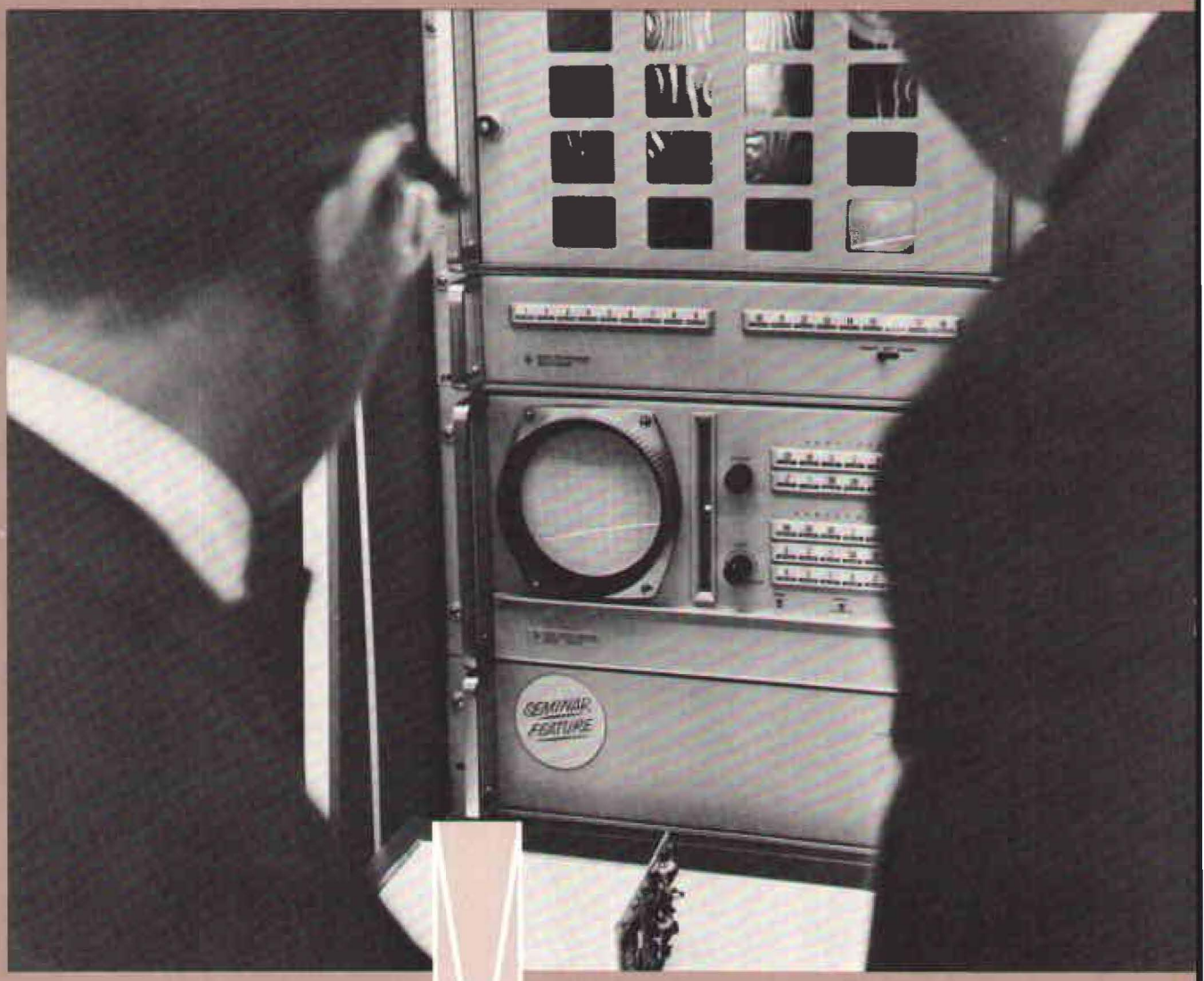
September 1966



Measure

In this issue

HP's Wescon seminars

Sanborn in perspective

HP's daily doubl

Ten HP seminars were repeated each day during 4-day Wescon show. Alex Tykulsky, F&T division, presents 20-minute discussion on "Spectral Noise Measurement System."

HP seminars were first of their kind ever offered at gatherings of the electronics industry. Here Neely's Carolyn Merriam signs in visitors.

At Palo Alto rehearsal, Chuck Donaldson of Colorado Springs reviews presentation with fellow HP engineers. Long hours of work went into each seminar.

LAST MONTH at Hollywood Park, the 15th running of Wescon—Western Electronic Show and Convention—took place as scheduled. With betting windows doubling as information booths, and with some 350 exhibits to see, the race track's 45,000 visitors were indeed spectators to an important industrial stakes race. And this year, HP's entry was unique.

Each day of the four-day show, a series of 10 HP seminars were open to all interested Wescon/66 visitors. Staged in two arenas one floor above the main HP exhibit booth, the seminars were offered as a means of bringing greater depth to the presentation of new products and application data than is possible in a convention exhibit. The seminars, in fact, went far beyond new product facts, and dealt generally with new measurement techniques—how to use the versatile new instruments introduced by HP at the show.

The seminar concept was developed early in 1966. Over the years the company's marketing and sales promotion

e bill at Wescon

"What's new?" attracted thousands of visitors daily to company booths. This year the exhibits were supplemented by in-depth seminars one floor above.

More than 2,200 Wescon visitors signed up for HP product data or sales assistance at company's exhibit. Neely's Maggie Dayton records inquiry.

people had seen the success of HP's product exhibits at Wescon, as well as IEEE in New York, become a habit. It was time to add a new dimension.

In final form, after months of planning, weeks of preparation, and days of rehearsal, the seminars consisted of about 20 minutes each of technical presentation by HP product designers and application engineers followed by 30 minutes of questions, answers, and demonstrations. Tabulation at the conclusion of Wescon indicated that nearly 500 persons had attended one or more of the seminars. More important than numbers, though, was the obviously high motivation of the audiences: they came expressly to look, to learn—and many fully expected to buy at a later date.

P.S.—As hoped, the main HP product display area again attracted a continuing congregation of customers, users, suppliers, and competitors. Approximately 2,200 of these visitors signed up for additional data or sales assistance. As seen from Wescon/66 in Hollywood Park, the company's new products looked like winners all the way.

Jack Jung of Neely has slide rule ready to compute answer for visitor. At Wescon and IEEE shows, HP makes it a practice to exhibit only new products or uses.

Construction started on new Montreal sales office facility

Dave Packard, and Mrs. Packard, visited the site of the new Montreal office building for HP Canada Ltd. during a recent eastern trip.

HP Canada Limited's Montreal employees will get a special Christmas present this year: a new home away from home.

Their new sales headquarters building is scheduled to be completed during December. Construction began in mid-July on the 12,000-square-foot, $270,000 facility.

It will contain Manager Ralph Haywood's office, a business office, separate area for sales engineers and supporting sales staff, service and storage areas, and an employee cafeteria.

The single-story building will have a concrete block shell with a brick and glass exterior, topped by a bronze-colored metal fascia. It will be on a two-acre, landscaped site in the Point Claire Industrial Park in Point Claire, Quebec, near Montreal.

Chadwick, Pope, and Edge, a Montreal architectural firm, designed the building. Pollock-McGibbon Ltd. of Montreal is the general contractor for the project.

The new building will provide space for the next few years' projected growth for HP Canada Ltd., which is now located in crowded quarters in suburban Montreal. But around the turn of the decade, HP Canada's employees can again anticipate the sounds of hammers and saws, heralding the doubling in size of the new facility.

Y-HP employees celebrate new production record

Pretty young wirers converse at the party with Karl Schwartz, manufacturing manager, and Shozo Yokogawa.

President Shozo Yokogawa toasts Y-HP employees at his party honoring them for surpassing their production target.

When Shozo Yokogawa, president of Yokogawa-Hewlett-Packard, Ltd., promised Y-HP employees a party if they reached the 85-million yen production target for June, they quickly met the challenge. The month's production was well over 87,000,000 yen, and on July 29 the employees enjoyed their celebration.

They repeated their accomplishment in July, when the production target, pegged at 90,500,000 yen, was exceeded by nearly 3½ million yen!

HP sales, earnings set record

HP's sales and earnings for the first nine months of the current fiscal year set new records for the company.

For the nine months ending July 31, sales totaled $147,324,000, a 26 percent increase over sales of $117,218,000 recorded during the first nine months of fiscal 1965.

Net earnings of $12,752,000 were up 30 percent over the $9,811,000 earned a year earlier. Earnings equaled $1.04 a share on the 12,276,955 common shares outstanding, versus 79 cents on the 12,176,008 shares outstanding a year ago.

(The 1965 figures have been restated to include the operations of F&M Scientific Corporation, acquired by HP in August, 1965. Consequently, sales and earnings as listed for the first nine months of 1965 are slightly higher than those previously reported.)

Incoming orders during the third quarter totaled $57 million, bringing the order level for the nine-month period to $159 million, up 27 percent from the corresponding period of 1965. All divisions contributed to this higher level, paced by Sanborn Division's medical systems, up 41 percent.

Reporting to shareholders, Chairman Dave Packard said, "While there are some small storm clouds on the economic horizon, we have introduced a number of excellent new products to the market this year which should provide good insurance against any adverse change in the economy in the months ahead."

In Mexico City: HP on display

Hewlett-Packard's pursuit of a greater share of the expanding market for electronic and chemical instrumentation in Mexico hit a high point last month. HP was one of many American firms that exhibited their wares August 1-13 in Mexico City in the U.S. Department of Commerce's industrial equipment exposition.

HP exhibited several electronic and chemical instruments, including a spectrum analyzer, x-band reflectometer system, oscilloscopes, gas chromatograph, and such general purpose test equipment as voltmeters, oscillators, and counters.

Many of these instruments were displayed in operation by Bill Doolittle, international operations vice president; Dick Alberding, manager of Hewlett-Packard Inter-Americas; Vicente Garcia of HPIA; and Ed Slominski, export marketing sales engineer.

Previously, HP has exhibited in other, smaller industrial equipment shows in Mexico, where the company has been marketing through distributors for several years.

Meter case wins award of excellence

An HP meter system case earned one of the four awards for excellence of design presented by Wescon this year. One of three HP-designed instruments among the 18 finalists, the meter case was designed by Palo Altans Allen Inhelder, Don Pahl, Roy Ozaki, John Lark, and Dale Jones.

Delcon ultrasonic detector provides "super ears" for paper mill mechanics

Delcon Division's ultrasonic translator detector is helping prevent costly emergency shutdowns of paper milling machines in Crown Zellerbach's pulp and paper mill at West Linn, Ore.

For more than a year, the Delcon ultrasonic detector has been used by CZ to locate faulty bearings before they can cause an unplanned shutdown of the printing paper mill machines.

The detector precisely measures the ultrasonic sounds generated by bearings and translates these into the sound range normally audible to the human ear. Before translation, the ultrasonic sounds are exactly like the sounds that the human ear can hear later—but much too late for maximum plant efficiency.

Augmenting the CZ mechanics' skill and years of experience in listening for audible symptoms of bearing distress, the detector gives them "super ears" to uncover problems before the damage is done, and much earlier than is possible otherwise.

Standard maintenance procedures at the West Linn mill now call for ultrasonic inspections prior to each machine's scheduled shutdown. Inspections are conducted while the machine is operating full speed under full load. The Delcon detector's contact probe is held firmly at a right angle to each bearing housing, and no permanent connections are needed.

Using a Delcon ultrasonic translator detector, mechanic checks Crown Zellerbach paper mill for faulty bearings.

HP Perspective: Sanborn Division

New Sanborn environmental test lab is "christened" with drop test by division management team. From left: Bob Hungate, finance; Fred Hall, quality assurance; Steve Scyocurka, transducers; Jim Phelps, personnel; Frank Wezniak, marketing; Dean Morton, engineering; Dr. Arthur Miller, research; Bruce Wholey, general manager; Ken King, manufacturing.

John Hart, engineering, uses his head to run check on newly developed ultrasonic A-scan unit. Instrument will make important contribution to medical technology.

The diagnosis is for growth

YOU WOULD THINK that measuring the mood and morale of an organization would be easy. Take HP's Sanborn Division, for instance. First, use the current 800-plus employment figure as your base. Then add in the backlog of orders for the next three months. Now subtract the number of cars backed up at the intersection of Winter Drive and Wyman Street near the Waltham plant. Then multiply by the bottles of ketchup consumed at the Glen Ellen picnic, and divide by last month's volume of loans voted by the Credit Union.

If only it were that simple! In fact, among all HP divisions Sanborn is probably the one that least lends itself to easy analysis.

For example, while literally the oldest segment of HP's organization, Sanborn must also be given a high rating for youthful vigor and growth potential. Never since its founding in 1917 by Prof. Frank B. Sanborn has this Massachusetts medical and industrial instrument manufacturer had so many new programs going. Nor, since its acquisition by HP five years ago, has it had so many reasons for so much confidence in itself and the future of the industries it serves.

Success in the largest engineering recruitment program in Sanborn history is one key reason for confidence. More than 30 highly trained engineers have been brought in recently to help accelerate product development projects. According to Bruce Wholey, general manager: "This is going to increase many times our ability to get new products into production, as well as to undertake developments that in the past we could only talk about."

Meanwhile, layout of the 138,000-square-foot main plant was completely revamped and modernized. This included moving printing, customer services, and warehousing to a new building in the Bear Hill area near the division's transducer manufacturing facility. These steps have resulted in lowered production costs, and nearly a doubling of previous capacity.

In addition, production now is organized along product lines rather than along "job" lines. Each production line has its own clear-cut objectives to work toward—and its own facilities to work with.

Still another cause for confidence lies in the markets which Sanborn serves. These can be defined broadly as the medical field and the industrial field, where extensive use is made of Sanborn's monitoring and recording instruments.

Commenting in the July 1966 issue of *Industry* magazine, a top business analyst wrote that, "From its position a decade ago as an insignificant and neglected part of the electronics industry, the medical instrumentation field has grown to command a great deal of attention. There are compelling reasons to expect a very good rate of growth in the future, probably somewhat higher than the recent 15 percent per year."

Sanborn figures to participate very prominently in that growth. Its existing lines of portable electrocardiographs

Careful attention to wiring attenuator switches for amplifiers is given by Eleanore Dobbins.

Amplifier in 8-channel recording system is wired by Evelyn Bright. Uses are both medical, industrial.

Cathaleen Canteen (left), Mary Chaisson are on transducer production team at Bear Hill plant.

Compact ECG unit (the Viso-Cardiette) receives final quality assurance check by John DelRossi.

Gear shop project is discussed by Dick Beal (left) and supervisor John Black.

Chemical lab's Larry Nielsen ponders circuit, case design for newly introduced coagulograph.

Off-plant computer service is new, important innovation. Ken Patton feeds data via desk-side unit.

Agnes Kelly works with division's in-plant computer which handles payroll, many other chores.

(ECGs), stethoscopes, and oscillographic recorders have solid acceptance in medical work throughout the world. Now, with its many new patient monitoring modules and intensive care units, Sanborn is in the very forefront of the technological revolution which just now is beginning to manifest itself in modern hospitals and clinics.

Although Sanborn Division has gained its reputation principally from its medical activity, it does in fact look to the major manufacturing industries for approximately half of its sales. Moreover, its "penetration" into these industries —its experience and know-how in working, for example, with steel producers—is probably deeper than that of any other HP division. Thus, now that Sanborn sales forces, both medical and industrial, have been integrated with the HP field offices, their experience is regarded as a highly valued asset of the total corporate marketing effort.

The division is helping to pioneer new fields of measurement. It has major responsibility within the corporation for medical instrumentation. In keeping with this general policy, developmental work in the field of medical ultrasonics originally conducted by HP Laboratories in Palo Alto has been transferred to Sanborn engineers.

The first ultrasonic product is to be a medical diagnostic instrument, employing the echo principle of undersea sonar to visualize the structure and dynamics of soft tissue. Describing the ultrasonics program, Dean Morton, manager of engineering, said the division "expects to develop a family of products based on ultrasonic technology."

Other important product research and development projects are under way. As its new eight-channel ink recorder nears completion, Sanborn expects next to create a totally new line of stylus recorders and is aiming at major advances in recording techniques, both optical and stylus.

Now that patient monitoring systems have become the fastest growing product line in the division, major emphasis is being given to the development of a second generation of these units. In the fields of biopotentials and blood chemistry, Sanborn plans soon to introduce a number of new products for clinical and research purposes.

With improved facilities to produce new products to meet the expanding needs of customers in medicine and industry, Sanborn can look forward to a lively growth of its own. Five-year projections indicate a healthy increase in the present employment level and a doubling in sales volume. Taking note of this, General Manager Wholey recently concluded that "our next major problem . . . is how to handle our increased business. Now is the time that we must start planning for expansion of the Sanborn Division here in the Massachusetts area."

Time to plan next year's big 50th anniversary celebration, too. Sanborn's second half century appears to be off to a solid golden start.

Personal file:

Records are made for keeping

TO THE HP PERSONNEL EXECUTIVE, the situation was snarled with an all-too-familiar, unfortunate fact: the deceased employee had failed at the time of marriage to name the survivor as beneficiary. It was a simple, unintentional oversight—but it resulted in a court contest that depleted the estate in legal costs.

Before you judge your former fellow employee too harshly, perhaps you should take inventory of your own personal paper keeping and "life planning" efforts. Chances are high that you, too, are seriously deficient in at least one of the following important areas:

Are your various insurance and retirement programs up-to-date in naming your current choice of beneficiary?

Take a look at your HP-sponsored Group Insurance Plan, and your Employees' Retirement Plan. Has your family situation changed? It may be that you would now want to take greater advantage of the group plan in extending benefits for new dependents, with the company paying more than half the cost of this added coverage. Review these programs periodically.

Do you have a current will? How about a lawyer?

Properly prepared wills can mean great savings of time and money in settlement of estates. Almost all county bar associations offer assistance in preparation of wills for only a nominal attorney's fee. In some areas, for example, bar associations will provide half-hour consultations for a $5 fee.

Do you have sufficient personal insurance?

Employees who rely entirely on group insurance programs offered by the company run a double risk. Suppose they leave the company. Their participation is terminated. And because they have delayed starting their own program they will find the premiums scaled higher and higher according to age. The basic philosophy behind any insurance program should be to provide maximum protection at times of maximum need. For most people this will be the younger years of marriage when family responsibilities are highest while earning power is not yet mature.

Do you have a secure place for storing valuable personal records?

For as little as six dollars a year you can rent a safety deposit box—check the bank handling your savings account. It's an excellent place to put your irreplaceable records—documents relating to birth, marriage, citizenship, adoptions, military discharge, property deeds, and automobile titles—and that will you just made out. Also, negotiable securities including savings bonds, stock certificates, and bank notes should be safeguarded in this manner.

Do you have a reliable household bookkeeping system?

The average family needs to know three basic facts on finances: Where did the money go? What's left? And what special expenses—taxes, insurance, etc.—are coming up? Some banks offer large-size check books which double as ledgers, or simple ledgers can be used. By keeping adequate records, domestic finances can be programmed to avoid the difficulties of overspending, to meet future needs, and to prevent the common mistake of paying twice on the same bill.

Do you carry proper identification?

In most cases, of course, a driver's license is all that's required to establish personal identification. However, for travel and other off-the-job purposes, it's wise to carry identification as to your various insurance programs. Blood type and any special health records should be properly displayed in your billfold. Put a copy of your automobile insurance policy in your glove compartment (along with any warranties and work guarantees, kept within a protective envelope). Within the next few weeks, HP division personnel departments will make available billfold-size Group Insurance Plan identification cards. Be sure to have yours with you when you break your leg learning to ski this winter.

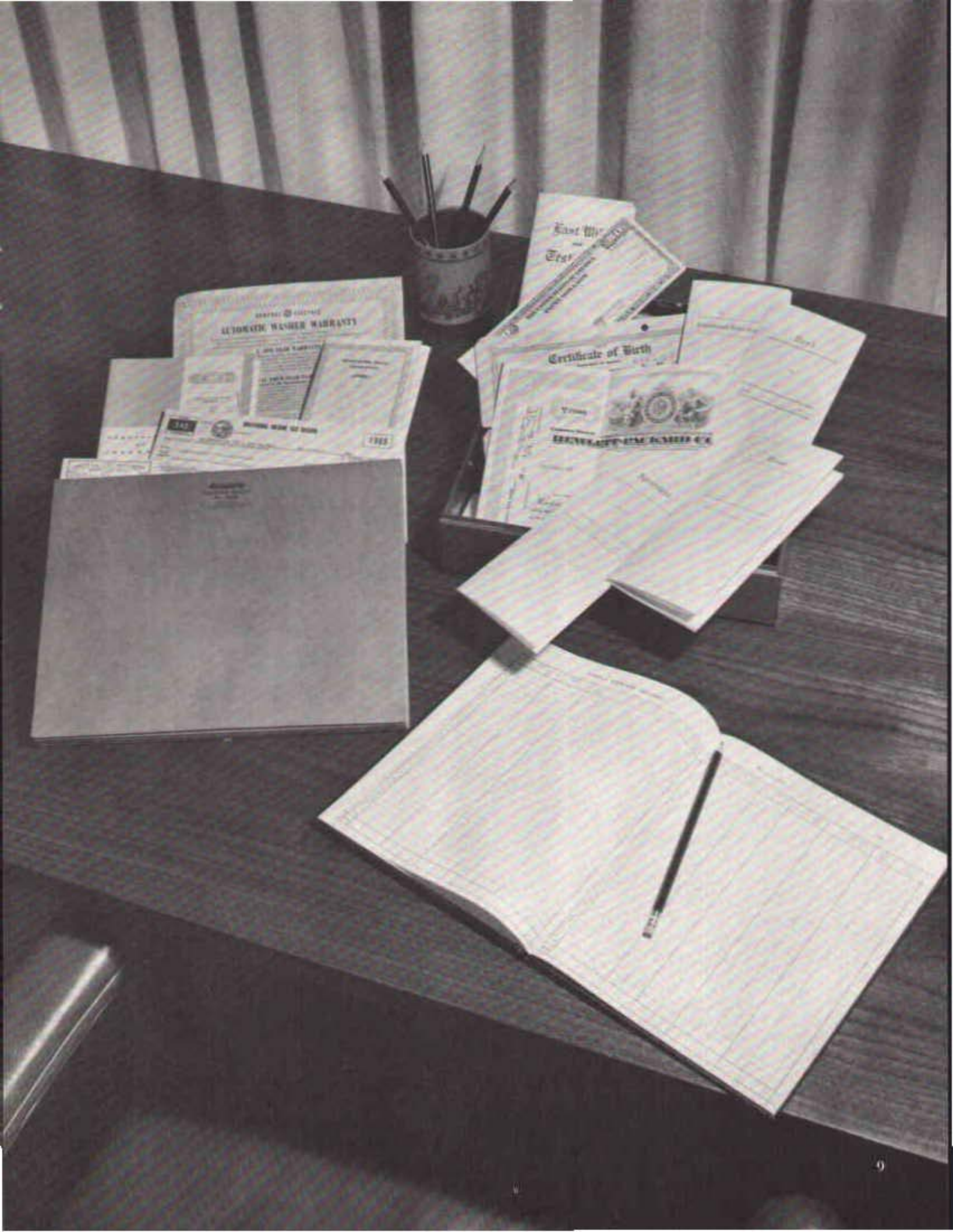
Are your household records accessible and safe?

Leaving documents and bills all over the place is the surest way to lose them—and lose track of finances and obligations. Any system that "works" for you is right—desk, filing cabinet, wall safe, fire-proof box, or large labeled envelopes are among the most commonly used. Maintaining your records in one convenient place will make the whole task of personal records keeping so much easier. Review them regularly.

Where's your draft card?

In your billfold, we hope. If you've been subject to selective service at any time since 1922 you are obliged by law to carry your draft status card.

Well, back to the attic!


AUTOMATIC WASHER WARRANTY
Certificate of Birth

COLORADO SPRINGS

Dick North, product training staff, corporate Marketing—to Product Training, Colorado Springs.

CROSSLEY SALES

Phil Conway, district manager, Chicago area south—to electronics manager, Chicago area.

Don Overton, field engineer, Chicago area west—to field engineer, St. Louis office.

Ron Rosen, shipping-receiving clerk, Southfield office—to administrative clerk, Skokie.

Bill Wetzig, manager, medical instrumentation, St. Louis office—to same position, Indianapolis office.

Roland Wright, field service technician — to chemical staff specialist, Skokie office.

Don Yocom, staff engineer—to sales representative (medical), Skokie office.

George Zering, field engineer, Chicago area south—to district manager, Chicago area south.

DATAMEC

Hank Taylor, manager, Materials Management—to assistant to general manager, Datamec Division.

EASTERN SALES REGION

Jim Barbera, service engineer, ESC, Rockaway—to systems service representative, New York office.

Glenda Dorion, parts/service supervisor—to order processing supervisor, New York office.

Frank Lebert, service technician, ESC, Rockaway—to mobile field engineer, Eastern Sales Region.

Ron Mazzone, service technician, ESC, Rockaway—to service technician, New York office.

Cecil Myers, service technician, ESC, Rockaway—to chemical field technician for New York area.

Alice Reveri, order processing clerk—to order processing supervisor, New Jersey office.

Bernie Stein, service technician, ESC, Rockaway—to service technician, Long Island office.

Rich Wilk, service technician, ESC, Rockaway—to chemical field technician for New York area.

F&M SCIENTIFIC

Mason Byles, manager, corporate Manufacturing Engineering and Quality Assurance — to manager, Manufacturing Engineering, F&M Scientific Division.

Jack Kidd, Materials Management staff, HP-Palo Alto — to Purchasing and Inventory Control, F&M Scientific Division.

HP (CANADA)

Dave Gibbs, service manager—to sales engineer, Montreal office.

Ted Grunau, senior field engineer, Toronto office—to Western Canada area manager.

Terry Hunka, service department staff—to service manager, Montreal office.

Chuck Williams, senior field engineer, Ottawa office—to Eastern Canada area manager.

HP - PALO ALTO

Pete Bonnet, on loan to Personnel—to manufacturing services staff, Materials Management.

Blaine Carruth, on loan from Dymec Division—to plant engineering staff, corporate Manufacturing.

Bob Cornell, manufacturing staff, Dymec Division—to manager, Materials Management.

Betty Downs, manufacturing engineering staff—to technical illustrator, HP Library.

Bill Hanisch, R&D staff, Microwave Division—to special projects lab staff, HP Laboratories.

Pat Lynch, technical writer, Microwave Division—to technical editorial relations staff, corporate Marketing.

Ed Miller, manufacturing engineering staff, Microwave Division—to manager, corporate Manufacturing Engineering and Quality Assurance.

Joella Miller, secretary, ICM—to secretary to corporate Customer Service manager.

Charles Mitchell, ICM staff—to electronics lab research staff, HP Laboratories.

Leo Olsen, accounting manager, Frequency & Time Division—to corporate Finance staff.

INTERNATIONAL

Alan Bickell, accounting manager, corporate Customer Service and Western Service Center—to systems and finance advisor, Y-HP.

Joe Paladino, physical electronics lab staff, HP Laboratories—to export marketing staff, International Operations.

SANBORN

John Brady, engineering group leader — to engineering section leader, recorders.

Mike Lindheimer, engineering staff, Harrison Division—to chemical lab, engineering, Sanborn Division.

YEWELL SALES

Art Somers, staff engineer — to field engineer, Middletown office.

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from the chairman's desk

ONE OF OUR COMPANY'S OBJECTIVES is to meet the obligations of good citizenship by making contributions to the community and to the institutions in our society which generate the environment in which we operate.

Although it isn't stated in so many words, this philosophy applies not only to the corporation, but also to each of us individually as well.

In essence, it means becoming involved in the affairs and activities within the broad spectrum of educational, cultural, service, religious, and political institutions of our communities.

Several months ago, an interesting article in MEASURE described the active role played by a number of HP people in the political affairs of their communities. The article pointed out that political involvement can take many forms—serving on city councils and other civic groups, doing precinct work, raising and contributing funds for various candidates and issues. But in all cases it manifested a strong conviction that good citizenship carries the responsibility to be politically informed and responsive.

Not everyone is, or will want to be, as politically active as the HP people described in the article. Interests vary, and HP people will be found serving many worthwhile institutions and causes.

But the responsibility for political action in the form of evaluating candidates and issues, and expressing our political convictions at the polls, belongs to each of us—whatever our other interests.

Over the next several weeks here in the United States we will again have this opportunity. With each new election the issues seem to grow in number and complexity, and the November election promises to maintain this pattern. We will be asked to render our decisions on issues ranging from the conduct of international affairs to that of determining the most effective method of financing new schools and other community facilities.

In nearly all of these issues, an arm of government plays a role. It's apparent that local, state, and federal government is becoming larger and more deeply involved in every phase of our existence. At the federal level alone there are now some 2,400 departments, bureaus, agencies, and commissions concerned with regulating our national economy. Forty-two separate federal agencies are involved in education programs. One dollar out of every five and one job out of every eight flow from the federal government.

Yet, in face of this, fewer and fewer people are taking an interest in the workings of government. More and more are turning their backs on the problems of our society.

As a result, governments are becoming less responsive to the people they serve. And recognition and respect for the individual, the foundation on which every great society has been based, is rapidly diminishing.

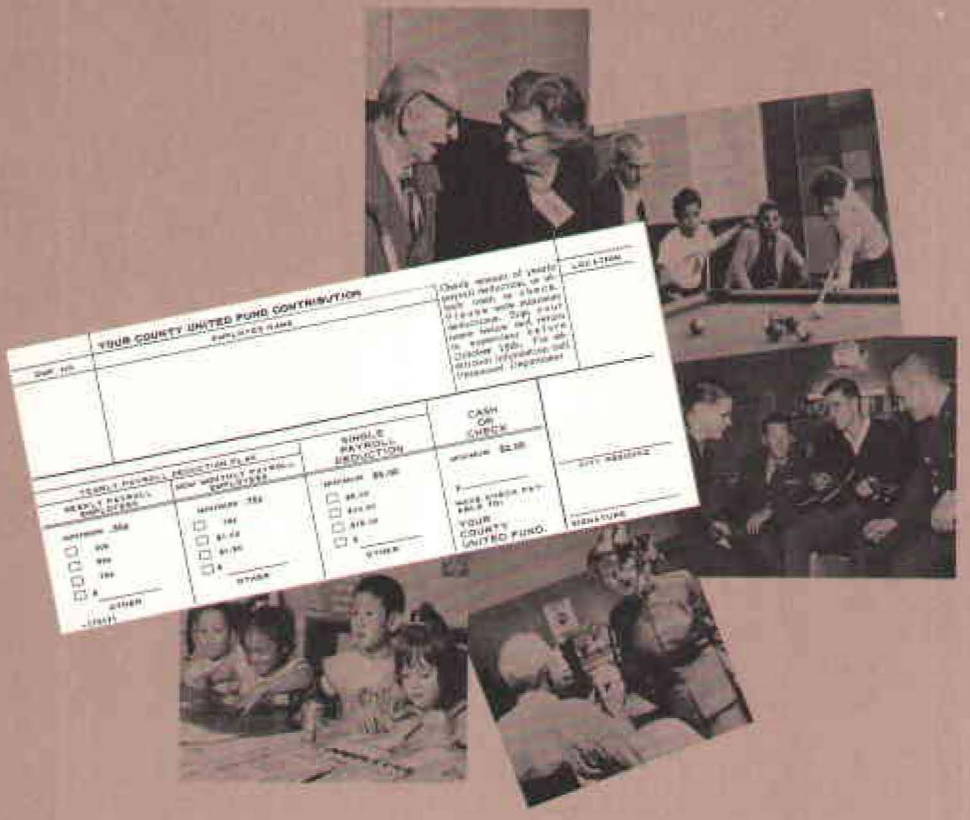
Millions will not vote in November; millions more will vote without taking the time to study candidates and issues.

I believe it is up to each of us to do everything possible to reverse this trend. We can help by doing some homework on candidates and issues so as to become knowledgeable about both—and then we can vote.

Only if we each do our part can we expect the government to become more responsive to the needs and desires of the individual, as well as to society at large.

David Packard

The need is great . . .



IN MANY PARTS OF THE UNITED STATES the act of charitable giving has been vastly simplified through the formation of regional agencies generally known as United Funds. The idea is that by giving once each year you give to many worthwhile causes. Most of the United Fund organizations will start their 1966 campaign this month, and HP plants across the country will participate. This participation, too, has been simplified for the individual employee. Each will be asked to indicate on a card the amount of his or her donation, how this should be handled through payroll deduction, and which particular charity might be favored. The burden of need on the scores of volunteer agencies that share in United Funds is greater than ever. For each dollar donated by employees the company will contribute a matching dollar. Why not give your fair share?