

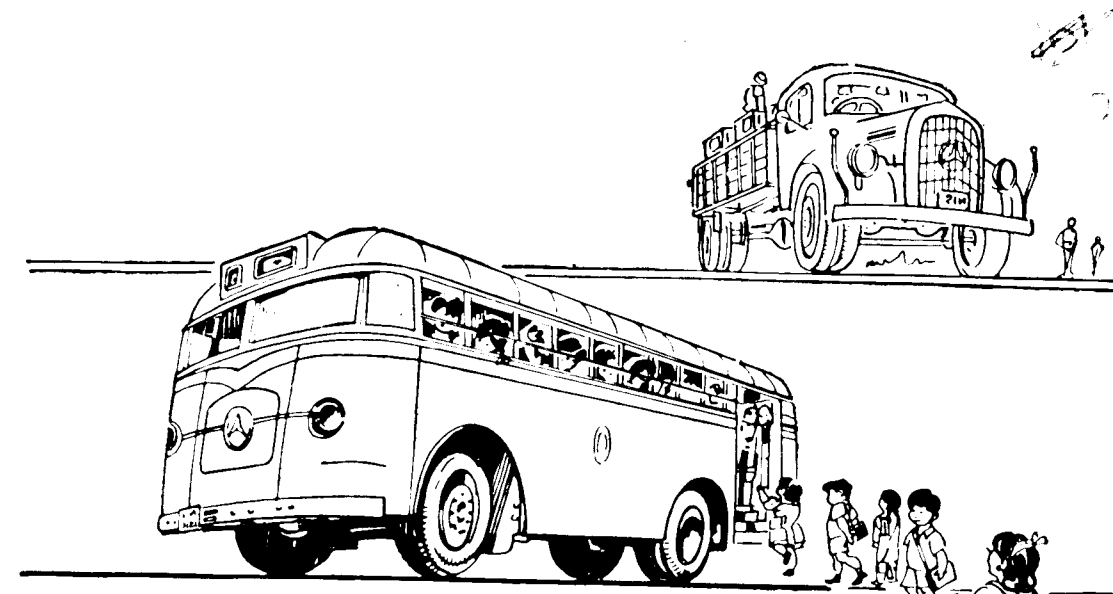
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7th November, 1961



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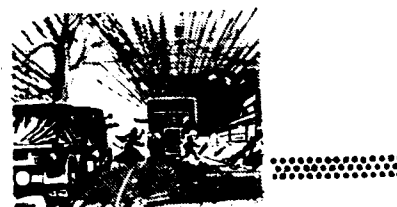
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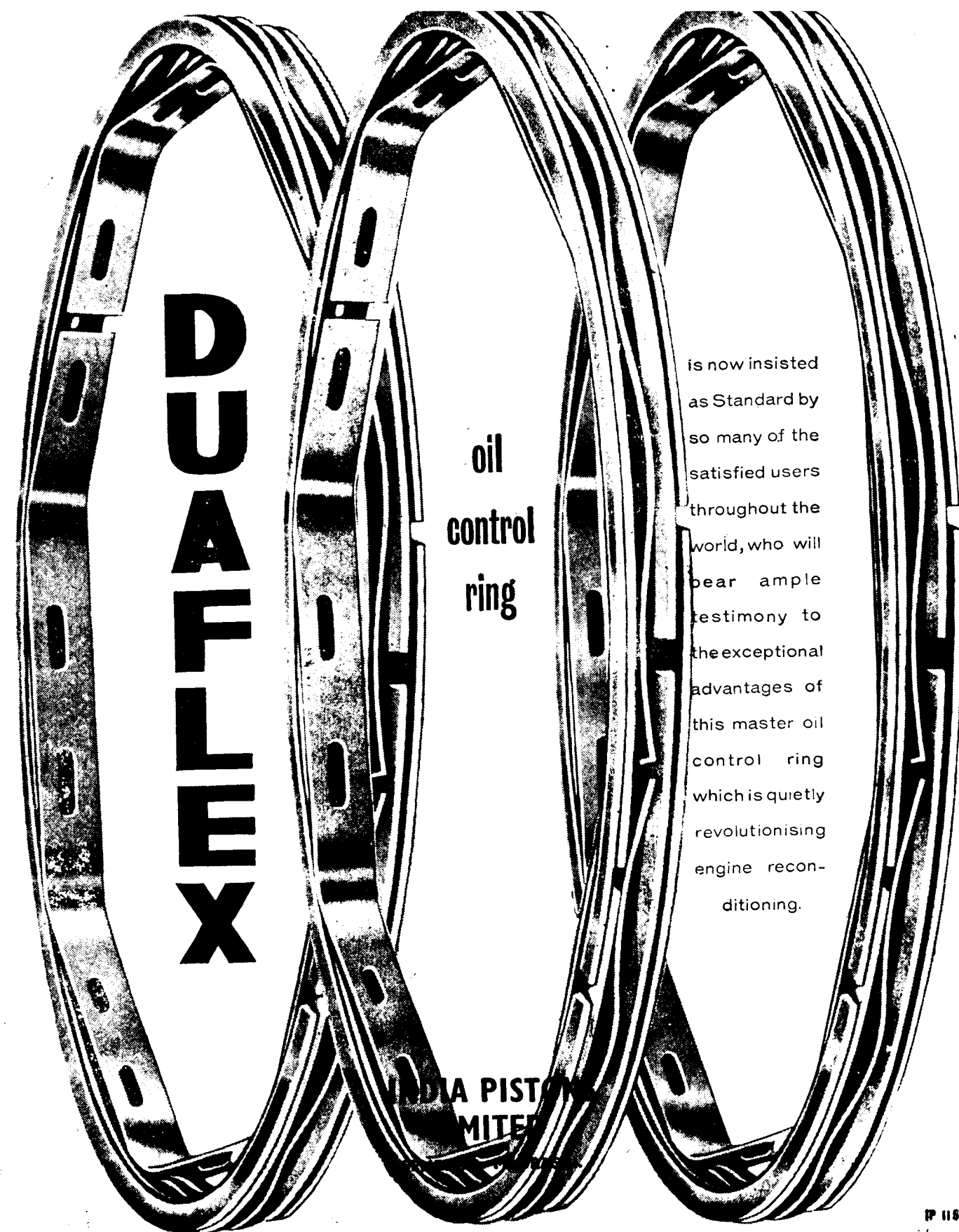
MOTORINDIA

Fortnightly

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editorial

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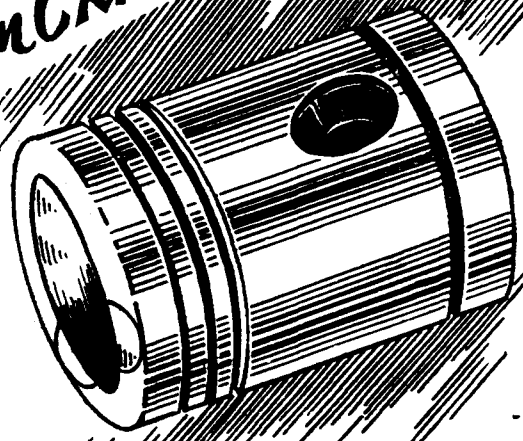
The first ECAFE Seminar on Road Transport held at Madras last month focussed the attention of the governments of the Asian countries on the vital importance of motor transport in the expanding economies of their countries. As the majority of the citizens of these countries cannot dream of owning private motor cars for decades to come, the populations are dependent on public transport. Hence the governments of these countries should give top priority to the development of commercial public transport, which provides a quick and reasonably cheap, modern means of transport for the common man.

To meet the transport needs economically and efficiently of the rapidly expanding and increasingly industrialised populations in these countries, the production of commercial vehicles must be increased at a far greater pace than the production of cars, in the immediate future. But the increased production of transport vehicles alone will not solve the problems of road transport in these countries. Of what use are transport vehicles to a nation if it does not have a countrywide network of well-maintained, modern, motorable roads on which the vehicles can ply? The bad road systems of the ECAFE region have long been the subject of complaint. In view of the plans of these countries to raise living standards and spread new industries throughout the region, the improvement of road communications requires high priority.

In recent years in India, our road transport industry has been bedevilled by numerous problems resulting from mounting taxes, skyrocketing costs of operation, and the rapidly increasing demand for road transport for the carriage of passengers and goods. In all the States, the private motor transport system is hard put to meet the crushing impost of multiple taxes levied at several points. Unlike most industries, including public utilities, the road transport industry requires no monetary handouts from the Government. All that it seeks is a uniform levy of taxes at a single point throughout the country, a uniform and equitable licensing policy, and the abolition of abnormal regulations in inter-State and intra State traffic. In the light of discussions held at the Madras Seminar, the Central and State Governments would do well to revise their Cinderella policy towards the road transport industry and give it the helping hand it so richly deserves.

7th November 1961

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Delegates from various nations attended the Ecafe Seminar held in Madras in October. Photo shows them at the inaugural ceremony.



A section of the gathering at the inauguration of the Ecafe Seminar at Rajaji Hall

ECAFE SEMINAR ON HIGHWAY TRANSPORT DEVELOPMENT

"At the present moment, a High Level Committee of ours is considering the relationship between Road Traffic and Rail Traffic and I am looking forward to this report to help us in regulating these to the best advantage."

I do not think, there is any serious Road-Rail problem in India. I do not know about other countries. The need for the growth of our road traffic as well as rail traffic is great in India because we have a large number of people living in this country and they are fond of going about, those who are, perhaps in a better condition, economically speaking."

The tradition of India is an old one and chiefly connected with pilgrimage. Madras is studded with famous temples and places of pilgrimage. People constantly travel to and fro across this vast land. In the old days, it is quite extraordinary how they travelled before you had road transport or developed railways. It is quite extraordinary now many people travelled on the land and thereby gave us a sense of unity in the land."

Thus observed Pandit Nehru,

Prime Minister, when he inaugurated the United Nations Economic Commission for Asia and the Far East Seminar on Highway Transport Development and operation, the first of its kind in the ECAFE region, on Monday Oct. 9.

Mr. Nehru referred in his speech to the belief, that there existed in this country a rivalry between road transport and rail transport, as a canard. He said that no such thing as that existed here in India. The Seminar was called to discuss economic and operational aspects of highway traffic and met in the Rajaji Hall, Madras.

There were representatives from almost all the Asian countries and two from Russia. The Seminar lasted nearly a week.

Dr. P. Subbarayan, Minister for Communications and Transport, Government of India, speaking on the inaugural day said that an efficient transport service must owe very largely to a contented personnel managing it.

"We have also the Transport Workers Act but mere legislation does not make for the contentment of the employees. It really depends on the contentment of the employers and how they keep their people."

The Minister was optimistic that despite the exchange difficulties, India could well look after its needs in the matter of spare parts as some of them were of late being manufactured in India by enterprising manufacturers. "Of course", the Minister added:

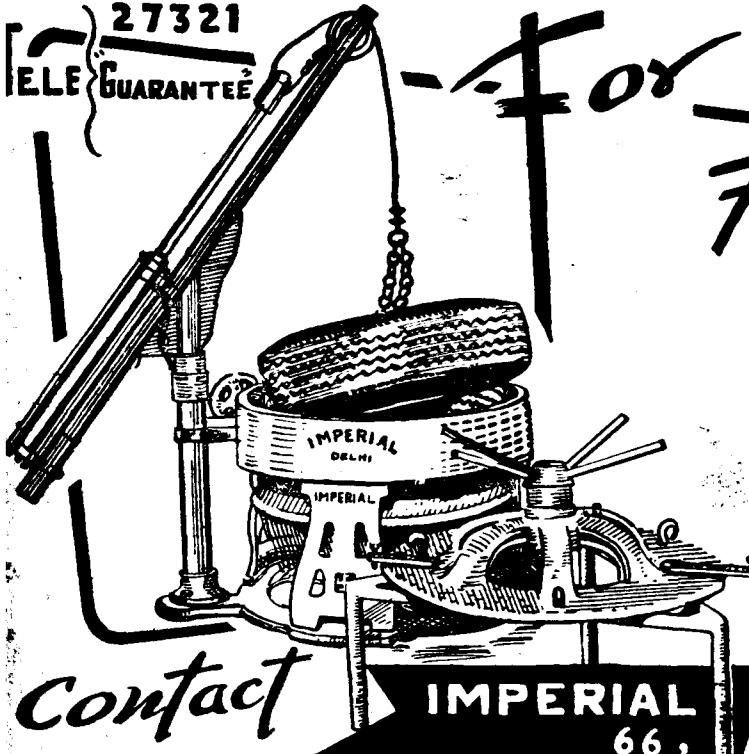
"A good transport system requires good roads and I think so far as our roads are concerned, both the National, and the Provincial Highways are of a standard which do not make us feel ashamed",

The ECAFE Secretariat recommended a balanced policy to be followed in the development of Road Transport in the ECAFE region. In its Study Report it observed that despite the inadequacy of roads, high cost of operation, inadequate and expensive repair facilities and lack of proper organisation, the Road Passenger Transport industry of the ECAFE region had a large share in the total passenger traffic.

The ECAFE report on the condition of passenger traffic in the region gave a bird's eye view of the industry. The report hinted at some of the depressing factors which stood in the way of the progress of the industry. Inadequacy of roads, high cost of operation, inade-

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Mr. Kundan Lal, Secretary-General of the A.I.M.U.C. seen addressing one of the many Ecate Sessions on Road Transport.



Madras Transport Minister V. Ramaiah seen with delegates to the Ecate Seminar at Rajaji Hall.

quate and expensive repair facilities and lack of proper organisation were some of them. It was claimed that transport by bus is comparatively cheap but, in spite of this, the progress which it made was small, because of the limited number of buses on the road, which again was due primarily to import restrictions. Buses in the region are small in size and their bodies built with wood. Larger buses with greater capacity for load and speed was a matter to be wished for, as these would eliminate overcrowding. It was lamentable that due to shortage of passenger vehicles in the region, there was only one bus for 150 passengers while in some of the advanced countries, especially of the west, there was a bus for every 60 persons. A transport policy embracing all these was essential and this should be framed with an eye to provision of adequate service at reasonable price to the public, and a measure of protection against unnecessary competition, and an assurance, if not a guarantee of a fair return for the service. This

would bring about financial stability and at the same time encourage expansion of the industry. Difficulties experienced in obtaining the necessary finances for the expansion were also detrimental to the growth of the industry. Most operators were small owners and it was suggested that operators should be encouraged to form combines and draw through co-operative banks. Such integrations would ensure better financial stability and utilisation of all the available facilities, which in its turn would guarantee sufficient and regular service. In order to facilitate the integration of owner operated bus undertakings to become efficient working units, with a certain degree of financial stability, it was suggested that Government might consider about bringing statutory regulations regarding the minimum number of buses. The Jitney (bus with cheap fare) was recommended to be gradually abolished because of the considerable adverse effects which they meant to the established route operators. The Study Committee discussed

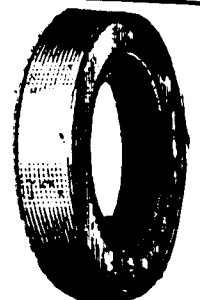
at length on the type of buses to be used in cities with large population. The double-decker was to be preferred to the single-decker. To large operators, the Committee had a word of advice suggesting that they employ a supervisory staff which would certainly be to their advantage with ensuring efficiency and economy and also result on a more satisfactory service to passengers.

The Seminar decided to appoint expert committees to submit reports on some of the vital problems affecting Road Passenger Transport. The terms of reference to each were i. To deal with general characteristics of Road Passenger Transport and the organisational structure and management of Road Passenger Transport. II. To deal with the operation of the Road Transport and their maintenance and III. To consider the question of statutory regulations regarding Passenger Transport industry, measures for securing economic efficiency and planning development and financing.

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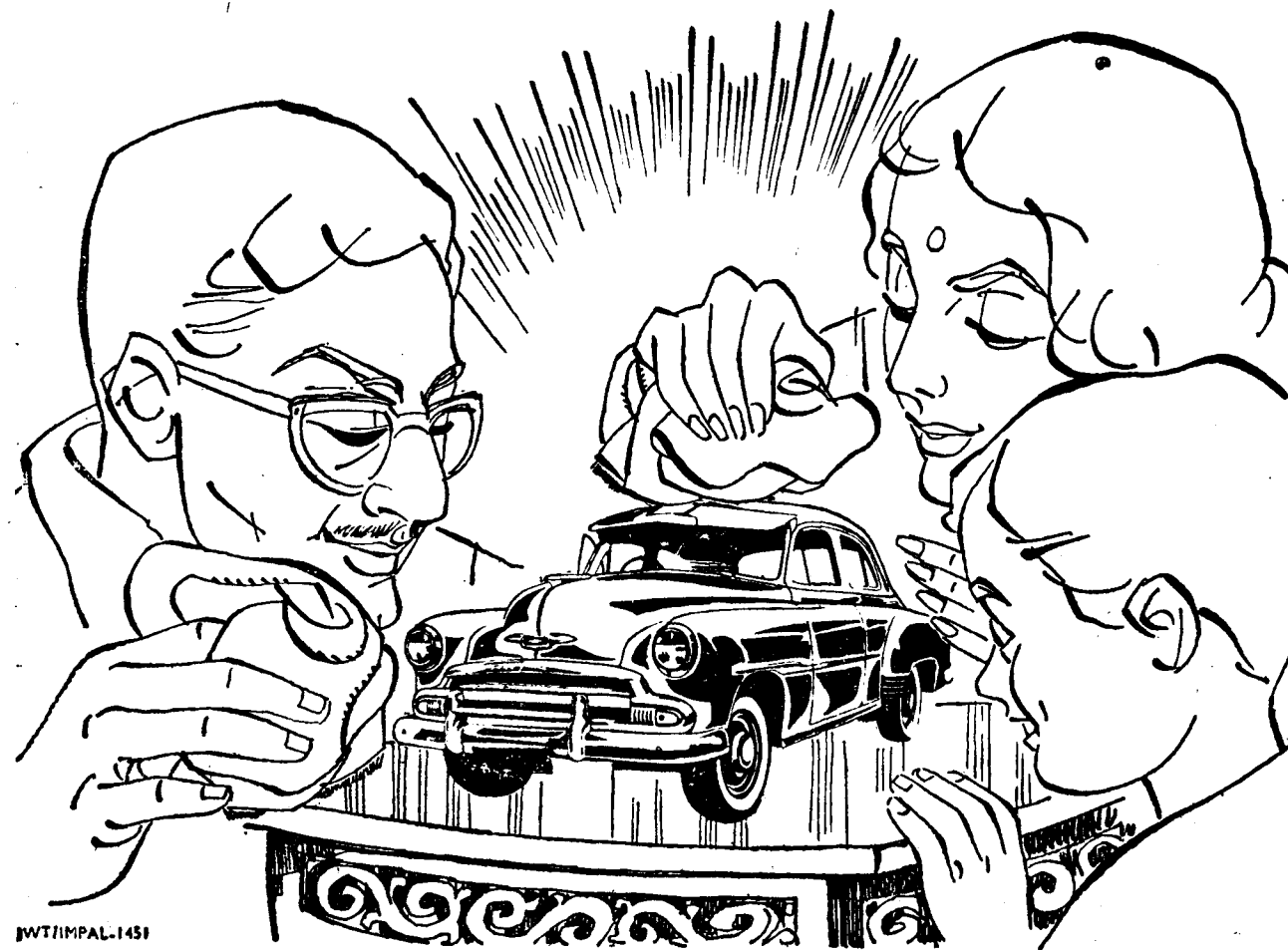
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Mr. R. R. Jones of Ashok Leyland snapped with representatives of the T. V. S. organisation at the I.R.T.D.A. tea to Ecafe delegates.

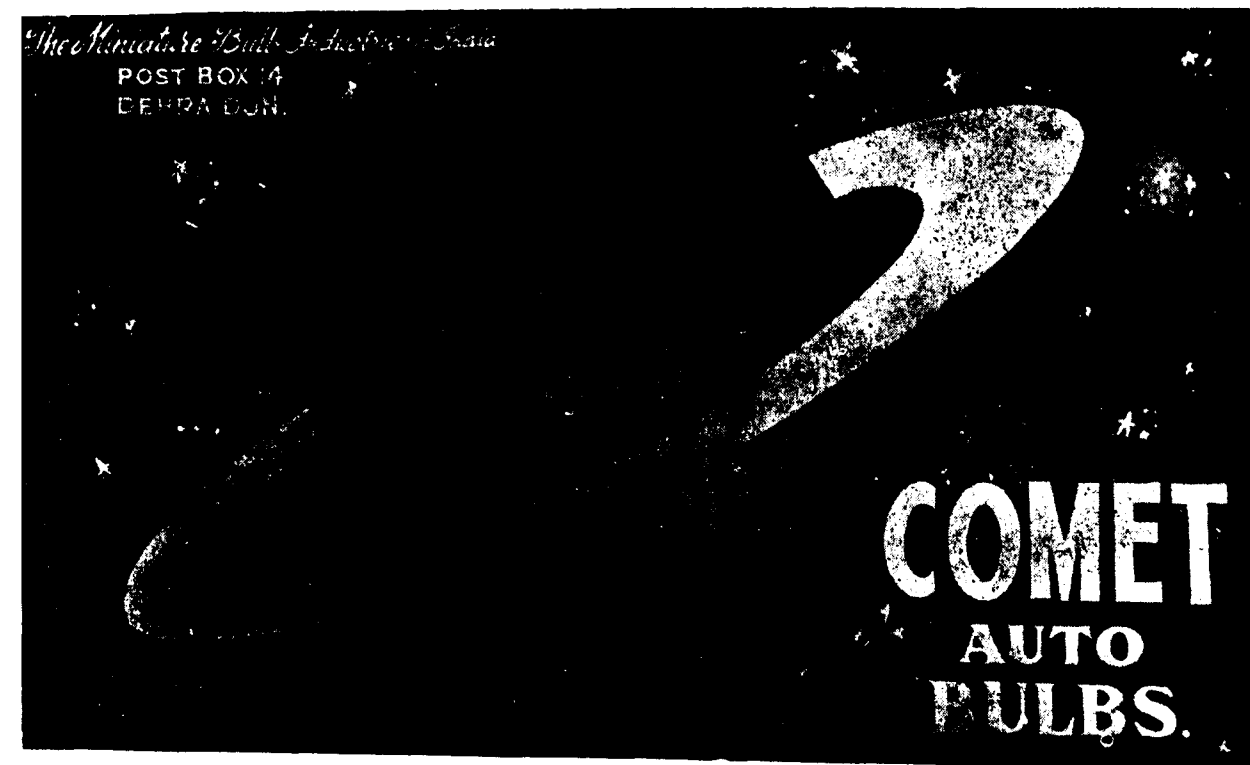


The Seminar delegates enjoyed a film show on Transport in Taiwan.

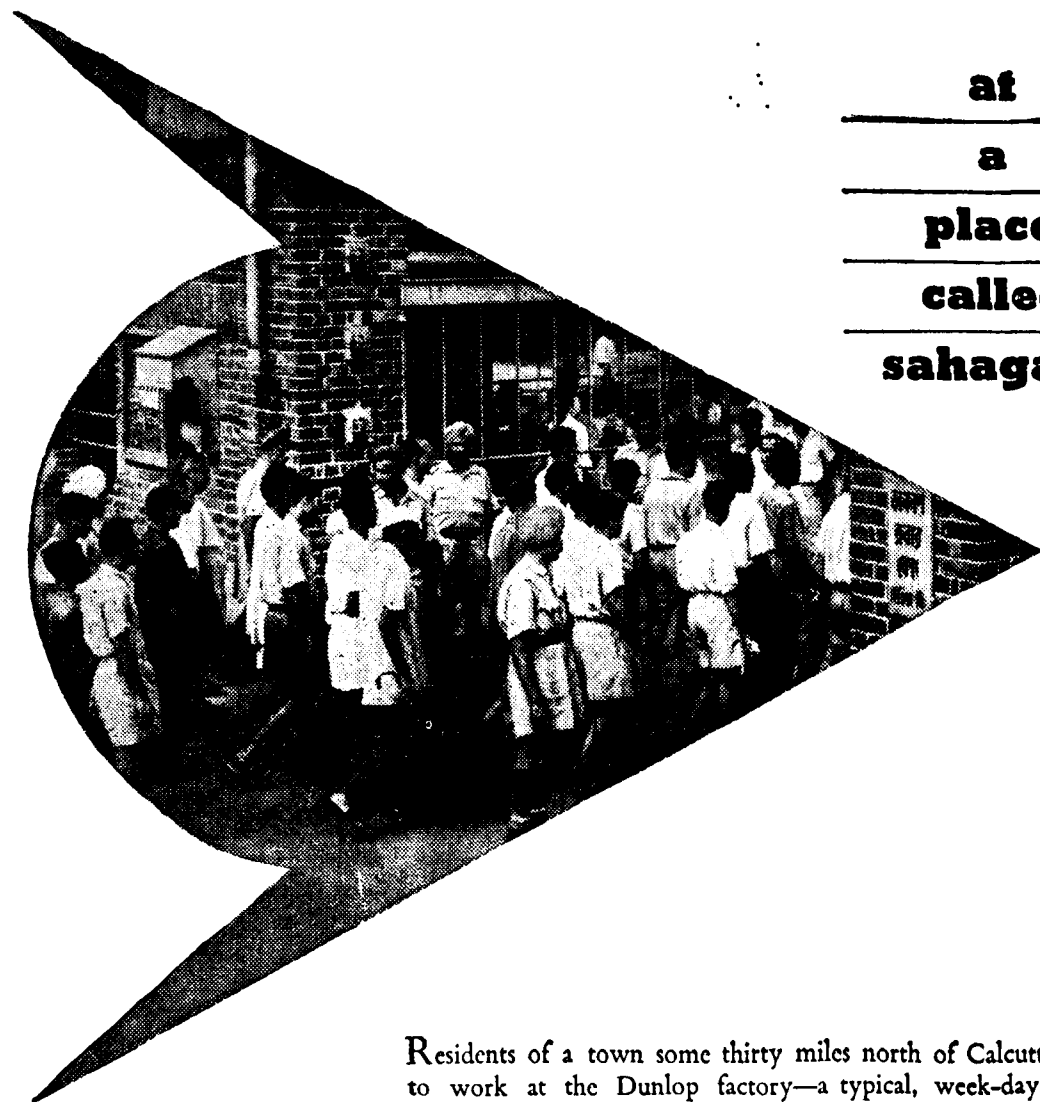
Several delegates read instructive papers on the subject. Dr. F. P. Iyer, Vice President, Indian Road Transport Development Association, read a paper on 'Heavy taxation poor services' and the need for vision here. Mr. R. Bose of the Uttar Pradesh State Transport Corporation touched on multiple taxation how it crippled the industry. Road transit system is an essen-

tial service in a big city in a fast growing and expanding economy and the citizen should not be denied this facility too long" was dealt by Mr. A. Khan, Traffic Manager, Delhi Transport Undertaking, while Mr. Kripalani, State Motor Transport Controller, Delhi dwelt on "the need for policies to suit the growing needs with regard to Road Passenger Transport in

Delhi territory". Mr. L. S. Lulla, General Manager, Maharashtra State Road Transport urged the need for evaluation to avoid pitfalls in the Corporation form of Passenger Traffic. He said at a time when the Corporation pattern of management is spreading, it may be worthwhile to pause a moment over the possible weaknesses which the worker units particularly are prone



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To the community at Sahaganj the Dunlop factory has meant, among other things, better health conditions such as the control of malaria. Above all, it has meant a rapid absorption of modern values which came in the wake of a progressive industry.

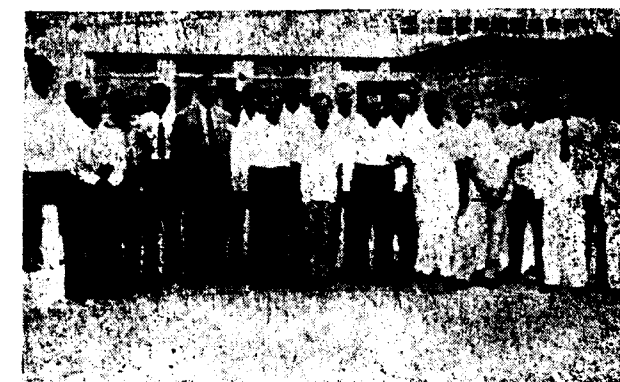
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Ecafe Seminar delegates at the Simpsons' industrial estate at Sembiam, with Mr. S. Anantharamakrishnan in the Centre.



Ecafe Seminar delegates seen at the S. M. P. factory at Vundaloor, which they inspected.

to and plug holes 'where possible'.

Paper on 'Taxation on Transport' and Statutory Relations on Road Transport" were read by Mr. Ogale of Maharashtra and Mr. R. Prasad of Bihar respectively. The Punjab delegate, Mr. P. N. Sahni read a paper on "Co-existence of Public and Private Sectors". Mr. T. S. Santhanam of T. V. S. Madras read a paper on "The challenge and the chances.

Similar instructive papers were read by foreign experts, of whom two were from the U. S. S. R., one from the Republic China and another from the International Labour Organisation.

Mr. V. Ramiah, addressed the delegates. He emphasised the need for building up the Road Passenger Transport as an essential part of national progress. He remarked that whatever had been accomplished so far was commendable but there yet remained much more to be

achieved. He reiterated the vital role roads and road transport had to play in the future of this country and struck a note of warning that any apathy here would tend to baulk the progress aimed at in the Third Plan.

The Minister referred to the happy relationship that existed between the private sector and public sector and hoped that with the happy co-ordination of each with the other, many of the shortcomings of road transport could be effectively bridged. The Minister congratulated the organisers of the Ecafe Seminar and complimented Mr. T. S. Santhanam, Chairman of the Reception Committee for the success of the Seminar.

Mr. T. S. Santhanam proposed a vote of thanks.

Visits

The ECAFE officials and dele-

gates to the Seminar were feted to several rounds of enjoyable socials and lavish dinners by prominent individuals and promoters and Associations of Road Passenger Transport.

Mr. S. Anantharamakrishnan, Chairman, Amalgamations Ltd. was host to the delegates at a lavish dinner got up at the Hotel Oceanic. The Indian Roads and Transport Development Association and the Motor Vehicles and Allied Industries Association were at home to the members.

The visitors availed of their short stay in Madras to visit some of the important Motor and allied industrial centres. Among them were Messrs. Sundaram Motors and Messrs Simpsons. The factory of the Standard Motor Products of India was also visited. The ECAFE members also moved to Tirvottiyur on a visit to the Ashok Leyland Factory there.

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Mr. R. N. Talwar who has returned after an extensive study tour of Automobiles Industry in U.S.A. and Europe as a member of the Indian Automobile Ancillary Industries Team, sponsored by the National Productivity Council,

Mr. Talwar was till recently Sales Director of M/s Payen Talbros Private Ltd., 71/3, Najafgarh Industrial Area, New Delhi-15 who cater to over 80% Gasket requirements of the country and are also exporting their products to the neighbouring countries.

Mr. Talwar after his return has taken over as the Managing Director of Super Seals India Private Ltd., Manufacturers of Synthetic Rubber Oil Seals in collaboration

with Messrs. Super Oil Seals and Gaskets Ltd., Birmingham, England who produce oil seals for manufacturers all over the world. The factory is going into production by the end of November, 1961.

Super Seals India Private Limited who have their registered office

at 5, Scindia House, New Delhi and factory at 12th Milestone, Mathura Road, Punjab have a target of one million oil seals for the first year.

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Mr. H. B. Singh (Centre-garlanded), Managing-Director, Jamna Auto Industries, Yamunanagar, Punjab left for Hongkong and Japan on the 29th Sept. 61 on a business trip. Mr. Singh will also be visiting Philippines, the Middle-East countries, West Germany. During his stay in these countries, Mr. Singh will be visiting important factories engaged

in the manufacture of Automobile Springs & Spring Leaves and will be collecting all useful information about the industry. Photo shows (L to R) Tulsi Ram, Harminder Singh, Gobind Singh, H. B. Singh, Gurdayal Singh, S. R. Oberoi, Harnam Singh, H. R. Oberoi, Sardar Singh and Kanwaljit Singh.

NEW TYRESOLES FACTORY AT BELGAUM



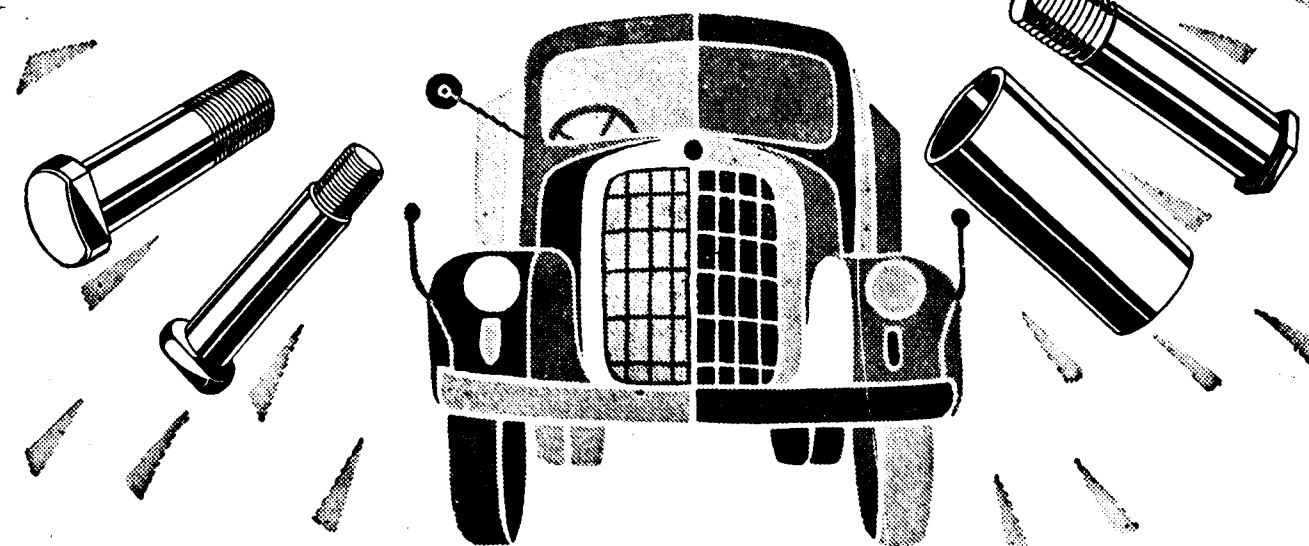
Shri Shivajirao Kadam reading the Inaugural Address. M/s. I. W. Revell and M. B. Leggett, Directors of the Company and Mr. A. N. Kamat, District Manager, Belgaum are also seen in the picture.



Photo taken at the opening of the new Tyresoles factory at Belgaum recently shows Shri J. B. Patil of M/s. Ghatge & Patil (Transport) Private Ltd, Kolhapur, with M/s. M. B. Leggett and G. Ramani

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Mr. K. Kamaraj Nadar, Chief Minister of Madras, inaugurating the opening of the Showroom of M/s Khivraj Motors, Madras.



Mr. T. C. Monga, Regional Sales Representative of M/s. Hindustan Motors Ltd., addressing the gathering.

Khivraj Motors New Showroom at Madras

CHIEF MINISTER K. KAMARAJ OPENS

Messrs. Khivraj Motors Ltd., dealers for Bedford Trucks and Hindustan Ambassador Cars, recently opened their new Showrooms at Khivraj Mansions, Madras. To mark the occasion, Shri Khivraj Chordia, the Chairman of this Company, was host to a distinguished gathering of representatives of the automobile industry at a pleasant party at their premises. Shri V. V. Giri, Governor of Kerala, presided over the function and Shri Kamraj Nadar, Chief Minister of Madras, declared the Showrooms open.

Eloquent tributes to the zeal and devotion of Shri Chordia and his colleagues of Khivraj Motors in promoting prompt and efficient service to the public were paid by Shri T. C. Monga, Regional Sales Representative of Hindustan Motors, Manufacturers of the Hindustan Ambassador car. He added, "I am

glad to say that Mr. Khivraj is associated with the automobile line since 1927, and after forming the firm of Messrs. Khivraj Motors Ltd., he has increased his responsibility towards service and parts also. With his popularity and charming personality coupled with the help of his able lieutenants, Messrs. Devraj and Bhopalraj, I am sure, he will capture the hearts of the public and the market as well!"

"I am also glad to say that our Hindustan Motors are the first people to start the manufacture of automobiles in this country and I am proud to say that we have practically completed the manufacture of Hindustan Ambassador cars in our Factory at Uttarapara, a suburb of Calcutta, and in the very near future, we shall also complete the manufacture of Bedford trucks. Our aim is to serve the public promptly and efficiently to the best

of our ability and through our Dealers' organisation, spread throughout the length and width of the country. All our dealers have got well-equipped Workshops, Service Stations and Parts shops. In addition we have got in our Factory trained service Engineers and Sales Representatives to have the closest contact with the individual customers and Government departments.

"Madras State has played a vital role in upbringing a number of industries, under the able guidance of its esteemed Chief Minister, Shri K. Kamaraj, with whom I had the pleasure of attending two inauguration ceremonies before, of our Dealers at Madras."

Earlier, Shri Khivraj Chordia, Chairman of Khivraj Motors, welcomed the gathering and thanked the guests of honour for presiding over the function and opening the Show new rooms.



Mr. Khivraj Chordia, Chairman of Khivraj Motors welcoming the distinguished gathering



Shri V. V. Giri, presided at the opening of the Showroom of M/s. Khivraj Motors on 18th October 1961

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PIONEER OIL SEALS

In August 1949, J. H. Fenner & Co, Ltd., Martfleet, Hull, England, the largest manufacturers of V-belt drives in the Commonwealth decided to extend their interests beyond the power transmission field and enter the highly specialised Oilseal industry.

A very small company, with some 20 people, was taken over as the nucleus of the new development—the Pioneer Oilsealing & Moulding Co. Ltd., Bull Buildings, Southam, N. Leamington, Warwickshire. The premises which constituted the outer buildings of a 14-century inn were completely inadequate, and although production was allowed to continue at Southam the expansion programme was introduced at one of the company's factories at Colne, East Lancashire. Key executive positions were given to established members of the Fenner staff on the administrative, engineering, chemical and sales department of the new business. In the early 1950's, British industry welcomed the arrival of a new, virile supplier of Oilseals, which, at that time, were in short supply due to steel rationing and shortage of imported stocks of Synthetic Rubber.

Original Skills Acquired

The practical skills of the original "Pioneer" team were gradually acquired by the trained technical staff now engaged in the rapid development of the company's interests. It was quickly appreciated that in such a wide market as that covered by the oilseal industry, there must be some degree of specialisation if Pioneer were to make an effective impact upon a part of the broad engineering field.

Already there were established suppliers of high repute offering comprehensive ranges of standard sizes of oilseals and a number were able to offer Oilseals for the replacement industry in stationary engines and automobiles as they were suppliers to the original equipment manufacturers.

Pioneer made its mark by undertaking difficult applications involving Non-standard sizes and compounds. The motor cycle industry demanded a product which had to be inexpensive but reliable and capable of withstanding the most rigorous testing and severe operating conditions involved in motor cycle racing and "scrambles".

Motor Cycle fork seals

Motor cycle fork seals were amongst the first products to be made by Pioneer and to this day, the major

ity of British-made motor cycles are fitted almost exclusively with Pioneer Oil Seals. In the Colne factory of over 70,000 sq. ft. it was necessary to extend beyond the relatively small market for "specials", and enter bulk production business preferably on smaller sizes for which the plant was initially designed. The post-war period has seen a tremendous boom in domestic appliances, particularly washing machines, and a great deal of original development work was done by the Pioneer technicians in designing



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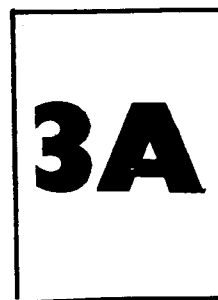
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Oil Seals which would cater for the peculiar sealing conditions to be found in domestic washing machines. Special Synthetic Rubber compounds had to be developed to seal boiling water containing detergents; minute particles of fluff and lint collected in the sealing regions and presented unusual sealing problems which were overcome by special designs.

For aircraft too!

There was prestige value to be gained by supplying the exacting demands of the aircraft industry and to-day, there are many thousands of Pioneer seals in flight on military and civil aircraft.

Agriculture

The agricultural industry has seen more mechanisation than most during the post-war period, and whilst many of the oil seal applications on agricultural equipment are quite straightforward, some of the

"specials" can be extremely difficult, for example, the seals protecting the bearings on paddy disc barrows, or the track roller seals. Original design work by Pioneer technicians has produced a remarkable Synthetic Rubber Labyrinth seal, which combines the dual function of retaining the lubricating fluid and at the same time protecting the bearing by preventing the ingress of dirt and water.

Great single contribution

It is in the field of Oil Seals for "sealed life bearings" that Pioneer has made its greatest single contribution to the engineering industry. A comparatively recent innovation is the ball bearing which carries its own synthetic rubber oil seal as an integral unit. Built-in felt seals have been known for many years but their prime purpose has been to protect the bearing rather than retain a reservoir of lubricant within the bearing for the whole of its life.

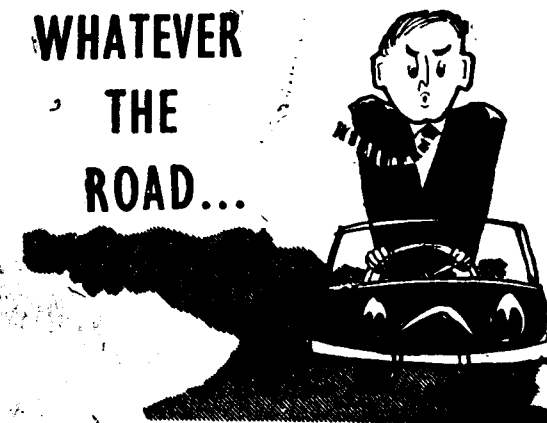
Perfect bearing seal design

In co-operation with the bearing manufacturers, Pioneer has perfected a bearing seal design. The "drag" on the bearing caused by the friction of the seal has been reduced to an absolute minimum by combination of the engineering design and the rubber technologists' compounding. The quality and dimension standards demanded by British ball bearing Manufacturers are on an entirely different plane to those required by general industry. Pioneer is proud of the ability of its technicians to design and its operatives to produce truly precision products such as bearing seals.

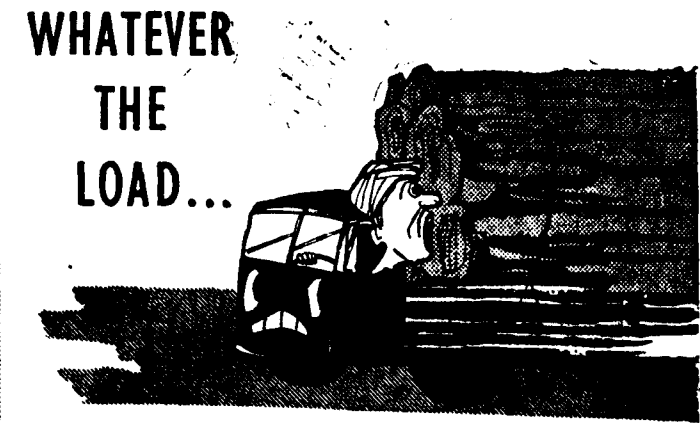
For Diesels

Massive diesel engines rely for their efficient performance upon the quality of the Synthetic Rubber wet cylinder liner rings, and upon this subject the Pioneer rubber technologists broke through with a

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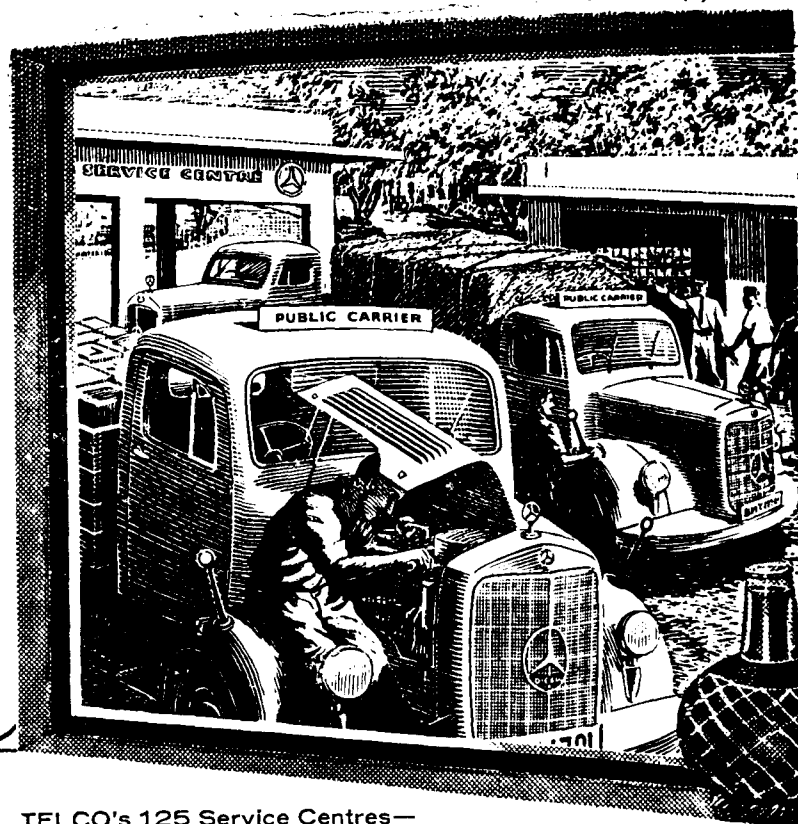
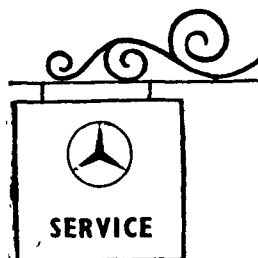
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unique rubber compound having a remarkably low compression set or "recoverability". The vast automobile industry of the U. K. holds out a tremendous potential for the Oil Seal manufacturer who can organise to produce top quality products at extremely low prices. Within the past three years, an entirely new and larger scale type of manufacturing equipment has been introduced at Colne to handle automotive original equipment business. For many years, Pioneer has supplied the ancillary industries to the automobile manufacturers such as shock absorbers and fuel injection equipment, in which branch of industry, startling new developments have been announced within recent months and Pioneer is proud to have played its part in the difficult sealing problems which have been encountered.

and these are witnessed by a number of speciality products and designs to cater for the unusual and the extreme. The Pioneer Nu-Lip ring, for example, was innovated some years ago, and this remarkable sealing ring of entirely novel construction has found a ready demand in most surprising and interesting applications—applications from an artificial lung to a power-assisted steering mechanism on heavy goods vehicle or even a tiny micro switch.

Encouraging Demand

The demand for Pioneer products has been so encouraging that in 1960 it was decided to extend the company's business substantially and a new factory of 150,000 sq. ft. was acquired at Barrowford, some three miles from the present factory and already several departments have been transferred to the premises. Production facilities from the new plant will be more than three times that of the present plant and

there will be space and scope for even greater developments during the next few years.

Basic Information to Engineers

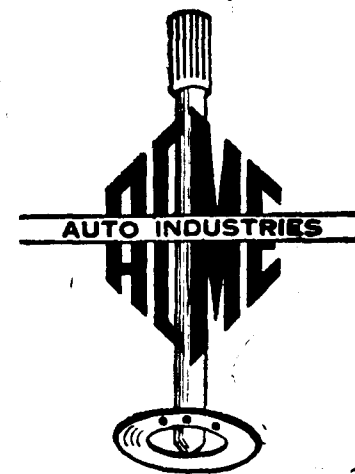
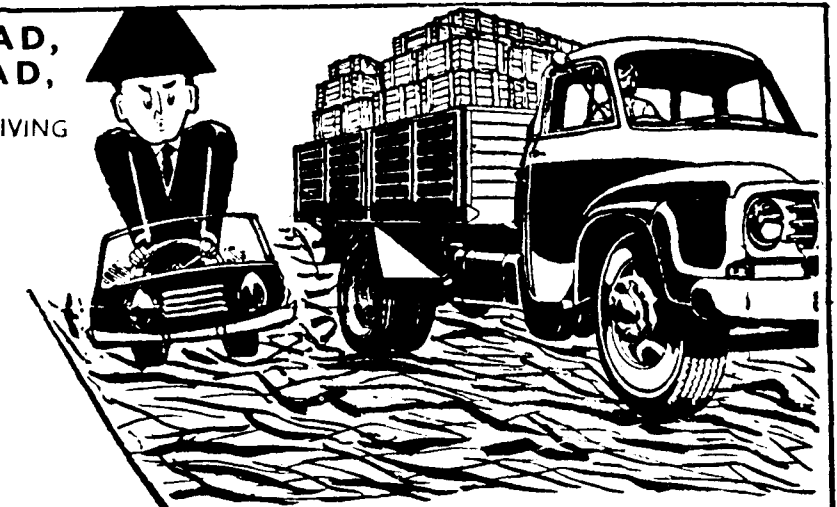
Synthetic Rubber is an engineering material generally unfamiliar to engineers, and Pioneer, recognising this fact, have accepted the responsibility of conveying to design engineers the basic information required to understand the correct usage of Synthetic Rubber Oil Seals. The Pioneer technical publication, The Oilseal Journal, published quarterly, carries interesting articles on novel applications of Pioneer Oil Seals and a series of purely technical articles upon Rubber Technology have been running for a few years.

The Pioneer Oilseals catalogue is a veritable encyclopaedia of information on the correct fitting and application of all types of Oil Seals. The technical know-how involved in the correct use of Pioneer products is freely available through the

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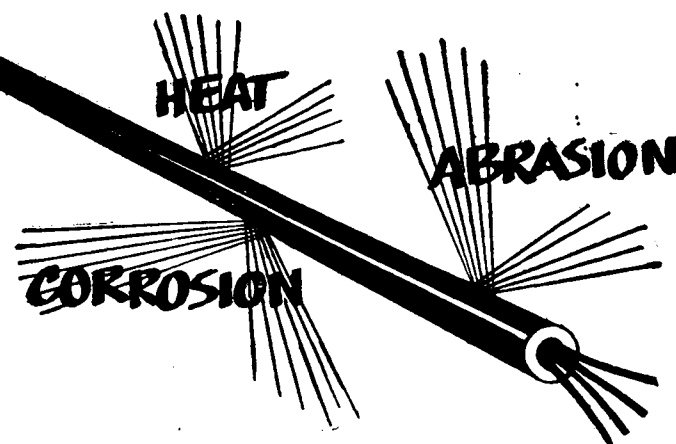
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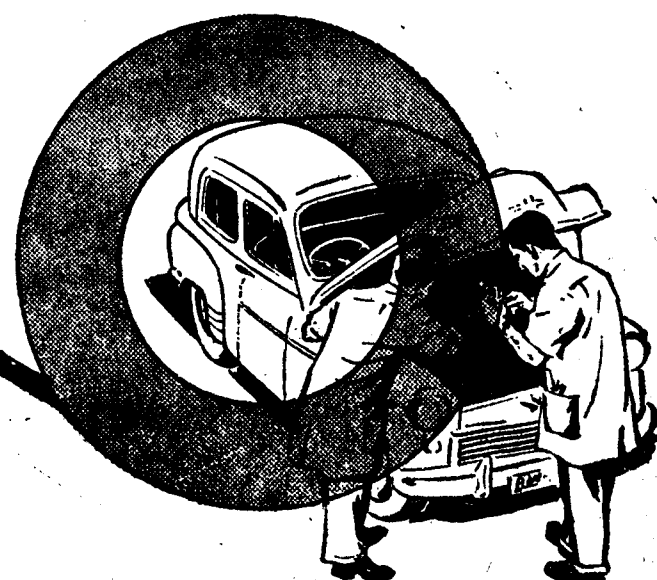
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M22, P.A.E. 426

Fenner Cockill Sales Engineers and agents in India.

Production in India

Many, many thousands of Pioneer products find their way overseas either by direct export or as components in engineering equipment. Over the years, it has been found essential that a close relationship be built up between the Oilseal Sales Engineer and the user of the product; so much can be gained by personal contact between the Sales Engineer, the Oil seal technicians at the factory and the customer. New and better ideas are born in discussions between the men who make the Oil seals and those who use them. Whilst large quantities of Oil seals have been exported from the U. K. to India, it is in the long term interests of the Indian manufacturer that his supplies be produced within the country, at a factory which he can visit, and the seals be designed and produced by technicians whom he can meet in person. Although Pioneer enjoy a rewarding business exporting standard type replacement Oil seals from the U. K. to India and hope to continue to do so for many years, it is believed that real original development work can only come by setting up a design and manufacturing establishment in India.

Manufacture at Madurai

The Fenner Cockill factory at Madurai is already manufacturing a wide range of power transmission equipment and plans were made in 1959 to extend the manufacturing facilities to include the production

of Pioneer precision moulded Synthetic Rubber Oil seals.

Already production has commenced and supplies of home produced Oil seals are available from Madurai, Southern India. Competent Oil Seals Sales Engineers, attached to the factory, have been operating in India for over a year, handling U. K. products, in the early stages but destined to sell products from the Indian factory. Main Agents are already established and operating in Bombay, Calcutta, Madras & Delhi.

Members of technical staff at Madurai have spent periods of several months training at the factory in Colne, Lancashire, England and the Technical Director of Pioneer spent three months at Madurai.

Every piece of equipment to be used in manufacturing Oil seals at Madurai has been made in the U. K. plant. Supplies of Oil seals from Madurai will be made to the same quality standards and following the same strict manufacturing procedures as apply in the U. K. Oil seals made in Madurai cannot be distinguished from those made in Colne and the vast source of knowledge which has been built up in the U. K. is available to the Indian company. A potentially vast new industry has come to India and it will add strength and reputation to the already highly regarded engineering economy in India.

Territorial Agents

As a matter of interest "PIONEER" Seals of English manufac-

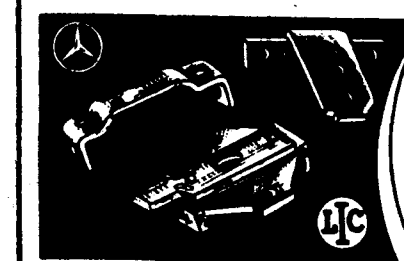
ture are available in stock for Perkins P-6, Benz, Lambretta and other popular Cars, Trucks and Tractors, whilst the indigenous Seals are available for Perkins, Benz and certain industrial applications.

Territorial Agents are —

- (a) The Indian Engineering & Trading Co., 26, Wallers Road, Madras-2, for Madras, Andhra, Kerala and Mysore.
- (b) The Indian Engineering & Trading Co., (Calcutta), P. 40 Princep Street, Calcutta-13, for W. Bengal, Bihar, Orissa and Assam.
- (c) Shah Pratap & Co., 64, Old Customs House Road, Bombay, for Bombay, Maharashtra and Gujarat.
- (d) S. N. Kohli & Co. Private Ltd., Kashmere Gate, Delhi-6, for Delhi State.

CORRIGENDUM

On Page 23 of our last issue we had inadvertently published that Mr. K. M. Rajagopalan is the Secretary of Messrs. Amalgamations (Private) Limited. Mr. K. M. Rajagopalan is in fact the Secretary to the Chairman of Messrs. Amalgamations Private Limited. The error is regretted. The Secretary of Amalgamations is Mr. K. Ramaswami.



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RECENT DEVELOPMENTS IN THE RUBBER INDUSTRY

The Rubber Industry in India, which was practically non-existent and economically insignificant until the last world war, has within a short period of two decades come to occupy prominent position in national economy. The industry made rapid strides during the war years and despite the many handicaps, technical and material, it was able to meet the exacting and difficult standards for essential and strategic rubber goods occasioned by the war. The tempo of development has continued throughout the post-war period, thanks to the rapid expansion of the economy under the impetus of the Five-year Plans which has created an unprecedented demand for industrial rubber goods as well as consumer goods.

The expansion and development of the rubber manufacturing indus-

try has in turn created a huge demand for all varieties of rubber in the country. Unfortunately, despite the considerable increase in production of rubber since 1951 due to the steady expansion of the rubber plantation industry, production has not kept pace with demand. The gap between supply and demand has been steadily widening and has to be met by imports. Judging from current production trends of natural rubber, the country will have to be increasingly dependent on foreign supplies which will be a severe drain on our slender foreign exchange. The goal of self-sufficiency in rubber, however desirable, is not easily achievable.

In consonance with the declared objective of achieving national self-sufficiency and in furtherance of a policy of development initiated in

1947, the development programme for the rubber industry in the Third Plan envisages production of 45,000 tons of natural rubber and 20,500 to 30,000 tons of general purpose synthetic rubber and 15,000 tons of reclaimed rubber by the end of 1965-66.

The target of 45,000 tons for the plantation industry is not very ambitious, it is doubtful whether this target will be achieved without special effort. As Dr. Rama Varma, the Chairman of the Rubber Board rightly pointed out at Kottayam recently the fulfilment of the target would require more energetic measures by plantation industry, namely: improved manuring practices, adequate plant protection, new technique of tapping, application of yield stimulants, adoption of scientific and improved methods of plantation culture and better employer-employee relations. On a long term basis, positive steps should be taken to ensure that only high-yielding planting materials should be used for new planting and replanting, and uneconomic units weeded out for replanting. So far as supplies for synthetic rubber are concerned, it would appear that the two plants for the manufacture of GRS type of rubber sought to be established with foreign technical collaboration and financial participation and sanctioned by Government, would between themselves adequately meet the manufacturing industry's requirements for synthetic rubber. The estimated demand for reclaimed rubber would be 16,000 tons by the end of 1965-66 and with the coming into operation of the four units with a total capacity of 8,520 tons already sanctioned by Government, it is reasonable to assume that a substantial portion of the demand for reclaimed rubber will be met by indigenous production. It is also gratifying to note that the Commerce and Industry Ministry is exploring the possibilities of manufacturing as many rubber chemicals and auxiliaries as possible within the country, and already plans are afoot

to manufacture carbon black in India.

The phenomenal progress of the Rubber Industry could be seen mainly from the consumption figures. The consumption of new rubber has increased to 57,000 tons from 17,000 tons in a short period of 10 years. The estimated consumption in 61-62 is 70,000 tons. By the end of the third plan it is officially estimated at 93,500 tons. But this estimate is already obsolete. A conservative estimate for 1965-66 indicates that it will not be less than 1,20,000 tons. The Government is also re-calculating the consumption estimate as they feel that if all the expansion plans they have sanctioned, reach production, the requirement of rubber may be even 1,40,000 tons. This is quite a difference between the original estimate and probable consumption.

Plea To Fix Targets for Rubber Production

However the Planning Commission has not yet brought the rubber Industry in, in fixing the target of production and allotting foreign exchange even though it is one of the major Industries of India with an annual turnover of nearly 100 crore of rupees. They have of course fixed targets for Tyre Manufacturers. It is hoped that the Commission will finally include the whole rubber Industry in its scope.

Recent developments in the manufacture of raw materials and chemicals needed for the Rubber Industry are welcomed by the industry and the public besides the synthetic and chemicals, another factory had been licenced in Assam to produce synthetic rubber from waste gas. This factory is expected to come into production by 1965. Some discussion is going on for starting a third plant to produce some other specialised synthetic rubber. A fresh Licence has been issued to United Carbon Co. to produce carbon black and this factory may be, established in Maharashtra or Gujarat State. Philips Carbon black may come into full production early in 1963. It is likely that new Licence will be issued to a German firm for

manufacture of Rubber Chemicals over and above the Licence issued to I.C.I. Textiles, Tyre card, Bead wire & Tube valves will all be manufactured to meet the full demand of the Country. We can therefore expect that the Rubber industry will be almost self-sufficient by 1963 except for supplies of Natural rubber. The Industry will then be ready for embarking on a bold policy of export.

5-Lakh Tons consumption envisaged

The way the rubber industry progresses, a consumption of 5,00,000 tons of Rubber by the Indian factories, in a short period of 15 years can be visualised. At this stage, the Indian Rubber Industry will be far bigger in size than the Rubber Industries of Europe or Japan as it exists to-day.

The phenomenal progress of the rubber industry in India is a proud record of achievement of a dynamic industry and a tribute to the spirit of free enterprise operating under democratic planning. There is a growing realization of the vital importance of rubber as a strategic material in peace and war, and of the need for a balanced development of the industry as not only desirable, but essential to the freedom and prosperity of the nation.

Rubber News, a monthly journal, edited by D. S. Kulkarni devoted to the rubber industry, recently made its debut at Madras. *Rubber News* makes its appearance just when the Indian Rubber industry is on the verge of greater things and vast schemes for its future development are in the offing. *Motor India* congratulates Mr. Kulkarni on the excellent get up of the inaugural number of *Rub-*

ber News and wishes his venture the success it deserves.

2 Million £ Factory For Madras

In London, Joseph Lucas, the giant British motor and aircraft accessory manufacturers, have signed a two-million sterling link with Messrs. T. V. SUNDARAM IYENGAR and SONS, aimed at meeting the entire demand of the Indian motor industry for electrical equipment.

Capital employed by a new company being formed in India will be two million sterling in the early years, including one million sterling worth of plant provided by Lucas for a new factory in Madras.

More than 1,000 Indians will get jobs with the new company in the first phase of the project.

NEW AUTO -- DEALERS

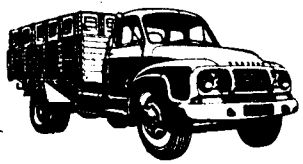
SRINIVAS AUTOMOBILES & AGENCIES of Salem have opened a new automobile shop at Arunachala Asari Street, Salem-1.

KAMAKSHI AUTO SERVICE of Tiruchirapalli, have recently opened an automobile shop for auto parts, tools, batteries, car washers and compressors at their premises, No. 18, West Boulevard Road, Tiruchirapalli-8.

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Chidambaram, the abode of Lord Nataraja, Gingee, the historic fort, Neiveli, where a new industry is being dug out of the earth, Porto-Novo where the Marine Biological Station is located and Pondicherry the former French Settlement which is now Centrally administered are the important places of interest in and around South Arcot district.

The district is in the east coast of Madras State with Chingleput and North Arcot districts on the north, the Bay of Bengal in the east, Tanjavur and Tiruchirappalli districts on the South and Salem and North Arcot districts on the west.

The Kalroyan hills running north to south lie in the western part of Kallakurichi taluk and spread out in Salem district. The Gingee hills in the Gingee taluk run from near Gingee southwards for about 14 miles. The chief rivers are the Varaha Nadhi, the Pennaiyar, the Gadilam, the Vellar and the Kollidam (Coleroon).

Hill Tribes

It is a matter of great surprise that about 15,000 hill tribesmen are living in a most primitive condition on Kalroyan hills. These hills extend over an area of 250 square miles comprising 103 villages and the height ranges from 1400 to

Paradise for Tourists

3500 feet. They are popularly called the Jadaya Koundan, the Kurumba Koundan and the Ariya Koundan. Jagir hills and the entire population belongs to one community known as the Karalars.

The three jagirs are one link over the hills but they are detached at the foot. The villagers are even now not civilised in their customs and manners. Their marriage function is very simple. The bride and bridegroom are allowed to sit side by side when a person shoots an arrow in the air and the ceremony is over. A woman is not allowed to remain a widow and she is allowed to marry immediately after her husband dies. A male can marry any number of wives. The question of providing them with, at least the minimum amenities has been engaging the attention of the Government.

The hills possess rich and thick forests abounding in sandalwood, kadukka, soapnut, kamalidye, timber, coconut and tamarind.

Cottage industries of the district are toy-making, dolls manufacture at Panruti, oil pressing, stoneware industry, groundnut oil industry etc.

Neiveli

The exploitation of Neiveli lignite deposits has opened up an era of industrial prosperity for the district as well as for the State.

Coal is not at present being mined in South India apart from the Singareni Coalfields. Hence the discovery of lignite in Neiveli is of great significance to the future industrialisation of South India. Madras State, which is wholly deficient in coal stands to benefit



7th November 1961

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29

immensely from this alternative source of fuel.

The discovery of brown coal (lignite) called "brown gold" in the South has a long history. As early as 1828 lignite seems to have been struck near Calimere. Somehow it was not followed up. While digging his well in his village in Karuveli village in Chidambaram taluk, a lawyer found, thrown out a chocolate brown stuff which continued to burn in air when lighted.

It would be interesting to know that with a rate of production of 3½ million tons per annum the comparatively easily minable lignite is expected to last for about 57 years.

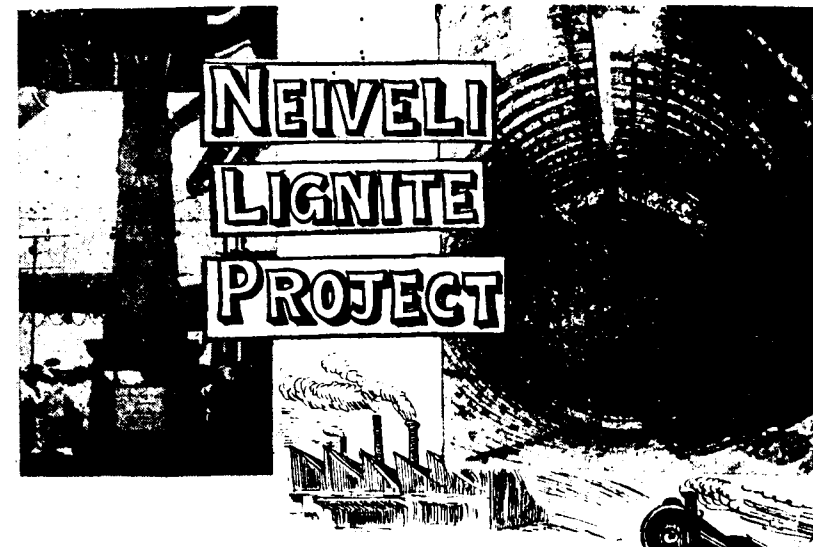
Though it was known that there were lignite deposits in S. Arcot district for over eight decades it was only in 1943, that the Geological Survey of India, at the instance of Madras Government started detailed investigations.

Many other projects are linked with lignite project and this Rs. 90-crore project was described by Prime Minister Nehru as not only "good" in itself but a symbol of and witness to a development to follow. There is to be a thermal power station with an installed capacity of 2,50,000 kw. The area plant will probably be one of the largest in the world with a capacity to produce fertiliser with a nitrogen content of 70,000 tons per annum. The briquetting and carbonising of some of the lignite produced would yield 3,80,000 tons of carbonised briquettes and a good quantity of char dust, motor spirit, tar and phenyle. Production of carbonised briquettes, a smokeless fuel is expected to go a long way in solving the problems of domestic fuel as a substitute for charcoal.

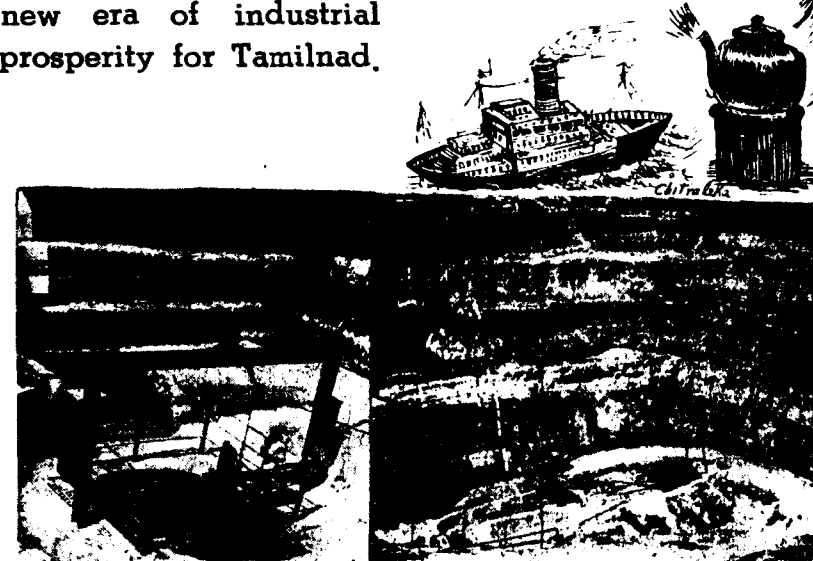
With the power to be obtained from the thermal station and with the by-products of lignite and also with the large deposits of white china-clay several industries are to be started.

Other industries

Counting on the availability of white clay, the Seshasayee industries have started an insulator factory at Vadalur, a few miles north



The exploitation of these deposits has opened a new era of industrial prosperity for Tamilnad.



of Neiveli. It can be confidently expected that as soon as lignite is dug out at Neiveli, many more industrial units will be started in the area between Neiveli and Cuddalore. This reminds us of the saying of Saint Sri Ramalinga Swamikal who lived at Vadalur about 120 years ago, that "Vadalur would become Cuddalore."

The Cashewnut is a good commercial crop and a source of dollar-earning. Select kernels, well packed are being exported to

America, where the commodity is in great demand. The oil from the shell of the cashewnut is also very useful for the preparation of paints.

Cuddalore and Porto Novo are the two main minor ports. There is a sugar factory at Nellikuppam.

Porto Novo (Parangi Pettai)

A very ancient port which has changed hands from the Portuguese

to Dutch, Danish, French and finally to British. The Annamalai University has its Marine Biological Laboratory established here. There is a tablet commemorating a defeat of Hyder Ali by Eyre Coote. Here lies the tomb of Thomas Parry (of Parry's Corner) who died here in 1824.

The pleasantest thing to do at Porto Novo is to get into a boat and drift about on the backwaters through superb sunsets which are a regular feature. The place lies on the Chidambaram-Cuddalore road.

J. M. Heath, an officer of the Indian Civil Service became obsessed with the idea of South Indian iron and he concentrated on it. His plan was to mine the ores in Salem and float them in basket boats down the Vellar to Porto Novo and thence to the sea. The project included the Porto Novo Iron Works but all these were abandoned.

With its proximity to the sea, the estuary and the fresh water head and backwaters connecting the Vellar estuary with the Coleroon estuary, the Porto Novo Marine Biological Station offers specially good opportunities for developing distinctive lines of work relating to the evolution of bio-chemical adaptations of organisms and for obtaining a comparative picture of the basic factors that control productivity of different types of waters. From a biological point of view, the situation of the Porto Novo Marine Laboratory has a strategic significance.

During the last three years during which the Marine Biological Station attained a definite status as a research unit or wing of the University, its achievements have in no way, been insignificant. Over 57 original papers have been published. Cruisers have been regularly conducted in the sea as well as in the estuary and valuable data has been systematically recorded. A few new and rare animal organisms have been discovered and recently reported in scientific journals.

Cuddalore

The headquarters of the South Arcot district is one of the most important intermediate ports of

the Madras state, about 97 miles by sea from Madras. It handles 3,00,000 tons of traffic per year. It is the main port of entry for coal required by the Southern Railway.

A light is exhibited at an elevation of 65 feet from a white tower 34 feet in height situated on a sand hill close within the coast and abreast of Cuddalore Old Town.

Tiruvathigai

This place lies at a distance of about 2 miles from Panruti, a Station 111 miles from Madras. There

was a time when Hinduism and Jainism contended for supremacy in South India about 1000 years ago and it was the "Thevarm" hymns sung by Saints Appar and Sambandar that contributed in a large measure to the decline of Jainism in South India. It was at Tiruvathigai that "Adi Thevarm" was sung.

Contrary to the traditions of his family, Thirunavukkarasar (Appar) became a convert to Jainism. This conversion made his sister Tilakavathi, a devotee of Lord Siva very sad and she prayed devoutly in the temple at Tiruvathigai for he



brother's restoration to their family cult of Saivism. Her prayers were heard and the moment came. Tirunavukkarasar suffered from a bodily ailment which became incurable. He came to Tiruvathigai to his sister's abode. She took him to the sanctum sanctorum and offered him the sacred ash. This had a miraculous effect. Tirunavukkarasar, then sang "Adi Thevaram".

The shrine at Tiruvathigai and the sacred river Gadilam close by have hoary traditions in common with the mythology and folklore of many a Hindu temple.

Tiruvathigai is one of the eight sacred places in India known as Virattanam in Tamil. It was here that Lord Siva is stated to have reduced to ashes three Asuras who proved a menace to the world and this mythological event is known as "Tirupura Thaganam."

The front and the interior towers of this temple were built on the model of the Tanjore and Daraswaram Temples constructed by the Chola kings.

Another temple connected with the life of Saint Tirunavukkarasar is at Tirupapuliur (Cuddalore New Town). The presiding deity is known as Patalesar. Very near to this place is Tiruvathipuram where there is a temple dedicated to Hayagriva, horse-faced incarnation of Lord Vishnu.

Panaiyapuram

This is one of the 274 holy places mentioned in the "Thevara" hymns. This place is situated 5½ miles north of Villupuram and very near Muddiampakkam railway station. It is the only temple in which the sun's rays touch both the "Lingam" and "Amman".

It is stated the King Sibbi who offered his own flesh for the sake of a dove was given back his eyesight and healthy life by Easwara. The Stala Viruksha is a palm tree. It is claimed that the sacred tree is very peculiar and divine in nature. When the existing palm begins to show signs of withering, a fresh one always sprouts spontaneously by divine grace.

Twenty miles from Villupuram at Panamalai, there is a temple situated on a hill. This temple dedicated to Talagiriswara and dating back to the time of Raja Simha Pallava contains a number of mural paintings. This was discovered only very recently. Though many of these have faded, of particular beauty are those of Sivakamisundari and Nataraja. The place is also full of inscriptions in Brahmi and circular Tamil scripts.

Vriddhachalam

Also known as Mudhu Malai Kunram, this place is an important place of pilgrimage. The big temple lies on the banks of Manimutharu. Just as in Benares, there is a separate sannidhi dedicated to Bindu Madava Perumal. The existence of a Vishnu sannidhi in a Siva Temple shows that both Saivism and Vaishnavism were observed without any hitch. This place is also known as Viruddha Kasi and considered as a place equal in importance as that of Benares.

GINGEE - THE HISTORIC FORT

This famous rock fortress lies in Tindivanam Taluk of South Arcot district. The interest of this place is chiefly historical. Today Gingee is a tourist centre and holiday camp.

Gingee has a romantic history. In the earliest official document of Madras State the place was referred to as Krishnapur. The Muslims of Bijapur called it Badshabad, the Maharattas knew it as Chandy and the Moghuls named it Nasrat Gaddah. The English called it Gingee while in Tamil it is pronounced as Chenchi Kottai!

This place is popular and familiar to Tamil people by means of the folksongs which had for its subject the story of Raja Desingh. Desingh was an independent ruler of Gingee who paid no tribute ("Kappam") to any power. The Emperor Aurangzeb has cancelled all payments as a reward for the skill in managing a horse that no one could ride. The Nawab of the Carnatic, jealous of the Raja's independence for his



On the top of Krishnapur there is a temple devoted to Lord Ranganathar.

refusal to pay the tribute, invaded the country. In the battle Desingh was killed. The Rani committed

"Sati" and the Nawab built a city out of respect for her memory and named it "Ranipet".

Under the rulers of Vijayanagar, Gingee enjoyed unrivalled prosperity and glory. Its decadence was complete and its cup of misery full when the adjoining Muslim State of Bijapur stormed and sacked it. The advent and rise of Sivaji opened a new chapter in Gingee's history. Its strategic position, made it a target for shrewd Sivaji.

"Early in 1677 Sivaji paid a visit to Srisaillam and fell on Gingee like a thunderbolt and captured it at first assault" writes Sathianathan.

The fort of Gingee was self-contained. The presence to this day of baths, water reservoirs, and large granaries reveals a master-plan and the fort, it appears could well hold



Desingu Raja Statue at the foot of Rajagiri.

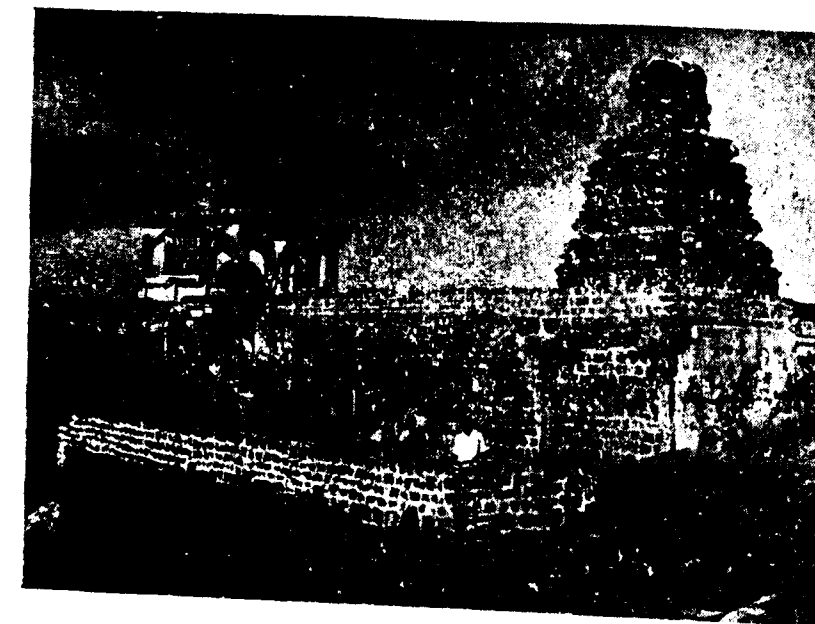
its own against a long siege and ward off considerable attacks.

The fortress consists of Rajagiri, Krishnagiri and Chandraya Durg. Several ruins are situated within the fort area. There are the temples, the Kalyana Mantap (Mahal) and the granaries. The most attractive of all the ruins is the Kalyana Mahal.

7th November 1961



Kalyan Mahal—at the foot of Rajagiri.



Kalyana Mandapam and Palace ruins on the top of Krishnagiri.

Chidambaram

The Seat of Annamalai University

Chidambaram, otherwise known as "Chittrambalam" is 151 miles away from Madras. The great temple is dedicated to Lord Nataraja of hoary antiquity and stands foremost amongst the Siva temples in South India. For it enshrines the "Akasa Linga," one of the important Pancha Lingams.

The temple is one of the very few in India where both Siva and Vishnu have shrines in such close proximity that their respective followers may worship at the same place and have darsan of both the deities at the same time. The shrine dedicated to Lord Govindaraja is referred to as "Chitrakutam". This dates back to 8th century A.D.

The temple covers an area of about 40 acres, its outer walls measuring 1040 feet by 780 feet. The Gopurams on all four sides are

massive, exemplifying the Chola style of architecture.

The eastern tower was built by Chola Kulothunga II (1133 A.D.), the southern by Pallava, vassal and son-in-law of Kulothunga III (1237 A.D.) the western by Jatavarma Sundara Pandya I (1251 A.D.) and the northern by King Krishnadeva Raya (1516 A.D.) of Vijayanagar.

To mark the victory of Kalinga, Krishnadeva Raya built the massive tower to pay his grateful homage to Lord Nataraja. An inscription in this tower bears out this fact. The lower granite part of this tower is literally covered inside as well as outside with very beautifully carved sculptures worthy of study. A charming figure of Lord Siva and Parvathi attracts the visitor's attention. Next to this is a portrait sculpture of the King himself. Both



these and other main sculptures have panels of graceful dancing ladies all around them.

108 Dance Poses

On the southern face of the basement are to be seen exquisite sculptures of Vishnu, Durga and Siva as Bikshandamurthy.

The eastern and western Gopurams contain outstanding examples of exquisite pieces of mythological sculptures in the several niches on their outer faces. And more distinctive still are their inner gateways, a precious mine of art. The visitor fares miniature cameos in stone, in panels of projecting pillars each cameo occupying a space of 15" square. These depict the 108 classic Abinaya poses as the author Bharata has described in his Natya Sastra. Ninetythree of them have appropriate descriptive labels in Grantha characters inscribed over each. On either side of the poses there is again another sculpture portraying the drummer and the conductor of the dance giving the necessary prominence to the central theme.

The Cosmic Dancer

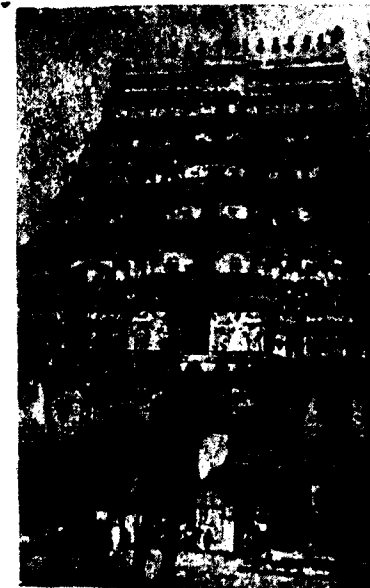
The figure of Nataraja is the noblest image of God and the peak of Hindu art. The grand cosmic conception of Nataraja is attributable to the rishis of India. "The arch over Sri Nataraja is Omkara and the

Akshara (Panchakshara) which is never separate from the Omkara is the contained splendour."

The figure of Nataraja has a spiritual and highly philosophical meaning. It signifies His five activities viz., creation, protection, destruction illusion and salvation. The drum in the right hand in the rear indicates creation meaning thereby that sound (Sabdha) gives rise to creation and the other right hand in front in the "Abaya Pose", the hand of hope from which protection is assured. The left hand in the rear holds fire from which destruction proceeds. The left hand in front Tandavahasta points to the lifted foot in the 'Turiya' state which grants eternal bliss to those who approach Him. The right foot crushes the giant Mayalakan representing the forces of evil.

Chidambara 'Rahasya'

On the wall behind the idol of Nataraja is a Chakra or mystical

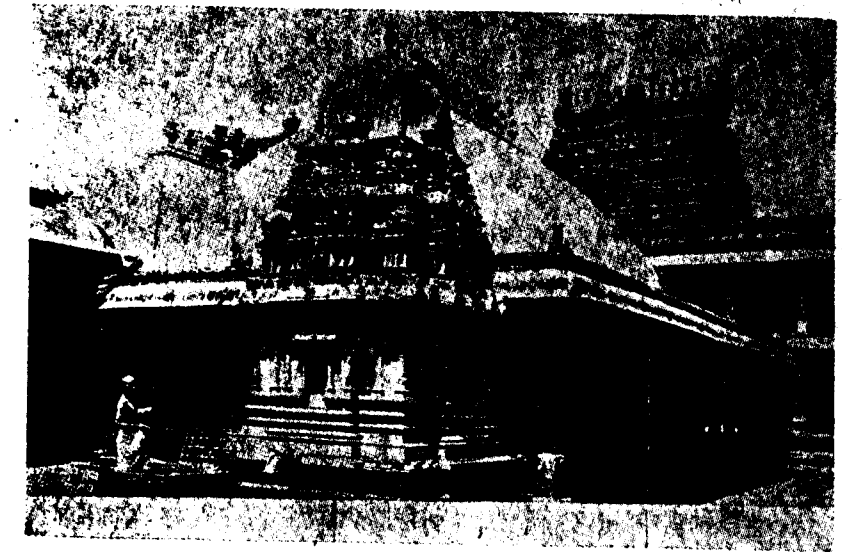


This tower was built by Vijayanagar King Krishnadevaraya.

disc over which runs a curtain which is removed on specific occasions of worship and the Holy of Holies is revealed as mere space out of which Nataraja is stated to have emerged. This constitutes the "Chidambara Rahasya".

In the middle of the 7th century and the 8th century, Appar, Sambandar and Sundarar, appeared on the scene and their Thevaram

7th November 1961



Chit Sabha—The Sanctum Sanctorum

hymns captivated the land. All the three of them had visited this temple. Manikavachakar met in the sanctum of Lord Nataraja the Buddhist disputants from Ceylon and made the dumb daughter of their King answer their queries regarding the mystic aspect of the dance. This overthrew the last vestiges of Buddhism in South India.

The temple is famous for its five sabhas. The Chit Sabha—the mystic Hall, the Kanaka Sabha; the Deva Sabha; the Nritta Sabha and Raja Sabha (Thousand Pillared Mandap). The five steps leading to Chit Sabha are plated with silver

and signify five sacred letters of 'Panchakshara' Mantra.

It was from this shrine that the sacred Thevara hymns of Saints, Appar, Sambandar and Sundarar were unearthed by the Chola King Rajaraja the Great with the help of Nambiandar Nambi. Two important festivals in the temple attract thousands of pilgrims every year and they are Ani Tirumanjanam and the Arudhra Darisanam.

The Annamalai University

This residential and teaching University was founded in 1929 when the Government of Madras readily



Niritya Sabha—The Mandapam is built in the form of a chariot.



Nataraja Temple and Sivaganga Tank.

and thankfully accepted the generous offer of the donor Rajah Sir Annamalai Chettiar to hand over the three collegiate institutions along with a munificent donation of twenty lakhs of rupees. Since its foundation it has made rapid progress in all directions. It has today more than twenty departments of studies. It has the distinction of



The Late Raja Sir Annamalai Chettiar
(Founder)

being the first University in India to have a full four-year course in Music. There is a separate department for study and research in Tamil literature. The Silver Jubilee of this University was celebrated in 1954.

entertained

City reception by Speed-a-ways

During the recent visit of Mr. W. N. Talwar to Madras a pleasant social was arranged by Mrs. Speed-a-ways when this photo was taken.



Speed-a-ways director Sri N. Krishnamurthi garlanding Mr. Talwar. At the right is Mr. G. Sundaram of Addison Paints & Chemicals.



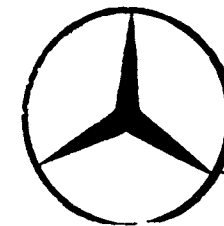
Mr. Chauhan of Visram Motors being introduced to Mr. Talwar at the Speed-a-way reception in honour of the latter. Also at the left on either side of Mr. Talwar are Mr. A. Sivasailam of Tufe Ltd. and Mr. Inder Sain of Upper India.



Mr. H.K. Modi of M/s. Payen Talbros seen speaking at the Speed-a-way reception. Mr. S. Anantaraman of Simpsons may be seen seated second from left.

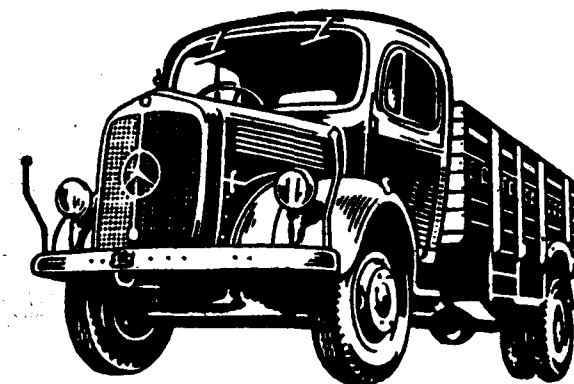


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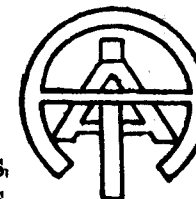
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LAMBRETTA NEWS

AT MILAN

The recent visit to Italy of all Automobile Products of India Lambretta Distributors was of vital significance.

It was the first time that a foreign manufacturing Organization was inviting its Licensee along with their Distributors to attend a special Conference at the Home Office. Messrs. Innocenti, S. G., do realise the tremendous market potential in India and are planning far ahead in developing it. For this purpose, they had convened this Conference of all A. P. I. Distributors in Milan, where people from this country obtained first-hand knowledge on all aspects of the Scooter Industry and particularly its sales and after sales service.

In recent years, there have been a number of collaboration arrangements between leading Indian and Italian Companies—names such as FIAT, CEAT, Snea-Viscosa come readily to mind—and without exception, Italian-Indian collaborations have been conspicuously successful both in terms of commercial success and in terms of a warm cordiality between the participants. Particularly noteworthy in this context has been the collaboration between M/s. Innocenti and M/s. A.P.I. for the manufacture in India of Lambrettas.

In 1956, the word "LAMBRETTA" was unheard of in India and, in fact, Scooters were looked upon with some disdain in this country. When A.P.I. started negotiations with M/s. Innocenti, S. G., Italy, for the manufacture of Lambrettas in this country, many looked upon this venture with diffidence. It is to the credit of these two Organizations, that, not only were collaboration negotiations rapidly concluded, but that the first con-

signments of Lambretta Scooters were brought into the country soon after. The Lambretta Scooters are so well known that the word "LAMBRETTA" has almost become a synonym for the Scooter.

Within a period of five years, A.P.I. has progressed tremendously and has reached a magnificent production figure of over 1500 Lambrettas per month. This is a most admirable achievement when we consider that the Company has within this short span been able to achieve in their manufacture an indigenous content of nearly 70% value. Moreover the Lambretta Scooter is sold in India at a price lower than anywhere else in the World outside Italy. This is a significant achievement—probably without parallel in India and speaks volume for the enlightened management policy of A. P. I. under Mr. Matthen's guidance.

Messrs. Innocenti are also to be congratulated on their far-sighted policy. They have in the early days rendered invaluable service to A.P.I. in terms of not only manufacturing know-how, but also of their vast experience in well organised and efficient Sales/Service administration. To achieve the same result in India, M/s. Innocenti, S. G., had even deputed one of their top Sales



Mr. H. M. Mody of Messrs. Associated Motors, leading automobile parts manufacturers of Bombay, who left last month on a business tour of West Germany, U. K. and the Continent. Mr. Mody's firm manufacture a wide variety of auto spares and ancillaries and some more items are to be added to their list on his return to India.

Engineers to India to assist A. P. I. in erecting a modern Factory and to organise Sales and Service outlets. There is thus, today, not a single important town in India where you will not find an authorised Lambretta Distributor/Dealer/Service Point or Stockist ready to serve a Lambretta owner. This is the one aspect of their function that A. P. I. are now trying to improve even further.

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Profit of Marikar Motor Increases

The results of Marikar (Motors) Limited, Trivandrum, for the year ended March 31, 1961, are very encouraging.

Sales returns rose from Rs. 102.88 lakhs in the previous year to Rs. 168.05 lakhs. This was supplemented by receipts from body building of vehicles, which amounted to Rs. 2.49 lakhs, against nothing in the previous year. Consequently the gross profit increased to Rs. 6.36 lakhs from Rs. 3.80 lakhs earned in 1959-60.

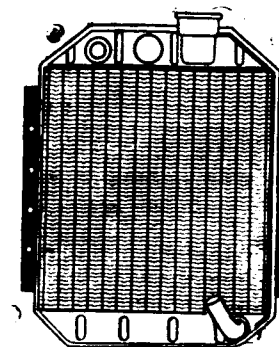
After paying the managing agents a higher remuneration of Rs. 61,575 (Rs. 18,356) and raising the provision for depreciation from Rs. 17,234 to Rs. 21,050 and that for taxation from Rs. 1.60 lakhs to Rs. 2.60 lakhs the net profit at Rs. 2.93 is still higher, against Rs. 1.85 lakhs for the previous year.

MR. B. GREAVES IN MADRAS



Mr. B. Greaves (centre) of Leonard Wadsworth & Co. Ltd., London, who recently visited Madras, was received at the Airport by Mr. D. V. D'Monte of Indian Engineering & Trading Co. (second from left). Also in the picture are Mr. Viswas L. Paul. (extreme right) and Mr. S. M. Subramaniam of M/s. Modern Distributing Co.

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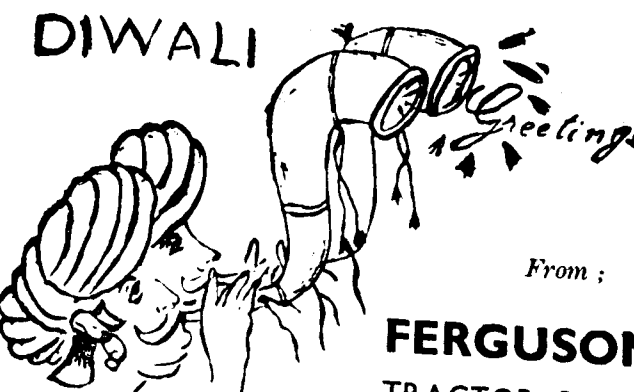
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SHRI BINAY KRISHNA ROHATGI

A Great Industrialist Passes Away

Shri Krishna Binay Krishna Rohatgi, the great industrial magnate of Bengal, passed away on the 27th September 1961 at the age of 61. The Shradh ceremony was conducted by Pandits Gauri Nath Shastri and Ramakant Shukla on 9th October 1961 at his residence. A large circle of friends and admirers attended the ceremony to pay their last tributes to the departed.



Shri Rohatgi came from an established family & Zamindars of Bankers of Bengal. Born at Calcutta at the turn of the century, he was educated at St. Xavier's College and later studied under Acharya Prafulla Chandra Ray, the eminent scientist.

Early in life, he was attracted to the Engineering Industry. In 1924, he established the first Indian fan-making factory, the India Electric Works Limited. Despite bitter competition from imported fans, this modest venture prospered steadily due to young Rohatgi's unremitting efforts, and today this company is the leading manufacturer of the entirely Indian manufactured fan, "Swadeshi". India Electric Works also produces signalling equipment, generator and transformers of excellent quality.

In 1945, Rohatgi founded the Pradip Lamp Works at Patna to manufacture electric lamps. He was also the Director of a number of engineering concerns and banking firms, such as the Jay Engineering Works, Hind Chemicals, and the Bank of Behar. Rohatgi was the Managing Director of the first named company, named after his father, Shri Jay Krishna Rohatgi; manufacturers of the famous "Usha" sewing machine.

Rohatgi was intimately associated with the Engineering Association of India, the Fan Makers' Association, The Society for Quality Control and the Illuminating Engineering Society. He was a member of the Executive Council of the Indian Chamber of Commerce, the Engineering Export Promotion Council, the Organisation of Industrial Employers, the Indian Chemical Manufacturers Association. He served with distinction on the Import Advisory Council, the Light Engineering Industry Panel, the Eastern Regional Advisory Council and the Railway Equipment Advisory Committee. In 1952, he was a member of the Indian delegation to the I. L. O. Conference at Geneva.

Rohatgi was keenly interested in educational, cultural and social activities. He was a member of the Academic Council of the University of Jadpur, and also served on the

governing body of the School of Tropical Medicine, Calcutta. A keen Rotarian, he was the President of the Rotary Club of Calcutta for some time.

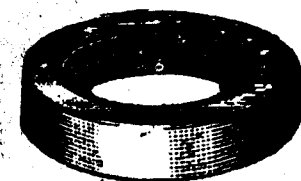
Despite his tremendous success in the industrial world, Rohatgi yet retained his and unas-

PUSHPA-YAN

Here are some more details which are subject to change after prototypes are tested, relating to the "Minimum Car" about which an announcement is made on page 44 of this issue.

Name of the car is *Pushpa-Yan*. Engine is reciprocating internal combustion, rear mounted, two cylinder, make not determined. Clutch will be centrifugal or V-belt drive. Suspension with springs front and rear. Mechanical brakes. Wheel size 10-inch diameter wheel, 16-inch tire diameter. Electrical system six-volt, front and rear lamps. Instrumentation none, with the possible exception of a speedometer. Body construction—minimum steel fenders, hood, motor cover and deck. No doors, hood will be cloth. Dimensions—length 8 feet, width 4 feet, height 4 feet 6 inches. (For complete report and illustrations, await our next issue).

suming ways. Simply clad in Khadi, Rohatgi impressed all who knew him with his courtesy, tact and friendliness. His untimely death is mourned by a large number of friends and acquaintances throughout the country.



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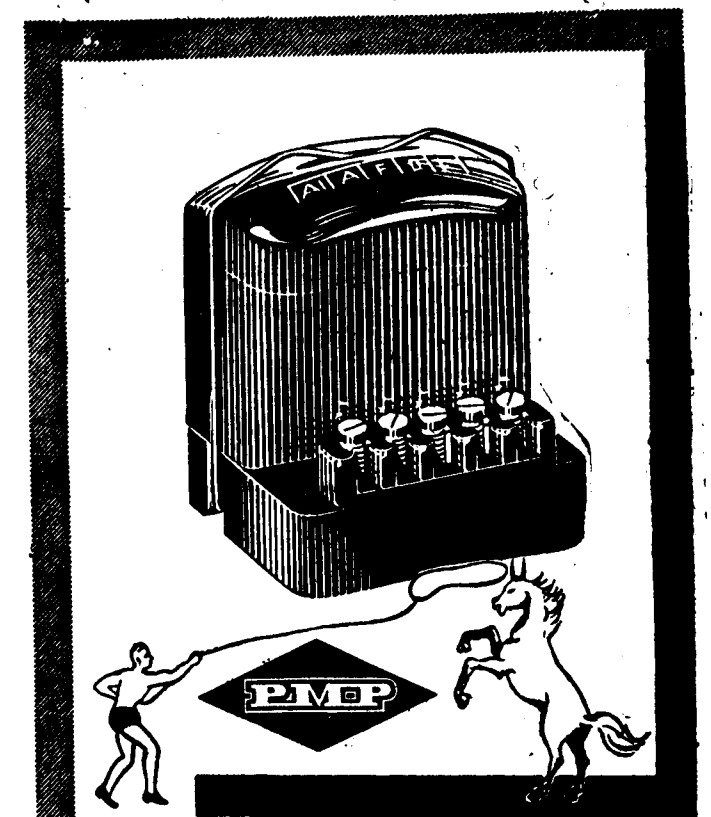
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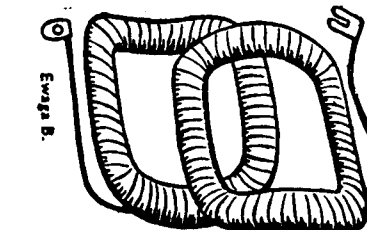
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best tradition of
automobile electrical engineering*

PMP AUTO INDUSTRIES Block G-1, Model Industrial Colony, Off
Aarey Road, Goregaon East, Bombay 42
Manufacturers of Automobile Electrical parts and Components

Distributors for South India:
INDIAN AGENCIES, P. B. 2742, MADRAS-2.

7th November 1961

11

MOTORINDIA

Annual General Meeting : Mr. M.A. Chidambaram Elected President

The Annual General Meeting of the Automobile Association of Southern India was held on Thursday, the 7th September 1961 at 4.30 p.m. at the premises of the Association. Mr. M. A. Chidambaram, the President, was in the chair.

The Secretary read the notice of the meeting and the auditors report. The meeting unanimously adopted the Audited Statement of accounts for the year 1960. M/s. Fraser and Ross were re-appointed as auditors for the current year 1961.

The following office bearers and members of the Committee were unanimously elected :—

President

Mr. M. A. Chidambaram.

Vice-President

Mr. H. I. Cormack.

Chairman

Mr. S. V. B. Row.

Vice-Chairman

Mr. Md. Kazim Khaleeli.

Hony. Treasurer

Rao Bahadur V. S. Subramaniam

Members

Mr. M. K. Belgamvala.
Mr. V. Emberumanar Chetty.
Mr. K. Hariharan.
Mr. A. T. Kathiresan.
Mr. N. Murugesu Mudaliar.
Mr. K. S. Rangraj.
Mr. Md. Sulaiman Zackaria Sait.
Mr. K. Varugis.
Lt.-Col. N. Vasudeva Rao.
Mr. T. Venkatasathy Rao.

Mr. Md. Sulaiman Zackaria Sait proposed a hearty vote of thanks to the Chair which was carried with acclamation.

Test of Learner drivers at A.A.S.I. Office

A member pointed out that in spite of the fact that the Motor Vehicles Act had empowered the Association to test learner drivers and issue driving certificates, the tests were not being held. The President informed him that the Association had not for some time held these tests for lack of suitable staff; and that the Committee had already considered this subject and would be appointing a Motor Vehicle Inspector to test learner drivers at the A. A. S. I. Office and issue driving certificates.

Other subjects discussed at the meeting were :—

(i) Proper display of "No Parking" signs.

(ii) Too many police whistles on the roads, which were rather confusing.

(iii) Receipt of police notice after an interval of two months after an alleged non-obedience to police signal, by which time a motorist can hardly remember what it is about.

(vi) Stricter enforcement of dipping of head lights as it is difficult to drive at night owing to dazzle from the head lights of on coming vehicles.

(v) The menace of cyclists who travel three or four abreast.

(vi) The sad state of foot paths which force the pedestrians

into the road and increase the chances of accident.

The President promised to look into all these and contact the concerned departments of the Government and the Corporation of Madras.

Dunlop Factory, Sahaganj

There is scarcely a household in Sahaganj today where the main breadwinner does not work at the Dunlop factory.

The Sahaganj of 25 years ago, however, was a different story; having achieved a brief eminence in the later Moghul period it lapsed into obscurity and remained unknown to the world outside.

It was here that Dunlop bought a derelict jute mill and set up in 1936 India's first large-scale tyre factory which is today Asia's largest rubber manufacturing enterprise.

To the community at Sahaganj the Dunlop factory has meant, among other things, better health conditions such as the control of malaria. Above all, it has meant, a rapid absorption of modern values which come in the wake of a progressive industry.

The Imperial Automobiles, Tiruchirapalli

Messrs V. Chokkiah. V. Rajan and R. Balasubramanian announce the grand opening of their new firm, THE IMPERIAL AUTOMOBILES at Butterworth Road, Tiruchirapalli-2, opposite to the Imperial Trades, Battery Dealers, on Sunday 5th November, 1961. To mark the occasion, they got up a pleasant function at their new premises, which was well attended by the trade.

LORRY OWNERS' WOES

Living Persons weighed as "Goods": Laden weight anomaly.

It is reported by the Secretary of the Madras State Lorry Owners' Association that Police Officials always insist on weighing the lorry with the driver, cleaner and other persons found in the vehicle, when checking the laden weight of the lorry. "Goods" as defined under section 2(7) of the M. V. Act of 1956 includes livestock and anything, other than equipment ordinarily used with the vehicle carried by a vehicle *except living persons*, but does not include luggage, travelling in the vehicle. As human beings are clearly excluded from the purview of this section, drivers, cleaners and other persons found in the vehicle should not be weighed when determining the laden weight of the vehicle. In several instances, lorry owners have discovered that the additional weights of the driver and the cleaner have all too often resulted in prosecution for breach of the M. V. Act.

Check Post Delays

Thirumurugan Lorry Transports who operate a Parcel Service through Perundurai complain that all their northbound lorries are being inordinately delayed due to an over-zealous check being exercised at the Hosur check post. It appears that it takes nearly two hours to complete the check of each of their lorries, thus putting the operator to considerable loss.

Surrender of Permits For Public Carriers

The Secretary of the Madras Lorry Owners' Association has protested to the State Transport Authority, Madras, that the R.T.O. is not justified in suspending a public carrier permit for one month, when the permit-holder applies for immediate cancellation due to transfer of ownership of the vehicle, or for any

other legitimate reason. He maintains that when a vehicle is sold, or an operator desires to wind up his business, the R.T.O. has no option but to accept the surrendered permit and to issue an immediate cancellation order, to enable the purchaser to effect the transfer in his name within the prescribed time limit stated under M. V. Rule 71, read with Section 31(1). He submits that when a vehicle is sold, the application for transfer should be governed by Section 60(1)(c) and not by Section 59(2). Both the purchaser and the seller are put to much loss when the transfer is delayed by one month due to alleged misinterpretation of the rules by the R.T.O.

Police Notices

Several instances of improper and indiscriminate issue of notices were brought to the notice of the Inspector-General of Police, Madras, who is reported to have taken "suitable action."

Non-production of Driving Licence

During a routine check of lorries, a Sub-Inspector is alleged to have issued a notice to a driver for non-production of his driving licence, in spite of the fact that the driver was in possession of documentary evidence to show that his driving licence had been surrendered to the Sub-Inspector of "E" Team, Traffic Investigation, in the course of some other investigation.

It is reported that no *Measuring Tape* is used to determine the projection of a load on a lorry. The checking officials usually make a rough calculation, which is liable to be inaccurate.

It is alleged that several lorry drivers are compelled to deviate from their prescribed routes in order to carry Police officials to their

destination. Refusal to comply usually, results in an immediate police notice.

Notices to Illiterate Drivers

Most lorry drivers are not literate in English. Yet they are often compelled to accept prosecution notices which they do not understand. Prosecution notices should be issued both in English and Tamil.

It is alleged that the police notices often do not state the nature of the defects of the vehicle in a clear and legible manner. Frequently, the owner of the vehicle is put to considerable trouble to contact the checking official personally to discover the nature of the defects, whereas, if the defects were to be written down legibly in the notice, the owner could rectify them without loss of time.

Registration Certificate

It is reported that a prosecution notice was issued for non-production of the Registration Certificate. The registration certificate had been submitted to the Deputy Commissioner of Police to effect certain entries, in support of which fact, the chalan receipt issued by that office was produced. However, the official concerned is reported to have ignored this fact completely and forthwith issued a notice to the party.

Road Transport operators would appreciate it if genuine complaints are looked into and necessary orders issued to ensure that operators are not unduly harassed and put to loss as a result of misinterpretation of the rules and regulations in force. Also the existing rules should be modified where they are found to be inordinately harsh and unfair to the law-abiding operator.

We undertake :
Repairs of all kinds of Auto & Diesel Engines
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All Trucks Parts & Accessories and All Electrical Goods
Specialist : BENZ & KEW FARGO
CONTACT :
SIVAN AUTO AND ELECTRICAL STORES
25, TAMIL SANGAM ROAD, MADURAI.

THE SALEM DISTRICT LORRY OWNERS' ASSOCIATION

The Salem District Lorry Owners' Association celebrated its anniversary on 30th September. The Association passed the expenditure for the year 1960-61 and elected a panel of new executives for 1961-62. The following were elected as executives: Sri S. Govindarajulu as President, Sri R. Naganikkam as Vice-President, Sri S. Chinnaswami as Secretary, Sri K. Balaraman as Vice-Secretary and Sri M. Ranganathan as Treasurer. In addition to these, ten new members were chosen as committee members.

Three resolutions were passed at this meeting. It was resolved to arrange for a Conference of Lorry Owners in the four States of Madras, Kerala, Andhra and Mysore and invite to it the Minister-in-charge of Transport in each State and thus apprise them of the common grievances of lorry owners.

The second resolution requested the Government to make the necessary alterations in the Lorry Permits, viz. to insert Quintal or

*There Are No Better
Brake Linings*

MINTEX

*Popular British product
well known for quality,
efficiency and durability.*

Available in ready drilled sets
for all cars and trucks and roll
lining in all sizes.

We solicit forward orders against
your import licences. Please
contact us for your requirements.

*Distributors for Andhra, Mysore,
Madras & Kerala*

**THE MADRAS MERCANTILE
AGENCIES PRIVATE LTD**

1/18 MOUNT ROAD
MADRAS 2

Car for Rs. 2,000 soon!

According to an Associated Press message dated Oct. 17 proto-types of a new 4 to 9 hp automobile to be sold for less than Rs. 2,000 plus taxes are now being produced by Messrs. Pyco Inc., of Kansas, U.S.A. and the first running model will be completed in 7 weeks.

The plan is to mass-produce the same for use in countries like India and the General Manager of this new Corporation is Mr. Balbir Singh Mathur a post-graduate student from New Delhi.

100 Kilograms against the Permit Laden Weight and the third resolution expressed the Association's gratitude to Sri M. Gopalan, Municipal Chairman for his assurance and endeavours to improve the deplorable conditions of the roads within the Municipal limits.

SMALL CAR MANUFACTURE BY GOVERNMENT

**Will Prevent
Natural Growth
of the Industry**

The Federation of the Indian Chamber of Commerce and Industry views with alarm that it would adversely affect the car manufacturing industry and hit hard the growing private enterprise, if Government proceeded with its programme to manufacture small cars with foreign collaboration. The Federation has accordingly addressed the Planning Commission and the Ministry of Commerce and Industry at the Centre.

MORE SPEED FOR MOTORISTS IN MADRAS

**Six-Channelled Roads
and Automatic Signals**

At his Press Conference on October, 6, Mr. R. M. Mahadevan, the Commissioner of Police, Madras disclosed what the Traffic Development Committee has envisaged towards better amenities for pedestrians and facilities for speeding up vehicular traffic on a section of the Mount Road, which is one of the main arterial roads in the city.

Educational institutions and business houses on Mount Road have been advised to plant trees within their campus, as this, it is hoped will give relief to pedestrians and also enhance the scenic beauty of the road. The Corporation of Madras has agreed to supply free of cost saplings to such of those interested and thus help beautify the thoroughfare. The Traffic Development Committee has approved of the scheme to provide for wider pedestrian pathways on Mount Road and has finalised the arrangements to introduce six-lane traffic on a section of the Mount Road, between the round about near Gemini and Round Tana on or about the 15th November.

The Commissioner of Police further disclosed at the meetings that more automatic traffic signals will be installed at pivotal places as at the round about near Spencer & Co. and at the round about near Gemini Studio. The installation of these signals is to synchronise with the introduction of the six-channelled traffic on the one mile stretch of road between these two points and is calculated to give motorists on this stretch scope for 40 M.P.H. "The automatic lights will be so arranged that a motorist entering the green light at one point and travelling at about 40 miles an hour will see the green light again at the other extreme."

MOTORINDIA



HELLA HORNS MANUFACTURED IN INDIA

J.M.A. Industries collaborate with W. German Firm

As a result of the drive and efficiency of Mr. D. R. Sondhi who controls the vast manufacturing operations of J.M.A. Industries Private Limited, J.M.A. Products have achieved a name in the market for high standard and quality.

Mr. Sondhi's schemes to expand J.M.A. Industries Private Limited over which the paid up capital of the concern is raised from Rs. 5 lakhs to Rs. 20 lakhs have matured into an ambitious programme for manufacturing Hella horns in India with the financial collaboration of M/s. Westfälische Metall-Industrie GmbH LIPPSTADT, West Germany for a 35 per cent share for which they have agreed and supplied machinery such as J.G. Dyes etc. The production target is for 20,000 horns.

Recently, the Government have issued licences for the manufacture of (1) Combination Tail Lamp, Total No. 1,02,000, (2) Side flasher Lamps No. 16,000, (3) Switches 3 lakhs, (4) Head Lamps No. 60,000, (5) Flasher units No. 1,80,000.

With the collaboration of the German firm more machines are on the way. The Hella horns are the standard original equipment in Germany. So far Telco of

India have been using these products as original equipment in their vehicles and now they will get them from J.M.A. with the scope of other automobile manufacturers also patronising and placing their orders with J.M.A.

In pursuance of the collaboration arrangements entered into between J. M. A. Industries Private Limited of Delhi and Westfälische Metall-Industries GmbH, of Lippstadt, the West German manufacturers of the world-famous "Hella" horns, J.M.A. recently sent two of their technicians Mr. D. N. Pande and Mr. Vipin Sondhi for advanced technical training with their West German collaborators.

VOLTAGE REGULATORS

Now Made In India

Technological skill and facilities for the manufacture of high precision tools, instruments and delicate parts are sorrowfully lacking in India and these have in more ways acted as the wet blanket and chilled the enthusiasm of many a stout-hearted industrial manufacturer. It is here that the R.A.C. Corporation,

(briefly designated as R.A.C.) has gone one better than all others.

The R.A.C. has leapt into sudden and deserved heights of fame in the Industry with their placing on the market the first Indian-made Voltage Regulator. The Regulator has been aptly christened as the R.A.C. Voltage Regulator and for performance and finish compares most favourably with the best of its foreign counterpart. R. A. Corporation has thus given the lie in the mouth of decriers that it will take India many years to attain such technical skill as is required in the production of precision articles: The manufacture of Voltage Regulators demands enormous precision and the R.A. Corporation deserve to be congratulated on their pioneer efforts and success.

The R. A. Corporation has a long array of car components manufactured by them. This includes Sealed Beams, Flasher Units, Electrical Switches, Horn buttons, Horn Points and Voltage Regulators the last of which has just made its debut on the market.

Well done, R. A. Corporation. They have combated against insuperable odds and their prodigious efforts have resulted in the R. A. C. Voltage Regulator, equal to the best of its kind.

7th November 1961
12



The Rally to Pondy by the Madras Lambretta Club on Sep. 24 proved a great success as may be seen by the enthusiastic row of competitors in the picture at the start of the Rally



Competitors on reaching Pondicherry received a warm welcome

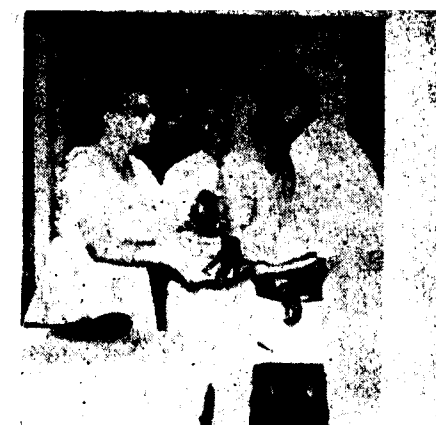


A Lambretta club official is seen congratulating the winners at the Pondy function presided over by Mr. Thomas Abraham, I.A.S., Chief Secretary (seated)

MADRAS PONDY LAMBRETTA RALLY IN PICTURES



Participants in the Rally taking petrol at a wayside Shell pump



Madame Garnier presenting the prize to one of the winners



Starting scenes at the S.I.A.C. premises. Mr. R. N. Pillai, Manager of S.I.A.C. may be seen sitting on the left



Scenes at a check point in the Lambretta Rally



An Electric Table Fan was one of the prizes to the winners

MODELS AND THEIR Prices

CARS

Hindustan Ambassador 1957 (South India Automotive Corporation Private Ltd. Madras, Reliance Motor Co. Private Ltd. Madras) and Associated Accessories Private Ltd. Kurnool ex-plant Uttarpara ...	Rs. nP.	11,554 00
Standard Super Ten Saloon...	10,036 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 Prince" (any dealer point in India) ...	2,078 00	
"350 Bullet" with spring frame (any dealer point in India) ...	3,733 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 ...	1,954 00	

VANS

TEMFO Three wheeler Vans (Manufactured by Bachbraj 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. Hancat ...	6,129 00	
Delivery Van ...	8,118 00	
Prichet Van ...	7,776 00	

TRUCKS & COMMERCIAL CHASSIS

CHEVROLET

(Assembled at Hindustan Motors Ltd., Calcutta and sold at Madras by Rane (Madras) Private Ltd. and Reliance Motor Coy. (Private) Ltd. at Kumbakonam by Kasi & Sethu and at Madurai by S. G. Jayaraj Nadar & Sons). Prices are ex-plant Calcutta for Petrol Chassis.		
132 1/2" W.B. ...	20,800 00	
156 1/2" W.B. ...	20,800 00	
174 1/2" W.B. ...	21,300 00	
196 1/2" W.B. Diesel ...	27,300 00	

BEDFORD

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

LEYLAND

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

TATA BENZ

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

FARGO

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

DODGE/FARGO PETROL TRUCK

CHASSIS:		
M & 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) .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 ...	2,9526 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.

CHOICE OF 3 BUS 206", 190" and 142" w. b. CHASSIS

DODGE AND FARGO passenger vehicles

"2 DIESEL ENGINES TO CHOOSE FROM AND NEW BEAUTIFUL FRONT END"



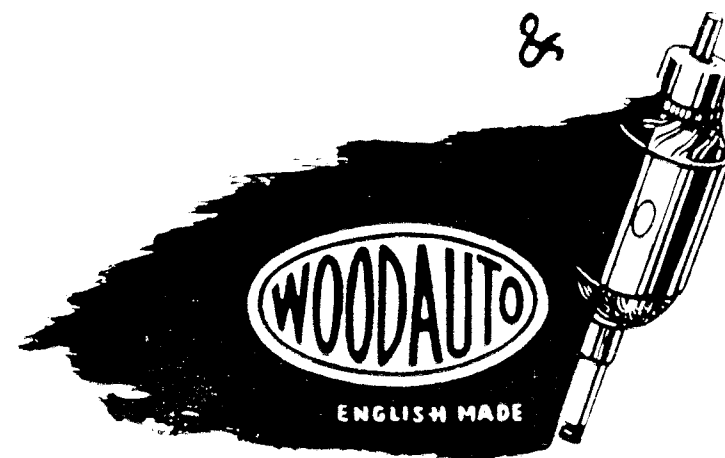
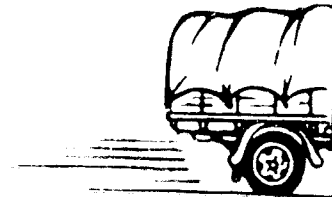
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