

SOCIETY OF AMERICAN VALUE ENGINEERS...Chicago, Ill. (May 2, 1962)
...Boston, Mass. (May 3, 1962)

Philosophies principles history

VA

VE

SAVE

Built on performance

New performance 10%

Mature 90%

Meas. perf.

Meas. value

art

No power on earth can stop

Techniques started

After Industrial Eng., etc.

VA - - - - VE

Are different

Function

Search

Roadblock

Creativity

\$ first - perf. second

Deal with reality

New - auto - airplane

People 75%

Science 25%

People areas

Decisions shades of gray

personal loss

timer motors

Rules

editing work

Warm blood my boss - 30 engs.

New technology

Breadth

Use as metallurgist

1¢ check

LME Engrg.

**Expect opposition
It's human**

Dr. Esdaile.....Strategy of conflict

In the period of 1840, Dr. James Esdaile, a surgeon, found that hypnotism was effective in eliminating pain, allowing surgical operations. He found amputations and other surgical work of the most serious type could be conducted without pain to the patients. He also found that recovery was much more rapid than when the patient was forced to endure the pain. He demonstrated this to some of his medical peers. He was ostracized, driven from the Association.

He went to India where he set up a hospital, taught a dozen native people to do the hypnotizing and, for a decade, performed surgery by this means while constantly inviting members of the medical profession, government bodies, and others to view it and examine it in every detail endeavoring to secure its acceptance by the medical group. In spite of all of this accumulated evidence, he continued to be the subject of suspicion and ridicule and the use of hypnosis, then called mesmerism, was not accepted. In 1850 he decided that the only way to force this humane improvement in medical practice was to take it to the public who, in turn, would force the medical profession to use it. Hence, the book titled, "Mesmerism in India" was written and copyrighted in 1850.

Of course, then came Freud about fifty years later who provided a reasonable explanation for what Esdaile had learned and practiced. Now, another fifty years later, the medical profession is starting to study in earnest the use of hypnotism. Thousands of doctors are now studying it.

In 1845 Horace Wells, a dentist in Boston, while attending an entertainment in which nitrous oxide was used to cause people to "act funny" noted that one of the persons received a serious and bloody blow on his shin, still said he couldn't feel it. He seized upon it as a means for alleviating great pain which then accompanied extractions, dental surgery, and the like. He found, to his great delight, that it was a boon to mankind and did greatly reduce the horrible distress and physical pain at extractions. In 1846 he engaged the amphitheater of the Mass. General Hospital and invited doctors who would be interested to its capacity. He had a subject and was preparing for an extraction. The shout of "quack" issued from someone in the crowd and became a roar. He left the amphitheater a dejected figure feeling in disgrace and a few days later committed suicide because of his failure to convince physicians and dentists of the efficiency of nitrous oxide in minimizing pain.

SAVE

**Build competence men
Assist users
Grow the technology**

SAVE meetings

Who are the members

Suggestions from members

SAVE

Born last year

Grow this year

Work next year

Make Chicago a leader.