

GENERAL  ELECTRIC



SUBJECT

COPIES:

CW Bryant, New York Office
AF Vinson, New York Office

Pittsfield, Mass.
November 23, 1955

Mr. L. D. Miles, Manager
Value Analysis
Value Analysis Service Section
Schenectady 5, New York

Dear Larry:

Ray Barrett, our Sales Manager-Ordnance, who accompanied you to Washington and attended your Value Analysis presentation yesterday to some 200 representatives of the Bureau of Ordnance has given us a full report of the meeting. Knowing you as I do, I would not expect the response to the two presentations made by you and Al Bentley to be anything short of highly enthusiastic.

The comments Ray received from Bureau of Ordnance people were extremely favorable, and I am confident you have created a great deal of interest in the minds of our customer's representatives in an area mutually beneficial to us both. It appears to us that you have sparked the same interest in Value Analysis in the Bureau of Ordnance that you did so capably two or three years ago with Admiral Leggett in the Bureau of Ships. There are several ways which we feel the Naval Ordnance Department will profit from this meeting, but principally through the more common understanding developed in our joint approach to engineering designs which will build into the product, not only lowered production costs but in many cases improved quality and greater reliability and performance. All of these are strong selling points in the sale of our products and in this respect Value Analysis can give us additional help. You have also done us a good turn toward improved customer relations, for I am sure that when these many gentlemen think of Value Analysis, they will also think of General Electric.

I want to express the appreciation of the Department to both you and Al Bentley for another fine job - this makes the third time in 1955 that you fellows have given us a big assist.

Sincerely yours,

WBB

W. B. Booth, General Manager
Naval Ordnance Department

WBB/IR

Finney, AK

SCHENECTADY
November 28, 1955

*Received
12/1/55*

Mr. W. B. Bobth, General Manager
Naval Ordnance Department
PITTSFIELD, MASS.

All of us sincerely appreciate your thoughtfulness in
expressing appreciation of the Washington work.

In fact, working with your entire department has been
a continuous source of real satisfaction.

Warmest personal regards.

L. D. Miles
Manager - Value Analysis

LDM:AEM