

Value ⁷⁰⁻⁸ Engineering

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15th June, 1970.

Mr. L.D. Miles,
Sedgefield,
R4, Box 840,
Easton,
Maryland 21601,
U.S.A.

Dear Larry and Eleanor,

A year ago at San Diego I tried unsuccessfully to 'sell' Value Engineering to SAVE. My view then was that there was no room in a world 'population' of about 10,000 value engineers for two journals. As they had not yet recommenced their own journal I offered them Value Engineering in any form which they considered viable -

£6 per year for 6 issues of 64 pages.
Me as honorary editor (or advisor)
etc. etc. etc.

However, they did not take it up and as I predicted I am sorry to say Value Engineering has ceased publication. Attached is the notice of this.

This sad event now brings me to the job of writing to you (and many others) who supported me so much. To the thirty authors whose articles I hold for publication I am offering my apologies and suggesting that they offer their work to Bill Dean for the SAVE journal.

You, Larry, so kindly and generously gave me some of your earlier writings when we were at San Diego which I had wanted to get into Value Engineering not only for their content but also to preserve these earlier works in the place where many would have easy reference to them. Now I have to offer you my apology for being unable to publish them.

However, I am considering making a collection of significant VE writings (including some of yours) and asking you to write the foreword for me. Possibly Penguin will publish and I am awaiting their reply when I will let you know.

Losing Value Engineering is like losing a child for I feel that the subject which you brought into practical being has (and can) make one of the greatest contributions to world peace through the maximum utilisation of our total resources. By saving resources there is more to go around, more for everyone, more 'ammunition' for the War on Want.

With best wishes to both Eleanor and your good self,

Your friend,

Bruce

Dr. Bruce Whitwell, (Hon. Editor)



Pergamon Press Limited



*With the Compliments
of
Bruce D. Whitwell*

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15th June 1970

Value Engineering has ceased publication

I am informed by the publishers, Pergamon Press Ltd., that Volume II Number 4 April 1970 issue of the journal Value Engineering which they have already distributed is the last issue they will be publishing.

Their decision to discontinue this journal was reached after studying its potential which they concluded was insufficient to warrant the allocation of their financial and manpower resources in preference to other journals.

They have offered to publish in other journals any material already received (or in transit from) authors and I will be writing direct to the authors concerned on this matter,

Finally, I would like to thank Pergamon Press and its staff, Henry Burt & Son Ltd. (printers), the six Regional Editors, the authors, book reviewer and other contributors and helpers for their courtesy and assistance.


Bruce D. Whitwell

Hon. Editor.

Miles, L. D.

Dollar-Sign Engineering (Parts I and II)

General Electric Review March 1952 pp. 58-59
and July 1952 pp. 53-55 (71)



It is always a pleasure to refer to the writings of Larry Miles (the pathfinder of Value Analysis). In recognition of this achievement he received in 1950 the highest award his company could bestow, the Charles A. Coffin Award.

In the March and July 1952 issues of his Company's *Review* he chose the enlivening title 'Dollar-Sign Engineering' to cover what he has to say.

The article refers to the beginnings of Value Analysis at G.E. in 1948 and gives examples of some of the cost savings through the use of this technique.