

To

John Stockwell - McGraw-Hill Book Co

L. D. MILES

SEDFIELD

RTE. 1, BOX 688

EASTON, MD. 21601

Ph. 301 - 822-3273

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DATE

SUBJECT

Dear John;

An enormous need for our book is now opening up at an accelerating scale in the architects, contractors, building and Construction Industry.

This has stemmed from about three main factors:

1. The building and construction costs sky-rocketing almost without restraint.
2. The fact that the VA/VE techniques so exactly fit the need and, where tried are producing much more high quality building per dollar.
3. One man who years ago took full VE training in one of my courses at GE has for a few years been growing in responsibility in Washington at PBS, now GSA and other areas with billion dollar annual construction responsibility, and he has said "Means will be found to get the benefits of VA/VE into government construction"

I'll send you more on this in a few days. Our book has the techniques they must have in learnable form, and a start on the application of them to the industry.

How shall we capitalize on it?

Larry Miles