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Professional & Reference Book Division

McGraw-Hill Book Company

1221 Avenue of the Americas
New York, New York 10020



December 12, 1977

Mr. L. D. Miles
Sedgefield R 5 B 840
Easton, MD 21601

Dear Larry:

Hal Tufty stopped by on his way to India and left the Parker material with me. We were pleased to receive it.

Our sales people will look this over to determine how much of a need there might be for this material here in the educational divisions. If we can see enough of a market for the project we will move ahead towards publishing it.

Sincerely yours,

A handwritten signature in cursive script, appearing to read 'Tyler G. Hicks'.

Tyler G. Hicks
Editor-in-chief, Engineering,
Architecture, and Technology

TGH:vm



FROM DONALD PARKER

12/14/77

Larry,

Thanks for your fine

letter.

D

Copy to H Tufty
D Parker

Dec. 2, 77

*Don
This is my file
copy. you might
return it to me
Thank
Don*

Tyler G Hicks
Editor-in-chief, Engineering, Science, Management.
Professional and Reference Book Division
McGraw-Hill Book Co.
1221 Ave. of the Americas
New York, NY. 10020

Hello Tyler;

I'm very happy to receive word that Hal Tufty, of Tufty Communications, and head of the Value Engineering Foundation will be seeing you on Dec 8th.

He will bring the remarkable work of Donald Parker, which makes it practical for college instructors, not as yet deeply skilled in the approaches of Value Analysis and Engineering to use our second edition of the McGraw-Hill book, and do a superior job of teaching college under-graduates.

I have casually showed it to several professional people who teach other subjects. They all said it beats any thing of the kind they have ever seen, and is better than anything they have to use in their classes.

Ty, selling to colleges may not be in your orbit, but, you probably know the great and timely value of the VAVE approaches in industry and government and educational work. I hope you become as enthusiastic about Don Parker's work as I am, and help Hal Tufty and others to have most productive discussions. Thank you.

On another matter, the Japanese industry realizes that it is increasing the productivity of their "thinking" people, improving quality and ending costs which do not contribute, which is a must for them. They now know that our system is just that. The 2nd edition, as you know, is in Japanese. They are starting to extensively use its approaches to maintain quality and stay competitive. Read almost any current business paper on Steel, Electronics, automobiles, etc to see how they are doing.

As I recall it, when I was in Tokyo 5 years ago, Japan Steel had over 200 technical men using our approaches. In Oct of this year they had their 10th anniversary meeting of the Society of Japanese Value Engineers. I intended to go, but at the last moment could not. I am advised by Rudy Kempter of Washington DC that their attendance was 800, and was stopped because that was the limit of the building. In Japan, Companies, not individuals are members of the Society.

In this country, we do want to compete in world competition. We are smart enough. Our resources exceed most countries. Its vital that we get on with using this available system and do it