

WHERE OUR HABITS TAKE US

*no great habit
value analysis*

Our Habits take us where we were yesterday.

It's tough going to break out of the furrow.

It took 40 years to get automobile wheel diameters down from the buggy wheel--
4 ft. to now--16 in.

Even today's refrigerators--admittedly imitating iceboxes.

Took 25 years.

Locomotive wheel

Today's ranges imitate old kitchen stove.

Habit is powerful.

Would you buy a 1999 car if it were offered to you tonight at today's prices?
Of course not.

Basically nearly every design is copying--copying what we have and refining it.

It takes strong medicine to get us away from habit into new ground.

A few weeks ago, our drawings called for a ring of concrete 7' thick 12' high
to stop x-rays -- \$50,000 Dirt 14' thick -- \$5000.

Brass shell vs. plastic shell with wire connector --- "Underwriters won't allow
it."

In each area habits have developed.

We can't make it--it's patented--100,000 Vernier dials 90¢ to 60¢

We design for 4 slide machine in plastic--meter terminal

"You can never liquidate the tools" (\$50.00 tools--\$2.00 to 10¢...1000/yr)

Design for free cutting steel or brass or aluminum--screw machines

When parts like pivot--finished parts for less than
raw material

No one can make that part accurately enough but Smith--find others make
twice as fast and much better.

In Erie, stainless scarce--Anodyzing better

JEWELL STORY

Kettering Route 21 story

Plastic is for toys--stronger than steel.

Adhesive is to repair chairs--airplanes--brake bands

Better quality means higher costs--\$6.00 gear

The opportunities are all around us in design but it's
mighty hard to get off of Route 21.

Now--what are these Value Analysis techniques?