

THE DESIGN ENGINEERING SHOW

Held concurrently with the ASME Design Engineering Conference, the show is the largest ever held with more than 400 of the nation's leading companies participating.

Here you can study and compare a huge array of products, parts, materials, components, and finishes — all available to help you design new products or redesign present ones. Discover hundreds of practical ideas you can use now. Bring blueprints and specifications so you can consult with application engineers about your design problems.

The hours of the Design Engineering Show are dovetailed to avoid conflict with the conference sessions. And your conference badge automatically admits you to the show.

Show hours are:

Monday	Noon to 5:30
Tuesday	Noon to 5:30
Wednesday	Noon to 5:30
Thursday	Noon to 5:30

LIA24788



ADVANCE CONFERENCE REGISTRATION

Conference attendance is by paid registration only.

FULL REGISTRATION
Admits you to all conference sessions of your choice on all four conference days.

PARTIAL REGISTRATION
Admits you to any combination of *two* sessions of your choice.

To save you time and inconvenience, you may register in advance of the conference by completing the card and mailing it with check payable to Design Engineering Conference to Clapp & Poliak, Inc., 341 Madison Ave., New York 17, New York, before April 9th.

By registering in advance, your conference badge will be mailed to you and it will not be necessary for you to wait on line when you arrive at McCormick Place. After April 9th, please register on arrival at the Conference.

A WORD ON MULTIPLE REGISTRATIONS

Many companies find it unusually valuable to send several men to the Design Engineering Conference because of the many different subjects covered. In this way, too, the companies can get first-hand, the information that is being discussed in the concurrent sessions each day. Two registration cards are provided at right. Additional registrations can be sent on your letterhead.

CONFERENCE AND SHOW LOCATION

All ASME Design Engineering Conference sessions, as well as the show, will be held at McCormick Place, one of America's newest and best-equipped exposition halls. Located directly on Lake Michigan, it is just ten minutes from downtown Chicago. Special show buses and taxis will provide transportation from Loop hotels to McCormick Place. Ample parking facilities are also available at McCormick Place.

PLEASE CUT OUT AND MAIL WITH CHECK NOW!

Complete card, return with remittance to Clapp & Poliak Inc., 341 Madison Avenue, New York 17, N. Y. before April 9.

Check 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

If you plan to attend the special ASME luncheon
Check Here — LUNCHEON—$5.00

YOUR NAME

TITLE

COMPANY NAME

CO. ADDRESS (STREET)

CITY ZONE STATE

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c o CLAPP & POLIAK INC.
341 Madison Ave., New York 17, N.Y.

ASME DESIGN ENGINEERING CONFERENCE

MACHINE DESIGN DIVISION

McCORMICK PLACE
CHICAGO, ILLINOIS
APRIL 30 - MAY 3, 1962