

# Examples

And  
meeting Pres Bull

Kirksite	x	2	11-1
electro paper		2	
timer stud	x	1	1-2
double nut		1	1-1
transformer glass breaker		3	5-1
Pipe plug			
Cold control cover		5	9-1 & 10-1
Spring fastener			
spring s			
siphon			
contacts			
bracket			
Tube			
Container			
Implementing Cold control tube		1	11-1
5000 screws		1	12-1
28 & on timer motors		1	12-1
Telechron pin		2	5-1
Aluminium or brass shim		1	
V-BOLTS		1	
Tubing 4 &		1	7-1
Cast calrod		2	
Brass die casting			
Motor shield		4	6-3
Jay bolt		1	1-1
spot focuser		3	6-3
spacer 1.27		1	
Handles 8.		1	
Insulator support 18-14			
Its patented			
dryer support		2	
gear transmitter knob		3	

# Stories and Examples

Wood  
by  
Mason  
PRES

LA  
Cement  
Riv. Cement

"we always 'under design' - no matter how many engineers we assign to it!"

Decisions 3 shades of Gray

✓ Quick rejection techniques

Cry all the way to the bank

✓ "Take nothing for granted

"wisence to steal"

"I cant get costs needed

efficiently without the Value Techniques - use them"

Rules - "diviate 10% to make good earnings"

"perhaps some men cannot evaluate, perhaps some cannot create -- like musicians"

✓ "Obsolete our own eq. 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 30,000 to correct error ✓  
(saved 400,000 in cost)

~~People are Psychological~~ - not logical

Cannot communicate to emotions by logic

✓ Law of the Next step

Kirkcrite

x

✓

# STORIES AND EXAMPLES

used  
big theory  
pics

LA  
Cement

✓ "copy Artists" vs Rediscovering wheel	-	-		✓
Radio Dept	-			✓
T paper				
Ignore - oppose - accept			✓	✓
✓ search orientation --				✓
Not Knowledge Orientation	1	-	-	
Water Closet				
Los Vegas				
Piano				
all of the keys needed				
Sheet music			✓	
Dont try to use only part of the system - "dont try to fly 1/2 of an airplane"			✓	
"Best method yet found"				✓
✓ "Conduct current"	X	2	-	
<del>Management</del> Results - not enough			✓	
management requires results and understanding.				✓
transmit torque	X			✓

Saturated in Function  
See Much - 0

# Examples

Flop induction  
Underwriters

Pres

Diff

Transformer  
Plastic socket

Filter Circuit

Tie-clip-button-nail

Flashlight

Electronic mule

Water hydrant

Hydrant gasket

blankets on bed

disposal stud

dust cover

yeast in bakery

Non organic in enclosure

water wheel shot

Regulator

Diesel Regulator

Shell - Turbine

cement -

heavy stampings factory wants to make

~~disposal stud~~

disposal

weld segment

connections mercury Arc Tube

TV FILTER COIL

Speaker pole piece

Refrigerator control cover -

furnace calorimeter

undercut screw

adjusting screw

nylon blanket cut out -13

gas tanks

condenser back

Refrig magnet Reagen

Ins stud

cast on hub - end 25

plastic socket - monorot

3 14-1

1

2

1

1

1

1-1

2

5

5

4

4

1

3

4

1

4-1 9

1

1-3

3

4-2

2

2-1

3

3-2

2

2-2

2

3-1

1

2-3

1

4-2

1

8-2

1

9-2

1

16-2

3

5-1

2

12-1

case control  
clock pin  
Kirk's it  
Asbestos paper

.00090

Wrong beliefs

Learn more teach expand

Gasket

" Fire Hydrant

Tie clip - button - nail

motor shield

filter circuit

3 bolt

switch block

spot focuser -

W - Estern

1 & check

Request for free mill

spec to grow grass

Cement

Deussen hummingbird per list

5 000 screws

settle cement

tubing 1" long

who is he after?

warm blood

New idea doesn't exist  
till make it -

Evol Just - 10 6 - 200 hours

Rebruy Con C

user wants

handles

Aerometer -

Rebruy shift spring -

expand

street light -

Controy for tools  
100-30-75

Ins 16-6- \$2.00

code developed idea -

Edison 7 yrs -

light out -

blind people -

Hang with rope -

~~complete board~~

~~blue app part agent~~

airplane in system

Piano

courses - not done

golfer -

R+D 90% old  
better Reliability

Evol Just con

90 tons

was it what I understood

Deussen 3 slides  
Blind knowledge - Certainty  
75% human -  
Function based -  
Just it part of  
enymes set?

Causes RE-THINKING ~~from the~~ basic principles 3 ✓ ✓ ✓

Causes Works 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 he need do?  
 when he has it done? 3 ✓ ✓ ✓

Causes marketing to more precisely determine "what does the customer want in 'USE' function 'Esthetic' function?" 2  
 "what will he pay for it?" 4 ✓ ✓ ✓

Causes Engineering to provide design which will meet both the required function\* (performance) specs, economic (cost) specs. 3 ✓ ✓ ✓

Causes Mfg to plan and equip to reliably manufacture the quality specified and quantity specified at the cost required 3 ✓ ✓ ✓

Causes Purchasing to buy the materials know the prices they must not exceed in the materials and services they buy, and assists them 3 ✓ ✓ ✓  
 to accomplish it.