

Tyler Hicks, Editor in Chief
McGraw-Hill Book Co.

Dear Ty;

I'm always distressed, when even after all of the hard work you, your associates and ourselves have done, sale of our Techniques of Value Analysis and Engineering are killed at the point of distribution.

Gradually those who have learned the difference between good VA and other good non-VA technologies, are starting to use it in their teaching. Geo. Washington University uses it for every student, Rutgers uses it as a teaching text etc.

Some consultant firms are beginning to use it for their training.

You will recall how the sales held up or increased during the last 6 months accounting period.

Now from a new consulting Co. with a seminar scheduled to start ~~May~~5 comes this disturbing letter.

*Ty preparing
response contact
them
Also have me
advised of
the action and
the status*

From Jane L Lovrien, Sec'y to A.W. Booras, Pres.
Applied Scientific Knowledge, Inc.
800 South 13th., Lincoln, Nebr. 68508
(phone 402 432 1086)

'We ordered 10 books from the Nebraska Book Co here. They did not have them in stock, so ordered them from McGraw-Hill. Their order was returned marked 'OUT OF STOCK, NO DUE DATE AVAILABLE' "

THIS IS TRAGIC. IT FORCES TEACHERS TO ORGANIZE THEIR WORK AROUND SOMETHING ELSE, AND FOREVER KILLS THE REPEAT SALES THAT WOULD CONSTANTLY COME. You remember when a similar situation in Boston a year or so ago, knocked out the immediate sale of 250 books, plus all of the yearly follow-ups. To what extent do you suppose that similar situations are killing sales all around the country?

The importance of operating costs is monthly becoming highly important to managers of not only industry, but governments, Hospitals, services, etc. and they are starting to go more seriously into VA. We must not miss a market for 2000 or 3000 books during the next year, prior to the revision.

Annex by Larry Miles