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MOTORINDIA

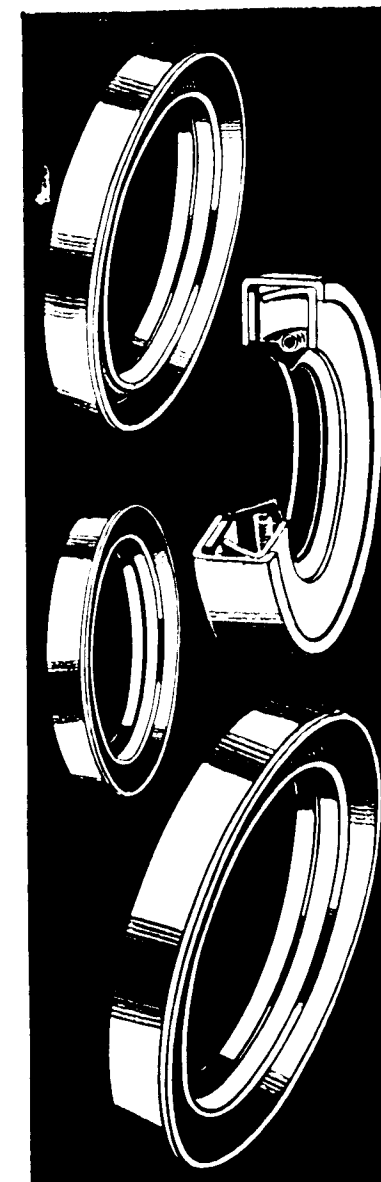
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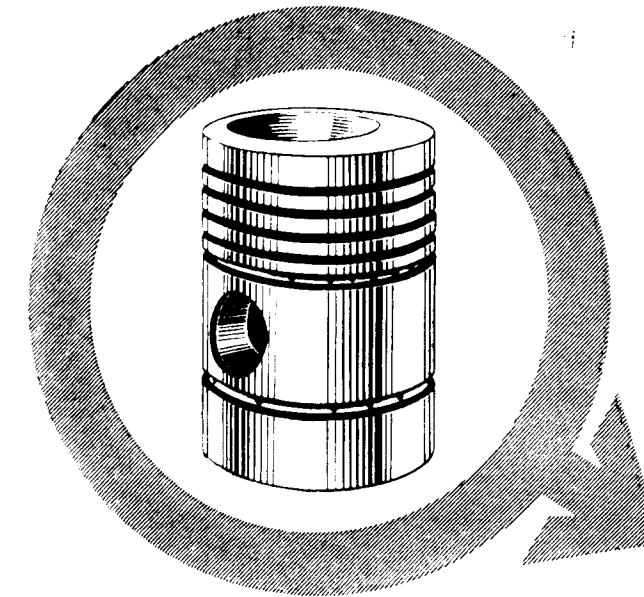
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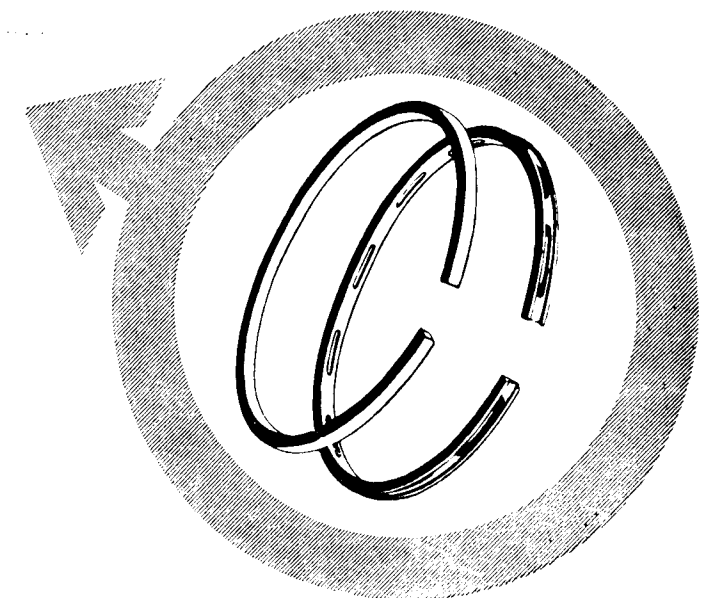
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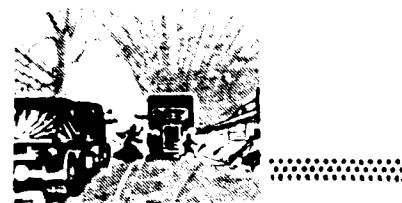
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MAY, 1962

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The Madras Motor Parts Dealers Association
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Editor: M. Rajagopalan. Assistant Editor: S. Miranda.
Layout: K. Venkataraman. Business Manager:
U. Swaminathan. Circulation: S. Swaminathan.

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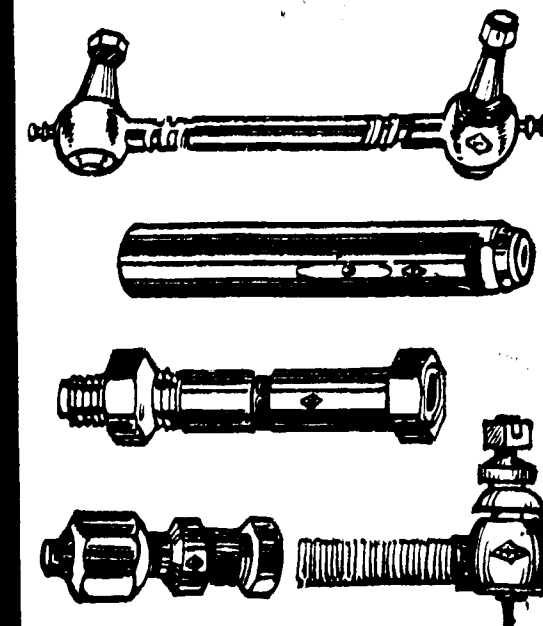
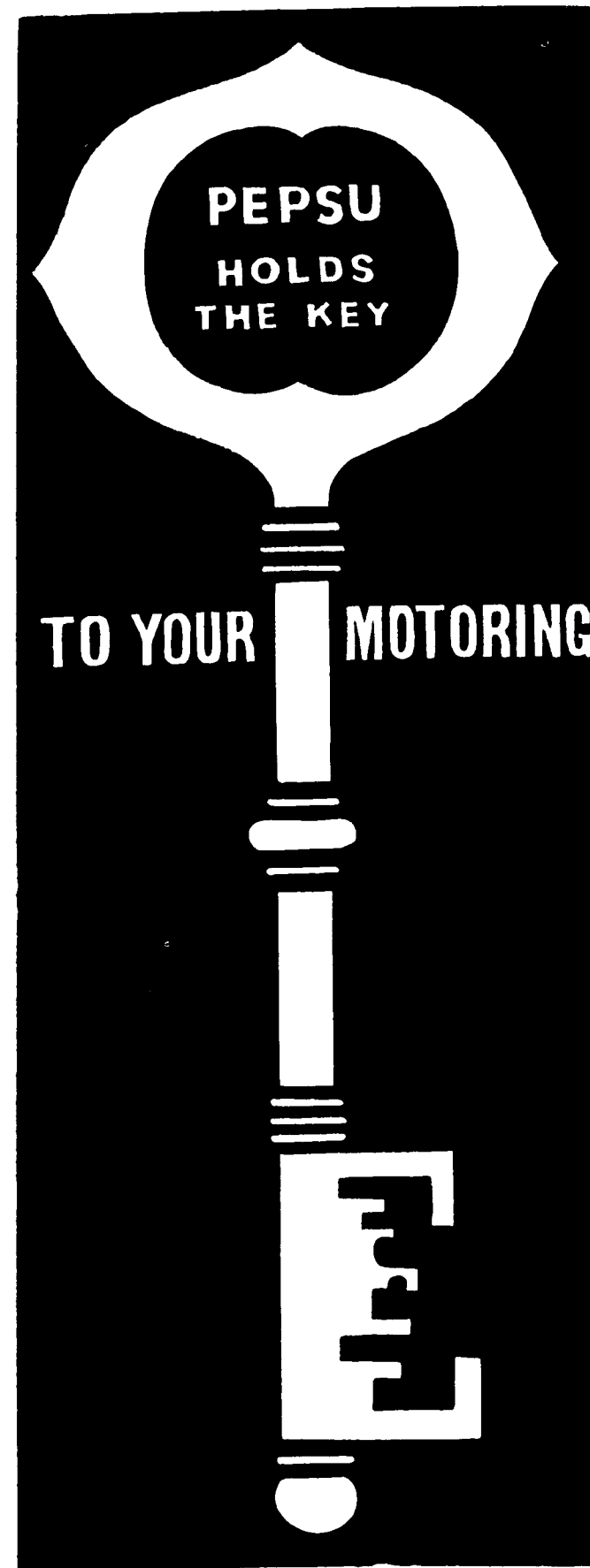
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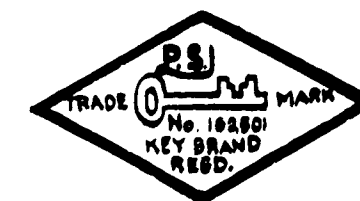
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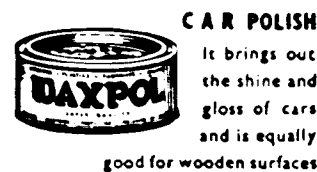
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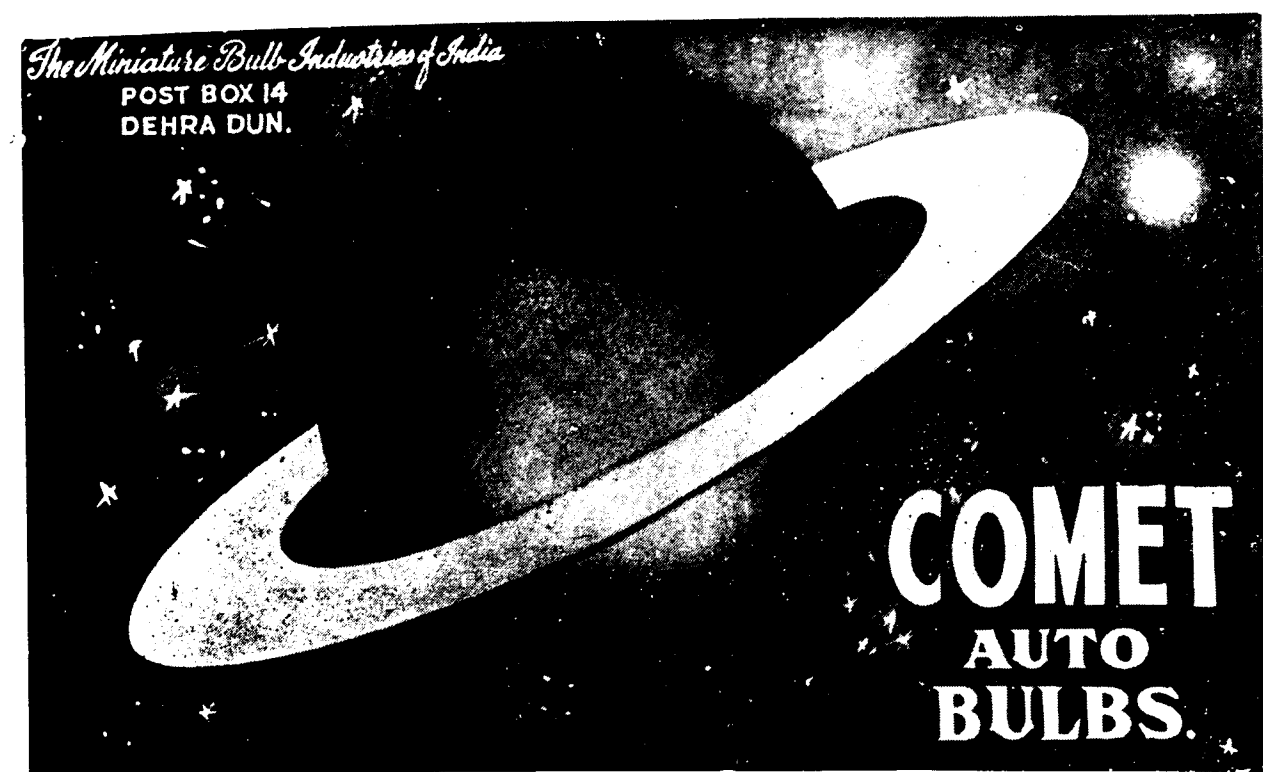
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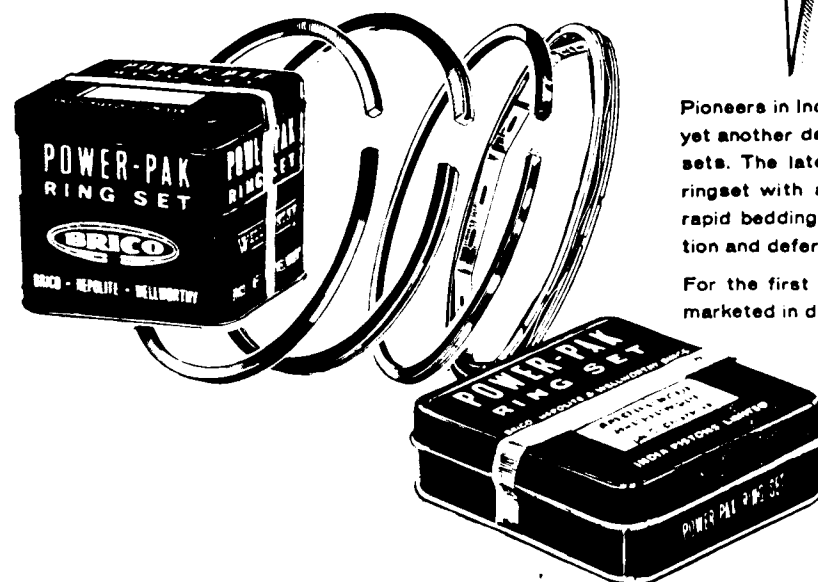
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MOTORINDIA

editorial

THE TRANSPORT MINISTER'S DAMP SQUIB

Not satisfied with nationalising thirty per cent of our passenger road transport services, and running them in the indifferent manner which has come to be associated with most governmental undertakings in this country, the Union Transport Minister, in consultation with the State Governments, has now come forward, it is said, with a proposal to set up an organisation in the public sector to undertake long-distance transport of goods by road. This proposal, we make bold to say, is sure to prove a damp squib. Though the initiative in this matter is said to be taken by the Transport Ministry, it is reliably reported that the Railway Ministry will have an effective voice in the management of the proposed organisation. The Union Transport Ministry has sought to justify its proposal on the specious grounds that the extension of governmental activities to the field of the transport of goods by road is both necessary and desirable in view of the great pressure on railway transport and the need for the coordinated development of various forms of transport in the country.

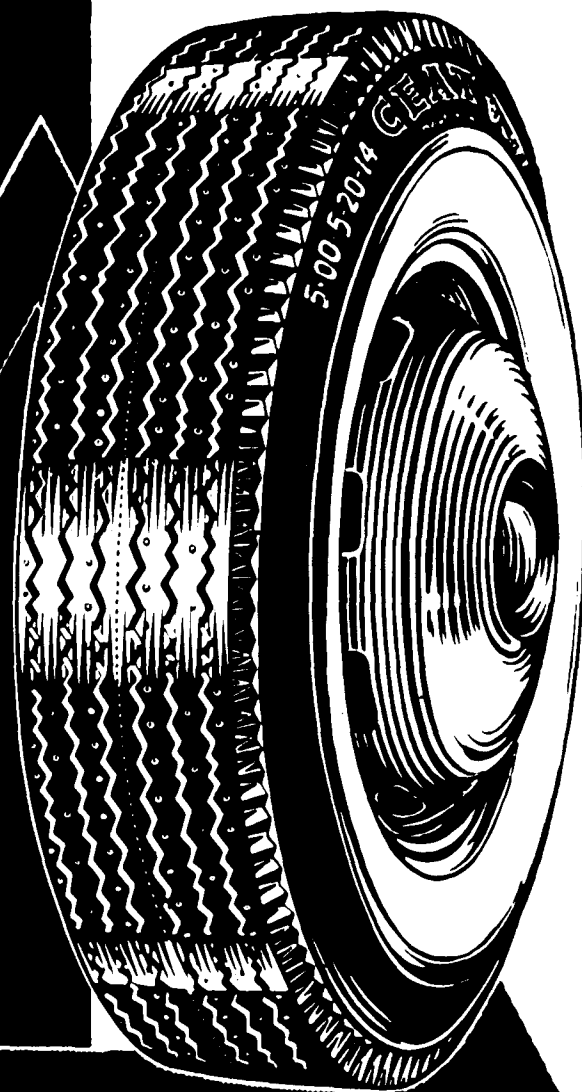
As could be expected, due to the all too frequent railway bottle-necks, irksome delays in railway deliveries, pilferage, and for other reasons, most of the high rated goods traffic is quite naturally being diverted from the railways, and viewed in this context, the latest proposal of the Transport Ministry, is proof enough of the determination of the government to check, by hook or by crook, the increasing competition to the railways from motor transport operators.

Time and again during the last few decades, commercial road transport has amply demonstrated its ability to deliver the goods, and the efficiency of some of the larger private operators in handling high rated goods has been much appreciated by users, who have been more than willing to bear the higher costs involved. If the experience of the industrially advanced countries is any criterion, the movement of goods by road is bound to gain momentum, and in a few years, the railways will find themselves relegated to carrying only bulk and low rated cargo, and that over long distances only.

However, the proposal of the government to enter the field of long distance road transport of goods is hardly a logical one, when the dismal record of the nationalised passenger transport undertakings throughout the country over the past few years, is taken into consideration. Moreover, in the last few years, private operators have staked large sums of money in purchasing lorries and trucks, and the public sector will be taking on too heavy a burden if it tries to enter the new field on a large scale. The only rational and patriotic course left to the government is not to interfere with the efficient services that are being rendered by the private operators, but to actively promote the unfettered growth of commercial road transport in the country. If the nation is to maintain the rate of industrial and agricultural progress envisaged by the Planners, there certainly is no other alternative but to give the private sector as much freedom and help as the government should.

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MOTORINDIA

From Gordon Wilkins

NEW FORDS FROM DAGENHAM

more power, four speeds, all synchronised, disc brakes

Ford's British plant at Dagenham, now the biggest single Ford plant in the world, has begun production of three new six-seater cars, Zodiac III, Zephyr Six and Zephyr Four, to replace the previous Zodiac, Zephyr and Consul 375. The basic structure is common to all, but the Zodiac is a luxuriously finished, six-light saloon; Zephyrs have four lights. Zodiac has four headlamps; the rest two. Curved side windows give maximum body width and the trunk holds nearly 22 cu. ft. of luggage.

Redesigned Engines

Engines are redesigned for higher performance, while retaining the same block and crankshaft. On

the sixes, manifolds are new to improve breathing. The Zodiac has a twin exhaust system and produces 14 bhp (109 nett) at 4,800 rpm, with max. torque of 140.5 lb. ft. at 2,400 rpm. The Zephyr Six, with single exhaust, produces 106 bhp (98 nett) at 4,750 rpm, with maximum torque of 139 lb. ft. at 2,000 rpm. The Zephyr Four is the previous Consul 375 of 1,703 cc. giving 73.5 bhp (68 nett) at 4,800 rpm.

Improvements

Clutches have been redesigned for lighter action and longer life and there is a new four-speed gear box with synchromesh on all forward gears and steering column

control. Overdrive is an optional extra, or there is the latest three-speed Borg Warner automatic box, with fluid torque converter.

The Macpherson spring-damper struts used in the front suspension have been redesigned to bring height down by 4½ in. and angled for greater stability. Rear springs are fully interleaved with synthetic rubber, the axle is clamped in rubber and specially large rubber bushes are used in the spring eyes. Further measures to secure silent running are bitumen pads and felt overlay on the floor and blown glass fibre lining for the front bulkhead.

Steering is an improved recirculating ball system. Front brakes

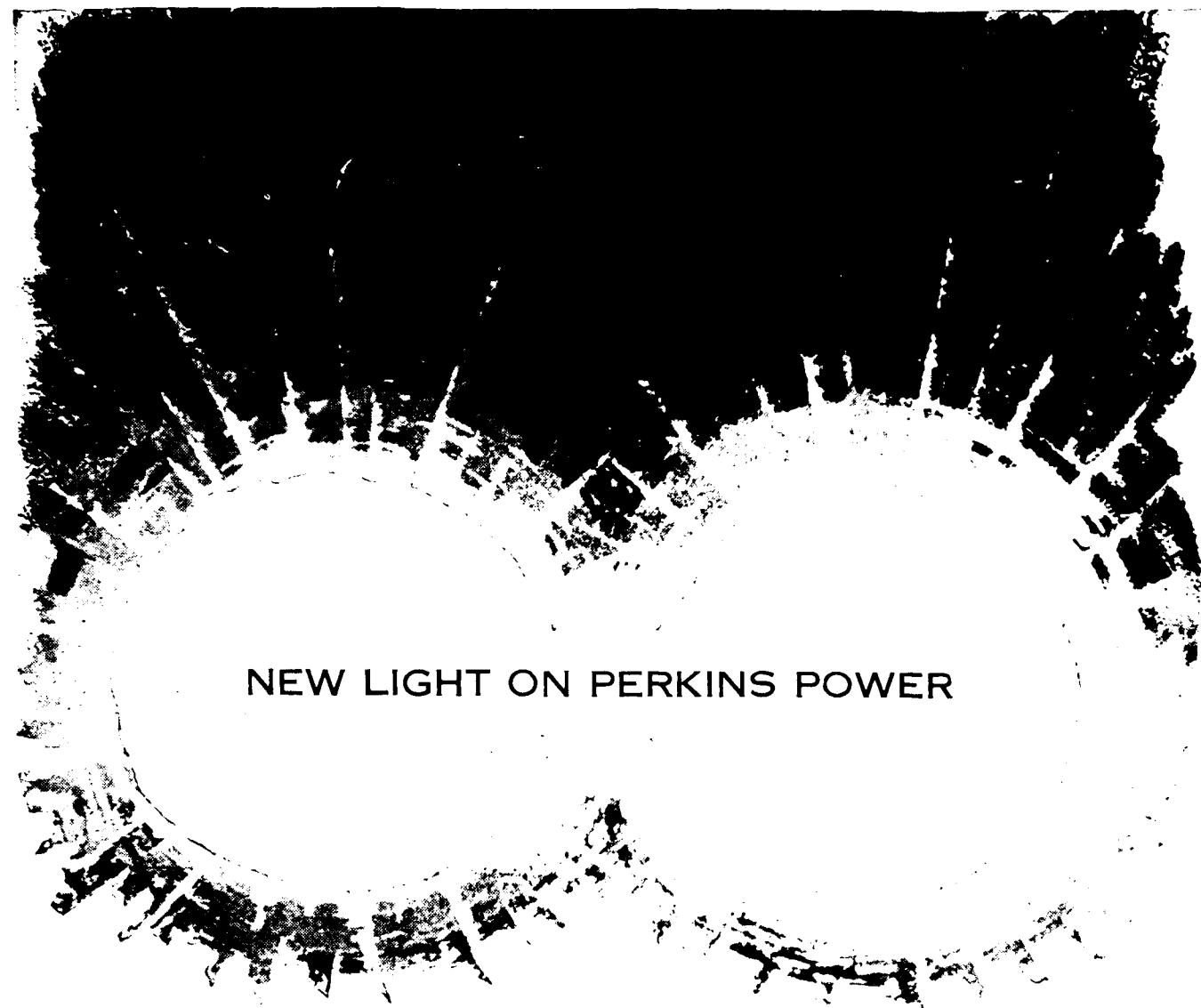
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are Girling discs; rear brakes are drums and on sixes lining width has been increased from 1 3/4 to 2 1/2 in. Vacuum servo assistance is provided on all models. Seats are bench type but separate reclining front seats are an optional extra. There is a folding centre armrest at the front on the Zephyr Six, at front and rear on Zodiac. The Zodiac also features a ribbon-type speedometer and electric clock, a big swinging box for oddments instead of a glove box, roof lights at front and rear and mirrors on both sun visors.

Innovations

Full-flow filtration increases the interval between engine oil changes to 5,000 miles and by use of grease containing molybdenum disulphide, the same interval suffices for atten-

tion to the 11 grease points on the chassis. The radiator is pressurised to 13 lb/sq. in., which reduces the size of the matrix and increases the efficiency of the new heater system which was developed in the Scandinavian winter. Heating and ventilation is based on the principle of feeding in large volumes of air at low pressure and output is increased to 5 kw. The electrical system includes a switch to put on side and tail lamps at one side only for parking. This also cuts out the starter circuit, so the car cannot be driven away without full lighting. Instrument panels on sixes are in metal finished to look like walnut. Upholstery on Zodiac is in a choice of hide, Bedford cord or a new fabric weave. Zephyrs have p.v.c., or woven Saran with hide as an option. Under-body areas are

protected by zinc coating and anti-corrosion paint.

Performance

The Zodiac has a maximum speed of over 100 mph. with either transmission and accelerates from 0 to 60 mph. in 13.5 sec. Zephyr Six, though less powerful, is also lighter and nearly as fast. Zephyr Four has a maximum around 85 mph.

Dimensions. Wheelbase 107 in. Track front 53 in. rear 52 in. length 181 in. width 69 in. height 55 1/2 in. ground clearance 6.8 in.

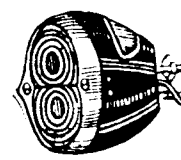
STANDARD BATTERIES REVOLUTIONARY BATTERY OXIDE PLANT INAUGURATED

On the Republic Day, Standard Batteries in their plant at Bombay put in to commission a new and revolutionary Battery Oxide Plant to augment their production requirements and it is believed that the new oxide produced will further enhance the efficiency of the battery.

One of the salient features is that 90% of the Plant was designed and fabricated in their own workshop except for the electronic automatic control equipment and the general layout drawings which were imported from outside. All the men who designed and worked on this Plant were elated when this plant was commissioned. With this additional facility and the new modern Formation Department, we are given to understand that the factory is well geared up to take all the future heavy demands anticipated during the Third Five Year Plan.

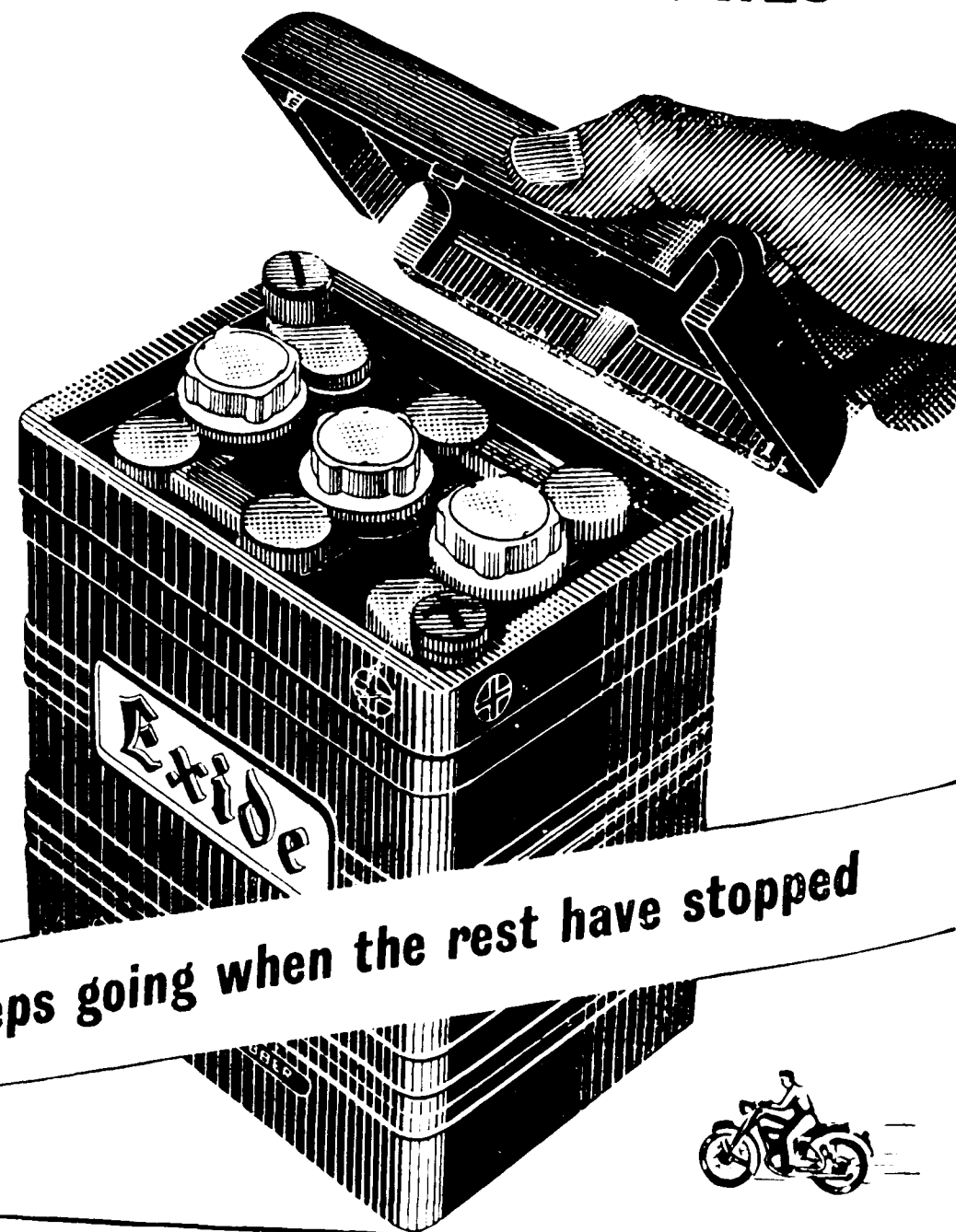


The new Zodiac Mark III has been driven in all weathers through a million test miles in America, Germany, Sweden and the United Kingdom. Here at the Ford proving ground, the new car streaks over the paved section made more treacherous by ice and water.

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TAX CONCESSIONS FOR ANDHRA-MADRAS TRANSPORT VEHICLES

The inter-state motor vehicles tax for Madras and Andhra States will not be accepted with effect from April 1, 1962 as the Government of Andhra Pradesh has revoked the single point tax system with effect from that date.

Owners of transport vehicles having valid inter-state permits to ply between Madras and Andhra will have to pay *single point* tax with effect from April onwards.

Implications

The implication of the recent Government Order *exempting, with effect from April 1, 1962*, all transport vehicles plying between Andhra Pradesh and Madras State from the payment of tax, leviable under the Madras Motor Vehicles Taxation Act is that no extra payment will have to be made by any transport vehicle based in either of

the States when it plies in the other State as was required to be done hitherto. Previously Madras-based vehicles, for instance, had to pay the full quota of registration fees in Madras and would be required to pay a certain percentage of the extra amount when it plied in the Andhra area. This system is changed from April 1, and any transport vehicle registered in either of the states will be free to ply in the other state without extra payment. This concession is stated to have been shown to encourage inter-flow of traffic between the two states.

Valid Driving Licence Essential

The Madras Motor Vehicles Rules have been amended by the Government of Madras in their G.O. Ms. No. 397, Home, dated 25th January

1962, as published in the Fort St George Gazette of 14th, February 1962.

After Rule 160-K, in the said rules, the following rule has been inserted, namely :—

160-L. It shall be a *condition* of every permit of a *transport vehicle* that the vehicle shall be allowed or caused to be driven only by a duly qualified person holding a valid licence.

AIMUC Silver Jubilee

The AIMUC, which is a national organisation of the Commercial Road Transport industry in the country, will be celebrating its Silver Jubilee this year. An All India Conference of bus and truck operators and others connected with the Road Transport industry, is scheduled to be held at a place

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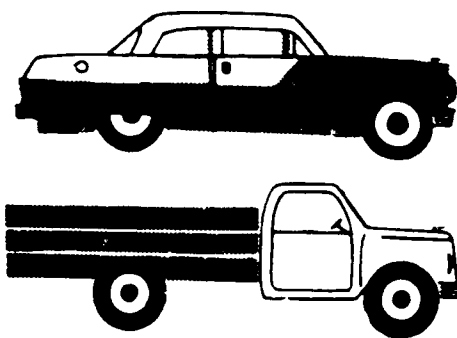
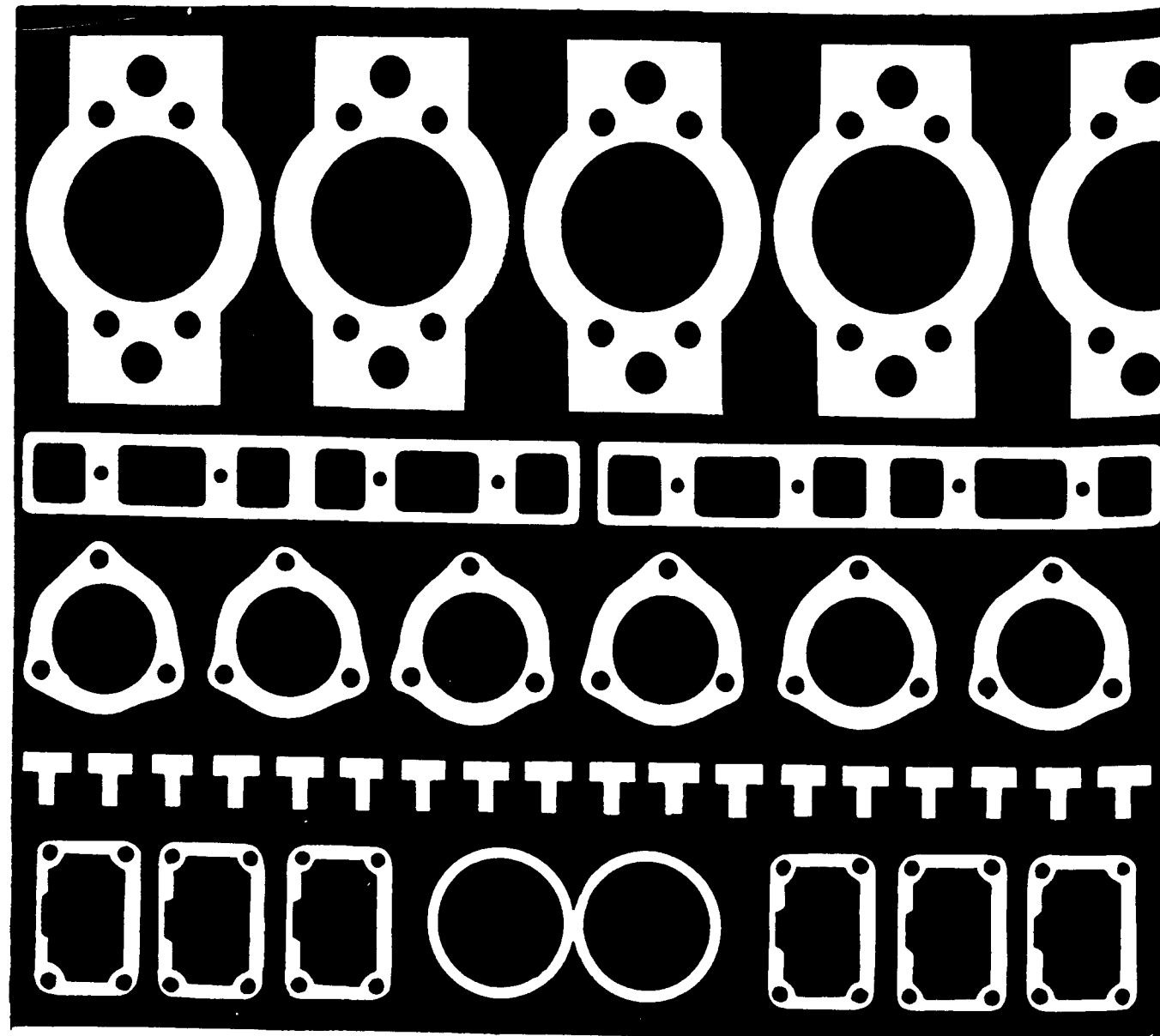
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MOTORINDIA

and date to be announced shortly. In this connection, some of the other proposals being actively considered by the AIMUC are:—

To set up a Trust to raise funds for the construction of its own building, "Transport House", in Delhi, which will house the AIMUC offices and provide accommodation for visiting operators to the capital

To bring out a Souvenir on the Road Transport industry, giving a resume of the progress made by 500 leading transport concerns in the country.

To bring out the Anniversary Annual Number of its magazine, "Motor Transport" on the occasion,

To set up national trophies, which will be awarded for Safe Driving to Bus and Truck drivers.

To set up a Fund for awarding stipends and scholarships for study and research in Road Transport.

The Secretary General of the

AIMUC may be contacted for further details at 16-A, Asafali Road, New Delhi-1.

New York Bus Service: Nationalisation Held Unconstitutional

The Appellate Division of New York State's Supreme Court ruled as unconstitutional New York City's "nationalisation" of the biggest bus company in the world to break a recent 22-day-old strike. It granted a temporary injunction to the Fifth Avenue Coach Lines after finding that the legislation, under which the city acted was unconstitutional, because no prior notice was given to the company.

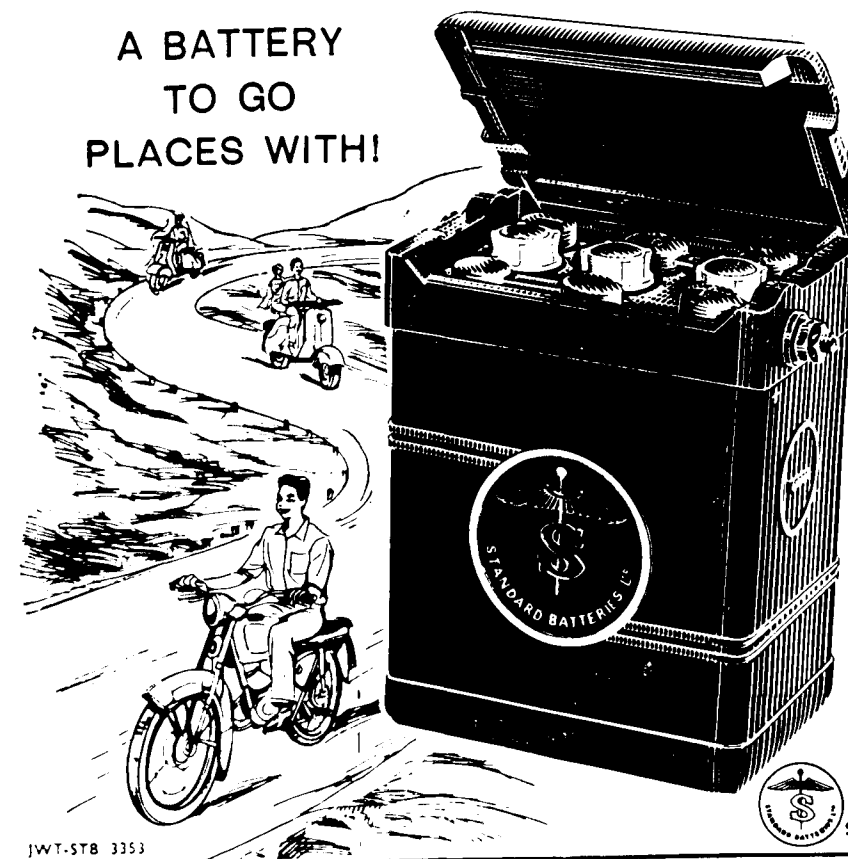
But the court ruled that the city could continue to operate the company's 2,200 buses for 10 days pending a city appeal to the Court of Appeals, the State's highest tribunal. After learning of the Supreme Court's decision, which

upset a Supreme Court Justice's ruling, Mr. Nelson Rockefeller, State Governor, said a Bill would be introduced immediately in the State Legislature to remove the grounds on which it was based.

U. P. Manager Studies British Transport Methods

The skill shown by British bus drivers to ensure that passenger services continue throughout the winter months despite hazardous road conditions has greatly impressed Mr. Charles E. Wilson, General Manager of Uttar Pradesh Government Roadways, Lucknow, who is now in Britain under the Colombo Plan. Mr. Wilson is now studying with the West Yorkshire Road Car Co., Harrogate. He said that the company employed the same number of staff and operated the same number of buses as his own organization, and this had proved an ideal situation so far as his studies were concerned.

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May 1962
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I.R.T.D.A., madras branch annual meeting

MORE CHASSIS AND VEHICLES NEEDED

—minister venkataraman

Addressing the annual dinner meeting of the Madras Branch of the Indian Roads and Transport Development Association at Hotel Connemara, Mr. R. Venkataraman, Minister for Industries, disclosed that the State Government would shortly request the Planning Commission to increase the licensing capacity for the manufacture of chassis and vehicles in the country, as the Commission's estimates of the needs of the country were "very conservative", and it had underestimated the resources available with the private sector. The commission had licensed only four units in India to manufacture chassis for vehicles and this would lead to an acute shortage of chassis and vehicles.

The Minister also said that the government intended to provide the common man with the "luxury of air-conditioned buses" on long distance routes within the next three or four years "at a price he can afford". He said that two air-conditioned coaches would be constructed for the purpose shortly.

Mr. R. Venkataraman thought that people preferred buses to trains as the former saved time. With improvement in the vehicles put on long distance routes, more people would use them. Road transport could not succeed merely by good roads; they also needed proper regulation of traffic. He referred to such regulation on busy arterial roads in the United States, the United Kingdom and the Continent, and said that none of these regulations were questioned by road users, as they realised that these were designed for the common good. He was sure that in India, too, people would come to realise the advantages of these regulations and co-operate with the government. There was bound to be some inconvenience in any new experiment, but these should be borne cheerfully in the interests of society.

Mr. R. Venkataraman said that



Members of the Madras I. R. T. D. A. with Minister R. Venkataraman. From left: Messrs. K. Haricharan, V. N. Krishna Rao, K. V. Srinivasan, (new chairman), C. H. B. Wootton, the Minister and P. L. Kumar, (retiring chairman).

industry and transport were the two pillars of economic development. Without one the other was useless. Hence the Madras Government's emphasis on industrial development and road transport development going hand in hand. There were only 5,000 miles of roadway in the State yet to be metalled. With road development, there was great demand for lorry and bus transport permits. This was also because of the large-scale programme of community development.

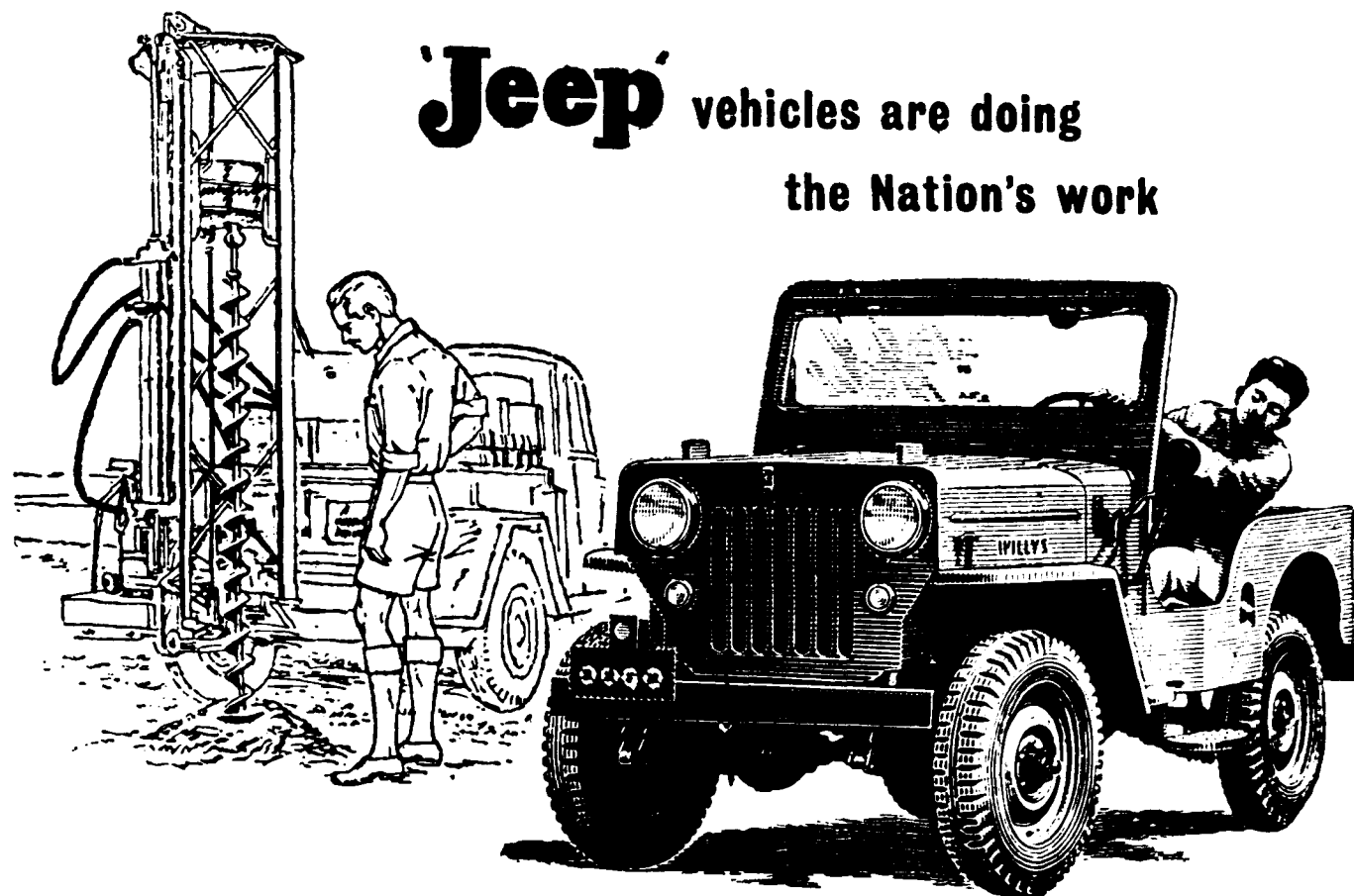
He thought that the Highways Department and the Planning Commission were very conservative. The former underestimated the load-carrying capacity of culverts and bridges, and the latter the resources of the private sector. Lorries very often carried more than the nine-ton limit, and he thought it would be better to increase the permissible laden weight and ask lorry owners to pay a little extra.

The sum thus collected could be earmarked for strengthening culverts and improving roads.

In respect of taxation, the Minister remarked that notwithstanding the heavy taxes, there was a great demand for permits for lorries and buses. "If it (taxation) is so heavy, there will not be this mad rush for permits".

He complimented the association on its good work and asked it to do some research on the economics of using transport buses for their full life and condemning them, or using them only for seven years and then replacing them. His own view was that the standard of repairs and maintenance in India, compared to cities in western countries, was poor.

Mr. K. V. Srinivasan, Chairman of the Association for 1962, welcoming the Minister and members, said that the problem of roads con-



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Mr. K. V. Srinivasan, the new chairman, said that roads were the weakest link in our transport chain.

tinued to be the weakest link in the transport chain. The adverse effect of the failure of the railways to carry the traffic offered was also felt by many industries, particularly in South India, for want of coal, steel and pig iron, which could not be transported from the source of supply. The allocation for roads and road transport in the Third Plan, namely Rs. 300 crores, was inadequate. At the end of the Plan period, the long distance carrying capacity would rise from 192,000,000 tons to 342,000,000 tons. Among other modes of transport, only road transport had the potential to increase its capacity in a short time. There was a gap of 75,000,000 tons of long distance traffic to be handled by road transport. It could meet the challenge if only the hardships hampering it were removed.

Due to paucity of funds, 33 major bridges on national highways would remain to be completed at the end of the Third Plan. If road transport was to carry the additional tonnage, all the missing road links and bridges should be built and existing bridges strengthened. He cited other impediments in the way of the progressive expansion of road transport viz. high taxation, rigorous licensing regulations which made it difficult for the road transport industry to obtain capital readily.

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Madras Minister for Industries and Transport, Mr. R. Venkataraman, promised to champion the cause of increased automobile and ancillaries production in Madras State.

Earlier, at the business meeting of the association, the outgoing Chairman, Mr. P. L. Kumar, said that the Madras—Ennore expressway had been sanctioned and work would be taken up shortly. Also a scheme for road improvements in several parts of the city drawn up by the government and modified by the Chief Engineer, Highways, costing Rs. 25 lakhs, had also been sanctioned. The formation of a by-pass road to connect the Grand Northern Trunk Road and the widening of the Marmalong Bridge on the southern trunk road at a cost of Rs. 32 lakhs, had also been recommended by the City Road Development Committee. The association had further suggested that more funds should be provided to widen Mount Road upto the Marmalong Bridge.

Mr. Kumar also pointed out that as a result of the endeavours of the association, the Madras Government had agreed to single point taxation on vehicles plying between Madras and Andhra States from 1st April 1962, and problems like increasing the laden weight of lorries and liberalising the issue of licences for truck-trailer combinations had been discussed by the Executive Committee led by the Vice Chairman with the Minister for Electricity and Transport.

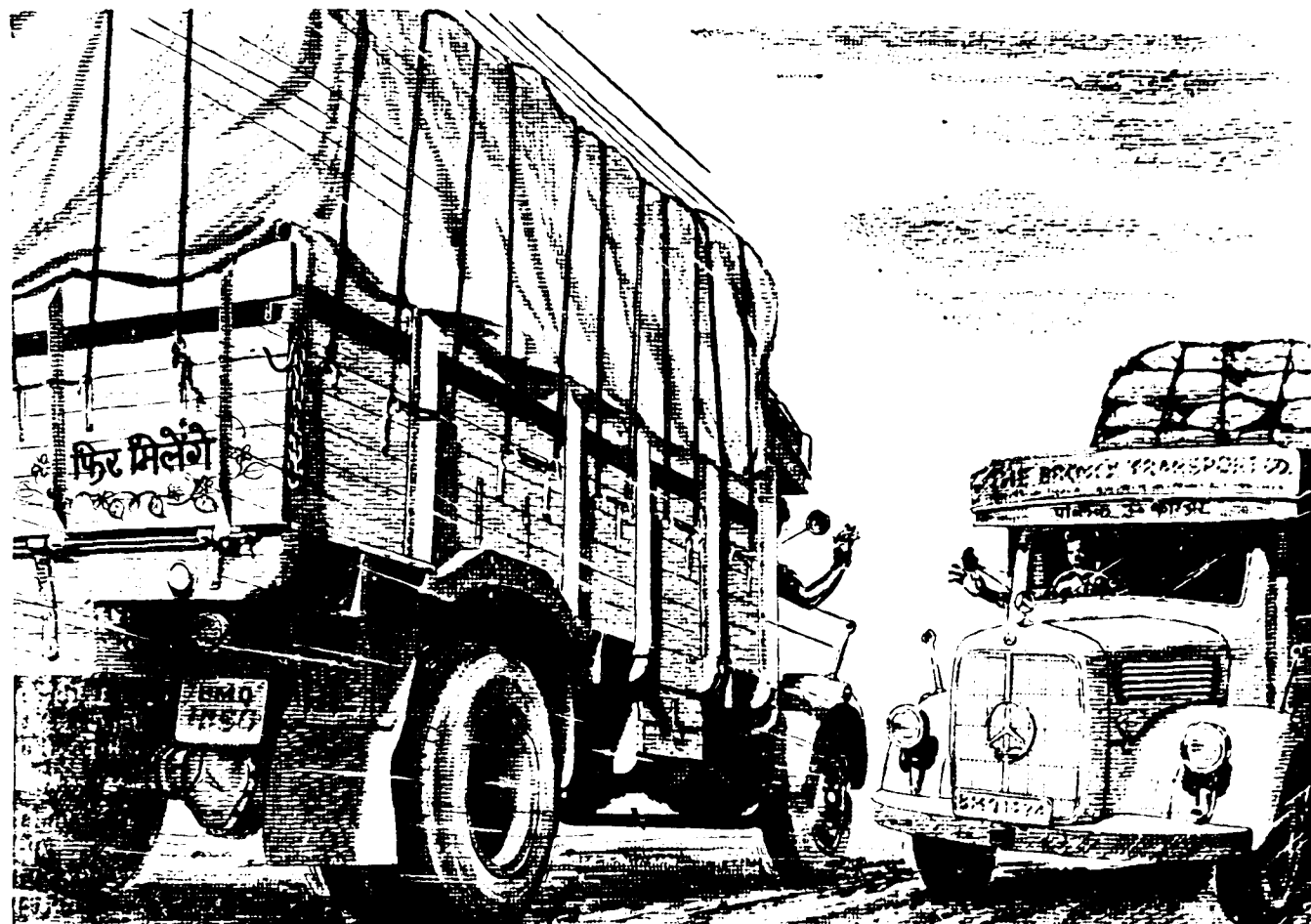
Mr. Kumar congratulated the Commissioner of Police, Madras for introducing the six-lane traffic on

Mount Road and hoped that a satisfactory solution would be found to ensure that coexistence between fast moving and slow moving traffic did not impede the free flow of traffic. It is understood that there had not been even a single accident in the Mount Road area since the introduction of this scheme.

The annual report and accounts of the branch for 1961 were approved thereafter, adopted and confirmed. Mr. K. V. Srinivasan was elected Chairman for 1962, Mr. K. Hariharan, Vice-Chairman, Mr. C. H. B. Wauton, Executive Vice-Chairman and Mr. V. N. Krishna Rao, Honorary Secretary and Treasurer.



Mr. P. L. Kumar, outgoing chairman, addressing members at the annual meeting of the Madras T.R.T.D.A.

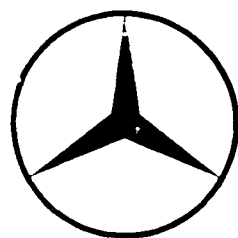


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I. I. R. T. meeting

ROAD TRANSPORT AS MUCH A NATIONAL ASSET AS RAILWAYS

Mr. T. S. Krishna's Appeal For Unfettered Growth

Addressing members of the Madras Branch of the Indian Institute of Road Transport at the Annual Dinner held on 28th April 1962 at Hotel Connemara, Mr. T. S. Krishna, Managing Director of Messrs. T. V. Sundram Iyengar and Sons Private Limited, Madurai, deplored the tendency of the governmental "tin gods" to raise the bogey of infructuous competition between the railways and road transport, when both modes of transport had all the traffic they could carry in this country, and still enough to spare. He appealed to the Planning Commission, and the Union and State Governments, to permit the unfettered development of road transport services, pointing out that road transport services were as much a national asset as the railways, and more so, since unlike the railways, road transport could claim to be wholly Indian-owned and Indian-operated, since its very inception in India about the turn of the century.



The new chairman of the Madras I. I. R. T. Mr. T. K. Doraiswamy addressing members at the annual dinner.

Competition Will Tone up Railways

Mr. Krishna regretted that while the problems facing road transport

and the solutions to them were obvious to everybody concerned, nobody—and least of all, the powers that be—had applied their minds to do something positive about them. The railways had openly admitted their inability to carry nearly 70 million tons of traffic during the Third Plan, despite the staggering

allotment of Rupees 1,500 crores made to them, and it was only road transport that could handle the shortfall successfully. He could not understand why the railways should be obsessed by competition from road transport, when the latter were competing on unfavourable terms with the railways, as their transportation costs were considerably higher, thanks to the vexatious taxes and numerous restrictions that beset road transport operators at every turn. He stressed that it would do the railways immeasurable good to have some competition from road transport, since this would tighten up their efficiency and provide better service to the public. From the economic angle, roads were a better proposition, since their construction and maintenance costs were but one third of the outlay on the railways. The State Governments also gathered a sizable income from road transport, and for this reason, were inclined to tolerate road transport as a "revenue producing evil," which could be taxed at will, budget by budget.



Mr. T. S. Krishna, Managing Director of Messrs. T. V. Sundram Iyengar and Sons (P) Ltd., who was the Chief Guest at the annual dinner, is seen addressing the distinguished gathering.

He said that while the colossal sum of Rupees 1,500 crores had

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been provided for the expansion of the railways during the Third Plan, only a meagre sum had been allotted for road development. The automobile industry hoped to produce 60,000 trucks by the end of the Third Plan, and there was urgent necessity to build new roads to meet the growing needs of industrialisation, if all the commercial transport vehicles were to be utilised effectively. New roads were far more important than widening of existing roads, to enable raw materials and products to reach places inaccessible by rail. Mr. Krishna also urged the strengthening of bridges and culverts.

Unrealistic Restrictions

Speaking about the restrictions on laden weights of transport vehicles, Mr. Krishna detailed how unrealistic and unimaginative the restrictions were, and instanced several cases in which this had been proved, one such instance, being the transport of loads of 90 tons over the Napier Bridge, when the "pundits" of the Highways Department had fixed the load safety factor for the bridge at 20 tons only. As a result of these invidious restrictions on pay load, overloading of transport vehicles had become universal and violations of the law by operators had become commonplace. "Do not legislate if you cannot enforce," said Mr. Krishna. "It was a national waste to prevent lorries and trucks from

carrying loads that they could safely carry", he added.

Speaking about the nationalisation of road transport, he held the view that operators were a great deal to blame for provoking the government to think on these lines. He advised operators to run their services efficiently, charge the public cheap fares, and treat labour as liberally as their balance sheets and profits warranted. Any State Government would then be afraid to embark on nationalisation for it would not be able to match the services of private operators.

He said that if the government wanted to nationalise road transport services ultimately, it should allow the bigger operators to expand and develop and ultimately take them over, rather than encourage newcomers and smaller operators, with all the consequences of operating uneconomic units. It was high time that the government formulated a clear-cut policy in this respect. He asked the government to allow road transport to develop to its full stature before thinking of regulating and controlling it. He advised those interested in road transport to make their voices heard, as this national industry was being needlessly confronted with crisis after crisis due to the regressive policy of the government.

Earlier, welcoming Mr. Krishna, Mr. T. K. Doraiswamy, Chairman of the Indian Institute of Road Transport, Madras Branch, listed

the requirements of the road transport industry to take care of increased traffic and the upward revision of targets for the production of commercial and passenger transport vehicles during the Third Plan period.

He said that roads should be able to bear the increased traffic resulting from stepped up industrial and agricultural production, for which purpose, broad roads with improved road surfaces were needed, and on all arterial routes, missing bridges should be provided and existing bridges strengthened to permit passage of heavy vehicles upto 20 tons. Also main roads in the vicinity of large towns should be widened to two lanes or more, unsafe bridges must be rendered safe and strong, and major arterial routes should have atleast two-lane carriage ways. As the State programme for road development had not yet been formulated, he felt that the time was most propitious to influence State plans so as to take care of the construction of new roads necessitated by the new projects in irrigation, power and industry, priority being given for the construction of roads connecting villages to towns and towns to highways. The improvement of existing roads to cope with increasing heavy vehicular traffic, widening of roads, upgrading road surfaces and providing missing links and bridges should also be included in State plans.

He added that the upward



Members of the I. I. R. T. Madras Branch, at the annual dinner. From left are: Messrs M. Rajagopalan, Hon. Secretary, T. S. Sivagnanam, H. E. Wilson, E. C. Rogers and K. A. Abraham.



Members photographed at the annual meeting. Mr. T. S. Santhanam may be seen at front right.

revision of production targets for commercial and passenger vehicles was necessary to bridge the gap of 15 million tons of materials to be hauled by Road Transport during the Third Plan, as estimated by the Central Statistical Organisation of the Union Government and the Neogy Committee.

For the expansion of commercial road transport in the Third Plan period, he stressed the need to simplify taxation measures so that the cost of transport to industry and agriculture could be appreciably lowered, and to encourage increased utilisation of truck-trailer combinations to cut down operational costs. The fact that road transport had expanded over the last decade despite the numerous vexatious restrictions and top-heavy taxes, amply proved its case for a square deal beyond the shadow of a doubt.

On behalf of the I. I. R. T., the new Chairman acknowledged the efforts of the Madras Minister for Commerce and Industries, Sri. R. Venkataraman, who had recently promised to locate additional plants for automobile production in this State.

Mr. E. O. Austin, outgoing Chairman, proposed a vote of thanks.

Mr. Krishna was speaking at the Annual Dinner which followed the fifth Annual General Meeting of the Madras Branch of the Indian Institute of Road Transport. The meeting was presided over by Mr.

E. O. Austin, who gave a lucid account of the difficult transport situation that prevailed throughout the country as a result of the unimaginative policy of the Government. He exhorted members to give more and more support to the I. I. R. T. headquarters at Bombay, which was spearheading road transport's crusade to-day in the country. He added that Madras State was more fortunate than some other parts of India in that the State Ministers were fully alert

to the problems of road transport and were doing everything possible to solve them.

The Annual Report and Statement of Accounts for 1961 were adopted at the meeting and fifteen members were elected to the Executive Committee. Mr. T. K. Doraiswamy was elected as the Chairman for 1962-63, Mr. M. Rajagopalan as the Honorary Secretary, and Mr. N. Ramamurthi as the Honorary Treasurer.

DEALER NEWS

Madura Ramnad Tyre Syndicate Wound Up

At an Extraordinary General Body Meeting of the Madura Ramnad Tyre Syndicate held on 15th April 1962, presided over by Sri N. Ramayiram, members resolved to wind up the syndicate as adequate supplies of tyres were now available to consumers. It was also unanimously resolved to transfer the sum of Rs. 7,193.65, inclusive of prize bonds worth Rs. 1,000, and other assets, to the Tamilnad Motor Parts Dealers' Association, Madurai, during the annual day celebrations in May 1962, on the specific understanding that the T.M.P.D.A. would form a tyre syndicate if need arose on some future occasion, for which purpose a sum of Rs. 2,500, should be made available by the T.M.P.D.A.

Spartan Dealers Confer

A conference of "Spartan" paint dealers was held on 8th April 1962 in the premises of the Imperial Trading Corporation at Melapudur, Tiruchirappalli. Sri V. Chokkiah, Managing Partner of the Imperial group of companies, Tiruchi, was in the chair. Sri V. K. Murthy, Sales Representative of Messrs Addisons Paints and Chemicals Limited, Madras, welcomed the delegates. Sri Raja, partner of the Imperial Trading Corporation, gave a detailed account of the utility of paints and the versatile quality of Spartan paints.

OIL SEALS

Contact

Spare-Age Motors (India)

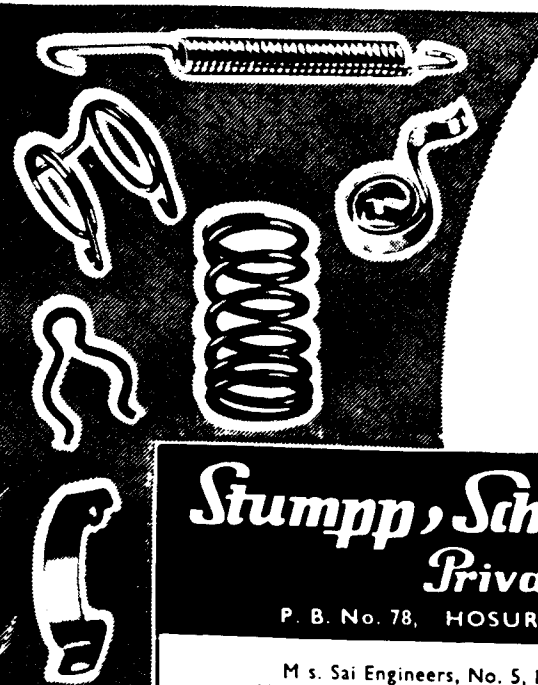
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Mr. T. S. Krishna seated between the new Chairman, Mr. T. K. Doraiswamy and the retiring Chairman, Mr. E. O. Austin.



Mr. E. O. Austin proposing a hearty vote of thanks.




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D. C. M. Secure American Loan for Kotah Tyre Cord Factory

Mr. C. Tyler Wood, Minister for Economic Affairs with the U.S. Embassy and Director, U.S. Agency for International Development Mission to India, announced recently that the United States Government has authorised a loan of \$9.8 million (Rs. 4.7 crores) to the Delhi Cloth and General Mills Company, Ltd. The loan will finance the foreign exchange costs of a rayon tyre cord factory to be constructed at Kotah, Rajasthan, by the firm.

Rayon tyre cord is critical to India's road transport capacity. As a corollary to an expanded highway construction programme, the Third Five-Year Plan envisages more than doubling production of vehicles of all kinds and increasing the number of commercial vehicles in service from 200,000 to 365,000. For this tyre cord project D.C.M. will purchase technical knowhow and patents from Beumit Incorporated, one of the leading American producers of rayon tyre cord, and detailed design and engineering from Chemtex Corporation of New York.

mic over-heads (transport, communications etc);

Credit requirements and facilities and Problems of marketing and publicity-domestic and foreign.



Mr. N. Krishnamurti

Mr. N. Krishnamurti leaves for U.K.

Mr. N. Krishnamurti, Director and Manager of Messrs. Speed-A-Way Private Ltd., as a result of his having won the sales competition recently held by Payen-Talbro Private Ltd., New Delhi, left for Bombay en route to U.K. on May 24, to visit the "Payen" Gaskets Factory in England. In England he will also visit various other factories viz. Perkins Ltd., Peterborough, and factories connected with the products manufactured by India Pistons Ltd., Sembiam, and also "Super-Seal" Oil Seals & Gaskets Ltd., Birmingham and Cardiff.

Members of the staff of Speed-A-Way gave a dinner on the eve of his departure to U.K. on Sunday, May 20.

Sri Krishnamurti was seen off at Meenambakkam by his friends.

Small-Scale Industries Conference

To focus the attention of authorities in the sphere of Small-Scale Industries which constitute an important sector in our economy and to explore the possibilities of finding out solutions to the problems posed by this sector and make constructive suggestions to foster its healthy growth, the Indian Merchants Chamber, Bombay, has decided to call a two-day conference of Small-Scale Industries in the Western Region, covering the States of Maharashtra, Gujarat and Madhya Pradesh on the 8th and 9th June 1962.

The Conference which will be inaugurated by Sri Nityanand Kanungo, Minister of State for Industry, Government of India, has the following subjects on its agenda:—

Administrative and procedural difficulties; Question of raw materials indigenous as well as imported; Facilities in econo-



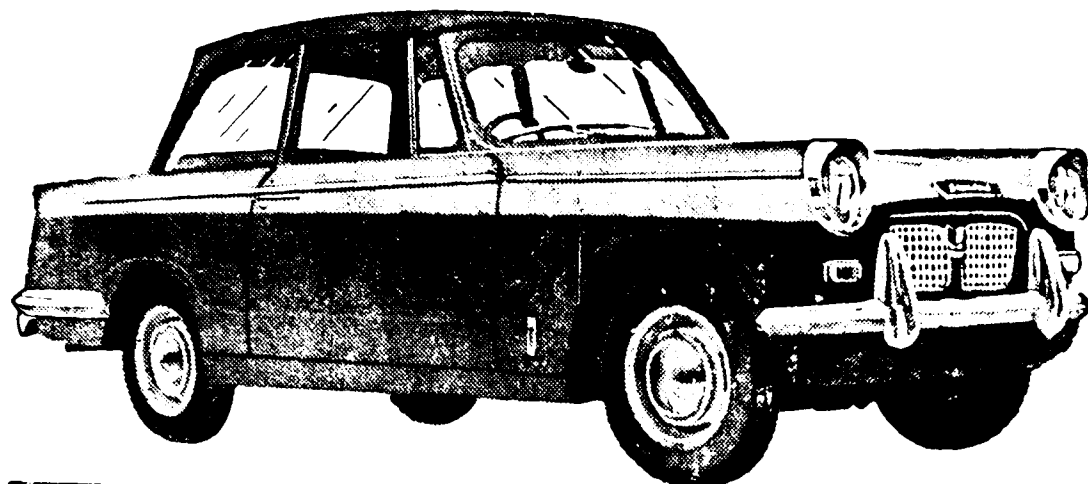
Amand AUTO ACCESSORIES

Oil Seals, Roof Lamp, S.I. FIAT, 5H-60, S.L. UNIVERSAL

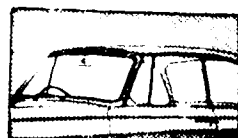
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Turns in an incredibly small turning circle of only 25 feet. Park with pride, in practically the own length of the Standard Herald.



Independent suspension on each wheel.



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

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



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NEW PRODUCTS AND PROCESSES

Binny's "Meehanite" Castings

Industrial users of steel castings, which are at present in short supply, will be interested to learn that "meehanite" castings can be used to replace steel forgings and castings in many cases. With delivery measured in weeks instead of months, and a substantial cost advantage, this versatile metal is already in use in several industries. Heat-resistant and corrosion-resistant castings in this metal can be produced to meet specific requirements usually obtained by steel. Single castings up to approximately 8 tons per piece are undertaken for general or specialised application in the well-equipped foundry of Binny's Engineering Works at Madras.

GKW Bright steel bars

Bright steel bars for the automobile engineering industry are now available, either drawn or precision turned, from the new Bright Bar Plant recently installed by Guest, Keen, Williams, Limited. These bars are offered in all standard qualities covering the full range of carbon steels, including free cutting. Bright alloy steel bars are also supplied from steel made in their own electric steel furnaces.

Polyester Fibre For Tyre Cord

A new tyre cord of polyester fibre that combines the outstanding features of both nylon and rayon in a new premium tyre was announced at the Goodyear's annual shareholders' meeting at Akron, in the United States.

Goodyear's chairman, Mr. E. J. Thomas, disclosed that the new cord is made of Polyester fibre, the first new tyre cord material in 15 years. Tests have shown that the new cord provides the strength, durability and fatigue resistance of nylon and the smooth, soft ride of rayon. "This puts us once again in the position of leading the industry with a brand-new development in tyres," Mr. Thomas said. Goodyear, he claimed, introduced the

first rayon tyre and the first nylon tyre.

More than 100 million miles of road testing have shown that the new polyester tyre also provides better high speed performance and builds up less internal heat. "Because the cord is more dimensionally stable, it gives more tread wear," Mr. Thomas affirmed.

The new polyester tyres carry Goodyear's longest road hazards guarantee—a lifetime guarantee against all normal road hazards, defects in workmanship or materials.

Traffic Robot Detects Offences

In future, traffic offenders in West Germany will be caught with the help of robots that take pictures. They will function with only occasional human supervision. Working around the clock, robots will be used chiefly for catching drivers who speed, go through red lights, or pass other cars on stretches, where this is not permissible.

The photographic mechanism is equipped with an electronic flash-light that automatically provides the right amount of light for taking a picture, be it in twilight or in the pitch dark. The apparatus functions selectively—taking pictures only of traffic offenders. Every picture shows not only the licence number and make of the guilty car, but also the date, hour and place, where it was caught. The robot can be introduced to take a second pic-

ture at any given moment after the first, in order to clarify the traffic situation more exactly. The releasing is done through pneumatic tubes installed in the road surface—the kind that has long been in use for regulating traffic without the presence of a policeman. The new traffic robot is a great deal less expensive than the radar equipment used for checking the speeds of cars.

ZONAL DISTRIBUTORS FOR SPARTON HORNS

VISRAM AUTOMOTIVE SERVICE APPOINTED

M/s. Visram Automotive Service have been appointed distributors for Sparton horns for the Southern zone. Sparton horns are now manufactured in India by Shareo Industries Private Ltd., New Delhi under licence from Sparton Automotive, Jackson, U. S. A. The territory covered by Visram Automotive Service for this franchise comprises Madras, Mysore, Andhra Pradesh, Kerala and Pondicherry States.

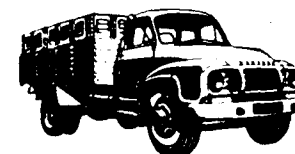
Visram Automotive Service have been distributing famous products including, among others, Timken bearings, Federal Mogul engine bearings, Perfect Circle Piston Rings and Woodhead Monroe Shock absorbers. They have offices and warehouses in Madras and Rajahmundry and have connections with over 1,000 dealers all over the country. They have built up a reputation for dependable service and the same service will now be available on this product.

Phone: 75

GRAMS: "RAMANRAMAN"

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Bedford Trucks

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Dealers
for

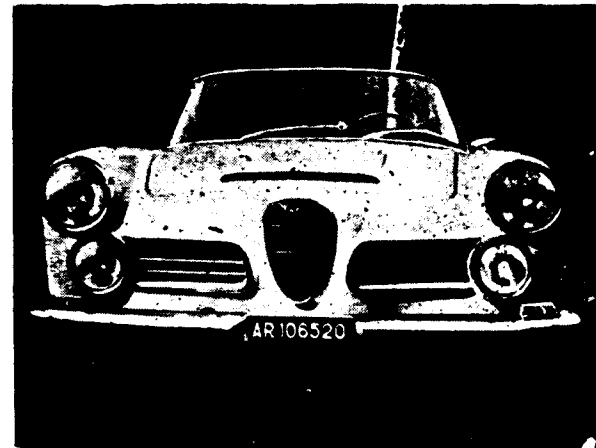


Ambassador Car

AUTOMOBILE SPARE PARTS

— Thanjavur — Madras

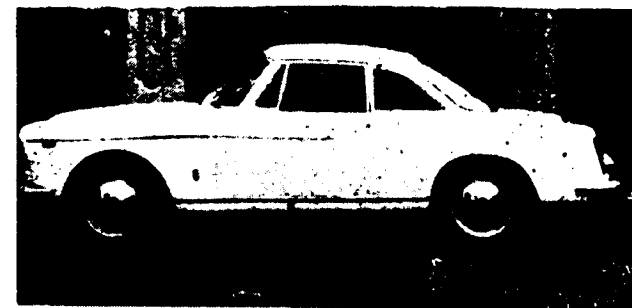
latest
FOREIGN CARS



*Alfa's new six-cylinder convertible
by Carrozzeria.*



*The Ferrari 400 S.A. two-seater
coupe special.*



*The elegant Fiat 1500 2-seater coupe
by Pininfarina.*



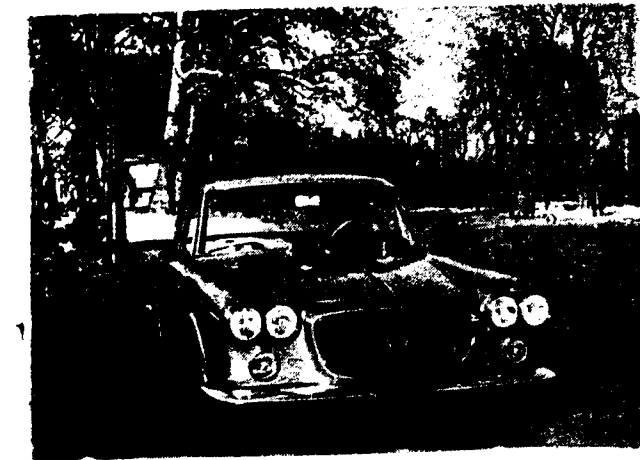
Streamlined St. Regis sedan by Ghia on Plymouth Six chassis.



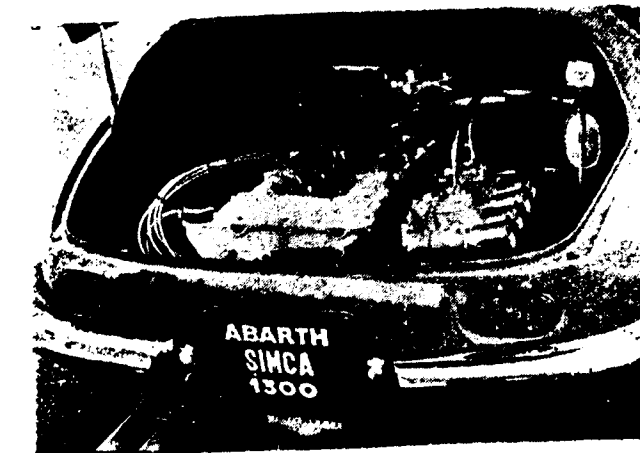
Alfa's new 6-cylinder occasional four-seater coupe by Bertone.



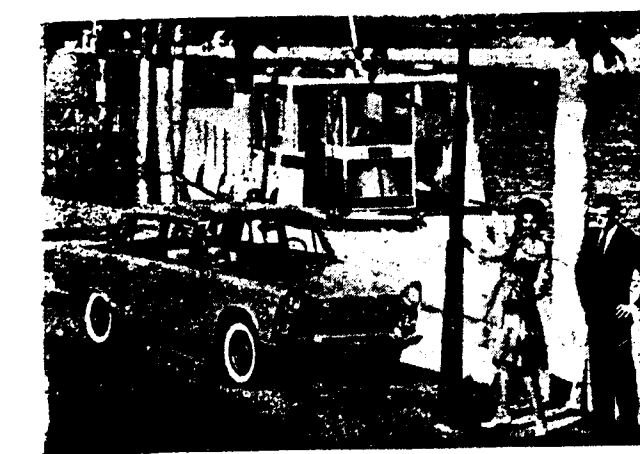
Renault Floride 4-seater fixed-head coupe and Special 2 1/2-seater convertible. External distinguishing features of the new Floride coupe are the new roof shape, the elimination of air intakes ahead of the rear wheels and the use of slatted wheels. The Floride Special two-seater convertible can be seen in the background.



*Front-drive Lancia Flavia coupe
by Pininfarina.*



Engine-wise view of the Abarth Simca 1300.



*The Fiat 1800-B Berlina, ideal for
small families and honeymooners.*



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COMPANY NEWS

Bharat Forge

A new company under the name of Bharat Forge Co. Ltd. for the manufacture of steel forgings has been registered in the State of Maharashtra. The company will be the first of its kind in this country to manufacture heavy forgings to the extent of 450 pounds a piece and to have facilities to machine forgings into finished components. The licensed capacity is 6,000 tons of steel forgings per annum on single shift basis. The company will also be equipped with adequate machinery to supply finished forgings to its customers, particularly the crankshafts required by the automobile and engine manufacturers.

The authorised capital of the company is Rupees three crores.

and the company is negotiating for a foreign exchange loan with the D. L. F. through its Managing Director, Mr. N. A. Kalyani. The DLF loan is to the extent of the dollar equivalent of Rs. 155 lakhs, which will cover the foreign exchange cost of the venture. Mr. Kalyani will also sign an agreement with Steel Improvement and Forge Co. of Cleveland, Ohio, U.S.A. for technical collaboration and to finalise the list of machinery to be imported. The terms of collaboration have been approved by the Government of India. The factory will be erected near Poona in the Chinchwad-Pimpri area, for which purpose 110 acres of land have been acquired by the Government of Maharashtra for the company.

New Capital for API

The Controller of Capital Issues

has given permission to Automobile Products of India Ltd. to issue 2,10,000 new shares to the existing shareholders on the basis of one new share for every two old equity shares, the balance shares being made available to shareholders who apply for additional shares, and the rest being disposed of at the ruling market price.

United Motors' profits decline

The United Motors (India) Ltd. earned a gross profit of Rs. 1,07,211 for the year ended December 31, 1961, against Rs. 1,18,423 in the previous year. The net profit was inadequate to maintain the dividend and the directors, have drawn back from the provision for contingencies Rs. 8,000 and from excess

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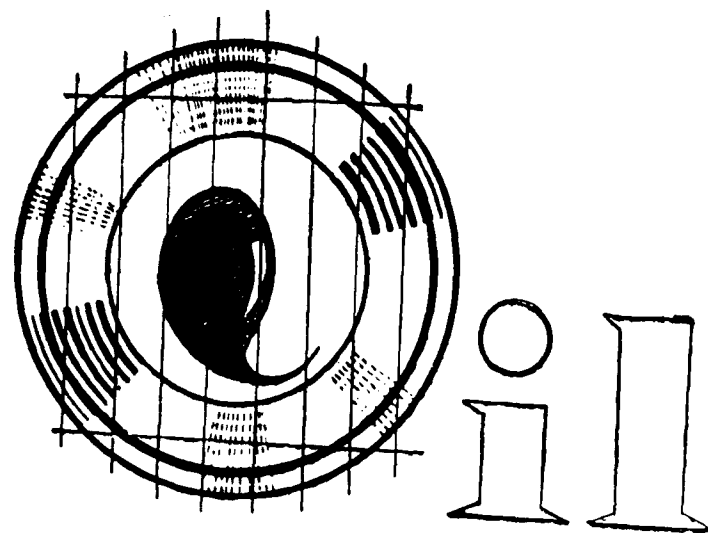
Write For Our Agency Terms.

GENUINE ROAD KING SPRINGS

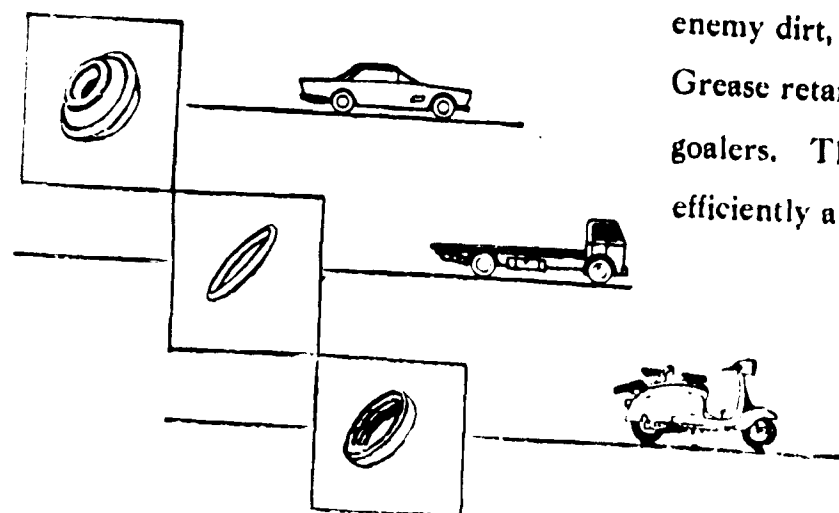
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New Delhi-1.

Western Zone: Central Automobiles Private Ltd.
Laxmi Bhuvan,
466, Sandhurst Road, Bombay-4.

Eastern Zone: James Warren & Co., Ltd.
Post Office Box No. 154,
31, Chowringhee Rd., Calcutta-16

Southern Zone: Speed-A-Way Private Ltd.
35/5, Mount Road,
Madras-2.

MOTORINDIA

provision for taxation Rs. 4,620 to cover the gap.

Horstmann India

Horstmann India Private Limited, Poona, will start the manufacture of precision gauge and engineering cutting tools, at its factory under construction on a three-acre plot of land about 4 miles from Poona, by September 1962. The company, which was established fourteen months ago, has an authorised capital of Rs. 7 lakhs, of which the issued capital is Rs. 6 lakhs. Rs. 2 lakhs worth of shares out of the issued capital will be allotted to the foreign collaborators. Horstmann Gear Co Ltd, England, in payment for the plant and machinery to be supplied by them.

Tafe Moves North

The Product Training Department of Tractors and Farm Equipment Limited, Madras, who manufacture and market world-renowned Massey-Ferguson farm machinery in India, has just sent its service training brigade into north India. This unique Educational Commando

is organised around a motorised unit, comprising a special Station-wagon, a 30 cwt truck, loaded with specialised tools and training equipment, a lorry-load of Massey-Ferguson implements, and a field training group of Massey-Ferguson 1035 tractors. Collective training centres are located in the Punjab, in Uttar Pradesh, in Madhya Pradesh and in Maharashtra. Massey-Ferguson Main Dealers from surrounding areas are sending their personnel in to coincide with the arrival of TAFE's service training brigade as it moves from point to point.

As the Brigade moves on to its next Training Centre, it leaves behind a nucleus of skilled and trusted craftsmen whose knowledge of Massey-Ferguson equipment is heightened through the expert guidance of TAFE's travelling Product Training Instructors. This ensures that Massey-Ferguson equipment throughout India is supplied, installed, and serviced by people who *know their jobs*.

New Industrial Licences

KANSHI RAM KIDAR NATH MODEL ELECTRO CORUNDUM MFG. COMPANY, Bombay, proposes to set up a factory in Gujarat to manufacture 3,600 tons a year of electro-corundum (fused alumina) and ferro-silicon as by-products under an industrial licence received recently. The total outlay on the project will be about Rs. 60 lakhs. Negotiations for foreign collaboration are stated to be in progress. The new unit will be sponsored by Mr. B. M. Grover.

A. K. STEEL of CENTRAL WOOLLEN MILLS Ludhiana, Punjab, has been permitted to set up a new unit to produce 600 tons a year of high tensile bolts, nuts and studs.

DELHI AUTO AND GENERAL FINANCE (P) LTD, New Delhi, has been allowed to start a new factory at Gurgaon, Punjab, to make 900 tons a year of high tensile nuts, bolts and rivets.

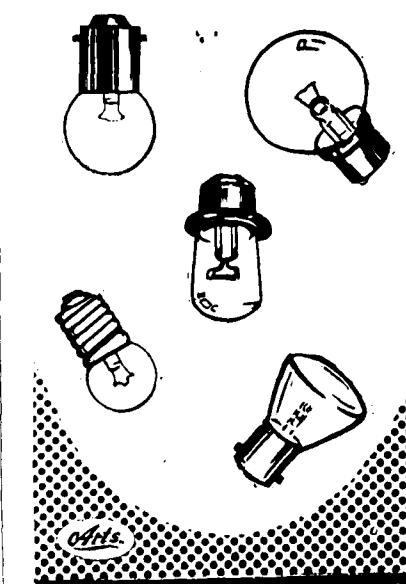
GUEST KEEN WILLIAMS Ltd, Calcutta, has been permitted to expand its annual capacity by 97,344 metric tonnes of rolling of ingots, bars and rods.

TARAKNATH CASTING WORKS, Calcutta, has been allowed to manufacture per year 6,000 tons of cast iron castings and 2,400 tons of steel forgings.

Obituary



We regret to record the sudden and untimely death of Sri R. Sri-dharan, son of Sri T.S. Rajam, Chairman, Board of Directors, T. V. Sundram Iyengar and Sons Private Limited on the night of Thursday, May 10th, 1962, in a nursing home at the age of 30 years. We offer our heartfelt condolences to Sri Rajam and other members of the bereaved family.



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Messrs. JAFER ABID ALI, 66, Commercial Chambers Masjid Bander Road, Bombay-3. (For Maharashtra, Gujarat, and Madhya Pradesh States)

Messrs. V.C. RAMALINGAM & SONS, 2/422, Mint Street, Sowcarpet, Madras-1. (For whole of South India)

Messrs. ZUKA'S MAGNET INDUSTRIES, 9 Lall Bazar Street, Calcutta (For West Bengal, Bihar, Assam, Orissa)

Messrs. B. D. GOPAL DAS, 8-B, Ajmere Gate Extension, New Delhi & The Mall, Laxmi Building, Kanpur, (Uttar Pradesh & Delhi)

Messrs. NATIONAL CORPORATION LTD., Mandi Road, Jullundur City, (For Punjab, Himachal Pradesh, Pepsu, Jammu and Kashmir)

Deliveries of Ashok Leyland Comet vehicles during March 1962 reached a figure of over 300, the highest recorded since the beginning of the financial year October 1961.

Deliveries have been divided almost equally between passenger models and goods vehicles. The majority of passenger vehicles have been taken by State Transport Undertakings to augment their fleets and to meet their programmes of expansion.

The first air-conditioned coach built on an Ashok Leyland Comet long wheelbase chassis has been purchased by the U. P. Government Roadways, who are one of the largest operators of Comet buses in India.

After demonstration runs all over India and a final display at the

recent Indian Industries Fair in New Delhi where it attracted large crowds, the bus will now operate between Agra and Delhi, a distance of 110 miles. Planned and built to provide the maximum comfort for long distance travellers, the bus in fact, will carry tourists between Agra and Delhi. These two places, Agra with its famous Taj Mahal and Delhi as the Capital city of the Indian Union, are visited by thousands of foreign tourists throughout the year. The air-conditioned coach is therefore, assured of a full complement of passengers who will relax in comfort during their travel on the aircraft type reclining seats, assisted by a cool interior, a refreshment counter, a toilet, running water and a public address equipment.

The air-conditioned luxury coach is the successful result of the close collaboration between Ashok Leyland, Simpson & Co. Ltd., body builders and J. Stone & Co. (India) Private Ltd., suppliers of the air-conditioning equipment. The first air-conditioned coach to be developed on modern lines, it will also be the first of its kind to be placed in service.

Letters now received from T. V. Sundram Iyengar & Sons Pvt. Ltd. Madurai, bear a stamp at the bottom reading "TVS Golden Jubilee 1912-1962".

The company popularly known as TVS, are the main dealers of Ashok Leyland Ltd. for the Tamil districts and Kerala State.

The last 50 years have witnessed a remarkable growth of the TVS organisation until to-day it is one of the leading automobile distributors in India. One member of the TVS organisation is the Southern Roadways, whose policy of providing the utmost comfort in road travel, has paid rich dividends. Operating a number of modern buses, including a large fleet of Indian-built Comets, Royal Tigers and Royal Tiger Cub buses, they are the largest independent private road transport organisation in India. TVS have now entered the manufacturing sector with the production of truck wheels and other automobile ancillaries.

Goodyear has just received its largest order ever for portable field fueling systems—a \$ 4.4 million contract from the U. S. Marine Corps. The contract calls for 35 complete storage, pumping and filtering systems, along with connecting hose and mechanical equipment, to handle a maximum capacity of 9-6 million gallons of fuel. Similar systems have been built by Goodyear for the U. S. Army Quartermaster Corps and Air Force refueling in forward areas.

13th Annual
General Meeting

Sir A. Ramaswami Mudaliar, Chairman, Ashok Leyland Ltd., Madras told shareholders at the 13th annual general meeting of the company held on 12th March 1962 at Ennore, Madras, that the progress of the company during last five years has been impressive. The value of sales in the nine months of the year under review had nearly equalled that in the 12 months of the previous year, a result which was achieved mainly by increasing the output of Comet Chassis—the average output per month being 170 in 1960 as against 195 during the nine-month period in 1961, an increase of 13%, nearly. He said that the company was looking forward to production and sales continuing to increase during 1962. On the completion of the expansion

sion programme in 1963, output of Comet Chassis is expected to reach 5,000 per annum with a 20% excess capacity for the production of spare parts. In addition Engine output will be increased to provide not only Comet Engines, but also the heavier '600' and '680' types required for chassis and industrial applications.

With the plant and machinery designed to produce 1000 vehicles per annum with a single shift working, the factory was able to produce nearly 2,400 in 1961 and will probably produce over 3,000 in 1962, with double shift working, and planning has been in progress since 1959 to increase production capacity to 6,000 Comets and 4,200 Heavy duty engines per annum.

Ennore Foundries Ltd., has made good progress during the year. Production commenced in November 1961 and this month it will supply all the castings required by Ashok Leyland Limited, which will discontinue the import of castings, including cylinder blocks and heads. From May 1962, progressively surplus capacity will be available for the supply of quality castings to other users.

The Government of India have requested the Assam Government to grant exploration licence to Oil India Limited or permit surveys in the new areas pending settlement of the difference over the question of royalty.

Moped (Autocycle) Factory for Andhra Pradesh

Mopeds India Limited (Andhra Pradesh) has been granted consent to issue capital of Rs. 35 lakhs for cash at par of which shares worth Rs. 2 lakhs will be issued to the foreign collaborators, Messrs. Motobecane, France. The proceeds will be utilised for the manufacture of mopeds.

Collaboration arrangements between Sri K. L. Varadarajan, an industrialist of Coimbatore and Moto Becue of Paris, France, one of the world's largest, manufacturers of Mopeds, have been almost finalised. The foreign collaboration negotiations have been approved by the Government of India and the collaboration agreement has been signed by the parties. A public limited company will be promoted for this purpose, details of which are being finalised. This company is expected to enter the capital market shortly. The factory which will be sited in Andhra Pradesh, is estimated to cost Rs. 50 lakhs, and it will go into production in mid-1963.

Mopeds, combine the advantages of a car and a bicycle. Like the automobile, the moped is power driven, while in economy, maintenance and parkability, it rivals the push-bike. A little bigger than a bicycle in size, the moped is ideal for junior executives, sales representatives, office assistants, students, and for middle income people who cannot afford a car or scooter, but who can afford a powered two wheeler.

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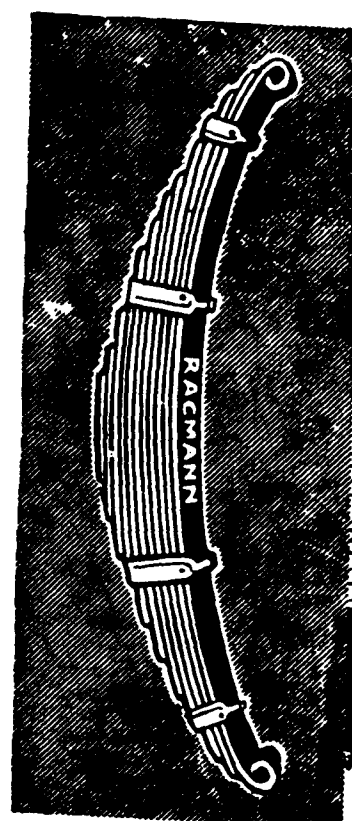
MOTORINLIA

May 1962

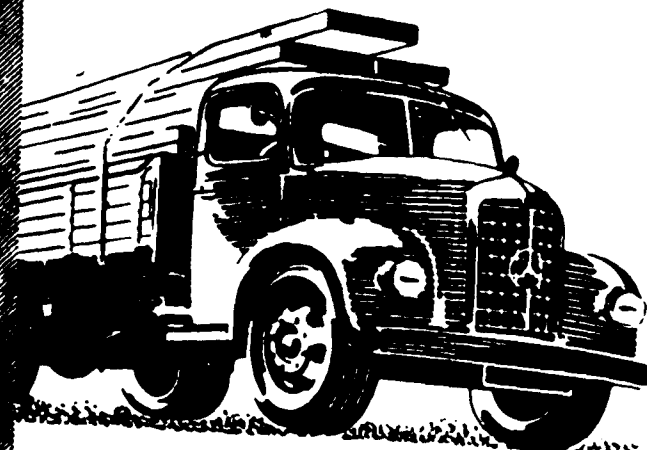


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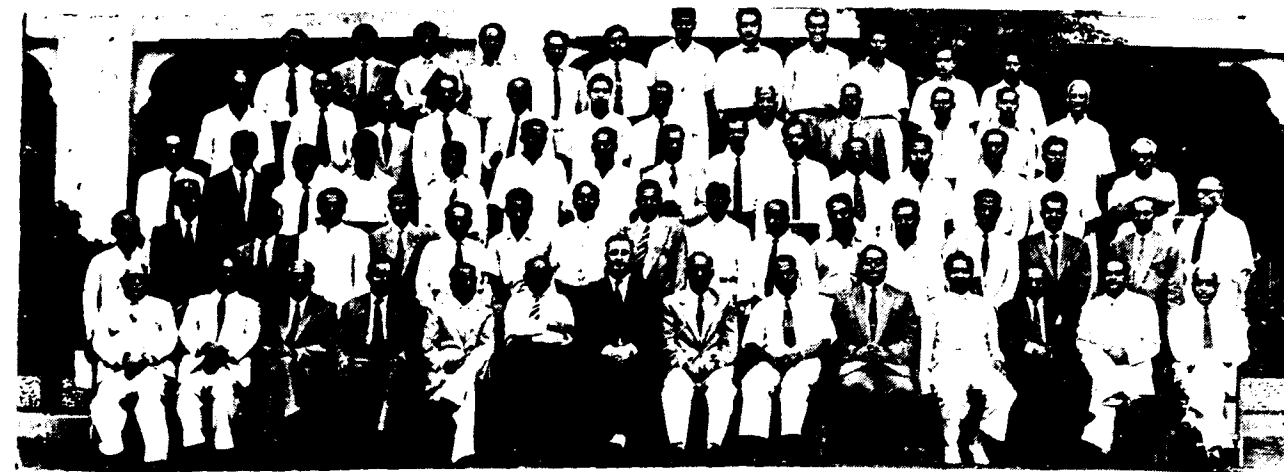
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South Zone dealers of Messrs. Hindustan Motors, Calcutta, who attended the sales conference at Hotel Dasaprakash, Madras, from 25th to 27th April 1962.

Hindustan Motors Dealers Confer at Madras

The South Zone dealers of Messrs Hindustan Motors, Calcutta, held their second conference in eighteen months at Hotel Dasaprakash, Madras, from April 25th to 27th, 1962. Welcoming the dealers, Mr. T. G. Monga, Regional Sales Representative of Hindustan Motors Ltd., said that his company had the proud privilege of having been invited for the opening ceremonies of the new premises of some of their prominent dealers in the south recently, Marikar Motors Ltd. at Trivandram, and Khivraj Motors at Madras late in 1961.

The conference was convened by Mr. M. Sanjiva Rao, Deputy Sales Manager of Hindustan Motors, and Mr. R. H. Barnard, Assistant Sales Manager, was in the chair. Highlights of the conference were two interesting talks by Mr. Sanjiva Rao, the first on "Business Management", amply illustrated with coloured charts, in which he emphasised the need to keep down overheads to a minimum and the need for dealers to maintain effective sales organisations staffed with trained sales personnel so as to increase the volume of sales. His second talk was on "Accounting", maintenance of accounts, periodical reviews of the trading position, budget planning, minimising service losses and increasing turnover.

During the course of discussions

with the dealers, Mr. Sanjiva Rao pointed out that Ambassador registrations were low in comparison with those for Fiats and Standard Herolds, and requested dealers to give their reasons for the same together with suggestions for boosting sales.

Mr. R. N. Pillai of the South India Automotive Corporation, Madras, suggested that the following improvements should be made: Two tone colour, matching upholstery covers, suitable floor mats of superior quality with matching colours, and most

important of all, pending orders should be reduced to the bare minimum. He stressed there was no lack of sales organisation, but that they were not in a position to meet the demand.

Mr. T. Rajagopal said that research was necessary especially on the engine, front suspension, differential and rear axle, so that customers could have trouble-free service from their Ambassadors.

Mr. Hasan Marikar, of Marikar Motors, Trivandrum, said that with a little more attention to the finish of the cars, they would be able to



Mr. T. G. Monga, Regional Sales Representative of Hindustan Motors, inaugurating the conference.



Mr. M. Sanjiva Rao, Deputy Sales Manager of Messrs. Hindustan Motors presenting his illuminative discourse on "Business Management" to H. M. South Zone dealers. Mr. T. C. Monga, Regional Sales Representative, and Mr. R. H. Barnard, Assistant Sales Manager are seated at left.

fare better. The manufacturers should bestow some more attention in testing the finished units thoroughly, and not dump defective cars on the dealers. The p.d.i. works, Mr. Hassan added, also included manufacturer's jobs which had to be attended to by the dealers, which should normally not be the case. He cited instances of poor polishing, painting etc. on cars.

Next Model Change?

When some dealers pressed for a change in the model of the Ambassador car, they were informed that there would be no change before 1963. As for a change in the steering mechanism, Hindustan Motors advised the dealers that they would not run the risk of changes in the Nutfield design. About fitting adjustable type double shock absorbers, dealers were told that Hindustan Motors were trying them out, and a final decision would be taken on the recommendations of the Engineering Department.

Bedford Sales

On the discussion on transport, Mr. P. S. Narayana Iyer of Messrs. Kasi and Sethu, Kumbakonam detailed the reasons why Bedfords were not moving as fast as Fargo and Benz trucks. He said that demand for trucks in his area was diminishing, rather than increasing at the rate expected by the government. The reason for this state of affairs

was that for the last two years there had been keen competition for the grant of permits which were issued liberally, with the result, that government was not issuing any more permits at present. He stated that government had restricted the mileage per transport vehicle to 200 miles per day, whereas they should increase the number of trips per vehicle per day, and not increase the number of buses and lorries. Mr. Narayana Iyer quoted statistics to show that the all-India truck market had actually fallen in 1961: sales were 26,700 in 1960 and only 25,159 in 1961.

He added that Benz and Fargo were in the market long before Bedford, and operators were keen on standardising their fleets to ensure economy of operation and maintenance. Hence only newcomers were interested in purchasing Bedfords. He also instanced the reluctance of operators to replace old vehicles as they could not claim Development Rebate on Machinery installed for income tax purposes, if they purchased new vehicles.

Hire Purchase Facilities

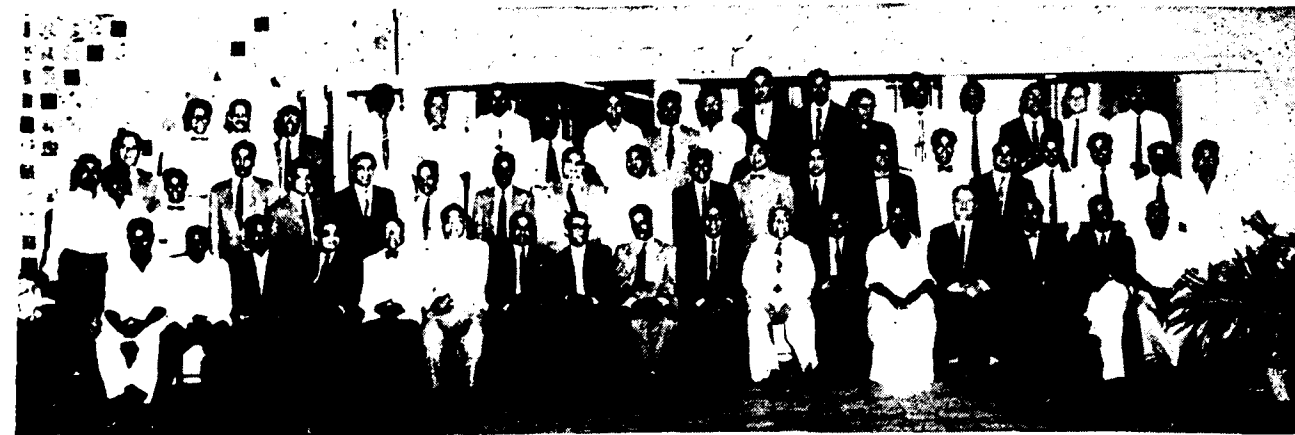
He also suggested that Hindustan Motors should extend hire purchase facilities to operators to enable them to purchase their Bedfords at reasonable finance charges, such as were



Mr. P. S. Narayana Iyer of Messrs. Kasi and Sethu, Kumbakonam, explaining some of the causes of the fall in Bedford sales.



Some of the South Zone dealers of Messrs. Hindustan Motors Ltd., Madras, who attended the sales conference at Madras.



H. M. South Zone dealers who attended the dinner hosted by Messrs. Simpson and Co. Ltd., Madras, on the roof gardens of Hotel Oceanic on 26th April 1962

extended by T.V.S. to their operator customers.

Messrs. Simpson and Company Limited played host on April 26th 1962, to the South Zone Dealers of the Hindustan Motors Limited, Calcutta, who met at a Conference from the 25th to 27th April 1962. At a pleasant Dinner on the Roof Gardens of Hotel Oceanic, the dealers spoke admiringly about Simpson & Company Limited and every speaker had a good word to say about the "service-after-sales"

policy of Simpsons. Many of the dealers expressed that Simpsons' Warranty Policy for Perkins Diesels was highly helpful to them in that not only were Simpsons prompt in the settlement of their claims, but the system of cash settlements wherever necessary helped the dealers in obtaining fullest satisfaction.

Earlier in the day, the Conference was addressed by Mr. A. N. Venkataraman, Sales Manager and Mr. K. P. John, Service Manager when

they explained the salient feature of the "service-after-sales" facilities extended by Simpsons to every purchaser of Perkins Engine.

Mr. Sanjiva Rao, Sales Manager, Hindustan Motors Limited thanked the hosts and Mr. S. Anantharam, Director and General Manager, Simpson & Co. Ltd., responded and assured the dealers that the services of Simpsons were always at their behest and they could count upon Simpsons to render that service which had made their name famous during the last twelve decades.

WARNING

It has come to our notice that some of the Firms, engaged in manufacturing Automobile Electric Bulbs, have adopted Allite Bulb Numbers as their Part Numbers. It is hereby notified to the public that with the exception of the International Bulb Numbers commonly used in U.S.A. and Japan, all the other Bulb Numbers as published in our Catalogue 3/57 are ALLITE's Own as stated on page 12 of our catalogue and are the exclusive property of Auto Lamps Limited. These Allite Bulb Numbers cannot be imitated, copied or adopted by other Bulb Manufacturers in any manner, whatsoever. No Manufacturer of Bulbs can pass off their product with similar Bulb Numbers as given to Allite.

It has also been found that our Catalogue 3/57 has been copied and imitated by some Bulb Manufacturers, the designing of which is exclusively our own.

Any person or Firm who is found to act in violation of our Right and Authority and who adopts, imitates and copies Allite Bulb Numbers, our Design and our Trade Mark will be dealt with according to law.



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President, Sri R. N. Pillai for his able guidance and assistance to the club during the years.

Objectives Attained

Sri Sundernath, member-in-charge of the function, paid a glowing tribute to the founder-president, Sri Pillai, thanking him for making the Madras Club well known in distant countries abroad, particularly in Italy, where the Lambretta manufacturers had given him a cordial reception during his recent visit. Speaking about the activities of the club, Sri Sundernath said that the club had achieved its objectives in a measure during the year under review. The Rally to Pondicherry had been an unqualified success, as also the Road Quizz. Quarterly payment of vehicle tax in the city would be undertaken by the Club for its members in the future, and a Lambretta Newsletter would be published by the Club for the benefit of its members.

"Beware of the Contractor's Lorry"

Presiding over the function, Sri S. K. Chettur, I. C. S., Transport Commissioner for Madras State, congratulated the club on its excellent record over the last four years. He was impressed with the increase in membership which now stood at 266 live members. He stated that, as the Lambretta could not afford the rider as much protection as was possible in a four-wheeler car, the Lambretta rider faced the danger of suffering concussion wherever his vehicle was

involved in collision with other vehicles. "The greater danger to civilisation", he said, "was not the nuclear bomb, but the contractor's lorry." "When it hits you full and square, it leaves no chance to the rider". Sri Chettur criticised the behaviour of lorries on the road, which frequently infringed the traffic rules with impunity, indulging in such undesirable practices as overspeeding, keeping to the crown of the road, and forcing other vehicles to the side, and some times even into the ditch to avoid collisions. He said that the most feasible method to counter the menace of these lorries appeared to lie in increasing the standards of safe-driving by Lambretta riders. The speaker also warned Lambretta owners of the dangers of rash driving especially by the younger members of the Club. They were inclined to charge gaps between vehicles in motion like medieval knights on charge jousting for a lady's favour. If they persisted in such rash driving, they were likely to reach the "unknown destination" prematurely.

Sri Chettur also remarked that overtaking on the wrong side, particularly on the left, by Lambretta riders had resulted in hundreds of nasty accidents. He requested members to avoid such violations of the traffic rules in their own interests. He suggested that the Lambretta club should organise a joint picnic with the Lions Club of Madras, so that the lions could have a chance of lying with the lambs—or Lambrettas. The speaker

said that he had been greatly impressed by the orderliness and success of the trips organised by the Lambretta Club.

In conclusion, he wished the club continued success, and hoped that its membership in the Lambretta Internationale would help consolidate membership and increase the club's usefulness.

Sri Chettur then distributed the prizes to the winners of the morning's sports events. Then followed a sumptuous dinner in the roof garden of Woodlands Hotel.

Sri Balachander proposed the vote of thanks, and the function drew to a close with the mass singing of Jana Gana Mana by all present.

VIZAG LAMBRETТА CLUB MEET

The Lambretta club of Visakhapatnam had its fifth monthly meet last month at Pendurthi, the headquarters of a model Panchayat Samithi in the Vizag district. About 25 scooters and 75 members participated in the meet, which was presided over by Mr. S. N. Naidu, Assistant Traffic Manager, Visakhapatnam Port. The party on arrival was received by Mr. Padmanabha Rao, Extension Officer, Agriculture and other officials of the Block.

The Secretary, Mr. Gopalakrishnan in a brief speech thanked the Block Officials for their co-operation and appreciated the gesture of Mr. Kosuru Appa Rao, the Leader of the meet, in agreeing to donate Rs. 101 for life-membership as well as offering to defray the entire cost of the meet.



M. L. C. calling!



Musical hours on Lambrettas in progress. A. Currumbong, the winner is seen at far left.



Mr. Synkman addressing members of the parts trade at New Woodlands, Madras. The host, Mr. J. Mukherji, Managing Director of Automotive Agencies (P) Ltd. Calcutta, is on his left, and Mr. G. Bhattacharya, Madras representative of the company, is on the extreme left.



Mr. Synkman, being welcomed by Mr. S. S. Mukherjee, Bombay representative of Messrs Automotive Agencies (P) Ltd. at a reception in his honour at Bombay. Mr. Synkman is seated to the left of the speaker. Messrs Automotive Agencies (P) Ltd. have been the representatives in India of Mr. Synkman's European principals since 1952.

RIEDL EXECUTIVE TOURS INDIA

Mr. Synkman Visits Madras

Members of the Madras motor parts trade had the unique opportunity of meeting Mr. N. Synkman, Overseas Sales Manager of Messrs. H. A. Riedl Ltd, New Barnet, England, and of their associates, Messrs. Europarts Ltd, exporters of British and Continental motor parts, at a pleasant tea party hosted by Mr. J. Mukherji, Managing Director of Automotive Agencies Private Limited, Calcutta, at New Woodlands Hotel, Madras, on 5th March 1962.

Welcoming the distinguished guest, Mr. G. Bhattacharya, the Madras Sales Representative of Automotive Agencies Limited, spoke glowingly of the excellent personal qualities and world-wide experience of Mr. Synkman, in the automobile trade. He added that Mr. Synkman's principals exported a number of reputed auto spares such as Harex bearings for Perkins P-6 engines, Harex chassis parts, "V" Brand Axle Shafts, "Hoerco" clutch plates (Austrian make), "Lobro" repair kit, Beral brakelinings and clutch facings and that Messrs Automotive Agencies had had the good fortune to represent these two companies, Messrs Riedl Ltd, and Messrs Europarts Ltd, in India since 1952.

Mr. N. Synkman, Overseas Sales Manager of Messrs H. A. Riedl Ltd, and of their associates, Messrs

Europarts Ltd, thanked Mr. Mukherji of Automotive Agencies (P) Ltd for the rare privilege he had been given, to address members of the auto parts trade at Madras on his tour of India. He said that the purpose of his visit was two-fold—namely, to study the sales-consumer market in India, which had undergone a vast change due to the establishment of indigenous manufactures during the last few years and to develop future export business from Indian manufacturers. He stressed that there was always room in world markets for more automobile manufacturers and spare parts dealers, and, hence, the eyes of the Indian motor industry should be turned outwards even before the saturation point of the internal market was reached. He added that there was demand in other countries for goods of various qualities produced in India, but it was for the Indian producers to adapt their production to meet the demands of foreign importers.

Mr. B. I. Chandnok thanked Mr. Mukherji for the trouble he had taken to give members of the trade a chance to discuss their problems with Mr. Synkman to their mutual benefit.

At Bombay

Mr. Synkman was accorded a warm reception at Bombay by Mr. S. S. Mukherjee, Bombay represent-

ative of Messrs Automotive Agencies (P) Ltd, at a pleasant function got up in his honour. Mr. Synkman stressed the importance of promoting understanding between Indian automobile dealers and manufacturers and their counterparts abroad. He advised the Indian auto trade to cultivate export outlets in other countries in the near future, and promised to apprise his principals of the possibilities of collaboration manufactures in India. Mr. S. B. Sharma thanked Mr. Mukherjee for providing the local trade with the welcome chance to meet their good friend, Mr. Synkman, adding that it was feasible for industrial units abroad to collaborate with Indian businessmen as a result of the goodwill built up through the years.

Mr. Synkman was also felicitated at New Delhi and Calcutta at functions thrown in his honour by Messrs Automotive Agencies (P) Ltd, Indian representatives of his principals, Messrs. H. A. Riedl Ltd, and Messrs Europarts Ltd.

OIL SEALS

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CALCUTTA MOTOR SPORTS ambassadors to the forefront

A large crowd witnessed the last meeting of the Calcutta Motor Sports Club's 1961-62 Motor Racing Season at Barrackpore Race Course on 25th March under extremely hot conditions. Of the seven races in the programme the highlights were the Production Car Trophy for cars assembled or manufactured in India and the Firpo Trophy for the faster cars.

Satow's Formula Racer

An added attraction was the first appearance in chassis form of the Calcutta Formula car which performed extremely well in the hands of its designer, Mike Satow. This car is a two-seater sports car of exceptional performance and road-holding, completely constructed from materials and components available in India and so designed to fit any of the engines used in the motor cars manufactured in this country. It is intended that this formula car be developed to encourage scratch racing within and between the various motor sports clubs in India and eliminate the present need for handicapping. At a conservative estimate, it is expected that these extremely attractive cars, perfectly suitable for road and track, would cost only Rs. 10,000 - complete. The Calcutta Motor Sports Club Limited will naturally welcome the co-operation and assistance from the Motor Manufacturers to further the development of motor sport in India.

Production Car Trophy

The Production Car Trophy, despite the lack of any works entries, proved full of excitement and several duels developed as the race progressed; notably between Geoffrey's Ambassador and Agarwalla's Fiat 1100, who were never more than a few feet apart, passing and repassing, as they raced past the stands. Morley's modified Ambassador, from which great things were expected started last on handicap, but experienced carburettor trouble which slowed him considerably.

Singh and Solomon, both driving Ambassadors, worked their way through the field and on lap 12 of this gruelling race Solomon and Saraf, (Fiat 1100) both entered the notorious Devil's Elbow corner at high speed and delayed braking just a fraction of a second too long.

Solomon on the inside managed to negotiate the corner but Saraf unfortunately spun and his car turned over right in the middle of the bend. Chawla (Ambassador) who was following close behind skilfully avoided the crashed car and stopped to assist Saraf who had escaped unscathed. Chawla then restarted but due to this delay he had no hopes of catching the leaders.

On the last lap Singh and Solomon both overtook Agarwalla and Geoffrey to go into the lead and Singh took the chequered flag just ahead of Solomon and Geoffrey also driving Ambassadors.

The last race of the day the Firpo Trophy, proved to be an anticlimax due to the excessive heat which forced Hinchcliffe (A.R.D.) and Marshall (Cresta) to retire amid clouds of steam.

Satow driving his very fast Riley Special had his rear suspension damaged in a slide at Vampire corner and also retired. In the meantime Griffiths driving extremely well in his T. R. 3. was now in the lead hotly pursued by Ferozshah in the Studebaker special which is an extremely difficult car to handle. This was ably demonstrated on the 10th lap when he lost control on the fast corner at the Temple while travelling at 75 m.p.h., and the car spun round four times sending up large clouds of dust though with a magnificent effort he recovered and continued the chase with Ramsay's Alford having closed up on him.

Alas it was too good to last and two laps later Ferozshah spun round at Devil's Elbow and stalled his engine which refused to restart. Ramsay flashed by and then developed a petrol blockage which removed all possibility of his catch-

ing Griffiths, whose car still sounded extremely healthy at the end of this gruelling event.

So ended the 12th season of the Calcutta Motor Sports Club, whose efforts to popularise this sport are worthy of assistance from the Motor Industry in this country.

Automobile Association of Southern India

Annual General Meeting

The Annual General Meeting of the Automobile Association of Southern India was held on Friday, the 6th April 1962 at 4.30 p.m. at the premises of the Association Mr. S. V. B. Row, the Chairman, presided.

The Secretary read the notice of the meeting and the auditor's report. The meeting unanimously adopted the Annual Report and the Audited Statement of accounts for the year 1961. Mr. Fraser and Ross were re-appointed as auditors for the current year 1962.

The following office bearers were unanimously elected:

President: Mr. M. A. Chidambaram.
Vice-President: Mr. H. I. Cormack.
Chairman: Mr. S. V. B. Row, Vice-Chairman: Mr. Md. Kazim Khaleeli.
Hony. Treasurer: Mr. K. Hariharan.

There were eleven nominees for the ten vacancies of the membership of the Committee, and after ballot, the following were declared elected:

Mr. Md. Sulaiman Zackria Saif.
Mr. T. Venkatapathy Rao.
Mr. A. T. Kathiresan.
Rao Sahib N. Murugesu Mularan.
Mr. M. K. Belzangaya.
Mr. V. Embaramanar Chetty.
Mr. K. S. Rangaraj.
Mr. K. Varugis.
Lt. Col. N. Vasudeva Rao.
Mr. T. K. Doraiswamy.

Mr. P. Sivaramakrishnaiah proposed a vote of thanks to the Chair which was carried with acclamation.

British Minister Opens Super Oil Seals Factory

Motorindia readers may recall from our issue of 21st March 1962, that the Indian associate of this British company, namely, Super Seals India Private Limited, went into production recently at Delhi.

The British Minister of State for Welsh Affairs recently opened at Llanishen, Cardiff, a 270,000 sq. ft. factory on 34 acres of land—the latest development by Super Oil Seals and Gaskets Ltd. of King's Norton and Redditch. This factory employs 800 people and contains the synthetic rubber plant and flexible high-pressure hose production of the company. The opening marked an important stage in the expansion of an enterprise that began in 1951, when the firm, unable to expand in Birmingham, took over a government-built factory in Western Avenue, Cardiff, and sent a 15-man team to establish an important branch of its manufacture in completely new surroundings.

With the move from Western Avenue into the larger factory at Llanishen, the company now has plant and capacity to double the high output already achieved in Cardiff and the site is large enough to enable the existing floor space of 270,000 sq. ft. to be trebled.

Biggest in Europe

Many millions of leather and synthetic rubber oil seals and hundreds of miles of flexible high-pressure hose are produced annually by Super Oil Seals and Gaskets Ltd. at Birmingham, Cardiff and Redditch factories. When in full production the Cardiff works will be the largest high-pressure hose manufacturing plant in Europe.

This flexible hose has innumerable uses in industry and there is not a modern factory that does not

employ it somewhere. As a result only about one-third of the firm's total output is destined for any one industry as against one-half in 1950, when the hose enterprise was not as fully developed as it is today. The firm's Aeroquip flexible hose lines are used on hydraulic tipping gear of lorries, on the hydraulic equipment of many types of earth-moving equipment in aero engines, agricultural equipment, diesel locomotives, mechanical handlers and in power-assisted steering in cars, to mention a few applications.

Oil seals have a comparably wide employment, being used extensively in cars, buses and commercial vehicles and an extensive range of other engineering products.

Special Designs

By modification of basic built-up seal design, the firm has produced seals for disc brakes on fast passenger coaches using the M 1 Motor way, where they give good service in conditions of high speed and high temperature. Another type of seal embodying several completely new features was designed in 1958 and introduced into steel rolling mills the following year, when it met with considerable success. Among other "specials" is a type of split internal synthetic rubber seal used on ship propeller shafts. Used with the existing packing its function is to prevent influx of sea water on to the tail bearing.

These are a few examples of the very wide use of Super Oil Seal products, and research is constantly going on to devise new applications for both hoses and seals.

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Members of the T. M. P. D. A. Executive Committee hard at work.



Quite a crowd of members enjoyed the picnic to Kumbakarai Falls.

The Tamilnad Motor Parts Dealers' Association, Madurai

The Executive Committee of the Tamilnad Motor Parts Dealers' Association, Madurai met on the 25th March, 1962 at KUMBAKARAI FALLS near Periyakulam with Mr. N. Kannayiram, B.A., the President on the chair. Twelve members of the Executive Committee were present.

After the welcome address by the President, the following subjects were discussed and resolutions were passed.

The committee regretted very much the sudden demise of Mr. S. K. Krishnamurthy, formerly representing the Automotive and Allied Industries, Madras and presently representing M/s. Pals Impex Corporation Ltd., Bombay and M/s. V. T. C. Automobiles, Madras, and the committee requested the secretary to write a letter of condolence to the bereaved family.

The committee unanimously welcomed M/s. Meenakshi Auto Stores, Coimbatore, as a new member of the association.

The secretary apprised the

committee of the clearance of Fuel Injection Parts imported from Yugoslavia and informed members that the consignment was expected shortly. The committee authorised the secretary to give necessary advertisement in two daily newspapers, one in Tamil and another in English, in line with the agreement with the State Trading Corporation of India Ltd., New Delhi.

The letter from M/s. Arasan Automobiles, Tirunelveli, regarding the increase in subscription and entrance fee to be recommended to the General Body was broadly discussed and the committee felt it quite necessary that the increase in subscription and entrance fee recommended to the general body was quite essential and regretted their inability to agree with M/s. Arasan Automobiles' proposal to continue on the old schedule, since the committee felt that this was the only alternative to meet the extra expenditure the association was incurring. The committee

requested the secretary to reply suitably.

Members resolved to hold the General Body Meeting and the Annual Day Celebrations of the Association on the 15th April, 1962, and the committee requested the President to kindly contact Sri. T. S. Krishna of M/s. T. V. S. & Sons P. Ltd., to preside over the function.

The Treasurer's Account and budget for the year 1962-63 to be submitted to the General Body Meeting were approved by the committee.

The secretary Mr. K. C. Francis thanked all the members, for promptly responding to the invitation and attending the Meeting and also thanked Mr. N. Kannayiram, B.A., for having arranged the nice picnic party with lunch and tea at Kumbakarai Falls and Dinner at Vanni Devi and also for having made arrangements for the conveyance of all the members. The secretary also thanked all the special invitees who kindly participated and graced the occasion.

Mr. N. Kannayiram, B.A., thanked all the members, friends, and special invitees who had honoured him by attending the function and also thanked Mr. RM. A. RM. Ramanathan Chettiar, of M/s. A. Ramanathan Company, Madurai and Mr. S.P. Muthuraman Chettiar & S.P. Mohammad Sulaiman of Periyakulam for having assisted him in making the necessary arrangements and thereby making the function a grand success. He also thanked M/s. Rahim Transports, Periyakulam for lending their jeep for the function and M/s. Singaram Transports, Pudukottai for giving their bus on contract specially for the use of the members in spite of their various other engagements and he finally thanked one and all who had kindly responded to the invitation and graced the occasion.

4th Annual General Body Meeting

The fourth annual general body meeting of the Tamilnad Motor Parts Dealers' Association, Madurai, was convened on the 15th April 1962 at the Performance Hall, M.D. C. C. Bank Building, Madurai. Thirtyfour member companies took part in the deliberations.

Welcoming the gathering, Mr. N. Kannayiram, President, spoke of the impressive growth of manufacturing and industrial units in the automobile industry, the drastic cut in imports, the great advance made by the T.V.S. organisation, and the expansion of the tyre industry in South India. He requested members of the association to strictly



General President N. Kannayiram addressing members.

adhere to the stipulations of the Union Government in respect of the profits on imported goods.

The secretary, Mr. K.C. Francis, read out the annual report covering the varied activities of the association during the year and exhorted members to extend their fullest support to this association. The honorary treasurer, Mr. K. Palanimalayam, then presented the Statement of Accounts for the year 1961-62 and the budget for the year 1962-63, which were approved by the General Body.

New office bearers for 1962-63

Mr. N. Kannayiram of Messrs K. Nataraja Pillai and Co was re-elected President of the association. Messrs T. Ramasamy Pillai, Madurai and A. Santhanagopalakrishnan of M/s. T. V. Sundaram Iyengar and Sons (P) Ltd were elected Vice Presidents, while Mr. RM. A. RM. Ramanathan Chettiar of M/s. A. Ramanathan and Co, and Mr. K. C. Francis of Messrs George Oakes Limited, were elected Honorary Secretary and Honorary Joint Secretary respectively. Mr. K. Palanimalayam of M/s. Bhacath Trading Company was re-elected as Honorary Treasurer.

The following members were unanimously elected to the Executive Committee of the association :-

M/s Madurai Auto Stores, Madurai.
M/s The City Auto Stores, Madurai.
M/s United Auto Stores, Madurai.
M/s Babu Automobiles, Madurai.
M/s Meenambigai Motor Works Virudhunagar.
M/s Ar. A. S. & P. V. P. V., Tirunelveli.
Sri S. Dharmarajan, Esso Agent, Madurai.

The General Body of the association resolved to increase the subscription fee from Rs. 35/- to Rs. 50/- and the entrance fee from Rs. 10 to Rs. 25. It was also

decided to issue receipt books to all the members to enable them to collect association fees from touring representatives of non-members.

The President-elect, Mr. N. Kannayiram, was nominated by the General Body to represent the association at the meetings of the Federation of All India Automobile Spare Parts Dealers Association, New Delhi. The meeting concluded with a sumptuous dinner at which the new office bearers were felicitated, and Mr. RM. A. RM. Ramanathan Chettiar, the new secretary, proposed a hearty vote of thanks.

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BOMBAY NEWSLETTER

Traffic Regulations For Visiting Motorists

Motorists coming to Bombay from the mofussil are confronted with a different traffic pattern from that they are used to, and are therefore very likely to commit, albeit unwittingly, breach of traffic rules and regulations in force in the city and get into trouble with the Police.

You just can't park your car wherever you find an open space. Parking in the city is restricted. On certain days, on particular sides of the road, it is even prohibited. Then there are U-turns, One Way streets, Traffic Lanes and Lines and so forth.

To avoid unpleasant situations that may arise due to ignorance of traffic rules, mofussil motorists would do well to get a copy of the Motorists' Manual issued by the Commissioner of Police, Bombay, and study it. Copies of the publication can also be had from the W.I.A.A. at 25 up each.

Compulsory check On Other States' cars

When a motor car registered in another State is brought into Bombay, it is required to be produced at the Office of the Regional Transport Officer, within seven days of its arrival together with the following documents for weighing, inspection and assessment of tax:—

1. The Certificate of Registration;
2. The Certificate of Insurance;
3. Forms ET, AT, duly completed.

The motor vehicle must also carry the usual tool box, spare wheel and jack.

Failure to comply with the above requirements would render the registered owner liable to action.

Members of the recognised Automobile Associations in India going to Bombay with their cars, are advised to contact the W.I.A.A. who will give all assistance to comply with the above procedure.

"Auto Skills" Training Centre For Nasik

The Church Missionary Society (Proctor Road, Bombay-7) plan to open during the current year an industrial training centre in Nasik with a view to giving training in motor vehicle servicing and overhauling and provision will be made for a well equipped workshop and a small hostel to house the boys during their two year training course in motor mechanism. The Society has made available two qualified and experienced engineers from Britain for this work. It has been decided that training should be given, initially, in the trade of motor mechanics. The centre which is to be known as "Auto-skills" will have two main objectives; viz.,

To train young men with a satisfactory educational background and inherent aptitude to a high degree of skill.

To develop, through the community life of the centre, the qualities of initiative, integrity and honesty in work and a readiness to serve God by serving the community.

Mr. F. M. Warner who is the Manager of this training centre has had over 15 years' experience in a senior position in one of Britain's major firms of the aircraft industry. He is to be joined by a motor engineer who has considerable experience of vehicle maintenance and overhaul. The idea has been well received amongst others, by the Chief Minister of Maharashtra and Mr. Babubhai M. Chind, M.P., Industrialist and a former President of the Federation of Indian Chambers of Commerce and Industry and the W.I.A.A. The Society has issued an appeal for gifts of equipment or tools, new or used, large or small or donations.

5th Auto Technic & Accessories Exhibition

The 5th Auto Technic & Accessories Exhibition organised by the Redex Car Club was held at Sir C.J.

Hall, Bombay from the 24th March to 26th March, 1962.

The Exhibition which had many stalls displaying various kinds of automobile accessories, tyres new and re-treaded, new models of motor cycles, was declared open by Shri P. K. Modi, M.Sc. Tech. (Manchester) Principal of the Victoria Jubilee Technical Institute, Bombay.

The Traffic Control Department of the Greater Bombay Police had also put up a stall on which were displayed vividly and graphically the statistics of road accidents and a model of traffic control. The Department had also arranged the showing of documentary films on Highway Safety and Traffic Control to the visitors to the exhibition at short intervals.

The exhibits which attracted a large number of visitors were the cut out models of two automobile engines, one with the side valves and the other with overhead valves, differential and gears, all loaned by Castrol (India) Ltd. The cut out models were made by the Model Centre, Bangalore and what fine jobs they were! Also on view were the starter, torque tester, lubricated at Premier Auto Electric, Bombay and the chassis of a 350 h.p. Royal Enfield three wheeler and a 1½ ton Enfield "Princess", an ignition circuit analyser and a brake efficiency tester.

Esso - Standard Takes Over From Stanvac

The business of Stanvac Petroleum Oil Company in Asia, Africa and Australia has been taken over by ESSO STANDARD INC. a wholly owned affiliate of Standard Oil Company (New Jersey). Mr. J. W. Sinclair, ESSO's General Manager announced in Bombay on Sunday the 1st April, 1962.

He declared that all contractual obligations made by the Stanvac to its agents, customers, dealers, suppliers, employees and Government would be honoured by ESSO Standard.

Mr. Sinclair stated that New Jersey Standard Oil, ESSO's parent

organisation, had interests in oil explorations in 11 countries and in oil production in 18 countries.

In 26 countries it owned or operated 56 refineries and its products were marketed in 135 countries or territories.

Negotiations with the Government of India for the establishment of a petro-chemical plant and a lubricating plant were in progress, disclosed Mr. Sinclair. Both the plants would be located in Bombay. In the former project the company's share would be 60% and in the latter 50%.

World Touring And Automobile Organisation

The World Touring and Automobile Organisation has informed the W.I.A.A. that the Government of the United Kingdom and Northern Ireland has extended the application of the following Convention and Protocol to BRITISH GUIANA:

"CUSTOMS CONVENTION ON THE TEMPORARY IMPORTATION OF PRIVATE ROAD VEHICLES;

CONVENTION CONCERNING CUSTOMS FACILITIES FOR TOURING;

ADDITIONAL PROTOCOL TO THE CONVENTION CONCERNING CUSTOMS FACILITIES FOR TOURING, RELATING TO THE IMPORTATION OF TOURIST PUBLICITY DOCUMENTS AND MATERIAL."

1949 Convention On Road Traffic

The Government of Guatemala has deposited the instrument of accession to the above Convention, on 10th January 1962.

Changes In Traffic Rules

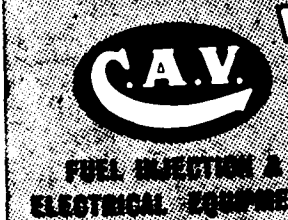
Some motorists in Bombay labour

under the misapprehension that traffic authorities when making changes in the existing traffic rules, do so without giving any opportunity to the public of being heard. This impression is quite wrong, for the draft rules, when issued by the Commissioner of Police, are published in the Government Gazette as well as in the local newspapers for the information of the public, and the public are invited to send in their suggestions or objections, if any, before a stipulated date.

Mr. Pravinchandra V. Gandhi

Mr. Pravinchandra V. Gandhi, a member of the W.I.A.A.'s Managing Committee has been elected President of the Indian Merchants' Chamber for the year 1962-63. Mr. Gandhi is the Managing Director of Devkaran Nanjee Banking Co. Ltd.






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Madhura Meenakshi

Madurai, is one of the few Indian cities, which has maintained its links with the past. There is no other place in South India where the visiting foreigner, anxious to have an insight into the religious life and traditions of the Hindus, would be so well rewarded.

Centrally situated, Madurai is the second biggest city in Tamilnad. This ancient city, unlike other Indian cities, has survived the ravages of time and has escaped spoilage at the hands of the Muslim invaders. It had been for the last two thousand years the focal centre of Dravidian culture and civilisation. European scholars refer to Madurai as the "Athens of South India." History reveals that Madurai had commercial dealings with Babylon, Greece and Egypt.

As the seat of the Tamil Sangham, it attracted all the scholars of the South. Famous Tamil poets yearned for recognition from the Madurai Tamil Sangham and were not satisfied until their

May 1962

**PLACES OF INTEREST
MADURAI DISTRICT**

(Continued from last issue)

MADURAI CITY AT A GLANCE

The population of the city is a little over 4,00,000. Besides this, as it is a Pilgrim Centre, there is always a floating population.

The City is situated in the picturesque and rich Vaigai valley with an equable climate.

The Civic Administration of the City is vested in a Municipality, very shortly to be raised to the status of a Corporation, now of 36 Councillors, who elect one of their members as a Chairman, who is assisted by a Vice-Chairman, also elected by that body. The Commissioner, who is appointed by the Government, is the Chief Executive and is assisted by a Personal Assistant.

Of Educational Institutions in the City, there are: a Medical College, one Training College, an Engineering College, 5 Arts Colleges, of which two are exclusively for women, 16 High Schools, of which four are exclusively for girls, a Poly-Technic well-equipped, besides a number of Primary and Secondary schools run by the Municipality.

The main occupation of the people is Handloom weaving. Madurai is noted for its hand-woven clothes and other materials.

Of industries there are several Spinning Mills in the City and biggest of them The Mochura Mills Ltd., of which M/s. A. & F. Hurree are the Managing Agents, is said to be the second largest in the world, and biggest, East of Suez.

The City can be provided of a well laid out Scheduled City Bus Service System by the House of T. V. S. making the movement in and about the City easy and comfortable.

A flourishing Commercial Centre dealing with all the food-grains, hill produce, plantains, handloom textiles etc. An important Railway Junction in the Southern Railway, movements radiating in all the four directions.

works had obtained the hall-mark of this academy.

Historical Past

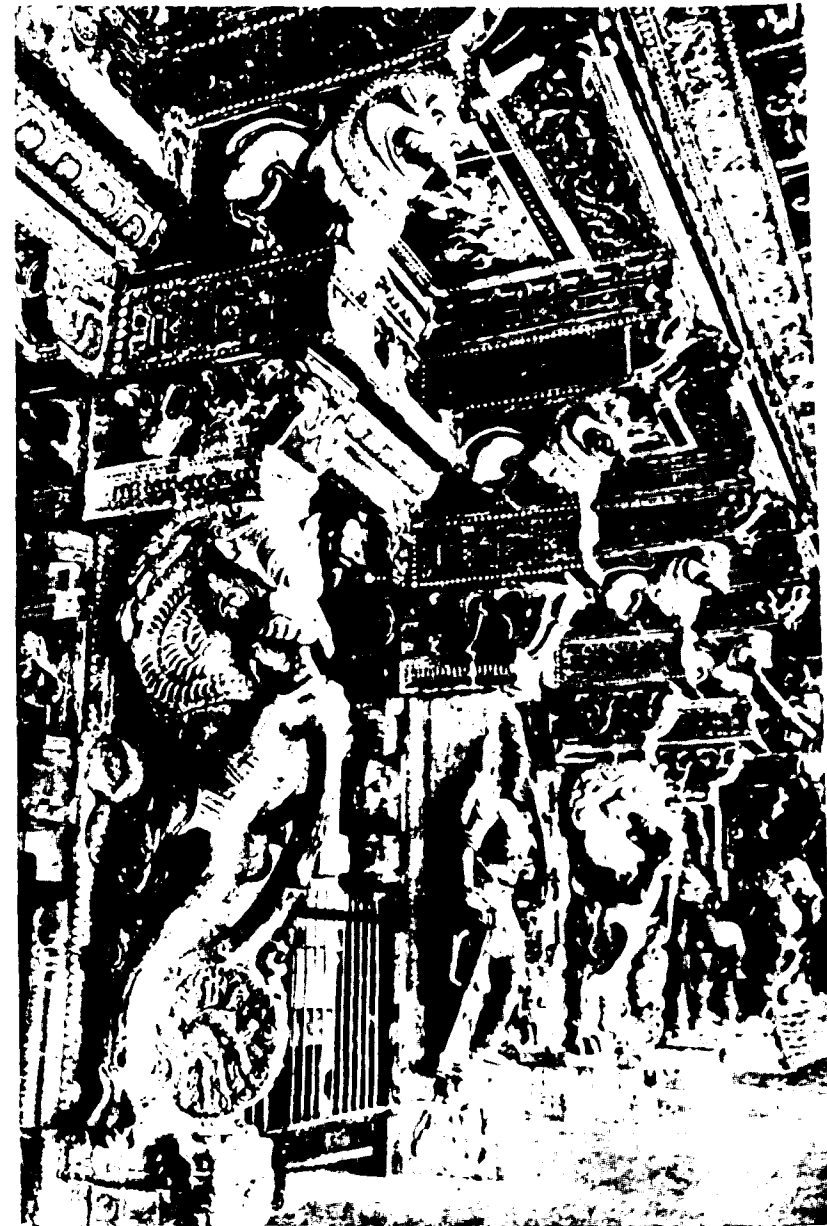
The history of Madurai is intimately bound up with the history of South India. The word "Madurai" means sweetness. Tradition has it that Siva was so pleased with the city that he sprinkled nectar (Madhu) over it and hence the name.

Megasthenes, the Greek Ambassador at the court of Chandragupta Maurya (320 B.C.), has described Madurai as being ruled by a Pandyan Princess. This city was well known to the Romans and Greeks. Ptolemy has mentioned Madurai as the seat of the Pandyan Kingdom in South India. He refers to "Madoura" as the Mediterranean Emporium of the South. This place is mentioned in Kautilya's Arthashastra and also in the edicts of King Ashoka.

In the fourteenth century Malik Kafur, one of the Generals of the Emperor of Delhi, invaded Madurai and set up a Muhammedan Dynasty. Madurai later became a feudatory of the Vijayanagar Emperor who restored to the Pandyan Kings their ancient heritage. The Nayaks ruled this kingdom in the medieval period (1539-1781). They gave Madurai a succession of strong and able rulers who brought peace and prosperity for a period of 200 years. It was during this period that the modern city of Madurai was planned. The layout of its main streets was determined according to the laws of the Silpa sastras. The important rulers of this period were Visvanatha Nayak, Tirumalai Nayak and Rani Mangammal. The old city of Madurai was razed to the ground in 1849 and a new one was built. Madurai was first constituted as a Municipality in 1866.

The Magnificent Meenakshi Temple

The magnificent temple of Goddess Meenakshi is of course the centre of attraction in the city. The temple is closely associated with the history of the Pandyan Kings.



The way leading to Anantashayana.

Its architecture and sculpture have excited universal admiration and are considered the richest and most beautiful specimens of their kind.

The temple, built in the heart of the city is in the shape of a parallelogram. A folk song compares Madurai to a lotus, the shrine being the centre of the flower.

The temples belonging to Madurai group, built either wholly or in part during the period, are considerable in number. The most outstanding

of them are those at Madurai, Srirangam, Tiruvannamalai, Rameswaram, Chidambaram and Srivilliputhur. The Meenakshi temple of Madurai can be taken as typical of the group. There are in all nearly 2000 pillars in Madurai temple. There are in all eleven Gopurams in the temple. The largest and the most beautiful of them being the one on the Southern doorway. Taken singly this is the most impressive of the structures. Even the most massive and ornate of the Dravidian gopurams this tower is also very

high, rising to a total height of about 200 feet. The gopurams on the other three sides are also big ones. At the foot of the northern tower in the inner prakaram there is a musical pillar carved out of a single rock which when tapped emits the "Sapta Swara" the seven different musical notes.

Thousand-Pillared Hall

Much of this sculpture inside this great temple has a distinctive character, which had attracted the attention of scholars and visitors alike. The thousand-pillar hall introduces several beautiful sculptured figures to the visitor. The splendid peasant woman with her children and basket, the swooping warrior complete with local weapons, other figures—masculine and feminine or semi-divine are all monuments testifying to the high artistic skill of the ancient sculptor.

The equestrian statue of Arjuna, the famous minister who built this magnificent structure, in about the middle of the 16th century is given due prominence. In the Thousand Pillared Mandap there are actually 985 pillars as the space occupied by 15 columns is taken up by the small shrine of Nataraja. This Hall is a marvel of engineering skill, for the pillars are seen to be in a straight line when viewed from any angle. There is not a single sculpture in the temple that has not a meaning and a tradition behind it.

The Mantap in front of the presiding deity, Lord Sundareswar,



Tirumalai Nayak Mahal.

with the flag staff and Bull, is known as Kambattadi Mandapam. The carving on its pillars is delicately executed and is perhaps the most elegant work to be found in the temple.

The most popular among the pillars supporting Kambattadi Mandapam is the one depicting the marriage of Goddess Meenakshi with Sundareswarar.

Rare form of Nataraja

Entering the inner courtyard of Sundareswar Temple, one can see on the right the beautiful figure of Siva in the dancing pose. This abode of his is called Velliambalam (Hall of Silver). The figure of Nataraja is plated with silver and is

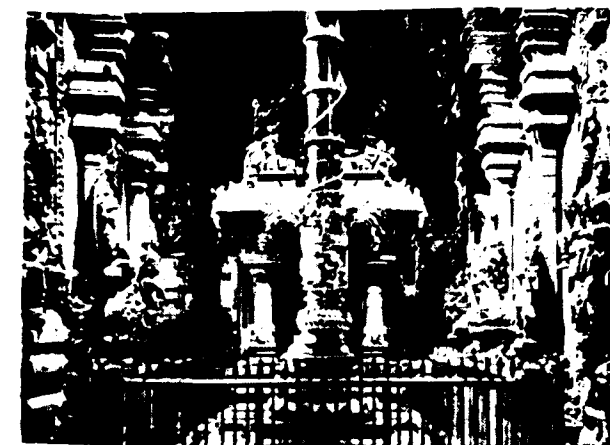
one of the finest specimens of its kind in South India.

The Agamas speak of seven dancing postures of Siva. In Madurai Siva has his right leg lifted instead of his left. The "sthalaviruksha" of this place is the Kadamba tree. The stump of this old tree is evidence that in the area occupied by the temple was once a forest of Kadamba trees. In fact the Puranas refer to Madurai as Kadambavana Kshetra.

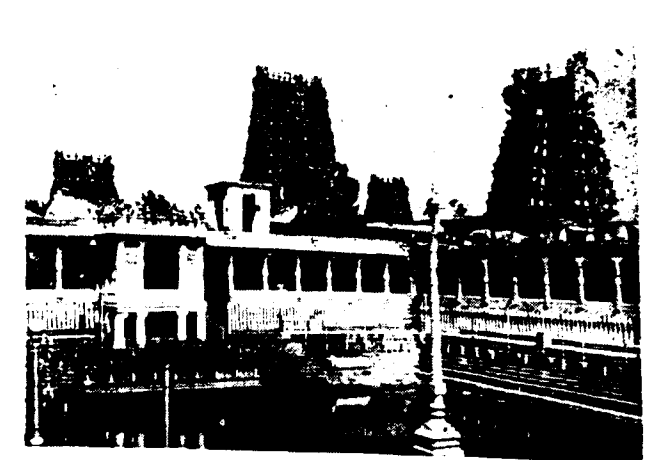
Astasakti Mantapam

The eastern tower is not used for entering. So the entry is by Astasakti Mandapam so called after the figures of the eight (ashta) Goddesses or saktis represented on the pillars on either side. At the further end of Astasakti Mantap is the doorway leading to the extensive Meenakshi Nayakan Mandap. It is named after its builder Meenakshi Nayaka, one the ministers of Tirumalai Nayak. Next one can come to Mudali Mantap where the figures of Siva as Bikshander and Vishnu as Mohini should not escape close scrutiny. Next to this lies Golden Lily Tank which is regarded as extremely sacred by all pious Hindus. On the walls of the corridors surrounding the tank there are numerous frescos which give an accurate account of the famous Tiruvilayadal Puranam (the stala-puranam of Madurai).

On the doors of the shrine of Meenakshi are found some of the most important dancing poses described in Nityasastra.



Kambattadi Mandapam

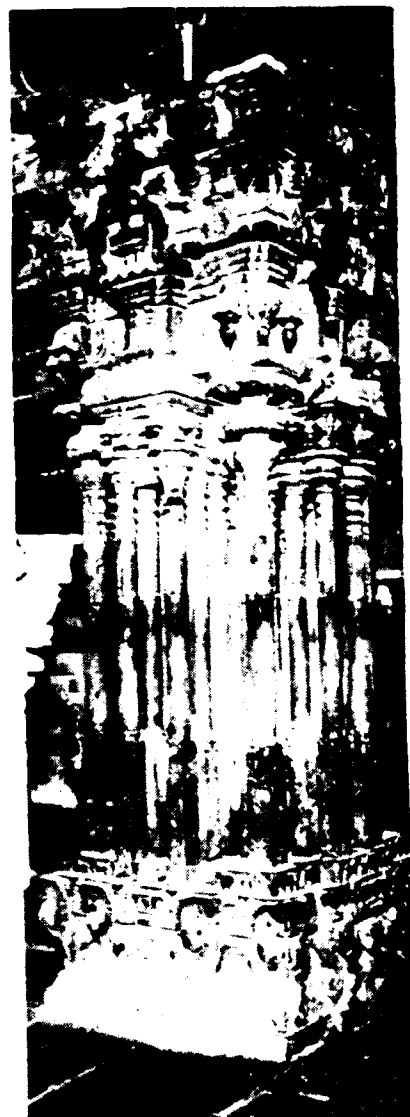


Golden Lotus Tank

The innermost Mantap is Ardhamantap, from which we get a clear view of the image of Meenakshi. The image though very small in relation to the size of the temple is nevertheless inspiring to the devout pilgrim.

Temple Jewels

The Madurai temple is justly famous for its fine collection of jewels some of which are of priceless value. Many of the ornaments have a history going back several centuries and one of the oldest is a beautiful pendant presented by an early Pandyan King.



Meenakshi Temple

The priceless pearl head dress was presented by Tirumalai Nayak. One chain carrying 108 sovereigns was the present of the East India Company. Other jewels of great value have been presented from time to time by Maharajas and Zamindars. These jewels are carefully kept in a strong room having as many as six different locks, the keys of which are kept by six different priests. A fee of Rs. 20 is charged for an inspection of the jewels.

Pudumantapam

Leaving the temple through the eastern gateway and crossing the road one can enter Pudumantapam or the "new pavilion". This was probably the latest creation of Tirumalai Nayak. It was commenced in 1623 and is said to have taken 22 years to complete. In the centre of this Mantapam may be seen life size figures of ten Nayak Kings.

East of Pudumantapam is the unfinished Rayagopuram which Tirumalai Nayak began and never completed.

No description of Madurai will be complete without a description of Tirumalai Nayak's Mahal or palace. Barring the entrance on the east the palace is surrounded on all sides by colossal fabricated arcades, the decorated arches springing over massive pillars 40 feet high. The entire ornamentation is fine stucco. This building was, according to an old manuscript, known as the "Swarga Vilasam". The whole construction has been declared by competent authorities to be the largest and the most perfect specimen of palace architecture existing anywhere in South India.

When the British acquired the Madurai country, the palace was in ruins. It was used as barracks by them for some time. The throne room may be compared with the great audience hall in the Mughal Palace at Delhi. The audience hall is of polished granite with an ivory enclosure. Now the throne is not to be found there.

On the other side of the Vaigai the most interesting building is the



Tirumalai Nayak with his consorts.

Tunkum which is the residence of the Collector. "Tanakam" is a Telugu word meaning a summer house. This was also built by Tirumalai Nayak. The noteworthy feature of this bungalow is the Lotus Hall, so called from the ceiling which represents an inverted lotus in bloom. To the west of the Tunkum is Gori dargah containing the most revered mosque in the town. In this are two tombs which are traditionally to be those of a King named, Alauddin, and his brother, Shamsuddin. Gori dargah is the most sacred place of Muslim worship in Madurai.

Local Customs and Festivals

The Chitrai Festival in April-May celebrates the marriage of Sri Meenakshi. The "fish-eyed Goddess" and Lord Sundareswarar. According to legend, Sri Meenakshi was the daughter of a Pandyan King, who ruled Madurai and in the

course of time, Meenakshi was also crowned as Queen of Madurai. The coronation of Meenakshi is celebrated during this festival and later her marriage to Sundareswarar. The procession of the deities in the Temple Car is an impressive sight.

The Avani Moolam Festival occurs in August-September when the coronation of Lord Sundareswarar takes place. An interesting event in this festival is on the ninth day when Lord Sundareswarar is dressed as an ordinary labourer and taken to the banks of the river Vaigai. The legend behind this is that the Lord Sundareswarar once appeared as a labourer to help an old woman who sold rice-cakes for her living.

The Floating Festival takes place in January-February and is celebrated in the Vandiyur Teppakulam—about three miles from the town. A specially constructed raft decorated with flowers and lights

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carries the deities round the tank. There is temple music and fireworks. This festival was originated by Tirumalai Nayak after he built the Teppakulam, and is fixed for the anniversary of his birthday.

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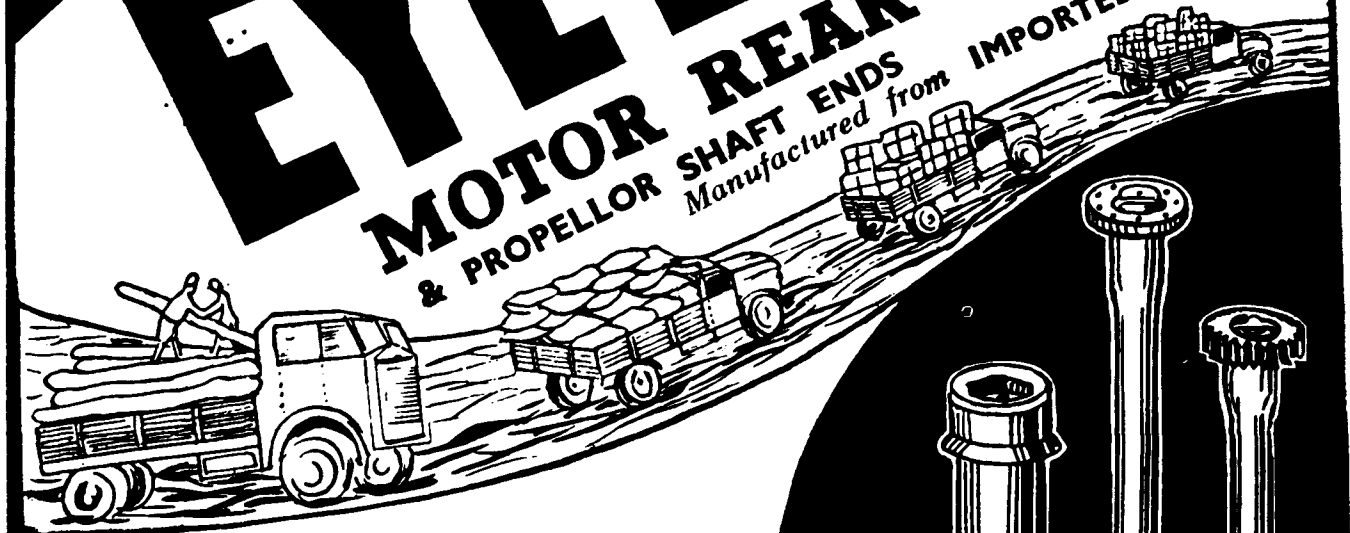
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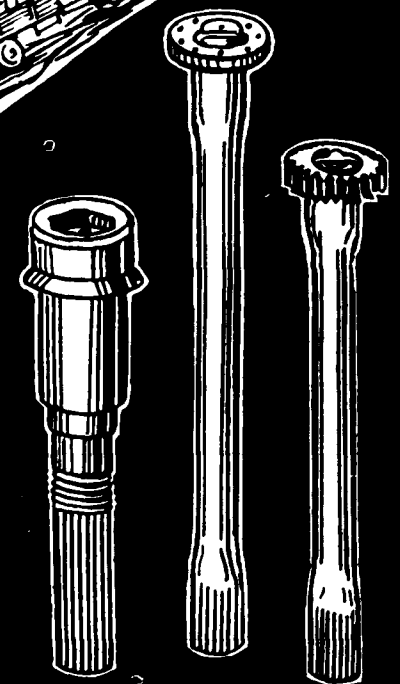


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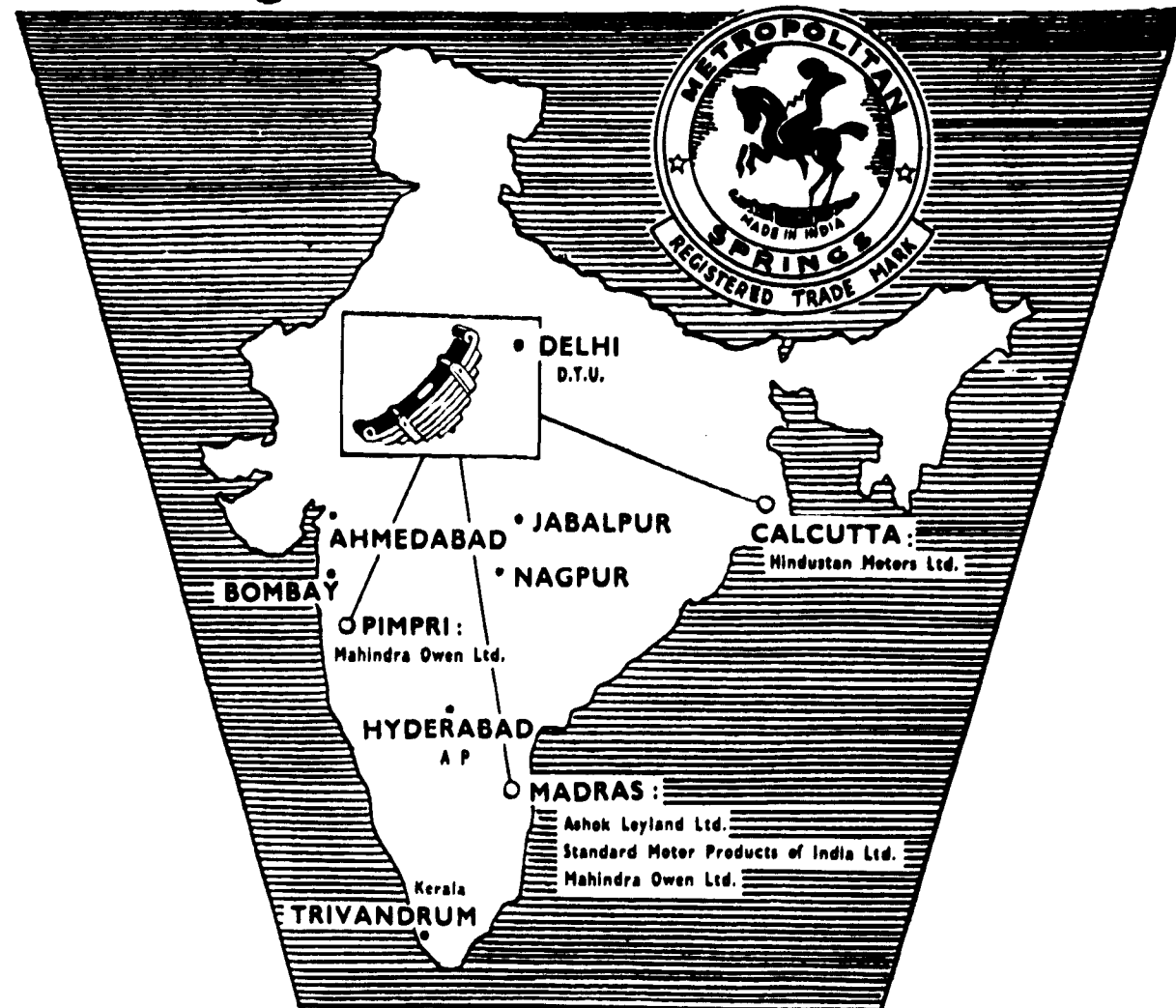
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