

ATOMICS INTERNATIONAL, ETC.

February 4, 1960

Los Angeles, Calif.

2 hours

100% reception

LD Miles

. . . . .

Jiggs Barry, Bill Sredenschek

50 buyers

50 executives, engineers, manufacturing specialists, expeditors, etc.

Nagley

Unique - Sreddy started - with VP Eng.

Research - identify unnecessary cost sooner

Sword and trowel

Quality

\$ not quantities

Examples small high v. because---

Cold control

Clip - cover

Work better, sell better

Value

Clock - imagination

Cost/value

Function/value

Value lc rel. acc. function

Work - sell

Use - esteem

Tie - clip button nail

Identify function

Evaluate it

Double nut

200 gal. tank

8¢ stud

Creative important

Blast - Create - refine

Nut 32 - 4 - 8

Stud 8 - .1 - .8

So feel comfortable

Always much unnecessary cost

6 reasons

Lack information

Lack idea

Temporary Circumstances

Honest wrong belief

Habits

Attitudes

Blanket stud

Refrig. Cond.

Filter

Weld segment

Concrete 50,000 - 5000

Sreddy - Kirksite

Q & A - 30 min.

Edison

Ohio

M/