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Bloomington NEWS

BLOOMINGTON, ILL.

GENERAL PURPOSE CONTROL DEPARTMENT, MARCH 16, 1956

Cordiner Predicts Larger Earnings Value Analysis Seminar Starts Monday

GE Expert L. D. Miles To Be Here

The subject of saving money gets top billing starting Monday at General Purpose Control Department's first Value Analysis Seminar.

GE personnel from six Midwest plants will arrive here for the talks to be held at Bloomington's Moose Lodge Mar. 19-20-21, 26-27-28 and April 5-6.

Talks will center around "tests for value" and whether products, procedures or anything that costs money can be made for less. Seventy-five suppliers will put on displays during the meetings.

LARRY D. MILES, the Company's manager of value analysis services and the nation's recognized authority on the subject, will be on hand for the sessions.

A graduate from the University of Nebraska in 1931, Miles joined GE on the Engineering program and served



L. D. MILES

with GE's Vacuum Tube Design Group and the Locke Insulator Corp. In 1947, he was recalled to Schenectady to organize an activity which would bring better value on a wide scale in the use of materials.

Calling his new activity Value Analysis, Miles developed methods and techniques resulting in eliminating millions of dollars of "wasted" cost from the Company's products.

In recognition, the Company presented him its highest award for extra achievement, known as the Charles A. Coffin award,



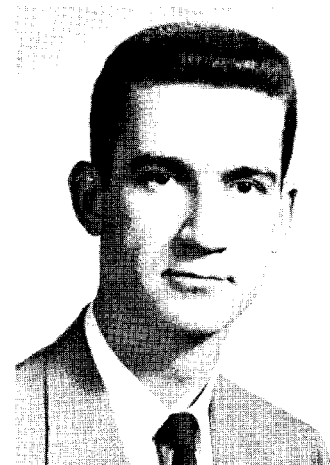
R. E. FOUNTAIN

given in memory of the Company's first president.

TWO OTHER MEMBERS of Miles' staff, R. E. Fountain and A. D. Bentley Jr. will also be on hand for the talks. Fountain is consultant-general training and service programs. Bentley is a value analysis specialist.

Forty-two members of GPC will attend seminar talks. They include:

ENGINEERING: J. E. Baker, L. W. Bardwell, K. P. Bretney, R. Cooper, R. R. Cresse, C. De-Visser, J. C. Fomenko, O. Herman, H. Kane, J. A. Kilcoin,



A. D. BENTLEY, JR.

R. I. Lundberg, W. K. McNutt, W. R. Miller, H. Naslund, D. A. Stone, D. W. Taylor, E. R. Wardell, L. J. Wenzel, and E. R. Wolff.

MANUFACTURING: J. Baltz, V. Brickley, H. C. Cade, W. E. Carlington, A. Clary, J. Fotheringham, E. O. Gentry, G. Hinckley, L. C. Hoelle, D. Leather, M. R. Martin, H. G. Norris, C. R. O'Connell, G. K. Sanderson, P. E. Schoening, C. C. Schumacher, C. Teagle, I. K. Tyler, and S. J. Wilson.

FINANCE: C. Cox, G. F. Grupe, R. F. Hendrickson.

MARKETING: G. A. Isley.