

## Miles to Receive Honor At Wesleyan University

Lawrence D. Miles, 1499 Keyes avenue, former head of the Schenectady General Electric Co.'s value service organization, will be honored today by the Nebraska Wesleyan University.

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**IN CEREMONIES** this morning, Miles will receive the university alumni medal of honor, the highest honor the alumni association can bestow.

Presentation will be during the ninth annual homecoming awards convocation at the college at Lincoln, Neb.

Miles was selected as the medal of honor recipient because of his many years of service to General Electric and his creation and development of the value analysis and engineering program.

He developed the value analy-

sis and engineering concept in 1947 to help identify and remove unnecessary costs from products and services. He is an international authority on the subject and has served professional consulting assignments in Europe, Mexico and Canada.

He is author of the textbook, "Techniques of Value Analysis and Engineering," and has written more than 50 articles on various phases of the subject.

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**HE RECENTLY** formed Value Associates Inc., with headquarters in Indianapolis, Ind., in conjunction with E. S. Bush. Value Associates Inc., according to Miles, will make contributions toward the better understanding of value analysis and engineering concepts by the top management of companies, and will help to develop potential in various phases of value engineering work.

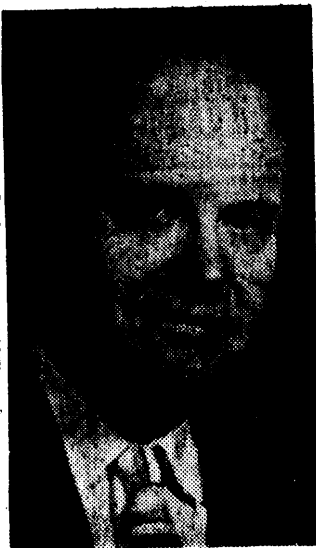
In January, 1964, Miles was the subject of an article in "Reader's Digest" titled "Biggest Thing Since Mass Production." The article says "... the idea advanced ... not only shook (General Electric), but may prove one of the greatest boons to consumers since Henry Ford popularized mass production."

Value analysis is now required of most defense contractors, and Secretary of Defense Robert McNamara has predicted that within two years it will be saving taxpayers \$150 million a year.

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**FOR MILES'** contributions to cost savings for the navy's bureau of ships, he was awarded in 1957 the navy's highest honor bestowed on a member of the public, the Distinguished Public Service Award.

Miles, a native of Harvard, Neb., graduated in education from Nebraska Wesleyan University. After experience as a high school principal, he took a second degree (BSEE) from the University of Nebraska. He entered GE as a design engineer.



**LAWRENCE D. MILES  
To Get Alumni Medal**

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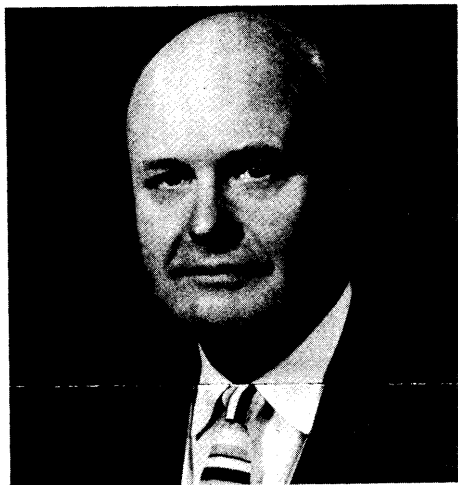
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## **Homecoming Awards**

# **Five Grads Win Alumni Recognition**

Lawrence D. Miles, Schenectady, N. Y., was given the Nebraska Wesleyan Alumni Medal of Honor, highest award the alumni association can bestow.

Miles and four other alumni were honored at the ninth annual Alumni Awards Convocation, held each year as part of the Homecoming celebration. Also receiving awards



**MILES**