

Keeping America on the GO...with **TIMKEN** Tapered Roller Bearings



You're bound to be the winner in this contest — you're the judge

HERE are some of the latest entrants in the hardest-fought popularity contest of all time—the contest for the American motorist's favor.

Some may go on sale. Others are strictly experimental. The auto makers packed them with advanced ideas in looks, power, ease of handling and comfort. Ideas they hope will win your approval.

No matter which improvements make the grade, you'll be

the winner. All cars will be better because of the rivalry.

We know — we work closely with auto makers, reducing friction, helping handle the added gear loads of higher horsepower. All but one American car use Timken® tapered roller bearings—one of the most accurate parts in your car.

Timken bearings cut friction because they have true rolling motion. Because dimensions are microscopically correct. And

because of their steel, the heart of any bearing. To insure quality we make our own steel. No other U.S. bearing company does.

Auto manufacturers can buy cheaper bearings—but they wouldn't get the extra dependability of Timken bearings. That's why, to keep America on the go, Timken bearings are their first choice. The Timken Roller Bearing Company, Canton 6, Ohio. Cable address: "TIMKENSCO".



Only **TIMKEN** bearings roll so true, have such quality thru-&thru