

SUBJECT

COPIES:

Notes for Talk to Telechron Manufacturing Conference
About 100 men at Happy Acres, Connecticut, September 1952

\$500000 more not profit of ~~company~~ by 1960

We told them in about five minutes what Value Analysis was for the benefit of the new men, then moved into some advanced thinking which has to do largely with the danger that, in our established successful departments, our men who have been on the job for a decade or two, will not be courageous enough to search out new enough ideas and materials to permanently assure their competitive position. Some of the points made and the illustrations used were:

1. Can we keep new enough to do our job?
The fluorescent ballast transformer example
The non-colored wire example
(Ft. Wayne Transformer)
2. Can we keep courageous enough to do our job?
Refrigerator shelf story
Worm sleeve--gear specialties illustrations
3. Can we keep "un-proud" enough to remain the leaders?
Only one-tenth of the know-how in the company
Disposall story
4. Can we know that the present is not our victory--it is our starting point.
The present is always the starting point.
The refrigerator design story
The disposall condenser.
5. Do we let the commonly heard fairy tales lull us into inaction?
Drier opening extrusion.
6. Is there danger that we, with experience, will know too much so that, in our competitors, the vigor of youth will defeat us?
7. Every man in our organization must be a business man.
9000 cartons for Canada Dry Dispenser.
"What percentage of the time does each man do things exactly as he believes they should be done?"
(Give example of foreman's group)

LDM:AEM

September 23, 1952