pandit Vidyulankar, Sri Mannu Bhai Shah & S. Pradhan Singh.

Union Minister Visits Jamna Auto Industries

The Union Minister for Industries, Shri Mannu Bhai Shah visited the Jamna Auto Industries Factory on the 6th of August 1961. He was accompanied by Pandit Mohan Lal, State Minister for Industry, Punjab State and Pandit Vidyulankar, State Minister for Education, Punjab State.

The Union Minister and other personalities went around the factory and inspected the various stages of production, testing etc., in the manufacture of *Jai Springs*. They were welcomed by Shri S. Virender Singh, one of the partners of the firm and also President of the Industries Assn., Yamunanagar.



Shri Lalchand Hirachand, Chairman of the Premier Automobiles and Mr. J. K. Galbraith, American Ambassador, signing the agreement covering Rs. 3.43 crores D. L. F. Loan to the Premier Automobiles on 21st August 1961 in New Delhi. On the right is Shri Chinubhai Kilachand, Director of the Company.

D. L. F. LOAN TO PREMIER AUTOMOBILES

Direct help from U. S. to the Private Sector

"This is a memorable occasion in the history of the Premier Automobiles," said Shri Lalchand Hirachand, Chairman of the Company after signing the agreement covering a loan of Rs. 3.43 crores to the Premier Automobiles Ltd., from the Development Loan Fund.

Mr. John Kenneth Galbraith, U. S. Ambassador signed the document on behalf of the U. S. Government.

The ceremony was held in the U. S. Embassy in New Delhi on 21st August 1961, which was attended by several officials of the Indian Government and Senior Officers of the Premier Automobiles. Mr. Chinubhai Kilachand, Director of the Company was also present.

Mr. Galbraith said that he had a particular pleasure in signing this agreement because this was his first for the private sector since he became Ambassador. He added, "We have very high confidence in Premier Automobiles and it is our conviction that you will continue

to do a very good job and that you will produce good automobiles, get them out in time and for a low price. This, I am happy to note, is your intention and I wish you good luck."

Mr. Lalchand said, We have made considerable progress during the first two Plans, and it is our keen desire that the work should be carried on with greater enthusiasm, so that progress towards the objectives for which the Government of India are working, and for which people in commerce and industry are co-operating with the Government, may be accelerated. We greatly appreciate the assistance that we are getting from the American Government in the form of this loan. In this country the private sector is playing a very important role in economic development, and I am sure that this assistance will help us to rebuild our nation for the betterment of all."

The D. L. F. loan to Premier Automobiles will finance foreign exchange costs of importing machinery

to produce components for Dodge & Fargo trucks and Fiat cars, and to modernise and expand capacity of other portions of the company's factory. The expansion project made possible by the loan is expected to enable India to save more than 2 million dollars per year in foreign exchange, now spent in importing sheet metal components. Premier's output will be increased from 12,000 trucks and cars per year to 21,000 units.

Mr. Kul Bhushan

To meet Mr. Kul Bhushan, Managing Director, Upper India Trading Co. Private Limited, Bombay, Mr. Inder Sain gave a dinner on Saturday the 19th August 1961 at 17, Royapettah High Road, Madras-14 which was largely attended.

Our Annual 61

On page 35 column two of our annual published on Independence Day this year the eighth line should read as "Western" and not eastern countries.

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Paradise for Tourists



The rock-cut shrines of Mahabalipuram which have gained international importance, Vedanthangal bird sanctuary which is one of two bird sanctuaries in India and Kancheepuram, a famous pilgrim centre are important places of interest in Chingleput district.

Chingleput district lies on the east coast of Madras State. It is bounded on the east by Bay of Bengal, on the north by Nellore district, on the west by North Arcot district and Chittoor district and on the south by South Arcot district. Madras city is surrounded

on three sides by Chingleput district. The district is elongated in shape from South to North with a coast line of nearly 115 miles.

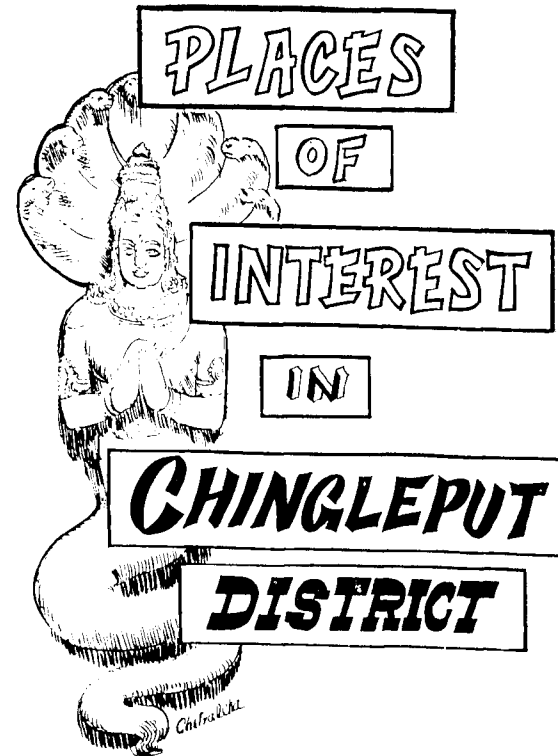
The country is plain for the most part with ridges of sand along the sea coast and is hilly in some places. The Nagalapuram—Satyavedu and Kamabakkam hills in the western part of Ponneri taluk are the important hills in the district. The chief rivers are the Palar, the Kortakayar and the Arani rivers. The Cooum and the

Adayar though not large are two well known rivers in the district which enter the sea at Madras.

The civil aerodrome and the Madras Flying Club are at Meenambakkam. There are two lighthouses, one at Pulicat and the other at Mahabalipuram. Pulicat, Alumbari

and Covelong were Dutch Settlements. There are still ruins of Dutch Fort to be seen at the places.

The Mosque and Church at Covelong are important for Muslims and Christians respectively. The "Calingu" at Madurantakam lake is a fine piece of masonry construction



Scenes that should not be missed in Mahabalipuram.



Maheshwara Mardham



Cat doing penance

and is built in the form of wavy line.

There is an Irrigation Research Station at Poondi. The district is famous for its sacred temples and pilgrim centres attracting large crowd of people from all parts of the State.

Industries

Industrially the district has remained for a long time a 'shadow region.' The last ten or fifteen years saw a number of factories springing up in Saidapet, Ponneri, Tiruvottiur and other neighbouring Taluks. Chingleput which was barren of industries a few decades back excepting the age-long silk weaving industry of Kancheepuram can now boast of bicycle and automobile engineering concerns.

The Link Industries have a factory in Chingleput for the manufacture of Zip fasteners. The T. I. Cycles at Ambattur and Ashok Leyland Madras at Ennore are important factories. The Stoneware Pipes Ltd. at Tiruvellore are making glazed stoneware pipes useful for drainage and water supply. Recently a co-operative sugar mill has been opened at Patalam. Woodscrew Factory, Pilot Pen Factory are the other factories. Kunnathur is famous for the manufacture of lungis and kylis. This is also the birth place of Sekkilar, the author of "Periya Puranan".

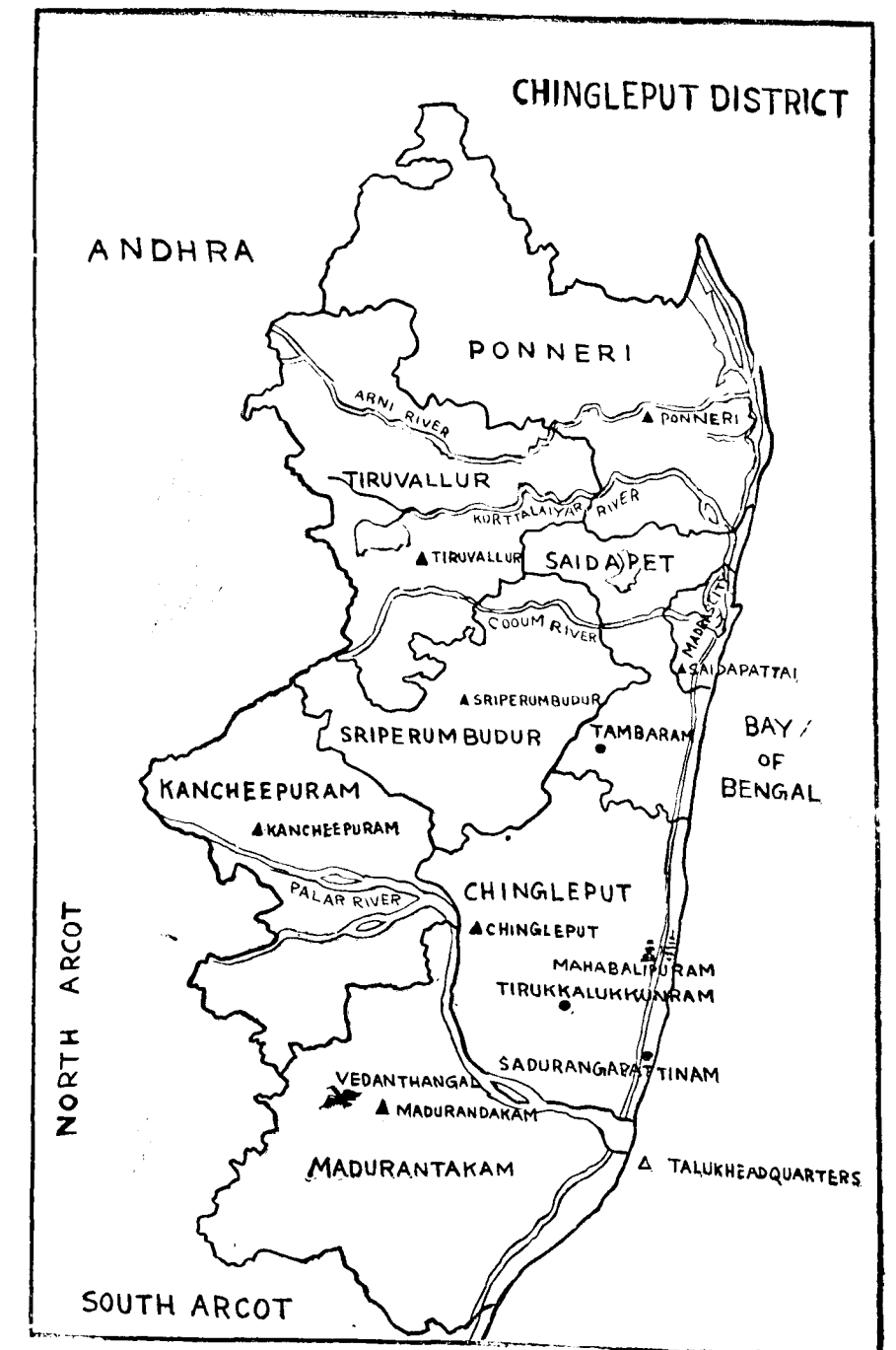
Mahabalipuram

Occupying an important place among the classical monuments of India, the monolithic and cave temples at Mahabalipuram attract visitors from far and wide. Picturesquely situated close to the sea and rich in their artistic wealth, they afford scope for the study of ancient architecture and sculpture in the country and for enjoying a pleasant holiday.

It is situated 37 miles south of Madras and can be reached from Madras by car, bus and boat. Once a flourishing port of the ancient Pallavas, it is now a peaceful tranquil village. Also known as "Seven Pagodas" it is centuries old.

The modern name Mahabalipuram

September 1961



is derived from "Mamallapuram" 'the city of Mamalla' title of the Pallava ruler Narasimha Varman (Seventh century) who was responsible for most of the rock-cut temples and carvings at the place. Another ancient name of the place was "Kadalmallai" referred to by the Vaishnava saint Tirumangai Alwar.

Early Travellers

Of the early European travellers the first to be attracted by these

monuments was Manucci, an Italian of seventeenth century. A work called the "Periplus of the Erythraean Sea" by an unknown Greek navigator refers to it as a port. Ptolemy, a Greek Geographer of the next century refers to it as "Malange". The occasional finds of Roman coins in the neighbourhood testify to its importance as a trading centre.

Unique specimens of Pallava architecture and art can be seen here. Between 600 and 750 A.D.

every sizable rock in Mahabalipuram was given life, shape and beauty by the hands of the sculptors.

Four types

These carvings can be classified into four types—the monolithic rathas, the cave temples the shore temples and the bas reliefs. In appearance the rathas resemble temple chariots. Carved out of huge rocks the exteriors are finely sculptured.

The visitor generally begins with the monolithic five temples called locally Pandava rathas. The highest and largest carved from the top end of the rock is the Dharmaraja ratha which is in five tiers of finely wrought sculpture. In the second monolith the Bhima ratha the roof of which is shaped like the hood of a cart, the plastic wealth is less. The third is the replica of the first ratha. The fourth probably the most elegant, contains a representation of Durga. The fifth is close to a monolithic elephant of great dimensions which it resembles.

After the monoliths the caves scattered in and around the hill on which the lighthouse stands contain temples of various Gods. The Varaha cave representing Vishnu in the boar incarnation gently raising Lakshmi as earth from the ocean has a deep and sensuous suggestion. The Mahishasura cave standing nearest to the lighthouse shows on one side the Goddess (Sakti) eight-armed riding a lion after killing the buffalo-headed demon and on the other Vishnu on the coil of five-headed serpent lying in the beautiful "sleep" of 'Anantashayanam'.

The second Varaha cave which has been obscured by a modern



Bas Relief at Mahabalipuram — Arjuna's Penance

facade contains the most delicate sculpture of all to be seen by such light the archaka of the temple waves. In addition to Varaha there is an utterly sensuous carving of Lakshmi. There are also two reliefs of the rulers with their two wives carved so finely that every line is alive and warm.

The third group is of scenes sculptured on large upright rock faces, the outstanding ones being Krishna in a pastoral scene lifting mount Govardhan.

Going through the Ganesh Ratha one is confronted with a superb piece of workmanship—the world's finest and largest bas relief—Arjuna's Penance. This bas-relief is 90 feet long with an average height of 30 feet. The expression of the cow licking its calf when it is being milked in the Krishna Mandapam and of the cat which ignores the mice as it is doing penance in the 'Arjuna's Penance' give some clue to the meticulous perfection of the artists' imagination and skill.

The Shore Temple

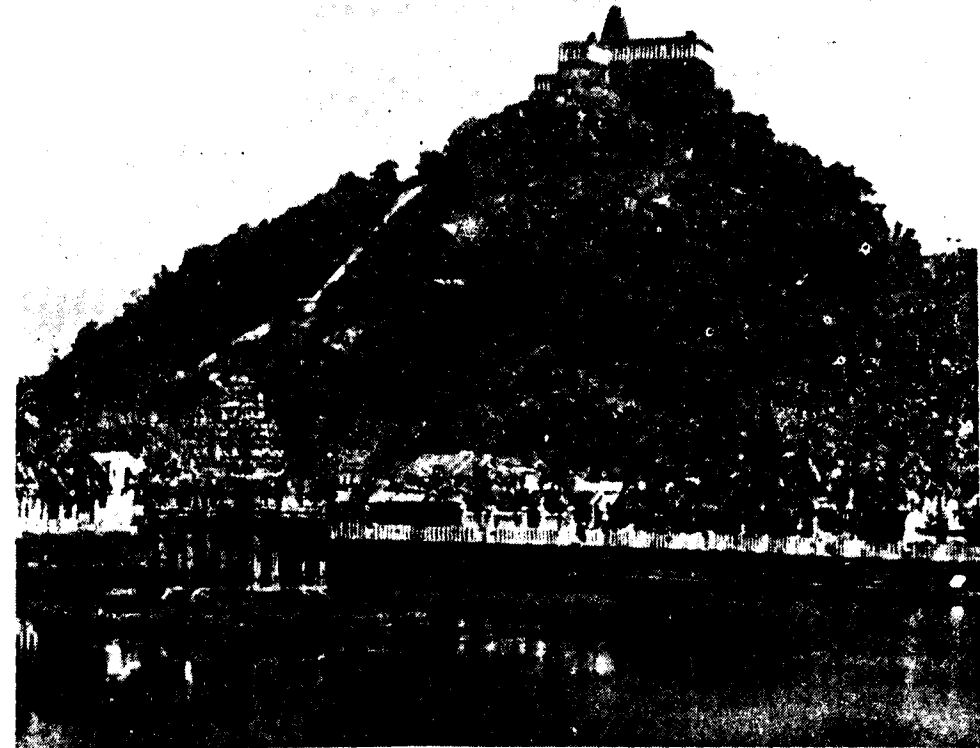
Facing the fury and rage of the

waters of the Bay of Bengal is the shore temple. The remaining two temples are similar to Pallava temple in Kancheepuram and believed to be the last of the Seven Pagodas, the other five being under the sea.

A little to the north of the shore temple is a large piece of rock almost touching the sea with a shrine of Durga cut into it.

"The rockcut edifices are the finest flowering of Indo-Aryan culture"—writes Mr. E. B. Havell in "Indian Art". An architectural expression as purely as the Vedhas themselves. Basing his conception on Hienn-Tsang's description of a monastery in Nalanda, Havell is of opinion that the Dharmaraja Ratha is a model of one of the Nalanda Monasteries.

Ananda Coomaraswamy is however inclined to think of the structures and sculptures of Mamallapuram not as a synthesis of North and South, nor Aryan or Dravidian but as a pure expression of Dravidian development being but stone versions of earlier edifices in word and brick.



Tirukkalukunram Temple and Tank

Whether Mamallapuram is Indo-Aryan, Aryan-Dravidian or purely Dravidian, all the art critics are generally agreed on the importance of Mamallapuram for study of the classical age of Indian art.

Tiger Cave

Three miles north of Mahabalipuram in the hamlet known as 'Saluvan Kuppam' there is what is known as the Tiger Cave. It is a rock-cut shrine of Durga approached by a flight of steps and has a small portico in front and is flanked by two pillars supported by rampant lions.

Tirukkalukunram

Tirukkalukunram, Hill of the Sacred Kites is one of the most popular pilgrim centre in South India. Also known as Pakshithiratham, the shrine is dedicated to Siva. A remarkable feature of this place

is the feeding of the sacred kites which arrive every day at noon. They are said to come from Benares and after partaking of the temple food are believed to fly to Rameswaram. The ritual feeding of the birds attract pilgrims from all over India.

This hill (which lies 30 miles from Madras) contains a temple at the rocky edge 500 feet high.

The place is also called Vedagiri (Veda-scriptures and giri-hill) because of the fact the vedas paid tribute to God Siva at this place.

Tirukkalukunram is a popular health resort in this State which is regularly visited by a large number of people who suffer from various ailments. The cool and salubrious climate acts as a tonic to worried nerves.

There is a tank of great sanctity known as 'Sangu' Thirtham' or

'water of the sacred conch'. It is claimed by devotees that once in twelve years a conch appears on the surface of waters. A couple of days previous to the appearance of the conch the water of the tank is believed to assume a frothy appearance and produces a continuous roaring sound.

Sriperumbudur

On the Grand Western Trunk Road, 25 miles from Madras is Sriperumbudur, the birth place of Sri Ramanuja, the great apostle of the Vaishnavite revival. The Bhashyakaraswami Temple is within 50 yards of the main road. Facing it is the 100-pillared mandapam on which inset is the avatharasthala commemorating the birth spot of Ramanuja with his image and those of his 95 disciples sculptured on the wall in a long and continuous frieze.

Vedanthangal Birds' Sanctuary

In the village of Vedanthangal in Madurantakam taluk nestles one of the most unique and fascinating bird sanctuaries in India. (The other one is at Srirangapatnam, Mysore State). It is 54 miles from Madras. The last thirteen miles from the diversion of the main road make a very pleasant drive through a wooded country.

This sanctuary has been in existence now for over one and a half century. The first documentary evidence of the sanctuary is of the year 1798.

Every year after rainy season thousands of aquatic birds such as storks, herons etc. come to this place to breed on the trees of a lake-like pond. At certain times the number of birds is so great that it is not

even possible to see the leaves of the trees.

The best period to visit is between 3 and 6 p.m. when it is possible to see the day feeders returning and the night feeders going out.

It is advisable to carry binoculars. It is forbidden to carry fire arms or to approach trees or to frighten or harm the birds in any way. No restaurant or tea stall is available in the village.

The lake about 74 acres in extent nurturing a mass of sturdy trees in the centre attracts every year between September and March thousands of water birds.

Immunity from danger, facilities to nest and breed, availability of food in the waters and the adjacent numerous lakes are considerations which appear to weigh with these feathered visitors to congregate at this lake from distant centres



Vedanthangal Birds' sanctuary

during the breeding season. The lake bund supported by tall trees on either side with shady groves and bowers between forms an ideal spot for sitting and watching birds and for picnic parties.

The presence of this sanctuary has raised the status of the village which has now become a place of

pilgrimage for ornithologists and naturalists.

The lake in winter is a veritable paradise for bird watchers. Bird watching is one of the most pleasurable and recreative pastimes. Almost all species of water birds and those that haunt the lake margins and shores may be met here.

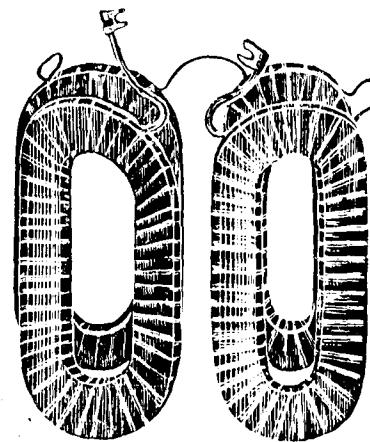
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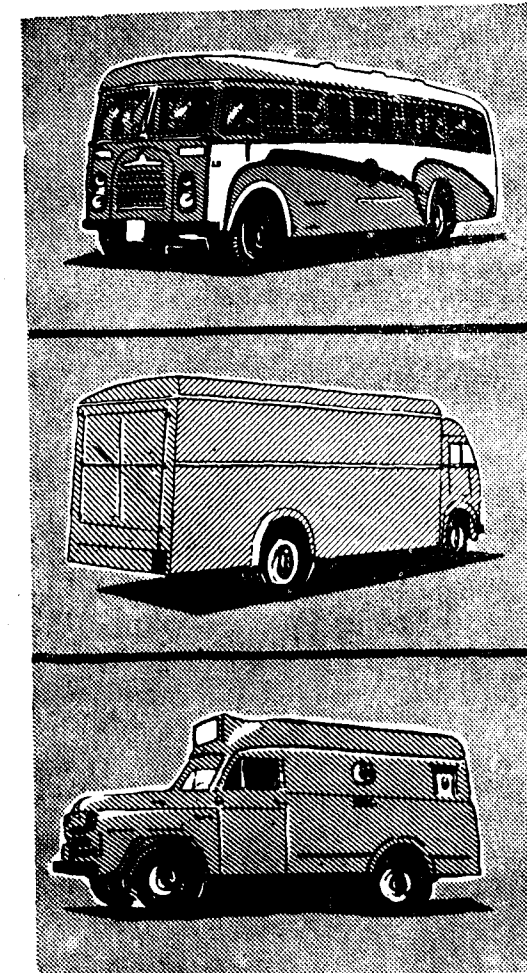
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SIMPSONS

Pioneers in Bus Body Building Industry

Madras has to its credit many "firsts" and in the automotive industry also it proved a pioneer.

It will be interesting to know that it was in South India, the first attempt was made at Motor car manufacture: That factory which produced the first steam bus is now a very big factory, foremost in building all types of Road Transport bodies to suit individual requirements.

This fact flashed in my mind when I was taken round the factory of Messrs. Simpsons at Sembiam by Mr. Gwynn, the Factory Manager, whom I can compare only with the busy bee.

He explained that Simpsons workmanship is backed by over 100 years of accumulated experience in coach craft and the machinery and equipment that are used in the factory are all up-to-date.

Increasing Demands

He disclosed that there is heavy demand for Simpsons body built vehicles because of four important points. In quality they are second to none, in style they are streamlined and smart, in service they are

robustly constructed for years of hard usage and in economy, there are less repair, replacement costs and less maintenance.

After the attainment of Independence road transport has assumed special importance and the

120 Years of Service

One hundred and twenty years are but a moment in the long history of the ancient land of India.

The firm of Simpsons, Madras had the proud privilege of living through these years beginning with the manufacture of Pony Tongas Landaus, Victorias, Travelling vans and State carriages, always keeping abreast with improved methods of road transport.

demand for goods and passenger vehicle is rapidly increasing due largely to general realisation that road transport organisations offer better, quicker and more comfortable service to the people. Simpson vehicles meet this demand successfully to a great extent.

Design and manufacture

The design and manufacturing process of passenger vehicle bodies have undergone revolutionary changes in the last 15 years. In the old days composite bodies i.e. bodies made of timber and mould steel reinforcements were the order of the day. But today very few bodies are constructed to this composite design. All the bodies that are being built at Simpsons are "all metal" bodies. All metal bodies are the present day trend with timber used in negligible quantities for fillets or mouldings or sometimes for floor boards. With the mounting cost of fuel, the trend towards lightweight construction of bodies developed about eight years ago and it has now been switched over all-aluminium or basically all-aluminium bus bodies.

Life nerve of the industry

The body building industry has a significant part to play in the development and growth of road transport. It is really the life nerve of the automobile industry. The main truck industry is still importing nearly 30 to 50 per cent of the components under progressive manufacturing schemes and the indigenous content of materials used is

only 70 to 50 per cent whereas in the case of body building industry the total content of the imported items is very negligible.

The peep into the past

The body building activities of the Simpsons began in the closing years of last century. In 1840 Simpsons' operations began with the manufacture of palanquins and tongas which at that time were the mode of transport and they were the first to build a railway coach in South India.

In 1903 Mr. S. J. Green of Messrs Simpson & Co., Madras built in the Company's workshop what is claimed to be the first steam car to be made in India. With the limited resources at the disposal of the manufacturer the car was not of course a great success, but it caused quite a sensation on the roads of Madras, and the "Madras Mail" in a two column editorial hailed the venture as the beginning of a "new industry for Madras."

Two years later Simpsons built the first steam bus in India. The bus ran a passenger service between Bezwada (Vijayawada) and Masulipatnam and this was possibly the first motor bus service in the country, though short lived. In 1905 Simpsons built one of the first postal services and passenger bus. At the Delhi Durbar in 1911, were seen at least 50 automobiles having a Darracq type chassis with landaulette bodies built by Messrs Simpson & Co.

It fell to the lot of Simpsons to make efforts in 1912 to run bus services on commercial lines.

The earliest type of bodies were made of wood. Since these reacted to the alternative wet and dry seasons of the country research by expert teams resulted in the successful production of the "all metal framed omnibus body" in 1935

Simpsons Serve Them

A few of the many Omnibus bodies built for: The State Transport, Madras, The West Bengal State Transport, Calcutta, The Delhi Transport, Service, Delhi, The Andhra Pradesh Road Transport, Hyderabad, The Mysore Govt. Road Transport Dept., Bangalore, The Corporation of Madras, Ambulance for Civil Aviation Dept., Mobile Dispensary van for the Irwin Hospital, New Delhi, Main van body for the Mail Motor Service, Bullion van body for the Reserve Bank of India, Mobile workshop van for the Small Industries' Service Institute, Govt. of India, Bottlers' Truck Body for the United Breweries, Bangalore, Mobile Library, van for the Local Library Committee, Coimbatore, Mobile Tank unit for the Madras Fire Service, Express Goods van Body for the B & C. Mills Co. Ltd., Madras, Propaganda van for the National Carbon Co. of India Ltd. Madras, Pickup van body, Conservancy lorry body for the Southern Railway, Articulated tank trailer 12,000 litre capacity for the Burmah Shell Co. Ltd.

built by Simpsons. At present Simpsons possessing as they do one of the best workshops in India and more than a century's experience in coach craft build any type of body on any chassis to suit the requirements of the individual orders.

Research

Simpsons have enough equipment and facilities to conduct researches

for improvements in design and finish thereby making their bodies outstanding in appearance, performance and durability. Buses whose bodies are made by Simpsons serve in almost all parts of the country.

Employment Potential

The body building industry contributes fairly to the employment potential in the country. Though there are no statistics available it can safely be stated that this body building industry which turns out on an average 4,000 to 5,000 buses per annum gives employment to more than 10,000 people as against 20,000 employed by the main automobile industry. Simpsons body-building plant has on its rolls nearly 400 persons including the office staff.

The body-building industry has largely contributed to the industrial development of our country. Under the first and second Five Year Plans the country's road mileage was considerably extended to the benefit of road transport. More and more passenger buses are put on the roads every day to cope up with the increasing demand. Simpsons vehicles are manufactured using latest designs and suitable materials and they give better service.

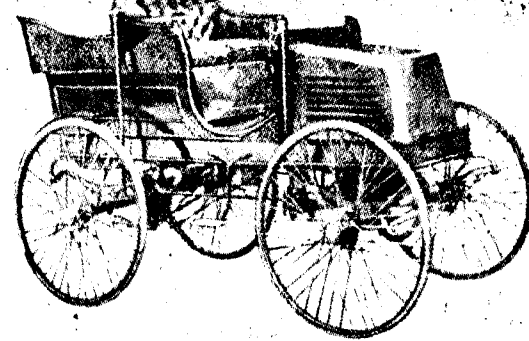
Export

I understand that the industry also offers scope for export of bus bodies to countries in the Middle East and South East Asia and Simpsons is just making a beginning in that direction.

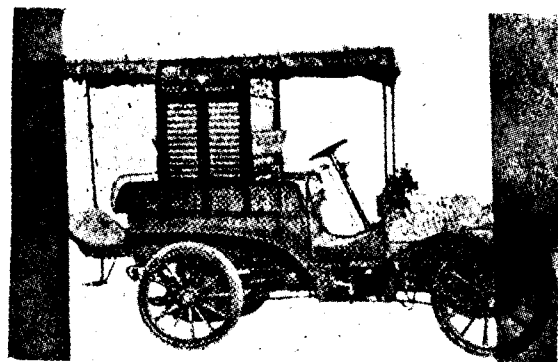
Even though body building industry is a scheduled industry under the Industries (Development and Regulations) Act no adequate attention is paid by the Govt. to cater to its needs and development. In as much as it serves millions of passengers throughout the country it requires protection, priority and support from the Govt.

SIMPSON'S SHOWED THE WAY

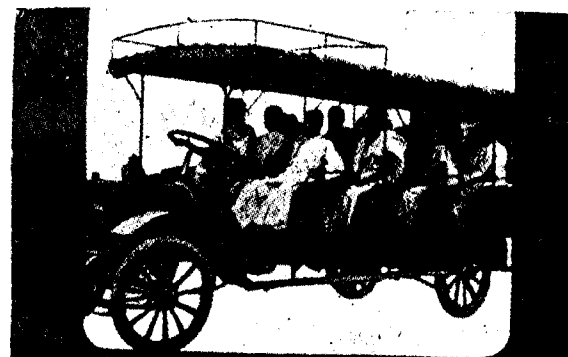
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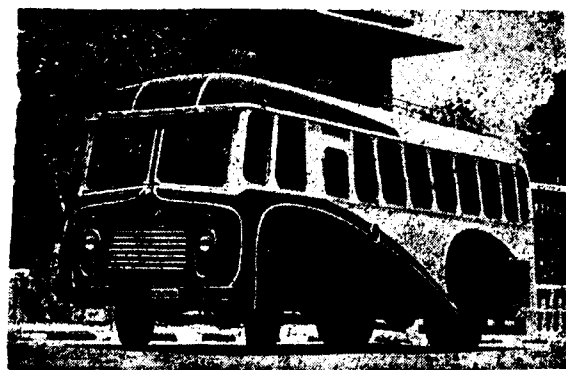
This steam car was built in 1903. The first attempt at motor car manufacture in India



One of the first postal service and passenger buses built by Simpsons in 1905



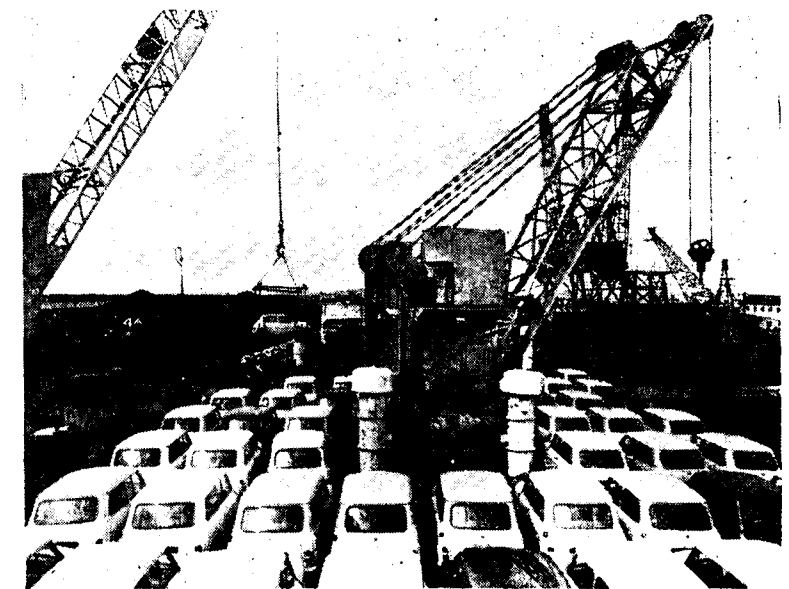
Passenger bus built by Simpson in those days



Simpsons build all types of Road Transport bodies to meet all requirements. Here is the latest air-conditioned bus on Leyland.

and NOW

BRITISH BABY CARS FOR HOLLAND: A cargo of the outstandingly successful British-made Austin Seven baby cars are loaded aboard the "Cerdic Ferry" — a car ferry sailing from Tilbury, England to Rotterdam, Holland. It is hoped that shipping the cars aboard the ferry will reduce transportation costs for cars exported to Europe.



NO WONDER THESE BRITISH "BABIES" ARE SO TOUGH

By Laurence H. Cude, Formerly motoring correspondent of "The Star", London.

(Exclusive to *Motorindia*)

All over the world British light cars—the "baby" cars and their slightly bigger brothers—are operating successfully in conditions very different from those of the United Kingdom. The reason for success lies in an exhaustive period of "torture" and endurance.

The "torture" starts before the first prototype car takes shape, with the testing of the component units. There is, for example, a machine which pulls and twists at steel bars and will not let go until the bar is fractured. The steel is stretched like a piece of elastic, twisted for torsion resistance and finally broken. Engines, transmission units, suspension, everything is stressed to the limit and from the experience gained the car is built.

Heat, cold, wind and water

Then it goes into the factory "torture chambers" where it is subjected to more extreme tests—it is frozen in a giant refrigerator; it is almost "cremated" in excessive heat; it is submerged in water; it is anchored in a wind tunnel with gale force blasts seeking to tear it

to pieces; it is choked in simulated dust storms.

During these tests, all reactions are recorded; tell-tale instruments give readings on its reactions and, where necessary, modifications are made, or parts are scrapped; perhaps, the whole car is scrapped because it does not reach the high percentage "pass out" standard.

If it survives, it qualifies for the second phase. The industry has its own testing track at Lindley, in the English Midlands, a gruelling circuit with its team of "torturers" in the shape of proving grounds and laboratories. Here, continuous high speed lapping at full capacity is accompanied by sessions on sections devised with Machiavellian cunning—road surfaces which aim at shaking the body and the suspension to destruction; others like petrified waves which cause the car to jump and roll; then there are wading troughs, a cross-country course and exaggerated pave sections. All the time, micrometers, electronic and other ingenious instruments record performance. Then the car is dismantled and scrutinised. But it is not ready for the road yet.

"Voyage of Destruction"

The testing teams get busy for road tests which last for thousands of miles and sometimes for more than a year. The car is driven to tight time schedules, in Arctic regions; in the mountains with an eye to particularly steep climbs; in the desert regions of North Africa, and wherever abnormal conditions can be found. A careful log is maintained throughout this "voyage of destruction", and the cause of every involuntary stop is examined.

In the case of a recently announced new model, the testing team covered more than 1,000,000 miles (1,600,000 kilometres) before its sponsors were satisfied that it was good enough to put on the market. Only after the car has successfully emerged from its three-phase "torture" is the factory tooled up for production.

Ultimately, the car is ready for quantity production and the flow line begins to pour out its quota. The buyer pays, say £700, for his car, but before it reaches him, its makers have probably spent more than £1,000,000 in producing the original prototype that has made its arduous way to the assembly plant.

OIL NEWS

First Steps to State Marketing

The state body, Ceylon Petroleum Corporation, set up on June 1st under an Act passed on May 29th this year, has lost no time in setting to work—by requisitioning and immediately taking possession of

Ceylon

land, eight tanks and their stocks and other facilities at Kolonnawa, Colombo. The first installations taken over belonged to the Shell Company of Ceylon, in which BP has a half-share, but the same fate is expected shortly to befall the other two foreign companies marketing in the country, Stanvac and Caltex.

Shell normally supplies about 60 per cent of the 600,000 tons of petroleum products consumed annually in Ceylon. These are not, of course, the whole of its installations nor stocks but some immediate arrangement will have to be made regarding the availability to Shell of such stocks to enable the company to follow government instructions to carry on as usual. Among other storage taken is the site where the entire stock of chemicals, weed-killers, fertilizers, etc., was kept.

The state company intends to market a full range of products, and to serve both the general public and government departments. The next step, therefore, is expected to be the requisitioning of retail distribution facilities. Some 175 retail gasoline stations are expected to be affected. Many are owned

by independent local dealers but the pumps and storage are supplied and owned by the marketing companies and these facilities may be taken over. The government corporation has announced that it will start regular operations in the near future and aims to supply up to a quarter of the market. It has not yet made any firm contracts for supplies but hopes to negotiate for supplies from Russia in the first instance, and various offers have been received from other sources.

The government will pay compensation for the facilities acquired and this must be applied for within one month. The amount is determined by a tribunal appointed by the Governor-General, but there is no appeal from its award. Whilst government capital is being thus channelled into petroleum, which has been a sphere for private capital negotiations have been successfully concluded with the World Bank for loan capital for other forms of energy. The bank has made to Ceylon a loan equivalent to \$15 million for the construction of additional electric generating capacity and to extend the distribution of power—the third such loan to Ceylon.

In central BURMA the well drilled by Burma Oil Co. (1954) at Palanyon, on the west bank of the Irrawaddy six miles south of Minbu found oil on July 10th.

Burma

The government has a 61 per cent interest in the company, the Burmah Oil Co. 40 per cent and the remainder is held by Indo-Burma Petroleum and British Burmah Petroleum. The well yielded on initial test 40 b/d of 40° A. P. I. oil from 2,600 ft. This is the first discovery outside the producing fields since the war.

The PAKISTAN Government signed on July 3rd a 5-year contract for Russian equipment and technicians for oil exploration under the agreement made in March of this year.

Survey work will begin in October.

The Government will shortly set up an Oil and Gas Corporation to co-ordinate its search activities.

The INDIAN Government has reached agreement, in principle, through ENI, to purchase from various Italian companies refining, petrochemical and prospecting equipment, and to have the services of Italian technicians. A contract is expected to be signed soon covering the construction, by companies of the ENI group, of a products pipeline from the state-owned refinery to be built at Barauni (Bihar) to Delhi and Calcutta.

India

India has been granted a \$60 million credit by the International Development Association to help road development. It will provide for half the expenditure on road to be made during the first 3½ years of the Third Five Year Plan (1961-66).

Burmah Oil Company

Govt. of India Partnership

The Government of India have entered into an agreement with Burmah Oil Company recently. The new basis will apply to the whole of the operations of Oil India Ltd—formerly Oil India Private Ltd—and therefore embraces new fields in north east Assam as well as the 1800 sq. miles of new territory, immediately to the east now granted for exploration.

The government will now buy, from Burmah Oil Co. for cash at par value, an additional 16½ per cent of the shares of Oil India Ltd., bringing its holding up to 50 per cent, and equal to that of Burmah Oil. Oil India's paid-up capital is

Rs. 28 crores or £21 million, and no increase on this figure is at present envisaged. Loan finance is to be arranged for the 720-mile pipeline to the refineries at Gauhati and Barauni. Each partner will, of course be responsible for half of any capital needed in future, but the foreign exchange for future oil development will be provided by BOC. The government has undertaken that the necessary rupees will be made available to Oil India.

The Indian Government, as shareholders, will receive half of taxed profits of Oil India, whose profits will be subject to the full incidence of Indian taxation which works out to the shareholder at considerably more than 50 per cent. There is, however, in the new agreement, a guaranteed earnings clause, operative through the arrangements for pricing crude. Oil India will sell crude, from present fields and those to be found, to the state company, Indian Oil Refineries, at a price based on f. o. b. Persian Gulf prices, plus freight (AFRA), insurance and ocean loss to Calcutta, and minus a variable discount. This discount will be adjusted so as to put Oil India in a position to pay from the profits of each calendar year from 1962 onwards a net dividend to yield between nine and 13 per cent on equity capital i.e., after paying all taxes, including taxes deducted from dividends. In arriving at the rate of earnings deduction will be made in respect of Oil India's expenditure on exploration and development, past as well as future. This is neither a conventional 50/50 profitsharing arrangement nor yet a partnership such as ENI and others have made with foreign governments.

Oil India is to start exploring in its new areas forthwith. In the new Nahorkatiya and Moran fields a total of 100 wells have now been drilled, of which 69 are producers. 8 are gas wells and 11 dry holes. Reserves in these fields, as estimated by DeGolyer and MacNaughton, were 284 million barrels at the end of last year; estimates of gas reserves were 719,000 million cu. ft. These fields are already supplying small quantities of crude to the Digboi refinery of Assam Oil, Burmah Oil's wholly owned subsidiary,

whose own reserves at Digboi field are petering out. Total production at Nahorkatiya and Moran will amount to about a million tons a year when the Gauhati refinery in Assam comes into operation this year and to about three million tons when the Barauni refinery in Bihar is completed late in 1963.

Agreement with E. N. I.

Mr. K. D. Malaviya, Union Minister for Mines and Oil, told the Lok Sabha that an agreement had been reached between the Government of India and E. N. I., Italian Government integrated oil undertaking, providing for Indo-Italian collaboration in the development of petroleum industry in India.

First Indian Oil Pipe-Line

A joint Italian-German group sponsored by SAIPEM an associate of ENI, and by the German Company Maunessman has started the construction of an oil pipe-line in India. The pipe-line will run across the region of Assam, in the north-eastern part of the country, over a distance of 1,140 km., and is scheduled to be completed in two years' time. The total cost of the pipe-line will amount to dollar 12.5 million which will be paid to the Italian-German group by instalments upon completion of each planned stage of the works.

The most important British and American firms specialising in oil pipe-lines construction had participated in the tender.

The construction of the aforementioned pipe-line is part of the first two five-year plans for the economic development of the country, for which 710 million were allotted by the World Bank. Further financial aid will be granted through the Aid India Club by Great Britain, the United States, Japan, Canada and Germany. Club membership will soon be extended also to France and Italy.

Additional construction contracts, to include dams and ports, will be awarded this year through bid which are now beginning to flow into New Delhi's Government Offices from all countries in the world, including Italy.

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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. uP. 11,554 00
Standard Super Ten Saloon...	10,936 00
Standard Herald (Union Co. (Motors) Private Ltd.) ...	10,040 00
The Fiat 1100 Select (Sundaram Motors Private Ltd.) Ex-Factory ...	10,586 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) ...	2,093 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
New Vespa 150 cc Scooter (sold in Madras by Sundaram Motors Private Limited) explant Bombay ...	2,079 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" W.B. ...	5,563 00
156" W.B. ...	10,000 00
174" W.B. ...	21,300 00
196" W.B. Diesel ...	21,300 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, 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 J. 312/42 165" W.B. 5-Ton Truck Chassis ex-Works, Jamshedpur ...	Rs. uP. 26,390 00
LP 312/42 165" W.B. Full Forward Control Truck Bus Chassis ex-Works, Jamshedpur ...	27,350 00
LP 312/48 190" W.B. Full Forward Control Bus Chassis ex-Works, Jamshedpur ...	28,140 00
L 312 36 142" W.B. 5-Ton Truck Chassis ex-Works, Jamshedpur ...	26,045 00
LK 312/32 126" W.B. 5-Ton Truck Chassis ex-Works, Jamshedpur ...	29,690 00

FARGO

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

DODGE/FARGO PETROL TRUCK CHASSIS:

M & P series D200 - 116" (4) 7.00x16 - 8 Ply ...	15,955 00
do do (4) 7.50x16 8 Ply ...	16,194 00
do D300 - 126" (4) 8.00x16 - 8 7 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 & 109P6 - 165" (6) 8.25x20 - 12 Ply ...	28,648 75
105 & 109M4 - 165" do ...	29,131 75

DODGE/FARGO KEW DIESEL BUS CHASSIS:

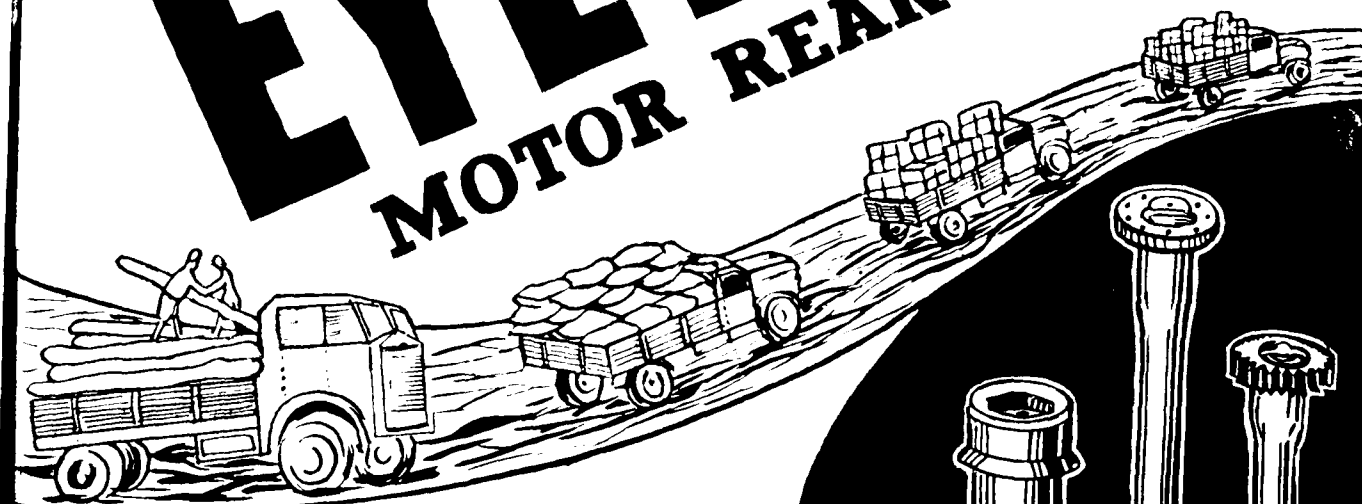
87 & 89 P6 - 190" (6) 8.25x20 - 12 Ply ...	29,222 75
87 & 89 P6 - 142" (6) 8.25x20 - 12 Ply ...	29,036 75
87 & 89 Deutz 190" (6) 8.25x20 - 12 Ply ...	30,088 75
87 & 89 M4 - 190" (6) 8.25x20 - 12 Ply ...	29,286 75
89 P6 - 206" (6) 8.25x20 - 12 Ply ...	2,9525 75
89 M4 - 206" (6) 8.25x20 - 12 Ply ...	2,95825 75

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



EYE BRAND

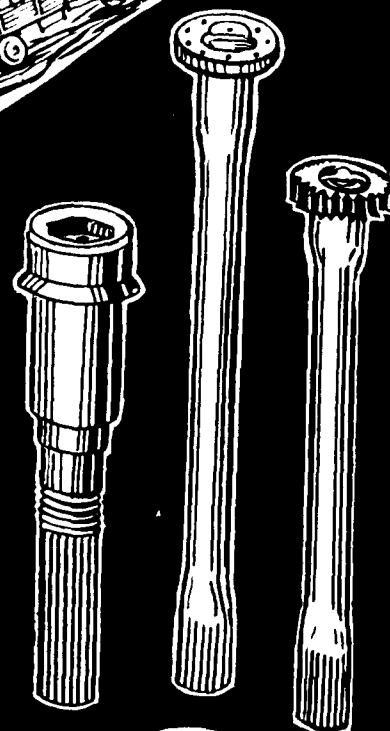
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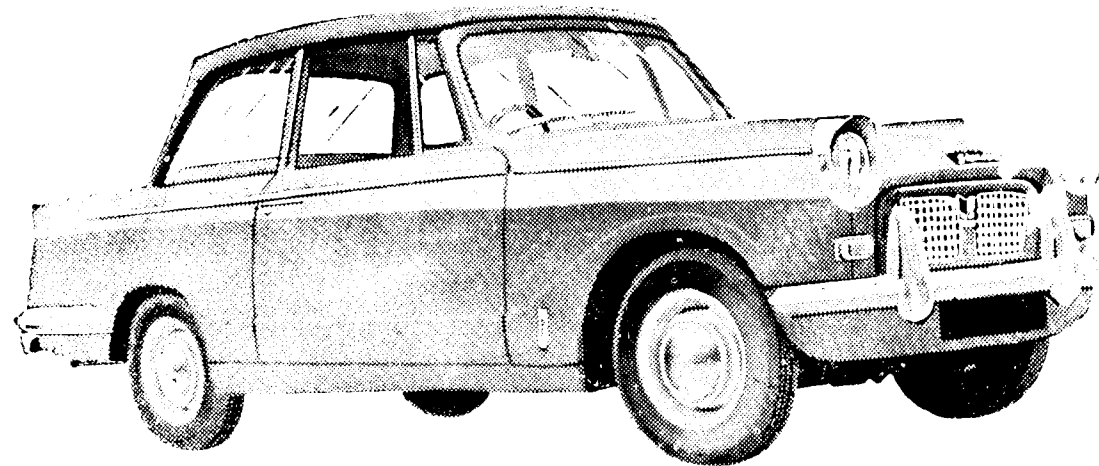
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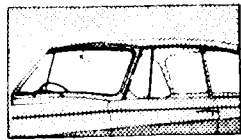
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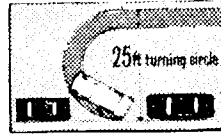
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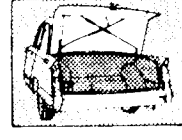
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