

LAMP PLANT.....MONTEHEEY, MEXICO.....June 6, 1962  
(General Manager C. E. Buchwald and about ten of his top people)  
L. D. Miles

Ten years  
More for money.  
Product - services - expenditure  
Illustrate product ... many examples  
Value - Appropriate performance/Appropriate cost

**Function**

Classes of Function

Work - Sell

Examples  
TV Switch  
Cry all way to bank

No extremes

Asbestos  
Montgomery Ward  
Knowledge - Esteem  
Motivation - Creativity - Knowledge

**Eval. Functions**

Six Reasons

Fix it  
1¢ check  
Rules  
Design for cost  
Take nothing for granted

Up-date thinking

Purchasing - Buy function

Nuts  
Springs on magnet keeper  
Cement hardner  
250 gal. gas tanks  
Pipe plug  
Transformer Safety

Show vendors function

"License to steal"

Specifications

Purch. Questioning

M/