

Indus-

Good will
Is a Business

4-12-23

7 West 47

McCall's
School

Good will - As a Business
Asset -

Impoverished

In long run tip the scale

Santh - The War.

His own philosophy - efficiency -
mechanical ef. - as all power
at stake.

Manal ~~the~~ Force, ^{came out} translated
into Business produce good-
will - Recognized in Busi-
ness as asset -

Publicity - Only asset.
A public who like them in
a magazine - buy purely
in that - in them by

Appeal to their minds
Hearts - Circulation 2
A trusting fellow public's
good - full

What is it made of

Confidence

Pierrepoint Morgan.

Basis of credit:

Confidence based on

understanding

Lincoln - strong on credit.

See -

Know it in form of

acquaintance 3. Acquaintance
CO

What has this to do with
Industry. excepting.

The primary thing all of it to
run it - Milling & Conveying
Moral force =

What do we want the industry
of men of Labor.

1. Labor Turn over
2. Interest. Economy
3. Standing of in business.

My door can strike with prob-
ability - ~~not~~ I am - but
after quality - refuse to yield
to a problem -

Not because of money - because
condition philosophy. Smelly
beside economic appeal of
if you are to be sure of it
in the year - Good will

(7.)

Have not stud - appeal in
mechanical - influence
organization - Have not -
inimical association which produces
Confidence out of which
C.W. is born.

I keep my men - Present organiza-
tion violates man's natural
desire to feel himself a part-
beter in -

an bit of sound industrial man-
agement is the degree to which
it arouses the feeling they need
me - can't get along without
me.

Present - Ind. Or. aims at
creating impression that -
they are not needed - can

(37)

rarely replaced.

unintelligible-because unlike

A law of human nature

if we electrically ~~and~~

with little regard to the

nature as we do men

nowday alive

Get at individual's make

soon feel his needed.

Old man at Ford's

Interest - An organization

calculated to deaden interest

~~knowing~~ / Don't know the

why of the thing you do -

Man in W. Dakota

Sliver's - Hobby of mine -

Cure - ~~unintelligible~~

X

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Candy tray at Atlanta

III. Degree to which you can count
on men to keep peace & slant by
in times of unrest in accord with
their good will.

ii) ~~lack~~ Indifference - studied or
unstudied to men's presence
at least of much ill - will - I
must. Made so that we
have to be heedful - not content.

A draft & a strike strike - Shug

Here you pull out basis of your
confidence - no association - point
of the contact - to need understanding
necessary to confidence.

As a contrast - takes handling
of strike 3 yrs ago - in steel people
of Harwin Company.

8.

Unemployment

Contrast - Experience of
Chemical Plant
Hawes in Uruguay

No one of these human
needs met by
organization ~~and~~
No cold reaction & sacrifice
individual.

Good will based on confidence
confidence born of
acquaintance with
center of attention.

(2)

~~One~~ must be genuine thing
can't be put over.

Run of up to human
feels to trade other.
Labor knows. You can
feel it a white - bright.
a white - but it looks
a nose for fakes -
surprised up both sides
Genuine faith in good will
for its own sake.

Can't cultivate - purely or
an asset -
Because it is a part of
Things -

10

Criticised because poverty
that it does pay -

Simply poverty out-
staid - only these operations
while cupidus must
from all ~~the~~ ^{the} ~~entire~~
successful - that it is
part an element in
all human relation &
duty - I give it - & you
have a risk downed
to find the all.

Can you some time
without ~~not~~ a sum -
sufficient die -

11
must be caught for the
Ladies -

"Honesty is best policy."
Pursue that - not per-
son of honesty but from
fear & you get caught.
Are not trusted friends.
You wouldn't fool
the Michigan Corp or a
man whose they respect
for personal honesty.
Man his belief that it
paid.

There must be more
than the value of
the asset of

12

Gord - will.

Must be good will
in the value -

Nelson at Lachar.

"Motiv better business
not more equal division
future."