

57-17

**RADIO CORPORATION OF AMERICA**

**DEFENSE ELECTRONIC PRODUCTS**

**GARDEN 2, NEW JERSEY**



September 27, 1957

Mr. L. D. Miles  
Value Analysis  
General Electric Company  
Schenectady, New York

Dear Mr. Miles:

I can't recall a more profitable or interesting visit than the one I had with you yesterday. In addition to the fact that the time spent was personally very enjoyable, I am impressed with the insight that you were able to convey about Value Analysis and the very practical guidance regarding problem areas and best approaches.

If I had not previously been converted to the Value Analysis faith, there is no question but what yesterday's discussion would have accomplished this.

I am anxious to try out the ideas that have been generated and I hope that it will only be a short time before I will be able to send you what may be some useful observations.

One observation that I intended to make yesterday but slipped up on somehow relates to a statement that I have been using at RCA. I point out that although the general trend in industry is toward higher gross sales and lower profits, that the GE Company for the first half 1957 showed 8% increase in sales and 13% improvement in profit. I then emphasize that GE is the only major company that has an active Value Analysis Program and that there is no doubt correlation between the Value Analysis Program and the profit picture. I should add that I believe this statement myself, I don't regard it as propaganda.

Thanks again for making such a fine day possible. I hope it will work out that we can meet in Washington during the BuShips Seminar.

Best regards,

A handwritten signature in cursive script that reads "R. H. Baker".

R. H. Baker  
Administrator  
Value Improvement

cc: C. A. Gunther  
D. H. Putnam  
R. H. Schrader