The Silver Celebration will pay off handsomely for 35,000 visitors

This 25th Western Electronics Show and Convention in Los Angeles is a real bonanza for electronics specialists. The big payoff is in valuable ideas, negotiable information, and redeemable new product news.

This is Wescon's Silver Celebration—and it just may be the most exciting week in a quarter-century of memorable Wescon presentations.

For instance: 400 electronics producers will bring their newest hardware achievements for demonstration in 750 exhibits. That's the biggest Wescon show of brand-new hardware in six years. Everything from microprocessors to full instrumentation systems, all under one roof in the beautiful Los Angeles Convention Center.

For instance: A 35-session professional program that is—well, sterling.

More than 160 hand-picked live presentations, carefully designed into cohesive and comprehensive session units. Heavy on micro's, LSI, fiber optics, graphics, ATE, communications—all together, 90 hours of high-level programming presented with down-to-earth practicality. Most sessions are available in hard-copy preprint format and as audio tapes—right there, on the spot, during the show.

For instance: A dozen or more special added attractions. A continuous theater of outstanding technical films. A keynote address by Dr. Ruben Mettler, president of TRW Inc. A special exhibit of electronic progress in energy conservation. A quick and quiet computerized registration system that makes your entry easier than ever.

It all adds up to a spectacular Silver Celebration for four important days in September—and you're invited! A five-dollar registration fee gives you the whole bonanza—all the exhibits, all the sessions, all the films, all the excitement for all four days.

Plan right now to join 35,000 electronics colleagues for what promises to be the most important week of this electronics year!

Wescon/76: it's worth its weight in silver

Wescon76 Silver Celebration, Los Angeles Convention Center, September 14-17