



1221 Avenue of the Americas
New York, New York 10020

January 31, 1978

Mr. Harold G. Tufty
President
Tufty Communications Inc.
986 National Press Building
Washington, DC 20004

Dear Mr. Tufty:

Don Parker left his VALUE ENGINEERING THEORY with us when he was on his way to India. We were happy to receive it.

The materials were sent to various reviewers who praised them highly. However, none of these reviewers could see a large enough demand for this material to support its publication or distribution by McGraw-Hill. We are sorry this finding was made.

It is possible that you may wish to publish the material yourself and sell it to instructors around the country. There is a demand for approximately 150 to 200 copies of the materials. If you were to publish it at a suitable price, we feel that you could at least recover your income. Another alternative, of course, is to try other commercial publishers. If you do, we wish you the best of luck.

We are returning the material to you under separate cover because we believe that Mr. Parker is still in India. Will you please see that he receives this letter and the materials when he returns.

Once again, we wish to thank all of you for giving us the opportunity to study these materials. It is our sincere regret that the demand appears to be too small to support publication by us.

Sincerely yours,

A handwritten signature in dark ink, appearing to read 'Tyler G. Hicks'.

Tyler G. Hicks
Editor-in-chief, Engineering,