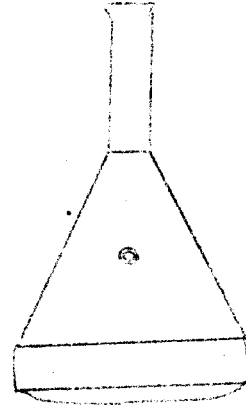


10-20

TELEVISION BULB

	<u>1949</u>	<u>Cost</u>	
	<u>Requirements</u>	<u>Each</u>	<u>1949 Cost</u>
10"	300,000	8.50	\$2,500,000
12"	300,000	14.00	<u>4,200,000</u>
	1949 Cost		\$6,700,000



**Bogy** for 1949 -- reduction of \$2,000,000

**Bogy** for 1950 -- Reduction of \$4,000,000  
(for equivalent quantities)

How:

- By expert buying.
- By assembling tube to cone to face in our factory if necessary.
- By encouraging change to lead free glass.
- By encouraging design to facilitate assembly.
- By buying tube parts - cone - face - neck - of other suppliers if necessary.
- By performing some tube manufacturing operations before sealing glass members together.