

Hard to believe

Habits

Think a few examples

Cowdrey

Elec. Range

Socket

Cold Controls - Cover

Light Bulb - Phillips

Parts

Motor

Transformer

Habits control whole fields of technical thought

Phila.)

Porc. -Iron)

Rectifier

)

Refrig.)

Butter Conditioner

Non-organ.)

Acme Steel

OUR HABITS TAKE US WHERE WE ARE... Utica VA Seminar... 5/57

Why - everything yield 25-50% of its cost.

Habits

Range

Refrigerator

Copy & Refine

Concrete wall

Carrier

Socket

Grass

Traffic (not used)

Purchased quantities

Do it like an Indian



WE GO WHERE OUR HABITS TAKE US

Hard to change - so we don't

40 years wheel from 48" to 16"

We can move a little - but not much

We can refine
kitchen range
1999 automobile

We're "copiers" and "refiners"

Refrigerator
Whistle
Button-rope - 4" pull - 5" pull

Concrete wall

Carrier

Products

Socket
Glass breaker 20-6

We design or plan for a certain machine

Always use certain mat'ls
Always use certain ideas

Do it like an Indian

Habits take us Rte. ---

Attitudes keep us

10/5/56

WE GO WHERE OUR HABITS TAKE US...Nav. Ord. VA Seminar...8/55

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40 years wheel from 48" to 16"

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1999 automobile

We're "copiers" and "refiners"

Kitchen range

Concrete wall

Carrier

Products...Socket, Spacer-screw..8¢-.8¢, Coil Assy..1/2, 1/2, 1/2,

Glass breaker..20-6, Joy stick..123-12, Tube protector..6-1

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