<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Description</th>
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<tr>
<td>Kirksite</td>
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<tr>
<td>Roberta paper</td>
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<td>Time stud</td>
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<td>Double nut</td>
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<tr>
<td>Transformer glass breaker</td>
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<td>Pipe plug</td>
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<td>9-1, 9-10-1</td>
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<td>Cold control</td>
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<td>Cover</td>
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<td>Spring fastener</td>
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<td>Springs</td>
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<td>Sylphon</td>
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<td>Contacts</td>
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<tr>
<td>Bracket</td>
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<td>Tube</td>
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<tr>
<td>Container</td>
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<tr>
<td>Implementing cold control tube</td>
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<td>5,000 screws</td>
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<td>28 ft. on timer motors</td>
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<td>Aluminum or brass shim</td>
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<td>U. bolts</td>
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<td>Tubing 4 ft.</td>
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<td>Brass die casting</td>
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<td>Motor shield</td>
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<td>6-3</td>
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<td>Jay bolt</td>
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<td>Spot focuser</td>
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<td>Spacer 1/27</td>
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<tr>
<td>Handles 9</td>
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<td>Insulator support 18-14</td>
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<tr>
<td>dryer support</td>
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</tr>
<tr>
<td>gear transmitter knob</td>
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</tbody>
</table>
we always "underdesign" - no
matter how many engineers
we assign to it"

Decisions are shades of gray

Quick rejection techniques

Cry all the way to the bank

"Take nothing for granted"

"License to steal"

If I can't get costs needed
efficiently without the value

Techniques - use them"

Rule - divide 10% to make

good earnings"

"Perhaps some men cannot evaluate;
perhaps some cannot create -
like musicians"

"Obsolete our own eg.
or wait for competitor
to do it"

"There is no chance of success
if they want it to fail"

"Mallet - fork - automobile"

Each can do better when

necessary - necessary now

Race is won in last

1/2 second

"Generalities"

"Tests to extreme"

Shaw - cost $0,000
3 months

(saved 400,000 in cost)

People are psychological -
not logical

Cannot communicate to
emotions by logic

How of the next step

Kirkcaldy
STORIES AND EXAMPLES

- "copy Artists" vs Rediscovering wheel
  - Radio Dept
  - T Paper
- Ignore - oppose - accept
- Search/attention --
  - Not Knowledge/Focus
- Water Closet
- Las Vegas
- Piano
  - all of the keys needed
  - Sheet music
- Don't try to use only part of the system - "don't try to fly 1/2 of an airplane"
- "Best method yet found"
- "Conduct电流"
  - "Management results - not enough"
  - Management requires results
  - and understanding
  - Transmit torque

.
<table>
<thead>
<tr>
<th>Item</th>
<th>Qty</th>
<th>Diff</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flop indicator</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Underwriters</td>
<td></td>
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<tr>
<td>Transformer</td>
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<tr>
<td>Plastic socket</td>
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<tr>
<td>Filter Circuit</td>
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<tr>
<td>Tie - clip - button - nail</td>
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<tr>
<td>Flashlight</td>
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<td>Electronic made</td>
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<td>Water hydrant</td>
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<td>Hydrant gasket</td>
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<tr>
<td>Blankets on bed</td>
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<td>Disposal Stud</td>
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<td>Dust cover</td>
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<td>Non organic in enclosure</td>
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<td>Still - Turbine</td>
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<td>Cement -</td>
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<td>Disposal</td>
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<td>Welded segment</td>
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<td>TV filter coil</td>
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<td>Reingrave or rcc part</td>
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<td>Nylon blanket 1st side</td>
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<td>Ice tude</td>
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<td>Power socket - motor</td>
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</tbody>
</table>
Causes Re-thinking from basic principles

Causes work that is required to be done where it must be done to show what is needed? Where it is needed?
Who need do it?
How much be need of? when he has it done?

Causes marketing to more precisely determine: "What does the customer want in 'use' function, 'esthetic' function?" 
"What will be pay for it?"

Causes Engineering to provide design which will meet both the required function (performance) specs., economic (cost) specs.

Causes Info. to plan and equip to reliably manufacture the quality specified and quantity specified at the cost required.

Causes Purchasing to buy the materials knowing the prices they must not exceed in the materials and services they buy, and assists them to accomplish it.