



The American Society of
Mechanical Engineers

212-705-7722
TWX 710-581-5267

345 East 47th Street
New York, NY 10017

200
17 June 87

GUIDELINE FOR THE PREPARATION
OF AN ASME HISTORY AND HERITAGE BROCHURE

History and Heritage Committee
American Society of Mechanical Engineers

March 1987

Edited by
E.F.C. Somerscales
Member
ASME National History &
Heritage Committee

10:04

Contents

	Page
Introduction	1
The Manuscript of the Brochure	2
Format of the Brochure	3
"Boiler Plate"	6
Style	4
Illustrative Material	4
Production	5

INTRODUCTION

The ASME's Historic Mechanical Engineering Landmarks Program began in 1971 to provide a public service by recording and acknowledging mechanical engineering achievements that were significant in their times. A written record of information, in the form of a printed brochure concerning the landmark, is an integral part of its designation. This guideline has been prepared by the National History and Heritage Committee to assist Sections, Divisions, or Regions in the preparation of the brochure. It must also be followed in preparing brochures for Mechanical Engineering Heritage Sites and Heritage Collections.

The designation of an Historic Mechanical Engineering Landmark, Site, or Collection is among the most visible of the Society's activities, attracting the attention of the general public and the news media, so it is important that all aspects of the ceremony, including the brochure, make the best possible impression.

The brochure should be a well prepared and attractive document that is an accurate record of factual information concerning the landmark, site, or collection. In particular, the brochure can be expected to:

1. provide information to the news media both before and after the designation ceremony;
2. be a memento for attendees at the designation ceremony;
3. be an archival source useful to the technical historian;
4. be a reminder to the owners of the landmark of its significance;
5. be a memento for later visitors to the landmark;
6. advise other ASME Sections and other technical societies of the activities of the local, regional, and national History and Heritage committees;
7. be useful to the Society for public relations purposes.

Brochures that mainly "promote" the owners of the landmark, site, or collection must be avoided. This is not to say that the role of such an organization should not be recognized, but there is a style and a place in the brochure that is appropriate (see ACKNOWLEDGMENTS and BOILER PLATE sections, below). The text itself may include appropriate material that acknowledges the role of the organization in history. An organizational logo may be used on the cover of the brochure in addition to the ASME logo and name in accordance with the ASME Graphics Standards Program (see FORMAT OF THE BROCHURE).

THE MANUSCRIPT OF THE BROCHURE

The ASME Section/Division/Region making the nomination is responsible for the brochure manuscript and for seeing that the following very important requirements are carried out:

1. It is mandatory that the brochure be reviewed in final manuscript form by the National History and Heritage Committee. The review process can take from four to six weeks, because it may involve substantial research on the part of the reviewers, as well as communication among them to establish important historical facts. Information supplied by the Committee must be incorporated in the final brochure.
2. The Committee will not give its approval to manuscripts that do not conform to the guidelines given in this publication.
3. Reviewed manuscripts will be returned to the History and Heritage chairman of the sponsoring Section/Division/Region. If changes (mandatory and suggested) are indicated, the Section/Division/Region will be requested to make them and resubmit the manuscript to the National Committee for approval.
4. The production process for printing the brochure must not be started until the Section chairman has received, in writing, the Committee's acceptance of the manuscript.
5. The printed brochure may not differ from the approved manuscript.

The National History and Heritage Committee places no limit on the number of words, but obviously budgetary constraints can be expected to have some effect.

FORMAT OF THE BROCHURE

An 8 1/2-by-11 inch page with the brochure bound on the left side is preferred. Printing may be single or double column. Advertising should not be included in the brochure.

The cover page of the brochure should include:

- (1) a descriptive title, possibly including location;
- (2) a photograph of the landmark, site, or collection (optional, but very desirable);
- (3) date and location of the ceremony.
- (4) the ASME logo (accompanied by a copyright registration mark) and name; placement in accordance with ASME Graphics Standards. See separate guidelines enclosed.

The brochure should contain the following headed sections in the order given:

- (1) Historical Significance of the Landmark, Site, or Collection: a narrative of its "birth, life, and death."
- (2) Technical Background: provide technical information on the mechanical engineering aspects for people who are not experts in the technology involved. This should be written so that it is understandable by an intelligent and educated lay person.
- (3) Description of the Landmark: should include technical specifications.
- (4) Wording of the Plaque: written and approved in final form by the National History and Heritage Committee.
- (5) Biographical Sketches: short biographies of engineers connected with the landmark, site, or collection as inventors, designers, constructors, or users. Photographs of the subjects should be dated. Sources of information are among others: 1. Engineering Index, 345 East 47th Street, New York, NY 10017; 2. Dictionary of American Biography; 3. Mechanical Engineers in America Born Prior to 1861: A Biographical Dictionary (ASME); 4. A Biographical Dictionary of Civil Engineers (ASCE, same address as ASME).
- (6) Acknowledgments: The assistance of people and organizations in the nomination and designation process should be recognized. Do not forget officers in the corporation or agency that owns the landmark, site, or collection.
- (7) Reference of Further Reading: For interested lay persons or professional historians you may include a list of material that is relevant.

ILLUSTRATIVE MATERIAL

Photographs, schematic diagrams, assembly drawings, and other graphic materials are particularly useful for illustrating the text. Photographs and drawings should be carefully chosen, keeping the following in mind:

- (a) A contemporary photograph of the landmark, site, or collection (taken as near as possible to the date of the ceremony) should be the first illustration in the brochure. It, or another similar one, may also appear on the cover of the brochure.
- (b) Sectioned assembly drawings that show the interior structure of a machine are useful to the reader. However, these should be chosen with care: If a substantial size reduction is necessary to fit a drawing into the space available, the resulting illustration may be rendered unreadable.
- (c) Engineering drawings, apart from those mentioned in the preceding item (b), are usually not appropriate. Much more useful are clear schematic drawings, based, if appropriate, on engineering drawings. These may be labelled to show, if appropriate, the mode of operation of the device. Such figures should be prepared by a professional artist. Remember, you are presenting information to lay persons as well as engineers.
- (d) Patent drawings are usually not satisfactory, because they can be difficult to read without substantial experience with this type of drawing.
- (e) Photographs that illustrate the history of the landmark, site, or collection are very desirable, but these should be carefully selected to embellish the material in the text.

All illustrations should be numbered (Figure X) and be so referred to in the text. Clear and informative captions should be provided.

WRITING STYLE

Concise prose that avoids the excessive use of the passive voice is recommended. Journalese, public relations jargon, or an excessively "chatty" style should be avoided.

PRODUCTION

Production of the printed brochure may begin once the manuscript has been approved by the National History and Heritage Committee (see THE MANUSCRIPT OF THE BROCHURE).

Preparation of the final printed version of the brochure is preferably carried out by the nominating Section/Division/Region, both in order to simplify administration and to avoid overloading the limited resources of the Public Information department at ASME headquarters. Financial assistance is available from headquarters to aid in the preparation of the printed brochure. In addition, the nominating Section/Division/Region may be able to obtain material and financial assistance from the owners of the landmark, site, or collection. In exceptional cases the Public Information Department may be able to provide some assistance in preparing the printed brochure, but the nominating Section/Division/Region must appreciate that the nominators are expected to assist in the production process.

Expert advice and guidance on the production process are essential. A number of possibilities are available:

- (a) Commercial printers.
- (b) A Section/Division member's employer may have a graphic arts department/print shop whose services are available for a suitable payment. This is usually practical in an educational institution, but may be more difficult elsewhere. Even if such a department cannot provide its services, as such, it is often possible for it to provide good advice.
- (c) Commercial art studios.
- (d) Freelance graphic designers.

A useful book that has much information on the production of printed materials is Printing It, Burke Company, Berkeley, California, Wingbow Press 1972, ISBN 0-914728003-2 (available from the Wingbow Press, 2940 Seventh Street, Berkeley, CA 94710).

(8) "BOILER PLATE"

Every brochure is required to include a certain amount of routine information on the American Society of Mechanical Engineers and sometimes on the organization that owns the landmark. The following must be included (information on the individuals holding the various offices is available from the Society's Public Information Department, address below):

The American Society of Mechanical Engineers

Name, President

Name, Vice President of Region No.

Name, Chairman History and Heritage Committee, Region No.

Name, Executive Director

The ASME (Name) Section

Name, Chairman

Name, Secretary

Name, Treasurer

Name, Chairman History and Heritage Committee

The ASME National History and Heritage Committee

Name, Chairman

Name, Secretary

List names of committee members

Name, Staff Liaison

Title of the ASME Relevant Technical Division (if appropriate)

Include a list of Division officers if the Technical Division has been directly involved in the nomination and designation of the landmark.

Title of Other Technical Societies (if appropriate)

If other technical societies are involved in the nomination and designation, include information similar to information about ASME.

The Corporation or Agency owning the Landmark (if appropriate)

List top officers of the organization.

Also to be included:

The History and Heritage Program of the ASME

The ASME History and Heritage Program began in September 1971. To implement and achieve its goals, ASME formed a History and Heritage Committee, composed of mechanical engineers, historians of technology, and the Curator of Mechanical and Civil Engineering at the Smithsonian Institution. The Committee provides a public service by examining, noting, recording, and acknowledging mechanical engineering achievements of particular significance. For further information please contact the Public Information Department, American Society of Mechanical Engineers, 345 East 47th Street, New York, NY 10017, 212-705-7740.

Designation

The (name landmark, site, or collection) is the (*) Regional/National/International (name title of program⁺) to be designated. Since the ASME National Historic Mechanical Engineering Programs began in 1971, (*) Historic Mechanical Engineering Landmarks, (*) Mechanical Engineering Heritage Sites, and (*) Mechanical Engineering Heritage Collections have been recognized. Each reflects its influence on society, either in its immediate locale, nationwide, or throughout the world.

An ASME landmark represents a progressive step in the evolution of mechanical engineering. Site designations note an event or development of clear historical importance to mechanical engineers. Collections mark the contributions of a number of objects with special significance to the historical development of mechanical engineering.

The ASME Historic Mechanical Engineering Programs illuminate our technological heritage and serve to encourage the preservation of the physical remains of historically important works. It provides an annotated roster for engineers, students, educators, historians, and travelers. It helps establish persistent reminders of where we have been and where we are going along the divergent paths of discovery.

(9) ASME Identification Number: Contact the Public Information office for a number that must appear on the back cover of each brochure.

-
- * These numbers are available from the Public Information Department, The American Society of Mechanical Engineers, 345 East 47th Street, New York, NY 10017, (212) 705-7740.
 - + Select one: Historic Mechanical Engineering Landmark, Mechanical Engineering Heritage Site, Mechanical Engineering Heritage Collection

The American Society of Mechanical Engineers
345 East 47th Street, New York, NY 10017
(212) 705-7740

-6455A0387-