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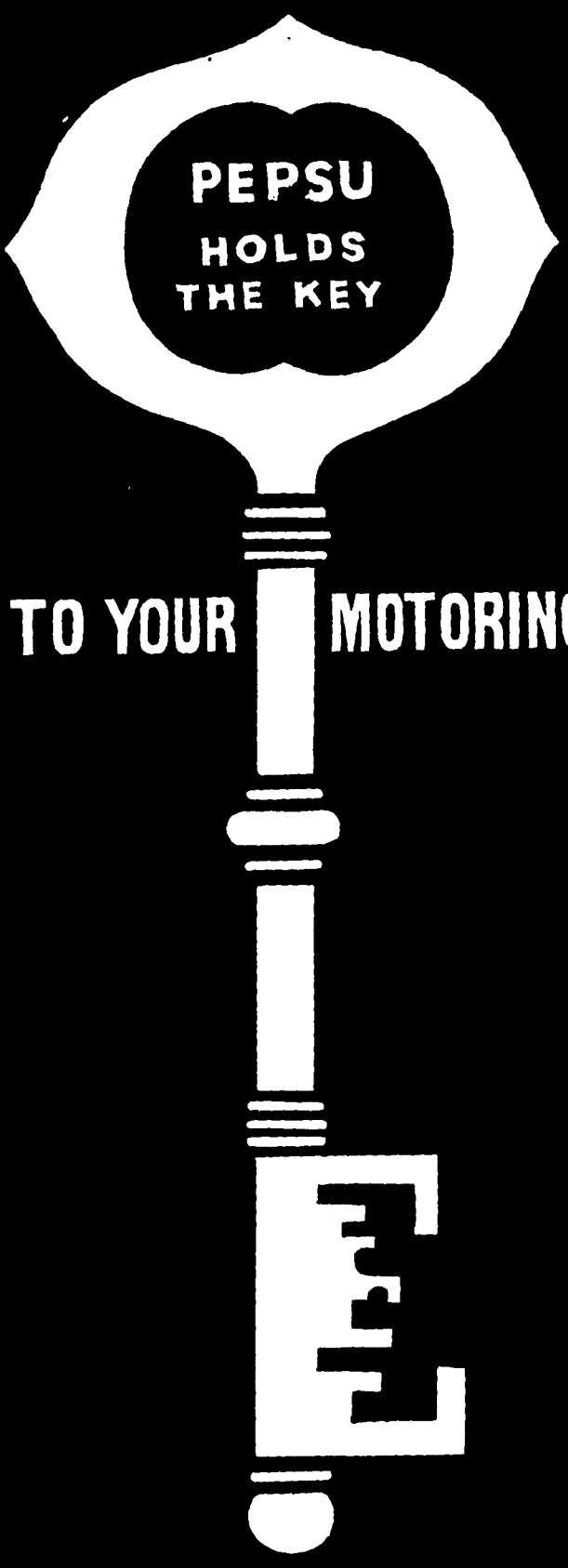
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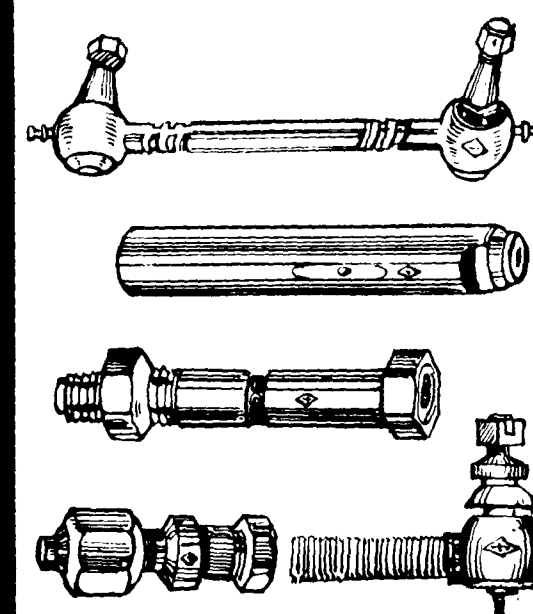
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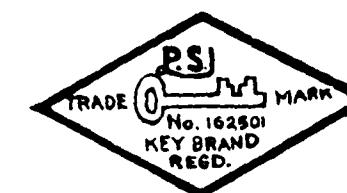


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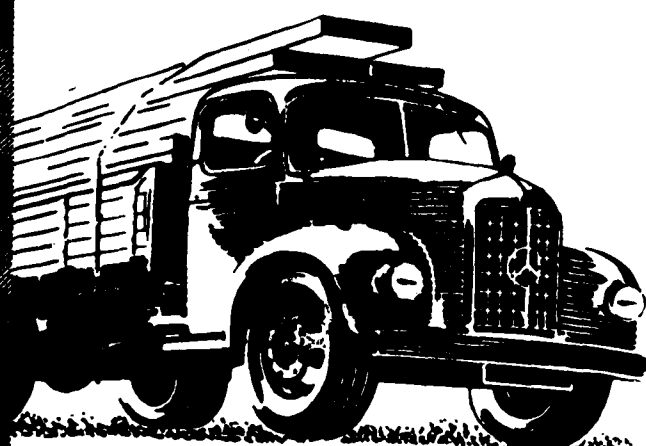
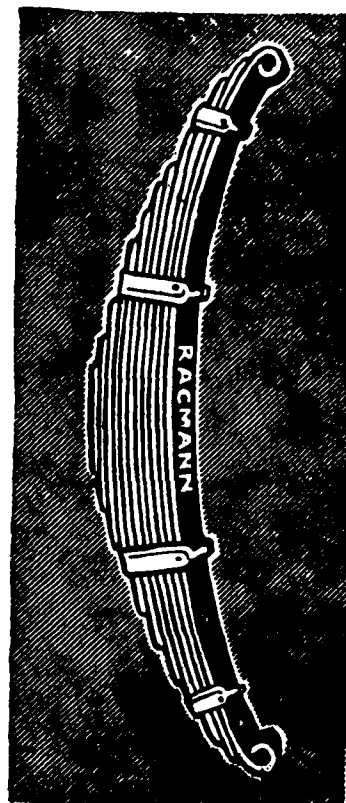
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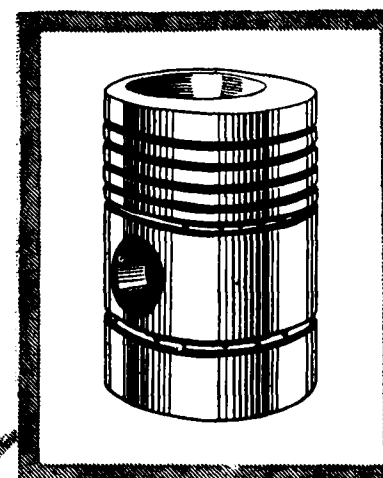
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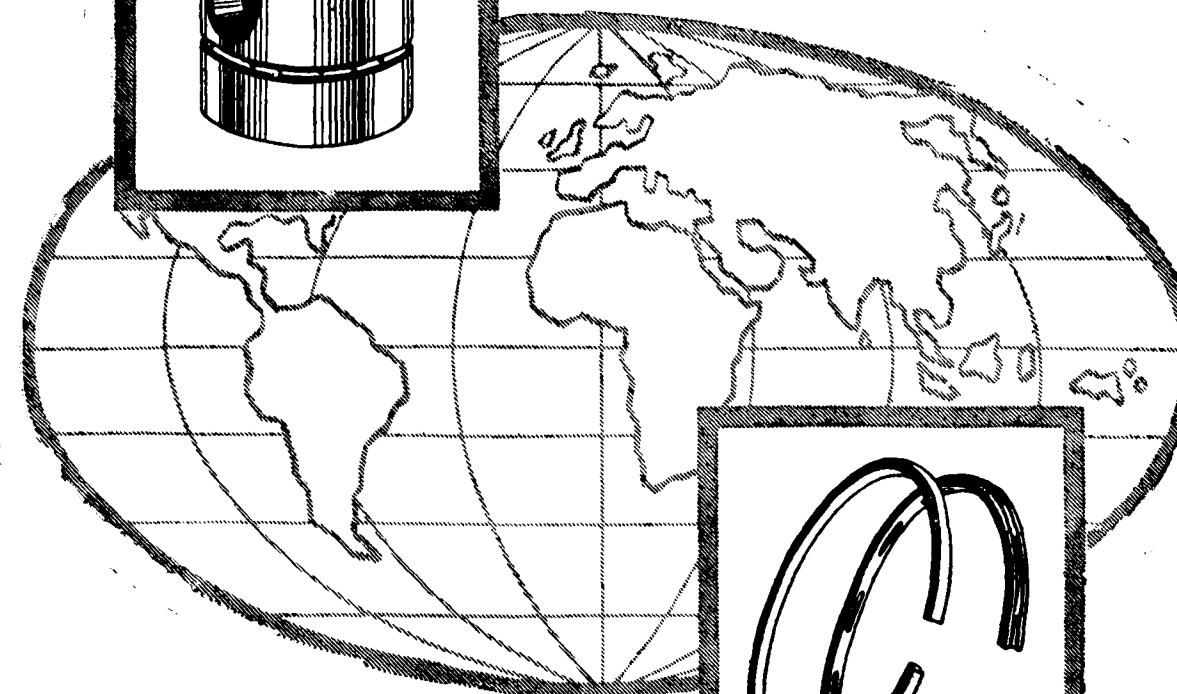
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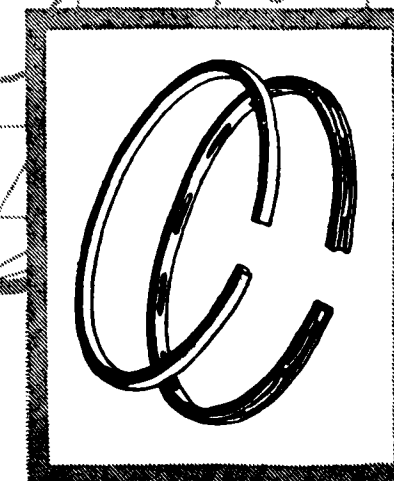
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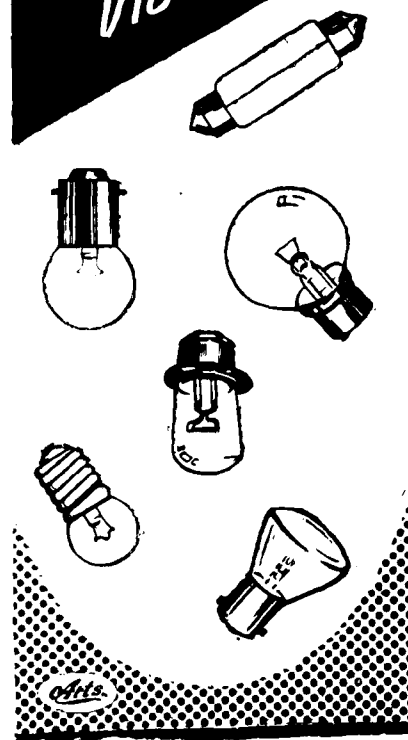
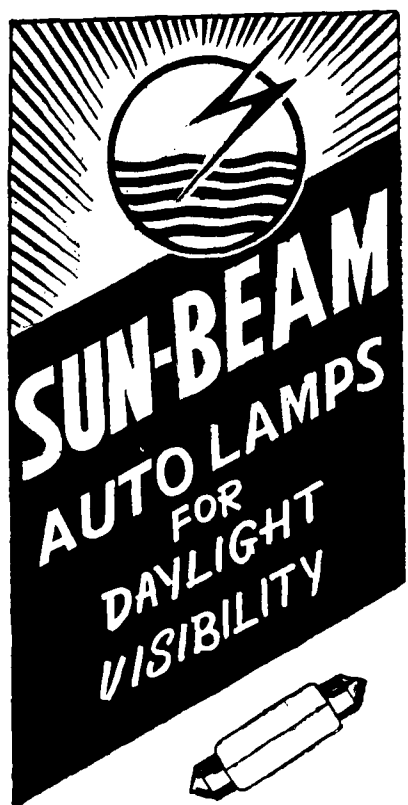
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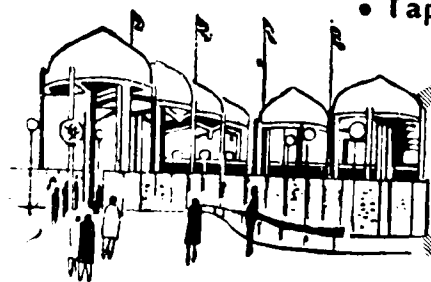
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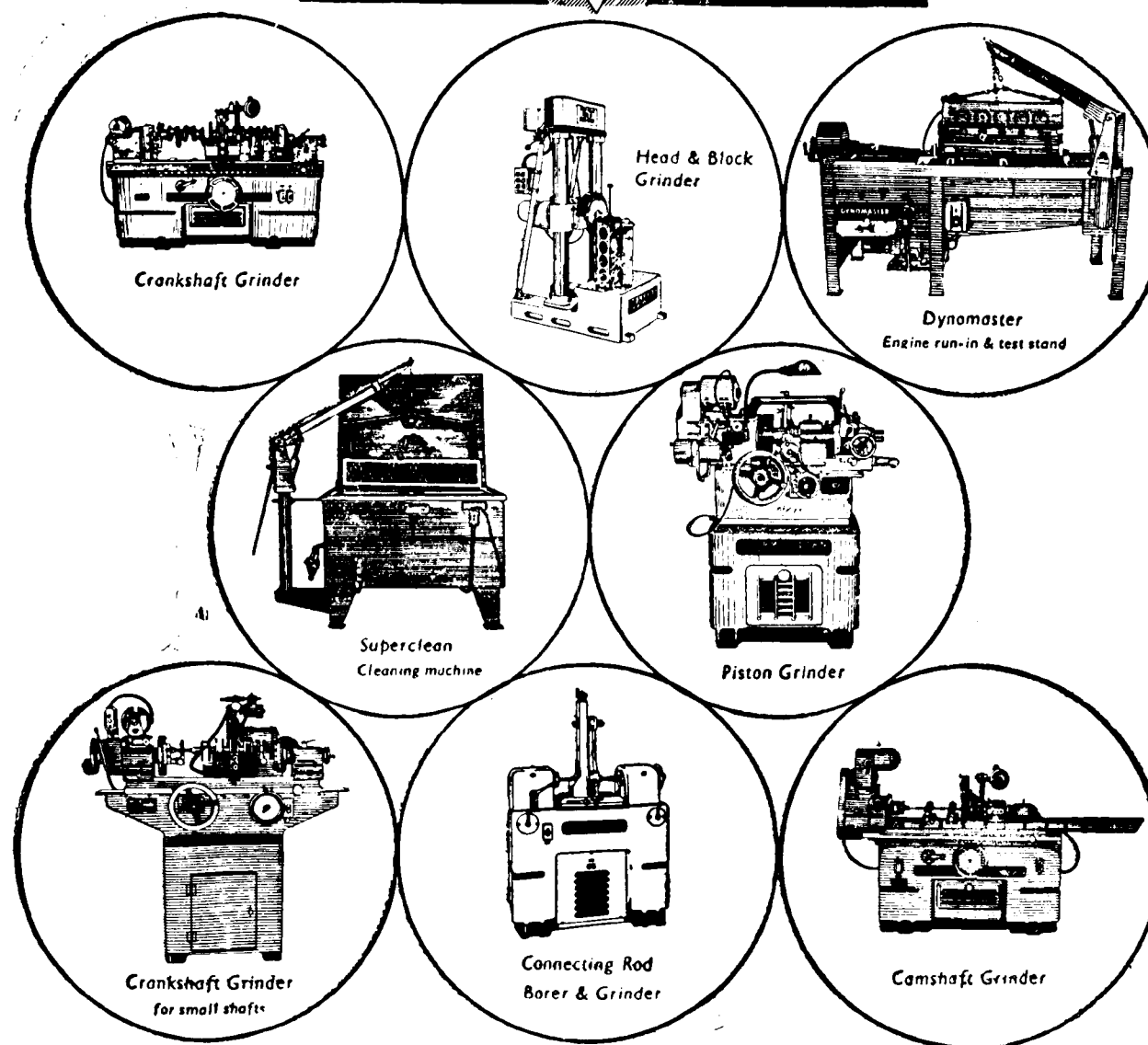


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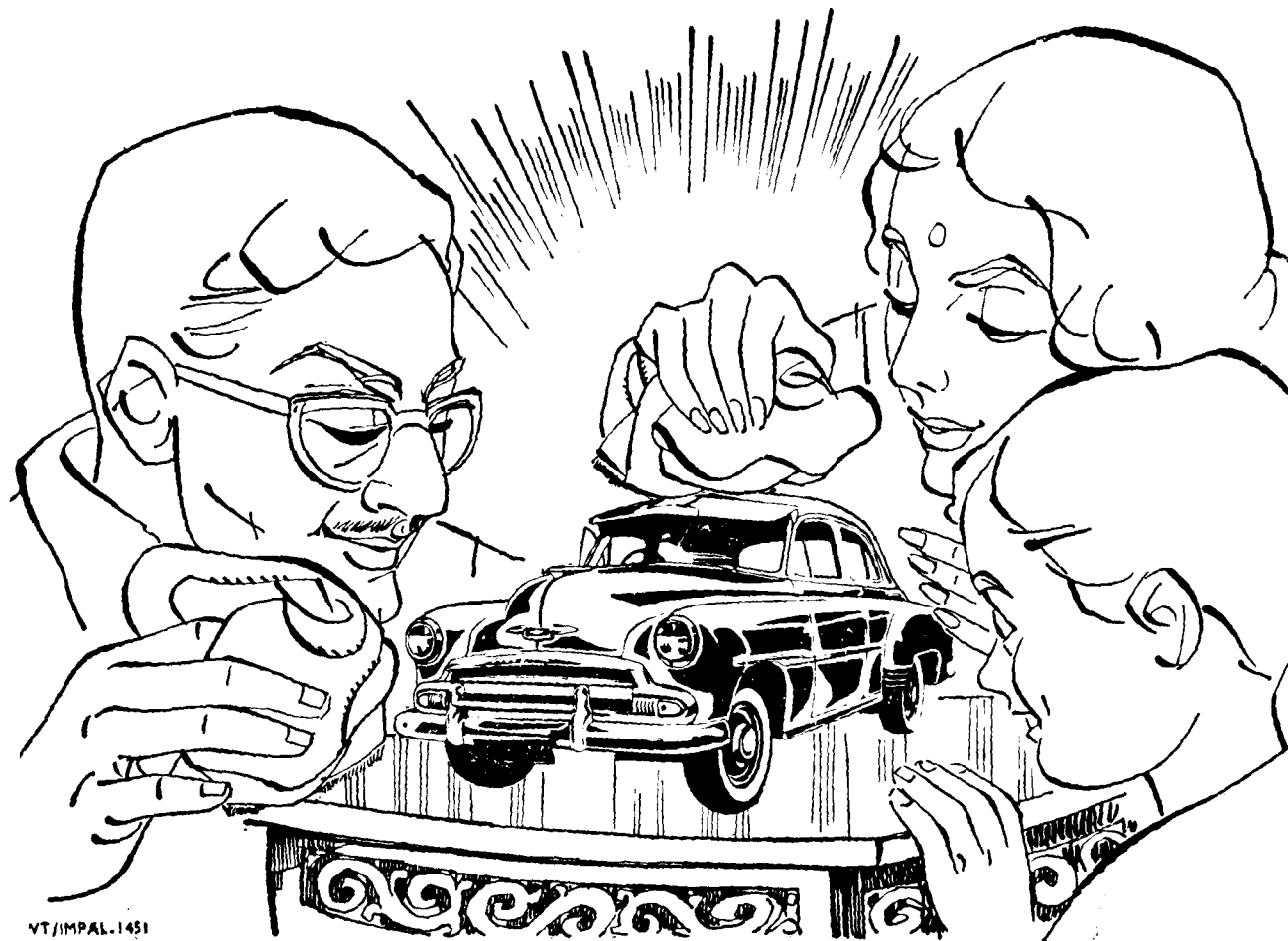
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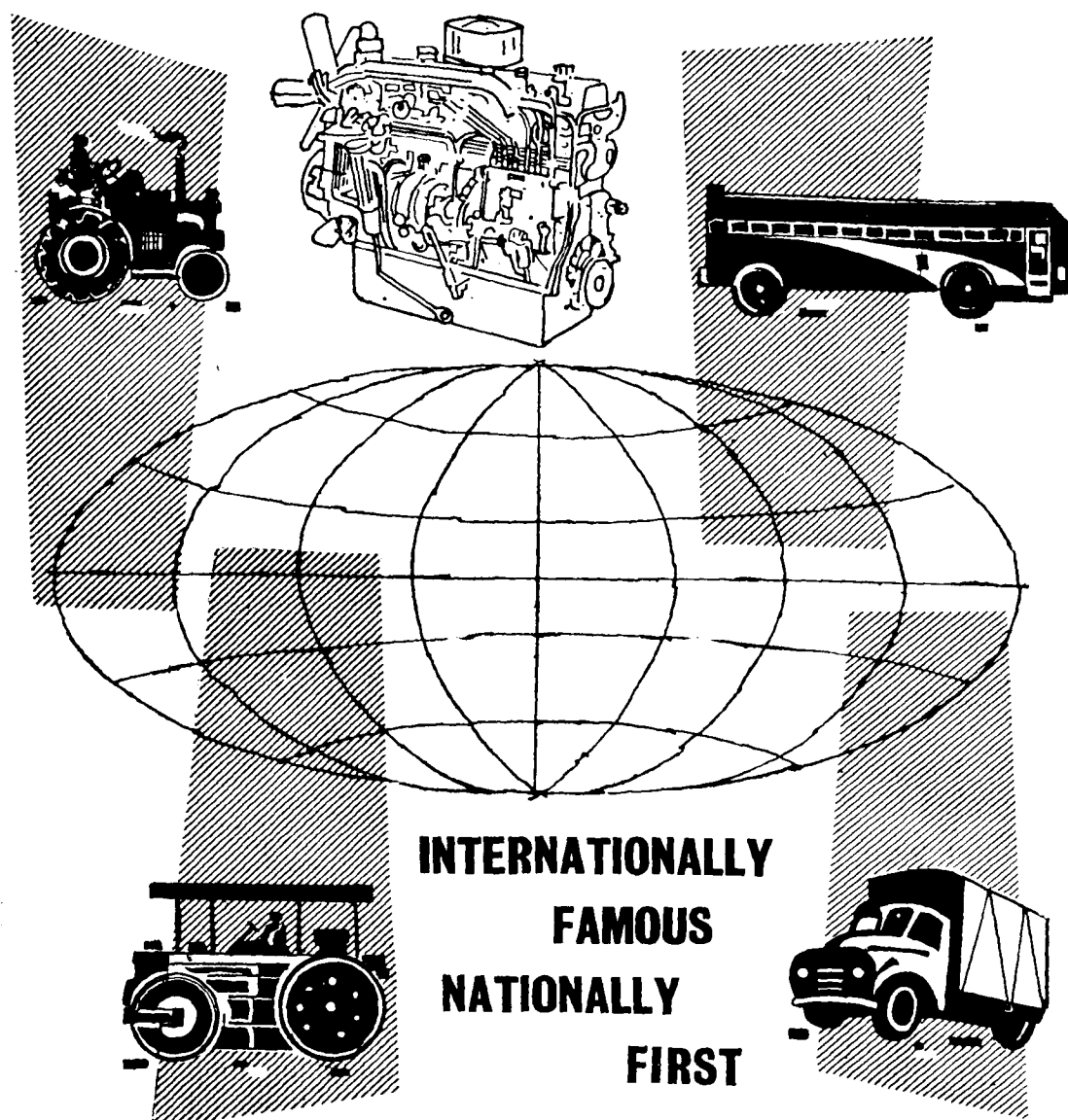


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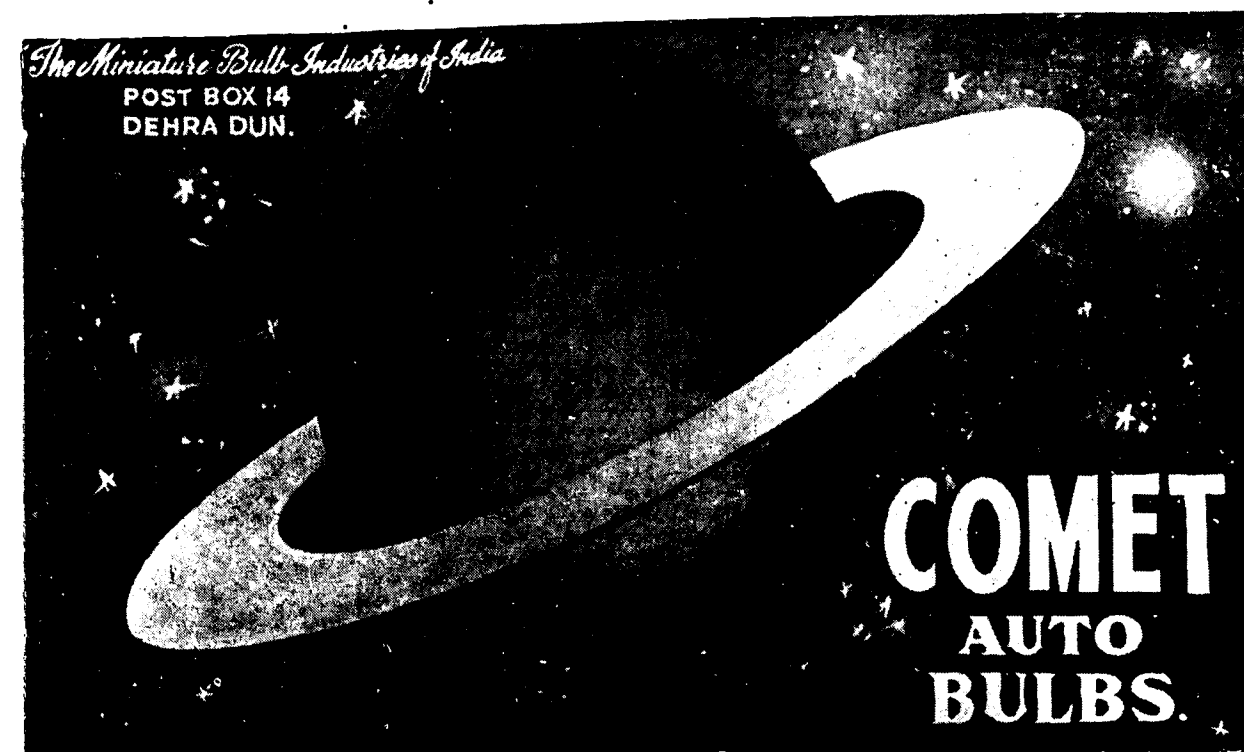
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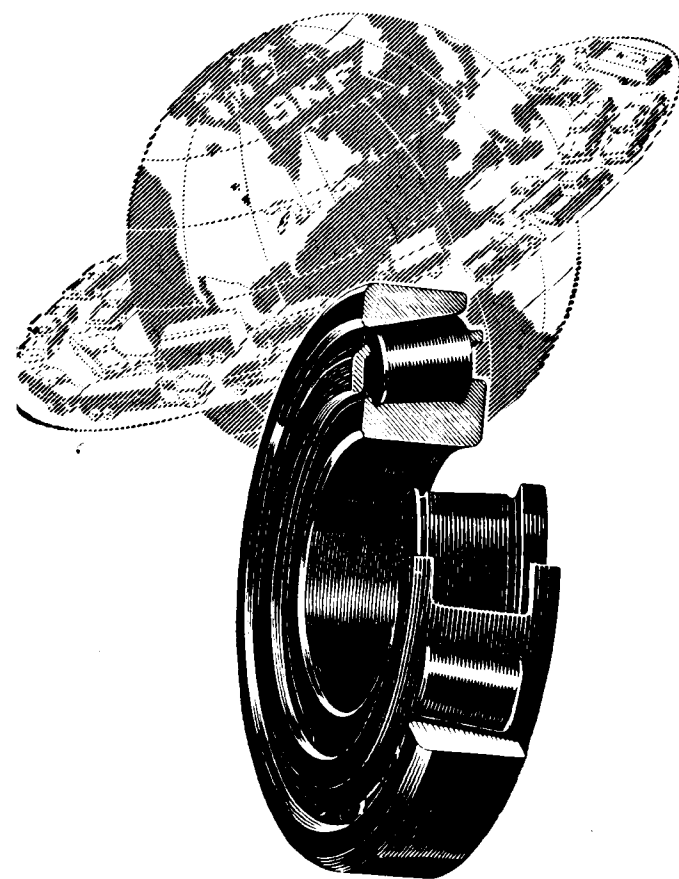
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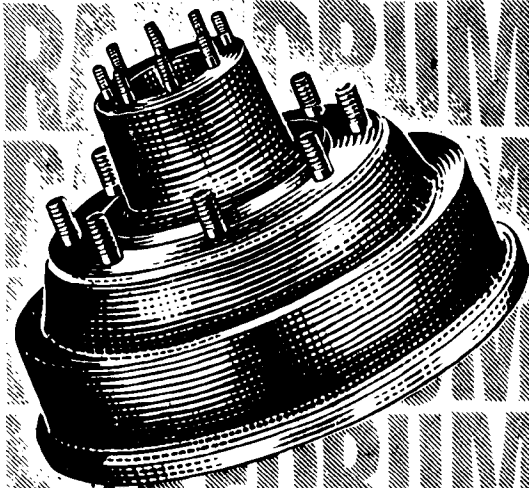
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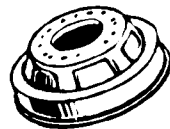
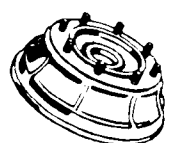
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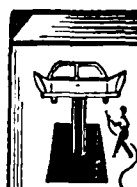


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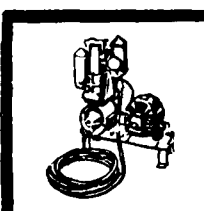
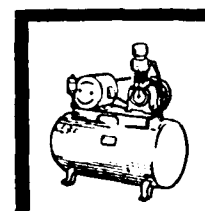
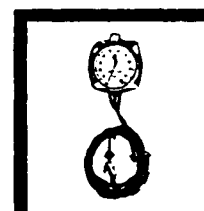
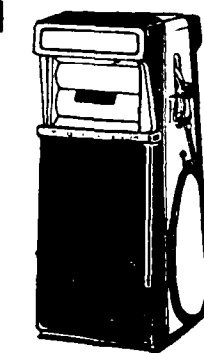
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editorial

SOCIALISTIC PATTERN BANKRUPTS OIL INDUSTRY

When the Union Government decided to enter the Oil industry five years ago, the profitability of DO-IT-YOURSELF oil operations was the overriding consideration that actuated the government to ride the coat-tails of this well established private enterprise. But governmental intervention has only spread the socialistic pattern of bankruptcy throughout and this once prosperous industry and consumers, producers, dealers and distributors of petroleum products have been hard hit during the last five years.

Today inspite of reduced production costs, consumers pay more for petroleum products than in 1956. The last budget resulted in an increase in the price of kerosene the common man's source of lighting—by as much as twelve percent and fresh taxes on oil and other petroleum products are said to be in the offing. Abnormally high taxes on motor spirit have forced petrol transport vehicles off the roads, and road transport operators are hardput to make ends meet due to increased levies at multiple points year after year. Sliding commissions and increased operational costs—brought about by indiscriminate taxation—are forcing small petrol dealers out of business, while the larger ones will soon have to close down their petrol pumps for twelve hours a day in order to cut down their costs. It is obvious that the government's policy is calculated to force the oil marketing and refining companies out of business, though it must be conceded, that the same has not been given the high priority given to quit the Portuguese from Goa.

Our imports of kerosene and high speed diesel oil, amount to 2.5 million tons a year. The oil companies have willingly agreed to increase their throughput crude oil by 1.5 million tons, which will reduce imports by 50 percent, and effect a saving of over rupees ten crores in foreign exchange every year with possibilities of export of surplus motor spirit to places like Australia and New Zealand.

The demand for petroleum products in India will expand by leaps and bounds during the next ten years with 80 million additional Indians, all seeking higher living standards.

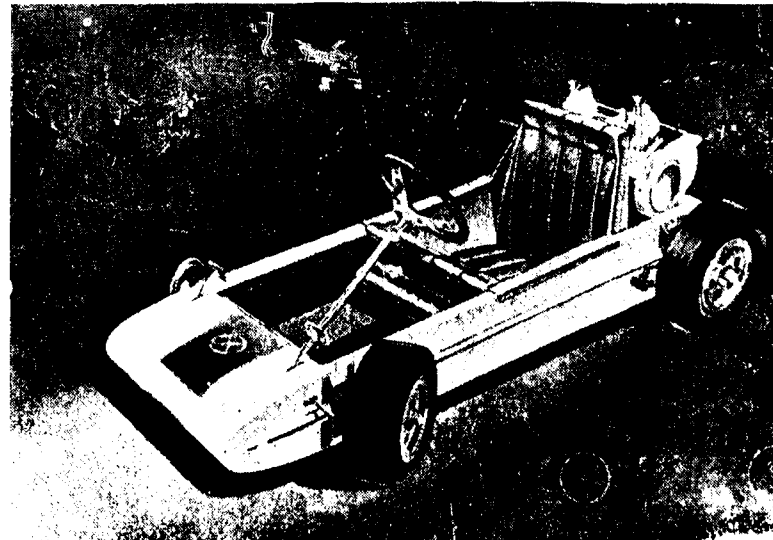
The oil companies can provide the vast expansion of their producing, refining, transport and marketing facilities, which requires capital investment on a gigantic scale. The oil companies have comparatively little difficulty in financing their essential capital investment while it is patent that our country's struggle for capital has forced us to seek loans and aid from practically every quarter in the globe. In this context, it is not too late for the government to put a "stop loss" order on its commitment in this expensive and capital consuming venture. If it bows out of the oil picture now, the industry will get back on a sounder footing than ever before.

MEET THE GO-KART

This year the go-kart is riding on the crest of an unprecedented boom the world over and everyday go-karting discovers new fans in almost every country. Even though the go-kart originated in the United States only three years ago, go-karting has already assumed the dimensions of a major national sport in that country, attracting thousands of Americans of all ages from coast to coast. Go-karting clubs are springing up like mushrooms in Australia, Britain, Germany, Peru and Mexico.

Our readers may well recall from our issue of 21 November 61 that the mere sight of a go-kart in a department store at Wichita so fired the imagination of Balbir Singh Mathur, an Indian graduate student in business administration at Wichita University, that he has set up a Corporation in America, to develop the go-kart into a minimum auto to sell for Rs. 2000/- in India, thus seeking to put our long-suffering countrymen on wheels at the lowest cost possible.

The go-karts look like casual products of the neighbourhood junkyard until their engines start. The body is an open, tubular-steel chassis with a wheelbase of some 40 inches, and a bucket seat that rests hardly two inches above the ground. The driver cramps behind the wheel like a frog in a walnut, his knees stuffed under his chin. When the two, dinky, 6-h.p.



Excalibur Junior—a striking go-kart designed by Brooks Stevens

engines perched behind the seat begin to snarl, the bedspring contraption becomes a speedy, highly engineered, racing machine capable of a top speed of 85 m.p.h. on the straight road, and it drifts through corners like a Ferrari. One driver reports that the feeling of speed experienced in a go-kart is fantastic. Even at 30 m. p. h. he felt as if he were leading the pack at Le Mans, the famous Grand Prix racing track.

Go-kart Addicts from Six to Sixty

Thrills at relatively low speed and cost have turned the go-kart into the newest sensation in autoracing. Born in California three years ago, go-karting has grown into a major sport all over America attracting something like 100,000 lead-footed devotees, ranging from the tender age of six to (senile) sixty. This year

another 100,000 have already gone go-kart crazy. New clubs are springing up at the rate of one a day, and in California, a town with a population of only 5,000, the attendance at a go-kart race meet tallies over 15,000. There are more than 3,500 kart tracks for the tiny racers in the United States alone.

Nor is the U. S. the only country in the sport; go-karting is growing at full speed in Europe, and numerous clubs are flourishing in Australia, Peru and Mexico. One club official explained that every frustrated driver who could never afford to own a real racing car, is putting himself or his kid in a go-kart.

To day's go-karts are improvements on the first model put together in 1956 by a crack 41-year old Los Angeles mechanic, Art Ingels, who set out to build a cheap pocket-sized racer in the spare time from his job of working on the "big cars" that race at Indianapolis. Ingels' prototype, made from spare parts, was powered by a lawn-mower engine. The latest models are often precision-built from equipment specifically designed for go-karts, including tyres, tiny high-speed (up to 16,000 r.p.m.) engines, steering gears and bodies turned out by some 65 firms that

know a good thing when they see one. The finished kart can cost as little as Rupees 750 (top speed: 38 m. p. h.) or as much as Rs. 3,500 (85 m. p. h.). This year go-karters around the world would have spent an estimated Rs. 1.5 crores on them.

Handle with care

In the eyes of critics, go-karters take plenty of chances for their money and fun. On the theory that it is better to be thrown clear of a flipping car than pinned beneath it, the drivers wear no safety belts, rely on heavy leather jackets for protection. Brakes are sometimes rudimentary, the steering is so sensitive that the slightest nudge of the wheel is enough to jerk the nose around. Most important, a 125-lb, 18 h. p. go-kart can match a red-hot Porsche "Spyder" in the weight-to-horse-power ratio, and is just as likely to spin out on high-speed curves. After turning two laps in a go-kart, Sam Hanks, the winner of the 1957 Indianapolis 500, pulled up with a sigh of relief, commenting that the go-kart was the most "over-powered" car he had ever driven in his life.

Safety Measures

The American national clubs are doing their best to make the sport a little less hair-raising. California's Go-Kart Club of America and Florida's Grand Prix Kart Club of America have both set up rigorous standards for their races. The Go-kart Club does not allow anyone



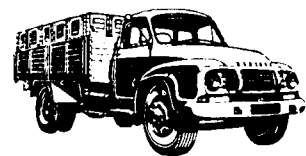
Racing Adults—"Like frogs in walnuts"

under sixteen years of age to race, and it has never had a fatal accident in an authorized race. So does the Grand Prix Kart Club though its rules permit six-year-olds to race karts at a maximum speed of 30 m.p.h. What both clubs fear is the unsupervised novice who spins around suburban lanes, and the impromptu races held in super market parking lots. Last year's casualty list, according to the National Safety Council showed a tally of five fatalities. If a go-kart is not handled with care, it can be an extremely dangerous machine. Go-kart clubs have to make this sport safe or else they will find themselves out of business shortly.

Popularity Among Champion Racing Drivers

The Sports Car Club of America still looks down upon the upstart

go-kart, as unsafe and undignified. But many a driver of 150 m.p. h. racers keeps a go-kart in his backyard, insisting that the wide-tread width (two thirds of the wheel base) makes the kart safer than most bigger machines. Top sports-car men, who get a kick out of go-karts include John Fitch, Jay Chamberlain and Dan Gurney, despite the fact that one knocked Gurney down last year in the Bahamas and broke his ankle. And in Britain, Stirling Moss, the finest driver of them all, is a partner in one of the 50 British companies that are hurrying to turn out equipment for a booming sport that has attracted amongst others, Prince Charles, Princess Anne, Earl and Lady Snowdon. Stirling Moss claims that, properly handled, the go-kart is as safe as a go-cart. "Some people," says he, "can kill themselves even standing still".



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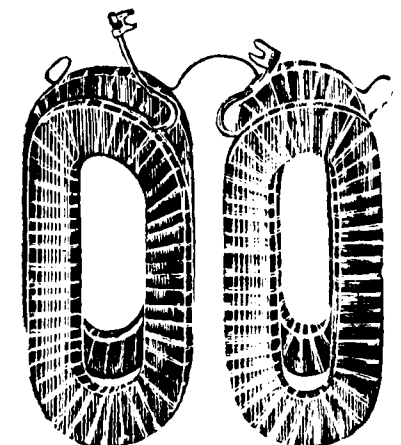
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THE ROMANCE OF PETRO-CHEMICALS

Just a few years ago a motorist thought of petroleum only as a fuel or a lubricant for his car, and he was more or less right. Today most people think the same, but they are mistaken. Today's motorist would find that the paint, upholstery, tyres, plastic fittings, and, if he lives in a cold climate, the anti-freeze for his car, also contain petroleum products. He will also find petroleum in the detergent he uses to wash his car and even in the drug his doctor may prescribe if he has an accident!

All this is made possible by the growing young industry known as petrochemicals.

Petrochemicals

The term petrochemicals has come into wide usage recently as a convenient expression to denote a large and very complex chemical industry based on petroleum or natural gas. The products range in their ultimate forms, through numerous plastics, synthetic fibres, rubber, detergents, ingredients of paints, antifreeze mixtures, pesticides, drugs, and hundreds of other commonly used items.

Three Decades Old

The petrochemical industry had its inception just over three decades

ago. During this brief period both petroleum and natural gas have become the raw materials for the production of an amazing range of items, and chemists think that thousands of other uses for petrochemicals have yet to be discovered. The present rate of discovery is 400 a year; as further research bears fruit, hosts of new products will be developed, scores of new factories built, and new scope added to industrial growth.

Phenomenal Development

The rapid development of this branch of the chemical industry comes into clear focus when it is recalled that thirty years ago very few petrochemicals were commercially produced whereas today 25 per cent of the chemicals in the world come from this group. In the next decade, it is estimated the share of petrochemicals in the chemical industry of the world will be one half. In the last ten years, plant capacity and sales have quadrupled. The expansion programme now under way will double both these in the next couple of years.

Ethyl Alcohol

By its ability to bring valuable chemicals from oil and gas, the petrochemicals industry has already transformed the world's manufacturing processes, products, and markets. A good example of a petrochemical is ethyl alcohol. Ethyl or grain alcohol, a chemical having many industrial and medicinal uses, used to be made exclusively by the fermentation of grains or of molasses. At present, probably 85 per cent of industrial alcohol production is petrochemical, and this synthetic variety is cheaper than fermented alcohol.

Benzene

Until 1950, benzene, another important industrial chemical, used to be made exclusively from coal tar. Since then petrochemical production of benzene was begun and now accounts for about a

quarter of the U. S. output. Conditions are constantly changing in the industry, and a substance that is not a petrochemical today may become one tomorrow.

The Discovery of Nylon

The evolution of nylon is an example. In 1939 Dr. Wallace Carruthers, a research chemist in the Du Pont laboratory, revealed the progress of his work in high polymers (polymers are certain combinations of organic compounds). Du Pont's applied research scientists pursued Carruthers' theories and discovered that a potential fibre existed in some of the polymers and, four years later, came up with nylon.

At first coal tar was used exclusively to provide the raw material for the production of nylon. Now this synthetic fibre is manufactured almost exclusively from petrochemicals, as are the other major synthetic fibres—Dacron, Acrilan, and Orlon.

Synthetic Fibres

Synthetic fibres are being used more and more as substitutes for natural fibres not only because of their special qualities but also because their price is competitive with cotton and wool. Lower production costs, the result of increasing automation in the petrochemicals industry, has made this possible.

Production

The average petrochemical plant consists of many miles of pipes and hundreds of tanks through which liquids flow. Pressure, temperature, flow rate, and composition are all adjusted and controlled by instruments at various points. When chemical companies began manufacturing petrochemicals, they adapted many of the refining industry's continuous, automatic techniques and added some of their own. As in the petroleum industry automation in the petrochemical

industry has enabled continuous production at lower costs.

Detergents

A typical development of the 1940's and the early 1950's has been the spectacular success of synthetic detergents which now exceed soap production in the United States. The molecule of a detergent consists of two parts, a water-soluble group at one end and a long water-insoluble "tail." This structure makes the removal of dirt from clothing speedier and more effective than with soluble soaps.

Plastics

Among plastics, it is difficult to say which are petrochemicals and which are not. Formaldehyde, from which one group of plastics is made, is derived from menthol. And menthol itself can be made by synthesis either from coal or from natural gas.

Polyethylene plastics, almost entirely made from petrochemicals, were unknown to the average consumer ten years ago. Today this tough resin is used in "squeeze" bottles, noiseless garbage cans and other houseware, electrical insulation, toys and a myriad of products.

Paints

In the field of paints, some of the materials, although derived from petroleum, may not be wholly petrochemical. The blackest of black pigment is carbon black from natural gas, and this form of the element carbon is also used in enormous quantities in compounding rubber products. The thinner in conventional paints is a petroleum product which, incidentally, is also used in dry cleaning. The new emulsion paints, water-based paints that dry to a waterproof coating, also contain petrochemicals.

Paints have been improved by the addition of petrochemicals which provide quick-drying, long-lasting qualities. And the drug industry has been spreading tranquillity through the nation with its new tranquillising drugs, derived from petrochemicals.

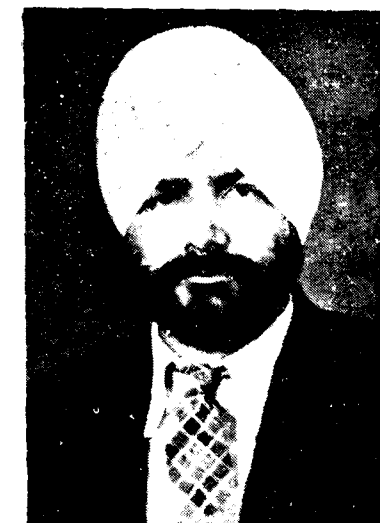
A Booming Industry

Today the petrochemical industry has some 200 companies. The

industry has been a paying proposition. A vice-president of one of the leading firms in the petrochemical industry recently observed that "for every dollar spent for research, development, and other experimental costs, new sales of at least 5-60 dollars result after five years."

Vast Scope for Petrochemicals

There is hardly an industry in the world that has not been affected by the advance of petrochemicals. In the food industry, petrochemicals supply fertilizer, pesticides, and additives used in processing plastics for packaging. In the home, in clothing, in recreation, in health, petrochemicals are having an ever-increasing effect.



OBITUARY

We deeply regret to announce the recent demise of Sardar Deep Singh Beshi, Proprietor of the Parbhat Motor Stores, Hamilton Road, Delhi-6.

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From Gordon Willkins

THE NEW VICTOR, CRESTA AND VELOX FROM VAUXHALL

The Victor

The new Vauxhall Victor represents a complete break away from the fussy and rather unattractive lines of its predecessor. It is a handsome clean cut car of international appeal which gives more head, leg and elbow room, more glass area and a bigger luggage trunk but weighs less and has smaller frontal area. Mechanically its components are developed from those of the previous Victor but buyers now have the option of a three-speed gear-box with steering column control or four-speeds with central lever, each provided with synchromesh on all forward speeds.

Minimum Maintenance

Special efforts have been made to reduce maintenance costs. Engine oil is changed at intervals of 3,000 miles only and there are only four points on the chassis to grease every 12,000 miles. Routine service costs are thus said to be cut by two-thirds.

Five Models

There are five models, all of which are four door saloons. The Victor Standard and the Victor Super which has a horn ring and a second visor, front door arm rests, extra carpet, a door operated interior light and the option of separate front seats at extra cost. The Victor de Luxe has a big choice of fourteen single or seven dual colour schemes, separate front seats, leather upholstery, heater and screen washer. The Victor Estate car has the same basic style as saloons but with six side windows and a full depth counter-balanced lift-up rear door. The rear seat folds to give 45 cu. ft. of luggage space and the finish is similar to that of the Super Sedan.

Improvements

The new body structure is lighter



The width and lowness of the new Victor—pictured undergoing pre-production tests in the Sierra Nevada, Spain—are emphasised by the integrated grill and headlamp treatment.

but stiffer than the old one. The front cross member carrying power unit and suspension is now fixed and the centre of gravity 1½ inches lower. Easier entry is obtained by eliminating the wrap-round windscreen and the electric wipers have parallel-action wiper blades which sweep 66 per cent more area, with no central blind spot. Doors are now fully panelled, giving more rigidity and better sealing than the previous type with light top frames. New external handles have press buttons operated by sideways pressure of the thumb. Locks for glove box and trunk lid are now on the body panels, not on the lids. Bright metal above the waist is stainless steel, bumpers, hub caps, and radiator grille are plated in copper nickel, and chromium.

Specifications

Wheelbase is increased by 2 inches and length by 5½ inches but laden height is reduced by 2½ inches. Overall width goes up by only ½ inch but shoulder room inside is

increased by 1½ inches at the front, 2½ inches at rear. Hip room is increased by 2 inches at front and 1½ inches at rear and head room is half an inch greater. Leg room is 2½ inches more at the front; 1 inch more at rear. Kerb weight on the basic model is cut by 80 lb. to 2070 lb. and on the de Luxe model by 95 lb. to 2200 lb.

More Space

There is very comfortable space for four and acceptable space for six. Upholstery on all except the de Luxe model, is in vinylite. The front seats slide fore and aft and can be adjusted for height and slope by adding spacers under the runners. Door locks have an anti-burst feature and can be protected from casual opening by locking buttons. All models except the standard one, have padded instrument panel, twin horns, horn ring, courtesy lamps operated by front doors, combined arm rests and door pulls. On the instrument panel are speedometer, distance recorder, fuel gauge, thermometer plus warning lamps

for headlamp high-beam, dynamo charge, turn indicators. Choke control, ignition switch, with accessory position, windscreen wiper, and light switch (incorporating panel light and roof light) are identified by pictorial symbols. The heater system takes fresh air from a lever control vent on the scuttle. In warm weather cool air can be made to bypass the heater matrix.

Sun visors are secured at both ends but will swing sideways. Pedals are better placed and the driver can use his heel and toe on brake and accelerator.

New Body Styling

Durability of the unit construction body shell is increased by eliminating recesses which could retain mud or moisture, especially in wheel arches. Shelves and narrow indentations on the underside have been avoided.

The whole body except the roof is now dipped in black primer and body sills receive an inside spray of polythene wax with an aluminium filler. Red oxide primer is added and the whole under-body receives a bitumen underseal.

Final finish is by two double coats of a new light lustre synthetic enamel.

Engine

The 1508 cc. four-cylinder engine is basically as before but compression is raised to 8:1 to 1, raising gross output to 56.3 b.h.p. at 4,600 r.p.m. with maximum of 85.6 lb. ft. at 3,200 r.p.m. Weight is reduced by using aluminium induction manifold, timing gear case, water pump casings, gearbox rear cover and clutch housing. The water pump impeller now works in a bore recessed into the front of the cylinder block. Exhaust valves are now aluminium coated for longer life.

The front engine bearer plate is abolished, eliminating a possible source of oil leakages and there are new mountings nearer to the centre of gravity so that 82 per cent of power unit weight is now carried on the front cross-member against 37 per cent previously. This reduces vibration and eliminates bending

stresses in the body structure. A new silencer with a glass wool lined resonator reduces exhaust noise and an important reduction in body boom has been achieved by a larger diameter propeller shaft which prevents transmission of engine vibration into the structure through the rear springs.

Three Speed or Four Speed Gearboxes

The three-speed gearbox is virtually unchanged but has an entirely new steering column linkage to give lighter, smoother more precise operation. The alternative four-speed all-synchromesh gearbox uses as many of the three-speed components as possible. Gearbox ratios are:

Three Speed 3:186, 1:635, 1 to 1 Reverse 3:05 to 1. Four-speed 3:29, 2:13, 1:355, 1 to 1. Reverse 3:05 to 1. Rear axles are semi-floating with hypoid gears, final drive ratios being 3.9 to 1 for sedans (against 4:125 previously) and 4:125 on Estate car (against 4:625). Propeller shaft universal joints have lubricant sealed in for life.

Suspension

The coil spring front suspension

is similar to that used before but wishbone pivots are rubber and all steering linkage joints have rubber bushes. Steering pivots are now ball joints, top and bottom (previous Victors had trunion bottom joints) and these four ball joints have grease nipples. There is an anti-roll bar and steering gear is recirculating. Turning circle is slightly reduced (36 ft.). Rear suspension is by semi-elliptic springs mounted at a slight angle to each other for greater stability. Track has also been slightly reduced.

Brakes

Brakes are unchanged, using composite drums with cast iron rims on pressed steel webs 8 in. diameter, giving a lining area of 92 sq. in.

Electrical System

There are now five independently fused electrical circuits against three previously. The headlamp circuit retains the thermostatic interrupter which produces a dim light but not a blackout in the event of trouble.

A much wider bonnet opening and lower wing line improve engine accessibility.

THE VELOX AND CRESTA MODELS



The 1962 Victor.

The 1962 Vauxhall six-cylinder models are outwardly unchanged but offer a wide range of colours. Disc or drum brakes can be had on the front wheels, the discs being Lockheed units supplied at extra cost. Individual front seats can be fitted at extra cost, the bench type being standard and as on the 1961 models fully automatic Hydramatic transmission or Laycock overdrive

on top and second gear can be fitted as an extra. On offer at no extra charge are centre arm rests at both front and rear or rear only and leather or nylon upholstery on the Cresta models.

Improvements

Standard improvements made to Velox and Cresta are longer blades

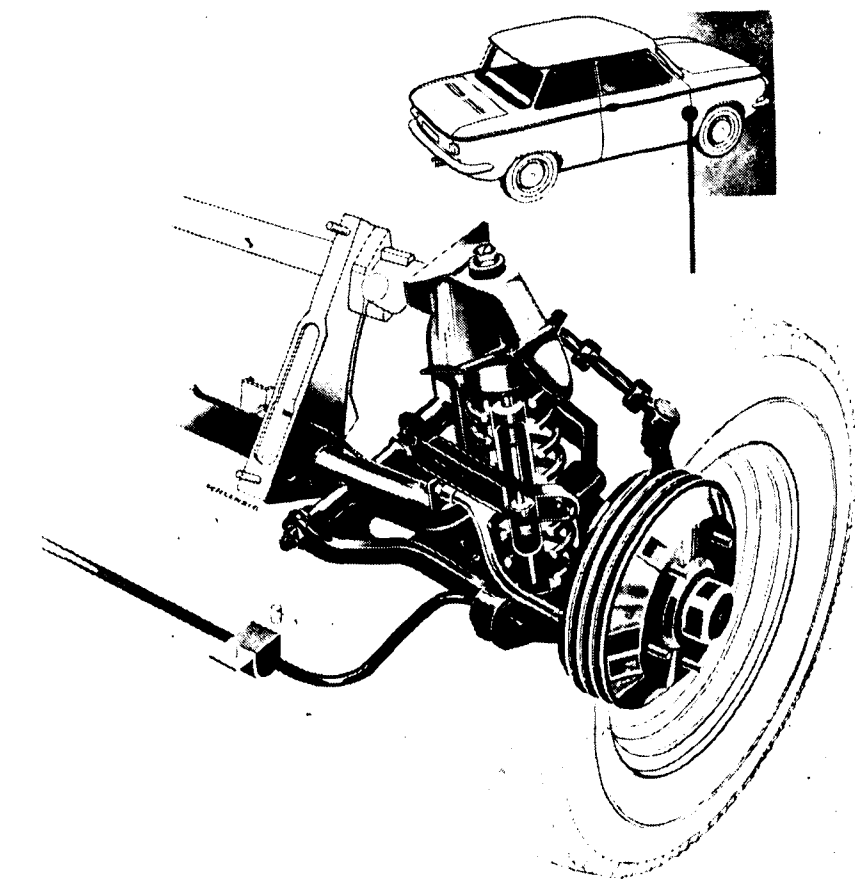
NSU PRINZ 4

A new car called the Prinz 4 is announced by NSU. It is supplementary to the existing Prinz 3 and Sport Prinz. It has a new and roomy body like that of the earlier NSU. Styling is very much like that of the Chevrolet Corvair.

The 598 cc. overhead vertical twin air-cooled engine, already proved in the NSU Sport Prinz, is incorporated in the new car to give a power output of 36 b.h.p. (S.A.E.) The car weighs 1,246 lb. which gives a power to weight ratio of 53.4 b.h.p. per ton. Makers claim an acceleration figure from standing start to 50 m.p.h. of 14 seconds and a top speed of 71 m.p.h. Average fuel consumption is quoted as 57 miles to the gallon.

Suspension is independent all round with a coil spring and hydraulic damper on each wheel and auxiliary rubber air-cushions inside the rear to give a progressively increasing resistance. At the front there are twin wishbones and an anti-roll bar. At the rear there are very broad-based single wishbones below

to windscreen wipers which greatly increase the area wiped. Steering ratio has been changed from 15:1 to 17:6 to 1 to reduce steering effort when manoeuvring at low speeds. The front seat backs on bench-seat models are re-designed to give greater front-to-back seat dimensions. The sun visors are now padded on both models and when not in use the free end of each visor is located in a rubber socket on the roof. Assist handles are now fitted at each side of the rear compartment above the windows. A horn ring is now fitted to Velox as well as Cresta. The speedometer now reads to 110 m.p.h. instead of 100 m.p.h. The instrument panel is padded on the top half and has grained finish to the bottom half and the heater control knobs redesigned for easier identification. There is an ashtray with hinged lid on the top of the padded instrument panel and door arm rests are now of plastic foam construction for durability and comfort.



The front suspension of the NSU Prinz 4 contributes greatly to the car's remarkable cornering stability and general road holding. Strong wishbones guide the wheels which support the body structure via coil springs and long-stroke, double acting hydraulic dampers.

swinging half-axles. Steering is by rack and pinion with equal-length track rods. The Prinz 4 carries four adults and the front luggage trunk has a 9 cu. ft. capacity. Total permissible payload is 959 lb. a remarkably high figure. The car has just two grease points and only requires routine servicing every 3,000 miles.

The new body is said to give more passenger and luggage space than any but the most advanced 1½ litre vehicles.

In improving on the previous Prinz, NSU designers have worked primarily to provide maximum passenger space consistent with a sensible road area, to meet the needs of family travel in a car that can be driven and parked in overcrowded conditions of modern roads. They have added sufficient power to ensure quick acceleration in city traffic, a top speed sufficient for long distance travel and economy in fuel consumption and maintenance.

Finally they aimed at adequate

luggage space, seating comfort with enough leg room fore and aft and good visibility.

Statistically, here is the answer.

Road area : 55.2 sq. ft.
Passenger area : 23.9 sq. ft.
Luggage space : 9 cu. ft.

There is all-round visibility, well upholstered seating for four, dashboard layout with instruments and controls readily accessible to hand and eye, combined heating and fresh-air unit. Pivoting quarter-lights, and a headlamp flasher are standard equipment.

The engine has an overhead camshaft operated by eccentrics. Swept volume is 598 cc (66 x 76 mm). Output on a 7.5 to 1 compression ratio is 30 B.H.P. (gross) 29.6 B.H.P. (nett) at 5,500 r.p.m. with Max torque of 32.55 lb. ft. at 3,250 r.p.m.

The gearbox has four forward speeds all synchronised. Integration of engine, clutch, gearbox and differential eliminates any body vibrations which can be caused by long propeller shafts. Short, exposed half shafts transmit the torque directly from the differential to the wheels.

Indirect Ratios :

1st gear	...	4.14 to 1
2nd gear	...	2.21 to 1
3rd gear	...	1.41 to 1
Top gear	...	1.10 to 1

Rover Programme for 1962

The Rover 100 and Rover 80 sedans remain unchanged for 1962.

The 3-litre has little outward change but has a number of refinements and improvements. There are new wheel discs and the unusual plastic louvres over the side windows have been abandoned. Swivelling quarter lights in the front doors are said to give better ventilation.

On cars fitted with the Borg Warner automatic transmission there is now a fingertip switch for the intermediate hold mounted on the steering column. This control which is exclusive to Rover, operates a rotary solenoid mounted on the back of the gearbox. When it is switched on, Intermediate gear is

retained up to 60.65 mph. and the Low to Intermediate change can be delayed until 30 m.p.h. is reached. The Intermediate hold is arranged so that it is impossible to make an inadvertent change from Direct to Intermediate at high speed. To suit driver's tastes, the setting of the rotary solenoid can be altered so that the change up into Direct can be made at lower speeds than that of the standard setting. There are new engine mountings which have reduced front-end chassis vibration. Twin SU fuel pumps have been fitted to the 3-litre and the 100 as a precaution against pump failure and the additional fuel pump switch is

mounted on the instrument panel of both these cars.

All 3-litres now have a hand brake warning light. This shows if the car is driven away with the handbrake on. The same light gives warning when the brake fluid in the reservoir drops below a safe limit.

For greater passenger comfort, the heater air flow has been improved to give more circulation throughout the car. There are twin ashtrays under the front parcel shelf and the driver can put his ashtray on his left or right as he chooses.

Standard-Triumph Goes Ahead

After discussions with Mr. Donald Stokes, Sales Director of Standard-Triumph and currently President of the Society of Motor Manufacturers and Traders, Mr. Martin J. Tustin, Managing-Director of Standard-Triumph Motor Co. Inc., in New York, announced that his orders for Triumph vehicles during the next twelve months would be valued at 57,000,000 dollars. As a 3,000,000 dollar order for Leyland trucks has already been placed, this brings the volume of 1962 American business for the new Leyland-Standard-Triumph Group to a total of 60,000,000 dollars. (£21,400,000).

These orders are mainly for the highly successful new Triumph TR4 sports car and the four models of the Triumph Herald 1200 range. These new orders will ensure that Triumph will easily maintain its current position as the top selling British car in the U.S.A.

Mr. Tustin stated that Triumph now has an assured long term market in the U.S.A. — there were already over 100,000 Triumph vehicles on American roads, and with the Triumph TR3 having highest re-sale value of any open car in the States, they were confident of a record turnover to the American Company during the next twelve months.

Further encouraging news for the Standard-Triumph Company comes

from Scandinavia. Mr. Uno Ranch, Standard-Triumph distributor in Sweden, recently placed a £1,000,000 order for models in the Triumph Herald 1200 range. Mr. Ranch stated that the Herald 1200 was one of the few cars which could be guaranteed expanded sales in this highly competitive Swedish market during the next twelve months.

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NEW PRICES FOR AUTO PARTS

Distribution of Imported & Indigenous Components

The Union Government has amended the system of distribution of both imported and indigenously manufactured automobile parts and the pricing formulae for them as original equipment and spare parts. This has been done in accordance with the recommendations of the Development Council for Automobile Ancillary Industries and Transport Vehicles Industries.

The Commerce and Industry Ministry has asked manufacturers of automobiles, associations of automobiles and automobile ancillary industries and dealers to take steps for implementing the decision.

Three Stage Distribution :

Under the amended procedure, there will be three stages for distribution of fast and slow moving imported parts: the importer, the regional distributor or wholesale part or stockist, and the sub-dealer or retailer.

The present mark-up of 70 per cent over the landed cost for fast moving parts and 100 per cent mark-up for slow moving parts will be retained.

For distribution of indigenously manufactured parts also, there will be three stages—the producer, the regional distributor or wholesale parts stockist, and the sub-dealer or retailer.

Automobile manufacturers, it is emphasised, constitute an important link in the distribution chain since they have the responsibility for supplying parts for vehicles produced by them.

This pattern of distribution will not apply to fleet operators eligible for actual users' or consumers' licence and certain special parties, if they can directly negotiate with manufacturers for concessions and obtain direct supplies.

The pricing formula for parts manufactured by the ancillary industries will be as follows :

The list price to the consumer should not exceed 70 per cent or 100 per cent above the landed cost of

that product—the landed cost will be determined on the imported spare part's price of the original manufacturer of that part—depending on whether it is a fast moving or a slow moving part.

The formula has been accepted by the nationalised transport undertakings. It will apply also to the parts manufactured by vehicle manufacturers.

The distribution of discount in the different stages of distribution will be left for the manufacturers to decide amongst themselves and their dealers.

The Council's recommendation regarding special discount terms to nationalised State transport undertakings and other fleet operators for imported parts has also been accepted by the Government.

It has laid down that the manufacturers will accept orders for

spare parts from the licence holders for direct shipment to the licence holder or through themselves.

For such orders the manufacturers will charge a commission on a graduated scale depending on the size of the order based on the c. i. f. value of the consignment. The rate of commission and the method of despatch either direct or through the manufacturers will be left to be negotiated between the licence holder and the manufacturer.

The Development Wing and the Chief Controller of Imports and Exports is considering the Council's other recommendation that import of such parts and components as are adequately manufactured indigenously and to the prescribed quality should be banned, both for the trade, fleet owners and State transport undertakings.

PAYEN-TALBROS DISTRIBUTORS CONFERENCE :

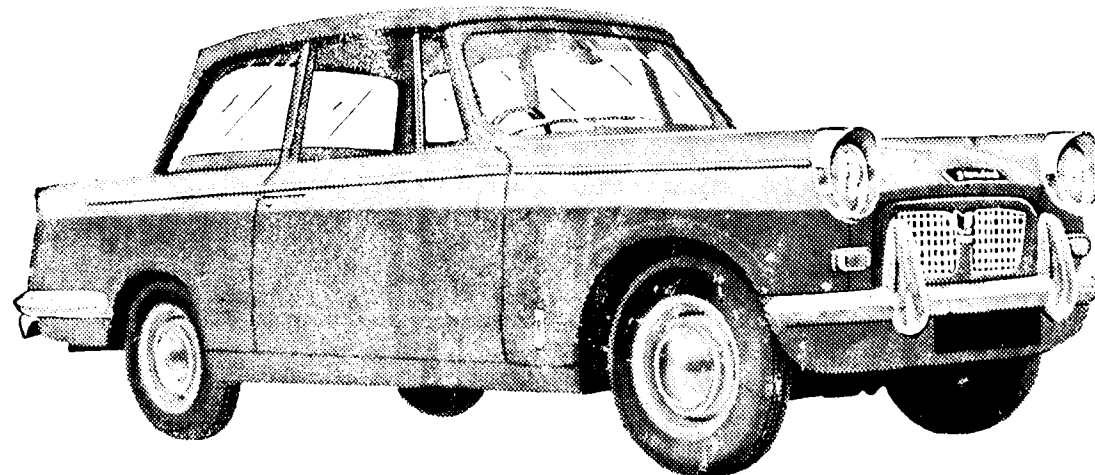


In keeping with modern marketing trends this group photograph of the Automotive Distributors of Payen-Talbro's representing 4 different Zones of India was taken at Payen-Talbro's office and factory in 71/3, Najafgarh Industrial Area, New Delhi, when they arrived to participate in the annual Distributors Conference.

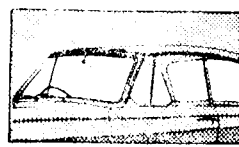
Standing from left to right in the lobby of P. T. Reception Room are : Mr. Mahinder Dewan, Sales Manager, Payen-Talbro's, Mr. B. K. Sethi of Allied Motors, New Delhi, Mr. O. N. Talwar, Sales Director, Allied Motors Private Ltd., New Delhi, Mr. W. N. Talwar, Managing Director, Payen-Talbro's, Mr. N. Krishnamurti, Director and Manager, Speed-A-Way, Madras, Mr. A. K. Patel, Managing Director, Central Automobiles, Bombay, Mr. G. W. S. Verma, James Warren & Co., Ltd., Calcutta and Mr. H. K. Mody, General Sales Manager, Payen-Talbro's.

It's a new experience in motoring with the **STANDARD** Herald !

*A thoroughly practical car
that is designed to give
trouble-free motoring under
any conditions.*



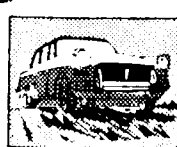
The Standard Herald has everything at hand to make driving a real pleasure. It's so easy to handle.



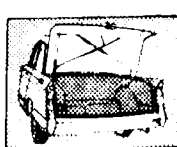
Extremely slim front and rear pillars. High wide curved windscreen. Large windows give greater visibility - 93%.



Turns in an incredibly small turning circle of only 25 feet. Park with pride, in practically the own length of the Standard Herald.



Independent suspension on each wheel.



Clear 13 cubic feet of boot space uncluttered by the spare wheel.

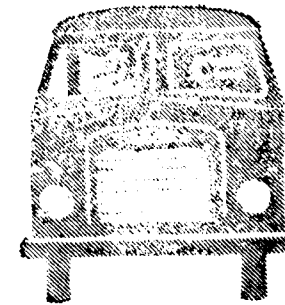
And finally, a tankful goes much further - which all adds up to a really new thrilling experience in motoring.

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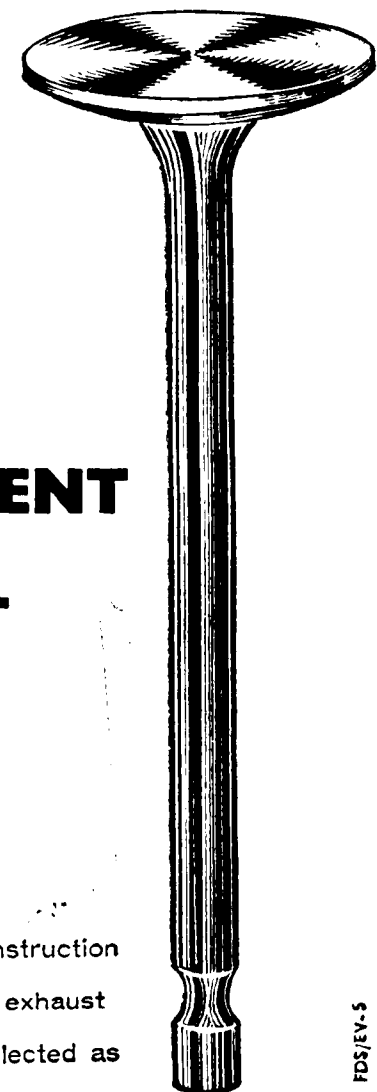
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VICE PRESIDENT INAUGURATES

Unique Indo-American Venture

Situated on the historic battle-field of Panipat, Goodyear's new factory works around the clock manufacturing tyres for our vehicles. This giant plant is one of the most modern in India, inaugurating the Rupees 6-crores factory recently. Vice-President Dr. Radhakrishnan described the venture as a unique "symbol of Indian-American collaboration". This factory, said Dr. Radhakrishnan, would promote greater understanding between the people of the two countries, and he was happy to see the Goodyear Tyre Company help India to develop its economy.

The factory went into production last August and is averaging some 200 tyres a day, but it is capable of producing 2,10,000 tyres a year. It manufactures tyres for cars, trucks, buses and animal-drawn vehicles.

Welcoming the Vice-President and other guests, Mr. R. E. O. Carey, Goodyear's Managing Director, hoped Goodyear's example would provide an incentive to others to take advantage of the opportunities that India's surging economy offered. It was clear to him that foreign private investment was very welcome in India in the fields in which it could make a fruitful contribution.

Indo-U. S. Industrial Cooperation

Indians and Americans working shoulder to shoulder had brought the new enterprise into being. The beginning made today, he felt sure, was but the first step in what would undoubtedly be a long and mutually profitable association between the two countries. In laying out the new plant, the company had kept in mind the need for expansion not only to keep in step with demand but also to achieve the economies enlarged



Mr. R.E.O. Carey,
Goodyear India's Managing Director

production would make possible. When this expansion took place, it was hoped, he said, to meet the consequent capital requirements by increasing the proportion of Indian participation in the company.

Rapid Erection of Factory

With the quick completion of the project in 14 months from the acquisition of the site to the production of the first tyre, the investment by 49,000 Indian shareholders and business interests had gone to work. The confidence placed in the new enterprise, when the company's issue of equity capital was oversubscribed 25 times earlier this year, had thus been justified. He acknowledged assistance the company had received from the Export-Import Bank which made available a credit of Rs. 2.25 crores from P. L. 480 funds accumulated in India.

Future of the Factory

Discussing the future of the plant, he said that the country's economic advance was opening up horizons before the transport industry, limited only by the pace at which new facilities and new capacity can be added. It was essential

therefore, to consolidate production quickly at the present level of capacity "to enable us to move forward quickly to the next stage." His only worry was with regard to power, which was in short supply in the Ballabgarh area, as in many other developing regions of the country. The realisation of the plant's full employment potential of 450 men, and the rated capacity of 790 tyres a day, had necessarily to wait until a firm supply of power was available to stabilise production.

Speaking at the inauguration ceremony, Mr. E. J. Thomas, Chairman of the Board of Goodyear, U.S.A., referred to the "tremendous accomplishments" of the last ten years in India. He was glad to note that the United States was assisting in India's efforts towards the "even more ambitious" objectives of the Third Year Plan.

Industrial Development of India

Goodyear's new plant at Ballabgarh - the 60th manufacturing unit in a world-wide chain - testified to the company's faith in the future of India. "Today, an independent India has a blueprint of its future, based on a decade of planning, innovation and progress. We at Goodyear have read the blueprint and we like what we see", he added. It was his conviction that India would play a major role in the world of tomorrow through industrial development. This new factory gave his company a chance to participate more fully in the "exciting and bountiful years" which lay ahead.

Concluding his address with a resounding "Jai Hind", Mr. Thomas thanked the Indian Government, businessmen and citizens for their "warm and generous" support to the new project. "We hope to return the favour by making our company an even better citizen of India and our factory an important part of the community that surrounds it".

AROUND THE BALLABGARH GOODYEAR TYRE FACTORY

49,000 Indian Shareholders

The new Goodyear factory at Ballabgarh, 21 miles from Delhi, represents an investment of Rs. 6 crores, put up by some 49,000 Indian shareholders and U. S. business interests. Goodyear is one of the 14 enterprises which have received financial assistance from the Export Import Bank out of P. L. 480 funds accumulated to the credit of the U. S. Government through sale of agricultural products. In Goodyear's case, the assistance amounts to Rs. 2.25 crores.

Capacity

At the present level of capacity, the Goodyear plant will produce 750 tyres a day on three shift basis, equivalent to an annual output of 2,10,000 tyres. In this stage, output will be confined to tyres and tubes for passenger cars, buses and trucks, tractors, and animal-drawn vehicles. Generous provision has been made in terms of space on the 78-acre site and within the 1,00,000 square feet of the factory building for future expansion, many details of which have already been settled with the Government of India. Annual output of tyres will then rise to 510,000 and the manufacturing range extended by the addition of tyres for aeroplanes, motor cycles and scooters and two million pounds of camelblack, a rubber compound used by tyre retreaders and other rubber processing units.

Capital

For this project, Goodyear formed a public limited company in India in March 1961 with an authorised and issued capital of Rs. 20,015,000. Rs. 68,00,000 were raised in India by an equity issue of 400,000 shares of Rs. 10 each at a premium of Rs. 7 per share. 89,000 applications were received and the issue was oversubscribed 25 times, a heart-warming expression of confidence in Goodyear's enterprise. Some 49,000 applicants were allotted shares, and Goodyear has thus the second largest number of share-

holders of any Indian joint stock company.

Goodyear in India

Goodyear started trading in India in 1922. A distribution network extending to the farthest corners of the sub-continent was gradually built, making Goodyear a well-known name in India. Production of Goodyear tyres and tubes in India commenced in 1936 by arrangement with another manufacturer, a *via media* suited to the limited market potential existing at that time. Similar arrangements for manufacture of industrial products were instituted in 1951 with a leading Indian manufacturer. Although Goodyear products have thus been *Made in India* for many years, the Ballabgarh plant marks the transition to independent, full-scale manufacture, to serve a fast-developing economy and the growing transport needs of India.

Ballabgarh Project

From the acquisition of the 71-acre site in June 1960 to the production of the first tyre in August 1961, the project has been completed with commendable speed.

By November, when Shri Minubai Shah, Union Minister of Industry, laid the corner stone, most of the factory building was ready, and installation of equipment had commenced. A 3,000 feet private siding had been laid from Ballabgarh station on the Delhi-Bombay rail route and equipment unloaded at Bombay docks could, therefore, be shipped direct to the factory site. Standing well back from the road, the factory structure has a total floor space of 180,000 sq. ft. The job called for 23,000 cubic feet of earth work, pouring of 20,000 cubic feet of concrete, and erecting 750 tons of structurals. The entire job was handled by Indian contractors, who employed some 1200 men at the peak. A major contribution was made by a specialist team of six construction engineers loaned to the Indian company by Goodyear U. S. A.

Manpower

In common with many new enterprises, Goodyear found that there was no ready-made pool of manpower to draw from for the manning of its Ballabgarh plant, which will employ 450 men when production is stabilised. In line with Goodyear policy throughout the world, the Ballabgarh plant is training up the men it needs, rejecting the alternative of taking skilled people away from other plants. This all important task of developing the whole range of skills needed in a modern tyre plant is being systematically handled by a team of 13 labour trainers assembled at Ballabgarh from Goodyear plants in four continents. A substantial proportion of those so far recruited were but farm hands yesterday, some working on the very land where the factory now stands. Goodyear feels no diffidence in taking on these young lads because it is confident of being able to give them first-rate training on the job.

Plant Equipment

Machinery and equipment for the plant came from the United States, India and Europe. Some of the U. S. equipment was built to Goodyear's exclusive design, a case in point being the 3-T unit for processing tyre cord. Such equipment as could be fabricated locally was ordered in India, as for example the conveyor steel work for the tube extruder built to Goodyear design by a Delhi fabricator.

Outlook

The Ballabgarh plant is running two shifts but it is hoped to move to three-shift production soon. Output is today in the region of 200 tyres a day, against a rated capacity of 750. The build-up of production is dependent on the availability of a firm supply of 3000 KVA of power. The realisation of the full employment potential of the plant has necessarily to wait until that time.

FRITZ

What is FRITZ MICRO CARTRIDGE ?



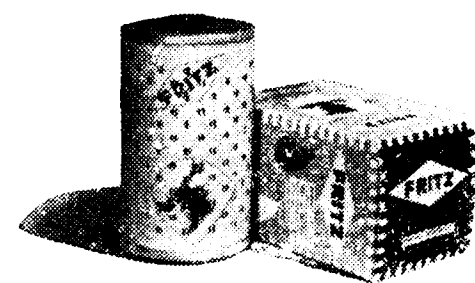
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In and Around Mayuram

Mayuram (Mayavaram) is an important place of pilgrimage as many people congregate at the annual Tula festival at which the River Ganges is supposed to mingle her waters with those of the Cauvery. On the last day of the month "Arpisi" the Kadamugham will be celebrated when thousands of devotees take their bath in the Cauvery at Rishaba Theertha Ghat. The original name of this place is Mailaduthurai. The sanctity of the place is strengthened by its surrounding temples like Thirukkadaiyur, Tirupaniyalar, Vazhuvur, and Kurukkai which are famous as "Virattanams" of Lord Siva.

The dance of Sri Nataraja at the place is called Gowri Thandava and the Hall of his dance, Adi Sabha. He is also called Vallalar. The Goddess of this place is called Abayambikai and her figure in the temple is a very imposing one.

This temple has been under the management of Tiruvaduthurai Adhinam which has recently spent two lakhs of rupees towards the renovation of the temple.

The Adhi (ancient) Mayuranathar temple reputed to be thousands of years old is situated near the outer wall of the temple on its northern side. One finds the statues of Veerappa Chettiar and his family members and the Head of the Tiruvaduthurai Adhinam Sri La Sri Ambalavana Desikar who ruled the Adhinam in the Amman Sannadhi.

Many poets of repute have lived at Mayuram. Maha Vidwan Meenakshi Sundaram Pillai, Dr. U. V. Swaminatha Iyer, Sri Gopala Krishna Bharatiyar (author of Nandan Charitram) Sri Vedanayakam Pillai are some of the noted scholars.

On the other side of the Cauvery there is a temple dedicated to Medha Dakshinamurthy known as the Vallalar temple. On the opposite bank there is a small temple of Kasi Viswanatha which is a replica of the Viswanath temple at Varanasi.

There is a celebrated Vishnu temple at Tiruvilandur, a suburb of Mayuram.

Dharmapuram

This place is well known for its Saiva Mutt which was founded by a holy man named Gnanasambanda Desigar more than 300 years ago. There is a large collection of old palm leaf manuscripts in Tamil and Sanskrit in the Mutt. Nearly 30 temples are administered by this Mutt.

Thiruvavaduthurai

There is an old Siva temple which is mentioned in the Puranas and is considered sacred but the place is chiefly known for its Saivaite Mutt. This was founded by one Namasiyaya Murthi. The head of the Mutt appoints the managers and priests

Paradise for Tourists

(Continued from last issue)



Vazhuvur Bronze (Mohini)

of fifteen temples in this and other districts and controls their funds.

As a direct result of the doctrine of Grace and of the philosophical system founded by Sri Meikandar, the great Mutts in Tamilnad came into existence. The beautiful concept that lies at the back of these foundations and their long history of selfless work encourage us in the hope that these Mutts have a glorious part to play in the future.

Thirukkadaiyur

Otherwise known as Tirucadavoor is situated on the Mayavaram-Tranquebar line of the Southern Railway and is also on the bus route from Mayavaram to Porayar. It is a

21st December 1961

9

place where Yama was kicked by Lord Siva when he came to take the life of Markandeya. Kalasambhara Murthi was the name of the Lord. The presiding deity is Amirthakandeswarar and His consort is Avirami. This place is famous for its "Sankabishekam" which takes place every year during the month of Karthigai every Monday when 1008 conches are taken in procession.

Vazhuvoor

The temple here is situated about six miles from Mayuram and is one of the eight "Viratta stalas". There are beautiful places of Gajasambhara, Bikshatana and Mohini. This is considered by some as the birth place of Manicka Vachagar.

Kurukkai

The Siva temple here is held sacred because Lord Siva is said to have opened his third eye and burnt Manmatha to ashes.

Talainayar

One of the Chola inscriptions discovered in the Kurramporutiswara temple is interesting, as it contains the rules for the election to the village assembly. It says, "Only those Brahmins who were not in the assembly during the previous ten years and those who were equally learned, and above 40 years of age could stand for an election. Even among these only those who were not related to the members of the previous assembly should be chosen".

Sirkali

This town is well known in Tamil literature as the birth place of Tirugnana Sambandar. The Saivaites temple contains a shrine dedicated to him. The festival known as "Tirumalaippal" festival is held every April in honour of Tirugnana Sambandar. The story goes that, as a child, the saint was taken by his father to the temple tank. Leaving the child on the tank, the father was bathing. The child became hungry and began to cry whereupon the Goddess took pity on him and gave him her own milk. When his

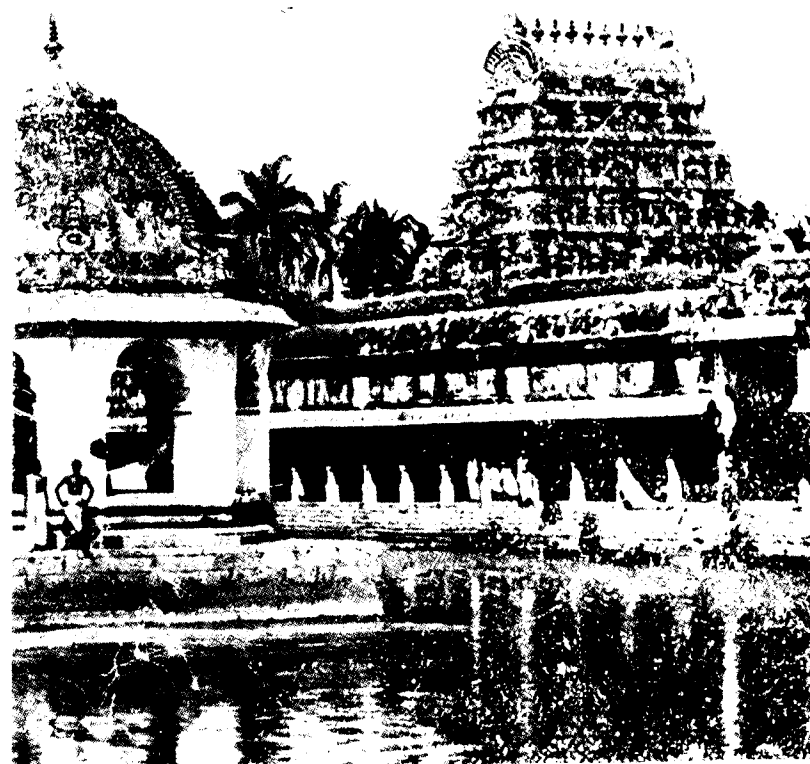
father asked him where he got his milk from, he broke out into song in praise of God.

Tiruvengadu

Lying six miles from Sirkali, it is known in Tamil literature as being named after Tiruvengkattunangai, the wife of Siruthondanayamar. Great sanctity is attached to the shrine of Aghora Virabhadhar in the temple. There is special midnight worship for this God every Sunday.

Vaitheeswaran Koil

It is believed that persons who worship at this shrine are healed of their diseases. Women especially are believed to be dispossessed of the devil. There is a masonry pit filled with ashes supposed to have healing properties, which are said to be those of Jatayu who was killed by Ravana. The shrine of Kumara-swami (Lord Subramanya) is held in great regard as he is said to have been worshipped by Siva, his own father.



Vaitheeswaran Temple.

Tranquebar

In Tamil it is known as Tarangambadi (the wave village). It is situated on the coast 19 miles from Mayuram. The main road enters through an imposing gateway bearing the date 1792 and the monogram of the King of Denmark.

The Danish fort at Tranquebar (the Dansborg) was founded in 1620 by one Godde on behalf of the newly established Danish East India Company. In 1815 the East India Company took possession of this place. It is likely that the Danes assisted the Nayaks in decorating the great temple and other public works.

The old Collector's Bungalow on the seashore is one of the finest buildings in the district.

Ambar Mahalam

Four miles from Nannilam lies this village popularly known as the place where the Lord appeared in the guise of a Paanchama. The place has been called Mahalam because it

originally witnessed the worship of the divine devotee, Mahakola. This place is closely connected with the life of Somasimara Nayamar. This saint combined Vedhic Karma with Agamic faith as the means of salvation.

The story goes that when Somasimarar performed a yaga to which he invoked Lord Thyagaraja at Tiruvarur, the Lord responded but came in the guise of a Paanchama with beef on his back, a toddy pot in his hands and the four vedhas as his dogs. Those assembled at the sacrifice frowned at this unholy sight. The Lord punished their pusillanimity, by cursing them to become "Parayas" every Monday.

Whatever be the significance of this episode, the place became still more famous as a place of pilgrimage. The sacrifice is celebrated every year on the Vaikasi Ayilyam day in the form of a festival.

Nannilam

The Siva temple of Madhuvaneswaraswami contains some beehives. There is a story that a devotee brought these to the temple in order that he might anoint God with honey.

Kodarasal

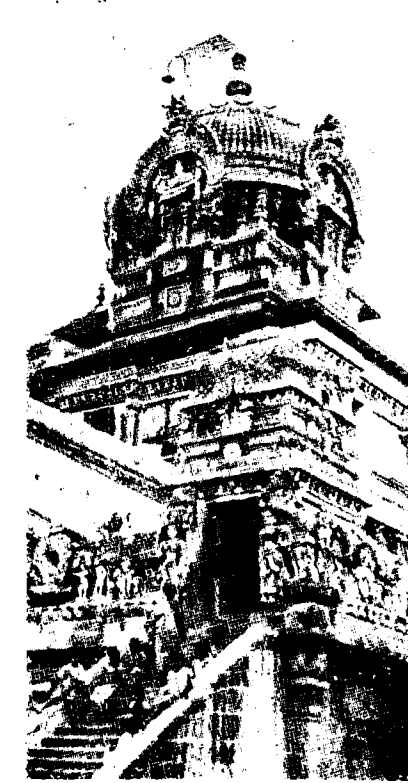
The name signifies the "pot mouth" and the village has a legendary connection with Kumbakonam. In Deepangudi there is a well-known Jain temple, where the festival is attended not only by Jains but also by a large number of Hindus.

Sriranjiam

Eight miles east of Nannilam this place is known for the legend connecting it with Siruthondar. There is a temple for Vathapi Ganapathi. The site of Siruthondar's house is now marked by a Mantapam bearing some sculptures.

Kaveripattinam

At the mouth of the Cauvery was once one of the chief cities of Chola Kingdom. It was also known as Kaverippumpattinam and Puhai in ancient times. It is likely that the encroachments of the sea wash-



Shiyali Temple.

ed away or submerged this ancient town. It is still a sacred bathing place since the Cauvery enters the sea. It is the birth place of Saint Patinathar. Those who take bath here go to Sayavanam for worship.

Tiruchankattangudi, Tirukkannapuram, Tirumarugal Tiruppegalur, Tirupparamburam, Tiruvizhimizalai, are all important places of worship.

Karaikal

It is situated at the mouth of River Arasalar. It is the chief town of what was, for more than 300 years, a French settlement and which recently (1954) became a part of Indian territory. This place was first settled by the French in 1739.

In 1749 the French and Chanda Sahib besieged Tanjore and extorted from the King of Tanjore a concession of an additional 81 villages. The Fort of Karaikal was useful to the French as a depot during the war at Tiruchirappalli between 1751 and 1754. A sea fight occurred off the place at this time when

the French were defeated. The lands in and around Karaikal are very fertile being irrigated by the seven branches of the Cauvery.

The Birth Place of Kamban

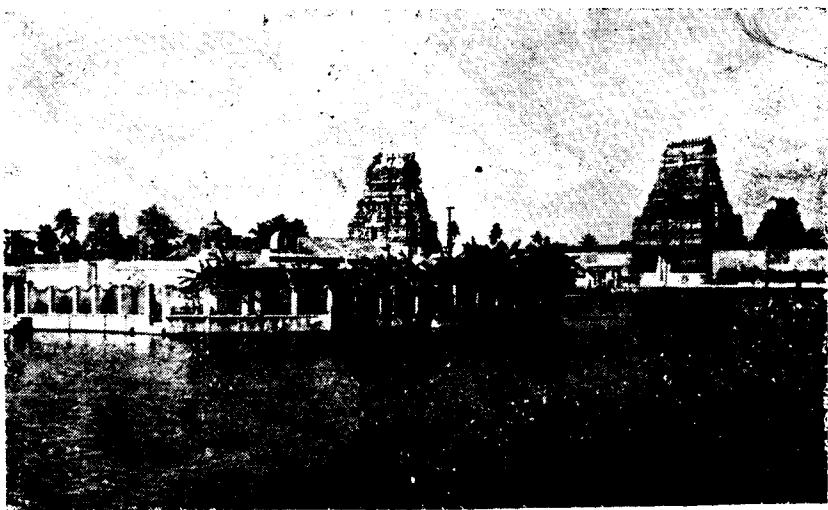
Thiru Azundur is the birth place of the illustrious poet Kamban. Once an important town under the Cholas, it is described vividly in the ancient Sangham classics like Agham, Puram, Natrinai, Kuruntogai and Pathuppattu.

On a close scrutiny of the history of this place it would be clear that this has been a place of poets and saints. One poet called Irumpidar thaliar, as well as another Vishuniyar of the Sangham age lived in this place. There are copious references in the works of poet Kamban as well as in contemporary works to show that this is his birth place. In the temple of Lord Gosaka or Anaravi Appan at the entrance will be seen two stone images representing Kamban and his Devi. In one corner of the village there is a huge mound called "Kamban Medu" which is believed by many as the place where Kamban lived. This place apart from its being the birth place of poet Kamban is rich in historical background and is a place worth visiting.

A Temple for Saturn

Usually Navagrahas, (the nine planets) are found in a group in temples, each facing a different direction. In remote places there are separate shrines dedicated to one or two of the Navagrahas. For instance, Suryanar Temple in Tanjore District is dedicated to Surya, the Sun God. A separate temple is assigned to Saturn at Tirunallaru, near Karaikal, formerly in the French territory, now in the Indian Union. The important festival is "Sani Peyarchi" which occurs when Saturn moves from one zodiac to the other.

Saturn is the most feared of all planets and the people always try to please him when they are running their "Dasa" or "Bukti". This place goes by the name of Naleswaram as King Nala offered his prayers to the Lord here and was



Tiruvarur Temple and Kamalalayam Tank.

released of the curse. There is a small temple dedicated to Nala. This place is one of the seven "Vidanga Sthalam" and there is a lingam made of a precious stone. This goes by the name of Dharbhairayeswar (Dharba meaning sacred Kusa grass).

In and Around Nagapattinam

The only Hindu temple of any antiquity is that of Kayarohaneswarar and Neelayathakshi. It is one of the few places in the Tamil country where Buddhism continued down to a very late period. This is probably due to its having been from ancient times a seaport in direct contact with Ceylon and perhaps also with Burma.

From the accounts of the Chinese pilgrims such as Fahian, Huen Tsuang, we learn that there was a trade route known as the southern sea route between China and India by way of the Condore Isles, Sumatra, Java, the Straits of Malacca, and the coast of Burma. The Kalyani inscriptions of 1476 establish the fact that the ships plying between Burma and Ceylon touched at Nagapattinam.

Nagapattinam continued to be an important place for Buddhists even in the 15th century.

An ancient tower of three storeys called Puduveli Gopuram, which had for long served as a land mark

for seamen and which was pulled down by the French Jesuits in 1867 might have formed part of one of the temples. The city became later one of the earliest settlements of the Portuguese on the east coast and was called by them "the city of Coromandel". An interesting glimpse of Portuguese relations with the court at Tanjore in the 16th century is given by the Venetian merchant Caesar Frederick who visited the place in 1570. The town was captured by the Dutch in 1660 and remained in their hands till 1781.

During the wars between the English and the French, the port was used by both parties. Some interesting relics of the Dutch occupation of the town survive. The Dutch Church near the Railway station contains a curious antique pulpit. The old Dutch cemetery is interesting on account of the antique tombs and massive stone slabs with inscriptions cut in large letters in high relief. They are stated to have been carved in and brought from Holland.

Tiruvarur

It is well known for the Siva temple which is of remarkable beauty and sanctity and possesses the largest temple car in the district. This car was burnt by accident in 1926 but was rebuilt at a cost of Rs. 60,000 subsequently. There is a model of this temple in the Madras Museum.

The gopurams at the west and the east are 101 and 118 feet high respectively. The lofty gateways are impressive. The inner court contains numerous small shrines containing 108 lingams brought from Benares. The presiding deity is Thyagarajan. Goddess Kamalambal is doing penance here and this Sannadhi is one of the important Sakti Pita (Kamakala Pitam).

At the west end of the temple is a fine revetted tank called Kamalalayam covering more than 18 acres in the middle of which is a small shrine on an island dedicated to Naganathaswami.

The legend of Mann Chola's judgment of death on his only son for driving his chariot over a calf is sculptured on the south-east portion of the temple just outside the gate. This is now treated as one of the protected monuments.

Sikkil

Situated on the Nagore-Tanjore Railway line, contains a temple dedicated to Kolavamana Perumal with a smaller Kumaraswamy temple within it.

The temple is said to have been first built by Muzukunda Chakravarthi, King of Ayodhya, several centuries ago. It was next renovated by Kotchengannan, a Chola King who is said to have been responsible for the construction of Kattumalai (platform) temples in Tamil Nad.

The lingam is known as Navaneetheswararar. The legend says that sage Vasista made a Sivalingam from the butter gathered from the milk of Kamadhenu.

Pattukkottai

It seems to have been named after a fort, now in ruins. The fort was garrisoned by the British in 1781 and captured by Haider Ali. There is an important temple dedicated to the village goddess Nadi- amman. A large Roman Catholic festival takes place at Virakurichi, a village four miles off.

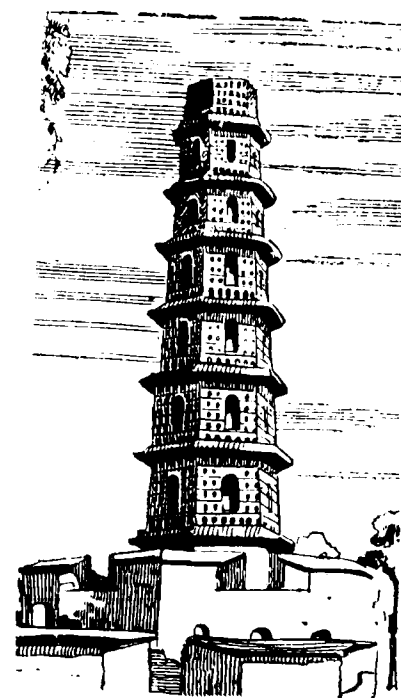
Saluvannayakkan Pattinam

It is also known as Tulukkanvayal and Sarabendra Rajanpattinam. It

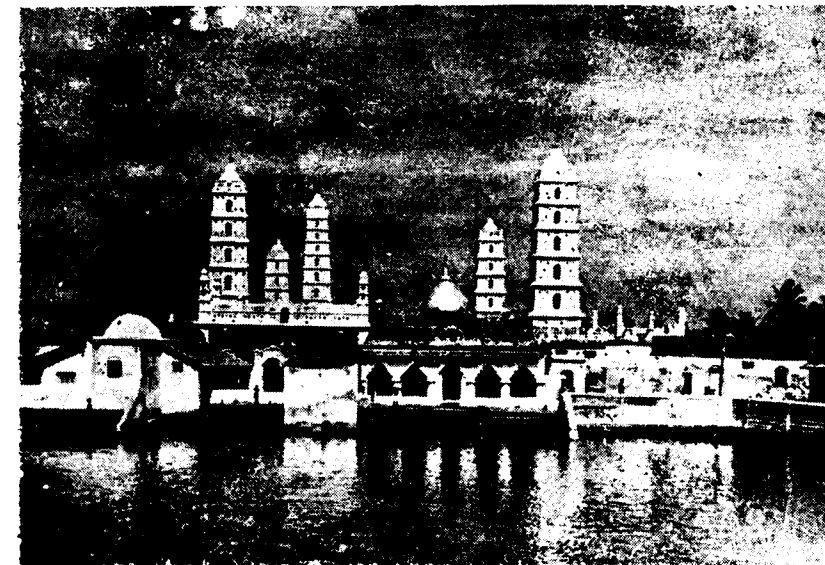
is remarkable only as containin ag memorial tower (Manora) which was built by Raja Sarabhoji in 1814 to commemorate the downfall of Napoleon. The tower is eleven storeys high and is built of stone. It was used as a lighthouse for some time and also as an observatory.

Manora is an unusual and unfamiliar monument. Its imposing tower can be viewed from three miles away. The monument has withstood the ravages of many a cyclone. The masonry work is of a high order. In some of the walls our faces are reflected due to the beautiful polish in lime and mortar.

The builder of Manora, Raja Serfoji (1798-1832) evinced keen interest in architecture and scientific discoveries. He had a museum containing an air pump electric machine, and astronomical instruments etc. He owned and used a pleasure yacht. He kept here a collection of books on ship building. But sentiment alone was not the reason for his siting a monument at this place. The anchorage is safe as the sea intrudes into the mainland at this point. It is locally called Pillaiar's Bay. Shallow draft sea-going crafts are still constructed in



Manora Tower.



The Darga, Nagore.

Muthupet within an hour's trip by boat.

Muthupet

Is also known for its bird sanctuary, the Mecca of sea water birds of the Penguin species. From mid-October to mid-February, these birds flock in their thousands to the five-mile stretch of salt-swamps and backwaters between the sea and the river.

Vedaranyam

This place (Forest of the Vedas) is considered very sacred, second in sanctity only to Rameswaram. A bath in the sea here on the new-moon days of Thai and Adi is considered to be holy. The village is famous as the birth place of Paranjyothi Muniver, the author of Tiruvilayadal Parayanam. This place is also historically important since it was selected for the Salt Satyagraha 1930-32.

Adjacent to Vedaranyam salt pans there is a temple in Agastyampalli dedicated to sage Agastya.

Point Calimere

Is the northern point of Palk's Bay. It is a low promontory, only 40 miles from Point Pedro in Ceylon.

It is a health resort. There is a lighthouse here.

Mannargudi

Of the temples here, the Jayankondanatha and Rajadhi Rajeswara shrines were founded by Rajadiraja and the Rajagopala Perumal shrine was founded by Kulothungan I. This place is also important as a Jain centre having a population of 80 Jains and temple of Sri Mallinatha, a thirthangara.

Arantangi

Besides a temple dedicated to Rajeswara Choleswara there is a ruined fort supposed to have been built by the Thondaman cheiftains of Arantangi.

Avadayarkoil

This place is famous for its temple which is associated with the Tamil Saint Manickavachagar, the author of Tiruvachakam. The inscriptions refer to the place as Tiruperanthurai.

There are no images to the principal deities Siva and Parvathi but the worship is done to their pedestals. This form of worship is stated to be in accordance with the saints preaching of absolute monism. Only Tiruchinnam and conch are

permitted inside the innermost prakaram of the temple but Nagaswaram is being played in other prakarams of the temple.

Nagoor and Velanganni

Nagoor, a big Muslim centre of Tanjore district, attracts tens of thousands of pilgrims not only from this state but from far off places in Arabia, Ceylon, Burma etc. during the annual Kandoori festival.

This place is famous for the Darga or tomb of the Mohammedan saint Meeran Sahib. This saint is reputed to have lived for 400 years. The mosque is famous for its architectural beauty. It was built in the 16th century. The peculiar aspect of the place is that not only Muslims but also Hindus and people of other communities visit and worship the saint every Thursday.

The anniversary of this saint is celebrated every year for 14 days commencing from the first day of the Islam month of "Jamaululaki." A large procession is taken out with flags and the chief minarets of the mosque placed on a decorated car are taken from Nagappattinam to Nagoor. As the procession reaches the mosque, the watchman looks out from the minaret for the crescent moon and shouts to unfurl the flags on all the towers. The commencement of the festival begins immediately. The most attractive and beautiful decoration will be that of the "Chandaukundu".

On the ninth day of the festival the trustees of the Darga nominate a person as "Peer" in their community every year. On that night the "Peer" sits in devotion and undertakes a 72-hour fast. At its conclusion he hurries to the seashore to break his fast with a pot of porridge.

Velanganni

The shrine at Velanganni called "Our Lady of Health" is dedicated to the Virgin Mary. It is said that in the whole of Asia, it was only at Velanganni that the Madonna appeared to certain people about three centuries ago. A church was built here according to the command of the Madonna and she was called

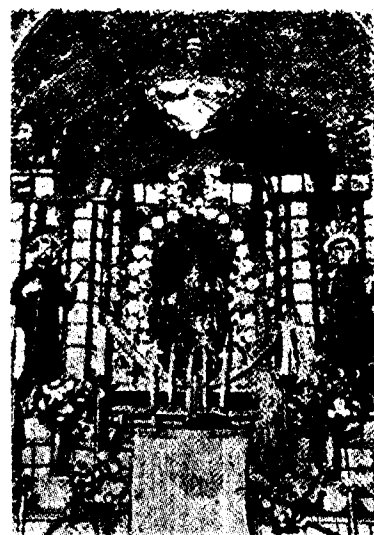
"Our Lady of Health" as she had cured the weak and the halt.

It is also said that in the 17th century a Portuguese ship sailing from China to Ceylon was caught in a heavy storm in the Bay of Bengal. The sailors took a vow that they would build a church for the Virgin Mary if their vessel was saved. The ship anchored safely at Velanganni on the 8th day of September which day is celebrated as the birthday of the Madonna.

In a small Museum at Velanganni, one can see a collection of offerings of silver, gold and precious stones made by devotees of the church for favours granted by the Madonna.

Another point of interest is that Indian Catholics residing in Burma, Malaya, Ceylon, South Africa used to send their offerings to Velanganni encased in bamboo shells, addressed to the Parish priest by throwing them into the open sea. The offerings reached the shore of Velanganni safely and were conveyed to the church by the loyal and devoted fishermen. Such bamboo shells are also on exhibition at the Museum.

Every year Roman Catholics celebrate a festival at Velanganni from 29th August to 9th September in honour of "Our Lady of Health". Quite a concourse of pilgrims of all sects and denominations from all over India attend this festival. The flag of the Virgin Mary is hoisted on



The Lady of Health.
(Velanganni)

the first day of the festival. When it is hauled down on the 8th of September devotees rush to kiss the flag after which it is placed on the altar.

In the church itself quite a number of Masses are held each day of the festival by priests. A miniature statue of the Virgin Mary with a crown of gold and holding the Infant Jesus in Her arms stands on the Altar in resplendent glory.

Each day the festival is conducted by a different community in turn, Ahambadiars, Nadars, Maravars etc. who subscribe to the Roman Catholic Faith.

Velanganni is associated with many miracles and favours granted to the faithful. Thousands of letters from people who have been cured of serious diseases are on record here. The late Dr. Swamikannu Pillai, the first elected President of the Madras Legislature Council in 1925 has also testified how his wife who had an attack of cholera on the night of July 21, 1901 (on making a vow to the Madonna) was miraculously cured.

A transport service in the area was started by Sri Rama Vilas Service (Private) Ltd., in the year 1941. The Executive Director of the Company, Mr. S. Arogyaswami, is an ardent devotee of "Our Lady of Health". He himself was christened in the Church of "Arogya-matha". From the year 1941, he has been camping every year at the time of the festival at Velanganni to see that S.R.V.S. caters to the needs of the travelling pilgrims. He has a nice little bungalow off the sea-shore and S.R.V.S. operates during the festival from a specially-erected shed just at the back of the church, well-equipped with amenities for the pilgrims.

Burmah-Shell erected a special Pump in their bus stand to fuel these buses. To prevent ticketless travel in their buses, S.R.V.S. introduced a novel system of awarding five prizes of Rs. 100 each to the passengers. A poor labourer from Tiruturai-pundi area who was lucky to win a prize gave Rs. 50 for the feeding of the poor. This only serves to illustrate the great faith the devotees repose in "Arogya-matha" which means "Our Lady of Health".

STEP CHILDREN OF PROSPERITY

Petrol Dealers 'Twixt Sliding Commissions & Rising Costs

Inaugurating the Third Madras Divisional Petroleum Merchants Conference at Hotel Dasaprakash, Madras, on the 10th December 19 1, Home Minister M. Bhaktavatsalam said that motorists, pedestrians, and all road users should be taught the fundamentals of ROAD SAFETY so that accidents could be minimised. In this context, the Minister complimented the City Petrol Dealers on their initiative in educating city road users, and he hoped that their SAFE DRIVE CAMPAIGN would yield good returns. The Minister also inaugurated the SAFE DRIVE DAY organised by the City Petrol Dealers Association by pasting a DRIVE SAFE SLOGAN onto the replica of an automobile windshield. The Minister presented a maternity unit donated by the City Petrol Dealers to the Superintendent, Maternity and Child Welfare Unit, Corporation of Madras, who received it on behalf of the Madras Corporation.

The Minister promised to convey the representations of the petrol dealers to the concerned authorities, especially matters connected with the needless and wasteful submission of sales tax returns. The Minister said that the public was vitally interested in the marketing of petroleum products, and that since oil products, were essential for road transport, and for domestic purposes in rural and urban areas, the prices of these products should be statutorily fixed to prevent abnormal rise.

The Minister said that the rapid increase in traffic on city roads

necessitated their widening by at least 20 feet, and that widening measures would entail sacrifices from those citizens whose properties may be acquired for this purpose. The Minister described oil exploration activities in the country, especially in the Cauvery Delta, and said that petroleum dealers could, with profit turn their atten-

tion to promoting the marketing and distribution of indigenous oil products.

He said that the plight of dealers was apt to be forgotten, by the public while the controversies between the Government and the oil companies made headline news all over the country.

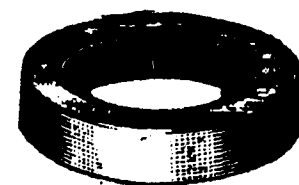
He added, "It will be interesting to note that years back, when the price of petrol was only a rupee including taxes, when the overhead charges were nearly 75% less than what they are now, when the Companies were not charging any rents, licence fees or facility rentals, which they are now charging on an exorbitant scale, and when they were not charging the dealer with electric charges etc., a dealer was enjoying a commission of 2 annas per gallon which works to about 12%. It looks paradoxical, when most of these heads are now charged to Dealer's account, the commission should only be 19 np. and 8 np. which is 6 & 3% as already stated. We are grateful that the Oil Distributing Companies do not dispute this. They have indeed made recommendations to the Government for an increase in the Dealer's commission on HSD. When the President of the A. I. P. T. A. approached the Government, he was told that it is a matter between the Oil Companies & their good dealers. Thus the dealers are being tossed from pillar to post. In this retail selling organisation, where thousands and thousands of citizens of the Republic of India are employed, this association feels it is the duty

SONG OF A PETROL DEALER

Blow the trumpets, beat the drum,
Independence Day will come,
Petrol Dealers, assert your rights,
Defend your hearths and pump sites,
Must the meagre commission rate
Be your everlasting fate?
Elections general are drawing near,
Would-be M.P.s. need every cheer.
Petrol Dealers end this folly,
Man your pumps, and by golly
Give yourselves a regal treat
Press NOW for your pound of meat.

tion to promoting the marketing and distribution of indigenous oil products.

Mr. T. S. Krishnamurthy, President, Madras Divisional Petroleum Merchants Association complained of the hard lot of petrol dealers who were forced to eke out a pre-



Specialists in all kinds of OIL SEALS for
Dodge, Chevrolet, Tata-Mercedes-Benz, Leyland, Ford, Studebaker,
Jeeps & Cars and Side Lamps for Tata Mercedes and
Hub Cups for Fiat, Landmaster, Morris etc

Manufactured by: **REAL MANUFACTURING CO.**
Grains: "REALSEAL" Motia Khan, Lakar Mandi, New Delhi-1

of the Government of India to call for a tripartite conference for getting at an amicable solution for this long drawn struggle."

The Oil Companies, by their indiscriminate installation of additional Petrol and High Speed Diesel pumps costing thousands and thousands of rupees, each company in its race with the others for getting for itself the additional sale that comes in, are denying the poor dealer even the little benefit which he may get as his share from the total increase in general consumption as the trade develops.

While the abovementioned facts regarding recognition and commission may kindly be noted by, the Honourable Minister, Mr. Krishnamurthy suggested that the propriety of planning the installation of new pumps according to the needs of the locality and several other considerations as is done in some of the Western Countries may

be worth considering by the authorities.

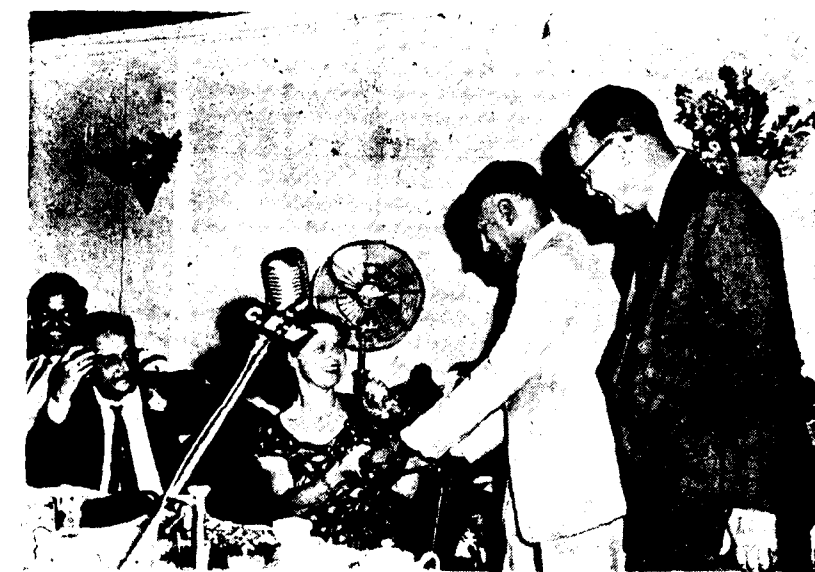
Mr. R. S. Vatcha, President of the All India Petrol Traders Association in his speech dealt on what they regarded to be the two most vital problems with which they were faced at the present time. The failure of the Government and the oil companies alike to increase the dealers' commission to an "economic level" on the sale of HIGH SPEED DIESEL OIL, and secondly, the failure of the companies to accord recognition to the A. I. P. T. A.

Refuting the allegations made in the Union Parliament and in the State Legislatures that middle men as a class were socially irresponsible and all too prone to take undue advantage of the supply position, Mr. T. S. Santhanam, Managing Director of Sundram Motors, said that petrol dealers had performed valuable service to the nation, and that the Government should pay more attention to the distributive trade than to the manufacturers of oil products. Mr. Santhanam

stressed the need to restrict indiscriminate erection of new pumps which affected the economic operation of existing ones, and resulted in the concentration of pumps in already well served areas. Mr. Santhanam pleaded that the government and the oil companies should take concerted measures to ensure a reasonable living for petrol dealers from the sale of petroleum products.

Mr. J. V. Rammohan Rao, General Secretary of the city association was the recipient of a radiogram as a token of appreciation of his indefatigable service to the Association, by the members. Mr. A. R. Damodaran, Vice President, M. D. P. M. A., proposed a vote of thanks.

The Conference was well attended, and delegates from the states of Mysore, Tamilnad, West Bengal, Punjab, Andhra and other representatives of the All India Petrol Traders Association took an active part in the deliberations of the Conference.



Mr. Santhanam handing a memento to Mrs. Luckham.

FAREWELL TO Mr. JOHN LUCKHAM

Madras Tyre Dealers' Party

A Committee of Hosts consisting of prominent tyre dealers and representatives of the automobile industry in Madras, threw a tea party at Hotel Ashoka recently to bid farewell to Mr. J. Luckham, the Managing Director of the Dunlop Rubber Company (India) Ltd., and Mrs. Luckham, on the eve of their departure for England after nearly thirty years of service for Dunlops in India. Mr. T. S. Santhanam, the Managing Director of Madras Auto Service (P) Ltd., presided over the function. The committee of hosts included the representatives of the following auto firms:—

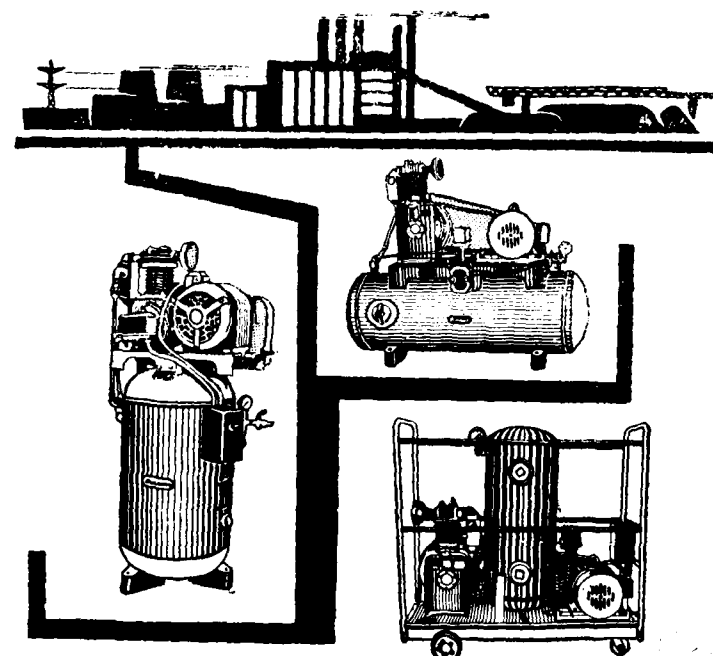
1. The Auto Accessories and Spares.
2. The Auto Parts Trading Co.
3. Bajaj Brothers.
4. Bawa Motors.
5. Bhawarimal Chordia.
6. The City Auto Stores.
7. The General Automobiles.
8. The Globe Traders.
9. C. Hoosain Sahib & Co. (Private) Ltd.
10. M/s. Khivraj Motors.
11. Kohinoor Agencies.
12. Mani's Modern Mart.
13. Modern Automobiles.
14. The Motor and Allied Agencies.

15. Radhakrishna Automobiles.
16. Reliable Motor Stores.
17. Reliance Trading Co.
18. A. G. Sakunthala Naidu.
19. Satpal Brothers.
20. Sireemul Hirachand.
21. Singson & Co., (India).
22. Tulsidoss & Co.

Mr. Natarajan of the Auto Parts Trading Company, Madras, welcoming the distinguished guests at the function, said that even though Mr. Luckham held the high post of Managing Director of Dunlops—the oldest tyre company in India—he was in fact, the friend, philosopher and guide of tyre dealers all over the country. Mr. Luckham's departure for England after thirty years of service in India was a great loss to the trade in Madras. Mr. Natarajan expressed the hope that his successor would continue to help tyre dealers in the Luckham tradition. Mr. Natarajan told how Mr. Luckham's adept handling of the difficult situation created by the acute shortage of tyres recently, had benefited tyre dealers, who were not allowed to forget the yeoman service they had rendered to the Dunlop Company during the years of plenty. It was in no small measure due to Mr. Luckham that dealers were enabled to tide over the crisis and

keep their customers happy and contented. In addition, Mr. Luckham, as the top-ranking spokesman for the tyre industry, had used his good offices to dissuade the Union Minister for Industries and Commerce from importing second rate tyres through the State Trading Corporation, and had even gone to the extent of offering to market these "seconds" through existing trade outlets.

Referring to Mr. Santhanam, who



Regional distributorship for some areas open.

Enquiries solicited.

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All Purpose Compressor Units for:

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- PLUG CLEANING ★ PRESSURE GREASING
- TYRE INFLATING ★ JACK LIFTING
- VALVE GRINDING ★ PRESSURE WASHING
- BRAZING ★ POWDER DUSTING
- PNEUMATIC TOOLS WORKING ETC.

PARKEEN Compressors are available as self-contained, fully automatic or manually regulated for drive by electric motor or engine

1. Prompt service after sales
2. All Spares always available
3. Automatic yet simple in construction

PARKEEN BROTHERS

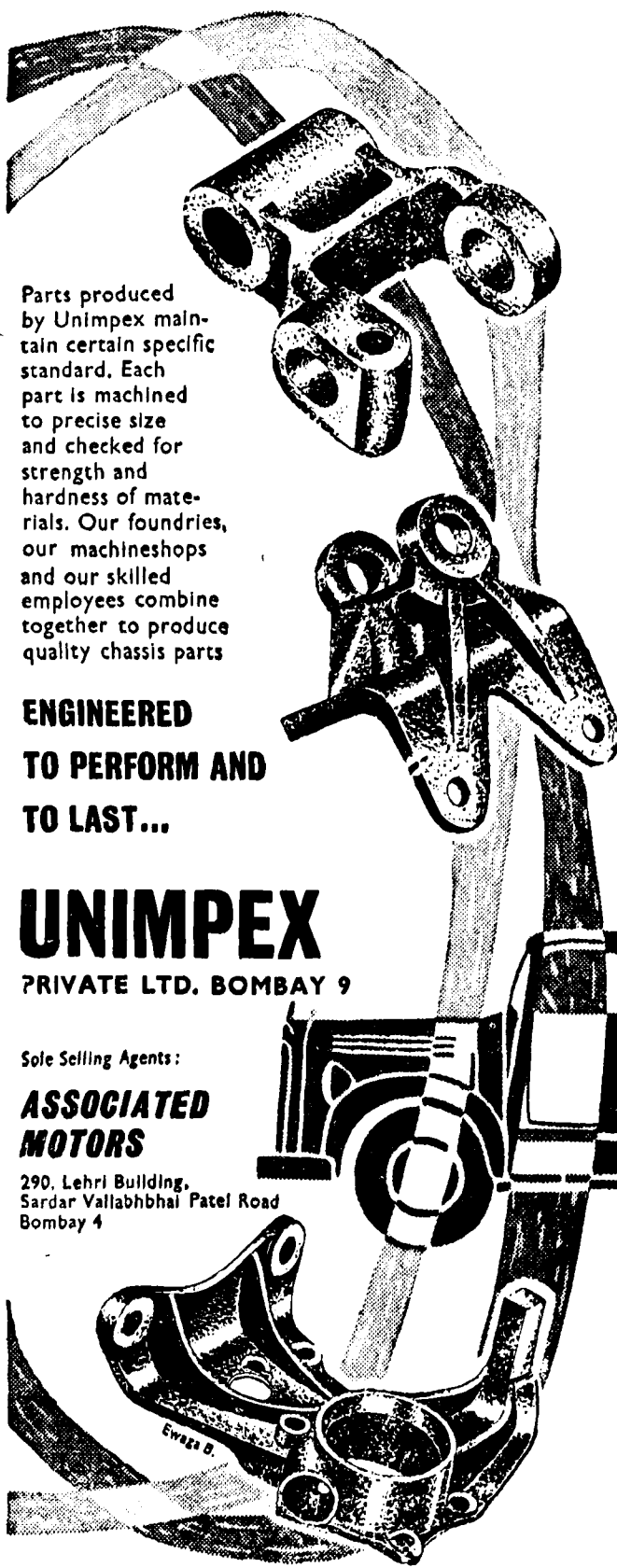
Industry House, Bake House Lane,
Off Forbes Street, Fort, BOMBAY-I
Phone: 254862

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Girgaum BOMBAY 4



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INDIAN AGENCIES, F. B. 2742, MADRAS-2.



Mr. and Mrs. Luckham, 3rd and 4th from left, with city tyre dealers. Also in the picture are Messrs. T. K. Doraiswami and Kalappa of Dunlops, Madras.



Mr. T. S. Santhanam, who presided over the function, wishes Mr. and Mrs. Luckham bon voyage.



A view of the main table at the party for the Luckhams.

presided over the function, Mr. Natarajan mentioned his unique position in the automobile industry in India, as well as in the realm of high finance. Even foreigners had been vastly impressed with Mr. Santhanam's acumen in the automobile field. Mr. Natarajan stressed that despite his tremendous success in his chosen field, Mr. Santhanam still retained his modest and unassuming ways, and was ever ready to help those who sought his aid—a fitting example for the younger generation to emulate.

Mr. Natarajan then referred to the establishment of Tyre Syndicates in different centres in this State, and spoke of the unstinted help and advice which had been given by Dunlop's dynamic District Manager, Mr. T. K. Doraiswami, to tide over the recent crisis in the tyre trade. In conclusion, Mr. Natarajan complimented Dunlops in their having such able executives like Messrs. Peppercorn, Stack and Luckham at the helm of affairs of distribution of tyres to customers, to ensure the equitable the Company.

Mr. T. K. Doraiswami District Manager, Dunlops, Madras, referred to the spontaneous welcome given by the dealers to Mr. Luckham which reflected the esteem in which he was regarded by dealers and operators in this part of India.

Commenting on the supply and demand position of tyres, particularly in recent years, Mr. Doraiswami said that though there had all along been tyre company managers all these years, due to the acute shortage of tyres recently, these managers now merely exercised the functions of rationing officers. It was a very trying period for the tyre industry and trade, and all credit should go to those who had formed syndicates for the fair and equitable distribution of tyres. He was glad that this scheme had worked very successfully and perhaps there may be no need for the syndicates soon when supplies became adequate.

Mr. T. S. Santhanam speaking next said that Mr. Luckham was no stranger to Madras where perhaps he had his training in the early days of his association with Dunlops.



Mr. Luckham replying to the felicitations.

Also, Madras had the proud privilege of training many a Managing Director of Dunlops.

Referring to the tyre supply situation in the mid-thirties, Mr. Santhanam said that those were the days when truck tyres were sold at Rs. 80 each and dealers, who got a commission of 2½ per cent, had to go out and look orders for the sale of tyres. Times had changed and the demand for tyres had grown by leaps and bounds. To meet the situation, Dunlops were the first in India to start manufacturing tyres and they now had a second plant in the vicinity of the city at Ambattur. He had no doubt, that with their further expansion programme on hand, they would meet the demand to a very considerable extent.

Mr. Santhanam wished Mr. and Mrs. Luckham bon voyage and congratulated Mr. Luckham on his higher appointment in the Dunlop organisation at London.

Replying to the felicitations, Luckham thanked the organisers of the function for the kind thought that prompted them to arrange the reception and thanked the speakers for the very kind words said about him and his work in India for the last 27 years or so. He was indeed fortunate in having had always with him a band of sincere, efficient and honest workers who made his work easy and smooth. He complemented the dealers in tyres on the excellent manner in which they had

met a serious situation and challenge in the matter of tyre distribution by organising the syndicates.

He saw a great future for the industry and had no doubt that the dealers would play their part fairly and squarely.

A memento was presented to Mrs. Luckham on the occasion.

SITUATION REQUIRED

Licentiate in Automobile Engineering from Madras Government, passed Madras Intermediate, London City and Guilds Examinations, specialist in Machine Design, Drawing, Metal and Aluminium Body Building, with thorough knowledge of lubrication and garage equipment, 35 years old, fluent in Hindi, Bengali, English, Telugu and Tamil, seeks responsible position in any automobile concern—also willing to join as technical partner.

Over twelve years' technical experience in automobile line, as Works Manager for Tata Mercedes Benz Service Centre, Service Engineer for Bihar, W. Bengal and Orissa for Tecalemit (India), Foreman in Austin Distributors, Calcutta and Supervisor of Military Transport Depot.

Contact : R. V. RAJAN,
c/o MOTOR INDIA,
MADRAS-6.

PRESTOLITE OF INDIA LIMITED to Manufacture Auto Electrical Parts at Delhi

The Electric Autolite Company has announced the formation of a new Company in India, to be known as Prestolite of India Ltd. to produce a wide range of automotive electrical parts, components and subassemblies for India's expanding automobile manufacturing and servicing needs, according to J. J. Bohmrich, Vice President of their International Operations Division.

The new company formed with Indar Singh, Managing Director of the Tropical Commercial Company, Ltd. of New Delhi, will establish manufacturing headquarters in new facilities to be constructed in the Delhi area. Production of Prestolite automotive parts is scheduled to begin in 1962.

Some of the products to be produced by the new firm are coils, condensers, regulators, contact sets, solenoid switches, governors, com-

pression mouldings, distributor caps and rotors.

MASSEY - FERGUSON PRESIDENT VISITS INDIA

Mr. A. A. Thornbrough, President of the world-wide Massey-Ferguson Organisation, accompanied by his wife and Mr. J. W. Beith, Director, Special Operations, Massey-Ferguson Ltd. arrived in Madras from London recently on a visit to Tractors and Farm Equipment Limited of which he and Mr. Beith are Directors.

Massey-Ferguson tractors are now manufactured in India by Tractors and Farm Equipment Limited, which has been formed jointly by the Massey-Ferguson Organisation and the well-known Madras Engineering firm, Simpson & Co. Ltd.

Mr. and Mrs. Thornbrough and

Mr. Beith were welcomed at Meenambakkam Airport by Mr. S. Anantharamakrishnan, Chairman of the Board of Directors of Amalgamations (Private) Ltd. and of Tractors and Farm Equipment Limited, and other senior executives of TAFE.

During their five-day stay in India Mr. Thornbrough and Mr. Beith visited TAFE's Massey-Ferguson tractor production facilities at Sembiam, Madras, and participated in important discussions relating to the critical role assigned to Tractors and Farm Equipment Limited for the production of Farm machinery during and beyond the Third Five Year Plan.

16,000 Ferguson System tractors are at work on Indian Farms, where their usefulness and popularity has been firmly established since the first consignments reached India in 1949.

AT THE IMPERIAL TYRE RETREADING WORKS, DELHI



Mr. FANNEN, President of M/s. "LOOT", U.S.A., inspecting the tyre retreading ring with A. S. DAWAR, Managing Partner.



Mr. FANNEN photographing the modern plant with Mr. Dawar and Mr. Noel Reilly, Technical Service Manager of the Madras Rubber Factory Limited.

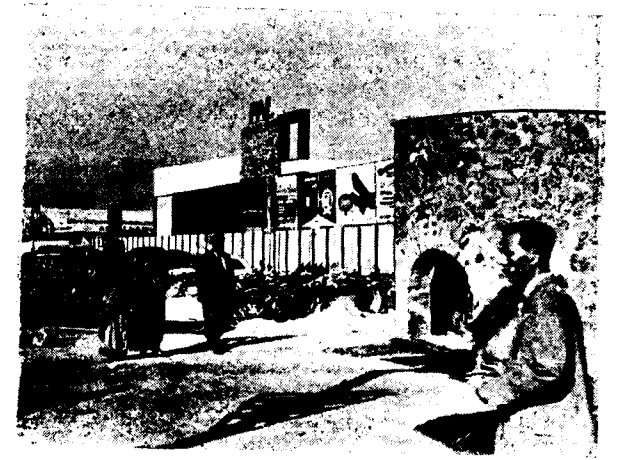
M. M. P. D. A. Mr. T. S. K. re-elected President



Mr. T. S. Krishnamurthi of Motor and General Trading Co who has been re-elected President of the Madras Motor Parts Dealers' Association for the third year in succession.

MOTORINDIA

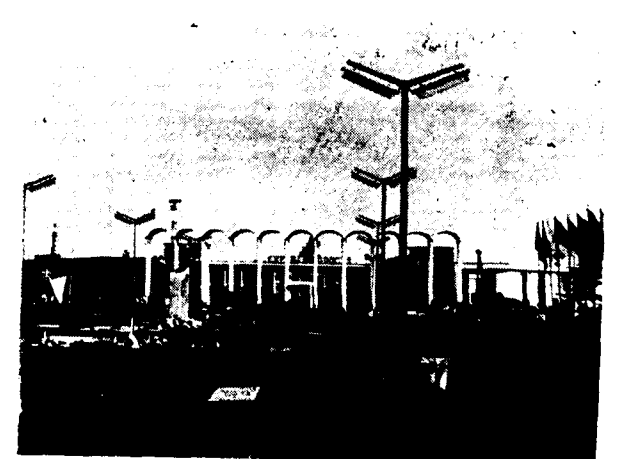
A Pictorial Review of the Indian Industries Fair, New Delhi



The Premier Automobiles Pavilion attracted people even as they entered the No. 2 Gate.



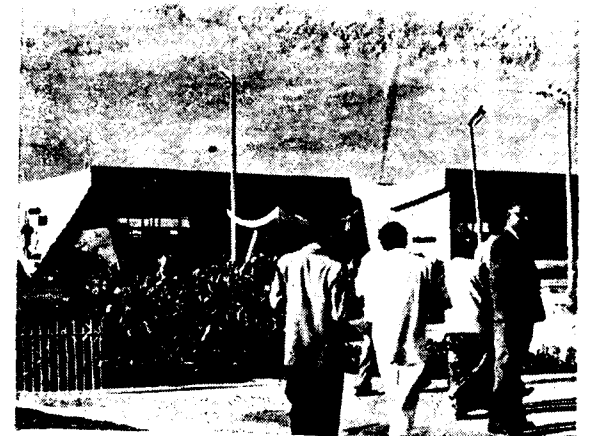
Rebuilding machines were exhibited in a section.



Export products were displayed in a huge pavilion seen in the background.

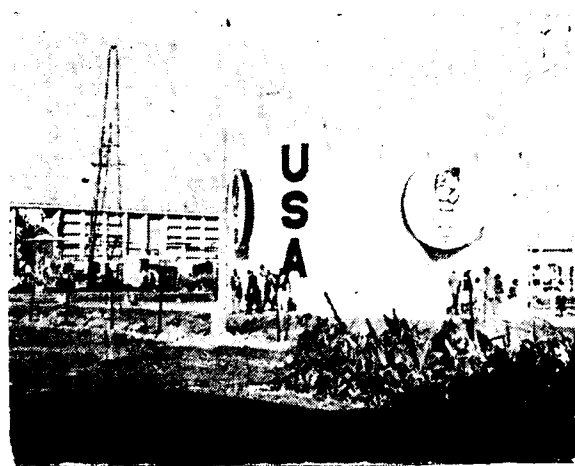


The Lucas-TV8 collaboration was duly announced in the display at the Lucas stall in the U.K. Pavilion.



The pavilions at the fair are massive permanent structures, specially designed by architects of international repute.

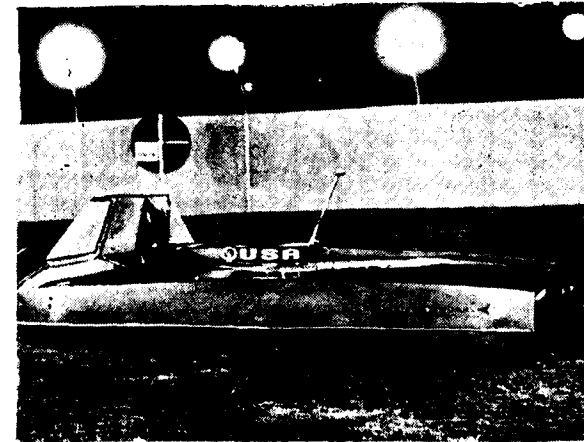
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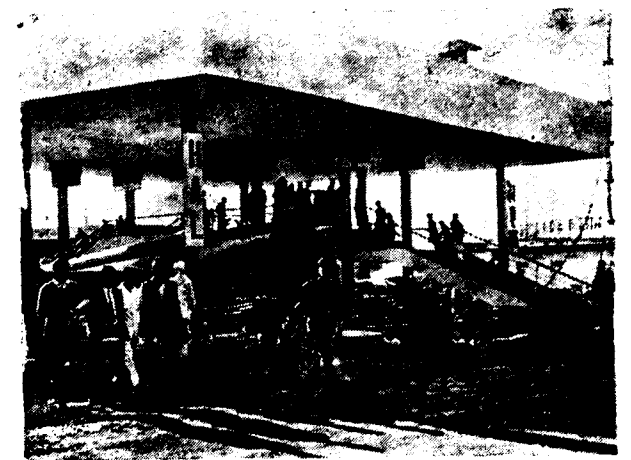
An exterior view of the American pavilion.



The interior of the U. S. pavilion seen at night.



A novel exhibit at the huge U.S.A. pavilion was this air car that has no wheels.



The Bangalore H.A.L. display was one of the most appreciated of all exhibits.



A view of the defence pavilion through a railway overbridge.



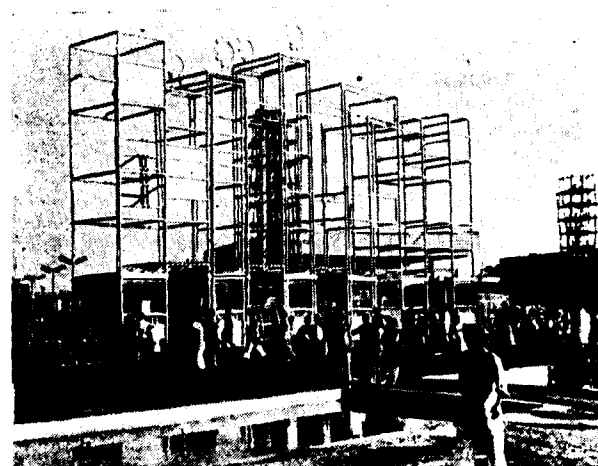
This stall gives a fairyland appearance inside the U. S. pavilion.



A modern tyre retreading plant at the U K. pavilion turns out retread tyres in just some minutes.



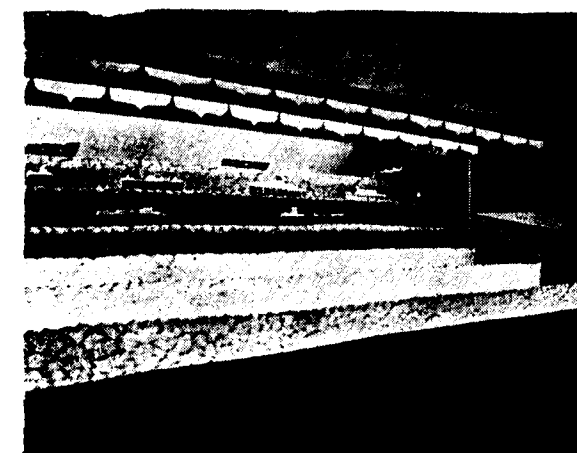
The peacock boat is said to be part of the Rs. one-lakh pavilion of the Tea Board.



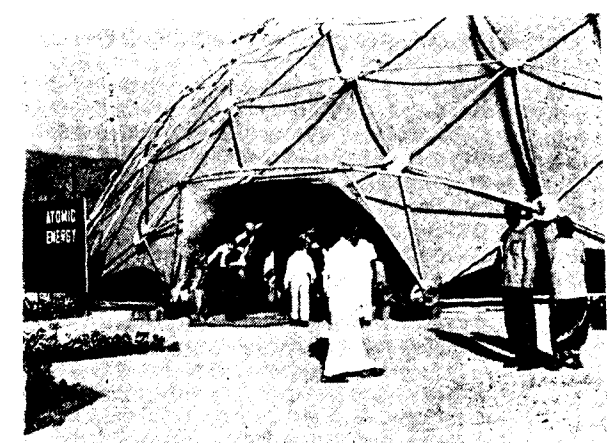
A typical German pavilion is seen on the left.



The exhibition was a miniature city of lights.



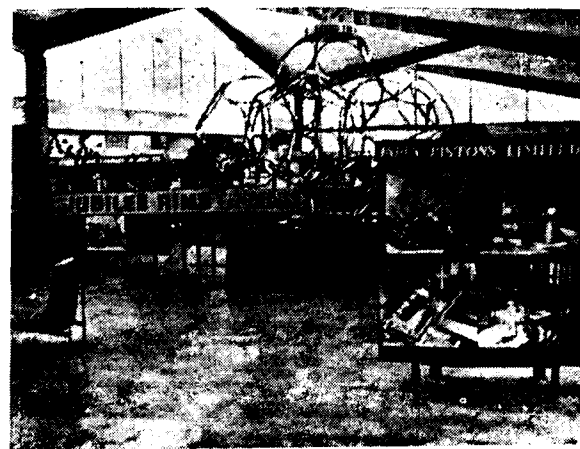
Ships moving constantly in 3 rows in a panel with a sea background reminded visitors of the traditional link in shipping between India & Britain



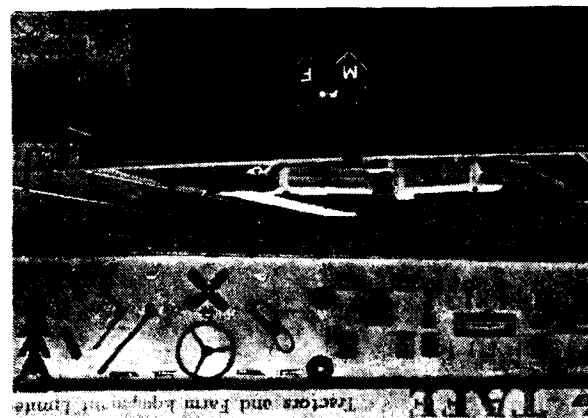
Among the pavilions that attracted huge crowds is this one of the Atomic Energy Dept. of India.



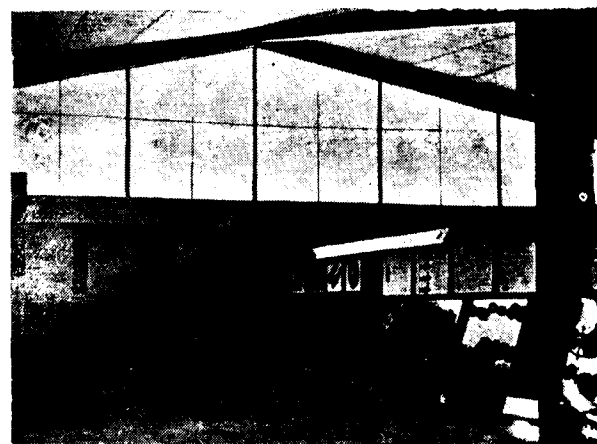
A Massey-Ferguson tractor in the Amalgamations pavilion.



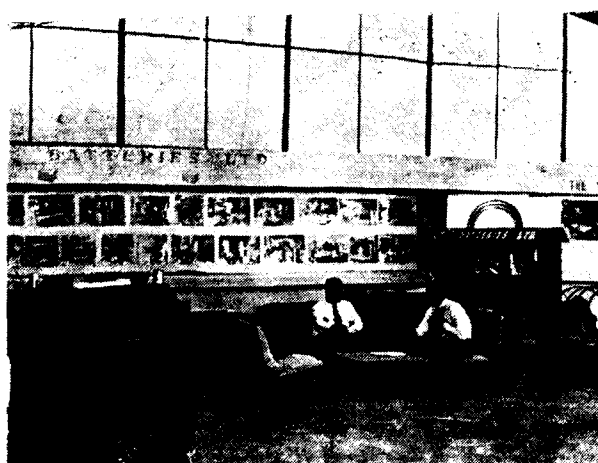
The elephant was not there but still the circus idea must have been at the mind of the architect who balanced the rims to attractive shape in the Wheel & Rim Co Stall.



Tafe products are arranged neatly in a section of the Amalgamations pavilion.



Addisons arranged an array of products & tools manufactured by them in the Amalgamations pavilion.



A visitor is seen discussing details of Amco Battery specialities.



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Eye brand Axles are the answer*

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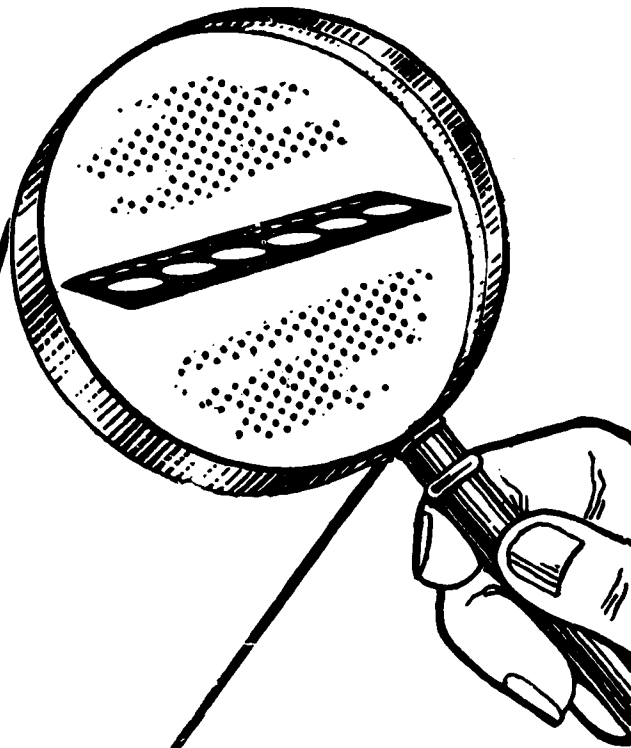
AUTO ENGINEERING & FOUNDRY WORKS

PHONE
23
GRAMS
MOTORAXLES

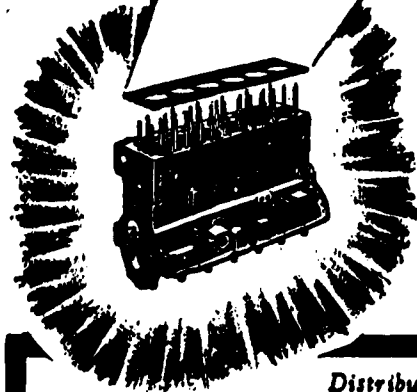
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