

THE ENGINEERING-ECONOMICS FOUNDATION

NUMBER THREE JOY STREET  
BEACON HILL  
BOSTON

July nineteenth  
1 9 2 9

Sir Arthur Currie, Principal  
McGill University,  
Montreal, Quebec, Canada

Dear Sir Arthur:

You will see by the enclosed announcements that the goal for which we have been working for more than twenty-five years has now been reached-- "The Final Specification of the facts required to enable men and women to state and solve their problems of consumption."

The "Specification" has been written finally in 1929, at a time when business is retarded and progress is uncertain because of the inertia of management in changing from being "production minded" to being "consumption minded". Present conditions, therefore, make the value of this first specific definition of the use of science and education in developing the use of wealth, in contrast to its making and exchange, great and the need of getting it into action urgent.

We have completed all the work necessary to put the "Specification" into action save for one step--the adjustment of the material organized to the actual needs of the individual executive who desires to accelerate and stabilize growth of his own business, today. As William James once said--"No teaching material is ever 'motorized' until it passes from the mind of the teacher through the mind of the student and back again." We need to motorize the "Specification".

I am asking you and a few other of my friends, therefore, to work with us to secure adjustment of the "Specification" to use in minimum time. To do this I am asking you to give an hour and a half of your time in three installments of half an hour each--

First: To reading the Press Proofs of these first two folders and of five other folders which are self-explanatory and are intended to follow the first in two mailings at three day intervals.

Second: To writing me the question or questions which come immediately to your mind when you have read the material sent at each mailing.

I shall much appreciate your help in carrying out this last step of the long research. Because of nearing publication dates, will you please read and answer at once? I ask your secretary, if you happen to be away from your office, to forward this to you immediately.

Yours very sincerely,

Hollis Proffey

If you come to Boston I wish you  
would let me know - There are a  
number of things I should like to talk over  
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