

John Stockwell  
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1221 Avenue of the Americas  
New York City, 10020

Dear John;

The purpose of this letter and enclosures, is to help us to plan a precise productive meeting for Friday 8/25 at 2: pm.

We have a very superior book here, at the most opportune time in history. Quality depreciation, in order to lower costs has reached epidemic proportions in our country. Rebellion against it is growing, and will probably find ways to become felt.

That the thinking and action systems in this book will hold good quality and lower costs has been overwhelmingly proven by its continued life, and now increasing growth, 25 years after the birth of the techniques and approaches.

How shall we organize, to sell between 25,000 and 50,000 during the next three years? Now, that I'm retired, I can help.

For a starter I'll suggest four special situations, and I'll enclose some information on the first two.

- One There are 40 to 50 chapters of the Society of American Value Engineers throughout the country. Their members have joined to learn, and to grow in knowledge. Membership is generally from 30 to 100. Their annual 3 day convention draws 300 to 500. Most of them are making their living in this field, yet the technique in this book is five years more advanced than their learning and experience.
- Two Colleges. Great pressures are developing for colleges to teach a solid realistic course, at both the graduate and under-graduate level. Many are becoming involved. Time is right for this book which was arranged and written precisely to enable the teacher, who might have limited value analysis experience, to never-the-less do a superior job of instruction. I am now writing examination questions for each chapter, and if need be, will write an answer sheet for each.
- Three Societies whose objectives are related. Industrial Engineering, Quality Control, etc.
- Four Consumers Organizations  
Architects, Builders, Contractors  
Government Units at all levels. (The Public Buildings Service in Washington DC has made it mandatory for aoc Arch. & Contr. to hold a VA seminar before each building job)  
Hospitals and others.

Sincerely,

Larry Miles