

RENSSELAER POLYTECHNIC INSTITUTE  
TROY, NEW YORK

314 Proudfit Building

October 23, 1948

Mr. Larry Miles  
Purchasing Department  
General Electric Company  
Schenectady, New York

Dear Mr. Miles:

It was a real pleasure to meet you today and I just want to send this short note, before I forget it, to tell you how much your talk before the Purchasing Class was appreciated. You did a splendid job of presenting the material and one after another of the boys mentioned how much they liked it during the intermission and after the class. My only wish is that professional teachers of marketing and purchasing could do as good a job of presenting the subject.

After Mr. Erlicher returns, I will be very grateful if you will take up with him the possibility of making some of the slide materials on Purchase (or Value) Analysis available for teaching purposes. Merely the principles and a few illustrations put into mimeographed form would be of immense value to teachers. As I mentioned to you, I happen to be Chairman of the Committee on the Teaching of Industrial Marketing and Purchasing of the American Marketing Association and it is in this connection, as well as for my own classroom use at R.P.I., that I am especially interested in this possibility for obtaining practical up-to-date teaching materials.

Thanks again for your help in making the subject of Purchasing a very "live one" for the students at R.P.I..

Cordially yours,

*Frank G. Coolsen*

Frank G. Coolsen  
Professor of Marketing

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OCT 26 1948  
M. L. ERLICHER