

FRICTION MATERIALS
FOR AUTOMOTIVE AND GENERAL INDUSTRY
15% OF SALES



Sales of friction materials amounted to \$31,500,000 in 1963, representing a five per cent increase over 1962. The largest gains in friction materials occurred in our international operations.

Brake Shoe's friction products have a wide variety of uses. In the automotive field they include brake lining for passenger cars, trucks and buses. Our heavy duty materials are used in clutches and transmissions for trucks and military vehicles.

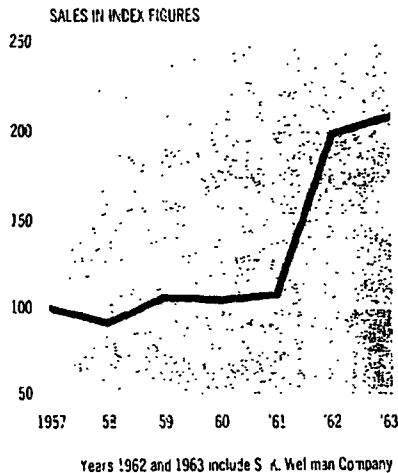
For aircraft, the company supplies special braking materials to meet the requirements of almost any type of plane from small craft to large commercial and military jets.

Industrial applications include friction materials for clutches, transmissions and brakes on tractors, materials-handling trucks, mining and earth-moving equipment and numerous types of industrial machines.

Friction materials are manufactured in eight plants located in the United States, Canada, Mexico and France. We also have licensed manufacturers in South America, Japan and some European countries.

Brake Shoe enjoys a sizeable volume of sales in friction products to the car and truck manufacturers and the builders of industrial equipment and farm machinery. These sales showed good gains last year, especially in thick blocks and linings for trucks and buses. During 1963, we were also successful in obtaining new business from European manufacturers.

In the replacement market, more than 7,500 wholesale outlets distribute our products throughout many countries of the world



Superhighways across the nation show a rising car population that brings an expanding market for brake linings.

