

LEAD INDUSTRIES ASSOCIATION, INC.

292 MADISON AVENUE

NEW YORK 17, N. Y.

March 7, 1962

SUBJECT: LEAD INDUSTRIES EXHIBIT AT
1962 DESIGN ENGINEERING SHOW

To Members of the Lead Industries Association, Inc.:

Enclosed are two Rapid Registration Cards, a Fact Booklet, and The Conference Program for the 1962 Design Engineering Show and concurrent ASME Conference to be held at McCormick Place, Chicago, April 30 - May 3.

As in past years, a \$2.00 registration fee will be charged for the Show only. Use of the Rapid Registration Card allows preregistration and avoids having to stand in line. Additional cards are available and will be supplied upon request.

The Association will occupy booths No. 1128-1129, combined dimensions of which are 24' X 12'. A description of our display will be found in the attached press release which has been sent to the trade press.

We feel that ours will be an interesting and worthwhile display, and we hope every member will make a concerted effort to attend.

Sincerely yours,


Executive Vice President.

Enc:


Look Ahead with Lead

DO NOT MAIL CARD

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
☐ ASME member—fall conference and show \$15.00
☐ ASME member—any two sessions and show \$5.00
☐ Non member—fall conference and show \$20.00
☐ Non member—any two sessions and show \$10.00

YOUR NAME _____

TITLE _____

COMPANY NAME _____

CO. ADDRESS (STREET) _____

CITY _____ ZONE _____ STATE _____

COMPANY'S BUSINESS OR PRODUCT _____

YOUR HOTEL _____

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

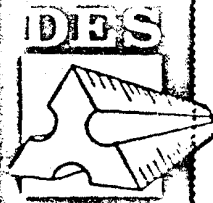
CLAPP & PABST, INC.

LEAD INDUSTRIES ASSOCIATION, INC.

welcomes you to the

1962 DESIGN ENGINEERING SHOW & ASME CONFERENCE

Study and compare a huge array of parts, materials, components, and finishes all available to help you in designing new products and redesigning present ones. See hundreds of practical ideas you can use now. Bring blueprints and specs, consult with application engineers from more than 400 leading companies about your own design problems. Plan also to attend the concurrent ASME Design Engineering Conference the year's most important forum for idea and experience sharing with design executives from every industry.



RAPID REGISTRATION

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

SHOW HOURS

Monday	9:00 to 5:30 P.M.
Tuesday	9:00 to 5:30 P.M.
Wednesday	9:00 to 5:30 P.M.
Thursday	9:00 to 4:30 P.M.

Children Not Admitted

(over please)

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.

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

4 USE TYPEWRITER. DO NOT DETACH 4

Check ☐ Show only—registration fee \$2.00
 One ☐ ASME member—full conference and show \$15.00
☐ ASME member—any two sessions and show \$8.00
☐ Non-member—full conference and show \$20.00
☐ Non-member—any two sessions and show \$10.00

YOUR NAME _____
 TITLE _____
 COMPANY NAME _____
 CO ADDRESS (STREET) _____
 CITY _____ ZONE _____ STATE _____
 COMPANY'S BUSINESS OR PRODUCT _____
 YOUR HOTEL _____

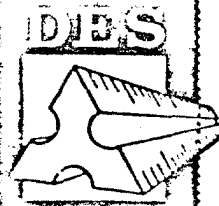
For information write: Clapp & Follett, Inc. 341 Madison Ave., N.Y. 17, N.Y.

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RAPID REGISTRATION

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SHOW HOURS

Monday	Noon to 5:30 P.M.
Tuesday	Noon to 5:30 P.M.
Wednesday	Noon to 5:30 P.M.
Thursday	Noon to 5:30 P.M.

Children Not Admitted

(over please)



Facts on
what you will see —
why you will profit
from attending the

**1962 DESIGN
ENGINEERING
SHOW** and concurrent
ASME Conference

McCormick Place, Lake Front Exposition Center

Chicago, April 30—May 3

Chicago's new McCormick Place/Lake Front Exposition Center will house the biggest, most diverse Design Engineering Show in history ■ over 130,000 square feet of exhibits ■ thousands of new developments in materials, parts, components, finishes, and engineering services ■ an intense exhibitor concentration on product demonstrations and idea-sparking applications ■ hundreds of engineers on hand to answer your questions, help you find design solutions ■ all this in a beautifully integrated, air-conditioned exposition center just 10 minutes from Loop hotels

The best and newest for you to study in each of these product classifications

ELECTRICAL AND ELECTRONIC COMPONENTS

ENGINEERING EQUIPMENT AND SERVICES

FASTENERS AND ADHESIVES

FINISHES AND COATINGS

HYDRAULIC AND PNEUMATIC COMPONENTS

MECHANICAL COMPONENTS

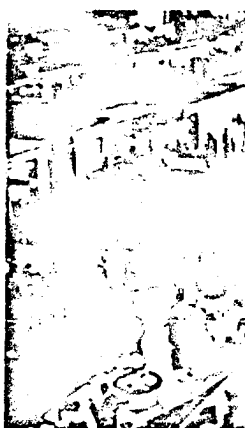
METALS AND ALLOYS

NON METALLIC MATERIALS

POWER TRANSMISSION EQUIPMENT

SHAPES AND FORMS

WAIT YOU THIS



You'll be here April 30-May 3! This view of a recent Clapp & Poliak managed exposition at the McCormick Place Lake Front Exposition Center illustrates the wide aisles

UNTIL SEE ONE!



Exhibitors exhibit areas which make this new center a favorite of the world's finest. Excellent restaurant and refreshment facilities are on a lower floor

"SHOW WEEK" brings the Design Engineering world together. Each year, from across the nation, design engineering leaders from every industry converge on the Design Engineering Show. Attendance analyses of previous shows reveal a high concentration of men with these titles and functions:

Directors of Engineering and Chief Engineers
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

They come—as you will come—because there is no comparable opportunity to advance one's knowledge from first-hand exposure to the research and development achievements of America's leading suppliers of original equipment. Walk the broad aisles of McCormick Place during Design Engineering Show week, and there will be new ideas for you everywhere you look. Bring your blueprints and problems with you, and you will find application engineers eager to help you in every area of product design. Here, indeed, is such a world of design solutions and inspiration that your presence should be a "must" for you and your company.

Upon the quality, efficiency, and saleability of the products you and your associates design depends much of your company's future. Design Engineering Show attendance is pure, productive insurance for that future.

6

suggestions
for getting the
most from the
1962 DESIGN
ENGINEERING
SHOW

THE MOST THAT YOU CAN DO POSSIBLE

You cannot do justice to this very big show in an afternoon; the more time you spend there the more you will profit. It is far better to be able to stop and study the products and services which look particularly promising to you than to feel it necessary to "keep on the move" for fear of not seeing everything. The optimum, of course, is four full afternoons at the show, thus giving you ample time to study everything thoroughly. Plan ahead now, get your desk as clear as possible prior to April 30th, and then come to the show relaxed, and free to stay as long as there are new ideas for you to absorb.

1

THE ROUTE TO RAPID ENTRY INTO THE SHOW

Filled out in advance, a Rapid Registration Card speeds your entry into the Show; you exchange it for an admittance badge in just a few seconds after your arrival. When sending for your Rapid Registration Card, check first with your associates, and then request cards for all who also plan to be at the Show. You will benefit greatly from having colleagues with you. You will be able to discuss what you see with them, and problems of mutual interest can often be settled right on the spot. The attached postcard will bring you all the Rapid Registration Cards you and your associates need.

4

COMES PREPARED WITH SPECIFIC OBJECTIVES

show is what you want to make out of it, and advance thinking about your needs and opportunities will make your show time most valuable. Survey your department's problems, bring your blueprints and design sketches with you — then you will be in the best position to recognize quickly a product or service which seems just right for you. Exhibitors' engineers will spend as much time with you as you find it profitable to spend. And the time spent becomes increasingly profitable the clearer your ideas and objectives are.

2

ATTEND THE CONCURRENT ASME CONFERENCE

A summary of the 1962 Conference is on pages 12 and 13. Complete information is available via the ready-to-mail postcard attached. Conference and show hours are dovetailed to let you get the most from both. Each year, more than a thousand engineering executives attend the conference and profit greatly from this forum of idea interchange and experience sharing. Your information request will also bring you an advance registration form. Its use will save you time and trouble, but you can also plan to register for the Conference after your arrival at the McCormick Place Lake Front Exposition Center, where all Conference sessions will be held.

3

THE TIME-SEVER-PLATE INQUIRY

When you arrive you'll find a bank of machine operators, ready to spare your Inquiry Time Saver Plate in a matter of minutes. This plate gets immediate recording of your name and address by exhibitor, so that requested information or other post show services can be yours with minimum trouble and time. No need to carry literature around with you. No need to write it name and address at any stop. The Time Saver Plate does all the work for you.

5

CHICAGO HOTEL & TRAVEL OPERATIONS

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

6

EXHIBITORS 1962 DESIGN

—listed for you here under the major product and service groups

Electrical and Electronic Components

ACE Electronics Division
ACI Industries, Inc.
The Adams & Westlake Company
American Optical Company
American Standard Controls Division
American Metal Heat Division
The American Brass Company
Arch Instrument Co., Inc.
The Auburn Manufacturing Company
Automatic Switch Co.
The Bend Corporation
Brüel & Kjær Division, Vocoline Company
W. J. America, Inc.
Brush-Berthel Company
Burroughs Electric & Mechanical Corporation
Canadian Department of Trade and Commerce, Ottawa
Century Electric Company
Cherry Electric Products Corporation
Curtis & Mfg. Co.
Cleveland Capacitor Division
of Electric Corporation
Columbus Electric Mfg. & Repairing Co.
Controls Company of America
Control Systems Division
Cooks Pottery Company
Crane Packing Company
Digital Equipment Corporation
Dish Corporation
Dish Systems, Inc.
E. I. du Pont de Nemours & Company, Inc.
Duracell, Inc.
Durant Manufacturing Company
Dural, Inc.
ETC Incorporated
Egg & Sugar Corporation
Eaton & Johnson Corp.
Eureka Systems, Division of
General Dynamics Corporation
Electric Gas Heat, Inc.
Eaton Manufacturing Company
Electro Products Laboratory, Inc.
E. J. Labeth Division, Electric Stop Nut Corporation of America
Erie Manufacturing Company
Ferguson Incorporated
D. B. Fowler Mfg. Co.
Franklin Electric Co., Inc.
Gardner, Inc.
General Electric Company
F. J. Gould & Associates Products
& Division B. L. Gordon Company
Glen Refrigerator Corp.
Hallmark Steel Ball Company, Inc.
Harmon Division of General Time Corporation
Hawthorn Electric Company
Hawthorn Manufacturing Company
Hawthorn Products Corporation
Hawthorn Products
Instrumentation Division, Inc.
J. K. & H. H. Division of
The Sargent Corporation
Jettette Division of National Pro-Plastic Co., Inc.
Jesse Aluminum Products & Division of
The Jettette Co., Inc.
Land & Carl, Inc.
Lion Division, Illinois Tool Works
Lynmaster Tool Corporation
M. C. Manufacturing Company, Inc.
Metric Engineering Company

Metric Smith & Division of
Minneapolis Honeywell Regulator Co.
Morse Corporation of America
The Ohio Rubber Company, A Division
of The Ohio Rubber Company
Owens Corning Fiberglas Corporation
Pamco Corporation
Park Electronics, A Division of
Pittman Electric Developments Co.
The Perimeter Corporation
Pettit & Brumfield Div. of American
Machine & Foundry Co.
Precision Products & Controls, Inc.
Ramsay Corporation
Ramsay Controls Bearings, Inc.
Reed & Price Screen Mfg. Co.
Reliance Electric & Engineering Co.
Remington Metals Company
M. H. Rhodes, Inc.
Riche Plastic Company
Riche Testing Machine Division
American Machine & Metals, Inc.
Robbins & Mott, Inc.
Robertson Electric Controls Company
Robertson Thermal Division
Robertson Fulton Controls Company
Rico Division
Robertson Fulton Controls Company
Fulton System Division
A. Schuler's Sons, Inc. Division of
Schuler Manufacturing Company, Inc.
Sigma Instruments, Inc.
Simpson Products, Inc.
Spartan Manufacturing Company Div. of
United States Corrosion Tire Co.
Stanley Bros., Inc.
E. C. & J. Simpson Company, Inc.
Stromberg Electric Products, Inc.
The Thermodyne Division
The Thomas & Betts Co.
The Union Company Division
United Carb. Systems Corporation
Union Carbide Division
Maxson Electronics Corporation
U. S. Stencils Company
Vanderbilt Inc. Incorporated
Wabash Magnetics, Inc.
Warner Electric Brake & Clutch Company
Web Controls Corporation
Westinghouse Division of
Western Engineering Company
Wetzel Corporation
Franklin, Morgan Company
Wetzel, Inc.
Zeiss Electric Company

Engineering Equipment and Services—Publications

American Society of Mechanical Engineers
ASME, Inc. Inc. Inc. Inc.
Assessors & Engineer Engineering
Automotive Industries
Chart Plot, Inc.
Chilton Company
Comstock Publishing Company
Crosby, Inc.
Eugene Carlin Company
Eaton Corporation
Electro Technology
Encl. Clapson & Britannica



EXHIBITORS 1962 DESIGN

Hydraulic and Pneumatic Components

Mechanical Components

[illegible][illegible][illegible][illegible][illegible]

Finishes and Coatings

American Overseas Company
American Lumber and Binning Company
Averett Institute
B. H. Barty Co.
Cedar Res. Co. of the Seaboard Company
Chemical Products, Inc.
Columbia Lumber & Ship Corporation
Coast Ports & Commerce
E. L. de Pont & Roberts & Company, Inc.
Franklin Urban Company, Inc.
Gray Co. Inc.
H. F. Houghton & Co.
Hosco Corporation
The International Rubber Company, Inc.

[illegible]

Fasteners and Adhesives

American Steel Company
American Wire Company
Barnes Iron Works Company
Barnes Manufacturing Co.
Barnes Rolling Company
The Barnes Manufacturing Company
Barnes Steel Company
Barnes Steel
The Bristol Company
Cameron Castings Corporation
Castalloy Company Division
United States Castings Corporation
US Steel and Machine Co.

EXHIBITORS 1962 DESIGN

National Standard Company
Ohio Springs Tube Division of
Copperhead Steel Company
Olin Matheson Chemical Corporation,
Metals Division
W. R. Porter Company, Inc.
Riverside Alloy Metal Division
Precision Extrusions, Inc.
Republic Steel Corporation
Reynolds Metals Company
S. G. Metals Corporation
Sechman Engineering Works
Superior Tube Company
Thompson Industries, Inc.
Union Carbide Corporation
United States Steel
Universal Castings Corporation
Waukena Foundry Company

Power Transmission Equipment

Acme Chain Corporation
Active Ball and Roller Bearing Company
The Lewis Ball Co.
American Stock Gear Division,
Perfection Gear Company
Ananda Metal Hose Division,
The American Brass Company
The Anderson Company
Arch Instrument Co., Inc.
A. J. Davis Bearing Company
Atlas Chain & Manufacturing Company
Beverly Precision Products, Inc.
Bristol Gear Works
Browning Manufacturing Company
C. W. Britt Company
Chicago Alloy Manufacturing Corporation
Cleveland Machine & Tool Division of
Cleveland Corporation
Cleveland Worm & Gear Division,
Lorton Manufacturing Company
Continental Corporation of America
Cushman Wheel Company
Cyrus Wagon Corporation
Marquette Division
Dana Corporation, Rubber Products Division
Diamond Chain Company, Inc.
Dodge Manufacturing Corporation
Duff Norton Company
Dural, Inc.
Eastern Industries, Inc.
Lorton Manufacturing Company
Frederick Machine Co.
Fulton Brass, Gear and Machine Corporation
Forming Company
Franklin Electric Co., Inc.
General Electric Company
Globe Steel Gear Division,
Globe Gear Company
Graham Engineering, Inc.
Hartford Steel Ball Company, Inc.
Hawthorn Division of General Tire Corporation
The Harn Company
The Harn Corporation
Hawley Ball and Bearing Company
Jettette Division of National
Pneumatic Co., Inc.
Johns-Manville
Johnson Bronze Company
The Joyce-Cleveland Company

Roppers Company, Inc. Metal
Products Division
Lima Bell Company
Loring Flexible Coupling Company
Machin Mfg. and Tooling Co.
Marlin Rossell Corporation
Maury Manufacturing Corporation
McGill Manufacturing Company, Inc.
Messinger Bearings, Inc.
Metric Chain Company
P. C. Design Corp., Subs. of Bessie
Walt Company
Phosphate Gear Corporation
Pherson Specialties, Inc.
Ramsey Corporation
Randall Graphite Bearings, Inc.
Rebstock Manufacturing, Inc.
Reliance Electric & Engineering Co.
Saginaw Steering Gear Division,
General Motors Corporation
A. Schrader's Son, Inc., Division of
Schrader Manufacturing Company, Inc.
Scull Jones and Company
Sier Bros. Gear & Pump Co., Inc.
Simplot Products Corp.
The Snow Radstock Gear Corporation
Spring Division of Illinois Tool Works
Spartan Bearing & Division of
Miniature Precision Bearings, Inc.
Stow Manufacturing Co.
Stixrud Electric Products, Inc.
Thompson Industries, Inc.
United States Machinery Corporation
Waltham Watch Division, Midland Ross
Corporation
Warner Automotive Division,
Borg Warner Corporation
Warner Electric Brake & Clutch Company
The Weatherhead Company
Web Controls Corporation
Weiss Division of Steel Engineering
Corporation
Westinghouse Corporation
Wheeler, Inc.
T. B. Wood's Sons Company
Worthen Corporation
The Zeta Max Company & Subsidiary
of Bessie Incorporated

Non Metallic Materials

American Smelting and Refining Company
American Steel and Wire Division
United States Steel
Babco Glass Bearing Company
The Auburn Manufacturing Company
Avery Label Company
Avon Corporation
W. W. Buss Co.
Cedar Rapids Plastic & Chemical Company
Canada Department of Trade and
Commerce, Ottawa
Carnegie Rubber Company & Division
of General Corporation of America
Chicago Alloy Manufacturing Corporation
Colonial Rubber Company
Columbus Corded Fabrics Corporation
Continental Rubber & Plastics Co.
Continental Chemical Fibre Corp.
Cordier Corporation
Corning Glass Works
Crane Packing Company

ENGINEERING SHOW



Shapes and Forms

Disgrin Industries
Dixon Corporation
Doehner Laboratories
National Lead Company
Don Corning Corporation
E. I. du Pont de Nemours & Company, Inc.
E. I. du Pont de Nemours & Company, Inc.,
Customer Chemicals Department
Dural, Inc.
Eastman Chemical Products, Inc.,
Plastics Division
Fiber, Inc.
Foster Grant Co., Inc.
Garlock Inc.
General Chemical Division, Allied
Chemicals Corporation
Glass Laboratories
B. F. Goodrich Aviation Products, A Div.
of B. F. Goodrich Company
Ray Co., Inc.
Greene, Tweed & Co.
Hewlett Products, Inc.
H. F. Houghton & Co.
Hungerford Plastics Corporation
Hisco Corporation
Johns-Manville
Roppers Company, Inc., Plastics Division
Lambert Glass Corporation
Lignum Vitae Products Corporation
Lord Manufacturing Company
Marbon Chemical Division,
Borg Warner Corporation
Marsden Machine Co.
Minnesota Mining and Manufacturing
Company
Molloy Chemical Company
Mortland Chemical Company,
Plastics Division
Samuel Moore & Co.
Synapse Products Division
Miles Corporation of America
National Vanadium Fibre Company
North American Aviation
The Ohio Rubber Company & Division of
The E. I. du Pont Company
O. Sullivan Rubber Corporation
Owens Corning Fiberglas Corporation
Pennsylvania Fluorocarbon Company, Inc.
Permacel
Polysar Products, Inc.
Polyvinyl Plastic Company
The Polymer Corporation
Rebstock Manufacturing, Inc.
Rogin Brothers, Inc.
B. W. & H. H. Company
Scott Paper Company
Sports Manufacturing Company, Div. of
United States Ceramic Tile Co.
Southeast Fibre Company, Inc.
Stixrud Electric Products, Inc.
Stryker Corporation
Tayco Fibre Co.
Thompson Industries, Inc.
United States Plywood Corporation
United States Rubber Company
Nauvich Chemical Division
United States Rubber Company,
Rohrbaugh Plastic Division
U. S. Stoneware Company
Verlin Pump & Equipment Corp.
Western Products Division of
Western Lithograph Company
Westinghouse Corporation

Alloy Products Corp.
Aluminum Company of America
Aluminum Extrusions, Inc.
American Machine & Metals, Inc.
American Smelting and Refining Company
American Zinc Institute
Amplifier Division, Chrysler Corporation
Armco Corporation
The Auburn Manufacturing Company
Morris Bean & Company
Canadian Department of Trade and
Commerce, Ottawa
Casting Engineers Division, Consolidated
Foundries and Mfg. Corp.
Chicago Alloy Manufacturing Corporation
Colonial Rubber Company
Columbus Corded Fabrics Co.
Cordier Corporation
Disgrin Industries
Dural, Inc.
Lorton Manufacturing Co.
Lorton Corporation
Lorton Steel Company, Inc.
Lorton, Inc.
Glass Laboratories
Gray Iron Foundry Society, Inc.
The H. M. Harper Company
Hawley Ball & Co., Inc.
H. F. Houghton & Co.
Hungerford Plastics Corporation
Hungerford Plastics Division, American
Machine & Metals, Inc.
James C. Hunter Company
Jasco Aluminum Products, A Division of
J. C. Hunter
Lanark Steel Company, Inc.
Lignum Vitae Products Corporation
Malvern Castings Council
Miles Aluminum Company
Molloy Brass Co.
National Tube Division, United States Steel
The Ohio Rubber Company & Division of
The E. I. du Pont Company
One-Seamless Tube Division of
Copperhead Steel Company
Olin Matheson Corporation
Owens Corning Fiberglas Corporation
Pennsylvania Fluorocarbon Company, Inc.
The Polymer Corporation
Precision Extrusions, Inc.
Rebstock Manufacturing, Inc.
Reed & Prince Screw Mfg. Co.
Reynolds Metals Company
Rogin Brothers, Inc.
Rohrbaugh Plastic Division
Scott Paper Company
Spartan Manufacturing Company, Div. of
United States Ceramic Tile Co.
Stixrud Electric Products, Inc.
The Electric Storage Battery Co.
Superior Tube Company
Synapse Chemical Division
Arthur T. Taylor Engineering Works, Inc.
Union Carbide Corporation
U. S. Castings Division
American Machine & Metals, Inc.
United States Steel

Exhibitors as of December 1, 1961

Concurrent with the Show:

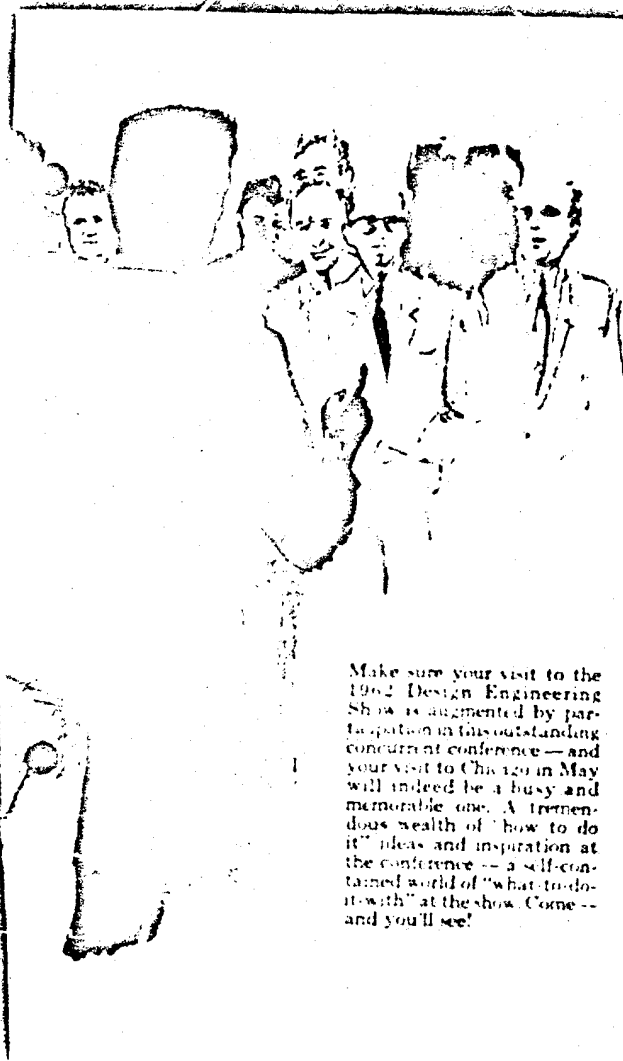
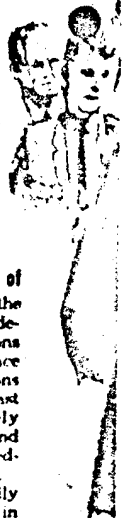
1962 DESIGN ENGINEERING CONFERENCE

Sponsored by the Machine Design Division
American Society of Mechanical Engineers

Come join in 4 days of discussions on designing in a world of change. As you well know, change is the basic reality in the design engineering world today — constant tightening of design standards — new sciences which open up wider horizons — new materials and components to work with — a space technology popping with emergency expedited innovations that have applications in many other fields. So wide and fast are these changes taking place that keeping adequately abreast of them is a tough job for any design engineer, and toughest of all when your job keeps you on a rigorous schedule, and reduces your opportunities for exploring the new. Here, however, is a four day conference developed specifically to bring you abreast of the most significant breakthroughs in design technology — to point out the fields you need to watch most closely in the months ahead — to give you the best thinking and ideas on how you can get the most from the hours which are available to you.

Conference sessions will be held on four mornings — April 30, May 1, and two evenings — April 30 and May 1 — all at the McCormick Place Lake Front Exposition Center. Full details may be requested via the ready to mail card at the end of this booklet. Some of the conference subjects:

Opportunities and dangers in the space program • The new government approach to assigning research and development projects • Factors in controlling vibration and noise • Metal wear and friction • The step-by-step decisions in engineering a successful product • Clinics on metals, non-metallic materials, metal forms • Keeping up with engineers information needs • How to stimulate innovation in design • England's outstanding design developments • AND MANY MORE



Make sure your visit to the 1962 Design Engineering Show is augmented by participation in this outstanding concurrent conference — and your visit to Chicago in May will indeed be a busy and memorable one. A tremendous wealth of "how to do it" ideas and inspiration at the conference — a self-contained world of "what-to-do-with" at the show. Come — and you'll see!

THE SHOW

Place: McCormick Place/Lake Front Exposition Center, Chicago, Illinois

Dates: April 30—May 3, 1962

Hours: 12:00 noon to 5:30 p.m. each day

Registration: Admittance to the 1962 Design Engineering Show is by registration only. There is a registration fee of \$2.00, payable only at the Registration Desk in the McCormick Place/Lake Front Exposition Center. Advance Registration Cards, described on Page 4, can be obtained via the facing business reply postcard. An inquiry Time Saver Plate, described on Page 5, should be obtained immediately upon your arrival at the Show.

THE CONFERENCE

Sponsored by the Machine Design Division
American Society of Mechanical Engineers

Place: McCormick Place/Lake Front Exposition Center, Chicago, Illinois

Dates: April 30—May 3, 1962

Hours: Monday, April 30 : 9:30 a.m. to 12:00 noon
Tuesday, May 1 : 7:30 p.m. to 9:30 p.m.
Wednesday, May 2 : 9:30 a.m. to 12:00 noon
Thursday, May 3 : 9:30 a.m. to 12:00 noon

Registration: Attendance at the 1962 Design Engineering Conference is by registration only. Registrants are admitted to the Show without additional registration fee. Fees are as follows:

	ASME Members	ASME Non-Members
FULL REGISTRATION Admits you to all conference sessions of your choice on all four conference days.	\$15.00	\$20.00
PARTIAL REGISTRATION Admits you to any combination of two sessions of your choice (a session is defined as any morning or evening conference sessions are being held).	8.00	10.00

THE SHOW

Place: McCormick Place/Lake Front Exposition Center, Chicago, Illinois

Dates: April 30—May 3, 1962

Hours: 12:00 noon to 5:30 p.m. each day

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THE CONFERENCE

Sponsored by the Machine Design Division
American Society of Mechanical Engineers

Place: McCormick Place/Lake Front Exposition Center, Chicago, Illinois

Dates: April 30—May 3, 1962

Hours: Monday, April 30 : 9:30 a.m. to 12:00 noon
Tuesday, May 1 : 7:30 p.m. to 9:30 p.m.
Wednesday, May 2 : 9:30 a.m. to 12:00 noon
Thursday, May 3 : 9:30 a.m. to 12:00 noon

Registration: Attendance at the 1962 Design Engineering Conference is by registration only. Registrants are admitted to the Show without additional registration fee. Fees are as follows:

	ASME Members	ASME Non-Members
FULL REGISTRATION Admits you to all conference sessions of your choice on all four conference days.	\$15.00	\$20.00
PARTIAL REGISTRATION Admits you to any combination of two sessions of your choice (a session is defined as any morning or evening conference sessions are being held).	8.00	10.00

Mail this
card today for
Rapid Registration Cards
and Conference Information

YES!

I plan to attend the 1962 DESIGN ENGINEERING SHOW AND CONFERENCE

McCormick Place/Lake Front Exposition Center,
Chicago, April 30—May 3

Please send _____ Rapid Registration Cards for
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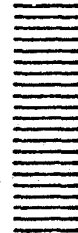
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Important facts
inside about the
**1962 DESIGN
ENGINEERING
SHOW** and concurrent
ASME Conference
McCormick Place
Lake Front
Exposition Center
Chicago
April 30— May 3

HOTEL RESERVATIONS

Hotel reservations should be made by writing to: Housing Bureau, c/o Chicago Convention Bureau, 134 North LaSalle Street, Chicago 2, Illinois. When writing, please specify your hotel preference, type of accommodations desired, person or persons who will occupy requested accommodations, dates of arrival and probable departure. If you expect to arrive late in the day, so indicate. Mention your attendance at the Design Engineering Show to assure reservations. The following Chicago hotels and motels have pledged accommodations for the 1962 Design Engineering Show:

Allerton — Ambassador — Executive House — Hamilton — Harrison — Knickerbocker — LaSalle — Lake Tower Motel — Morrison — Oxford House — Palmer House — Ramada — St. Clair — Sands Motel — Sheraton-Blackstone — Sherman — Pick Congress.

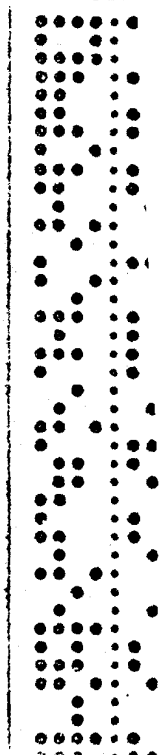
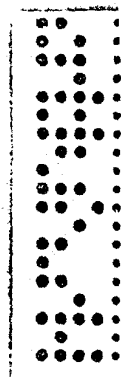
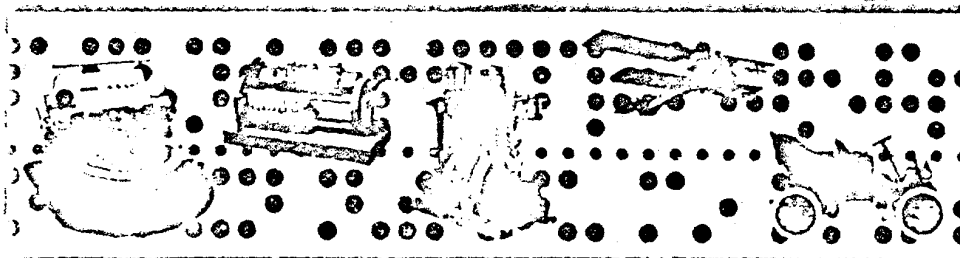
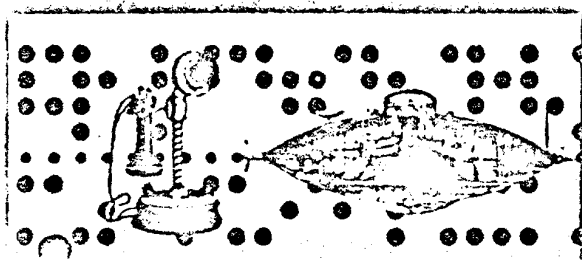
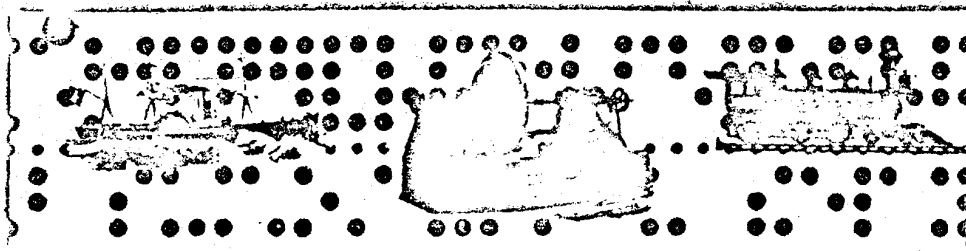
TRANSPORTATION via special express buses will be available from a number of these hotels. Inquire at the Transportation Desk of your hotel for information. PARKING FACILITIES for private cars are also available at the Exposition Center.

Full information and advance registration forms may be obtained by mailing the attached business reply card. Advance registration is convenient and time saving for you, and of great assistance to ASME in making arrangements for the Conference. You may, however, register upon arrival if you prefer.

Show Management
CLAPP & POLIAS, INC.
341 MADISON AVENUE
NEW YORK 17, N. Y.
MU 4-3422

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WEDNESDAY MORNING, APRIL 30

9:30 a.m. to 12:00 noon

SESSION 1 Challenges to the Engineer Today

1. The Role of the Engineer in a World of Change
Marvin J. Kelly, Former President
Bell Telephone Laboratories
Murray Hill, New Jersey
2. How Balance in Engineering Objectives Contributes to Industrial Strength
Francis K. McCune,
Vice President-Engineering Services
General Electric Company
New York, New York
3. Updating the Engineer's Knowledge in A World of Change
Paul F. Chomaz,
Vice President for Academic Affairs
Purdue University
Lafayette, Indiana

Please note that many sessions will take place concurrently. Every session number represents a separate meeting. Each will be held in a different room.

MONDAY EVENING, APRIL 30

7:30 p.m. to 9:30 p.m. concurrent sessions

SESSION 2

Mathematical Models as a Design Tool

Prime Research Research Barlett Memorial Institute, Columbus, Ohio

- F. A. Crockett,
Senior Mechanical Engineer
D. A. Trappan,
Senior Mechanical Engineer

SESSION 3

Speed of Response in Servo Systems

- 1 With Hydraulic Activation
S. F. Watanabe,
Ch. of Hydraulic Engineer
Servo Motor Company
Romulus, Michigan
- 2 With Pneumatic Activation
Charles F. Hammer,
Vice President, Engineering
Westinghouse Air Brake Company
Pittsburgh, Pennsylvania
- 3 With Electrical Activation
C. William Woods,
Vice President, Project Manager
Communications and Weapons Systems
Phenix Corporation
Langhorne, Pennsylvania

SESSION 4 Answering the Problems of the Engineer's Information Needs

- 1 How Engineers Can Keep Abreast of Professional and Technological Developments
James M. Shook, Dean
School of Library Science
Western Reserve University
Cleveland, Ohio
- 2 Methods of Documenting and Retrieving Information
E. M. McCormick,
Deputy Program Director,
Documentation Research &
National Science Foundation
Washington, D. C.
- 3 How to Use National Information Centers
George S. Book, Chief
Service and Technology Division
The New York Public Library
New York, New York

SESSION 5

How to Reduce Weight and Size of Products

- 1 Opportunities Through Material Selection
Harry A. Pearl, Chief
Materials Development
Paul Moore Research and
Development Center
Republic Aviation Corporation
Farmingdale, Long Island, New York
- 2 Opportunities Through Component Miniaturization
Jack J. Sklar, Manager
Advanced Mechanical Development
Data Systems Operations
Sylvania Electronic Systems
Sylvania Electric Products, Inc.
Needham, Massachusetts
- 3 Opportunities Through Solid State Devices
James D. Meindl, Chief, Semiconductor
and Microelectronics Branch
Research and Development Laboratory
U.S. Army Signal Corps
Fort Monmouth, New Jersey

SESSION 6 Improving Product Design Through Effective Service Tests

- 1 Simulated Service Tests and Their Limitations
R. M. Goodenough, Assistant Director
Marketing Development &
Testing Laboratory
Harris, Rohrer & Company
Chicago, Illinois
- 2 Interpreting Field Test Results
Lloyd E. Frieborn,
Chief Development Test Engineer
Lockheed Georgia Co.
Lockheed Aircraft Corporation
Atlanta, Georgia

SESSION 7 Frontier Developments of 1962: RCA Reports on Recent and Continuing Advances in Energy Conversion Techniques

Radi Corporation of America, Princeton, New Jersey

- M. I. Korman, Director
Advanced Military Systems
R & Defense Electronic Products
Paul Rapoport, Head,
Energy Conversion Group
R & Laboratories
Fred G. Reed, Associate Laboratory
Director, Materials Research Laboratory
RCA Laboratories

TUESDAY MORNING, MAY 1

9:30 a.m. to 12:00 noon concurrent sessions

SESSION 8 Isolating and Minimizing Noise and Vibration Problems

- 1 Anticipating Noise and Vibration Causes in Design Stage
Fred Mulla, Department Manager,
Physical & Chemical Sciences Dept.
Lockheed California Company
Lockheed Aircraft Corporation
Burbank, California
- 2 Methods of Noise and Vibration Suppression
G. T. Madley, Senior P.M. Engineer
Sperry Technology Laboratories, Inc.
Carnegie Park, California

SESSION 9 How to Get Better Coordination Between Design Engineer and Other Departments

- 1 With Marketing
Orville C. Magnusson,
Senior Vice President
G. M. Tennant Company
Minneapolis, Minnesota
- 2 With Production
Robert L. Church,
Vice President of Operations
Philo Products Division
Boil & Howell Company
Chicago, Illinois
- 3 With Purchasing
Glen H. Macdonald, Director of Purchases
Thompson Ramo Wooldridge Inc.
Cleveland, Ohio

SESSION 10 Dealing With the Engineer's Administrative Problems on a Project

- 1 More Accurate Cost Estimating and Time Scheduling
John F. C. Harben,
Production Administrator
Electronics Division
Ferrant-Palmer Electric Ltd.
Toronto, Ontario, Canada
- 2 Coordinating the Work of Engineering Personnel Assigned to the Job
John Damsch, Director of Engineering
Marquette Division
Curtis Wright Corporation
Cleveland, Ohio
- 3 Setting Up a Procedure to Allow For Design Changes
Alvin E. Schubert, Manager
Development and Engineering
Amateur Products
Apparatus & Optical Division
Eastman Kodak Company
Rochester, New York

SESSION 11 Trends in High Energy Forming of Metals

- 1 Explosive Forming
James P. Orr, Assistant Manager,
Manufacturing Research
and Development
Ryan Aeronautical Company
San Diego, California
- 2 Compressed Gas Forming
Arnold B. Gaudreau, Factory Manager
Ultron Division
The Bendis Corporation
Ultron, New York
- 3 Electro-Hydraulic Forming
Walter F. Courts, Managing Engineer
Physics Laboratory
Missile Division
Chrysler Corporation
Detroit, Michigan

TUESDAY AFTERNOON, MAY 1

12:30 p.m. to 2:00 p.m.

LUNCHEON

Federal Research and Development: Emerging Government Policies for Assigning R & D Work
The Honorable Elmer B. Staats
Deputy Director of the Bureau of the Budget
Washington, D. C.

TUESDAY EVENING, MAY 1

7:30 p.m. to 9:30 p.m. concurrent sessions

SESSION 12 Evaluating Design Factors Affecting Costs and Reliability

- 1 Systems and Assemblies
L. B. Miles, President, Society of American Value Engineers
Manager, Value Service Staff
General Electric Company
Schenectady, New York
- 2 Components and Parts
S. M. Frey, Manager of
Design & Layout Design Dept.
Ford Motor Company
Dearborn, Michigan
- 3 Materials and Processes
James W. Conrad, Supervisor
Engineering of Metal Heat Treatment
Caterpillar Tractor Company
Peoria, Illinois

SESSION 13 Setting Up a Company's Standardization Program

- D. L. Bignall, Engineering Manager,
Headquarters Staff
Canada Westinghouse Co. Ltd.
Hamilton, Ontario, Canada
Ray P. Tremblay, Director,
Engineering Standards Section
General Motors Corp.
Warren, Michigan

SESSION 14 Outstanding Design Developments in England

- Murray B. Meek, Managing Editor
Engineering Materials and Design
Heywood & Company Ltd.
London, England

SESSION 15 Short-Cuts to Solution of Design Problems

- 1 Isochronous Creep Curves to Determine Strain of Material
H. A. Weir,
Director of Mechanical Research
Mechanics Research Division
Armour Research Foundation
Chicago, Illinois
- 2 Statistical Planning to Reduce Number of Tests
J. F. Lester, Research Supervisor
Mechanical Research Laboratory
E. I. du Pont de Nemours & Co., Inc.
Wilmington, Delaware

SESSION 16 Relating Product Design and Warranties to Customer Expectations: Its Importance and Method

- William A. Kinnaman, Director,
Marketing Projects and Services
International Telephone &
Telegraph Corporation
New York, New York

WEDNESDAY MORNING, MAY 2

9:30 a.m. to 12:00 noon concurrent sessions

How Three Successful Products Were Designed:

- How Objectives and Specifications Were Determined
- How Product Was Designed and Properly Toolled
- How Product Was Designed For Production

SESSION 17**The Black and Decker Cordless Drill**

Research and Development Division, The Black & Decker Manufacturing Co., Towson, Maryland

J. L. Bennett,
Engineering Research Manager
Samuel M. Kahler,
Development Engineering Manager
George W. McCarthy, Vice President,
Research & Development
Robert H. Blay, Jr.,
Development Manager -
Cordless and Special Products

SESSION 18**The Worthington Corporation
Large Axial Flow Propeller Pump**

Worthington Corp., Harrison, New Jersey

Warren H. Fresser,
Assistant Chief Engineer
Centrifugal Pump Engineering Section
Charles J. Tulla, Jr.,
Consulting Engineer (Retired)

SESSION 19**The Whirlpool Clothes Dryer Redesign**

Laundry Engineering Division, Whirlpool Corp., St. Joseph, Michigan

James Albeck, General Manager
John W. Dietrich, Director of Dryer and
Combination Washer Dryer Engineering
Donald F. Eppley,
Product Engineering Manager

SESSION 20**How to Stimulate Innovation in Design**

R. M. Harris, Director
Employee Research
Central Personnel Staff
General Motors Corporation
Detroit, Michigan

SESSION 21 Frontier Developments of 1962:**Hughes Aircraft Reports on Latest Findings
of Materials Performance in Space**

Research and Development Division, Hughes Aircraft Co., Culver City, California

William M. Colner, Manager,
Materials Technology Department -
Components and Materials Laboratory
Charles S. Wolenski, Manager,
Components and Materials Laboratory

THURSDAY MORNING, MAY 3

9:30 a.m. to 12:00 noon concurrent sessions

Problem Solving Clinics on Materials and Shapes

Specialists from manufacturing companies will be available in each of these clinics. The entire session will be devoted to questions and answers. Design engineers will have an unusual opportunity not only to learn of materials problems they may encounter in future projects but to get answers to questions on material performance that they currently face. Engineers are encouraged to bring specific applications problems to these clinics.

SESSION 22 Metals Clinic**1 Irons and Steels**

G. B. Kline,
Chief Materials Research Engineer
Engineering Materials Research
International Harvester Company
Moline, Illinois

2 Nonferrous Metals

Robert F. Broyer, Group Engineer
Aerospace Division
Martin Marietta Corporation
Denver, Colorado
L. O. Coderwell,
Product Design Engineer
General Dynamics - Convair
San Diego, California
Anna M. Marx, Chief Metallurgist,
Research and Development
Vickers, Inc.
Detroit, Michigan

SESSION 23 Nonmetallurgy Clinic**1 Plastics**

Ernest H. Wood, Assistant Manager,
Chemical Development Laboratory
Research and Development Division
American Machine & Foundry Company
Springfield, Connecticut

**2 Ceramics
and Refractories**

Walter Duchowicz,
Chief Ceramics Division
Battelle Memorial Institute
Columbus, Ohio

**3 Finishing
and Coatings**

Lyle E. Johnson, Design Specialist
Aerospace Division
Martin Marietta Corporation
Denver, Colorado

4 Rubber

L. J. Lombard, Research Engineer
Engineering Materials Research
International Harvester Company
Moline, Illinois

SESSION 24 Metal Forms Clinic**1 Castings**

A. W. Anderson, General Supervisor,
Foundry Research
International Harvester Company
Chicago, Illinois

2 Forgings

W. R. Hunt, Plant Metallurgist
John Deere Harvester Works
Deere & Co.
East Moline, Illinois

3 Metal Powder Parts

David D. McLaren, Metallurgist
Vickers, Inc.
Detroit, Michigan

**4 Drawn Parts
and Stampings**

Anthony Peters,
Senior Mechanic Engineer
American Machine & Foundry Company
Springfield, Connecticut

**SESSION 25 Frontier Developments of 1962:
IBM Reports on New Concepts in Automating
Engineering From Design Through Manufacture**

International Business Machines Corp., New York, New York

J. W. Forman, Manager
Engineering Data Processing
General Products Division
R. E. Ginn, Manager,
Design Automation
General Products Division
D. L. Kline, Manager,
Engineering Services
Data Systems Division
R. L. Lohme, Manager,
Design Information Systems
Advanced Systems Development
Division