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LEAD INDUSTRIES ASSOCIATION

888 MADISON AVENUE
NEW YORK 17, N. Y.

August 11, 1961

SUBJECT: INDUSTRIAL BUILDING
EXPOSITION

To Members of the Lead Industries Association:

We are attaching one ticket to the 1961 Industrial Building Exposition and concurrent Congress, to be held at the New York Coliseum, September 25 to 28, 1961, as well as a leaflet entitled "Helpful Facts."

Registration fees for the various activities are as given on the ticket.

The Association will have exhibit space No. 942, a 10 x 15 ft. space, in which we will display the many applications of lead in building construction, in particular its sound and vibration attenuation properties.

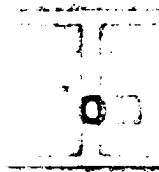
If you would like additional tickets or "Helpful Facts" leaflets, they will be supplied upon request.

Sincerely yours,

David M. Borvina
David M. Borvina

DS:EDM

EX-1100



Building a new plant? Modernizing an existing one? Concerned about making your plant and its integral components smoothly functioning until You will find thousands of ideas—and the products and methods with which to implement them—at the 1961 Industrial Building Exposition. Building materials, facilities, services, and plant sites will all be on exhibit, and application engineers will be on every booth anxious to apply their experience to your problems. Three mornings and evenings of congress sessions, too, with specialists in all areas of industrial building ready to give you their best thinking and know-how. Nothing else like this in industry. Nothing else so valuable to you.

EXHIBIT REGISTRATION

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

EXPOSITION HOURS

Monday	Open to 5:30 PM
Tuesday	Open to 5:30 PM
Wednesday	Open to 5:30 PM
Thursday	Open to 5:30 PM

CHILDREN NOT ADMITTED

INDUSTRIAL BUILDING EXPOSITION

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

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

Check one ☐ Exposition only—registration fee \$2.00
☐ One day Congress and Exposition—registration fee \$15.00
☐ Full Congress and Exposition—registration fee \$35.00

YOUR NAME _____

TITLE _____

COMPANY NAME _____

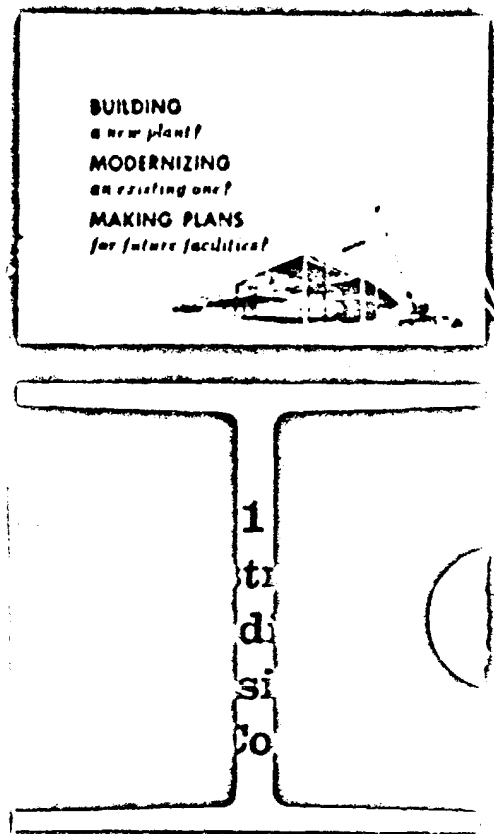
CO. ADDRESS (STREET) _____

CITY _____ ZONE _____ STATE _____

COMPANY'S BUSINESS OR PRODUCT _____

YOUR HOTEL _____

For information, write: Clapp & Pollak, Inc., 241 Madison Ave., N. Y. 17, N. Y. Form 10-1-54



1

To see and compare the best in
modern building materials, serv-
ices, and sites

How to do it, what to do it with exhibits by leading
companies and service organizations. Every exhibit
staffed by experts in their specialties, and all of them
interested in applying their experience and know-
how to your specific problems and opportunities.

Aluminum Company of America	Lantern Industries Inc.
American Bridge Division, United	Leeward Inc.
States Steel Corporation	Levinson Group Engineers Inc.
Architectural Record	Water Hygiene Company Inc.
Arch's Druggery & Metal	F. H. McGee & Company
Products Inc.	Machinery County Industrial
Birmingham Steel Company	Development
The Brier Company	New York State Department of
Brothers Manufacturing Co.	Commerce
Burton Manufacturing Company	New York Telephone Company
Howard Cagle Arts Photography	Magara Machine Power
Central Architectural Division	Corporation
Central Appliance Corporation	Moore Manufacturing Co.
Day Bros Lighting Inc.	Providence Day School of
Design Construction News &	Commerce
Statistics Bureau	Ph. 25 Steel Company
F. B. Dodge Corporation	Pittsburgh Corning Corp.
Electric Building Materials	Pittsford Corporation
Engineering News-Record	Pumpall Company
Engle Chemical Company	Purdue Engineering
Exhibitors of Building Oil &	Product Research Company
Building Company	Reynolds & Reynolds Inc.
Factory	Reynolds Metals Company
Florida Development Commission	Re. H. Incorporated
The Gable Company	Seaboard Manufacturing
Products Division	Associates
Grain Steel Products Company	Shaw Steel Corporation
George R. Heister, Incorporated	Shaw's Corrugating Service
Long Term Institute of Construction	Harvey H. Taylor Co.
Aluminum Floor Company	G. A. Tonnard Company
Rene's Pump Division, The	Timber Structures Inc.
American Crane Products Co.	Townsend Company Fabricated
Aluminum Glass Company	Products Division
The Aluminum Manufacturing	United States Steel Corporation
Company	Whitney Corrugating Company
B. S. M. Products Inc.	Whitney Steel Corporation
Lead Industries Association	The Youngstown Sheet and
	Tube Company

September 22 to 26, 1958

2 To share the experiences and ideas of 38 authorities in as many industrial building specialties

AT THE CONCURRENT CONGRESS

Three mornings and evenings of give-and-take are yours on the subjects most basic to getting the most in efficiency and productivity from new or modernized plant facilities:

MONDAY MORNING, SEPTEMBER 25

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

SESSION 1: The President's View of Industrial Building

MONDAY EVENING, SEPTEMBER 25

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

SESSION 2: Aspects of a Plant Location Study

1. Considerations in Setting Up and Coordinating a Plant Location Study
2. Hiring New Employees and Moving Present Ones
3. The Public Relations Aspects in Selection of a Location

SESSION 3: Evaluating Contracts

1. Integrated Contracts versus General Construction Contracts
2. Comparison of Open Bidding, Invitation Bidding and Negotiated Bidding
3. Awarding Construction Contract Features - Penalty Clauses, Performance Bonds, etc.

SESSION 4: The Advantages & Disadvantages of Leasehold Financing

SESSION 5: Initial Costs Versus Ultimate Costs as Related to Requirements

TUESDAY MORNING, SEPTEMBER 26

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

SESSION 6: Comparison of Design and Construction Approaches in Other Countries

TUESDAY EVENING, SEPTEMBER 26

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

SESSION 7: Current Practices in Booking, Footprinting and Coating in Modern Plants

SESSION 8: The Effect of Building Design on Employee Morale and Productivity

SESSION 9: Criteria in Selecting Architect and Builder for Work in Foreign Countries

SESSION 10: New Thinking in Achieving Efficient and Economical Lighting

SESSION 11: Developing a Builders System to Compare Standard Costs Per Foot

SESSION 12: Expansion Problems and Solutions

1. Converting Old Utility Systems to Larger Needs
2. Planning Expandability into Your Plant

WEDNESDAY MORNING, SEPTEMBER 27

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

SESSION 13: Developing More Accurate, Faster Procedures in Construction of Industrial Buildings

1. In Estimating
2. In Designing Suitable Facilities
3. In Reducing Construction Delays

SESSION 14: Effective Procedures for the Owner Who Builds Independently

1. Deciding on What to Build
2. Criteria in the Selection of an Architect and Builder
3. Coordination Required to Insure Control of Costs and Schedule

WEDNESDAY AFTERNOON, SEPTEMBER 27

2:00 p.m. to 4:30 p.m.

SESSION 15: Management of the Company's Engineering Staff in Facilities

1. What is the Department's Relationship to the Rest of the Company?
2. Relationship with Outside Architects, Engineers, and Builders
3. Keeping Control of Costs and Schedule

SESSION 16: Planning an Integrated Facility: Factory, Laboratory, Administration

SESSION 17: Modernizing Your Facilities

1. Some Low Cost Methods of Modernizing Plants
2. When Do You Modernize vs. Building a New Plant

SESSION 18: Developments in Construction Methods and Materials

1. Concrete
2. An Analysis of Pre-stressed Steel
3. Custom Walls - Their Present Status and Future
4. Structural Foams and Reinforced Fibers

SESSION 19: Making More Effective Use of Building Models

Some of the Products and Services
You Will See at the

1961 Industrial Building Exposition

Accordion and folding partitions and doors
Aerial photography services
Air and liquid handling systems
Air conditioning units and systems
Aluminum for industrial building applications
Building partitions
Cleaning machines and supplies
Conduit systems and components
Concrete shapes, forms, and structural systems
Doors, steel and wood, manually and power operated
Drinking fountains and coolers
Electrical distribution systems and equipment
Employee services
Engineering services
Filing equipment, roll and vertical
Fire fighting and preventive equipment and systems
Floors and flooring materials
Glass in blocks and other forms
Heating and ventilating systems
Installation and erection tools
Laminated structural members
Lead in industrial building applications
Lighting fixtures and equipment
Metal buildings
Non-metallic materials
Piping and fittings
Plant sites and area services to industry
Prefabricated components
Pumps
Restaurant equipment
Rivets and other fasteners; joining systems
Rubber and synthetic compounds
Siding and roofing materials and components
Sheet metal forms
Structural forms, shapes, and systems
Tubing
Valves and fittings
Welding accessories and supplies

do these things
- and get the most from the
**1961 Industrial
Building Exposition
& Congress**

1

BRING YOUR ASSOCIATES WITH YOU

The complexity of a modern industrial building obviously makes decisions on its design and equipment much more than a one-man job. The Industrial Building Exposition and Congress offer unique opportunity for "the building team" to get together for an on-the-spot comparison of the best products and services available in accomplishing your end objectives. You will get the most from the Exposition and Congress if you make sure the people who work with you on your building problems and opportunities are with you when you come.

2

COME PREPARED WITH SPECIFIC OBJECTIVES

Among the Exposition's exhibits will be many hundreds of answers to a wide variety of building and modernization problems. Among them will be many that are completely new to you, others that you will be glad to have a thorough exposure to regardless of previous introduction to them. To make your short time most productive, it will pay to make a list in advance of subjects and products of most pressing interest to you. This will help make sure you miss no exhibits of special importance to you.

3

BE SURE TO ATTEND CONGRESS SESSIONS

Study the Congress program on preceding pages, and we believe your major problem will be picking and choosing between the sessions you'd most like to attend. Last year's Congress established new standards for the interchange of ideas and experiences among industrial building executives. This year's program, benefit-

ing as it does from experience and the helpful ideas of 1960, is sure to prove profitable to be even more so. You'll miss much if you do not attend. You will gain much if you do. And if you are more conscious of importance, you can attend yourself, may we make a suggestion? Make some pre-Congress session with your associates, and split the attendance between concurrent sessions of comparable interest.

4

SEND NOW FOR RAPID REGISTRATION CARDS

Filled out in advance, your arrival at the New York Coliseum Registration Card speeds and simplifies your entry into the Exposition. In requesting yours, it is also wise to request cards for all your associates, and to request cards for all who plan to be with you. In requesting the convenient order form on following pages. If you are requesting cards for your associates, then please provide the information and mail it to the address given on the following order form.

5

MAKE SURE YOU GET TIME SAVER PLATE

They will be available at the Coliseum Registration area and yours will save you much time and trouble 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. No need to carry literature around with you, and no need to write your name and address at every stop.

6

MAKE YOUR HOTEL RESERVATIONS EARLY

If you are coming from "out of town" it is well to remember that New York is always a busy city, and hotel accommodations often at a premium. It will be wise, therefore, to make hotel reservations for yourself and your associates just as soon as your plans are set. Instructions for doing so are on the next page.

registration, hotel and other information

MANAGEMENT OF THE EXPOSITION AND CONGRESS

is in the experienced hands of Clapp & Poliak, Inc., largest exposition management firm in the United States.

EXPOSITION LOCATION AND HOURS

The Exposition is at the New York Coliseum, just west of Eighth Avenue at 60th Street. Hours are 12:00 noon to 5:30 pm Monday through Thursday, September 25-28, 1961.

CONGRESS LOCATION AND HOURS

All Congress sessions are at the New York Coliseum, and will be held Monday through Wednesday, September 25-27, 1961. Congress hours are 9:30 am to 12:00 noon and 7:30 pm to 9:30 pm on Monday and Tuesday, 9:30 am to 12:00 noon and 2:00 pm to 4:30 pm on Wednesday.

ADMITTANCE

To both the Exposition and Congress is by registration fee only. Exposition registration fee, payable at time of registration, is \$2.00. Congress registration fees are \$25.00 for all three days, \$15.00 for any one day. Congress registration admits you to the Exposition.

HOTEL RESERVATIONS

can be made directly with any New York hotel of your choice, and should be made at your earliest convenience. In making your reservations, be sure to specify name of person or persons who will occupy room, date of arrival and probable departure, and the approximate time of day the hotel can expect you.

FURTHER INFORMATION

on any subject pertinent to the Exposition and Congress is immediately available from Clapp & Poliak, Inc., 341 Madison Avenue, New York 17, New York.

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LIA19021

Please register me in advance
for the 1961 Industrial Building Congress,
New York Coliseum, September 25-28

- ☐ Full registration (\$35.00)
☐ One-day registration (\$15.00)
 ☐ Monday ☐ Tuesday ☐ Wednesday

Name and Title _____

Company _____

Street Address _____

City _____ State _____

BE SURE TO ENCLOSE CHECK WITH THIS REGISTRATION
See other side for mailing address.

Please send me _____

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the New York Coliseum, September 25-28, 1961.

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