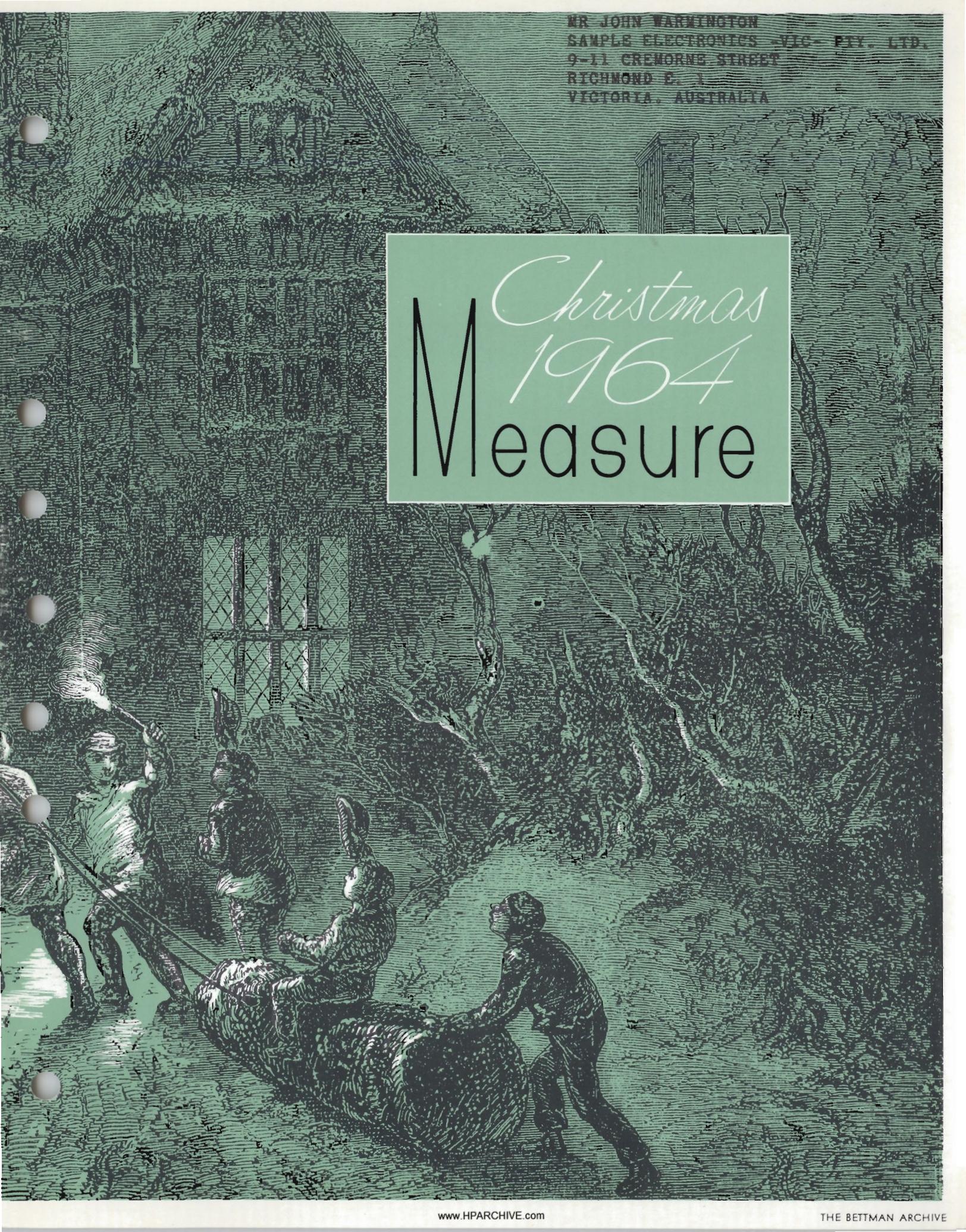


MR JOHN WARRINGTON
SAMPLE ELECTRONICS -VIC- PTY. LTD.
9-11 CREMORNE STREET
RICHMOND E. 1
VICTORIA, AUSTRALIA

Christmas
1964
Measure





AS WE COME TO THE CHRISTMAS SEASON and look back on the events of 1964, we realize that this has been a very important and gratifying year for our company. Although the test instrumentation market was more competitive than it has ever been, we were able to produce and deliver 125 million dollars worth of instruments in 1964. This is the highest volume in the history of our company, and is nearly twice our volume of five years ago.

Perhaps even more important than our gains in sales and earnings were the steps taken during the past twelve months to expand our technology and our markets. By entering new and promising fields of instrumentation we expect to broaden and diversify our product line and continue our efforts to make significant contributions to scientific and industrial progress.

With this diversification and the growing complexity of our worldwide operations, we have been faced with a number of new problems and challenges. It is to the credit of each of you that you are meeting these challenges with initiative, enthusiasm, and an excellent spirit of cooperation.

The outstanding job you have done during 1964 has been aided by the improvements we have made in our facilities, by better tools and equipment, and by better methods and procedures. But in the final analysis, a job well done depends more on the skill and the attitude of the person doing it than on anything else. Your individual performances during this past year have contributed immensely to our company's growth and progress. We appreciate your efforts and we offer our congratulations and our thanks. Our best wishes to you and your families for a Happy Holiday Season.

Dave and Bill

*a season of good cheer
and house warmings*

Expansion forges forward as new plants open

THE YEAR IS CLOSING on a note of optimism and confidence for Hewlett-Packard. As unmistakable evidence of the company's faith in the future, new plant buildings have recently been dedicated in Tokyo, Berkeley Heights, Colorado Springs, and Pasadena.

Nearly a thousand people—employees, local citizens, and dignitaries—gathered October 31 and November 1 at Hachioji, Japan, to celebrate completion of the new Yokogawa-Hewlett-Packard manufacturing facility. And celebrate they did, even to the point of blanket-tossing some of the top executives present.

The Y-HP facility, boasting an acre-and-a-half of floor space, is producing a variety of measuring instruments for the Asian market. More than 250 people are employed at the plant.

Careful planning was credited with keeping traffic congestion to a minimum during open house tours of the new Harrison Laboratories facility at Berkeley Heights, N.J., October 24. Nearly 1,000 people, including employees, their families, and friends from the area, visited the plant during the afternoon. By any standard, it was a success. Guests consumed 45 gallons of punch and 55 pounds of cookies. Furthermore, they were presented with 800 ballpoint pens, and the children walked off with 200 lollypops and 500 gas-filled balloons.

The new 45,000-square-foot Harrison plant has two levels and is located on a nine-acre tract.

HP's largest single plant addition of the year is located at 1900 Garden of the Gods Road in Colorado Springs, Colo. Serving as new headquarters for the Colorado Springs Division, the beautiful 137,000-square-foot structure nestles at the foot of imposing Pikes Peak.

Christening ceremonies were conducted on October 24 by Governor John A. Love, Colorado Springs Mayor Harry W. Hoth, and a group of HP executives. Later in the day, an estimated 1,000 visitors toured the oscilloscope manufacturing facility.

In Pasadena, Calif., the Moseley Division recently completed a two-story addition to the chart recorder manufacturing facilities. The structure adjoins the plant and provides 30,000 square feet for engineering, sales, a model shop, production management, purchasing, accounting, and other administrative operations.

On November 24, HP GmbH dedicated a new building addition to its Boeblingen, West Germany, facility. The new two-story structure more than doubles the plant size.

(Continued on page 4)

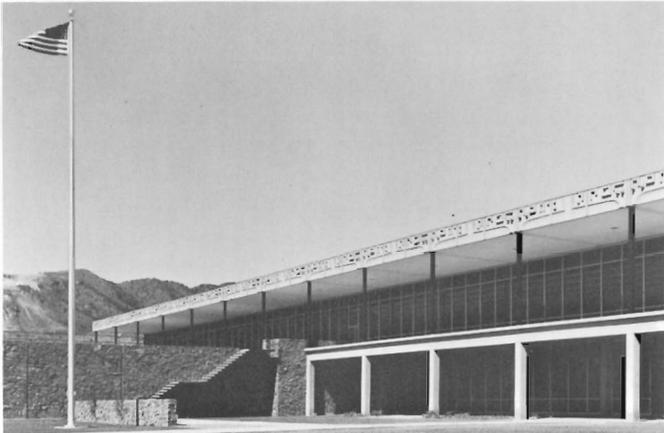
The Harrison Laboratories open house at Berkeley Heights was an unqualified success with almost 1000 visitors in attendance. Here Division Manager Bill Harrison chats with group including Mrs. David Dally and Mayor Dally (second and third from right).



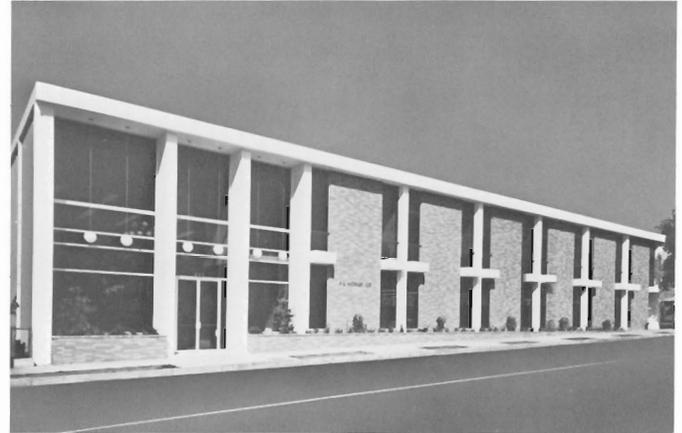
(Continued from page 3)



With scissors of a size befitting the occasion, Colorado Governor Love cuts a traditional ribbon to officially open the doors of the new Colorado Springs oscilloscope plant. Smiling bystanders are, from left, L. A. Fulgham, division personnel manager; Dave Packard; Rev. Arthur J. Pierpoint, vicar of the Chapel of the Holy Spirit; and Bill Hewlett.



Colorado Springs plant is contemporary in design, makes striking use of native stone. Employment will reach 450 early in 1965.



Moseley Division's beautiful addition provides much-needed room for a model shop, engineering, sales, administrative, and management people.

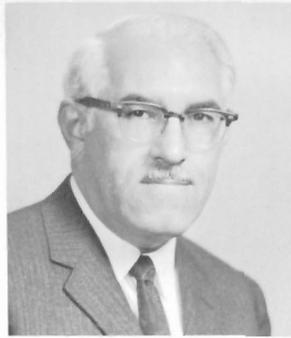
Harrison Laboratories' new plant is air-conditioned throughout. The building can be expanded to twice present area of 45,000 square feet.

Yokogawa-Hewlett-Packard plant, making extensive use of glass walls, is light and airy inside. Building is located 30 miles from Tokyo.





Arthur Fong



Arthur Miller

"This position carries with it not only a recognition of contribution . . . but also a charter that will permit even greater contributions to be forthcoming."

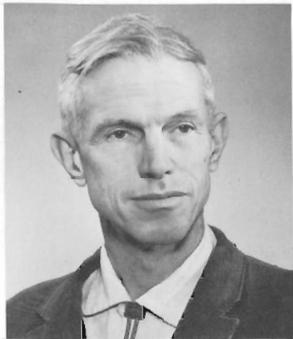
Thus, three outstanding Hewlett-Packard employees learned that they had been appointed to newly created positions—positions of honor, prestige, and responsibility. Arthur "Doc" Miller, Brunton Bauer, and Arthur Fong were named Senior Staff Engineers by a resolution of the Board of Directors on September 18.

The positions of Senior Staff Engineer and Senior Staff Scientist, as announced by President Bill Hewlett, have been established to give "clear and unequivocal recognition to

First senior engineers honored

those who have chosen to stay in the technical field rather than the management field."

Arthur Miller joined the Sanborn Division nearly 29 years ago and has served as Director of Research during much of that period. During his distinguished career, he has been responsible for many significant developments in medical and industrial instrumentation. Brunton Bauer joined HP in 1941, just two years after the parent corporation was founded. He has been Chief Development Engineer in Palo Alto and is a recognized authority in the audio video field. Arthur Fong has served most of his 18 years with Hewlett-Packard as a development engineer and section leader. He has made many important contributions in the microwave and audio video fields.



Brunton Bauer

Tools for freedom

ONE HUNDRED AND FOUR American manufacturers, including Hewlett-Packard, have just donated over a half-million dollars worth of tools and equipment to help train people from many developing nations in advanced industrial techniques.

The donations were to the International Center for

Advanced Technical and Vocational Training, a United Nations-sponsored facility in Turin, Italy. Over 2,000 persons from 86 countries in Latin America, Africa, and Asia will train annually at the 22-building center. Once they are graduated, the trainees will return to their native lands to serve as instructors.



A new era in air freight was ushered in last month with the signing of the nation's first blocked-space contract between a shipper and an airline. Frank Cavier (left), vice president, signed the agreement for Hewlett-Packard, and Peter Albert represented the Flying Tiger Line. HP has contracted to ship 15,000 pounds of instrumentation weekly from the West to the East coast.

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Joyeux Noël

Frohe Weihnachten

Feliz Navidad

Buon Natale

Glaedileg jól

It takes many languages to say Merry Christmas to Hewlett-Packard employees and associates in 42 countries throughout the Free World.

But in any language the words carry the same feelings of warm friendship and good will. The cards pictured on these pages are "sent"

to MEASURE readers this year by employees in Solna, Sweden . . .

Palo Alto, California . . . Boeblingen, West Germany . . . Hachioji, Japan . . .

and Geneva, Switzerland. To all of them and to all of you, *Mele Kalikimaka!*



The Albert Magdelyns send "Best wishes" from Grand-Lancy, Switzerland. Albert is a new employee with HPSA in Geneva, where he is a member of the advertising and sales promotion department. Their son, Raymond, is seven years old.



Meilleurs Voeux

Albert *Raymond*



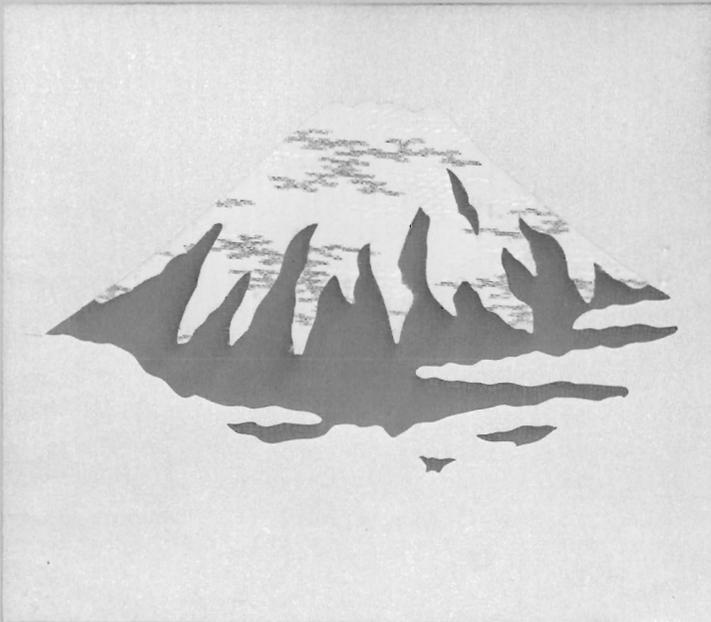
*God Jul och Gott Nytt År
önskar Margareta Jan-Erik
Jan*

Jan-Erik Lissnills, his wife Margareta, and two-year-old son Jan say "Merry Christmas and a Happy New Year" in their native Swedish tongue. The scene on the card depicts Lapps in Northern Sweden catching reindeer. Jan-Erik is a sales engineer at HP Instrument AB in Solna.

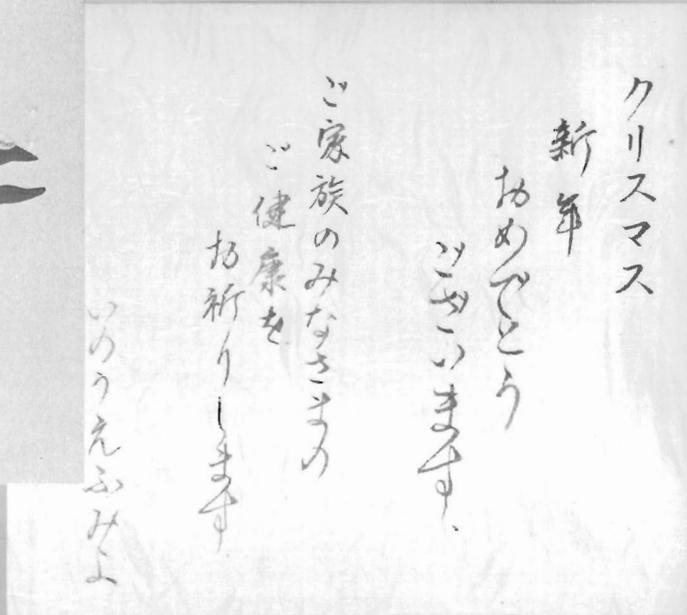


To wish you joy for Christmas and

Ed, James, Cynthia



"A Merry Christmas and a Happy New Year. I pray for the good health of you and yours," is the English translation of the card sent by 18-year-old Fumiyo Inouye. The illustration shows Mt. Fuji. Miss Inouye works in the Yokogawa-Hewlett-Packard administrative department at Hachioji, Japan.



It is a tradition with the Theo Tischers of Boeblingen, West Germany, to send cards to friends they cannot visit during the holidays. The Tischers, who say "Best wishes for Christmas and the New Year," have three children. Theo is supervisor for the test department and maintenance group at GmbH.

Mit den besten Wünschen
zum Weihnachtsfest und neuen Jahr

Theo und Familie
Dezember 1964



and the New Year

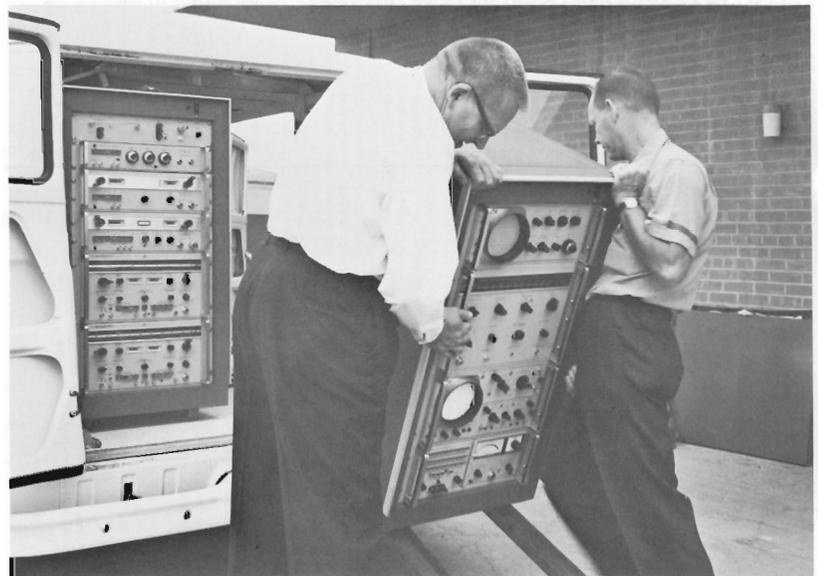
June Kelly, her husband, Edward, and their two daughters spent several pleasant evenings addressing envelopes and signing the 80 cards the family sent out. June, who joined HP in 1959, is a specifications clerk in the Microwave Division at Palo Alto.



In solemn ceremony, Earl Lipscomb presents Lyle Jevons with keys to the Happy Wagon.

A happy wagon for smooth demonstrations

Lyle Jevons and John Smylie of the Southwest Sales Division show how spectrum analyzer demonstrator unit can be moved into a customer's plant.



AT FIRST, the whole operation seemed a little like moving the mountain to Mohammed, but Lyle Jevons was convinced it would be worth the effort. As things turned out, he was right.

Jevons, who has been called the Microwave Division's wandering minstrel, was much impressed with the potential applications of HP's big new microwave spectrum analyzer when it was introduced recently. After many demonstrations to potential customers, he found that it was far more impressive to show it at the user's site under operational conditions. More often than not, however, these locations were a remote missile range, a radar site, or perhaps an air base where conditions were less than ideal for a smooth demonstration.

So Jevons felt that a mobile laboratory would do the trick,

especially one like the Ford van which happened to be available at the time in the Southwest Sales Division. This vehicle had been affectionately dubbed "The Happy Wagon," because of its remarkable riding qualities on rough roads. Once a journey was complete, the driver invariably experienced a great feeling of happiness.

Anyway, Jevons did a good job of selling his idea to SW Division Manager Earl Lipscomb, and he got his van on loan. After it was equipped with the spectrum analyzer and a number of other supporting instruments, the rig was ready for action.

At last report, Jevons stated that practically every customer he had visited had initiated a purchase requisition for one or more spectrum analyzers even before he and the Happy Wagon were speeding down the pike to the next stop.



Toshio Muraoka stands in front of Javelin rocket carrying the sounding instrument he designed.

Y-HP scientist at NASA rocket launch

ON OCTOBER 19, as a four-stage solid fuel Javelin rocket rose above the Wallops Island launching range in Virginia, Toshio Muraoka watched with particular interest. Installed in the rocket was a sounding instrument he had designed to measure electron density, electron temperature, and distribution of electron energy in the ionosphere during the rocket's flight of 600 miles above the earth.

Toshio was participating in the third Japanese-American cooperative rocket experiment and had come to the launch site at the invitation of NASA. It was his third invitation to these experiments and perhaps his most satisfying, because his instrument played a major role in accumulating scientific data from the highly successful flight.

Back at the Yokogawa-Hewlett-Packard plant near Tokyo, Toshio serves as a research and development manager.

Sales divisions hold open houses

THE HORMAN SALES DIVISION for seven years running has held an open house exhibit as its major sales promotion event and, as is often the case with good ideas, each year it gets bigger and better.

The most recent exhibit took place October 1 and 2 at the Rockville, Maryland, office, where many instruments featured at this year's WESCON show were on display. The attendance was exceptionally good with 157 companies being represented by a total of 1,131 visitors. All domestic manufacturing divisions sent personnel to

assist in the demonstrations and seminars.

Early in November, the Lahana sales division in Denver held its eighth annual open house (the second in its new building). Six symposiums were held during the two-day event to introduce new HP instrumentation. The symposiums were conducted by engineering personnel from Palo Alto, Loveland, and Colorado Springs.

Although attendance was down slightly from the highly successful "new facility" open house in 1963, the Lahana people were extremely pleased with the turnout of top customer representatives.

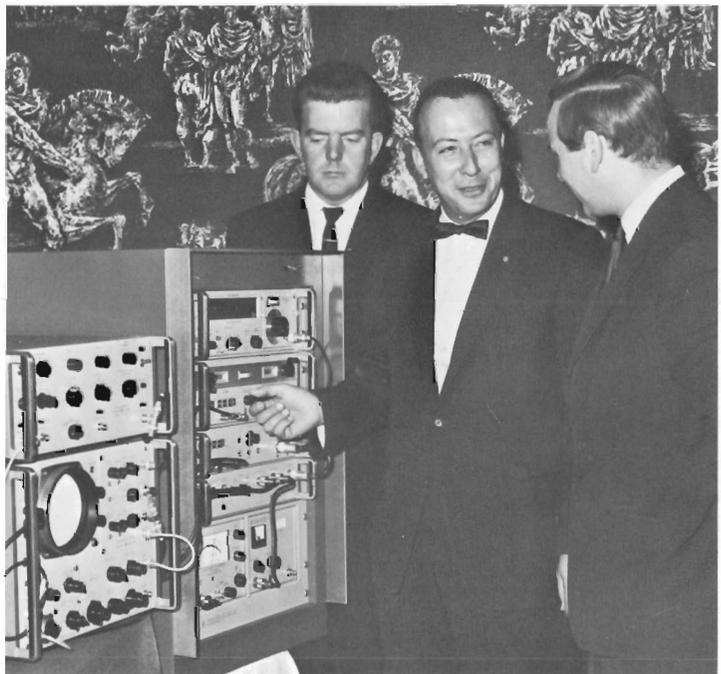
Boonton Sales Manager Harry Lang (center) has pre-seminar discussion with Ray Griggs (left) and Leon Hughes, both of HP Ltd.

Old World premiere for 8925A

BOONTON'S NEW 8925A DME/ATC test set made an auspicious debut in England recently as a result of some nimble detail handling and planning by HP Ltd. sales and engineering personnel. They arranged a seminar program and personally invited some 40 leading engineers throughout the United Kingdom to attend. A large portion of the group represented commercial airlines and the British War Ministry.

Harry Lang, Boonton sales manager, conducted the demonstrations and was featured in the seminar. The visitors were so impressed with the equipment that several sets were sold on the spot.

The system—combining instruments from the Boonton, Microwave, and Frequency & Time divisions—is used to calibrate the advanced new air traffic control (ATC) and distance measuring equipment (DME) required in high-speed jet aircraft operations.



around



the circuit

By W. NOEL ELDRÉD, *Vice President, Marketing*

In this month's "Around the Circuit," guest columnist Noel Eldred discusses some far-reaching plans for the company's marketing operation.

A SHORT TIME AGO, *The Wall Street Journal* addressed its major feature article—some 8,000 words—to the subject of Hewlett-Packard marketing. The company can't help from being flattered by such attention from the nation's leading daily business publication. But what pleases us most is the fact that the *Journal* pointed out to its million-and-a-half readers our basic marketing goal: to aggressively search out and serve the needs of customers with all the resources at our command.

This philosophy has always guided us and is, in fact, the objective underlying current plans for strengthening and expanding marketing operations.

These plans received several days of discussion during the National Marketing Management meeting in November. One of the biggest programs we are working on at the moment is to organize our medical, chemical, and electronics marketing groups into a smooth-running, multi-purpose team. Our growth and acquisitions of recent years commit us heavily to these fields.

The meeting was of special significance because it represented the first time marketing management from all divisions, including Sanborn and Mechrolab, were brought together to chart a common course. Ways were worked out to forge a more unified sales organization to serve our increasingly diversified markets.

Moves in this direction have already been made in seven of our eleven domestic sales divisions where Sanborn medical products are now being sold directly from HP offices. Sanborn sales people have joined with HP electronic sales people to form a stronger electro-medical team in New England, Upstate New York, Virginia, Florida, California and all the Western states. Other Sanborn sales areas will team up in the future. In Southern and Southwest states, the HP sales organization has added new people to form medical sales groups where we previously dealt through dealerships.

The Mechrolab sales organization, with salesmen in New Jersey, Washington, D.C., Pittsburgh, Chicago, and Houston, will form the nucleus of the chemical sales and instrumentation group. As in the case of Sanborn medical field personnel, they will join with the HP sales organization, a move to take place early in 1965. The chemical sales group will initially handle all Mechrolab instruments and the new Dymec electronic thermometer, with more products to come in the future.

Another vital subject discussed by the marketing managers involves current reduced defense expenditures by the government and the effect this is having on electronic equipment sales. As Dave Packard has mentioned in a previous issue of MEASURE, these cutbacks have been felt by several electronics firms. However, HP sales and profits have continued to improve, largely because of intensified sales effort, greater efficiency, product diversification, and the company's continued success in developing new lines which permit entry into new markets.

There is no question that curtailed military procurement presents a problem and will heighten competition. However, that problem can and will be solved by a greater penetration of commercial markets we now serve, and expansion into new markets.

The medical and chemical markets are examples of new areas we are committed to enter and the potential is tremendous. Various exciting R&D projects, under commercial security wraps, promise countless other opportunities in diverse areas. Acquisitions continue to play an important role in the company's growth. For instance, Delcon, as HP's newest member, puts us in the business of producing and selling ultrasonic devices for leak detection which will find wide application in industry.

Serving all of these markets—and many others that fit our general objectives—is the challenge we are meeting with a strong, versatile, and dedicated sales organization.

Marketing managers meet

EIGHTY-FIVE key marketing people from all divisions and Palo Alto headquarters met at the Stanford plant during the week of November 16 for a variety of discussions of importance to HP's future sales program.

Chairman of the meeting was Marketing Vice President Noel Eldred, with Bill Terry, corporate sales manager, serving to develop and coordinate the agenda. Discussions on medical instrumentation took place on the first two days. The marketing advisory council, a senior policy-making group, met on Wednesday, and the final two days were devoted to a series of talks on electronic products and markets.



people on the move

HP PALO ALTO

Leroy Baisley, procurement and stock, Oscilloscope Division — to inventory control.

Frank Barnett, Advanced R&D, Engineering—to Advanced R&D, Physics.

Alan Bickell, accounting, Microwave Division—to accounting, Customer Service.

John Borgsteadt, documentation, Marketing department—to Customer Service.

June Bowen, Microwave printing services—to finance forms reproduction.

Peter Brink, programming—to Microwave Division production control.

James Green, Advanced R&D—to environmental test.

Ken Johnson, Customer Service—to manager, parts department, Western Service Center.

DYMEC

Skip Bizjack, supervisor, addressograph, printing services; *Wally Brann*, cost data analyst, printing services; and *Irene Tonnesen*, scheduler, printing services—to Dymec printing services.

From Oscilloscope Division to Dymec manufacturing: *James Cole*, assembly leader; *Domenick de Simone*, engineer, CRT lab; *Andy Elias*, in-plant engineer; *Curt Kohanek* and *Tom Snodgrass*, schedulers; *Dick Heintzelman*, *Bill Miller*, and *Bob Perricone*, line supervisors; *Ed Truitt*, CRT manager.

FREQUENCY & TIME

Jon Tompkins, corporate marketing—to marketing, F&T Division.

LOVELAND

Forrest Rutledge, marketing, F&T Division—to marketing, Loveland.

Al Sperry, quotations supervisor, contract sales—to marketing, Loveland.

MICROWAVE

Bob Mostyn, supervisor order processing, Marketing department—to Microwave Division.

Stella Oliver, Western Service Center—to in-plant production engineering, Microwave Division.

SANBORN

Frank Fairchild, manager of inventory control and purchasing—to manager of materials and scheduling.

Charles McNamee, manager of materials and scheduling—to manager of assembly, wiring and test.

Richard Mann, buyer analyst—to manager of inventory control and purchasing.

Ed Morgan, manager of process engineering, HP Palo Alto—to manager of manufacturing engineering, Sanborn.

Anthony Sciascia, supervisor of special products—to supervisor of printed circuit assembly.

Janett Urquhart, wiring assembly—to administrative assistant for women.

Cosmo Velardocchia, foreman of Section 4—to production section head.

NEELY

Joe Gattuso, staff engineer, Neely, North Hollywood—to field engineer, Bellevue, Washington, office.

From Sanborn Medical Group in Glendale and Fresno to Neely, North Hollywood: *Harry Euwer*, *Leonard Lindauer*, *Norm Bergman*, *Mel Casey*, *Dave Barber*, *Ruth Tibbetts*, *Ed Tanimoto*, and *Juan Espinal*.

From Sanborn Medical Group in Phoenix to Neely, Scottsdale: *Mike Bonney*.



Smith retires

Harry Smith, traffic manager for the Sanborn Division, retired on October 30 after serving the company for more than 45 years. He had the longest record of service of any member of any division. Hired in April, 1919, "on a trial basis," he held positions in virtually every phase of the firm's activities—production, testing, sales, traffic, personnel, and even plant security during the war.

Measure

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"I often say that when you can measure what you are speaking about, and express it in numbers, you know something about it; but when you cannot measure it, when you cannot express it in numbers, your knowledge is of a meager and unsatisfactory kind . . ." LORD KELVIN (1824-1907)

