

OF MOTORING

Tubeless Tyres

SINCE Dunlop introduced their tubeless tyre last year, it has been run 8,250,000 test miles in Great Britain without one complete blow-out, and the tests have proved that it holds air 100% more effectively than the ordinary tyre. It has therefore been put into quantity production at Fort Dunlop.

The tyre, which can be fitted to any wheel except the wire-spoke type, is being made in all popular sizes for 13- to 16-in.-diameter wheels. The original price has been reduced and is now only about 5% above the combined price of a normal cover and tube.

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TUBELESS tyres are now to be offered as standard equipment on all cars produced by the Packard Motor Car Company, at no extra cost.

Mercedes-Benz Trading

THE trading results of Daimler-Benz A.G. for 1953 show that sales in units were 9% less than they were in 1952, but despite this their gross value increased from £74m. to £75m. Export sales increased from £19m. to £21.8m., and the company has an export target of over £25m. for the current year. Expressing himself thoroughly optimistic about the commercial prospects, Dr. Fritz Könecke announced that the dividend on the ordinary shares was being raised from 6% to 8%.

SWALLOW DORETTI FOR HOME MARKET

THE Swallow Doretti sports car is now available on the home market. This open two-seater has a tubular chassis and makes use of the engine and transmission of the Triumph TR2. It was fully described in *The Motor* of January 6, 1954.

The basic price in Britain is £777, the total with purchase tax being £1,101 17s. 6d. Optional extras are: overdrive (£40, plus £16 13s. 4d. pur-

French Merger

WITH the expressed intention of becoming better able to compete with British and German car manufacturers, the French Simca concern announced last week that it proposed to absorb the French Ford Company. Under the merger French Ford shareholders would receive one new Simca share for every 23 Ford units.

It is envisaged at present that the new group will continue to manufacture the Ford Vedette car and all other associated models now being made at Poissy, although production at that factory would be integrated with that at Simca's Nanterre works.

M. Rieth, the managing director of the French Ford Company, said that in addition to its shareholding participation in the enlarged Simca concern, Ford Motor Company, of Dearborn, Michigan, would provide technical assistance with regard to the products now being manufactured by French Ford.

The present motorcar output in France is led by the nationalized Renault concern, followed by Citroen and Peugeot. It is likely that when the merger becomes effective, the new Simca organization will become second only to Renault in its volume of output. The present production of private cars in the French motor industry is rising rapidly, but is little more than half that in Britain.

chase tax), and wire wheels (£25, plus £10 18s. 4d.).

Some models have already gone to the American market and the name Doretti is that of the daughter of the car's American distributor.

The London office of the manufacturers (Swallow Coachbuilding Co. (1935), Ltd., of The Airport, Walsall, Staffs) is at 5 Clarges Street, Piccadilly, W.1.

Distribution Costs Challenged

ALLEGING that the public were "being fleeced by the exorbitant distribution margin of 20% on the price of cars," Lt.-Col. Lipton (Soc., Brixton) asked the President of the Board of Trade in the House of Commons on July 6, whether he would instruct the Monopolies Commission to inquire into the costs and methods of motorcar distribution. He thought that it was time that the Minister did something about distributors' and dealers' profits and inquired what was being done to earn them.

In reply, Mr. H. Strauss, Parliamentary Secretary to the Board of Trade, said that since many of the matters connected with the industry were covered by the general inquiry under Section 15 of the Monopolies Act on which the Commission was now engaged, it would be desirable to await the result of that inquiry before making another into the motor trade.

MOTORING CALENDAR

(International Events Only)

1954

July

- 17 British Grand Prix, Silverstone.
- 22 Bouley Bay Hill-climb, Jersey.
- 25 Portuguese Grand Prix.

August

- 1 Grand Prix of Europe, Nurburgring, Germany.
- 2 Half-Litre C.C., Brands Hatch.
- 7 Oulton Park Meeting.
- 14 W. Essex C.C., Snetterton.
- 15 Dutch Grand Prix.
- 18-22 Liège—Rome—Liège Rally.
- 22 Swiss Grand Prix.
- 28 Wakefield Trophy, Eire.
- 29 Shelstey Walsh Hill-climb.

September

- 4 Brighton Speed Trials.
- 5 Italian Grand Prix.
- 10-13 Viking Rally, Norway.
- 11 R.A.C. Tourist Trophy.
- 19 Bugatti O.C., Prescott Hill-climb.
- 25 B.A.R.C., Goodwood.

October

- 2 Winfield J.C. Charterhall, Scotland.
- 7-17 Paris Show.
- 20-30 International Motor Show, Earls Court, London.
- 24 Spanish Grand Prix.

November

- 1-6 Rally of the Snows, Switzerland.
- 19-23 Pan-American Road Race, Mexico.

December

- 1-5 Lisbon Rally.

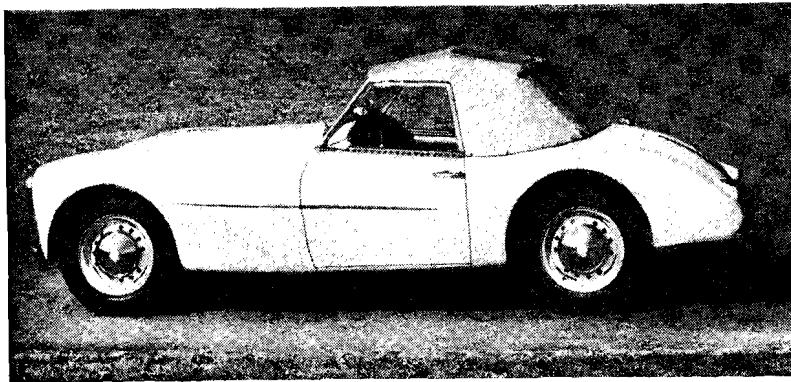
LIGHTING-UP TIMES

	Lights Off	Lights On	Moon Rises	Moon Sets
July	a.m.	p.m.		
W 14	3.58	10.13	8.23 p.m.	4.5 a.m.*
Th 15	3.59	10.12	8.57 p.m.	5.20 a.m.*
F 16	4.0	10.11	9.24 p.m.	6.39 a.m.*
S 17	4.1	10.10	9.45 p.m.	8.00 a.m.*
S 18	4.3	10.9	10.3 p.m.	9.21 a.m.*
M 19	4.4	10.8	10.19 p.m.	10.42 a.m.*
Tu 20	4.5	10.7	10.36 p.m.	12.5 p.m.*

Moon: Full Moon, July 16.

Moon settings marked * are for the next day.

B25



The Swallow Doretti two-seater sports car.