

LEAD INDUSTRIES ASSOCIATION

292 MADISON AVENUE

NEW YORK 17, N. Y.

May 4, 1961

SUBJECT: L.I.A. EXHIBIT
AT 1961 DESIGN
ENGINEERING SHOW

To Members of the Lead Industries Association:

Enclosed are two tickets and a descriptive booklet of the 1961 Design Engineering Show to be held in conjunction with the American Society of Mechanical Engineers Conference at Cobo Hall, Detroit, Mich., May 22-25, 1961. A registration fee of \$2.00 will be charged with these tickets.

The Association will have exhibit space No. 111, a 20 x 12 ft. booth. A description of our display will be found in the attached press release which has been sent to the trade press.

Additional tickets are available and will be supplied to members upon request.

Sincerely yours,

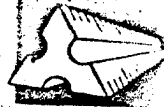


Secretary

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DES



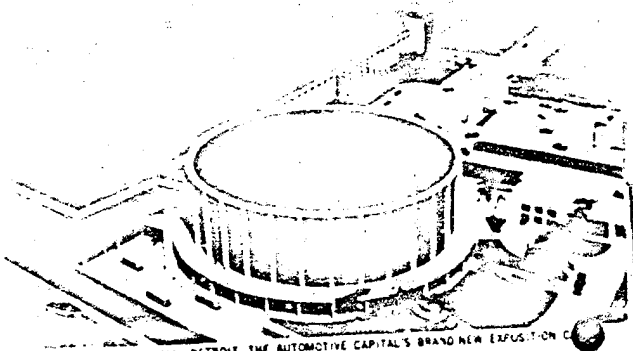
DES

DES

and
ASME

This booklet will help you

COBO HALL
DETROIT
MAY 22-25



COBO HALL, DETROIT, THE AUTOMOTIVE CAPITAL'S BRAND NEW EXPOSITION CENTER

Over 350 exhibits to study and compare

Exhibiting in Detroit's new air conditioned Cobo Hall in May will be companies offering you the latest developments in each of these major product classifications:

Electrical and electronic components
Engineering equipment and services
Fasteners and adhesives

Finishes and coatings
Hydraulic and pneumatic components
Mechanical components
Metals
Non-metallic materials
Power transmission equipment
Shapes, forms, and sub-assemblies

Chief Engineers and Directors of Engineering
Research and Development Engineers
Design and Project Engineers
Methods, Mechanical, Process, Industrial, and Planning Engineers
Production, Plant, and Maintenance Engineers
Technicians, Consulting Engineers, and Analysts
Chief Draftsmen and Draftsmen
Sales Engineers
Owners, Presidents, Vice Presidents, and other corporate officers
Plant Managers, Division Managers, Superintendents
Works Managers, and other Plant Executives
Purchasing Agents

(From an analysis of attendants at previous Design Engineering Shows)

Hundreds of application engineers eager to help and advise you

The Design Engineering Show owes much of its great value to the presence, in exhibitors' booths, of the kind of men who both talk your language and can apply their companies' products to your needs from years of practical, engineering experience.

There's plenty of opportunity for you to dig deep into performance, structural, and other characteristics to discuss your own design problems

in detail to ask for, and get, precise engineering data of all kinds. (Don't hesitate to bring your blueprints with you. Hundreds of engineers do so every year, and gain much from discussing them with exhibitors.)

In brief, don't come just to look. Come prepared in May for four invaluable days of "give and take" with many hundreds of engineers who are anxious to help and advise you.

do these things...

and get the most from the 1961

1

**to stay as
as possible**

Design Engineering is a very big show, and cannot do it justice in a column. It is a show that the more time you spend at the show, the more you will get out of it. It's far better to be a stop and study the facts and services of the show than to have a top on the show. The surest way of getting much of what this show is designed for you.

2

**Make your hotel
reservations early**

Although most Detroit hotels have pledged rooms for show week, the attendance will be heavy, and most of the desirable accommodations will be booked well in advance. You will be wise to make reservations for yourself and your show-bound associates as soon as your plans are set. Instructions for doing so are on Page 15. Make your travel arrangements at the same time.

3

**Come prepared with
specific objectives**

Among the show's exhibits there will be thousands of answers to every kind of design problem. To make your show time most productive, it will pay to survey your department's most acute needs thoroughly in advance. Then—as you tour Cobo Hall—synthesize solutions to your problems in many places, and often when least expected.

4

**Attend the
concurrent ASME
Conference sessions**

A condensed program for the 1961 Conference is on pages 12 and 13. Complete information is available via one of the cards at the end of this booklet. Conference and show hours are carefully dovetailed so that you can get the most from both. Each year, more than a thousand engineering executives attend, and profit from Conference sessions.

5

**Send now for
Rapid Registration
Cards**

Filled out in advance of your arrival at Cobo Hall, a Rapid Registration Card speeds and simplifies your entry into the Show, the Conference, or both. When sending for yours, it is also a helpful idea to check first with your associates, and ask for cards too. If you also plan to be in Detroit, you will benefit greatly from having colleagues with you. You will be able to discuss what you see at the show with them. You may also be able to settle design problems of mutual interest right on the spot. In requesting Rapid Registration Cards, use the convenient order form at the end of this folder.

6

**Send now for your
Inquiry Time
Saver Plate**

We will mail it to you in advance of the show's opening, and it will save you endless trouble and time when requesting information from exhibitors. Your Inquiry Time Saver Plate permits immediate recording of your name and address so that requested information can be sent to you. You need no carry literature around with you, and no need to write your name and address at every stop. There is a convenient order form at the end of this booklet.



DESIGN ENGINEERING SHOW



1961 DESIGN ENGINEERING SHOW
(The Research and Development Exposition)

To help you in your pre-show planning, exhibitors are listed under the major product and services groups which are expected to be featured by them.

AS OF JANUARY 12, 1962

EXES AND COATINGS

American Company of America
 American Nickel Company
 American Smelting & Refining Company
 American Talcum Lumber, Inc.
 American Textile Corporation of
 America
 American Thermoplastic Products, Inc.
 Chemco Products, Inc.
 Clay Bar Division of Simons Company
 Clayco Products Corporation
 Columbia Corrugated Fibers Corporation
 The Ducommun Company, A Division of
 The Dow Chemical Company
 Lead Industries Association
 Lustrum Development Co., Inc.
 The National Duralumin Company
 Merril & Thermo Corporation
 Permutit
 New Process Products, Inc.
 Newchem, Inc.
 The Polymer Corporation
 R & S Marine Corporation
 Salsar Engineering Works
 Salsar Inc., Inc.
 The Salsar Engineering Works, Inc.
 The Shang Machinery Corporation
 S. Stone ware Company
 The Talcum Company
 The Talcum Corporation
 The Talcum Corporation

HYDRAULIC AND CLIMATIC COMPONENTS

AFC Feltz Company, Division of
The United States Air
Compressor Company
Aerobac Corporation
Aerostat Valve, Inc.
The Aerostats
The American Metal Hose Union
The American Brass Company
The Anderson Company
Barnes Products Division
The Atlas Corporation
The Auburn Manufacturing Company
Automotive Switch Company
Autoquip Co.
C. J. Lee A.I.: Manufacturing Corporation
Cane and Graphic Breasts Division
Caring Corporation
Eastman Kodak Corp.
Commercial Filters Corporation
Cos Pack Co. Company
Crawford Mining Company
Curtis E. B. Manufacturing Co.
D. C. Jones Industrial Company

Danmon Engineering Division,
American Brake Shoe Co.
Disaster Industries
The Fluid Corporation
Cortell Inc.
General Controls Company
Greene, Tread & Co.
The Industrial Erecting Company
The Marm Company
Mead Incorporated
E. F. Hughes & Co.
Humboldt Products Division,
General Gas Light Company
Imperial Eastern Corporation
International Truck Corporation
The Jaro-Corbin Corporation
Lorman Bros., Inc.
Malin Engineering Company
Mead Brothers Inc.
Mc-Bar Hydraulic Sales Co.
Muelser Bros. Co.
New Deterioration Division,
General Motors Corporation
C. A. Morrison Co.
Nuclear Products Company
O'Brien Corporation
Parker-Hannifin Corporation
The Palmar Corporation
Pressure Products Company
Ramsco Corporation
Barbours Manufacturing, Inc.
Roller Bearing Company of America
Rohrbaugh Engineering Company, Inc.
A. Schneider's Son, Inc., Division of
Serrin Manufacturing Company, Inc.
Simpco Products, Inc.
Social Inc.
Singer Inc.
Skinner Electric Valve Division,
The Standard Chuck Company
Snee & Co., Inc.
Stokes Industrial Products Division of
The Electric Storage Battery Co.
Stratton Corporation
Vander Engineering Corporation
Victrol Incorporated
Yahara Pump Company
The Wheelabrator Company
Win Cable, Inc.
The Borg-Warner Corporation
Wormington Corporation

MECHANICAL COMPONENTS

Asme Bell and Baller Bearing Company
A-More Corporation
Aluminum Company of America
Amco Engineering Company
American Bays Corporation
American Machine & Metals, Inc.

Amples Division, Chrysler Corporation
 The American Company,
 Alston Products Division
 Arch Instrument Co., Inc.
 Argus Oilless Sump Company
 The Arlco Corporation
 Associated Soring Corporation
 Atlas Chain & Manufacturing Co.
 The Aurora Manufacturing Company
 B Mold Division, Bostrom Bros & Mfg. Co.
 Barry Controls Incorporated
 Beaver Pipeline Pipe Company
 Belsa Manufacturing Company, Inc.
 Boston Gear Works
 Best Tension Company, Division,
 United States Rubber Corporation
 Chain Bolt Company
 Chicago-Altec Manufacturing Corporation
 Cleveland Graphic Brains Division of
 Cleveland
 Commercial Fibers Corporation
 Controls Corporation of America
 Corbin Cabinet Lock Division,
 The Corbin Hardware Corporation
 Crown Controls Corporation
 Crane Packing Company
 Dayton Industrial Products Co.,
 Division of Dayton Corporation
 Deagrin Inc.
 Dress Sinterley Inc.
 Duff Norton Company
 Dynamic Gear Company, Incorporated
 East Fastener Co.
 Eaton Manufacturing Company
 Erie Manufacturing Company
 Filstrom Company
 Fluid Motion Corporation
 French Airflex Division, French Corporation
 Flexible Controls Corp.
 Gerkach Inc.
 General Electric Company
 Gries Reproducting Corporation
 Hart Reductions Pulley Co.
 Hartford Steel Bolt Company
 The Harwell Corporation
 The Heilm Company
 Heyman Manufacturing Company
 Heuser Bolt and Bearing Company
 Hunter Steel Bolt Division of
 American Machine & Metals, Inc.

Illinois Tool Works
 Industrial Technology, Inc.
 International Packaging Corporation
 The Kardex Engineering Corp.
 Leagomach Inc.
 Leach & Gyr, Inc.
 Lehigh Valley Products Corp.
 Leitz-Belt Company
 Lead Manufacturing Company
 M&E Inc., Inc., Affiliated with
 S & S Mural Products Mfg. Corp.
 Marshall & Bellini Co.
 Martin Beckwith Corporation
 Maytag Corp.
 McGill Manufacturing Company, Inc.
 MacCallister Powder Industries Federation
 Mueller Manufacturing Co., Inc.
 Mueller Brass Co.
 National Machine Tool Division,
 United States Steel
 New Structures Division,
 General Motors Corporation
 Nice Bell Bearing Company

The Ohio Gear Company
Ohio Seamless Tube Division of
Copperweld Steel Company
Orange Roller Bearing Co., Inc.
Owens-Illinois Tool Company
Patron Division, Illinois Tool Works
Paramount Testile Machinery Co.
Park Nameplate Company, Inc.
P. I. C. Design Corp., Subsidiary of
Bonrus Watch Company

The Western Company
Barnes Corporation
Randall Graphic Brothers, Inc.
Raybestos-Mahoning, Inc.
Rohrbaugh, Inc.
Roller Bearing Company of America
Rulley Bearing Company, Inc.
Safely Foundry & Machine Co.
Sears-Roebuck, Inc.
Seely, Jones and Company
Sental Inc.
Shaw, Clegg & Peap Co.
Shimogutser Inc.
Shimons Pattern Corp.
Special Division, Illinois Tool Works
Standard Industrial Corporation
E. B. Simpson Company, Inc.
Stiles Malted Products Division of
St. Louis Ice Storage Battery Co.
Steel Manufacturing Co.
Stratton Company
Tens Corporation, Cambridge Division
Tenneco Industries, Inc.
Tenneco Products Division of
Chrysler Rail Corp.
United Shoe Machinery Corporation
U. S. Electrical Machine Co.
U. S. George Division,
American Machine & Metals, Inc.
U. S. Industrial Corporation
Division of Central Alloy Corp.
Veeva: Tool Incorporated
Warner Automotive Division,
General Motors Corporation
Webb Craft Corp.
Westinghouse Corporation
Timberline Products Ind. Co.
W. L. Wilson & Co., Inc.

Acme Steel Company
Alloy Casting Institute
Aluminum Company of America
American Nickel and Copper
American Smelting & Refining Company
Bessemer Steel Corporation
Burns & McDonnell
The Burlington Corporation
The Brush-Burlington Company
Cleveland Division of Inland Company
Cleveland Graphite-Bronze Division of
Cleveland
Climax Molybdenum Co., a Division of
American Metal Climax Co.
Copper & Brass Research Association
Curtis Wright Corporation
Marquette Division
Drop Forging Association
Eaton Manufacturing Company
Gray Iron Foundry Society, Inc.
Horn Iron Foundry Inc.
Hurst & May

1981 DESIGN ENGINEERING SHOW
(The Research and Development Exposition)

To help you in your pre-show planning, exhibitors are listed under the major product and services groups which are expected to be featured by them.

AS OF JANUARY 15, 1961

METALS Cont.

Maytag Sewing Company, Division of
U. S. Carbide Corporation
The International Nickel Company, Inc.
James Cylinder Company
Johnson & Crane Company
Johnson Laughlin Steel Corp.,
Metals and Wire Division
Refr. Aluminum & Chemical Sales, Inc.
Eaton
General Sherm Company, Inc.
Isolite Steel Co.
Lead Industries Association
Magnesium Products of Milwaukee, Inc.
The McIntosh Steel Corporation
Metallurgical Products Corporation
Metallurgical Corp.
Metals & Brass Co.
National Standard Company
New Deerpore Division,
General Motors Corporation
The Ohio Steel Co.
O. S. Seamless Tube Division of
Carbide Steel Company
D. A. Matheson Chemical Corporation,
Metals Division
Petroleum Products, Inc.
A. E. Foster Company, Inc.
E. W. de la - Alloy Metal Prod.
The Borden Company, Inc.
Brazing Steel Corporation
Burns Cooper and Brass Incorporated
Burgess Metals Company
B. & J. Metals Corporation
Burgess Foundry & Machine Co.
Soc. M. & L. Metals Corp.
Superior Tube Company
The United States Steel Works, Inc.
U. S. Carbide Corporation
U. S. Carbide Metals Company
Division of U. S. Carbide Corporation
U. S. Carbide
Universal Castings Corporation
Washington Steel Corporation
Washington Foundry Company
The United Tube Division of
C. F. W. & Martin, Inc.

4. METALLIC MATERIALS

American Smelting & Refining Company
The Auburn Manufacturing Company
Avery Label Company, A Division of
Avery Adhesive Products, Inc.
Carnegie Plastics Company, A Division of
Carnegie Corporation of America
Chicago Alite Manufacturing Corporation
Colonial Rubber Company
Corbus Coated Substrs Corporation
Crescent Rubber & Plastics Co.
Crescent Diamond Fibre Corporation

Sears Roebuck Company
 Crane Packing Company
 Diagnostic Industries
 Dineen Corporation
 The Dubuque Company
 A Division of The New Chicago Company
 Dow Corning
 E. de la Paze de Haemert & Co., (Inc.),
 Employers Department
 Enclon Department
 Polystyrene Department
 Esterman Chemical Products, Inc.,
 Plastics Division
 Estlin, Inc.
 Ewert Chemical Company, A Div. of
 Mumble Oil & Refining Company
 Fibrolite Inc.
 Corbick Inc.
 Glavin Laboratories, Inc.
 Harsco Products Inc.
 Hangerford Plastics Corporation
 International Glass Corporation
 Lead Industries Association
 Leigh Chemical Company
 Lignum-Vite Products Corp.
 Marbach Chemicals, Inc.
 Berg Warner Corporation
 The National Development Company
 Arcochemical Corporation of America
 National Carbon Corp.
 National Carbon Company, Division of
 Union Carbide Corporation
 National Lead
 National Vulcanized Fibre Co. Company
 New England Locomotive Co., Inc.
 Nylon Made Products Corp.
 Of Sullair Lubricants Corporation
 Pennsylvania Fluorocarbon Corp.
 Permacol
 Imperial Plastics Company
 The Polymer Corporation
 Raybestos-Manhattan, Inc.
 A. C. & H. Mose Company
 Scott Chemical Company
 Seaworld Fibre
 Stokes Molding Products Division of
 The Electric Storage Battery Co.
 Superior
 Tappan Corporation
 Union Carbide Chemical Company
 Tustin Fibre Division of
 Union Carbide Chemical Company
 Union Carbide Corporation
 Union Carbide Division of
 Union Carbide Chemical Company
 United States Process Corporation
 United States Rubber Company
 Mechanical Goods Division
 United States Steel
 U. S. Stoneware Company
 Westcoast Plastics, Inc.
 Westinghouse Electric Company

10 TRANSMISSION EQUIPMENT

Alcoa Chain Corporation
 Aluminum Company of America
 AMF Incorporated
 American Optical Glass Division,
 The American Glass Company
 The Arlington Company
 Belted Products Division
 Arvin Oil and Bearing Company
 The Artus Corporation
 Beaver Precision Products, Inc.
 Beckman Optical Filter Machine Division
 Better Gear Works
 Browsing Manufacturing Company
 Chain Belt Company
 Chicago Bridge and Engineering Corporation
 Cleveland Graphite Braze Division of
 Clevite Corporation
 Continental Industrial
 Tann Corporation
 Centrites Corporation of America
 Colman Wheel Company
 Colson-Randall, Inc.
 Dayton Industrial Products Co.
 Division of Deere Corporation
 DeLaval Separator Furber Division
 Diamond Chain Company, Inc.
 Dodge Manufacturing Corporation
 DuPont Norton Company
 Halter Manufacturing Company
 Hawthorne Aircraft Division, Haworth Corporation
 Fests Bros. Gear and Machine Corporation
 Frimpring Company
 General Electric Company
 Graham Transmission, Inc.
 The Ham Company
 The Hill and Company
 Ingersoll Mfg. Co., Subs. of
 National Pneumatic Co., Inc.
 The Kewanee Engine Co., Inc.
 The Kewanee Engine Co., Inc.
 Leavitt Flexible Coupling Company
 Maytag Manufacturing Corporation
 Maytag Manufacturing Company, Inc.
 Morse Chain and Chain Drive
 New Seal Tube Division, United States Steel
 New Department Division,
 General Electric Corporation
 Randall Graphite Bearings, Inc.
 Reeburth Manufacturing, Inc.
 Railway Bearing Company, Inc.
 The Rogers and Graham Division
 General Motors Corp.
 A. Schrader & Son, Inc., Division of
 Schrader Manufacturing Company, Inc.
 Sanyo Lamps and Company
 Special Inc.
 A. Sanyo Gear & Pump Co., Inc.
 Sigmameter, Inc.
 Sigmameter Products Corp.
 The Snow Manufacturing Corporation
 Sprock-Flex Corporation
 Tenn Manufacturing Co.
 Teco Corporation, an Chrysler Division
 Thomas Flexible Coupling Company
 The Union Carbide and Carbon Corporation
 U. S. Electrical Motors Inc.

United States Rubber Company,
Mechanical Goods Division
Weldon Herring Division,
inland Ross Corporation
Worner Electric Brake & Clutch Company
Web Controls Corp.
Wingnath Inc.
T. B. Wood's Sons Company
Worthington Corporation



FILES AND FORMS

Alloy Products Corp.
Aluminum Company of America
Aluminum Extrusions, Inc.
American Machine & Metals, Inc.
Americanizing Company
The Auburn Manufacturing Company
B & M Die Division, Bullock Bros & Mfg. Co.
Casting Engineers Division,
Cannon Industries and Indlg. Corp.
Chama Products, Inc.
Chicago Alloy Manufacturing Corporation
Conant Rubber Company
Continental Rubber & Plastics Co.
Continental Diamond Fibre Corporation
The Decatur Casting Company
Dugan Industrial Company
Dura-Synthetic, Inc.
Dura Synthetic, Inc.
Dura Tearing Association
Feltrom Company
The W. R. French Tube Company
Gardsch Inc.
Globe Laboratories, Inc.
Globe Refrigerator Corporation
G P I. Inc.
H. J. Harwood Company
H & P Manufacturing Co.
Hawes Shellite Company.
Division of Union Carbide Corporation
McBarr Manufacturing Co., Inc.
McKenzie Steel Corporation, A Division of
American Machine & Metals, Inc.
Jennett Cylinder Company
Jenstedt Ship Company, Inc.
Liggett Industrial Company
MM Enclosures, Inc. Affiliated with
A & P Metal Products Mfg. Corp.
Molloy Manufacturing Company
Metal Powder Industries Federation
Muelbach Tube Division
Marmon-Berylite Corp.
National Tube Division, United States Steel
O & S Steel Tube Division of
Coca-Cola and Steel Company
O Sullivan Rubber Corporation
Owens Corning Fiberglas Corporation
The Parkersburg Steel Company
The Portland Cement Works, Inc.
Rebarbros Manufacturing, Inc.
Reichen Engineering Works
Stevens Mill & Materials Co.
Stevens Mill and Pipe Division of
The Electric Storage Battery Co.
Superior Tube Company
Vulcan Corporation
U.S. Cast Iron Corporation
U. S. Forge Division
U. S. Garage Division
American Machine & Metals, Inc.
United States Steel Tube Division
Mechanical Products Division



1961 DESIGN

Sponsored by the MACHINERY

3 days devoted to many aspects of

Designing for the Competitive Market

Rare is the Design Engineering Department not intensely concerned with designing products that can compete successfully in today's demanding markets. And if, with most of us, you are seeking to design better products that can be manufactured at lower costs, you will find this 1961 Design Engineering Conference outstandingly helpful.

Conference sessions will extend over three mornings and evenings, May 22-24. Under the leadership of recognized authorities in every field up for discussion, these conference sessions can give you a host of new ideas, and the invaluable opportunity of sharing in the design experiences of men who are making great strides in designing competitively successful products.

You may request full details about the Conference program via one of the ready-to-mail cards at the end of this booklet. In all, 24 papers, each prepared espe-

ENGINEERING CONFERENCE

DESIGN DIVISION • AMERICAN SOCIETY OF MECHANICAL ENGINEERS

cially for this conference, will be presented. Included among their subjects are:

New advances in automotive design techniques—Standardizing components to reduce costs—How to reduce material stocks and tooling costs through materials standardization—Designing to get the most from tape-controlled machine tools—PLUS papers on such significant and timely subjects as filament-wound structures; die cast automotive engine blocks; the moly sulphide dry lubricants; high-temperature and synchronous motors; ceramics and glass; high-strength steels; plastics; adhesives.

All in all, a memorable conference seems very much in prospect. And if you want new stimulation in your approach to "Designing for the Competitive Market," it will pay you well to make sure you include the 1961 Design Engineering Conference in your plans for coming to the Design Engineering Show this May.

THE SHOW

Place: Cobo Hall, Detroit, Michigan

Dates: May 22-25, 1961

Hours: 12.00 noon to 5:30 pm, Monday, Wednesday, Thursday
12.00 noon to 10:00 pm, Tuesday

Registration: Admittance to the 1961 Design Engineering Show is by registration only. There is a registration fee of \$2.00, payable only at the registration desk in Cobo Hall. Advance Registration Cards, described on Page 5, can be obtained by sending in the facing business reply postcard. It is suggested that you request your Inquiry Time Saver Plate (also described on Page 5) at the same time. In doing so, use the lower business reply card.

THE CONFERENCE

Sponsored by the Machine Design Division
American Society of Mechanical Engineers

Place: Cobo Hall, Detroit, Michigan

Dates: May 22-25, 1961

Registration: Admittance to the 1961 Design Engineering Conference is by registration only. Fee, \$10.00 for ASME members; \$15.00 for non-members. Registration fee includes copy of Conference Proceedings. Information and registration forms may be obtained by mailing the attached business reply card.

DES



Hotel Reservations

Hotel reservations should be made by writing directly to: Housing Bureau, c/o Detroit Convention and Tourist Bureau, 626 Book Building, Detroit, Michigan. In making reservations, specify: your hotel preferences, name of person or persons who will occupy room(s), type of accommodations desired, dates of arrival and probable departure. Mention your attendance at the ASME Design Engineering Show and Conference to assure reservations.

The following hotels are given to you as a guide (figures in parenthesis following each hotel name are minimum rates for single, double, and twin-bedded rooms):

Belcrest (8.00-12.00-12.00)
 Clifford (5.00-7.00-10.00) Detroit-Leland (7.50-10.50-12.00)
 Earle (2.75-4.00-4.50) Fort Wayne (5.50-8.00-8.50) Henroe (6.50-9.00-12.00) Imperial (4.00-6.00-7.00) Lee Plaza (6.50-9.50-10.50) Lexington (3.25-5.00-7.50) Madison-Lenox (4.00-6.00-8.50) Milner (3.50-5.00-5.50) Park Shelton (7.75-11.75-13.25) Pick-Fort Shelby (5.50-8.50-10.50) Prenford (3.00-4.00-6.50) Priess (5.50-8.50-10.50) Royal Palm (4.00-5.50-6.50) Sheraton-Cadillac (7.00-13.00-14.85) Statler Hilton (7.00-13.00-13.50) Tuller (5.00-8.00-9.00) Whittier (9.00-13.00-13.00) Wolverine (5.00-8.00-10.00) Harlan House-Motel (9.50-11.50-12.50) Travler-Motel (8.00-10.00-12.00)

1961, U.S.A.

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I plan to attend the

1961 DESIGN ENGINEERING SHOW and Conference Cobo Hall, Detroit, May 22-25

Please send _____ Rapid Registration Cards for myself and other members of my company.

Please send me complete information about the ASME Design Engineering Conference. ☐

Name _____
 (please print or type)
 Title _____
 Company _____
 Street _____
 City _____ Zone _____ State _____

Please send me an

INQUIRY TIME SAVER PLATE

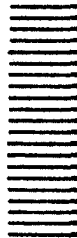
for my use at the 1961 Design Engineering Show

Name _____
 (please print or type)
 Title _____
 Company _____
 Street _____
 City _____ Zone _____ State _____



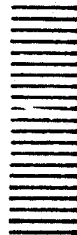
BUSINESS REPLY CARD
First Class Permit No. 61456, New York, N.Y.

CLAPP & POLIAK, INC.
341 Madison Avenue
New York 17, New York



BUSINESS REPLY CARD
First Class Permit No. 20588, New York, N.Y.

1961 DESIGN ENGINEERING SHOW
Inquiry Time Saver Department
44 New Street
New York 4, New York



CLAPP & POLIAK, INC.
341 Madison Avenue
New York 17, New York

HELPFUL FACTS
INSIDE about the
1961 DESIGN
ENGINEERING
SHOW

Cobo Hall, Detroit, Michigan
May 22-25, 1961

THE RESEARCH
AND DEVELOPMENT
EXPOSITION
AND CONCURRENT
ASME CONFERENCE

1

LIA24532

1961 DESIGN ENGINEERING

...of conventional and modern for
...and design...
...development of
...development Center
...to
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...and
...can't add
...the last...
...the last

& ASME Conference

Cobo Hall
Detroit, Michigan
May 22-25, 1961



RAPID REGISTRATION

No standing in line
if you use this rapid
registration card correctly!
See instructions reverse side.

SHOW HOURS

Monday	Noon to 5:30 pm
Tuesday	Noon to 10:00 pm
Wednesday	Noon to 5:30 pm
Thursday	Noon to 5:30 pm

Over Please

LIA24533

DESIGN ENGINEERING SHOW

NAME _____
TITLE _____
COMPANY _____
CO. STREET ADDRESS _____
CITY _____

Fill in card and stub COMPLETELY. Use TYPEWRITER only. Handwritten or incomplete cards subject to delay. DO NOT MAIL CARD. Take to cashier at show.

- Check ☐ Show only—registration fee \$2.00
One ☐ Show and Conference (ASME member)—registration fee \$10.00
☐ Show and Conference (non-member)—registration fee \$15.00

YOUR NAME _____

TITLE _____

COMPANY NAME _____

CO. ADDRESS (STREET) _____

CITY _____

ZONE _____

STATE _____

COMPANY'S BUSINESS OR PRODUCT _____

YOUR NOTE _____

For information, write: Clapp & Polak, Inc., 341 Madison Ave., N.Y. 17, N.Y.

LITHO IN U.S.A.