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Donald L Horton, Product Manager
McGraw-Hill Book Co.

Dear Don;

There has developed a rapidly accelerating need for those in the building and construction Industry, to learn and to use Value Analysis Techniques.

This has resulted in a tremendous "rash" of VA seminars thruout the country right now.

The attatched listing shows some of which I was advised a few weeks ago.

I went down to Washington on the first day of the Jy 29 - Aug 3 one, taking 40 books complete with the study questions. I left them, so men could see what they were and arranged to pick up the remaining after the seminar.

38 of the 40 bought them.

I'm wondering if this need is not just about filtering back to the schools teaching architecture and related disciplines.

If such is the case, there is nothing, at the moment, which approaches the effectiveness and ease of teaching the subject matter, as does our second edition with its study questions.

I note that you sent the questions to the department heads in Chemical, Electrical, Industrial and Mechanical Engineering. Thank you much for trying them.

Are there not Architectural and construction oriented courses and schools, which might soon become a real market for our materials, because of this strong need in the building industry which is coming to fruition right now?

Sincerely,

Larry Miles

Enc typical list of seminars on VA for the construction Industry names, professions and companies of the trainees of the one seminar in Washington.