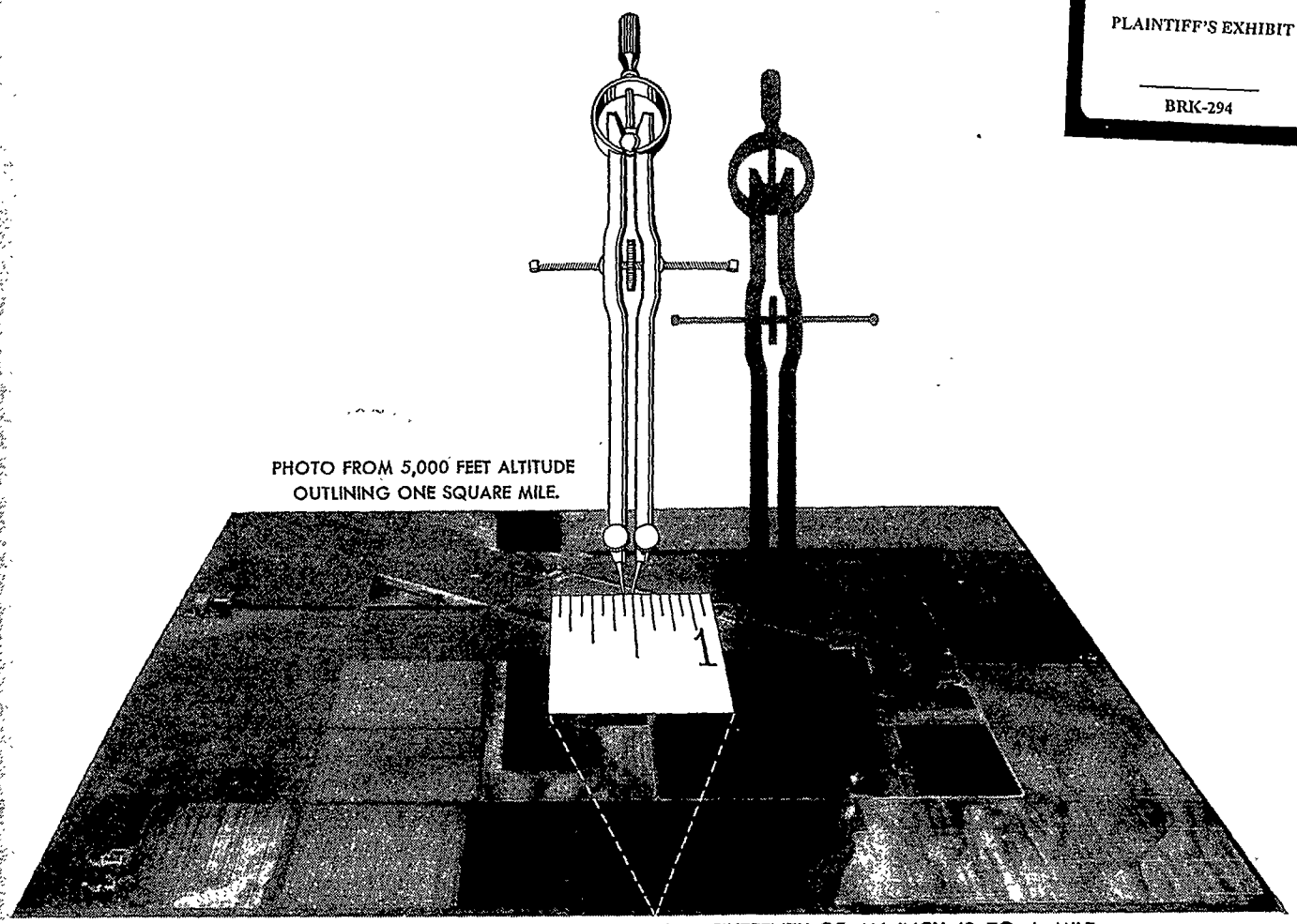
PLAINTIFF'S EXHIBIT

BRK-294



A MILLIONTH OF AN INCH IS TO AN INCH AS A SIXTEENTH OF AN INCH IS TO A MILE.

HOW TO PICTURE A MILLIONTH OF AN INCH!

The day the inch was finally divided into a million equal parts, our technology took a big step forward and your dollar bought more quality. You buy a finer running car today—one which requires less "breaking in" and will give you more trouble-free miles because its parts fit more accurately. Industrial progress hinges on man's ability to split the inch finer and finer because precision manufacturing depends on maintaining dimension precisely.

To accomplish this you need more than a gage. You need a process of *checks* on the gage. To check a part with a tolerance of one/one-thousandth (.001) of an inch requires a gage made to an accuracy of one/ten-thousandth (.0001). To make sure your gage is right, you need a gage-checker accurate to the *fifth* decimal point. Finally, you get to Sheffield who can tell you if your basic gage blocks that check the gage-checker are accurate!

Sheffield Corporation is the new Bendix subsidiary which offers industry a twofold service in its famed Eli Whitney Metrology Laboratory: Dimensional testing and certification which until now has been available to industry only at the U. S. Bureau of Standards; and a counseling service for executives and technicians responsible for dimensional control. Sheffield conducts "clinics" on the art of precision measurement, attended by quality control and manufacturing people from all over America.

Sheffield skills and products are vital adjuncts to those which Bendix Aviation Corporation offers basic industries. They manufacture automatic measuring devices of many types, machine tools, classifying, segregating and assembly machines for automation lines. Write Sheffield Corporation direct, Dayton 1, Ohio, for further information.

Reprints of this story for classroom use can be obtained by writing Sheffield Corporation, Dayton 1, Ohio.

A thousand products

Bendix
AVIATION CORPORATION
Fisher Bldg., Detroit 2, Mich.

a million ideas