

# Measure

For the men and women of Hewlett-Packard/December 1969





Above and

# beyond your pay check

## **Family security and protection are at the heart of the Hewlett-Packard program of benefits**

□ Hewlett-Packard's U.S. employee benefits program is not a package to be opened at "Christmas only." It's a year-'round package filled with a carefully selected assortment of items designed for the everyday protection and security of employees and their families. Nevertheless, this seems a particularly appropriate time of year to take a close look at the contents, especially in view of the improvements that were added recently.

However, before the unwrapping takes place, let's weigh the whole package. By national standards for industry, it's a heavyweight. Whereas the U. S. Chamber of Commerce shows the general benefits contribution of industrial firms to be around 26 to 28 percent of their total payroll figure, the Hewlett-Packard figure is a solid 35 percent. What this means is that for every \$100 paid in cash wages and salaries, the company pays out an additional \$35 in benefits.

Why not all cash? Good question—one a lot of younger people raise.

Well, the fact is that a solid share of that "hidden paycheck," as it is sometimes called, does surface in time as cash. Here are included cash profit sharing, the company-funded profit-sharing retirement program, and the company contributions to the stock purchase program. The retirement program, moreover, in the past has yielded its beneficiaries a very generous return on

the principal set aside for eligible participants.

Another substantial portion goes into programs that have the potential of yielding dollars—in large amounts, at times when it's most needed in payment of medical bills and total family protection. No individual health or life insurance programs you could buy would match the low-cost coverage provided by these HP programs.

Time off with pay is the largest single item of cost in the benefits package—and it's bigger than ever now, with an added (tenth) holiday each year and an improved vacation schedule. Then there are such items as coffee and donuts, shift premiums, and lunch periods on swing and graveyard that are accounted for as benefit items.

Part of the big package is made up of legally required items—old age, survivor and disability insurance, unemployment compensation, workmen's compensation and federal unemployment taxes.

Altogether, these are equal to 35 percent of the payroll figure (overseas locations have their own local programs which vary somewhat according to law and custom). But the whole can add up to a great deal more in individual security and family well being. Ask Stan Bammann, Marie Smythe, Raymond Reddick or Renze van der Meulen . . .

*(continued)*

See on cover and page 2:  
Microwave's Tem Ketcher and family.

## beyond your pay check



### **Health Insurance: Avoiding financial disaster**

"So many people complain when they get a doctor bill for a few bucks; but when you get a bill for \$3,000 for a few weeks in the hospital, it's a different story altogether!" And Stan Bammann knows. The section manager in metal finishing for the Manufacturing Division in Palo Alto was hit with more than \$8,500 in hospital bills and other medical charges following an auto accident in which his wife, Margaret, was seriously injured.

"Without that HP coverage, I would have had to dip way down into my savings and even sell some securities. You just wonder how people could afford it without hospitalization insurance these days . . ."

Stan is one of hundreds of HP employees who have come into all-too-real contact with an accident of financially catastrophic proportions. And, because just one accident or illness could spell economic disaster for a family, HP designed its two-part hospitalization insurance plan to give its people and their families financial protection against such accidents.

The Basic Group Insurance Plan provides unlimited coverage for semi-private hospital room and board, and has a maximum coverage for other in-patient hospital charges, surgical and maternity charges, x-ray and laboratory fees, and additional accident costs. Another expense covered partially by the group plan includes use of a convalescent hospital or nursing home.

But what about cases like Stan's? What happens if the Basic Plan just doesn't meet the financial needs of the sit-

uation? HP covers that possibility with the Major Medical plan. Let's say your covered hospital bills add up to more than the amount provided under the Basic Plan. You're still covered. You have to pay a \$100 deductible at this point, but then the Major Medical Insurance applies and pays 80 percent of most other expenses up to a maximum of \$20,000.

"You can't lose," says Stan. "If you need help, you're covered—the money's there. If you don't need it . . . well, good health is even better, isn't it?"

### **Life Insurance: Low cost, high protection**

You're also offered life insurance coverage through the HP benefits program. Some is company-paid, some is available to you at considerable cost savings.

Your company-paid life insurance includes Basic Life Insurance, Accidental Death and Dismemberment Insurance under the Group Plan and Travel Accident Insurance (and additional life insurance for those on the Retirement Plan).

If you desire more coverage, you can buy supplemental or (if you are eligible) double supplemental life insurance, each costing 35 cents a month per \$1,000 of coverage.

As a percentage of payroll costs, the family insurance programs are relatively low (approximately 2.3 percent); but, as security in case of accident or serious illness, they offer potential benefits far beyond the percentage chart.

In one instance, an employee in a medium salary range, and who had been with the company less than nine years, left policies worth more than \$38,000. His pre-retirement payments during his service amounted to less than \$400.

## **Retirement: There's so much to do**

"HP's Retirement Plan is going to make it possible for me to retire before I have to rely on Social Security," says Marie Smythe.

If it sounds like a testimonial, it is.

For, to Marie Smythe—17 years with HP, the last 10 at HP Associates in Palo Alto—the benefits from the company retirement plan are allowing her to plan her retirement earlier than age 65 and to do the things she's always wanted.

"There's no reason life has to be dull after retirement. I plan to travel . . . I'd like to go around the world . . . and I'll be able to devote more time to my music hobby. There's so much to do. This is what I've been working for!"

To some, retirement is already on the horizon; to others it may appear so far away that it's just not important right now. But retirement does become real for all employees. At HP it's mandatory at age 65, and it does mean a loss of some income.

So the HP plan is designed to provide two basic benefits: 1) income upon retirement, and 2) a death benefit for your beneficiary, should you die prior to retirement.

HP contributes to a retirement fund each year at no cost to you. This contribution amounts to about 10 percent of company profits before taxes and is allocated to each participating member's account in proportion to his eligible base earnings. The fund is carefully invested for combined growth and security, and over the years individual shares have shown considerable appreciation in value.

When are you eligible? Employees become eligible as of November 1 following three years of continuous, full-time employment.

The retirement plan death benefit comes in the form of additional company-paid life insurance (available to people under 52), and from the total amount accumulated in an individual's retirement fund account at the time of death.

What if you leave the company before age 65? You're still able to take a percentage of this money with you. The



longer you've been with the company, the higher your percentage. You receive 10 percent after four full years of continuous service, and an additional 10 percent for each full year thereafter until you are entitled to 100 percent of your account balance after 13 years.

Here's a brief summary of recent improvements in the HP employee/ family benefits program:

- A tenth "floating" holiday (this year—Dec. 26)
- Vacation schedules increased
- Group medical and hospital plan: coverage for unmarried dependents now from birth through 18 years (and through 24 years, if full-time student)
- Health plan: "other hospital charges" allowance raised to \$800; semi-private room rate OK'd
- New employees: First-day life/medical coverage

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### **Cash profit-sharing: Something extra**

Ray Reddick gets a little “extra mileage” from the cash profit-sharing benefit.

When he heads for work at the Medical Electronics Division in Waltham each morning, he makes the drive in a brand new Volkswagen fastback, the down-payment provided in part by his first profit-sharing check.

A 21-year-old mechanical assembler, Ray lives in Boston and used to make a daily 45-minute bus trip to and from work. “That bus trip got to be quite an ordeal,” says Ray. “I was thinking of buying a car, and, well, that profit-sharing check came at the right time.” Ray makes the trip from Boston in less than half an hour now.

About three months ago, Ray helped form a gospel singing quartet called the “Moments of Meditation.” All four persons sing; Ray also provides the accompaniment with an electric guitar he purchased with the first cash profit-sharing check he received after joining HP in June, 1968.

Profit-sharing has always been a part of the HP way of life. The formula has been changed several times to meet changing conditions. Under the present approach, covering all eligible domestic employees, HP sets aside 12 percent of pre-tax profits for twice-yearly distribution to employees in proportion to their base earnings.

Profit-sharing days are happy times around the company: You can help keep it that way.

**beyond your pay check**





### **Time off: Vacation is important**

Renze van der Meulen likes to “go”—to travel, to see new things and meet new people.

That’s why time off is important to him and to his family. “We always travel,” says Renze, a machine tool builder at Colorado Springs Division. “And we always try to go someplace different. This year we went to Hawaii and relaxed on Waikiki Beach. Right now we’re making plans for a trip to Acapulco. If that doesn’t work out, maybe we’ll tour the Southern states.”

Vacations, holidays, sick leave, paid time off for civic and military duty or industrial accidents—all these fall into a benefits category called “payment for time not worked,” and constitute the largest percentage segment of the benefits package, 9.8 percent of payroll costs.

Renze has been with HP eight years. “I used to be with a smaller firm and, though I got two weeks vacation, I could never get it all at once. At HP, vacation is important. The company makes it possible to really plan and take advantage of vacation and holiday time!”

He and his family have visited the World’s Fair in Seattle, cruised through New England (in the family camper), gone to Lake Tahoe and Las Vegas, and on numerous other excursions throughout the United States. Before he came to the U.S. from Holland, he had toured through Europe and been to the West Indies and to South America.

And now Renze and his family will get more time to move around with the addition of the tenth “floating” holiday and the additions to the vacation schedules for employees with six or more years of service.

### **HP Stock: A plan for investment**

Not everyone cares a great deal about the stock market in general, but many HPers regularly glance through the lines and numbers listed under the New York Stock Exchange heading in the morning paper, looking for “HewPack.”

Carole Harris of the Eastern Sales Region office at Paramus does. “I like to know what my money’s doing!”

Carole realizes that the Stock Purchase Plan offers more than a way to save money. “It’s great for the future, but I like it because it makes me a real part of the company.”

She’s been with HP two years and works in parts identification. “There are two persons in my area who’ve been here awhile and own a lot of shares. I’m gonna catch up with them!”

Eligibility comes after one year of continuous, full-time employment, at which time you can file a payroll deduction form for up to six percent of your eligible base earnings. Your participation then starts at the beginning of the next calendar quarter.

After you have filed and become eligible, the company will contribute to your account one-third of the amount which is applied to the purchase of stock. At the end of each quarter, the stock is purchased for you at either the average price during the quarter or the average price for the past 90 days of the quarter, whichever is lower. Shares are readily sold, but most participants hold them as investments.

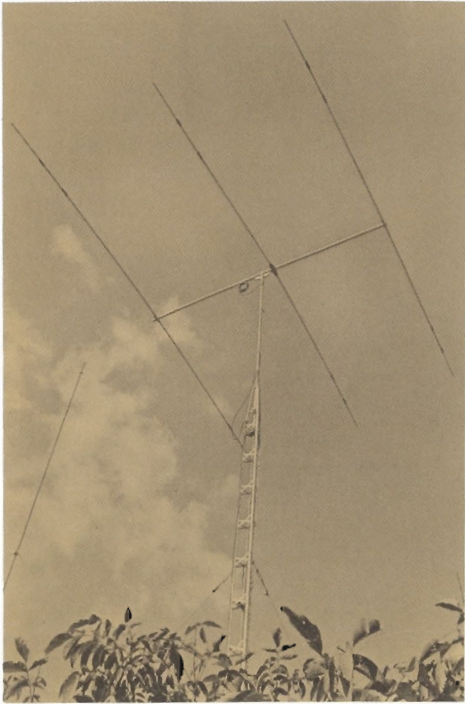
### **The “others”: Coffee and donuts, too!**

A number of additional items in the HP benefits package should be noted.

For example, you have additional insurance benefits through the Long Term Disability Income Plan (assuring you of income if you become disabled and are unable to work) and Travel Accident Insurance, which covers you as you travel on company business.

HP’s Educational Assistance program encourages you to continue your formal education and to improve your job-related skills by providing funds for schooling. Recreational activities and materials provided by HP are also considered benefits. The stock gift to employees reaching 10 years with HP is another “extra.” And don’t forget the coffee and donuts.

All of these help make the HP benefits package one of the most comprehensive in industry. It’s for you. □



# HAMateur radio lives!

*Year-end 1969 will be brighter  
for thousands of families a  
thanks to amateur radio's happy*

In backyard ham shack below his "antenna farm" in Mountain View, Santa Clara Division's Lew Myers tunes in a serviceman's trans-Pacific call via the Mars network. Many other HP hams perform public service activities on a regular basis, and quite a few have served on emergency networks. At Loveland Division, for example, HP hams Don Reab, Kent Simcoe, John Flynn, Clyde Glass, Jack Marrison and Burt Davis were involved just last month in a rapid-fire sequence of events that included the rescue of a snow-bound hunting expedition, and the hunt for another hunter whose wife had to undergo emergency surgery. In the past, HP hams performed emergency service during such events as the Alaskan earthquake, in the aftermath of devastating hurricanes along the gulf states, and the aircraft carrier "Enterprise" disaster.





□ Not everyone in Hewlett-Packard will devote all of the coming holiday season to the assembly and programming of some computer kits or the lamination of fiberglass sailboats. Quite a few of the fellows will also find it fascinating to sit down in what probably had once been the spare bedroom, flick a set of switches and turn a bunch of dials to commune with one or more of hundreds of thousands of counterparts around the world. Many of these QSOs (conversations) will be pure ham — amateur radio communications for their own sake. But, at this time of year, the non-commercial airwaves will carry many more emotion-filled messages. Ham radio in these cases will be doing what it does best: bridge the distances between widely separated people, many of whom are distressed or lonely.

Especially at this season, ham organizations such as Mars — Military Affiliate Radio System — perform a selfless

service whose value is impossible to estimate.

This coming Friday evening, for example, you can be reasonably sure that Lew Myers of Santa Clara Division will be manning his W6CAZ station in Mountain View, one of 18 in a Navy network that nightly relays messages from Vietnam and ships at sea to loved ones across the country. Other HP hams — perhaps in Colorado or Atlanta or Paramus — likely will be making “phone patches,” that is, taking radioed calls from far-away stations and connecting them to requested telephone numbers. Travelers, servicemen, missionaries and long-lost friends by the thousands will be in communication this Christmas, thanks to hams.

Ham radio not only has many devotees, it has many different kinds of operators. Basic types include the DXers who go for long-distance and overseas contacts; experimenters and builders whose interest is primarily in the equipment

around the world,  
hams (including quite a few HPers)

John Kelly, production engineer at the South Queensferry plant, Scotland, masterminds a Scout troop's participation in worldwide 'Emboree-on-the-Air' last October. John brought along his own ham gear plus borrowed HP equipment including spectrum analyzer to put the 21st West Lothian troop in touch with other Scout organizations around the world. John (GM3POK) also keeps in touch with Lew Myers of Santa Clara Division and hopes to make other HP contacts.



In a highly sophisticated ham station on top of an ideal hilltop location, Microwave's Rusty Epps outlines the joys of DXing — long-distance radio calling. Rusty is a member of a team of like-minded DXers who operate five stations in the home of a friend. Their main goal is competing in international competitions for the most DX contacts made in a specified time period. The team often will work in shifts, but at favorable hours all stations will be busy, using the same call signal but operating variously on the five most common frequency bands. Rusty, a native of Georgia and graduate of MIT and Harvard, became a ham by way of his original hobby of astronomy: 'I wanted to listen to Sputnik — and got carried away. Hams are such great people. I've talked with people all over the world, and had quite a few of them visit me.'

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itself; UHFers working at higher frequencies (over 50 megacycles) who do interesting things with their signals — such as piercing the ionosphere and bouncing them off the moon and even man-made satellites; message handlers and talkers whose chief joy is to provide communications links or simply to get on the air and jaw with like-minded hams.

Because of the nature of its business, Hewlett-Packard probably has more than its share of hams. In fact, on the basis of a limited investigation, it is fair to conclude that a number of HP'ers first acquired their interest in electronics as hams. In turn, the several hundred active HP hams are lively contributors to the field of amateur radio. It's a field that over the years — since 1901 when Guglielmo Marconi first succeeded in receiving faint etheric Hertzian vibrations across the Atlantic — has added much to the sometimes meager supply of worldwide goodwill. The accompanying photo stories reveal some of this interaction:

## HAMateur radio

Ham enthusiasts at Neely North Hollywood service center raise the antenna for their own lunchtime and after-hours station. Dick Knoppow, left, is a founding member of the West Coast Amateur Service, a public service and emergency network. Lynn Svidor, center, has been a ham since 1947 and Mars network member. Fred Gonzales, right, is active in American Radio Relay League, one of hamdom's major service organizations. Their service center station has a number of natural obstacles, mainly overhead neon lights and proximity to power lines, both causing noise problems.



Dennis King of Corporate Advertising is one of the legion of hams who simply enjoy the contact and conversations with other hams. His equipment here is basic and adequate, but he — like many — can look back on a start that required just a few dollars investment. The availability of superior factory-made products or kits at reasonable cost has helped make do-it-yourself design somewhat uneconomic these days. It has also reduced the enthusiast's dependence on clubs, such as the now-defunct HP ham shack that operated for years in the Palo Alto area.



## The real New Jersey

### Where we live:

□ Most of us have been led – misled! – to believe that the image of Santa Claus as a cheery, chubby character was derived from some ancient Teutonic father figure. Actually, he's from Morristown, New Jersey. There, in 1863, political cartoonist Thomas Nast became the first artist to sketch Santa as the hairy old ho-ho-hoer now accepted as standard.

To those who have traveled only the turnpikes or toured only the heavy industrial centers of the Hudson shoreline and Newark Bay, this link between Santa Claus and New Jersey may seem unlikely. But Thomas Nast knew – as later did many other inventive people, including some of the most creative Wall Street wizards – that they had a good thing going in the rolling, lake-strewn countryside enclosed by the boundaries of Morris, Union, Somerset and Sussex Counties. Even George Washington chose it as headquarters for the American Army. Now, in the past 20 years or so, the area's pastoral pleasures have been discovered by scores of industries, particularly those of a research or electronics nature. What's the attraction?

You would first have to concede quite a few points to the Greater Metropolitan New York–Jersey City–Newark–Elizabeth complex. An hour or less away by car and train from the HP plants at Berkeley Heights and Rockaway, it is a magnet that creates fantastic markets, business opportunities, and social and cultural variety. But on the other hand, the city's very concentration of high-rise humanity repels many people who desire to live close to trees and lawns, lakes and parks as well as to labs and other opportunities.

You would find that most people at the two HP New Jersey Division plants feel they have found such an area. Yet they enjoy the idea that Broadway or the Atlantic Ocean are just a breeze away.

But enough of theory. Let's hear what the people themselves have to say:

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**Light years from Brooklyn**



**Larry Fretts, design engineer, Berkeley Heights:** “I was born in Brooklyn, I live in Brooklyn, I took my EE at Stevens Institute in Hoboken, so when I turn off Route 22 coming to the plant I have the feeling that I’m in the country. I really look forward to it – the smell of the woods, trees and grass.

“The pace here is much slower. People aren’t rushed. In the city it’s every man for himself. The little man is lost.

“The commute gets to you, to. I find myself getting in the left lane and pushing like all the others.

“Actually, I plan to move out here soon. The place I chose is very rural. All you can see is green grass and all you can hear are birds.”

**Driving through a park**

**Gabriela Nuse, assembler, components annex, Berkeley Heights:** “This plant is a real United Nations itself. We have people from Germany, France, Colombia (that’s me), Italy, England, Scotland – and probably others. It’s very friendly.



“I first came to this area for a vacation with my sister who was living here. Most of all, I really enjoyed the supermarkets and the four seasons. Now I especially like driving to work in Spring and Fall. The road from my home in Middlesex is so nice – like driving through a park?”

**Some interesting differences**



**Paul Bastow, division manufacturing systems manager:** “As one who came here five years ago from HP Palo Alto, I’m fascinated by the area, mainly from the historical viewpoint. Our family has probably traveled three times as much around here in pursuit of history as we ever did

or would in California.

“We even live next to an Indian burial ground, and some of our neighbors have homes over 200 years old.

“We’ve discovered some interesting differences between people here and on the West Coast. Here, change takes place more slowly. People hold on to tradition longer. For example, such things as parks, beaches, turnpikes, museums and libraries that are now community supported in California are paid for directly here.

“Schools seem much more expensive, particularly higher education institutions. On the other hand, taxes in general are less – although these are rising now.”

**You can do almost anything**



**Brad Bunker, division materials engineer, Berkeley Heights:** “My introduction to this area nine years ago was not very encouraging. I was studying electronics at Purdue and came here as a summer technician. Right away I found myself in a heat wave and a traffic jam. For a boy who

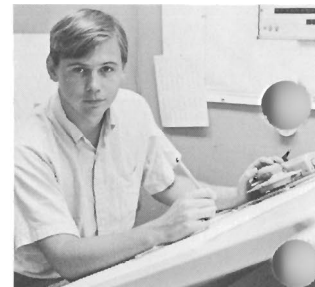
grew up on the plains of the Midwest, everything here was very fast – very busy and go-go.

“Then, after Bill Harrison hired me full time as an electronics engineer, I began to realize that this was part of a giant megalopolis, with one community blending right into the next, rather than discrete townships such as in the Midwest. You could do almost anything you could imagine within a radius of 15 to 25 miles.

“So one summer, when I was feeling kind of lonely, I took up flying with the idea of flying home. But then I met and married a Jersey girl. That solved everything!”

**An hour to where it’s at**

**John Pratt, mechanical engineer, Berkeley Heights:** “This area looks like it would be great for family living. But I happen to be single. There isn’t what you would call a lot of action around here. But I’ve found that downtown New York and the Shore are only an hour away from the plant. As far as I’m concerned, that’s where it’s at!”



**Green pastures found**



**Pedro Echevarria, print shop operator, Rockaway:** “We have more than 2,000 Puerto Ricans living in Dover, and over 80 percent of them are from the same town. They keep telling their friends and relatives about the area, so our settlement keeps growing. One thing, we’ve had no problems

over nationality, although sometimes language misunderstanding create difficulties.

“My wife and I came to this area in 1960 and bought a small bungalow just to escape New York. Finally I decided I wanted to work in the area, too, so in 1964 I came to HP.

“When we go back to the city we wonder how we ever lived there. In Dover, our kids can go outside and no one will happen to them. We’ve found the greener pastures.”

## A lot more people now



**Ed Stevens, experimental model maker, Rockaway:**

"This was real pioneer country. The country's first iron industry got started around here, and there are still many abandoned iron mine shafts around here. Some of the fellows like to explore them, but it's quite dangerous.

"I joined Boonton Radio, the original company, in 1940. It was about four years old then and had about 15 people quartered in a very small building on Fanny Road in Boonton. We produced the old Q-meter that became standard. I did all the prototyping for Bill Laughlin who was founder, president and chief engineer.

"I went away for 4½ years as a B-24 and B-17 gunner. Married an Australian girl, then came here and found things really booming as a result of the war. Mountain Lakes has a lot more people now, but it's still a great residential area, with fine schools and large older homes."

## Friendships not as quick, but lasting

**Bob McManus, production testing, Berkeley Heights:**

"Actually, there are all kinds of activities around here—just about anything you might want to do night or day. My wife and I love the life on the Shore. We have a vacation house right on the lagoon at Barnegat Bay. We surf, fish and water ski. Shark fishing at night is popular. Apparently they only come into the bay after sundown.



"We like the attraction of the schools here, even though our youngster won't be ready for a few years. They're not crowded at all. The facilities are excellent. One thing I really like is that the school sports facilities are kept open for public use. They're community centers.

"I guess the people are not quite as quick to make friendships as in the West. But they're strong and lasting. Community activity is very important."

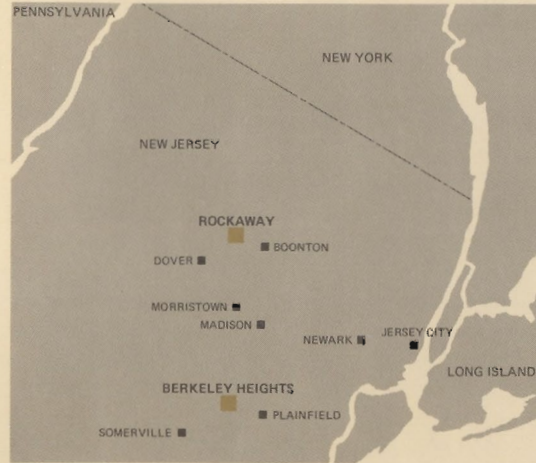
## The opportunity to be part of things



**Elise Evans, prefab line, Rockaway:**

"If you want to see a beautiful mixed community come up to Victory Gardens in Dover. My husband is a councilman and works with the youth council and recreation group. We both want to be part of things and improve the community.

"Dover's a very good child-raising community — and I've had eight children to bring up! There are no real racial



HP's two New Jersey plants, operated jointly as the New Jersey Division, are located in the adjoining Morris and Union Counties. Berkeley Heights in Union County is located almost 9 miles south of Morristown, while Rockaway, in Morris County, is some 9 miles north of the historic center. The Berkeley Heights plant is division headquarters and was the former Harrison Laboratories. The Rockaway plant is descended from the one-time Boonton Radio Company. Principal products of the division are power supplies, television monitors, impedance meters and signal sources.

Until the late 17th century, the area was inhabited only by Indians. Dutch, German and New England settlers began to develop the region early in the 18th century. George Washington headquartered his army in and around Morristown during the winters of 1777 and 1779-80. Iron works were started in the area to supply ammunition for the army whose supplies had been cut off by the British.

The advent of turnpikes as early as 1801 and later the railroads made the area attractive not only to farmers but also to wealthy New York businessmen and financiers.

But the emphasis today is on industry — light industry such as electronics manufacturing and research centers. The natural attractions are the "Garden State" environment and a location central to markets of the Eastern states and proximity of worldwide distribution facilities.

tensions. The opportunities to work have been very good.

"Two of our older children have jobs — good jobs — at RCA. Another who just graduated from high school is on his way to college in Ohio on a track scholarship.

"HP has been good to our people, particularly in training them for employment." □

# News in brief

**Palo Alto** — At its November 14 meeting, the board of directors proposed that HP common stock be split. The proposal will be submitted for stockholder approval at the company's annual meeting of stockholders on February 24. Stockholders will be asked to approve an increase in the number of authorized shares from 15,000,000 to 30,000,000 shares. The board also declared a semiannual dividend of 10 cents a share, payable April 15 to stockholders of record April 1. The 10-cent dividend would apply to the increased number of shares resulting from the proposed stock split. President Bill Hewlett pointed out that the proposed stock split would facilitate the administration of the company's employee stock purchase plan, and would serve to broaden the marketability of Hewlett-Packard stock.

**Palo Alto** — Preliminary figures released on November 24 indicated a

21 percent increase in sales and a 22 percent increase in earnings by the company for the fiscal year through October 31. Sales totaled \$324,000,000, compared with 1968 sales of \$268,849,000. Net earnings amounted to \$25,400,000, equal to \$2.01 a share on 12,649,731 shares of common stock outstanding. This compares with earnings of \$20,825,000, equal to \$1.66 a share on 12,564,219 shares, in fiscal 1968. Final audited figures will be reported in mid-December.

President Bill Hewlett described 1969 as a "good year for Hewlett-Packard, with sales, earnings and incoming orders fulfilling our expectations at the beginning of the year." He reported that 1969 orders totaled \$344,000,000, a 23 percent gain over orders of \$280,736,000 in 1968.

**Palo Alto** — John Doyle has been appointed general manager of Systems Division. He succeeds Dick

Reynolds, who resigned to enter private business. Jim Ferrell has been named to replace Doyle as general manager of HP's Manufacturing Division. Ferrell formerly was manufacturing manager of this division.

**San Diego** — Hewlett-Packard will begin construction shortly of a 132,000-square-foot manufacturing plant in Rancho Bernardo Industrial Park near San Diego, according to John Brown, San Diego Division general manager. A general contract totaling \$2,350,000 has been awarded to Nielsen Construction Company of San Diego for construction of a two-story building to be completed in the fall of 1970. The building will be located on a 71-acre site near Highway 395 about 22 miles north of downtown San Diego, Brown said. The division is currently leasing a small building approximately a quarter-mile from the site. Other division facilities are located in Pasadena and Escondido, California.

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## People on the move

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**Corporate**— Mike Koontz, to systems analyst, corporate Management Services, from financial staff, HP Labs; Stan Smith, to analysis, CSC, from corporate Management Services.

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### *Data Products Group*

**Mountain View**— Everet Penn, to MRF coordination, from same position, Santa Clara.

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### *Electronic Products Group*

**Manufacturing** — Waverly Cameron, to reliability and preferred parts program, from export marketing, International.

**Microwave** — Jim Old, to technical

writer, marketing, from systems publications, Palo Alto; Al Seely, to marketing service manager, from production manufacturing supervisor.

**Santa Clara**— Hans Nilson, to R&D staff, from project engineer, Systems.

**Systems**— Al Jefferis, to mechanical design and drafting, from digital signal analysis marketing, Santa Clara; Malcolm Spann, to sales engineer, from same position, Southern Sales, New Orleans.

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**International**— Derek Cowan, to training program, International, from production engineering, Microwave; Dominique Dupard, to financial staff, HPSA, from administrative staff,

International (Palo Alto); Forrest Rutledge, to European sales region (Slough), from marketing, Delcon.

**Midwest Sales** — Bob Sudkamp, to data products engineer, Cleveland, from data systems engineer, Kansas City.

**Southern Sales**— Harold Gordon, to regional repair center manager, from asst. regional repair center manager; John Hensley, to district service manager, Miami, from regional repair center manager, Atlanta; Harold Norman, to regional training and recruiting manager, Atlanta, from medical products sales manager, Medical Electronics Division; Dave Zaring, to sales manager/analytical, Atlanta, from sales representative-analytical instrumentation, Midwest Sales, Skokie.



## From the president's desk

The preliminary figures for the company's 1969 fiscal year were just recently released, and overall I feel the results are generally good. I am particularly pleased to see that we were nearly right on target with regard to shipments, orders, and earnings. This certainly indicates a realistic job of targeting by our managers. But beyond that, it reflects a significant effort by every individual throughout the company to meet these targets.

Looking to the year ahead, I expect that our order growth rate will be somewhat slower than we have been experiencing in past years. For the most part, this will be a result of the Nixon administration's effort to control inflation. And although it will have an effect on our business, it is an action I strongly endorse because I believe it is the proper direction for the government to take.

This slowdown in our order rate will mean that we will be faced with a new set of challenges during the coming year, but I feel sure that based on our past record we can meet these challenges with the teamwork and creativity that is so prevalent throughout Hewlett-Packard.

My congratulations to each of you on the job that you've done this past year, and my best wishes to you and your families for a very pleasant holiday season and a rewarding and satisfying new year.

*Bill Hewlett*



In his day, Thomas Nast earned a reputation as political cartoonist second to none—in savage satire. With a few strokes of his pen he could, and often did, figuratively skewer the great political bosses then reigning over the affairs of American cities. He offended so many powerful people that, it is said, his name became the source of the word 'nasty.' But there was quite another side to this man: Anyone hating corruption so much had to have strong feelings of love for those he sought to protect. In this spirit, in Morristown, New Jersey, in the winter of 1863, he drew the prototype of what is now the accepted Santa Claus figure—plump, whiskered, fur clad, jolly, trailed by children. Thank you, Morristown (see pages 11–13), and thank you, Thomas Nast.

## Measure

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