A DISTINCTLY new tendency is apparent in architectural thought and design today. Architects are designing in masses — the great silhouette, the profile of the building has become of far greater importance than its detail. There is a new vigor and ruggedness even in buildings which are conventionally classic in their detail. Masses mount upward, supporting the tower, accentuating its height. The new architecture is tending toward great structures rather than multiplicity of detail.

Certainly modern invention — modern engineering skill and organization, will prove more than equal to the demands of the architecture of the future.
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Friction, from the beginning of time, has controlled man's progress, either as a friend or as an enemy.

Earliest evidence of the friendly use of friction was the rubbing of the hands and body to keep warm and finally the rubbing of a pointed stick to start a fire. But friction, like the fire which it starts, is, in many ways, man's formidable enemy. In the operation of machinery and in the development of all automotive vehicles, friction must be held absolutely under man's control; or else, the mechanical power which has carried man from savagery to his present high estate, would be so wasted as to hold progress and development at a standstill. Without anti-friction bearings (as they are called) machinery in general would have remained as in great-grandfather's day. No railroads would streak across the land—no motor cars—not even power-driven boats could ply.

In this battle, against "enemy" friction, human inventive genius has progressed rapidly from the early cumbersome types of soft, slippery metal collars which encircled axles and shafts—through various applications of balls and rollers—to the tapered roller bearing of today, as typified in the product of the Timken Roller Bearing Company. It has progressed from those early nuisances that required greasing or oiling every few hours to the Timken Tapered Roller Bearing of today that requires attention as infrequently as every year or two.

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