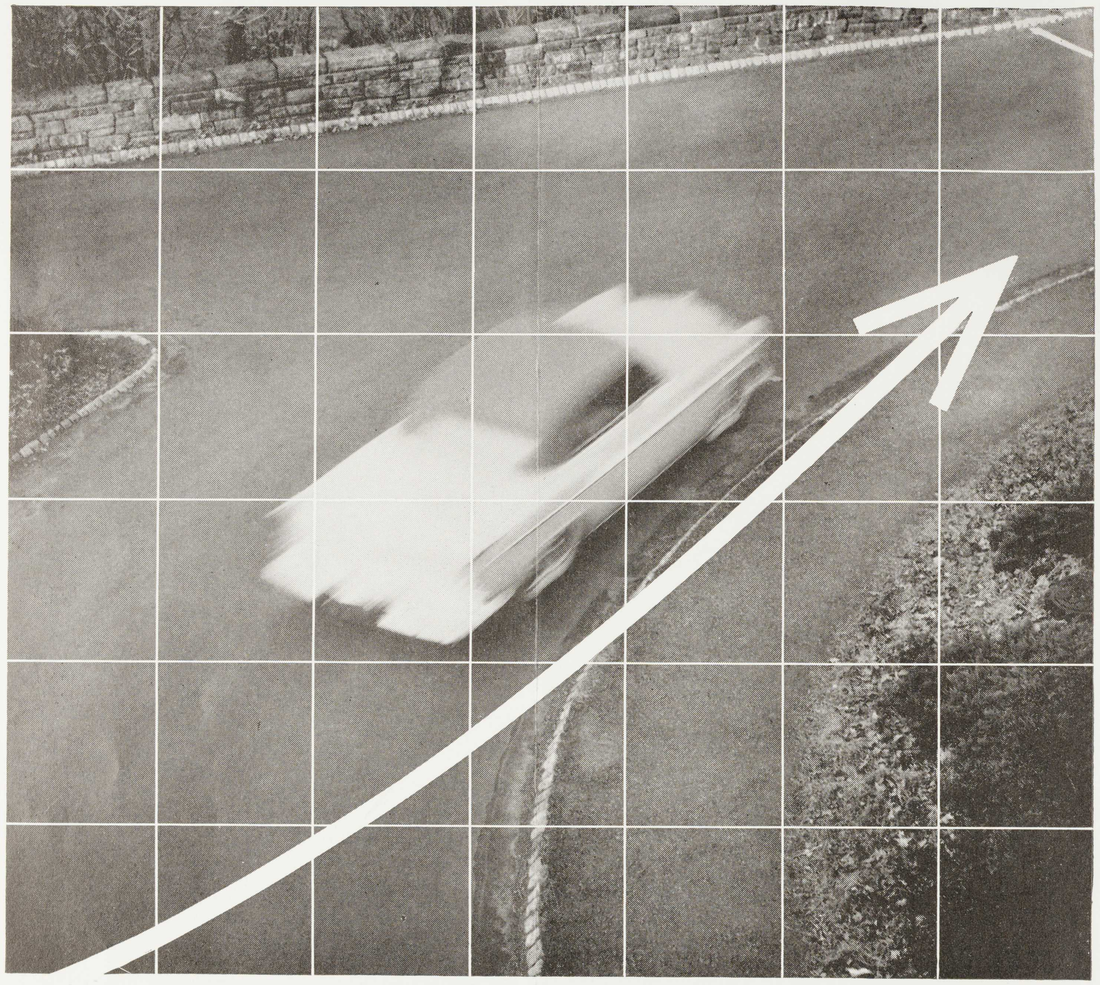
This, Too, Is THE *FORWARD* LOOK



POWERFLITE PRODUCTION LINES NOW BEING DOUBLED

SO GREAT HAS BEEN THE DEMAND for Chrysler Corporation cars with PowerFlite Automatic Transmission that a new PowerFlite plant in Kokomo, Indiana, is being speeded for Fall completion. The giant (800,000 sq. ft.) plant will more than *double* present production capacity!

IT'S A PRINCIPLE OF THE FORWARD LOOK to keep buyers of Chrysler Corporation cars ahead in performance, in safety and in styling. PowerFlite, the best combination of smoothness and acceleration in no-shift drives, is a good example of THE FORWARD LOOK.

SO IS THE NEW KOKOMO POWERFLITE PLANT. THE FORWARD LOOK is moving swiftly ahead on all fronts—with new ideas, new ways to improve your driving life and with new plants and facilities to make these improvements available to you—as *soon* as possible.

KEEP YOUR EYE ON THE FORWARD LOOK.

CHRYSLER CORPORATION

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Tops in TV Drama—"Climax!"—CBS-TV, Thursdays

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

How to save money hauling freight

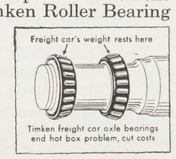
NO, YOU DON'T replace diesel power with girl power. The savings come from a new kind of freight car bearing the car above rolls on—rolls so smoothly the girls can actually pull it.

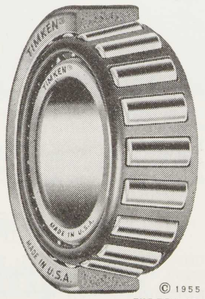
Most freight axles turn on bearings that are just plain metal shoes, lubricated with oily waste. And "waste" is a good name for it. When lubrication fails, as it often does, metal slides against metal and the friction causes a hot box, No. 1 cause of freight train delays. Efforts to prevent hot boxes cost the railroads $90 million a year in maintenance and inspection.

Timken® tapered roller bearings end the hot box problem and the waste that goes with it. They *roll* the load. Friction hasn't a chance.

Terminal bearing inspection man hours are cut 90%, lubrication costs as much as 89%. Twenty-three railroads are now using some "Roller Freight" cars. When all railroads go "Roller Freight" 100%, they'll save $190 million a year; net a 22% annual return on the investment. Shippers will gain by delay-free, on-time deliveries.

Timken bearings are designed for true rolling motion, precision-made to live up to their design. Special nickel-rich steel makes them extra tough. For quality control, we make the steel ourselves, America's only bearing manufacturer that does. The railroads, like all industry, are using more and more Timken bearings to keep America on the go. The Timken Roller Bearing Company, Canton 6, O. Canadian plant: St. Thomas, Ontario. Cable: "TIMROSCO".





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