

MOTOR INDIA

VOLUME 6

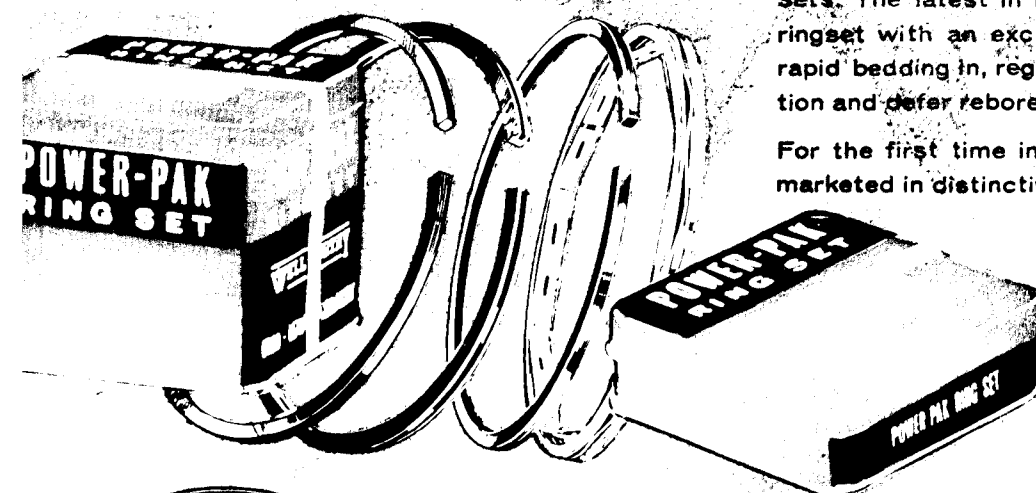
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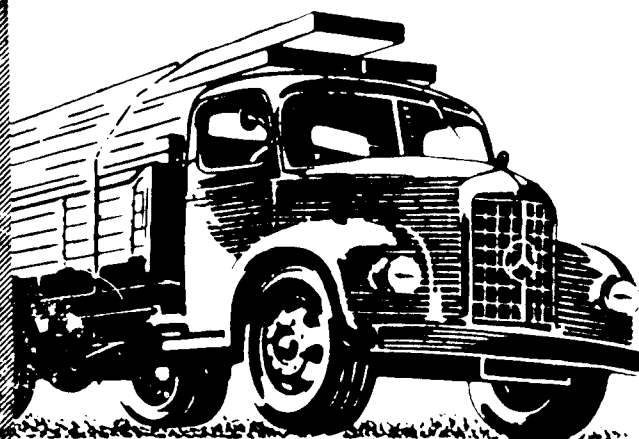
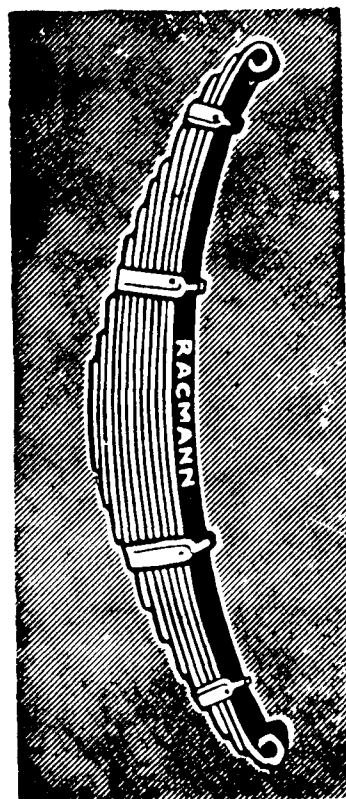




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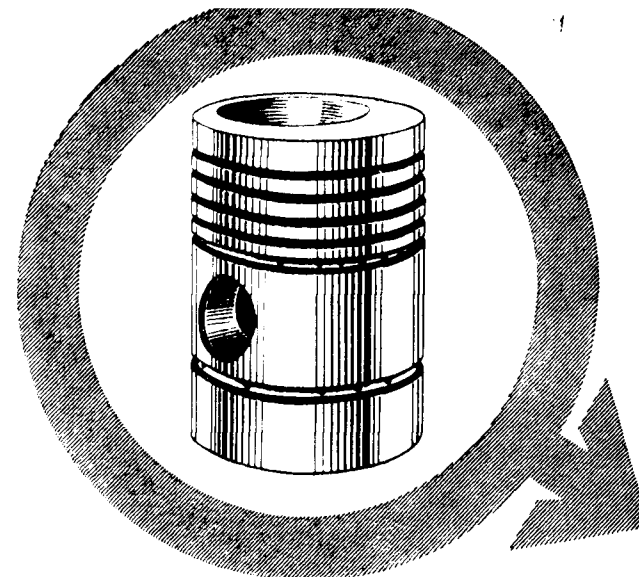


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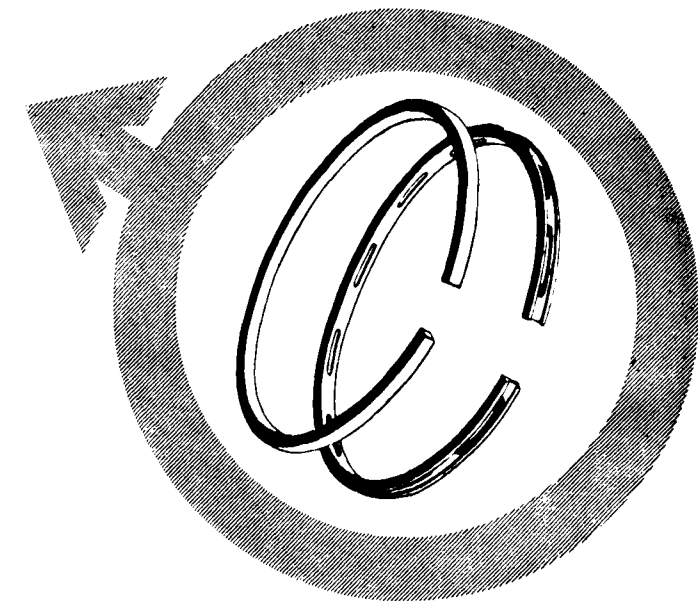
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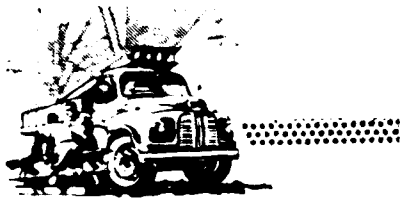
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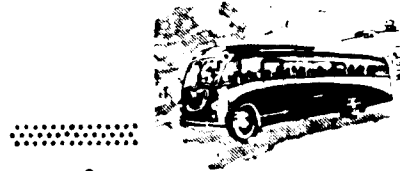
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MOTORINDIA

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APRIL, 1962

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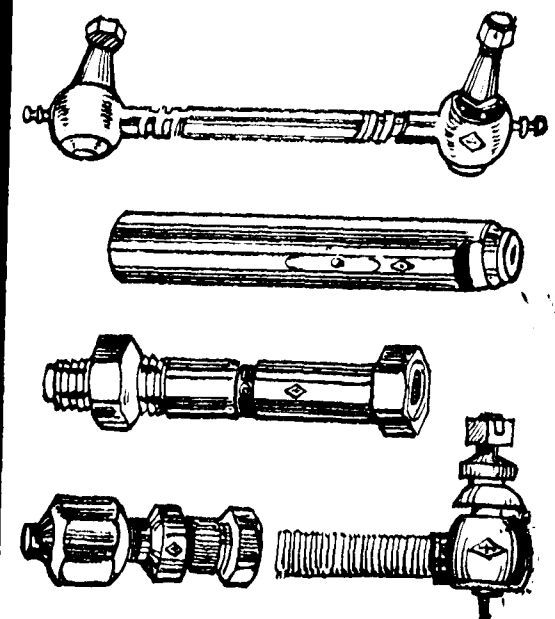
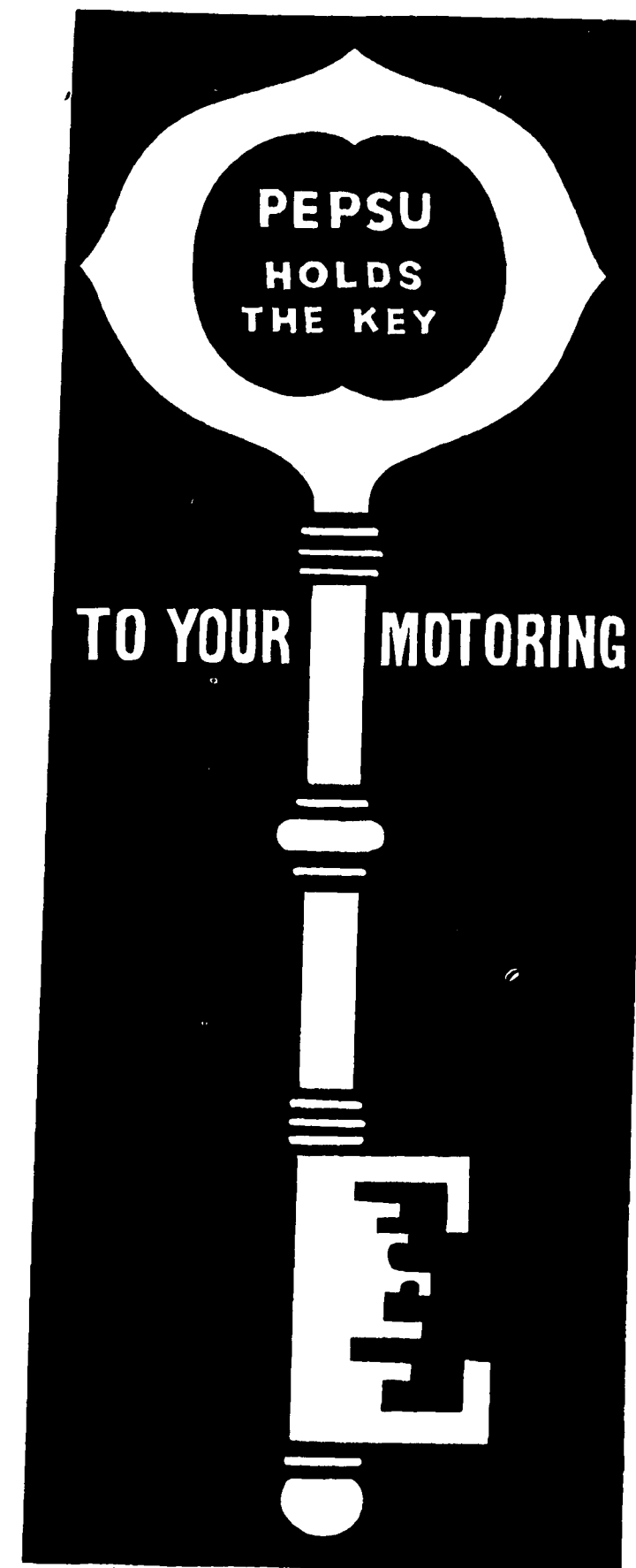
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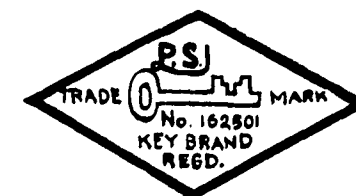
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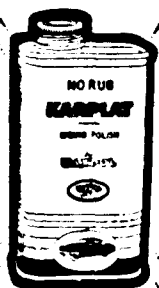
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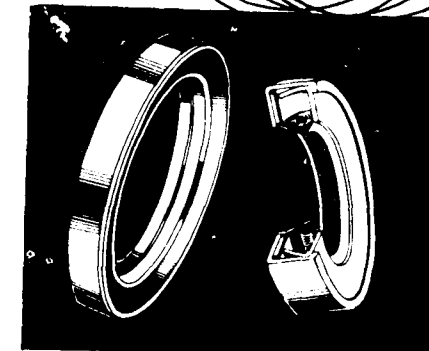
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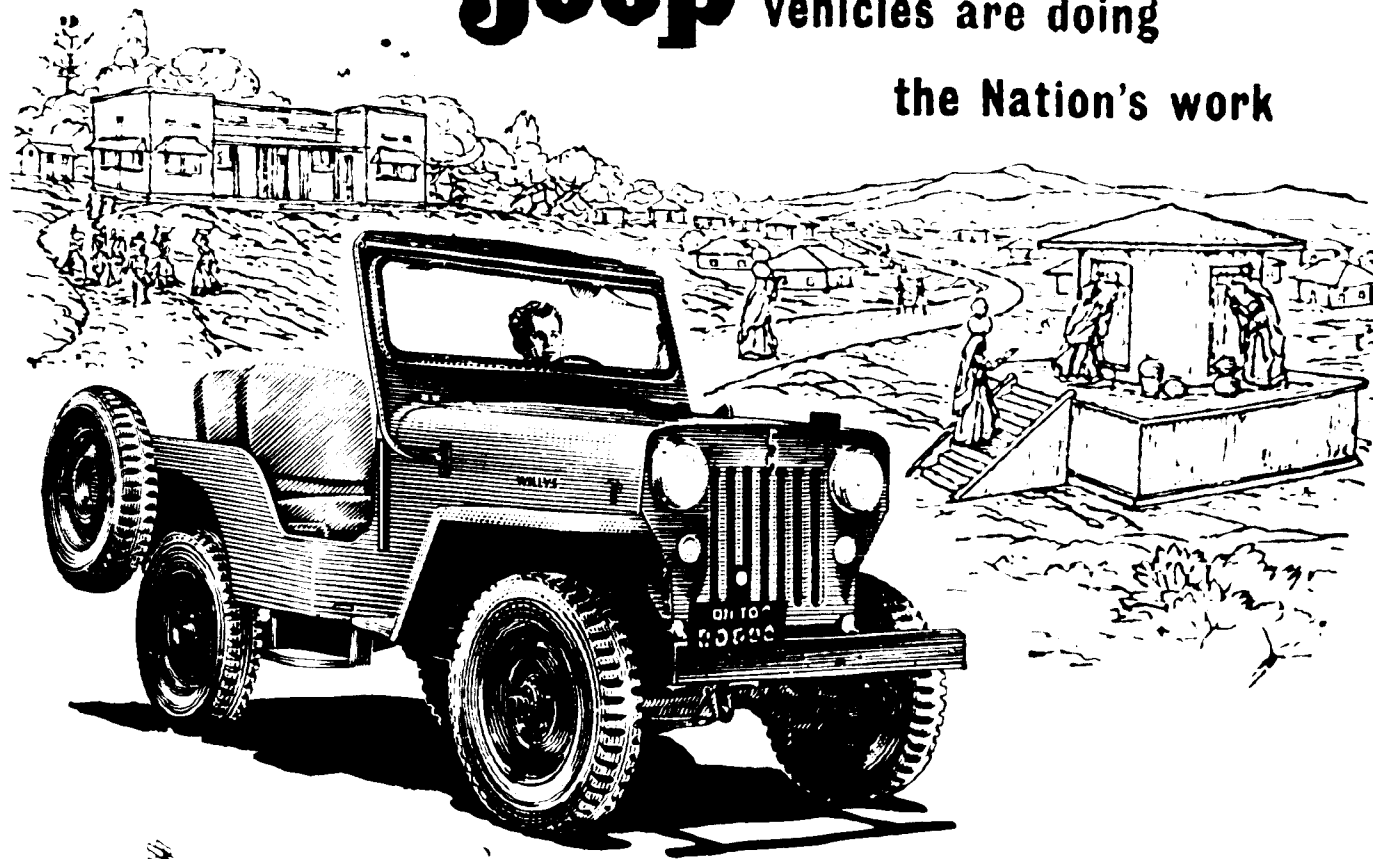
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editorial

A CASE FOR PRIVATE ENTERPRISE

Prime Minister Nehru's warm support for mixed economy and the role of private enterprise as a lever for rapid industrial progress and social justice in his speech to the Federation of the Indian Chambers of Commerce and Industry at Delhi, should give our industrial planners some food for thought. At a time when proponents of the socialistic pattern of industrialisation are jubilant over their success in the recent general elections in this country, Mr. Nehru's unexpected reaffirmation of his faith in private enterprise reflects a new and urgent sense of realism and confidence in the ability of private enterprise to deliver the goods vis-a-vis the repeated failures, and heavy losses sustained by public sector enterprises, in spite of the numerous privileges they enjoy.

If the Prime Minister's new outlook could be translated into practical policy for the implementation of the Third Plan, the tangible gains to the national economy could be considerable. The lack of coordination and effective collaboration has resulted in transport bottlenecks dangerously slowing down many projects, and industry today sees no way out to overcome the many shortfalls that beset several vital sectors of our economy.

For instance, the Planning Commission's committee on plan projects has reported some startling disclosures about the casual manner in which the costs of industrialisation have been needlessly increased due to haphazard methods of planning, operation and management of projects in the Second Plan. Its detailed studies reveal that the upward revision of estimates on various types of projects ranged from 25 per cent to as much as 300 per cent over the original cost figures. While most of this could be attributed to inadequate initial planning and designing, and the expending of considerable sums in the pre-planning stage without proper functional surveys and scientific methods of calculation, the bunglings in operation and management have also contributed substantially to the skyrocketing of costs.

Moreover, shortcomings in the matter of coal, power and transport, which Mr. Nehru has admitted with refreshing candour, reflect no credit to the planners, and governmental decisions have quite often run counter to the twin objectives of speed and efficiency in the execution of projects. Besides, increasing the financial burden of development over the years, delays and shortfalls are apt to put back the clock of economic and social progress and unnecessarily complicate the nation's task for the future. In the larger interests of national industrial development, the government would do well to reappraise plan policies immediately and give recognition and the fullest support possible to private enterprise, which is well able to deliver the goods in time.

April 1962
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SOVIET CARS at the indian industries fair

THE 'ZIL'

The Soviet de lux car 'ZIL' on view at the Soviet Pavilion is fitted with an eight-cylinder, 200 hp engine which permits the vehicle to acquire a speed of 180 kilometers per hour. The car consumes 19 litres of fuel per 100 kilometres of run. Its seating capacity is 7.

The 'ZIL' model has hydraulic transmission with push-button controls on the dash-board. It does not have a shift gear lever or a clutch plate. Installed in the car is vacuum brake booster reducing the pressure on the pedal. A hydraulic wheel booster makes car-driving easier and safer. The car has a special windshield washer, and its tyres are low-pressured and tubeless.

The 'ZIL' has some novelties. The driver can open or close any window with a special device from where he is seated. Powerful heating appliances are installed as well as a radioset with remote-control effected both from the drivers' and passengers' compartments.

THE 'VOLGA'

The Soviet car Volga on view in the automobile section of the Soviet Pavilion, was a medium four-door saloon. This car with a graceful shape, in spite of its weight of 1,300 kg, is so easy on the wheels that one can push it with one hand on an even road.

The Volga is fitted with a four-cylinder, 80 hp engine; the parts of the engine are easily accessible. In a Volga the pistons and the cylinder cartridges can be easily changed.

The light and convenient steering gear, reliable brakes, tubeless tyres enable the car to go safely with a speed of up to 135 km per hour, the consumption of fuel being 9 litres per 100 kilometres.

The Volga also boasts of a fine radio receiver, a precision clock, a roomy boot, reliable locks, convenient heating and ventilation systems.



Zil car on view in the auto section of the Soviet Pavilion.

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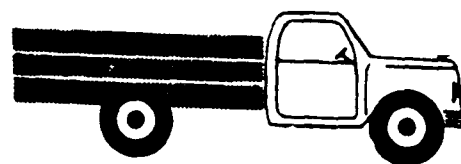
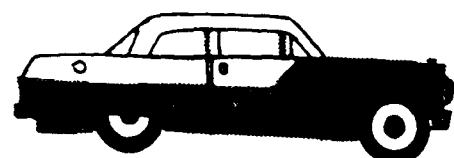
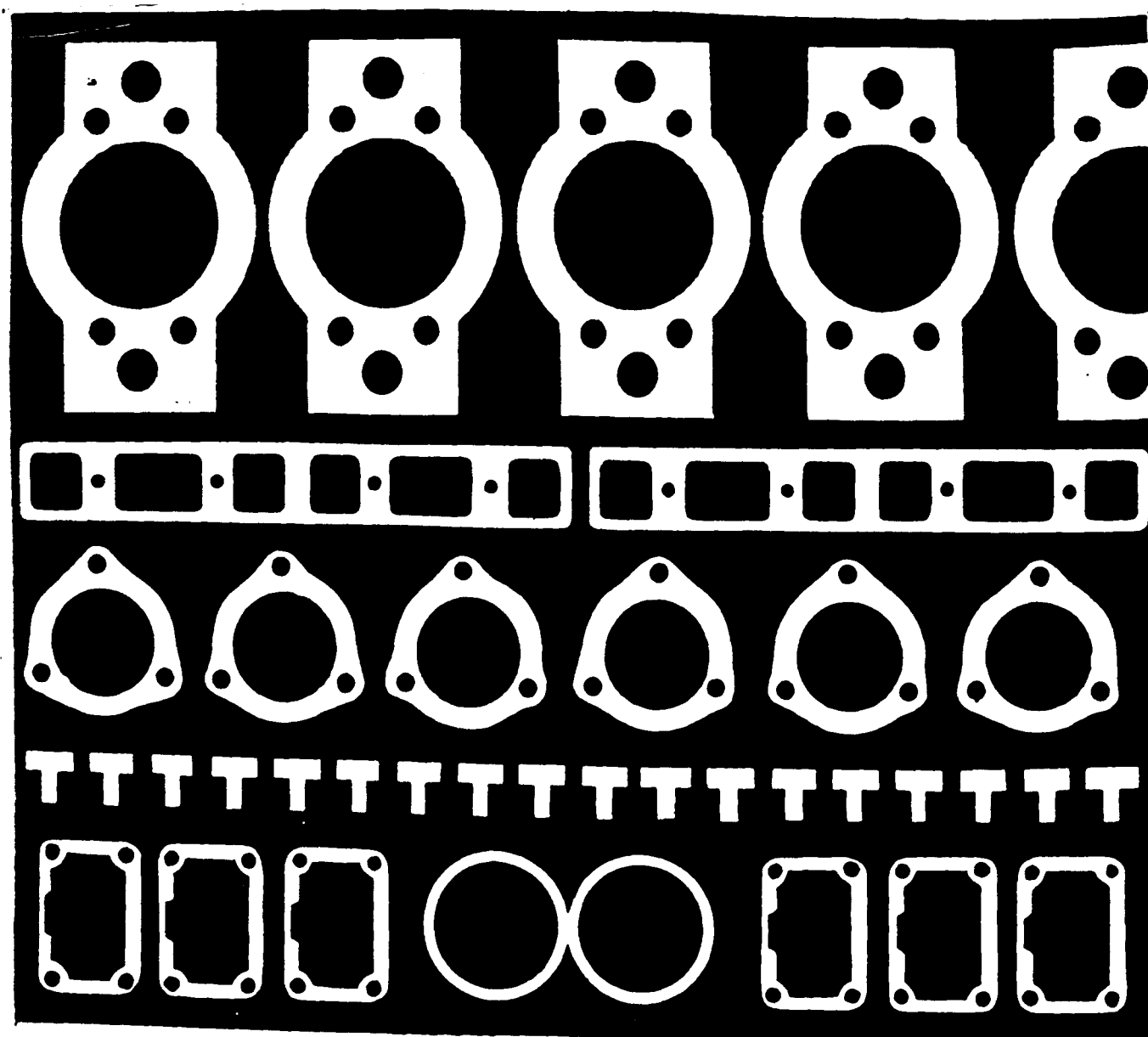
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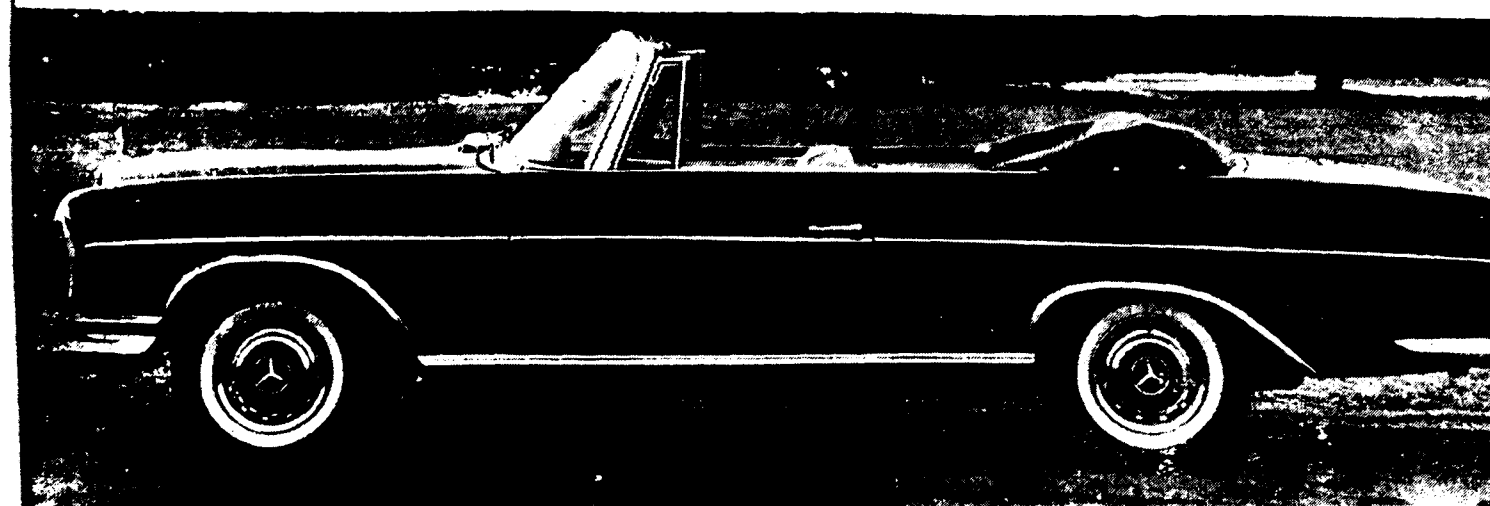
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EUROPEAN ROUNDUP

By Gordon Wilkins

new models and coachwork styles at geneva motor show

Switzerland's prosperous motorists, now buying more than 100,000 new cars a year, and with nearly all the world's cars to choose from, flocked to the big spring show at Geneva to see the latest offerings from the world's producers. Import duty on cars from Britain and Sweden, two of Switzerland's partners in the Free Trade Area, have been cut. Swedish sales, particularly of Volvos, have risen, but British sales are still a little under 9 per cent of the total. Germany holds half the market, with one in five Swiss buyers choosing a VW, and demand for the 1200 is said to have risen since the 1500 was announced. Opel is second in popularity. France has about 23 per cent of the market, but Fiat takes third place among the individual makes, with the German Ford 4th, and Peugeot just beating Renault for 5th spot.

Renault Floride

Chief novelty was the redesigned Renault Floride, offered as occasional four-seater coupe and convertible, or as the new four-seater Caravelle with extended roof line.

Main features are a new, bigger engine of 956 cc. with five bearings giving 51 b.h.p., sealed radiator mounted behind the engine instead of in front to give more seating space, strengthened gearbox and differential, new clutch, new suspension with ball joint pivots on the front and swing axles with added radius arms at the rear, and finally, disc brakes on all four wheels, all without appreciable increase in weight.

Simca by Bertone

Simca replied with the prototype of a good looking occasional four-seater coupe by Bertone for their rear-engine Simca 1000 but it will cost around £ 900 and will not be available before the end of 1962. With normal 35 b.h.p. engine, it is said to do 84 mph.; with 55 b.h.p. T.I. unit, 96 mph. Also bearing the Simca name was a splendid little coupe by Abarth with the 1000 underframe, suspension and steering, but the light alloy twin-cam engine seemed to be pure Abarth. It has two twin-choke horizontal Webers feeding into side ports (Abarth Fiats have vertical inlet ports) and the chain-driven shafts operate valves inclined at 80 degrees inclined angle. It is said to give 125 b.h.p. at 7,400 rpm.

from 1,288 cc. (76 x 71 mm. on 10.4 compression.) All wheels are in magnesium alloy and have disc brakes. Dry weight is 1,390 lb., height is a mere 45 in., and this hot little number is said to have touched 143 mph. on test.

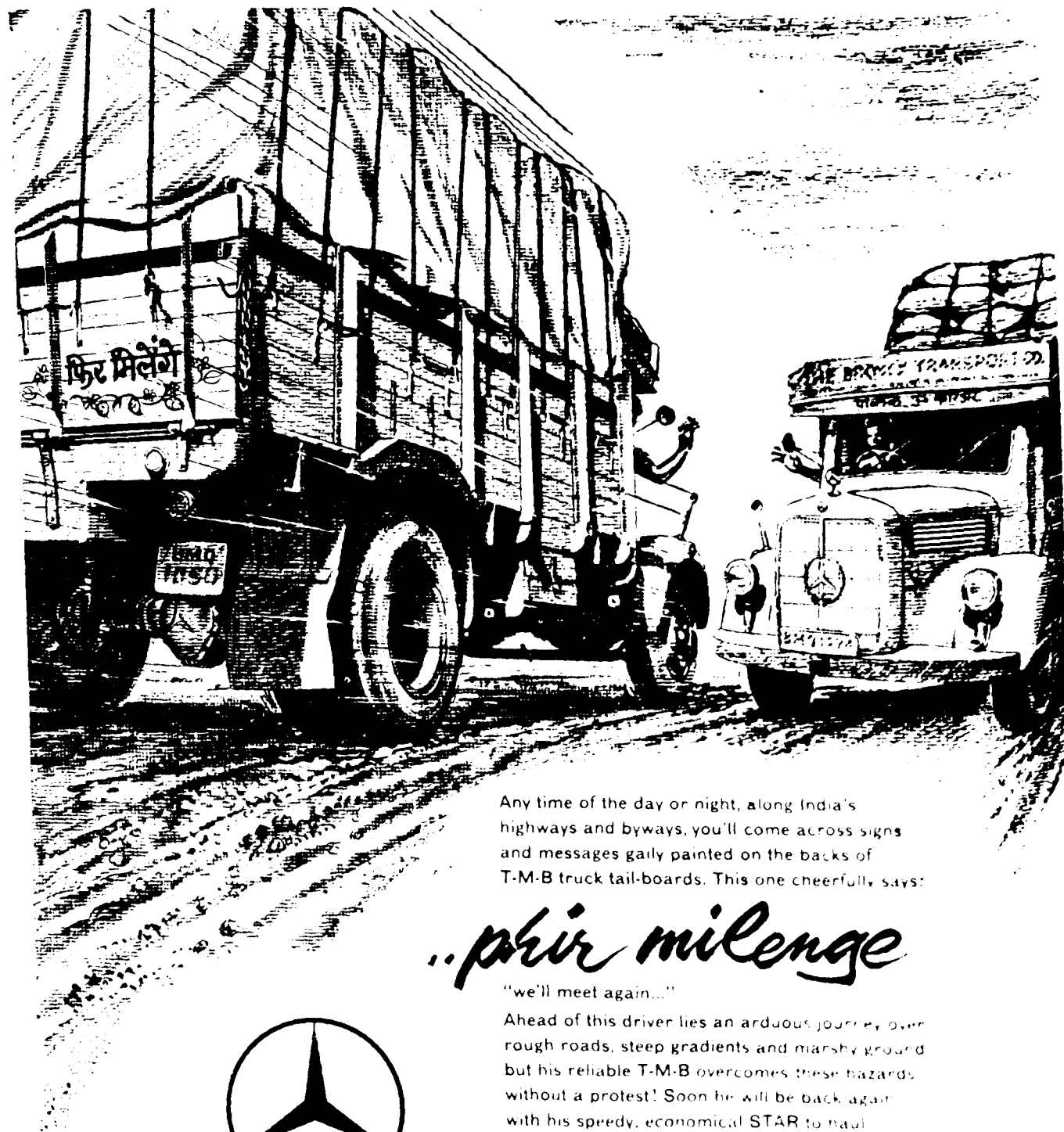
Luxus 700 from BMW

BMW showed their new Luxus 700, a roomier sedan model with wheelbase extended by 43/4 in. and length 125 in. to give much more room in the rear seats. Interior noise level has been cut down by attaching both engine mountings and rear suspension arms to tubular cross members insulated from the car structure by rubber mountings. Weight increase is said to be only 88 lb. and the makers claim speed and fuel consumption are unaffected.

Another small car with increased passenger space is the Bianchina, from Italy which now has a new roof line and four seats.

Swiss MBM

Switzerland enters the market for small sports cars with the M.B.M. a plastic bodied coupe with Ford Anglia engine in tubular chassis using coil springs and wishbones for



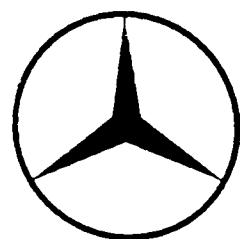
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front suspension and a rigid rear axle also with coil springs.

Mercedes 500 SE

Among the larger cars were two imposing additions to the Mercedes range: a 300 SE coupe and convertible with the 2-litre injection engine, automatic transmission, disc front brakes and pneumatic sus-

pension allied to bodies like those already used for the 220 SE.

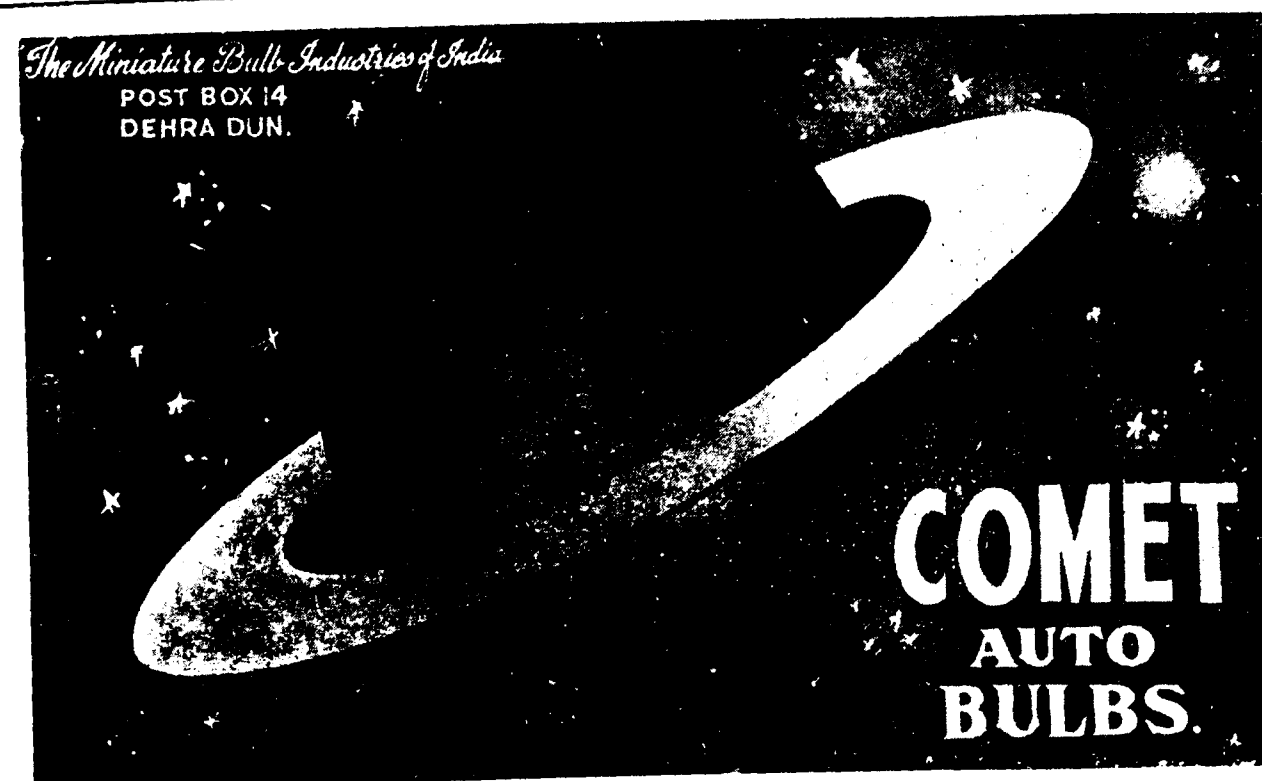
Alfa Romeo

Alfa Romeo produced their long-awaited six-cylinder 2.5-litre engine to replace the four-cylinder 2-litre. The cars, a six-seater sedan and a short-wheelbase coupe and convertible by Bertone, were otherwise

little changed except for the addition of disc brakes at front, the big radial ly finned light alloy drums previously used in front now being fitted at the rear. The engine is of typical Alfa design with chain driven camshafts in an alloy head and 7 bearing crankshaft in a light alloy block. With bore and stroke of 83 x 79.6 mm, (2,584 cc) it produces 148 bhp, SAE 130 nett, with two Solex car-

The Miniature Bulb Industries of India

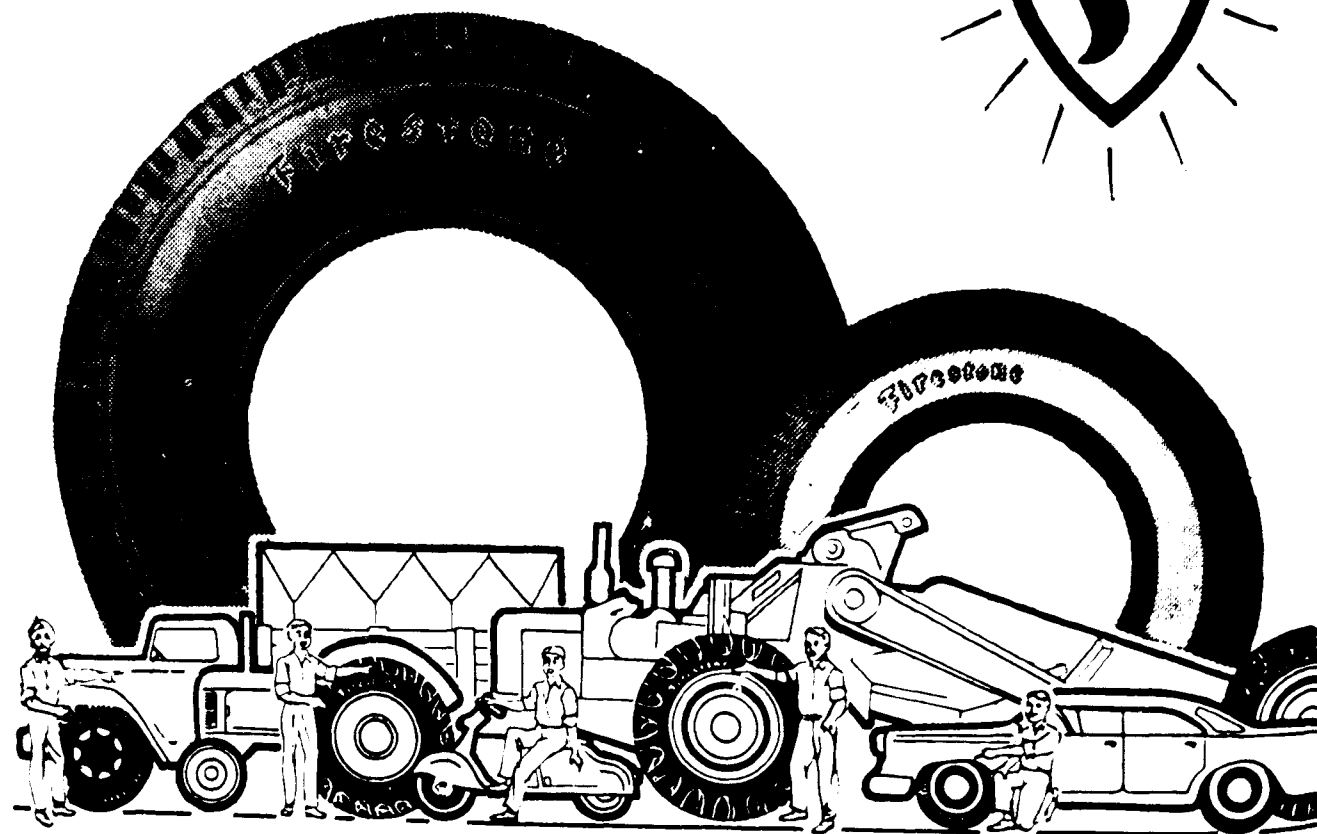
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Sole Selling Agents in India : M/s THE DOON INDUSTRIAL CORPORATION, DEHRA DUN

April 1962
7

LOOK FOR THIS
'Mark of Quality'



It is your Assurance of Extra Safety and Dependability and only Firestone Tyres have it

Whether you own a Motor Scooter, a Car, a Tractor, a Truck or whether you control a fleet of giant Earth-moving units; there is a Firestone tyre to suit your

needs. Every single one bears "The Mark of Quality" — the long-established Firestone symbol of Extra Safety and Dependability.

Specify Firestone and you get —

- ★ **SAFETY** The exclusive Firestone tread design and tyre construction will give you MAXIMUM STOPPING POWER and resistance to road hazards.
- ★ **ECONOMY** The longest-wearing tread specially compounded by Firestone for Indian service conditions ensures MORE KILOMETRES PER RUPEE from the original tread.
- ★ **RETREADABILITY** Look after your Firestone tyres — don't overload them or otherwise maltreat them — and they will remain suitable for RETREADING OVER AND OVER AGAIN.

Firestone

BEST TODAY — STILL BETTER TOMORROW



MOTORINDIA

buretters in the sedan or 165 (145 nett) with three in the other models. The excellent five-speed all-synchromesh gearbox is retained but the car is said to be so flexible with the new engine that it will accelerate from 25 mph. to 120 in fifth gear in under a minute.

Aston Martin

Aston Martin showed their Vantage version of the DB4 with the streamlined GT front and a three-carburettor engine with 9 to 1 compression giving 267 bhp. installed, to produce acceleration from 0 to 100 mph in 16.5 seconds. Alvis announced the adoption of Dunlop disc brakes instead of Lockheeds.

Lancia Flavia

Lancia presented two new versions of the front-drive Flavia; a convertible styled by Michelotti and built by Vignale and a very unusual experimental coupe by Zagato with quarter windows extending into the roof and a concave rear window. Both have a twin carburetor version of the flat-four 1500 cc. engine giving 90 bhp.

Volvo

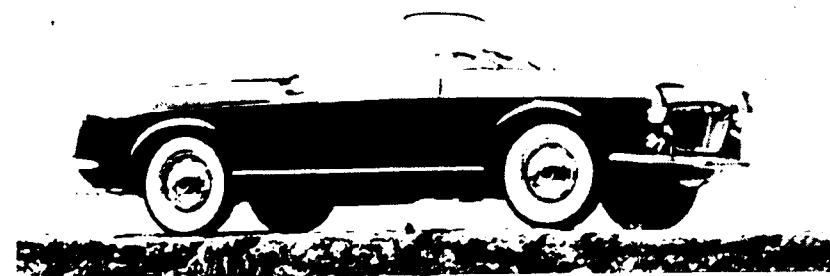
Volvo showed their new two-door sedan and their four-door station wagon on which the fuel tank and spare wheel are stowed below the floor and the rear suspension modified to give a low loading level. DKW demonstrated the new positive lubrication system now optional

on their two-stroke engines and those of the Auto Union.

Saab had their new three-carburettor high-performance Type 96 fitted with their new positive lubrication system in which a pump mechanically driven from the crankshaft draws oil from a reservoir alongside the engine to lubricate main and big end bearings. Auto Union have managed to find space for their new positive oiling system under the hood of the 1000 SP roadster, which was also shown with disc front brakes.

Coach Work Innovations

The coachwork section also contained several interesting new models. Pininfarina had a particularly neat system of retracting headlamps, electrically operated, on a Giulietta coupe and a streamlined Ferrari Superamerica. The Giulietta had a stainless steel roof panel which hinges upwards for easier access when the doors are opened and the Ferrari has a thermostatically controlled shutter over the radiator air intake. Another novelty was an electro-magnetic lock for the tilting backrests on the front seats of a P. Flamini coupe. Among Bertone's exhibits, an original new Ferrari 250 GT coupe was much admired, while Ghia showed a handsome angular St. Regis coupe using the Plymouth six engine, but capable of taking a V8. Vignale's badge was on a highly unusual Fiat 1100 coupe designed by Michelotti and bearing the name Glenn.



The ultra-slim Fiat 1100 Cabriolet.

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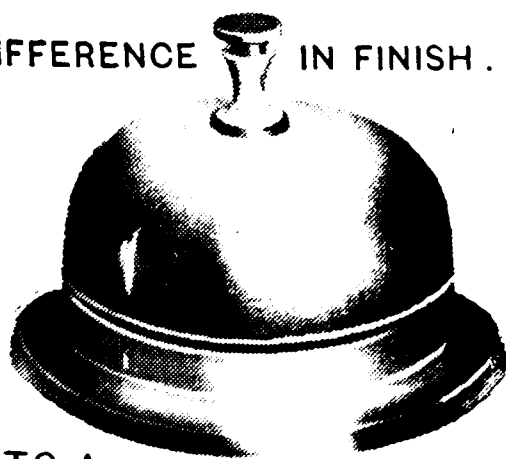
3, STATE BANK STREET, MADRAS-2

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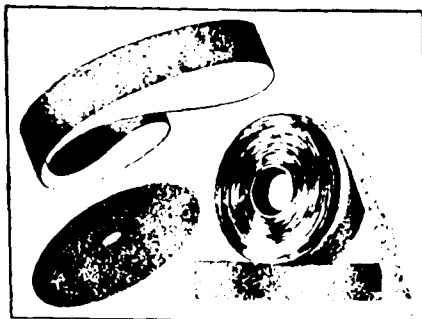
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FIAT

at geneva show

New Fiat car models display at the Geneva Show this year, were the 1300-1500 and 2300 models. They were first brought out in 1961. Today they reflect the international success of Fiat car production.

The 500, 600, 1100 models have provided the fundamental impulse to this expansion. This small, manageable, money-saving 500, and 600 cars are still favorite with new drivers. Fiat is also engaged in the production of bigger and sporty cars which outrank smaller ones in terms of displacement, performance, comfort and smartness. Fiat cars thus add to their well-known features of popularity and economy, that of distinction.

The expansion in Fiat production is made possible by a constant progress, thanks to most advanced equipment and facilities with which the growing plants are provided. Fiat is, today, the largest industrial complex in Italy and one of the leading European industries in the realm of "land sea air" motorized production such as land vehicles, heavy Diesel marine engines and aircraft.



The Fiat 1100 Cabriolet.

Passenger cars, commercial vehicles and tractors. On the large car stand which is over 4,800 sq. ft. the whole range of Fiat production is displayed.

The 500 D Sun Roof Sedan

This car is fast establishing its reputation as a typical economy car. It is a four-seater, with rear two-cylinder air-cooled engine of 499 cc displacement, 22 h.p. (SAE rating). It has been called the Fiat "trail-blazer".

The 500 Station Wagon

Car Stand

On the stands at the Geneva Show Fiat exhibited its full range of

Originating from the 500, it is a dual purpose version for passengers and goods. It holds four passengers



A sleek, economical Fiat 500-D Station Wagon.

and luggage or ample load platform. It has a flat engine installed horizontally under the floor in the rear of the car. The engine is twin cylinder, air cooled, 499 cc displacement, 21.5 h.p. (SAE rating).

The 600 D Sedan

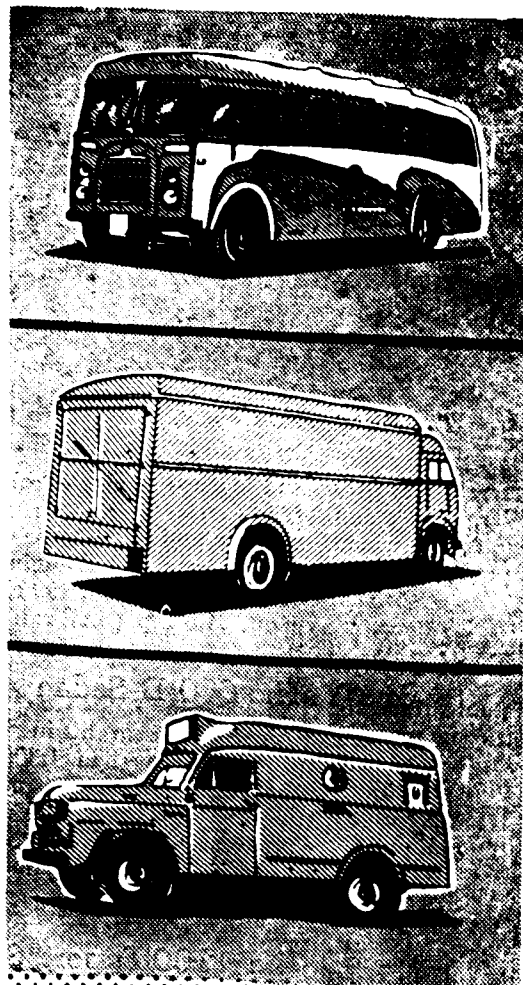
A remarkable hit in Europe, at present more than 1,300,000 units of this model have been manufactured. It has a four-cylinder water-cooled engine installed in the rear of 767 cc displacement, 32 h.p. (SEA rating).

The 1100 Export, Special and Family Sedans

The 1100 is a car of recognized prestige the world over. Three versions—the special sedan, export sedan and family sedan are in production. It has a four-cylinder 1089 cc. 55 h.p. (SAE engine).

The 1300-1500 Sedan

It is a four-cylinder model, 1300 cc. or 1500 cc. engine, hailed by the motor press throughout the world as a high-ranking car of great appeal. The 1300-1500 is equipped with disc brakes on the front wheels. Engine displacement is 1295 or 1481 cc. depending on the model, developing 72 h.p. SAE or 80 h.p. SAE respectively. Maximum speed averages over 87 m.p.h. on the 1300 and about 93 m.p.h. on the 1500 model. Every detail in coachwork has been carefully watched to assure



Building Bodies for over a Century

From their inception in 1840, Simpsons have been building bodies (known as Coaches then!). Their ripe experience, expert craftsmanship, modern technical know-how are behind every Simpsons Body.

Built to customers' special requirements, Simpsons bodies incorporate many exclusive features for reduced overheads, increased pay loads and greater profits.

"SIMPSON'S BUILD
BETTER BODIES"



S-313

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comfort and safety to the passengers. A further addition to the lavish equipment of this car is an all-purpose shelf underneath the dashboard, similar to that found on the 2300 model. A cross-sectioned and working 1300-1500 is shown on the stand. Every technical detail, every part of the car has been clearly emphasized in its structural elements.

The 1300-1500 Station Wagon

This is a new version of the 1300-1500 designed to further extend its use. The Station Wagon has the same mechanical features as the sedan (1295 cc. or 1481 cc engine). More space inside is assured by folding down the rear seat so as to provide a flat floor. A large rear door allows easy access to the rear compartment. The Station Wagon has the same smart look and the same interior finish as the sedan.

The 1200 and 1500 S Cabriolets

These offer the advantages of open sports cars—elegant body and smooth line. The 1200 attains 90 m.p.h. The engine has 4 cylinders, 1221 cc, 63 h.p. (SAE rating). The 1500 can attain 105 m.p.h. Engine capacity 1491 cc, 90 h.p. SAE, brakes are of the disc type.

The 1800 B and 2300

These two cars are six-cylinder cars equipped with the most advanced technical devices. Both models have disc brakes on all four wheels with vacuum hydro-pneumatic servo-brake reducing the strain on the pedal. The 1800 B has a 1795 cc. engine, 97 h.p. SAE, speed over 90 m.p.h. It may be equipped with automatic clutch upon request. The 2300 has a 2279 cc engine, 117 h.p. SAE, speed about 100 m. p. h. This car can be fitted with an overdrive on request. The overdrive reduces the engine speed by a quarter assuring a quieter running.

The 1800 B and 2300 Station Wagons

Both offer increased internal room for carrying large items of

luggage and sporting equipment. Rear seat and squab can be folded down. A panoramic field of view and a streamlined styling are other significant features.

The 2300 and 2300 S Coupes

The two cars are touring cars in the fullest sense of the word. The two versions have in common, the sleek, elegant body lines, two doors and four seats—two individual seats of the arm-chair type in front and a bench type rear seat in the back. Interior appointments are elaborate and elegant as typical of custom-built cars. The engines of the two coupes have been derived from that of the 2300 Sedan. The engine of the 2300 Coupe delivers 117 h. p. SAE and that of the 2300 S 150 h.p. SAE. Speed is 109 m. p. h. for the 2300 coupe and over 118 m.p.h. for the 2300 S coupe.

Commercial Vehicles

On the Commercial Vehicle Stand all latest models for the transport of passengers and goods are displayed.

The 1100 T

This vehicle is meant for light and handy transport of passengers and goods. There are two versions—delivery van and light truck. Payload for the van is 2,558 lbs, for the light truck 2,525 lbs. The engine is petrol driven four cylinder, 1221 cc, 50 h.p. SAE engine. Speed 62 m. p. h.

The 615 N1 truck version

It is equipped with a high-speed Diesel engine which develops 54 h.p. (SAE) at 3800 r.p.m. Maximum payload is 1.8 tons, speed 49 m.p.h.

The 650 E

This truck has a net pay-load of 5 tons, with 108 h. p. (SAE) direct injection Diesel engine. It has been developed by Fiat with the object of combining the advantages of speed and high load capacity.

The 642 N 65 R

It has a pay-load of 6.5 tons and

haulable load 12 tons. The driving cab is provided with every comfort. 131 h.p. (SAE) direct injection Diesel engine. Speed is about 38 m.p.h.

The 682 N2

It is a standard Fiat two-axle truck with effective pay-load of about 8 tons and haulable load 18 tons. It is equipped with a powerful direct injection Diesel engine with 165 h.p. (SAE) output. This vehicle is equipped with hydraulic servo-steering with pump controlled from engine, giving extremely smooth steering—a great advantage on winding roads.

The 682 T 2

It is the tractor for semi-trailers and has the same mechanical features as the 682 N2. Maximum permissible load on the saddle is 8.1 tons—towing load is 26.1 tons.

The 690 N1

A heavy duty truck, with three axles, the forward two of which are steering axles. Maximum permissible pay-load—10.5 tons plus a towing capacity of 22 tons. 195 h.p. (SAE) naturally aspirated engine. This vehicle is made with two wheelbases—standard wheelbase and short wheelbase (net load 10.7 tons). It can be supplied as a complete truck, as chassis-and-cab only, or as a bare chassis.

The 309 Bus

It is equipped with a 165 h. p. (SAE rating) engine, gearbox with 5 speeds, four of which are synchronized; rear axle ratio adapted to high speeds. Radiator is installed in the front part of the vehicle.

Tractors

In the Agricultural Section of the Show the most advanced industrial tractors are exhibited: The FL 4 tractor with a 40 h. p. output and front loader and the FL 8 with 80 h.p., front loader and ripper. In this field also Fiat is given credit for its forty years of creditable experience. Fiat is the leading European manufacturer of tracked tractors both for agricultural and industrial use.

Every leaf is properly tested to give long life.

ROAD KING SPRINGS
are manufactured from the
best Alloy Steel, Oil hardened
and tempered in up to date
Furnaces.

STEEL STRONG (INDIA)
Samrath Sadan, Benham Hall Lane BOMBAY-4.
Gram PIONEER AUTO Bombay-Girgaon.

**Mercedes-Benz Presents
Top Class 300 SE Coupe
& Convertible for 1962**

Two new models are presented by Daimler-Benz AG in Spring 1962: Mercedes-Benz's star model, the 300 SE is introduced as Coupe and as Convertible. Unterturkheim has a vast range of passenger cars to offer. These two models are touring cars with a sporty touch. They are safe, fast and beautiful, and combine comfort and efficiency expected of a superior car in the international field.

The Mercedes-Benz 300 SE Coupe and Convertible models combine the elegant design of the 220 SE Coupe and the coachwork of the Convertible with the most advanced classic design of the 300 SE Saloon. Each unit has been accorded the utmost attention and is so well tuned-in with the rest that optimum performance is the result. This truly remarkable combination of safety, comfort, performance and style has resulted in two cars of outstanding technical perfection.

Six distinct technical features have contributed greatly to this perfection. The Mercedes-Benz 300 SE models are the only ones in Europe or abroad to combine them all in one car. They are:

- A powerful 3-litre lightweight fuel injection engine.
- 4-wheel disc brakes with power reinforcement.
- Automatic 4-speed transmission.
- Power steering.
- Air suspension.
- Automatic differential lock in rear axle.

The lightweight engine (2996 cc. capacity) is a 6-cylinder fuel injection engine. It has all the advantages that induction pipe fuel injection gives in respect to output, torque, flexibility and consumption. Its top performance is 185 HP (SAE) at 5,200 r.p.m., its maximum torque 204.7 ft. lbs at 4000 r.p.m. (SAE). The lightweight engine block has low weight and superior heat conduction which in turn allows for a higher compression ratio and a smaller piston clearance through the use of identical material for pistons and cylinder housing. Daimler-Benz automatic 4-speed

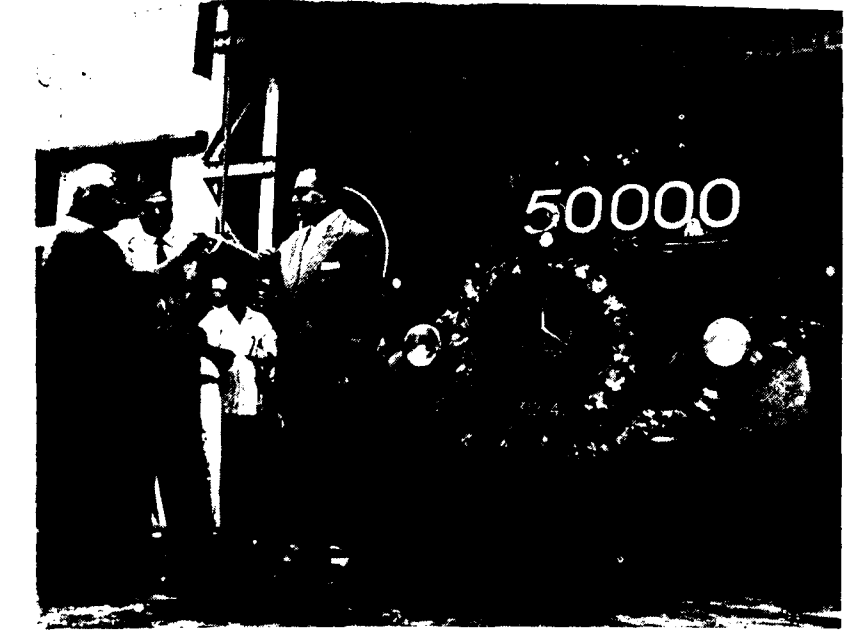
transmission takes care of clutch operation and gear change at the most favorable range of engine speed and torque. The outstanding feature of this automatic gear is the several positions of the selector lever in connection with the kick down, which allows the driver to add a sporty touch to driving. In the 300 SE Coupe and Convertible, automatic transmission relieves the driver of gearchanging, but retains the possibility of personal interference if sporty driving is desired.

The most outstanding advantage of air suspension lies in its softness and the way in which it controls the level of the vehicle. It always maintains a definite clearance from the road irrespective of the load. Ground clearance remains the same while wheel track and chamber are at their best, resulting in further road holding improvement.

Both the 300 SE Coupe and Convertible are equipped on all 4 wheels with oil pressure disc brakes

and booster. The re-inforcement is obtained by means of an intake pipe vacuum. Disc brakes give this fast car their main advantage, namely good heat conduction. The locking differential in the rear axle, adopted from racing cars, takes care of abnormal conditions of the road-way encountered by the rear wheels (i.e. ice-greasy surface, loose sand). A differential gear has been developed which, with different static friction factors on the road, transmits to the wheel resting on firm ground (independent of the driver's influence), a multiple reinforced torque for transference onto the road, in opposition to the other wheel which tends to spin.

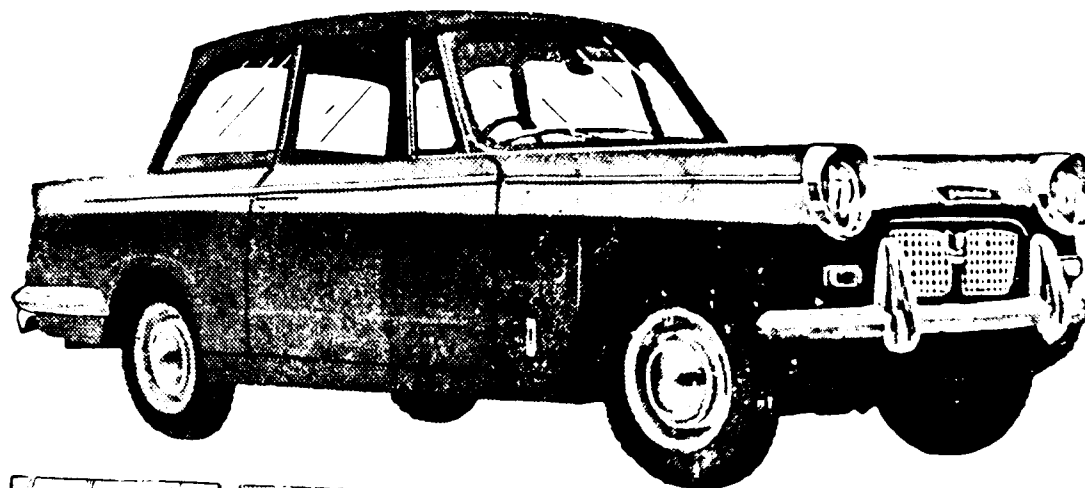
Interior fittings comply with the requirements of the most particular and discriminating person. It is most tastefully done by means of very good leather seat covering and rarewood paneling. The finish bears the stamp of the good workmanship which is carried out at Sindelfingen.



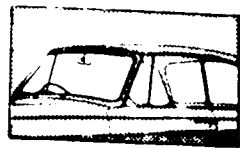
Mr. H. A. Stoeck, Technical Director and Manager, Auto Division, Telco, hands over the key of the 50,000th T-M-B vehicle to Mr. N. Annaswamy, Sales Manager, Telco, as Mr. M. M. Gupta, Deputy Transport Commissioner, U. P. Roadways looks on.

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.*



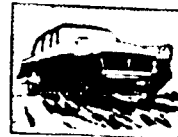
The Standard Herald has everything at hand to make driving a real pleasure. It's so easy to handle.



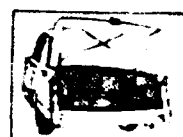
Extremely slim front and rear pillars. High wide curved windscreen. Large windows give greater visibility - 93%.



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.



Manufactured by:
THE STANDARD MOTOR PRODUCTS OF INDIA LTD.
MADRAS - 2

Distributors :

THE UNION CO. (MOTORS) PRIVATE LTD., 29, Mount Road, Madras-2. FRENCH MOTOR CAR COMPANY LTD., 34 B, Lower Circular Road, Calcutta-20. METRO MOTORS, Hughes Road, Bombay-7. SIKAND & COMPANY, 50, Janpath, New Delhi. SANGHI BROS (INDORE) PRIVATE LTD., Post Box No. 1, Indore City. VIKRAM MOTORS, 198, Vikramajit Singh Road, Kanpur. AUTO CHENOT, 62 D, Sarojini Devi Road, Secunderabad (Dn.). R. I. WORKS, Kingsway, Nagpur. GENERAL AUTO AGENCIES, Mirza Ismail Road, Jaipur. NATIONAL GARAGE, Rehari, B.C. Road, Jammu Tawi.

Import Policy for April 1962 - March 1963

Compiled by Sri B. I. Chandhok

The following are the salient features of the Import Policy for April 1962-March 1963 with reference to Motor Vehicle Parts and allied lines.

A special feature of the new policy is that the policy is for the whole year and all applications for import licences will be made on yearly basis.

Annual licences will be granted to the extent possible, subject to the foreign exchange availability and will mainly cover the essential requirements of Actual Users in the Scheduled and Non-Scheduled Sectors. Annual licences, where granted, will be subject to the condition that the first half of the annual licence can only be utilised

within the first six months and the second half of the licence will, subject to such reduction in value as may be decided upon, be endorsed for utilisation in the second half of the validity of the licence. In other cases licences will be issued for six monthly entitlement/requirement as first instalment and the supplementary licences covering next half yearly entitlement-requirement will, subject to such cuts as may be decided upon, be issued in the next half year. A separate announcement will be made to indicate the scope of annual licensing.

Income Tax Verification

The procedure for the allotment of Tax Verification Registration or

Exemption Numbers has been set out in Appendix 5 to the current Red Book. As applications quoting Registration or Exemption Numbers expiring in March, 1962, or earlier are liable to rejection, importers are advised to take steps immediately to obtain renewal of such I. V. C. Registration or Exemption Numbers. Income-tax Verification Registration or Exemption Numbers expiring in September, 1962 will be deemed to be valid for applications for annual licences, for the year April 1962-March 1963.

Application Fees

There is change in the payment of application fees and fee scale is reproduced as follows :

1. Where the value of the goods



Sign of good Service

LUCAS

SPECIALISED SERVICE FOR CARS • COMMERCIAL VEHICLES MOTOR CYCLES

LUCAS INDIAN SERVICE PRIVATE LIMITED

BOMBAY • CALCUTTA • MADRAS

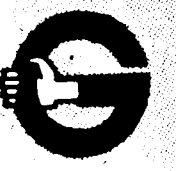
**LIGHTING • STARTING
IGNITION BATTERIES**

CAV.

**FUEL INJECTION &
ELECTRICAL EQUIPMENT**

GIRLING

**BRAKES • DRUM & DISC
SHOCK ABSORBERS**



V. 35

DAWN OF NEW ERA IN AUTOWORLD



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

GRAMS - GURMUKH
PHONE 104

specified in the application does not exceed Rs. 10,000—Rs. 15.

2. Where the value of the goods specified in the application does not exceed Rs. 20,000—Rs. 25.

3. Rs. 40,000—Rs. 35.

4. Rs. 60,000—Rs. 50.

5. Rs. 80,000—Rs. 70.

6. Rs. 1,00,000—Rs. 90.

7. Rs. 2,00,000—Rs. 150.

8. Where the value of the goods specified in the application exceeds Rs. 2,00,000—Rs. 150 plus Rs. 25 for every Rs. 50,000 or part thereof in excess of Rs. 2,00,000—subject to a maximum of Rs. 2,500.

Provided that in respect of bulk applications from Actual Users for import of raw materials and accessories falling under different serial, sub-serial numbers of ITC Schedule the following fees shall be leviable:—

Where the value of goods speci-

fied in the application exceeds Rs. 2,00,000—Rs. 150/- plus Rs. 30 for every Rs. 50,000 or part thereof in excess of Rs. 2,00,000 subject to a maximum of Rs. 2,500/-.

Note: In respect of applications for annual licences, the fees leviable shall be twice the amount calculated on the basis of half the value of the goods specified in the application, in accordance with the scale of fees indicated in the table above.

Last Date for Applications

Unless otherwise stated in this Section of the Red Book or in the remarks column in Section II, applicants should submit their applications complete in all respects on or before the dates specified below against each category of importers.

Established Importers—
30th, June, 1962.
Actual Users (Scheduled indus-

tries borne on the registers of the Development Wing)—

15th July, 1962.

All others ... —

30th June, 1962.

N. B.:—In the case of industries in the Small Scale Sector, applications for Capital equipment including machine tools will be accepted as and when received even after the expiry of the prescribed last date i. e. 15th August 1962.

In respect of items for which applications on ad hoc basis have been invited, the last dates prescribed for Established Importers/Actual Users will be applicable according to the category of applicant. In cases where parties other than Established Importers/Actual Users apply, the last date fixed for "Others" will be applicable.

Applications received after the prescribed dates are liable to be summarily rejected and applicants

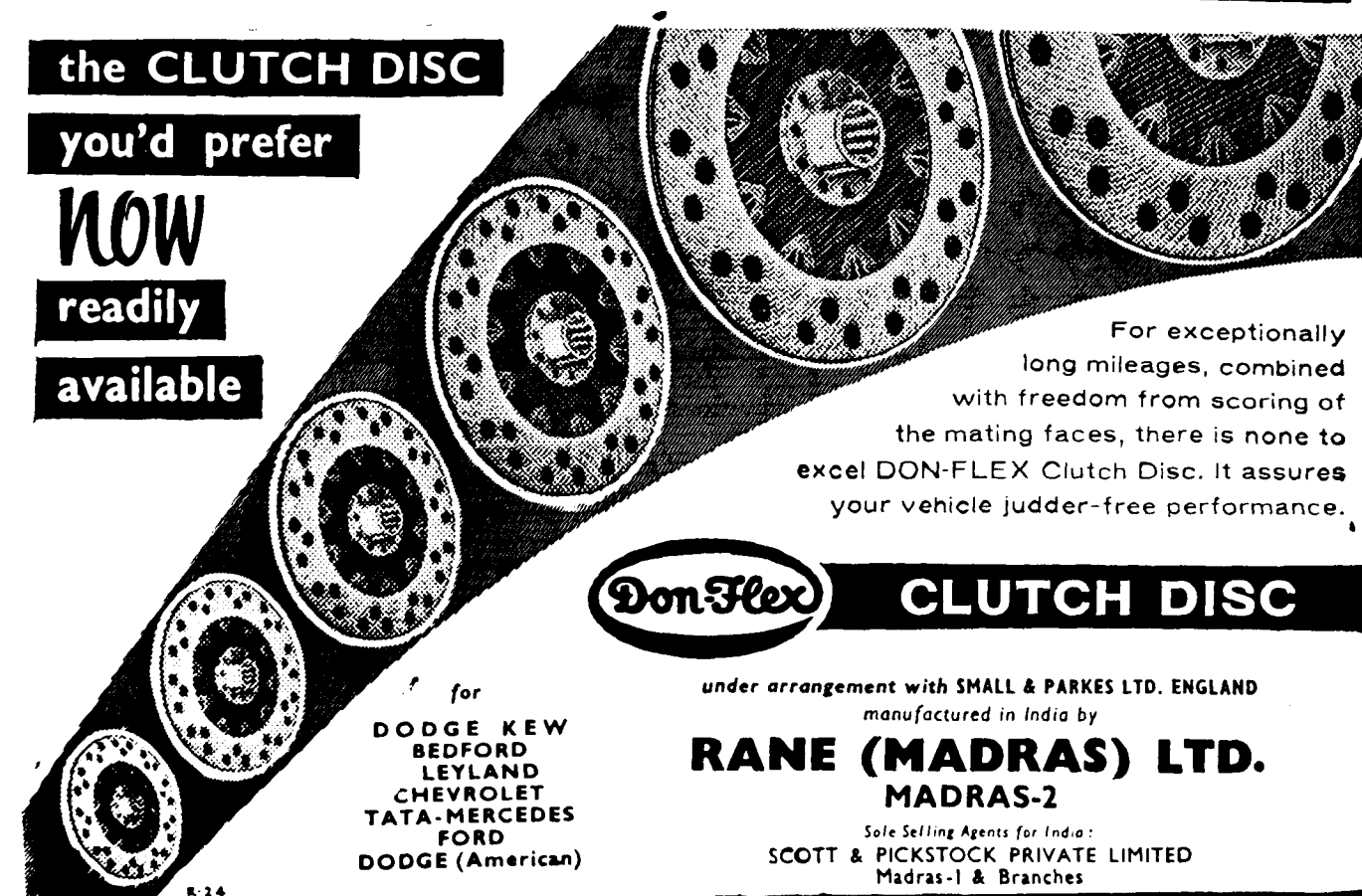
the CLUTCH DISC

you'd prefer

NOW

readily

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For exceptionally long mileages, combined with freedom from scoring of the mating faces, there is none to excel DON-FLEX Clutch Disc. It assures your vehicle judder-free performance.

Don-Flex CLUTCH DISC

under arrangement with SMALL & PARKES LTD. ENGLAND
manufactured in India by

RANE (MADRAS) LTD. MADRAS-2

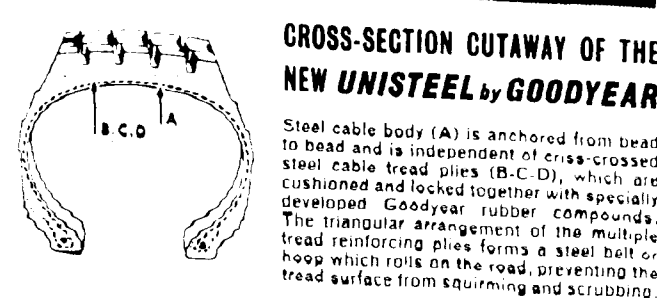
Sole Selling Agents for India:
SCOTT & PICKSTOCK PRIVATE LIMITED
Madras-1 & Branches

If the job calls for steel tyres... **UNISTEEL**

a new highway giant from Goodyear—
the most advanced steel tyre you can buy

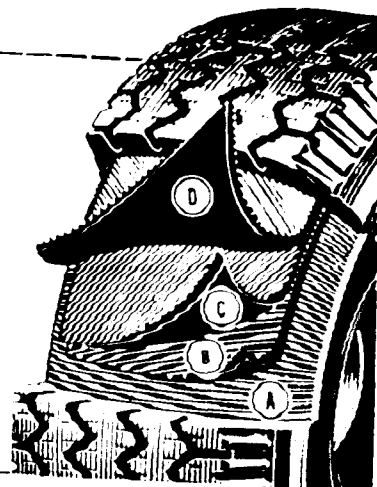


Another great tyre joins the mighty range of Goodyear Giants. It's the UNISTEEL HI-MILER—a tyre specially designed for the long distance hauls that call for steel tyres. It combines the strength of tough, flexible steel cables with advanced "belting" construction—so that tread skuffing and squirming are greatly reduced; it gives up to three times more original tread mileage, has triple puncture and cut resistance, and, at high speeds, runs as much as 100 F. cooler than ordinary tyres.



CROSS-SECTION CUTAWAY OF THE
NEW UNISTEEL by GOODYEAR

Steel cable body (A) is anchored from bead to bead and is independent of criss-crossed steel cable tread plies (B-C-D), which are cushioned and locked together with specially developed Goodyear rubber compounds. The triangular arrangement of the multiple tread reinforcing plies forms a steel belt or hoop which rolls on the road, preventing the tread surface from squirming and scrubbing.



GOOD YEAR

THE WORLD OVER, MORE PEOPLE RIDE ON GOODYEAR TYRES THAN ON ANY OTHER MAKE

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Phone: 28673

Branch: 3/1, MANGOE LANE, CALCUTTA-1. Phone: 23-1292 Grams: NITCOTYRE

are, therefore, advised in their own interests to submit applications complete in all respects much in advance of the last dates as prescribed above. The licensing authorities may, however, entertain an application from an established importer for a quota additional licence which is received complete in all respects or is completed by supplying the deficiencies within 30 days from the prescribed last date for receipt of the application. But in such cases the value of the quota additional licence, if otherwise due, will be reduced by 25 per cent. The cut will also be applicable to minimum value quota additional licences.

Annual Licensing

Hitherto, Import Policy was announced every half-year in the I. T. C. Policy Book known as Red Book. The import licensing was also done on a half-yearly basis in terms of the Policy announced in each Red Book. It has now been decided to announce the import policy for the whole year. The Red Book contains policy for the year April-1962-March 1963. All applicants whether Established Importers, Actual Users or others should submit their applications for import licences on an annual basis to cover their early entitlement/requirement. In the case of Established Importers, the applications should be made for double at the half yearly entitlement calculated in terms of the provisions contained in para. 25 of Chapter 11 of the Hand Book of Rules and Procedure 1961 after allowing the benefits for minimum value and enhancement of value wherever permissible. Similarly the actual users should submit applications for their annual requirements for the year April 1962-March 1963. Others should also submit applications for the year April 1962-March 1963.

It should be noted that the applications on annual basis should be made once only within the last dates prescribed in this Red Book. Only one application for an annual licence will be entertained.

The foreign exchange position continues to be difficult and due to non-availability of the full yearly

quota of foreign exchange, it would not be possible to issue licences to all applicants for their full entitlement. Annual licences, where granted, will be subject to the following conditions:—

1. During the first six months of the period of validity of the licence, the licensee shall be entitled to order shipment of goods to the extent of 50 per cent only of the value of the licence, and remittance to the extent of 50 per cent only will be allowed to him during the said period. The licensee shall not enter into any irrevocable commitment in respect of any part of the balance of 50 per cent of the value of the licence during the said period.

2. The balance 50 per cent of the value of the licence can be utilised only after the first six months of the validity period of the licence, after endorsement by the licensing authority and will be subject to such change in value as may be decided upon by Government.

In other cases, licences covering first half-yearly entitlement will be issued as the first instalment and supplementary licences covering next half-yearly entitlement will be issued subject to such cuts as may be decided upon by Government in the next half year.

Annual licences will be issued with the initial validity period applicable to six monthly licences as specified in para. 64 of this section and within this initial validity period, the first 50 per cent of the value of the licence should be utilised.

In the next half-year when the annual licence is presented to the licensing authority for endorsement for validation of the second half of the licence, subject to such change in value as may be decided upon, the validity period of the licence will be extended by another six months for utilisation of the second half of the licence.

As the distinction between Dollar and Soft currency areas has since been removed, only one application for quota licence on 'General Area' as defined in para. 7 of this Section should be made on the basis of

evidence of past imports as mentioned above. But in the case of Serial Numbers or Sub-serial Numbers for which separate quota licences could be issued during October, 1960-March 1961 on former General Area and Former Soft currency area in respect of past imports from Dollar and Soft currency areas respectively, the parties holding two quota certificates in respect of past imports from Dollar and Soft currency areas falling in different basic years, will be eligible to receive quota licence on the combined value of the two quota certificates. It has been represented that in such cases the quota holders of small values will be adversely affected as they will receive only one minimum value quota licence on General Area whereas in October, 1960-March 1961 they received two minimum value quota licences (i.e.) one on the former General Area and the other on the former Soft currency Area. In order to help the quota holders of small values, it has been decided that in respect of items for which two

KASI & SETHU

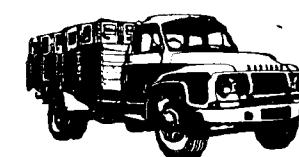
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Dealers for



BEDFORD Trucks
&
HINDUSTAN
AMBASSADOR
Cars

Branches:

Trichinopoly - Thanjavur - Madras



Water pump for Travellers

A combination hand pump and filter, by means of which pure and wholesome drinking water can be obtained rapidly using natural sources available, has been produced by British Berkefeld Filters Ltd. This device which has a weight when packed, of only seven pounds is ideal for service units, survey parties and individual travellers. It consists of a filter candle with a pump housed in its body contained in a plastic cylinder with a detachable foot-stand and rubber hose connectors. It can be supplied in a waterproof bag with straps suitable for sabbie or shoulder or in a strong hinged box with shoulder straps.

The double action pump is highly efficient and will provide 15 to 25 gallons of filtered water per hour. It is light and compact requiring little effort to operate. Dismantling and reassembly for maintenance purposes are simple. The filter candle is made of Kieselguhr, a diatomaceous earth of exceptionally high porosity. The water passes through the candle from outside to the inside leaving all impurities on the external surface. The manufacturers strongly recommend the use of a Stereol candle for the Portable Pump filter. This type of candle is made from Kieselguhr in which is incorporated a quantity of finely divided silver. The only attention it requires is washing with a soft brush in clean water when the rate of filtration slows down (no detergent should be used). Its sterilising action remains effective throughout the whole life of the candle.

NEWS & PICTURES

FLOODLIT CROSSINGS

Existing street lighting methods usually do not make pedestrians on crossings sufficiently visible, especially on wet nights or when the pedestrians are near the kerb. Dr. R G. Giovannelli, of the C.S.I.R.O., Division of Physics, University Grounds, Sydney, proposed that this problem should be overcome by flood-lighting pedestrian crossings from the direction of the oncoming road traffic.

Mr. W. R. Eblein and Mr. K. A. Wright of the Division of Physics with the co-operation of the N.S.W. Pedestrians Crossing Committee, tested the proposal at a crossing on the 60 ft. wide Pacific Highway at Wahroonga, a suburb of Sydney. It was found that pedestrians on

Special care was taken to shield the light source and neither motorists nor pedestrians were troubled with glare. Rain had little effect on the visibility of pedestrians on the flooded crossing.



Prothymine can be seen easily by methods of immunofluorescence, the crossing illuminated by the system described above. However, it is not a *Physalis*, but only with difficulty seen in its own plant, *Physalis peruviana*.

1000000 mile test on British cars



have each been
Six miles in nine
driven or no adverse
months engines. They
effect is on every type
covered ranging from
of most coldest day for
high oil lubricant quali-
ties of 'Visco-Static'
ties of Petroleum. In
oil made W. Weaver, a
this is Club of server,
Royal trials, inspires
who suf Mini-Minor at
he cr
the end

The cars were all production models, selected from showrooms by representatives of the Royal Automobile Club, and a condition of the test was that no parts dependent on the oil could be repaired or replaced while the trial was in progress. At the completion of the test the Royal Automobile Club said that each car's mechanical condition ranged from 'very satisfactory' to 'exceptional' after the 100,000 miles, equal to four times the distance around the world or ten years average motoring.



VISION TEST FOR MOTORISTS



Premier's 100,000th Vehicle



The Premier Automobiles completed their 100,000th vehicle, a Dodge Diesel in their factory on 16th March 1962. In a colourful ceremony held in the assembly plant, the 100,000th vehicle was driven out by the Chairman, Shri Lachand Hirwani, in the presence of thousands of enthusiastic workers. Photo shows from right to left: Chairman, Shri Lachand Hirwani and Shri Manohar Kishorlal Hirwar.

R. A. CORPORATION

TAKES PRIDE TO SERVE THE TRADE WITH THEIR MULTIPLE ENTERPRISE IN "Rac" PRODUCTS
such as Voltage Regulators, Horn Buttons, Toggle Switches etc.
(Pioneer in the manufacture of Voltage Regulators in India)

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For : Maharashtra, Gujarat (including Cutch & Saurashtra)
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Messrs. THE MOTOR & GENERAL TRADING CO., Messrs. INDIAN OVERSEAS COMMERCIAL CORPORATION
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362, Vithalbhai Patel Road, BOMBAY-4
For : Bengal, Bihar & Orissa.

Messrs. SARAN MOTORS PRIVATE LTD.
Janpath, NEW DELHI
For : Delhi, U.P., Rajasthan, Punjab, Jammu & Kashmir.
Messrs. PRAMASHAW MOTOR CO.
Raval Building, Lamington Road, BOMBAY-4
For : Madhya Pradesh.

ALSO INTRODUCING FULL RANGE OF ELECTRICAL PARTS & ACCESSORIES

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Phone : 74912 (Residence)

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You will know what superb suspension means,
if you ride on...



● The first name in motor Vehicle Suspension ● Used the world over for smoother and safer motoring ● Backed by over 50 years of Research and Development

Progressively manufactured in India under licence by

HYDRAULICS PRIVATE LIMITED 29, Mount Road, Madras - 2.

DEALERS:

SOUTH INDIA: The Union Co. (Motors) Private Ltd., Mount Road, MADRAS-2 ● BOMBAY AREA: Metro Motors, Hughes Road, BOMBAY-7 ● CALCUTTA AREA: French Motor Car Co. Ltd., 234 J, Lower Circular Road, CALCUTTA-20 ● DELHI AREA: Saran Motors Private Ltd., Queensway, Keeling Rd., NEW DELHI-1.

separate quota licences were issued on the former General and the former Soft Currency Areas respectively in the period October 1960-March 1961, the minimum value of quota licence on General Area for the half-year would be for double the amount admissible in items of the provisions made in para 31 of Section I. This concession of grant of quota licences for double the amount of the minimum value will not be extended to additional licences granted to established importers.

The Established Importers should give a declaration in the following form along with their applications:

"We possess/do not possess two quota certificates for serial No./sub serial No. (to be specified) and declare that we have submitted only one application for obtaining quota licence".

Establishment or Refixation of Quotas

Last date for submission of Application: Applications for establishment/refixation of quotas should be made so as to be received not later than 15th June, 1962. Applications received thereafter will be entertained upto 15th September, 1962 subject to the condition that quota certificates granted on the basis of such late applications will not entitle the applicants to claim licences for April 1962-March 1963.

Procedure

No change from last Policy.

Period of Validity

The period of validity of import licences varies from item to item, depending on the nature of the item. The licences valid for a period of twelve months or eighteen months, the exact period in the case of each item being specified in column 5 of the Policy Statement in Section II. Every effort should be made for arranging shipment within the period of validity normally allowed.

The period of validity of an import licence issued to Established Importers, or others will not ordinarily be extended. Requests for revalidation of Established Importers' licences will, however be considered in isolated cases of exceptional hardship.

Licensing Policy in respect of some of the items in which our trade may be interested is reproduced :-

Sr. No.	Particulars	Quota
22(a)/I	Iron & Steel, Bolts & Nuts Machine Screws etc.	No Change
22(b)/I	do others	
24(a)/I	Bifurcated rivets	
19(1) (i)/II	Ball Bearing of 1" in bore	
19(1) (ii)/II	do	
19(1) (iii)/II	Ball bearing of over 1" to 2" in bore	
19(1) (iv)/II	do	
19(1) (v)/II	Ball bearing of over 2" to 3" in bore	
19(1) (vi)/II	do	
19(1) (vii)/II	Ball bearing above 3" in bore	
19(2) (i)/II	Roller bearings	
19(2) (ii)/II	Component Parts of Roller Bearings including accessories such as sleeves, nuts and washers	
19(3) (i)/II	Taper roller bearings	
19(3) (ii)/II	Component Parts of Taper Roller bearings	
21/II	Precision & measuring tools	
30(e)/II	Diesel engines of Road Vehicular type excluding spares thereof	
92(k)/V	Pressure gauges (Previous Policy) 20% (Current Policy) 15%	

The following changes in Quota percentage in respect of motor vehicle parts (Consolidated) and List III items are announced.

Particulars	Previous Quota%	Present Quota%
Motor Vehicle Parts (Consolidated)	20	15
Brake linings in any form	12½	12½
Clutch facings in any form	20	20
Cylinder liners	50	50
Electric Horns	15	10
Filter/Cleaner Assy., Air, Fuel or Lubricating oil	25	25
Fuel Injection equipment & Component parts thereof	50	45
Gaskets	7½	7½
Piston Assemblies	75	66½
Piston Rings	17½	12½
Radiator Assembly	20	20
Shock absorbers	30	30
Spark Plugs	5	5
Thin-Walled bearings	25	25
Inlet & Exhaust Poppet valve, valve guides (sleeves), valve rotators, tappets, springs, valve seat insert	25	25
275(b) IV Garage Tools	12½	12½

Supplementary licences for import of Motor Vehicle Parts will be issued to Established Importers on ad-hoc basis for imports from U. S. A. only. The procedure to be followed for imports from U.S.A. will be indicated separately.

Supplementary licences for import of Garage tools which will be issued to Established Importers will be valid for imports from U. S. A. only. The procedure to be followed for imports against supplementary licence will be indicated separately.

April 1962

31

FERODO

and safest
THE GREATEST NAME
in
BRAKE LININGS

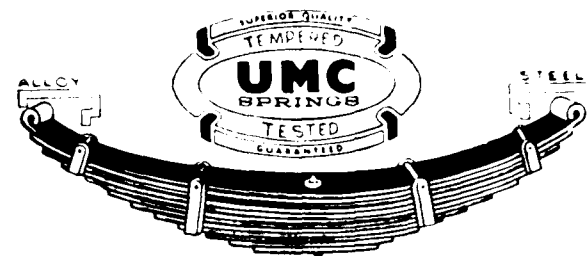
For technical information and advice about brake and clutch linings for your vehicle(s), write to:
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Incorporated with limited liability in England

Bombay-77

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STANDARD NEVER VARIES



"UMC" SPRINGS, LEAVES and Attachment Parts

* Made from imported Silicon manganese alloy steel * Scientifically heat-treated for maximum resiliency * Each leaf tested for hardness, camber and load * Eyes fitted with accurate and reamed gun-metal bushes * Quality and Workmanship guaranteed.

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Office: 362-A, Vithalbhai Patel Road, BOMBAY-4.

Factory: 'UMC' Building, Chakala Road, Andheri, BOMBAY-58.

For EXPORT Contact:

UNION TRADING CO., 395, Vithalbhai Patel Road, Bombay-4.

TELCO'S 50,000TH T-M-BENZ CHASSIS

At the Telco Works at Jamshedpur a simple but significant ceremony recently took place. It was the handing over by Mr. N. Annaswamy, Sales Manager, Telco of the ignition key of the 50,000th Tata-Mercedes-Benz chassis that rolled out of the assembly line to Mr. M. M. Gupta, Dy. Transport Commissioner, U.P. Roadways.

The U.P. Roadways are the proud owners of about 2000 Tata-Mercedes-Benz buses, the highest number among State Transport bodies who among them operate 8000 Tata-Mercedes-Benz vehicles.

Behind the simple ceremony lies the story of achievement and successful collaboration of two great industrial houses, Telco & Daimler-Benz, who incidentally recently celebrated their Diamond Jubilee. The Automobile Division of Telco has been in operation for only six years. The present production is 1200 vehicles a year, which is four times the original target. To take care of ever increasing demand for Tata-Mercedes-Benz vehicles, pro-



Mr. M. M. Gupta, Deputy Transport Commissioner, U.P. Roadways, signs the delivery papers of the 50,000th Tata-Mercedes-Benz chassis. Mr. N. Annaswamy, Telco Sales Manager, is on his right.

duction will soon be doubled. The expansion project, which is estimated to cost Rs. 18 crores, is to be completed in three and a half years

during which production and the percentage of indigenous content will be progressively increased each year.

New, Bigger show room for
BAWA Motors



Lt. Col. G. S. Gill is seen opening the new show room of Messrs. Bawa Motors at No. 9, State Bank Street on April 9. Left to him (with tie on) is Sri J. S. Bhalla, Proprietor of Bawa Motors.

NOW

IN OUR NEW BIGGER & BETTER
SHOW ROOM YOU CAN MAKE
ALL YOUR PURCHASES
CONVENIENTLY

BAWA MOTORS

Dealers in

**PERKINS, BENZ
TRUCK PARTS & TYRES**

Stockists:

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**9, STATE BANK ST., MOUNT ROAD
MADRAS-2**

Phone: 85713

India Pistons Distributors' Conference

POWER—PAK RING SETS INTRODUCED

India Pistons Distributor Conference was inaugurated by Sri S. Anantharamakrishnan, Chairman of the Company, at Madras, on March 15th, with all the visiting Representatives from all over India participating.

In welcoming the distributors, Sri Anantharamakrishnan particularly emphasised that the policy of the Amalgamations Group of Companies is to religiously safeguard the high standards of quality of products manufactured. He reiterated that India Pistons products compare very favourably with

any similar imported product both in price and quality, and the objective of the company is to continue to maintain this lead. While wishing the conference all success, Sri Anantharamakrishnan mentioned that conferences of this nature would provide an opportunity to exchange points of view and evolve a sales policy which will serve best the interests of the manufacturers, distributors, dealers and consumers.

to obtain a first hand impression of the progress the Company has made since the implementation of the First Expansion Programme. The Conference concluded with a Dinner Reception at Hotel Oceanic, by Sri S. Anantharamakrishnan, in honour of the visiting Representatives.

Power-Pak Ring Sets introduced

As a follow-up to the Distributor Conference, India Pistons introduced the Power-Pak Piston Ring Sets, which represent the most packaging one can come across anywhere, with a product best in quality and price right. It is the result of careful planning and execution for over a year, and it sets up new standards in piston ring performance.

India Pistons introduced the 'Power-Pak' ring sets at special Receptions in Madras, Calcutta, Bombay and Delhi, on April 2nd, 3rd and 4th, with the entire automotive trade present. This was synchronised by extensive press and magazine publicity, display boards and sales promotional folders.

Precision manufacturing from special materials, controlled by rigid inspection at every stage ensures the finest quality. In addition to the Duaflex Seal Oil Control Ring, well known for its positive mastery of high oil consumption, the Power-Pak ring sets include chromium plated top compression rings, where specified. These rings are designed to promote rapid bedding-in, regain engine efficiency and reduce oil consumption.

tion and further economic life is added before a complete overhaul is needed.

The 'Power-Pak' range is exhaustive and is marketed in attractive, all metal, blue and red containers, with a patented tamper-proof sealing, which is a guarantee of factory sealed products.

India Pistons also introduced, on the same occasion another sales aid 'Power-Pak' Ring Stock Cabinet. Six feet high, 26 inches wide and 9 inches deep and completely collapsible, the cabinets hold up to Rs. 1500 ring stock, simplify service, save time and attract custom.

Dealer Receptions

Inaugurating the 'Power-Pak' ring sets in Madras and Delhi, Mr. Watts, Director & General Manager, referred to the progress made by the Company for over 12 years and also the plans to implement another expansion programme, whereby the output is expected to rise to 1.5 million pistons, 9 million piston rings and 0.36 million cylinder liners annually. He also announced the Company's plans to establish a Research and Development Unit, the first of its kind on the Automotive Ancillary Industry in India. With the world export rights recently acquired from the technical collaborators, it would not be long before India Pistons products find a place on the world export map. In closing, Mr. Watts also referred to Binmetal Bearings Limited, an associate Company of India Pistons, which is expected to commence manufacture of chin wall bearings in collaboration with the Clevite Corporation, U. S. A., before the end of the year. Other development plans include the manufacture of Fly Wheel Ring Gears, in collaboration with Messrs. Repco Limited, Australia.

At Calcutta

Introducing the 'Power-Pak' ring sets in Calcutta, Mr. Raju, Deputy General Manager, made a reference to the part played by the distributors of India Pistons in popularising the indigenous product and

evolving a satisfactory sales and merchandising policy. He reiterated that the Distributors and Dealers by their very relationship, act as an extension or complement to India Pistons, so far as the activities are concerned. It is the enthusiasm, pride and earnestness with which India Pistons products are handled by the Distributors and Dealers throughout India that has built up its prestige over the years. With the second expansion programme approved by the Government, the Company is confident of catering fully to the increasing requirements of the automotive industry during the Third Plan Period.

At Bombay

At a similar reception in Bombay at the Tajmahal Hotel, Sri Mantri, Controller of Stores, Bombay State Road Transport Corporation, made a reference to the progressive policies adopted by India Pistons in serving the interests of the automotive trade. Mr. K. L. Anand, former President of the Bombay Motor Parts Dealers Association, asserted that the merchandising policy of India Pistons makes it very attractive for the dealers to handle the products and hoped that 'Power-Pak' will become the 'Profit-Pak' ring sets by virtue of the quality and ready acceptance of the consumers.

At Delhi

Mr. N. N. Rao, Sales Manager, in presenting the 'Power-Pak' ring sets in Delhi made a reference to the exhaustive range now available for Motor Cycles, Cars, Commercial Vehicles and Industrial Engines. The Ring Stock Cabinets are also available from all the authorised distributors of India Pistons, at very attractive prices. The product is now produced, packed right, priced right and sold right, and this should serve as a good augur for new sales records in 1962.

Progress at a Glance

On the occasion of the Dealer Receptions India Pistons brought out a brochure 'Progress at a glance'

indicating the progress made by the Company over the past twelve years. A self sufficient industry is built from the raw material to the finished product, manufacturing under one roof, all the components that go into the piston and liner assembly. The range includes chromium plated, Duaflex and Expander type rings, wet and dry centrifugally-cast cylinder liners, die cast and forged pistons to any specification, drawing or design. The only imported material is the special steel for manufacture of piston pins and expander rings and with the development of the indigenous industry, this vital industry will be independent of all foreign sources of supply of raw materials.

At least three out of every five vehicles on the Indian roads are fitted with India Pistons products. The Company is supplying original equipment to almost all the engine manufacturers. Saving in foreign exchange exceeds a crore of rupees annually.

Other features of this attractive brochure include the production trend, a panoramic view of the factory, distribution network etc.

OUR PERSONAL COLUMN

SRI S. S. BAWA, Manager of Pearl Scooters who will manufacture scooters in India with Japanese collaboration, has left for Japan on a business trip. In that country Sri Bawa will discuss initial problems and plans with Messrs. Yamaha Motor Company Ltd.

SARDAR SOHAN SINGH KOHLI, a partner of Messrs Union Manufacturing Co. has recently left on a fact-finding cum business tour of the United Kingdom and the Continent. Manufacturers of the well-known UMC products, the company plans further expansion and export probes. Sardar Sohan Singh's trip abroad is expected to result in the installation of additional and up-to-date machinery.

Ring Road Around Moscow

"Moscow City today witnesses a phenomenal growth of road traffic with all its attendant problems and solutions. There are wide thoroughfares serving as traffic routes in Moscow, and two such thoroughfares where the concentration of traffic is the largest are "Sadovaya Ring" and "Mayakovskiy Square". About 7,000 cars per hour pass through the Sadovaya Ring and almost double the number through Mayakovskiy Square. The growing needs of traffic have called for the implementation of many improvement programmes and as principal part of this programme, the construction of a 6-mile highway forming a ring around the outskirts of the city has been undertaken. This highway will have two strips, each 22 ft. wide, with a pathway of 12 ft. in between. There will be no traffic lights and the speed limit will be 55 miles an hour. The improvement programme envisaged also includes large-scale street widening and construction of multi-storied and underground garage buildings."

The conference has given an opportunity for all the distributors



Sri R. N. Talwar of Super Seals India seen replying to felicitations at the reception held in his honour at Madras.

SUPER SEALS CHIEF IN MADRAS

Mr. R. N. Talwar Feted

The importance of the Oil Seals as a vital part in the automobile was explained in detail by Shri R. N. Talwar, Managing Director of Super Seals India Private Limited, at a reception in his honour arranged by their distributor, M.s. Speed-A-Way (Private) Limited on April 17th at Ashoka Hotel.

Shri N. Krishnamoorthy, Director of M.s. Speed-A-Way Private Limited, welcomed Shri R. N. Talwar and introduced him to the auto trade personalities who were present in large numbers at the function.

Shri Talwar explained that his concern had obtained know-how and technical assistance from Super Oil Seals and Gaskets Ltd., of Birmingham, which was a great advantage in manufacturing precision products. This firm was one of the leading oil seals manufacturers in the U.K. A perfect oil seal can give even upto 20,000 miles of trouble free service and he assured the trade that they would keep up the same high standard as their collaborators in U.K. and requested the trade to deal only in quality

products and thus serve the country and the consumer better.

Super Seals India (Private) Limited is a sister concern of M.s. Payen Talbros Private Limited, manufacturers of payen gaskets. Shri R. N. Talwar has travelled widely and several times visited U.K., U.S.A. and other important industrially developed countries to acquire firsthand knowledge of the auto industry.

Mr. Indu Chandok wished all success to Mr. R. N. Talwar in his efforts to serve the trade and industry.

W.N. returns from Pakistan

Mr. W. N. Talwar, Managing Director, Payen Talbros has just returned after a successful study tour of West Pakistan which was sponsored by the Engineering Export Promotion Council.

While in West Pakistan, Mr. Talwar took the opportunity of making a close study of the automobile trade and industry in that country and attended a reception given in his honour by the Pakistan Automobile Spare Parts Importers and Dealers Association, when he had the occasion to exchange views with the leading personalities of the spare parts trade.

Off to Ceylon

Mr. W. N. Talwar visited Madras for a short while in mid-April and then left for Ceylon where he will have business discussions on export possibilities and expansion.



Sri N. Krishnamoorthy of M.s. Speed-A-Way (P) Ltd. garlanding Sri R. N. Talwar.



Photo taken at Mornambakkam shows M.s. W. N. and R. N. Talwar with Sri N. Krishnamoorthy and others who received them



Shri Manubhai Shah, ex-Union Minister for Industry and present Minister for International Trade addressing the second annual meeting of the All India Automobile and Ancillary Industries Association.

all india automobile and ancillary industries association

SHRI MANUBHAI SHAH INAUGURATES 2nd ANNUAL GENERAL MEETING

Presenting the Second Annual Report of the All India Automobile and Ancillary Industries Association, Bombay, Shri Praulad Patel, President of the Association, complimented the then Union Minister for Industry, Shri Manubhai Shah, on being the chief architect of the government's bold and imaginative policy of developing automobile ancillary industries to feed the large scale plants.

Membership Increases

Sri Patel reported a steady rise in membership of the Association, which currently stood at 79-39 from the western region, 20 from the south, 16 from the north, 4 from the eastern region, with two regional committees at Madras and Delhi. The manufacturing programmes of the different units covered all the major items of automobile assembly despite the limited resources available.

Increased Production Necessitates Export Markets Development

During the year under review, there had been significant increases in the production of important and special components, such as pistons, piston rings, gudgeon pins, cylinder

liners, valves, fuel injection equipment, gaskets, spark plugs, filters, thin-walled bearings, tie rod ends, propeller shafts, wheels, brake-linings and clutch facings and a whole range of chassis parts. It

was a matter of satisfaction that the entire range of items available for independent manufacture had been covered by the licences, and production facilities had been established for most of them. Production of certain lines like chassis parts, brake-linings, radiators, gaskets, electric horns were moving so fast, that it was necessary to establish exports markets for them in the immediate future.

Rapid Expansion

During the preceding two years, the industry had expanded rapidly under the guidance of the Development Council and the active cooperation of the Vehicle Manufacturers, who were actively patronising ancillary products to increase the indigenous content of the vehicles they manufactured and to save foreign exchange.

The ancillary industry was faced



Mr. H. R. Aslot, Honorary Secretary, addressing the gathering.

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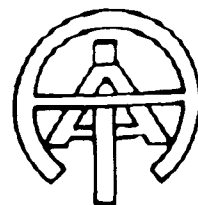
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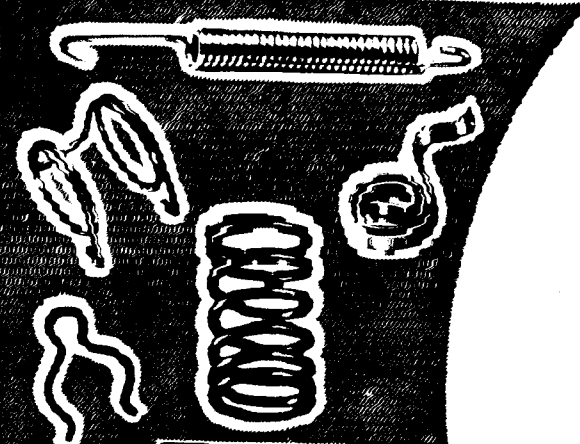
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with the crippling problem of scarcity of raw materials, most of which were imported. In some factories, installed capacity was not fully utilised due to this reason, especially in the manufacture of piston rings, leaf springs, brake linings, radiators, shock absorbers, with the result that production could not be stopped up to meet the rising demand.

Exports

After discussions with the automobile industry and the Export Promotion Directorate, a pool had been formed to cover the auto industry, industrial diesels, air compressors and ancillaries. Since mass production was absolutely essential to facilitate an increasing volume of automotive ancillaries for export, ways and means to increase production and cut down costs were being investigated. By way of export incentives, the industry required income tax exemption based on export performance and removal of discrimination between rupee payment and non-rupee payment countries in granting incentive licences.

Specialised Ancillary Production

With the assistance of the Development Council and the Vehicle manufacturers, items to be manufactured exclusively by the ancillary industry, and those capable of being manufactured by both the automobile and ancillary industries, had been listed to avoid wasteful duplication of production facilities and capital.

Ancillary Industry's Importance

In the context of the inability of the railways to carry all the traffic



The Union Minister with some of the members of the All India Automobile and Ancillary Industries Association.

offered, and the capacity of road transport to deliver the goods, the automobile industry had assumed national importance, and with it, the ancillary industry, which had tremendous potential to stimulate economic growth. The industry, which should rank on par with the railways does not seem to have

received adequate recognition yet in Plan priorities.

What the industry needed at present, was research on product design to promote standardisation, which would be beneficial to all. To remedy the lack of research consciousness in the automobile and ancillary industries, the Association proposed to establish a research centre in collaboration with the Higher Technological Institute in Bombay, for which project, Sri Pratul Patel, earnestly solicited the generous support of members.

Inaugurating the Second Annual General Meeting of the Association, Union Industries Minister, Shri Manubhai Shah, said that it was heartening to note that the number of firms registered with the Development Council for manufacturing automobile ancillaries had risen to 150, and hoped that many of them would become members of the Automobile and Ancillary Industries Association.

He congratulated the Association



Mr. Pratul Patel, President of the Association, reading out his address.

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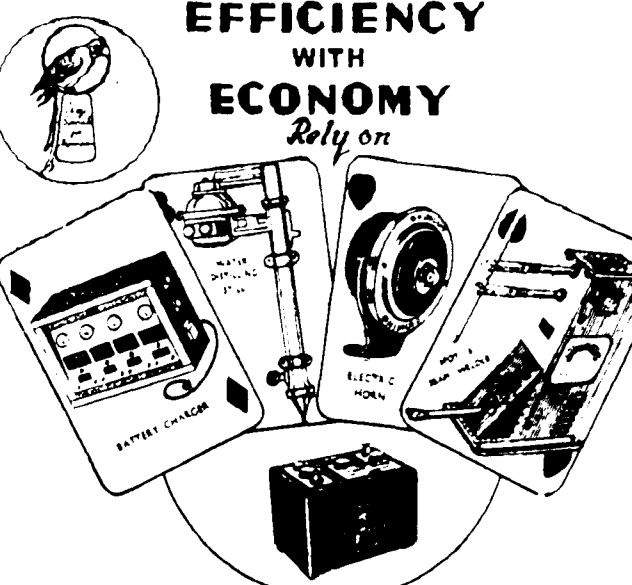
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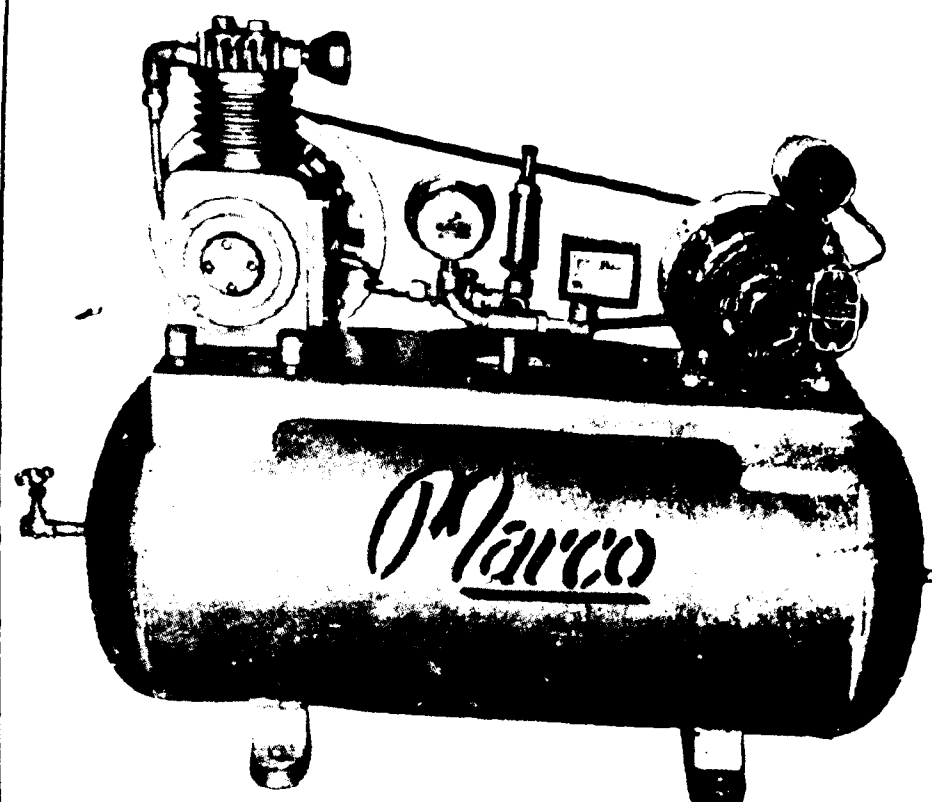
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on having published an illuminative brochure of the ancillaries manufactured by members, and for organising an excellent exhibition of automotive ancillaries at the Indian Industries Fair, which had been awarded the prize for the best display by Prime Minister Nehru. He hailed the establishment of a joint committee of representatives of the Association and those of the Indian Automobile Manufacturers' Association, as a progressive step, which would eventually benefit members of both organisations.

Exports at Sacrifice Prices

Shri Shah drew an encouraging picture of the many-sided progress achieved by the automobile and ancillary industries and their importance in the national economy. The Union Minister laid particular stress on the need for exporting ancillaries products, if need be, at sacrifice prices. Exporting units would be given special assistance in procuring raw materials and other facilities would also be extended to them. He suggested that the Association submit a list of ancillary items that could be exported from year to year to the government and of the firms willing to undertake such exports.

Doubled Foreign Exchange Expenditure

Foreign exchange expenditure on the automobile industry had doubled during the last two years and the import of scarce raw materials was under consideration so that the ancillary factories could maintain production. The Minister exhorted members to be particular to improve the quality of their products to standards acceptable for original equipment or replacements by main producers.

He suggested that the Association should take greater interest in promoting the manufacture of



Mr. P. Sharan Gupta, Chairman of the North Regional Committee proposing the vote of thanks.

ancillary items in the near future. He was glad to note that the Association had arrived at an understanding with the Development Council and the Automobile and Transport Vehicle Industries on the items which could be produced by the main vehicle manufacturers, those exclusively by the ancillary units, and those that could be manufactured by either of the two.

Rs. 15 Lakhs for Co-operative Research Institute

The Minister welcomed the initiative taken by the Association to promote research in product design, development, and standardisation with reference to the automobile and automobile ancillary industry, in association with the Higher Technical Institute at Bombay. In this connection he mentioned that the Director of the Motor Industries Research Association of the UK was now having

consultations with the automobile and ancillary manufacturers and government officials in this country, and the government were awaiting his recommendations in this matter. The Central Government would be agreeable to make a grant of 50 per cent of the capital cost, not exceeding Rs. 15 lakhs of the co-operative research institute.

Shri Shah said that the progress made by the ancillary industry was tremendous. Production in 1961 had been estimated at about Rs. 12 crores against Rs. 7.5 crores in 1959 and less than Rs. 1 crore in 1955.

In conclusion, Shri Shah predicted a great future for the industry, stating that the immediate task was to effect increased production, so as to accelerate the indigenous content of vehicles manufactured in the country, to effect greater saving in foreign exchange in the shortest time possible, and to earn foreign exchange through exports to neighbouring countries.

OBITUARY

We regret to record the death recently at Delhi of Sri SATHYA KAM CHANDHOKE of the Delhi office of Upper India Trading Company Private Ltd. He was the second son of Sri Shivram Chandhoke.

We regret to report the recent death of SRI CHATARAM KHIOMAL THADANI, partner of Bharat Trading Co of New Delhi.

We regret to record the death of Sri Ambalal H Shah, Proprietor of Sri Ambalal & Co of Bombay recently. A pioneer in auto parts trade in the country he established his concern in 1937 and brought it to its present eminence.

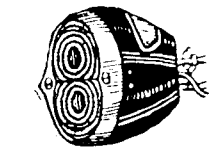
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ANNOUNCEMENT



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We have, therefore, cancelled the agency given to Sri Baldev Varma with immediate effect. The above-mentioned gentleman will have hereafter no right to deal on our behalf. We therefore advise all concerned not to deal with the aforementioned agents in relation to our firm. We do not hold ourselves responsible for any such dealings. Dealers may kindly send their orders direct to us which would be executed with promptness. Our firm assures the dealers of our fullest co-operation and hope that the dealers would continue to patronise us.



Sri Baldev Raj Varma

(Sd.) GURSARAN SINGH,
Managing Director

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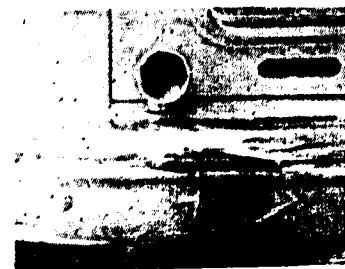
NEW JAPANESE

MOTORING SAFETY DEVICES

Recently, a new accessory has become available for export from Japan which is out of the gadget class. The ABC Automatic Beam Changer for auto headlights is a unit suitable for 6, 12 and 24 volt systems.

The idea of automatic beam changing is not new and such equipment has been available for some years as optional equipment on new cars, at a high price. Where the ABC unit is exceptional is in its ease of installation, low cost and the use of transistor and diode rather than tubes. Installation may be made by the average car owner without any difficulty as a detailed wiring diagram is supplied with each unit as well as wiring instructions.

The ABC Automatic Beam Changer consists of 3 units: light cell, main control body and light relay. The light cell is mounted on the car's bumper where it picks up the headlight beam from approaching cars. When a direct beam strikes the light cell it is converted to an electrical impulse which activates a micro switch in the transistorized control unit. The micro switch then closes the circuit to the dimmer switch and the head lights then go to low beam. When the direct light from the approaching car no longer hits the light cell the unit changes back to high beam automatically. The distance at which the light cell operates is controlled by a dial on the face of



The light cell mounted on the bumper.

the control unit which is mounted on the car's dashboard.

In heavy traffic, the ABC unit may be instantly changed to foot operation of the dimmer switch merely by flipping the switch on the control unit. This prevents a constant dimming and brightening of your car's headlights.

From the standpoint of motoring safety the ABC unit is a necessity. While more motorists are courteous in night driving, they are often quite forgetful in dimming their headlights when approaching another automobile. Such forgetfulness has been responsible for many bad accidents.

The ease with which the ABC unit may be installed is a decided advantage as it means the individual car owner, the least bit mechanically inclined, can install the unit within minutes. The low cost also gives the average car owner the advantage of an automatic beam changer without the expense of the factory installed optional equipment type. Safety wise and cost wise the ABC Automatic Beam Changer is a most valuable car accessory. No motorist should be operating a vehicle without such a device. The unit may also be installed on trucks with the same ease.

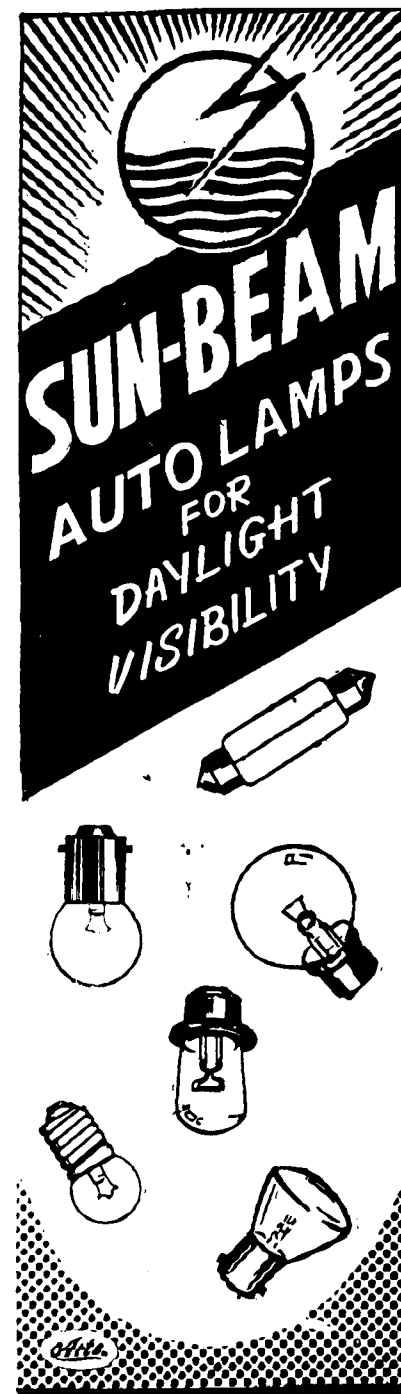
Plug Exciters Make Exciting News

Interesting news for the motorists is the recent development of a



The control unit of the ABC Beam Changer mounted on dashboard.

April 1962



Glass & Miniature Bulb Industries of B. R. Industries

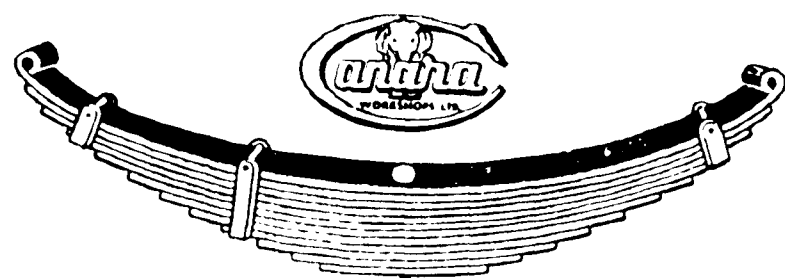
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spark plug stimulator. The small unit is a precision engineered item that boosts the spark several hundred times, creating a very intense, to spark, which means a more complete combustion of the gas in the cylinders.

The EXT Plug Exciter, as the unit is known, has been undergoing comprehensive tests in Osaka, Japan. The results indicate the Exciters not only increase the gas mileage from 10 to 24% but also substantially decrease the amount of carbon monoxide released to the atmosphere through the car's exhaust.

According to statistics the average automobile only utilizes about 60 to 70% of the gasoline, the remainder being wasted in the form of gas vapor and carbon monoxide. In the tests the increase in mileage by one taxicab company showed a 24% increase in distance travelled for the same amount of gasoline. The same taxicab was used with the Exciters installed and then without them. The automobile was a 1960 model Toyopet Crown. Another company using a 1957 Austin obtained an increase in mileage of 18.2%.

The tests also showed a substantial increase in power and smooth starting. A set was installed in a 1956 Renault, which was in poor mechanical condition and needing an engine overhaul. The only adjustments made were to the timing and the carburettor. Prior to the installation of the Exciters the car was very hard to start, often taking 2 or 3 minutes. With

the Exciters in place the car was started almost the instant the starter button was pressed. The engine idled very smoothly and when accelerated the smoothness could be felt in the lack of vibrations. This automobile was owned by an engineer who drove on an average of 150 kilometers daily. He reported that in one month's driving, without having made any repairs or other servicing, his mileage increase averaged 12%.

According to other reports, the Exciter should prove a valuable accessory in areas which are densely populated. The substantial reduction in escaping carbon monoxide gas can materially help the smog conditions which are becoming more troublesome in all cities where vehicle traffic is exceptionally large. Areas like Los Angeles, New York and Chicago have severe smog problems that have reached the point where the legislators are contemplating smog control laws which will affect motor car owners. The Exciters appear to be a partial answer to this problem.

The Exciters will fit all spark plugs in automobiles, motorboats, motorcycles, motorscooters and all other gasoline engines using standard spark plugs. They are easily installed and require no special tools. Any service station can install them in minutes, re-set the car's timing and adjust the carburettor to a leaner mixture.

There have been many such devices during the past few years, but the Exciter should not be confused with them. The Exciter is precision-made to rigid tolerances and, unlike the old style types, uses no crystals. While no exact data is yet available, it is indicated the average car will travel from 40 to 60,000 kilometers on one set of EXT Exciters. To the average motorist this means about one year of driving.

The manufacturer, the Ke'ko Corporation of Osaka, reports that a monthly production of 500,000 Exciters is the goal for the remainder of 1961. Exports have commenced to such countries as Germany, Australia, and the United States.

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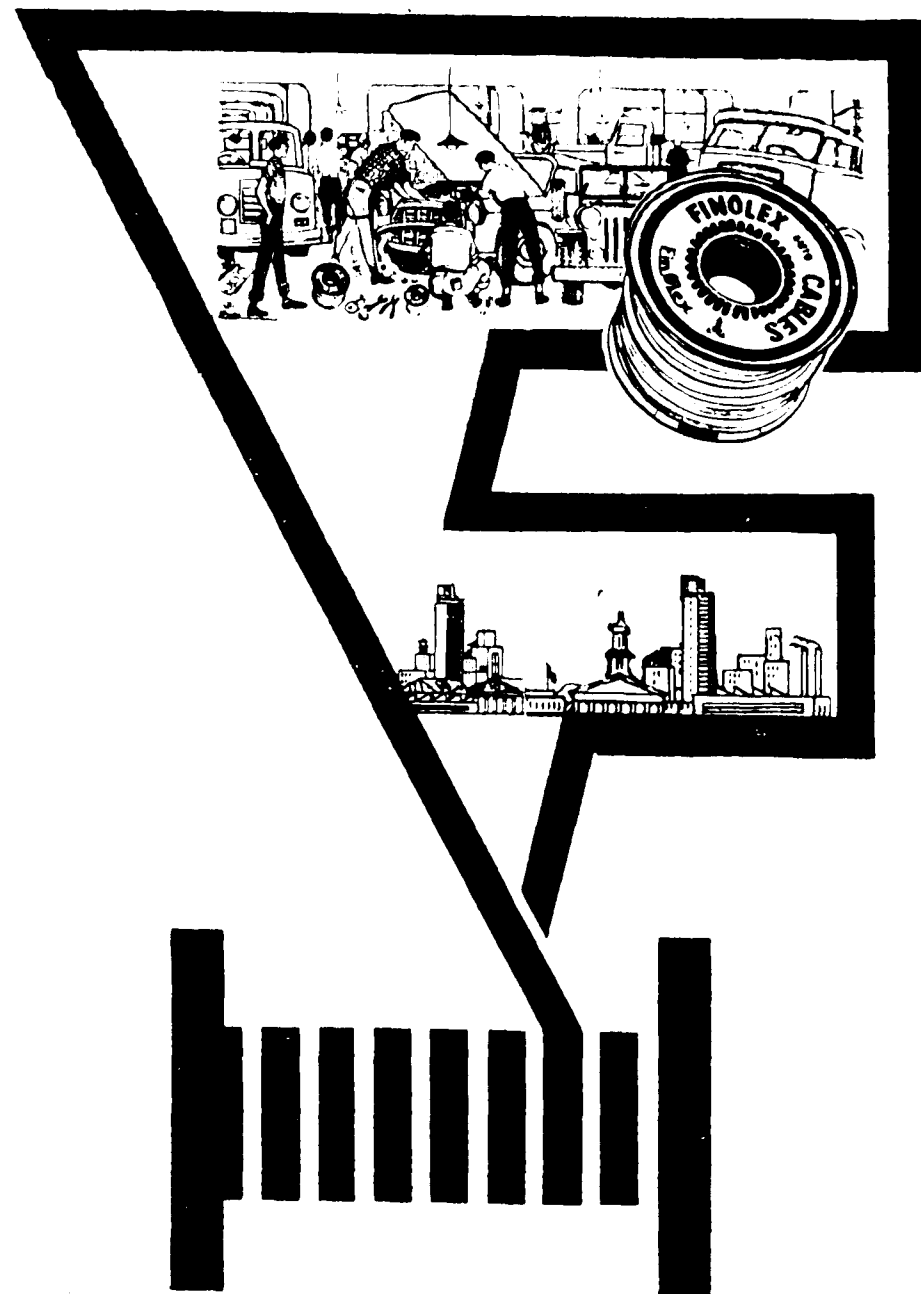
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P. V. C. Cable Industry---Prospects And Problems

By K. R. S. Varadhan



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Ancillary items of manufacture on a small scale basis, organised and perfected by modern technology, form an essential adjunct to the development of a balanced and progressive industrial economy. India, before freedom, had dreamed of a perfect blend of both large and small units, distributed throughout the country. Economists, industrialists and statesmen had spoken and written much on this subject. The country's five-year plans laid special emphasis on such a development to reach the goal of plenty and prosperity.

During the last fifteen years, goaded by these words and confident of government support, many practical men of action ventured into the field of manufacture of ancillary products. Bombay and its environs naturally show striking example of this constructive effort. The trend is spreading to other regions of the country as well.

Automobile manufacturing involves over a thousand items of products. With the establishment of a strong Automobile Industry in India the future for items, ancillary to this Industry has attracted the attention of progressive persons. The Indian Cable Industries at Pimpri, near Poona is an example where Finolex PVC Insulated Cables are being manufactured according to British Standard specifications from the end of the Second World War. The latest German automatic machines are employed. The products are on the approved list of Governments, Railways, the Post & Telegraphs, Telephones and the

Automobile Industry in the Private Sector. From very modest beginnings, the industry has grown by sheer virtue of quality and efficiency to a size whereby the manufacturing activity has now shifted to a large plot near the Antibiotic Plant at Pimpri. The question now is whether the Government is really benevolent towards Small-Scale Industries, since the restrictions on the import of P.V.C. Composition—an essential raw material—curbs the future plans for progressive expansion. A good many other Small Scale enterprises are similarly complaining about government's indifference.

Finolex PVC Cables were first introduced by the Indian Cable Industries and they are now being used by the Indian Telephone Industry, the Defence Establishments and the Indian Automobile Industry. They are also used extensively throughout the country for house-wiring purposes. On the part of the manufacturers, therefore, they have successfully overcome all technical manufacturing problems and have fulfilled the requirements of ancillary industries in the field of Automobiles and Telephones. They are now faced with the difficulty in procuring the necessary import licence for PVC composition which is one of the essential raw materials. It is indeed surprising that the Licensing Authorities do not even consider the essentiality certificate granted by the State Director of Industries while determining the necessity for granting the import licence to the particular industry concerned.

This is a specific instance. There are, as already observed many other Small Industries who are experiencing in practice that Government's support is not so readily forthcoming. It is, of course, difficult to say where exactly is the hurdle—is it administrative or is it a matter of policy?

A curious feature of the import policy is the rather anomalous position where by the Indian Telephones largely due to unavailability of an adequate supply of PVC Cables from internal sources, are allowed and provided the necessary foreign exchange for importing cables from abroad.

The industry is fully equipped to supply all the present and foreseeable future requirements and also to export, but production is handicapped by restrictions on import of PVC composition, the foreign exchange component for which is definitely much less than for the fully manufactured product.

A careful study of the economic development of some of the western countries will reveal the fact that the part played by the Small Scale units acting as suppliers of ancillary products in an assured flow and of reliable quality has been mostly responsible for their country's pre-eminent position in the World of Industry. India needs to adopt similar methods, establish similar standards and step up production in the Small Scale sphere. The Union Government should take steps to look into the complaints and remedy the defects, wherever they are.

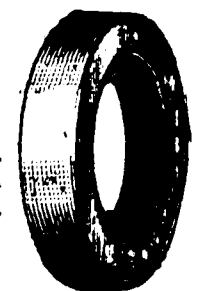
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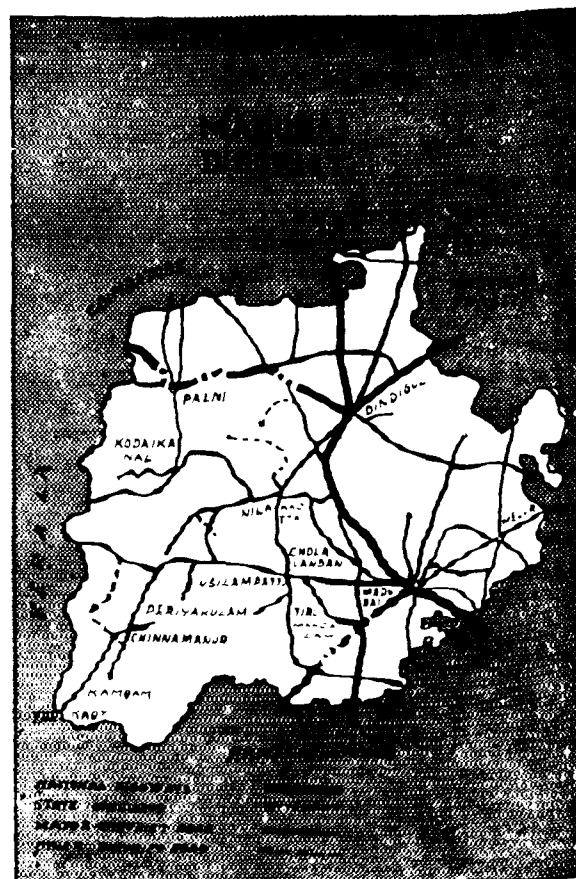
Madurai district provides many important places of interest of varied type. Madurai city is one of the ancient, historic cities in South India. It has been for the last 2000 years, the centre of Dravidian culture and civilisation. Madurai, Tirupparankunram, Alagarkoil and Palni temples are famous pilgrim centres, while Kodaikanal proves to be an excellent hill resort.

The most important hill feature in the district is the Palni mountain range running across the district for a distance of 50 miles. The principal river of the district is the Vaigai, which rises in the Western Ghats and after flowing north-east between the Palnis and the Aniputti range, turns south-east and flows past Madurai to the Sea in the Palk passage. Excepting the Periyar system, the best irrigation sources are the Vaigai and its tributaries, the Suruli and Varahanadhi. Valuable timber is to be found on the slopes of the Palnis and in the Cumbum valley, which lies to the south and immediately under the Western Ghats.

Madurai city forms the centre of a network of inter-district roads, connecting Coimbatore, Tiruchirappalli, Ramanathapuram and Tirunelveli, as well as Kerala State. The National Highway to Kanyakumari passes right through the length of the district. The district is, on the whole, well provided with a network of roads, the total length of which is 2,454 miles.

The district has a number of

Paradise
for
Tourists



major industrial units particularly in the textile field. Among the smaller industries, leather tanning, match manufacture, cotton ginning and pressing are important from the point of view of the employment they provide. The district, as a whole, is one of the best developed industrially in the State. It has a thriving handloom industry from the days of old. It is renowned for its "Sungudi Sarees".

Even in agricultural economy, it is not a district of mere paddy plants or forest plantations. It is multi-cropped and every pocket has an individuality of its own. The Palni Hills, the Varshanad Valley and the slopes near the Periyar, can boast of rich plantations and this district is one of the heaviest producers of cardamom, tea and coffee.

The Palni Hills are fruitful sources of blue gum and wattle. The Sirumalai Hills and the slopes of Lower Palni Hills are a plentiful source of supply of plantains which are in demand throughout the State. The well-irrigated areas in Nilakkottai, Dindigul and Periyakulam Taluks grow sugar-cane in

plenty. Karunganni cotton comes up very well in the black cotton soil of Tirumangalam taluk. The manufacture of hurricane lights in Palni and locks in Dindigul are some of the new industries worth mentioning.

Kodaikanal

The splendour of the summer-day is never so gorgeous as in Kodaikanal (7000 ft.) on the Palni Hills. Here one can relax in cool green pastures, or in the woods or shady groves by the river side. If not in size, in charm and colour, it bids fair to challenge the supremacy of Ootacamund, the Queen of the Hill stations. Its temperature is milder than Ooty's and climatic conditions are more equable than those of the Nilgiris.

Kodaikanal was first visited by a European in 1821. The Collector of Madurai was the first to build a house there, about 1834. It had its own Municipal body in 1899. Besides bridlepaths, roads began to take shape.

From the Kodaikanal Road section



Bear Shola Falls.

on the Southern Railway, one can have a delightful drive along the ghat road past rugged scenery for about 50 miles enroute to Kodaikanal.

The major attraction is the lake. In addition, there are places from where the views of the low country and the Anamalai Hills to the west are beyond words.

Strolling along Coaker's Walk, one can have a view of Dolphin's Nose, about three miles from the lake. Dolphin's Nose is a picturesque plateau with awe-inspiring precipices on either side. For pleasant and easy walks, there is Big Valley Walk and its extension. From here the observatory on Nandigipuram Hill (7700 ft. high) can be reached.

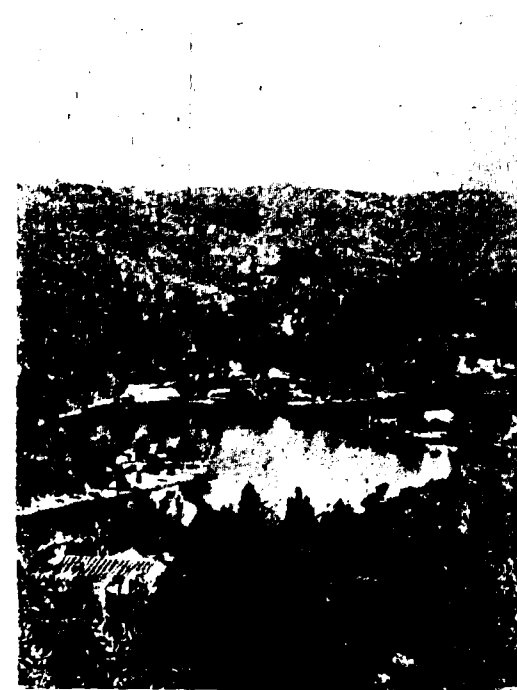
The beginning of the Solar observatory contained a curious element. An Indian Finance Commission which worked in the 1880's suspected a correlation between sun spot activity and Indian rainfall and recommended to the Government of India the construction of a Solar observatory for keeping a record of sun spots.

The Government accepted the suggestion and the result was the Observatory at Kodaikanal. The Observatory was opened on 1st April

1889 with Mr. C. Michie as its first Director. The various activities of the Institution include astronomical, seismic and meteorological studies. Solar Physics is its main concern.

This observatory which now has full-fledged sections for advanced Geo-magnetic work, ionospheric work, radio-telescope and stellar physics is the only institution of its kind in Asia.

Round about Kodaikanal are several popular "beauty spots." There are four waterfalls within easy reach namely the "Silver Cascade" on Law's Ghat formed by the Parappar stream, the Glenn Falls, Fairy Falls and Bear Shola Falls. Coaker's Walk runs along the very brink of the steep southern side of the basin and commands wonderful views of the plains below. The Pillar Rocks are three huge masses of a granite about 400 feet high which stand on the edge of the same side of the plateau. It is the Perumal Peak or the Big Mountain that is a must for any one visiting Kodaikanal. It is an all-day excursion and demands great exertion. It is a five-mile climb. The first thousand feet will test the climbers' mettle. The panorama from the top of this mountain, embraces the entire country-



Kodaikanal Lake.



Dolphin's Nose.

Madurai, Tiruchi, Palni, the Nilgiris and the Kodai Plateau.

The Silver Falls are made up of the overflow from the lake of Kodaikanal and take a spectacular leap over a steep precipice of nearly 200 feet.

Kodai offers plenty of opportunities for social life, too. There are several clubs. Tournaments and socials are held during the season. With the advent of motor cars and buses the summer resort has developed rapidly.

Dindigul Fort

It is picturesquely situated between the Palnis and the Sirumalais. It gets its name from, and in olden days owed its importance to, the great isolated fortress-crowned rock which stands at its western end. This rock is called "Tindukal" meaning "Pillow-rock," from its supposed resemblance to a pillow. The rock is almost absolutely bare of vegetation. The fortifications which are treated as protected monuments, enclose the whole of the upper part of the rock and are reached by a flight of 600 steps cut on the face of the rock.



Kodaikanal Observatory.

On the very top of the hill there is a temple dedicated to Abirami Amman. The image of the temple is supposed to have been removed to the town by Tippu Sultan so that spies might have no excuse for going into the fortress. The fortress is believed to have been built by Tirumalai Nayaka of Madurai (1623-1659). The British strengthened it in 1797-1798.

Under the western scrap of the rock is the shrine of a Hindu Sanyasi known as Sakthiaswami or Atha Swamikal.

About 5 miles from Dindigul is Tadikombu, where there is a temple dedicated to Sundaraja Perumal. The finest carving is in the mandapam before the goddess shrine.

Vaigai Dam

The Vaigai Dam, located about 48 miles from Madurai city and on the route from Kodaikanal to the Periyar Lake is fast developing as a tourist centre. The dam site is connected well by roads from Theni, Periyakulam, Andipatti and Kodaikanal and is easily accessible to visitors.

The brain behind the development of this spot into a picnic centre is the Chief Minister of Madras, Sri Kamaraj, who while inaugurating the hydel scheme in January 1959, suggested the construction of parks in the reservoir project area so that it could be turned into another "Brindavan of the South". This suggestion was seriously pursued by the Public

Works Department and the dam project area is now developed into a pucca picnic spot within the last three years. To serve the tourist, a circuit house, three first class rest houses, five second class rest houses with two suites of rooms in each and a rest house to accommodate 100 children have been constructed at the dam site.

The main attraction of this tourist centre is its beautifully laid-out garden on the rearside of the dam. On Saturdays and Sundays, when the project site is colourfully illuminated specially for the holiday visitors, the garden is very attractive. Large numbers of visitors, including school children, visit the place to enjoy the beauty of the site, which also incidentally educates them about the Periyar irrigation system in this part of Madras State. To cater to the needs of the students, a working model of the Periyar-Vaigai irrigation system from the Arabian Sea to the Bay of Bengal, indicating all engineering structures, has been constructed here. Since nearly 30 per cent of the visitors comprise children, a toy model train has been introduced for joy rides round the Vaigai gardens.

The Surli Waterfalls

There are a few waterfalls in the mountains of the Cumbum Valley of which the Surli Falls can compare with the Courtallam Falls in Tirunelveli District. The Surli Falls is also considered as "Punya Theertham" and is resorted to by thousands of pilgrims on certain festive days. The falls is being developed as a summer resort. The neighbouring Panchayats of Cumbum, Uthamapalayam and Narayana-thevanpatti have joined hands to improve the approach roads, construct railings for the safety of bathers, dressing rooms etc. and also running a seasonal hotel.

Thekkady

The Periyar Wild Life Sanctuary is situated on the border of Madras and Kerala States. Thekkady, the centre of the sanctuary can be reached from many directions, one of which is via Kumbam. This sanctuary is one of the finest national

parks in India. It is 300 square miles in area, located in the territory surrounding the Periyar Lake, which has been artificially created by damming the Periyar, the largest river in Kerala, for irrigation purposes. Due to high altitude and heavy rainfall, the sanctuary is always cool and green.

In the Periyar sanctuary, animals are not watched from watch-towers as is the usual custom in other sanctuaries, but they are seen from boats which ply over the waters of Periyar Lake. There is no dearth of boats. For seeing a large number of animals, the best hours for boat-trips are at dawn or dusk, when the animals come to quench their thirst. During these cruises a pair of binoculars is very useful.

The most famous among the wild animals, which can be seen in the sanctuary, are the tiger and the elephant. All the animals may not be seen everyday but many of them do come to the water-front at one point or the other to bathe, drink or play in the morning or evening. They do not appear to be aware that herds of passengers are passing to and fro, gazing at them or clicking their cameras.

Amidst the tropical forest is a clean comfortable hotel called "Aranya Nivas" (Forest House) run by the Kerala Government. The



The Surli Waterfalls.

hotel has 10 suites, is well-appointed, and has electricity and modern conveniences. The same establishment runs the Guest House for VIPs about 2 Kms inside the lake. Originally constructed by the Maharaja of Travancore, this Guest House was his private shooting lodge. He was never keen to shoot but only observed the wild life. It is built on the lip of a spur almost surrounded by water. The location is ideal and the scenery around is simply enchanting. The sanctuary attracts a large number of visitors and its popularity is steadily increasing. Not far from the Lake area a number of beautiful picnic spots, Crusoe Island, Thannikudy, Puvanasu Creek and Aruri Creek, where tourists can spend many care-free hours.

The journey from Madurai can be started by bus or car to the Lower camp which is at a distance of 87 miles. From the Lower camp after travelling 12 miles on the Ghat Road, Thekkady can be reached. Surli waterfalls is about 19 miles from the Lower Camp.

Accommodation

1. Public Works Department Bungalow with two suites at Tekkady and Dam site-Rent 0-75 nP, plus 0-50 nP, for Electric Charges. Reservation to be done through the Executive Engineer, Periyar Dam at Madurai.
2. "Aranya Nivas"—Deluxe Tourist Hotel run by Kerala Government on Western style. Charges for lodging and boarding—Rs. 25 for single and Rs. 40 for a couple.

N. B.

A Permit is necessary to visit Periyar Dam from the Collector of Madurai. Reservation for motor launch is to be made with the Executive Engineer, Periyar Dam at Madurai or Dam Superintendent, Tekkady. Charges for launch are about Rs. 33.00 for a party.

Transport from Madurai

Buses via Kumbam-Kumili are available every half an hour. Fare

Rs. 2-82 from Madurai to Kumili via Kumbam and lower camp.

Periyar Dam

Periyar dam and lake are situated 87 miles west of Madurai, and can be reached by a good motorable road. The Dam is the oldest one in India built with chukri and cut stones of granite during the years 1889-95. Tourists may stay at Tekkady after alighting at Kumili. From Tekkady, the dam is reached by motor launches through the lake. The water spreads over an area of 10-21 square miles. When the tourists pass over the lake, on the high ranges 2709 feet above sea

level, they have the attraction of cruising on peaceful waters in the bosom of the hills.

Details Of The Dam

Situation : 2709 feet above sea level. Full reservoir length 2861.10 ft. Main dam length 1200 feet. Baby dam length 240 feet. Width of the dam 12 feet. Bottom width 140 feet. Height of the dam 148 feet. Period of construction 1889-95. Area of waterspread 10.21 square miles. Annual rainfall at dam 96 inches. Annual rainfall at Tekkady; 74 inches.



Two of the famous shrines of Lord Muruga's "Aru Padai Veedugal" are situated in this district. One is Palni (Tiruvavinangudi) and the other is Tiruparankunram.

Palni is a well-known pilgrim centre. The town is one of the most charmingly situated places in all the district standing more than 1,000 feet above the sea level and looking across towards the mouths of two largest valleys in the Palnis and the bold cliffs which separate them. Framing the eastern side of this beautiful prospect, rises the steep rocky hill (450 feet) on the top of which stands the famous temple of Lord Subramanya or Dandayudhapani. Round this hill runs a road adorned at intervals with many mantapams. Up the hill is built a winding flight of steps which is flanked at frequent intervals by Mantapams.

The view from the top of the hill is extremely beautiful. The stala-puranam contains the following legend. Sage Agastya created the hill called Sivagiri, on which the temple stands and the slightly lower eminence now called Idumbanmalai, did penance on them for some time and then went to Kailasa. On his return to Podhiyamalai in western ghats he sent his demon servant, Idumban to bring these two



Chithale

Palani Andavar.



Elegance of Pookkay.

hills together. Idumban fixed them to either end of a "Kavadi". The pole by which burdens are slung across the shoulders but when he began to lift them he found that Idumbanmalai went up in the air, while Sivagiri remained immovable. Meanwhile on Mount Kailasa, Siva offered a mango fruit to whichever of his two sons, Ganesa and Subramanya could travel round the world quicker. Subramanya set off on his peacock at a great pace but Ganesa simply went round his parents and claimed that Siva and Parvathi represent the world. He thus won the fruit much to the chagrin of Subramanya. Siva attempted to console him by saying "Pazham Niri" (Thou art thyself a fruit) but he went away angrily to the Sivagiri hill.

When Idumban went to this temple to see why it would not move, Subramanya was there and was much annoyed at being disturbed. He slew Idumban. Agastya hurried to the spot and at his request the God restored Idumban to life and promised that in future the first worship on the hill should always be performed to him. The story explains why the pilgrims to Palni generally bring with them a Kavadi on their shoulder.

The height of the hillock is about

450 ft. and nearly 650 steps lead one to the top. People from all parts of the country visit the hill, but in particular the people of Kerala visit the place often. It is said that the King Seraman Perumal Nayanar, who was a contemporary of Saint Sundaramurthy Nayanar used to visit Palni Hills often. He ruled Malabar in the 9th century A.D. and there are sculptural images of the King on horseback in the temple. The Saravana Poigai, the birth place of Lord Muruga is in Thiruvavinangudi at the foot of the hills.

At Palni temple, Hindus and Muslims worship in their own basic ways. The Muslims call the God, "Palni Baba" and offer him scented battis (sandalwood sticks). The Muslims offer their prayers at a special niche set apart in the inner wall at the back of the sacred idol set in sanctum sanctorum.

The idol of Palniandavar is said to have been made of a combination of the nine basic herbal plants found in the hilly area surrounding the Palni region and so milk and other offerings poured over it as a part of the ritual are considered to possess high medicinal value. This idol was set up by Saint Boger. There is a separate Samadhi in the outer prakaram dedicated to this saint.

With a view to resuscitating the Nadhaswaram art, the Government of Madras have started a school in Palni where a six-month refresher course in Nadhaswaram music is provided for players already in the



Kavadi worship.

field. As this scheme was found to be very encouraging, the Palni Devasthanam has also started a three-year certificate course in Nadhaswaram and Thavil in 1959. The Devasthanam has earmarked a sum of Rs. 12,000 to be spent for conducting the school every year.



Palni Hills.

MOTORINDIA

OBITUARY

Mr. Karamchand Thapar Dead Industrial Magnate

Mr. Karamchand Thapar, a leading industrialist of India, died of a heart attack at his residence at New Delhi on March 29, 1962. Mr. Thapar, who was 67 years old, was suddenly taken ill on March 23, and could not attend the annual session of the Federation of the Indian Chambers of Commerce and Industry, inaugurated by Prime Minister Nehru. Mr. Thapar's presidential address it may be recalled, was read by Mr. Shriyans Prasad Jain.

Mr. Thapar laid down the presidency of the Federation only a couple of days preceding his demise.

Mr. Thapar started his business career four decades ago, beginning in a small way in Ludhiana and shifted to Calcutta in 1917. He engaged himself in the coal trade and soon entered the coal industry, gradually extending his industrial interests to textiles, paper, sugar, engineering, insurance and banking. Today the industrial house of Thapar is one of the foremost in the country, and has offices and industrial establishments in over 50 centres in India.



Srimathi V. RAJAMBAL AM-MAI, wife of Sri G. Veerappa Pillai, Proprietor, Sri Sathi Vilas Bus Service, and President, Tranquebar Panchayat, Porayar, passed away at 1.30 a.m. on 10-3-1962, leaving her sorrowing husband, her only son, Sri V. Parthasarathi, General Manager, Sri Sathi Vilas Bus Service, Porayar, and her only daughter, Srimathi Krishnaveni Nambirajan, besides grand-children and numerous relatives and friends to mourn her loss. She was the President of the Porayar Madhar Sangam and a member of the Tranquebar Panchayat. The funeral at Porayar was very largely attended.



P. S. Sundararaman

We regret to announce the sudden death of P. S. Sundararaman, aged 5 years, son of Sri N. Sethuraman, Partner, Kasi and Sethu and Director of M/s Raman and Raman (P) Ltd, and grandson of Sri P. S. Narayana Iyer, Managing Director Raman and Raman (P) Ltd, Kumbakonam. We wish to convey our heartfelt condolences to the members of the bereaved family.

new look for SOVIET "ZIL" AUTO FACTORY

It all began in the middle of the fifties with a search for new brands of steel. The designers working on the new Seven-Year Plan models of the "ZIL-130" and "ZIL-131" trucks to which the plant was to convert, demanded a more durable brand of steel. Such a brand is the chrome-nickel steel, but this is very dear and hard to get, so substitutes had to be found.

The ZIL metallurgists began searching for new brands of steel and after a number of years of ceaseless toil they found a worthy substitute for nickel. They obtained a "family" of non-nickel brands of steel which were not expensive but reliable.

Now the whole gigantic auto-

mobile plant is being reconstructed, turning in fact, into a new plant with automation and mechanization whose conveyers will produce new improved trucks. The heat processing shop also had to be reconstructed. It now has to provide parts processing longer life. They have to leave the hot ovens with divergences not exceeding hundredths of a millimetre.

Therefore, apart from the steel, all the equipment and the sequence of operations had to be designed anew. Many problems in the heat processing of metals were solved for the first time in Russia. The Moscow Economic Council entered the names of the participants in this work in the competi-

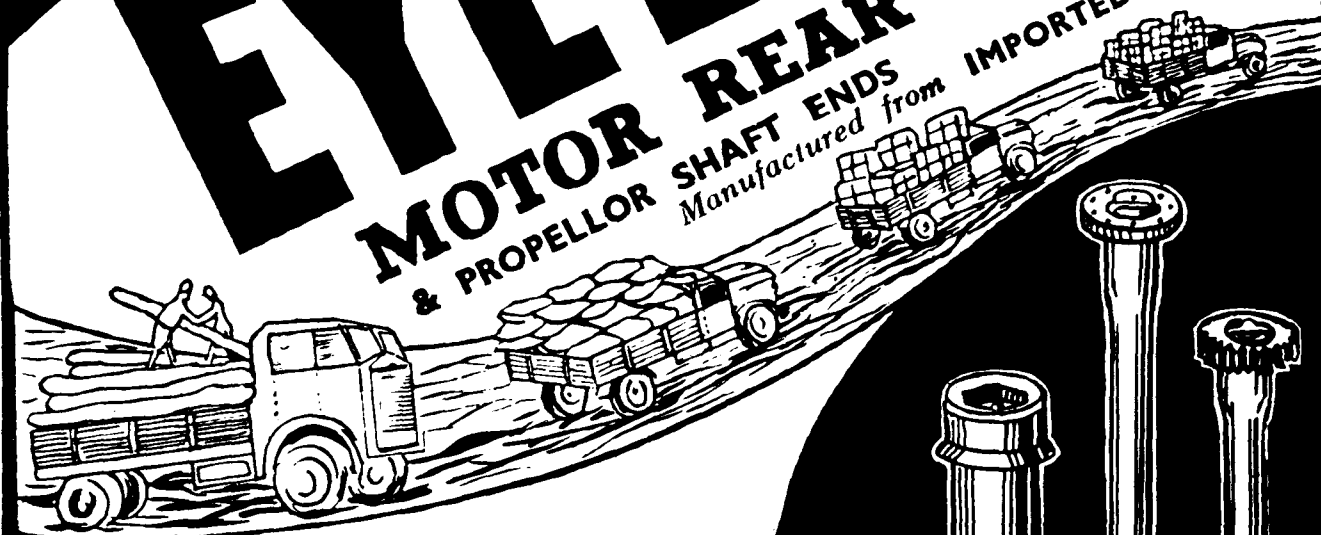
tion for the Lenin Prize of 1962. It is quite fascinating to watch the ovens operate. Every fifteen minutes a bell rings. This is the machine sounding a warning that it will now receive a new batch of highly polished parts and deliver the ones that are ready. The gears to be processed are kept in a tray, on a small stand. The tray slides under a cowl and the parts disappear under the cowl. Only the motion of the levers above the oven can be seen. A shutter opens automatically, the cowl is scavenged, and the tray passes through locks into the oven. The system of locks used here is the most perfect in the world—absolutely no air, which would interfere with the processing in the oven.



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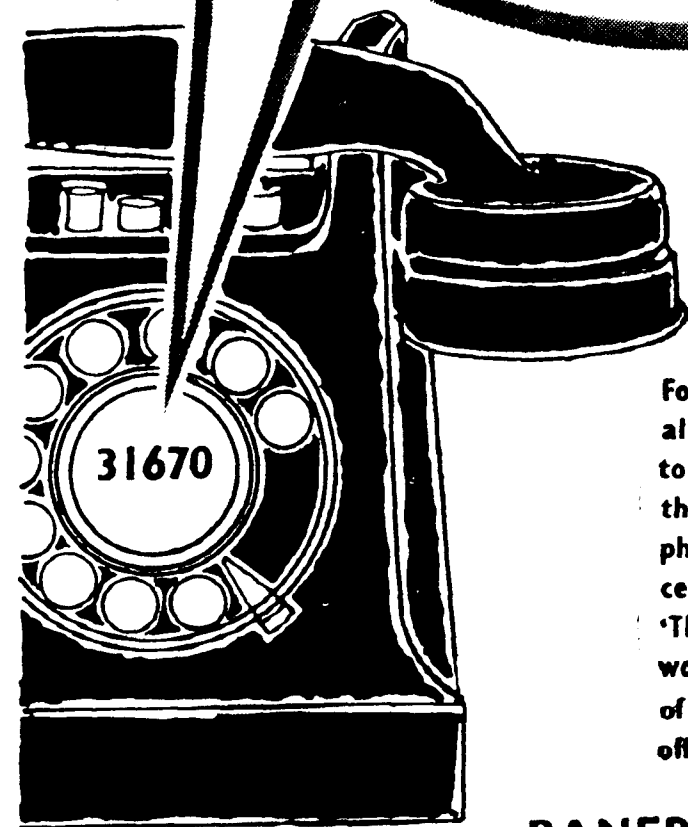
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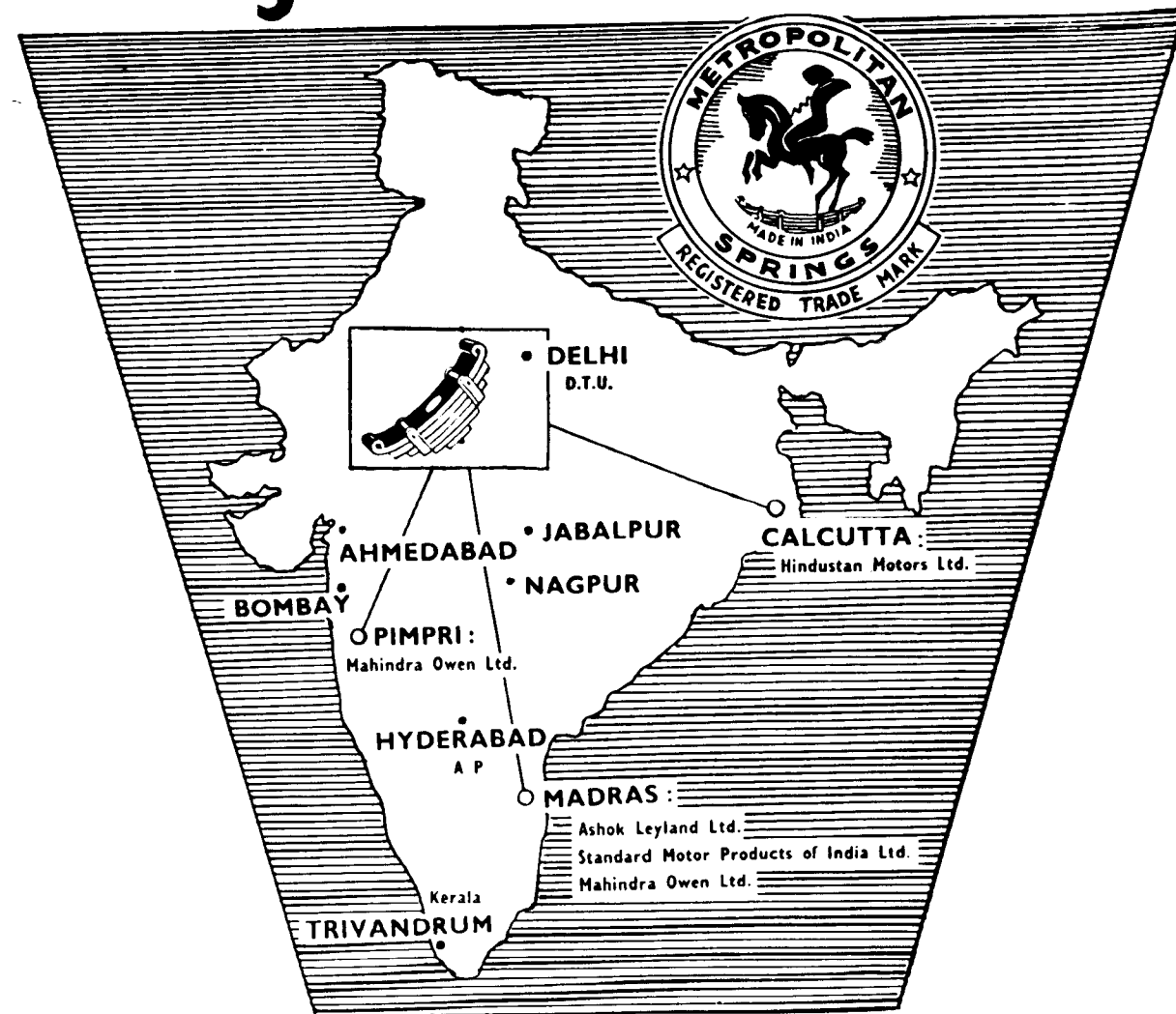
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