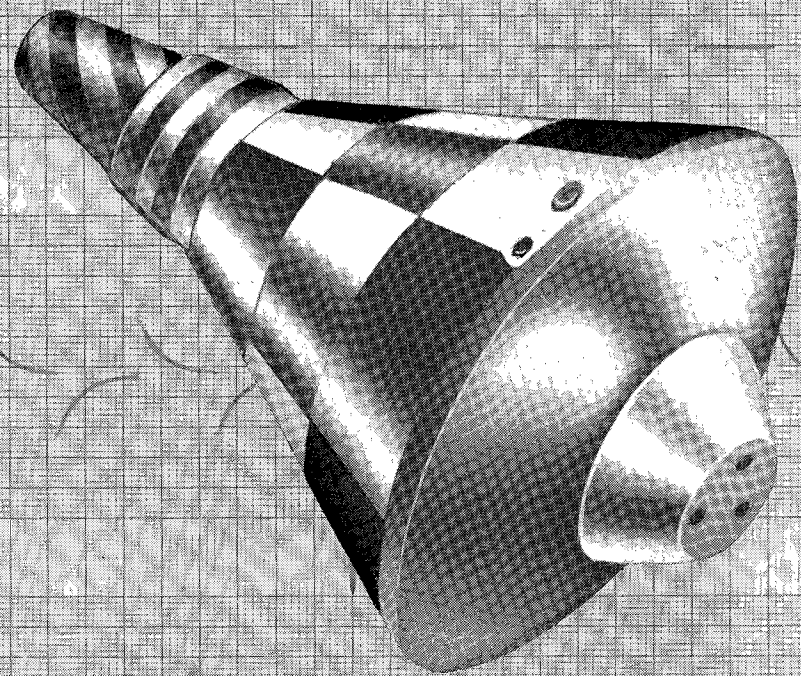


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Lee

WATT'S CURRENT

MARCH ISSUE, 1962





WATT'S CURRENT

Published Monthly by

HEWLETT-PACKARD COMPANY

Laboratory Instruments for Speed and Accuracy
1501 PAGE MILL ROAD PALO ALTO, CALIF.

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VOL. XVII MARCH, 1962 No. 3

This Month's Front Cover...

... dramatically demonstrates use of Sanborn systems to record data regarding condition of astronaut and vehicle during space flight. Identical recording systems by Sanborn monitored Colonel Glenn on his historic mission.

Oscillographic recording on cover taken during Project Mercury simulated flight test. Top channel is respiration information; bottom two channels show heartbeat. Five other channels were not used, but could record temperature, pressure, fuel, power, etc. For feature story please turn to page 4.

March Features

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-hp- Organizational Changes

Ron Whitburn transferred to HPSA 4/1/62.

Doug Herdt transferred to HP VmbH (Frankfurt) 4/1/62.

Dean Morton replaced Earl Davis as marketing manager, Frequency and Time Division. Earl Davis transferred to 3U, Marketing—Government Sales.

Dick Lindsey transferred from Process Engineering to Frequency and Time Division—Tool Engineering.

Jerry Metzger transferred from Domestic Sales to Export Department.

Richard Tatman transferred from Customer Service to Boonton Radio Corporation, New Jersey.

Bob Cornell returned from his overseas assignment in Manufacturing Engineering.

Wally Klingman (Oscilloscope Division) assigned to Boeblingen, West Germany. Klingman's replacement in 'Scopes will be Allen Smith, who will head up division's Manufacturing Engineering organization.

First -hp- Materials Management Seminar Slated For May

THE IMPACT OF GROWTH ON OUR MATERIALS MANAGEMENT SYSTEMS is the theme of the first -hp- Materials Management Seminar, to be held in Palo Alto on May 3, 4, and 5. The two-and-a-half-day seminar will be open to representatives in the fields of purchasing, inventory control, production planning, and production control from all -hp- divisions and subsidiaries. The proposed agenda will consist of lectures, followed by question periods, and workshops in specific interest areas. The following tentative program of speakers and workshops has been outlined:

Noel Porter (-hp- vice president in charge of Operations) will open the program with a theme-setting talk, followed by an orientation talk by Bob Sundberg (manager, Materials Division) on the conception of establishing a corporate image in the field of materials management. First-day speakers will be John Veteran (Operations Office), Dick Were (Inventory Control manager), and Gene Doucette (Production Control manager, Building 4U). John will discuss production planning, dealing specifically with long-term planning of space and personnel, as well as short-term planning from the *sales forecast* through detailed master schedules, and the organization for effective planning.

Objectives and the proper organization for effective inventory control will be the field of Dick Were's talk. He will speak on such topics as "Inventory Policies," "Sales Parts Coverage," "Explosion of Master Schedules," "Coverage of Other Divisional Requirements," "What Quantities To Order," "EOQ," and "Schedule and Point Ordering." Gene Doucette will discuss the following subjects in production control procedures: "Exploding the Master Schedules to Fabricated Parts Requirements," "Triggering the Pulling of Parts and Runs," "The Back-order System," "Loading the Lines and Shops," and "Coordinating Production Control with Inventory Control."

Seminar participants will split into three workshop groups to discuss the fields of master scheduling, production control, and inventory control. Strengths and weaknesses in each program will be emphasized.

Second Day—

On the second day of the seminar, Ralph Lee (-hp- vice president in charge of Manufacturing) will speak on engineering documentation aids in setting up material management systems. He will cover growth problems, decentralization, and the acquisition of subsidiaries.

Bob Cornell (formerly of our GmbH operation) will deliver a talk on areas of the corporate-stock-number program such as the advantages and disadvantages of uniform stock numbers, flexibility in shifting instrument loads, and central corporate purchasing. Problems involved in transferring instruments between divisions will be discussed by Tony Malo (Frequency and Time Division). His recent procedure revisions will be presented.

Organization, communication, and coordination problems in corporate purchasing will be the theme of a talk by Dick Lesser of Boonton Radio Corporation. He will discuss past methods and introduce plans for the future. Dick Were will give an explanation of the procedure, form, and requirements for successful administration of the interdivisional parts supply.

The last day of the conference will consist of workshops in the areas of corporate purchasing, interdivisional parts ordering, and the stock number program. John Veteran will close the seminar with a summary of the conference, pinpointing areas of strength and weakness.

Operations News

BY NOEL E. PORTER
(-hp- vice president in charge of Operations)

INASMUCH as our office serves as the communications nerve center for the entire company, we attempt in these articles to convey information of a corporate-wide nature rather than dwelling on matters of only narrow, limited interest. We feel it's most important to get all our operations into the act, thereby furthering our objective of making the whole company stronger than the sum of its parts. We hope you've noticed the continual upgrading of corporate-wide news coverage in *Watt's Current* during the past few months, and we intend to continue our efforts in this direction.

A subject of vital and immediate interest to all of us in the -hp- family, of course, is the IRE Show. IRE is perhaps the most important single event of the year for all our operating units. Although the emphasis is on marketing, the show's significance extends far beyond that. It represents a culmination of many things: winding up the final details of design, tooling, models, display gadgets, pilot runs, price setting, and a myriad of other activities. Each year, and certainly 1962 has been no exception, everyone in the organization goes all out to assure that as a total company we present our best front at IRE, not only to our customers but to the entire industry. The same is true of our efforts preceding the annual WESCON Show in August.

This year, as in the past, we planned a number of important company meetings and conferences in conjunction with IRE activities. On the Friday preceding the show there was a Sanborn board meeting and a corporate -hp- board meeting at the Sanborn plant in Waltham. On Saturday, at the Essex House in New York, we conducted our annual IRE marketing meeting. This drew a record turnout, including all our field office repre-

sentatives, division managers, engineering managers and a number of other key people.

On Sunday, the day before the show, we had an important executive council meeting which included our vice presidents, division managers, and heads of our subsidiaries. During the show itself we worked in many special meetings, conferences, and side trips to our Eastern subsidiaries and representative offices. It was a hectic schedule, but one that certainly didn't lack for enthusiasm and excitement.

Some of the things we discussed during these various meetings are of utmost importance to all our operating units. We'll be covering these in more detail in subsequent issues. For now we'll simply mention a few of the more vital topics: how our new corporate chart of accounts is working; ways and means of better control for minimizing overhead costs; how we plan to transfer instrument engineering and manufacturing responsibility between various divisions and subsidiaries; how our program for establishing corporate identity on advertising, letter heads, etc., is progressing; and how we can tie together and approve capital expenditure budgets for all operations. As you can see, we had a full and busy agenda.

Our principal activity at the show, of course, was to display to our customers the many important new instruments which will insure us an increasing share of the market and continued leadership in the field of instrumentation. Judging from the reaction of the many hundreds of people who visited our booths, our new instruments will be tremendously successful. They represent a considerable effort on the part of all our people, and we can certainly be proud of our 1962 showing.

H-P Ltd. Growing Fast

HEWLETT-PACKARD'S Bedford, England, facility is presently assembling and testing 10-megacycle counters and their plug-ins, and is in the middle of transferring the assembly and testing of 606A signal generators.

Activities are housed in a 15,000-sq.-ft. building with a neighboring building of similar proportions due for acquisition by -hp- in about seventeen months. At the moment -hp- Ltd. is manufacturing some of the same instruments made by the Frequency and Time Divisions in Palo Alto. The plant has just finished setting up new lines for 606A production.

With a few exceptions, all parts are still imported from Palo Alto, but plans call for new sheet-metal and basic machine shops before the end of the year. These shop facilities will enable the operation to do most of their own sheet-metal work, as well as those machine operations not requiring highly specialized machines such as the Milwaukee-Matic.

There are now 14 people in the office at Bedford and 28 in the factory, with anticipation of around 100 employees before the end of the fiscal year.

Cooperativeness within and without seems to be a byword. Even after such a short period, the sales of 10-megacycle counters in the U.K. have grown significantly and British customers without exception have made it known that they are happy to have an -hp- plant on the island. Also the competitors—Marconi, Solartron, Blackburn, etc.—show the same willingness as our American competition to share information on a friendly basis.

Colorado Springs In Gear

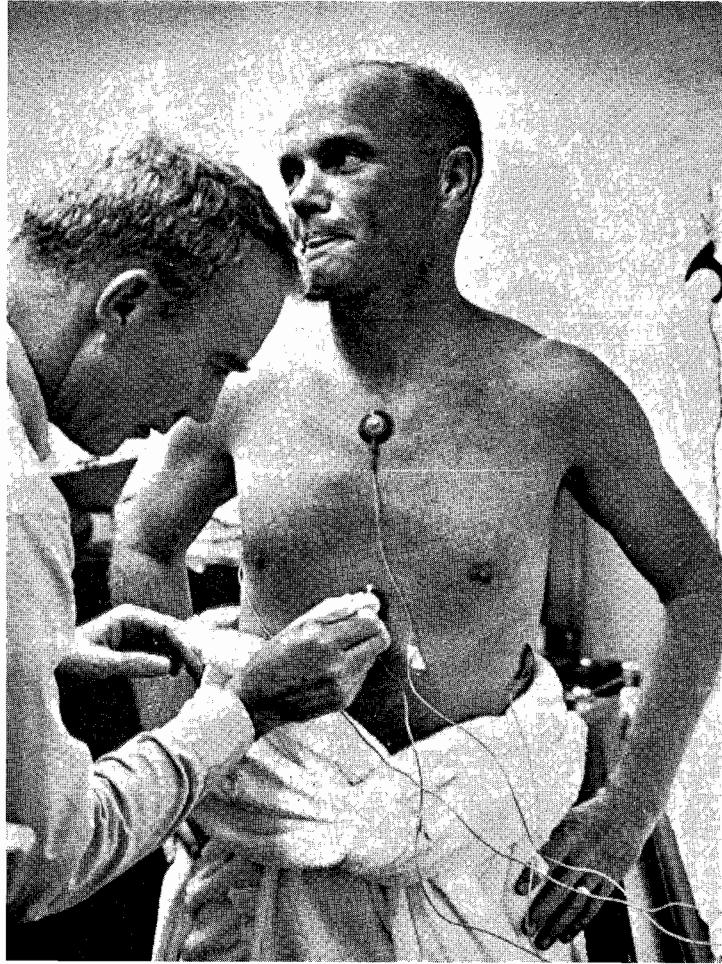
Organization Well Received in Area—

H-P's new oscilloscope plant in Colorado Springs is now in operation. The concern's first production run started Monday, March 19, with 120B shipments expected to roll within three or four weeks. According to George Fredrick, manager of the Colorado Springs plant, the organization, for the past two months, has been very busy interviewing prospective employees, outfitting the unit and conducting training classes. Help with these initial operations has come from Palo Alto. Fredrick reports all -hp-ites there well pleased with the reception they have received in Colorado Springs, and he is very enthusiastic concerning the future of the new plant.

A distinguished Hewlett-Packard visitor, V. Rama Rao, left, senior research officer, Electronics Division of the Atomic Energy Establishment, Bombay, India, chats with Carl Mahurin, Customer Service manager. Rama will be at -hp- on a four months' training program, studying various instruments and our streamlined production methods.



February 20, 1962 3:43 A.M.
Sensors were attached to small
tattoo marks on Colonel Glenn's
body which picked up his
physiological reaction
throughout the orbital flight.



at Zanzibar ... at Kano ... at Guaymas ...

signals from the first U.S. manned spacecraft were recorded on Sanborn instruments

As Colonel Glenn's body withstood forces of up to eight G's, or eight times his normal weight during the take-off, and as he traveled completely weightless through space, his heart action and breathing were being recorded.

While the capsule travelled at speeds of 17,500 miles per hour, and when it withstood temperatures of 3000°F. as it reentered the earth's atmosphere, the air supply and temperature within the capsule were traced on recorders manufactured by Sanborn Company, an -hp- affiliate of Waltham, Mass.

Each of eighteen tracking stations along the orbital path was equipped with two specially designed eight-channel systems which could record up to sixteen different variables such as the ambient temperature, various gas and liquid pressures, amount of fuel, power functioning, elapsed time between events and many other environmental and equipment conditions.

In addition, each tracking station had a horizontally mounted eight-channel recorder for use by the Aeromedical Observer. (See photo at right.) This special mount was designed to allow the observer to read the vital information about Glenn's phys-

ical condition immediately and easily. It allowed him to have quick access to as much of the record as desired, as the paper was stored in a bin rather than on a take-up reel.

Each of the signals being monitored in the spacecraft were "sampled" or picked up in rapid succession, and then telemetered or radioed to earth on a single radio frequency. At the receiving stations the radio signal was broken down into its component messages, which were then recorded on direct-writing instruments.

Each tracking station was linked with a computer center at the National Aeronautics and Space Administration's (NASA) Goddard Space Flight Center in Greenbelt, Maryland. Here, the precise position and trajectory of the capsule were continuously calculated, and almost instantaneously relayed to Cape Canaveral. At the Mercury Control Center's Operations Room at Canaveral about one hundred different types of information were monitored—the majority relating to the spacecraft's performance and the rest dealing with biological information about the pilot and his life support system.

The entire communications network operated on a "real time" basis, meaning that information was sent from one point to another almost instantly.

One purpose of this fantastically elaborate system was to keep track of the pilot's adaptability to varying conditions, and to determine if and when it was necessary for one of six ground stations to take over control of the capsule. If Colonel Glenn *had* run into trouble, it would have been immediately apparent to the Aeromedical Observers who could inform an upcoming tracking station to fire the retrorockets for his reentry. However—as we all know—John Glenn's physical condition remained excellent throughout his flight so this procedure was not used.

But equally important, the communications network provided information which will help scientists answer fundamental questions about man's existence in space. By having Glenn pull on a king-sized rubber band called a "bungee chord," recordings could be made which showed the effects of exercise on a man in a weightless state.

The communications network also kept ground stations informed of the functioning of each system in the Atlas missile and in the capsule. When a signal indicated that the heat shield on the nose of the capsule might be loose, the ground control could order precautionary steps to prevent the shield from coming off prematurely.

Those following the historic flight on television saw four Sanborn 158 systems in use at a special tracking station set up by General Dynamics/Astronautics in San Diego. Clear shots of the Sanborn recorders were televised, and the announcer pointed out tracings of Glenn's heart beat and respiration.

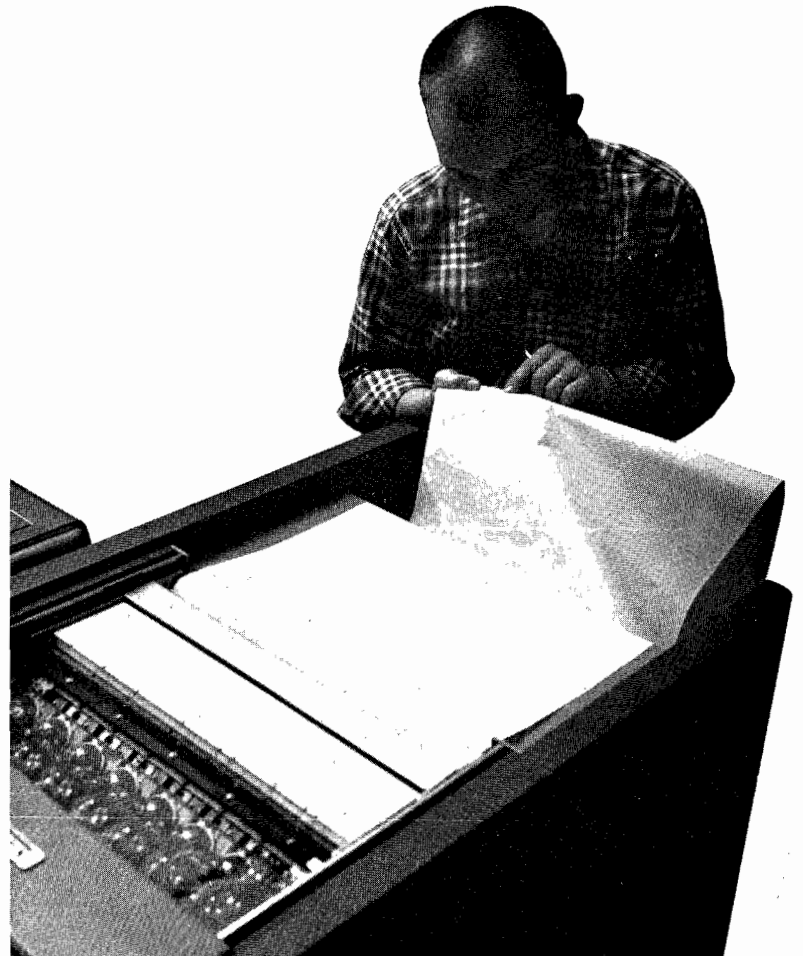
(Signals from the Atlas missile, which were being recorded on another Sanborn instrument, could not be shown as the material was classified, the announcer explained.)

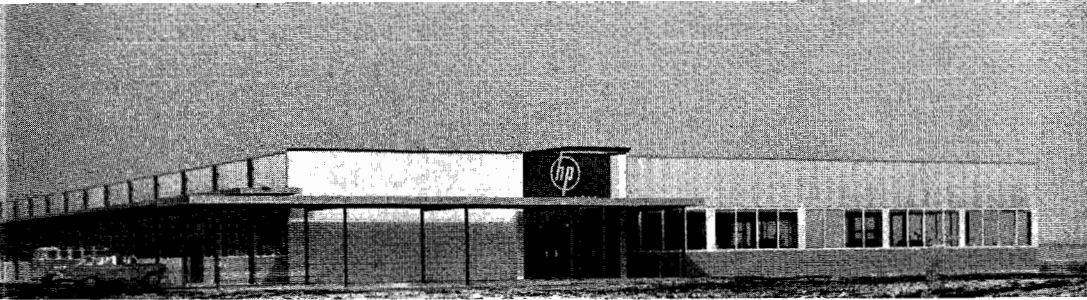
Although the use of Sanborn instruments to monitor signals from the Friendship 7 capsule is most dramatic, Sanborn's contribution to Project Mercury was still greater. Throughout each step in the development of the missile and capsule, many of the components and systems to be used were tested on Sanborn equipment. Pressure and gas flow control systems for the Atlas Missile were checked out on two 158-100B recorders at General Dynamics/Astronautics. The effects of wind-tunnel tests on models of the space capsule were recorded on two 8-channel "150" series recorders at NASA's Langley Research Center. The astronauts themselves were tested in acceleration chambers which simulated the conditions of space travel, and their reactions recorded on Sanborn instruments. Many subcontractors and suppliers used this equipment in developing components for the various systems.

Admittedly, a space flight is such a complex and almost super-human effort that it is difficult to believe that the role which Sanborn instruments played in its success was of any significance. It is even harder to relate specific jobs—machining, wiring and assembling recorders—with the heroic position of the astronaut. Yet Sanborn instruments *did* play a significant part in making the first manned space flight possible. And Sanborn people contributed to what those of us who still marvel at the feats of science would call a miracle. For does it not seem miraculous that as John Glenn catapulted through space one hundred miles above the Indian Ocean, Colonel Powers at Cape Canaveral could announce: "His heart action is excellent."

An aeromedical observer monitors Glenn's heartbeat, pulse rate and respiration on a specially designed Sanborn eight-channel console.

(Article reproduced through courtesy Sanborn Standard)





Plant viewed from east

HEWLETT-PACKARD GMBH

Elektronische Meßtechnik für hohe Präzision

703 BÖBLINGEN HERRENBERGER STRASSE 110 DEUTSCHLAND



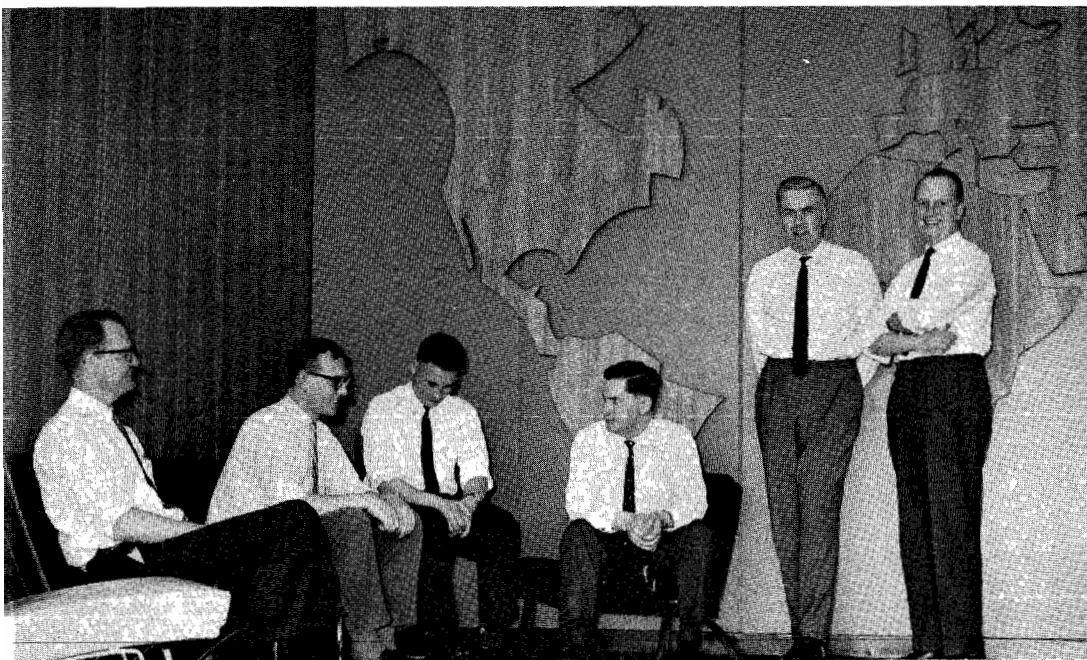
April 7 -- Inauguration Day For H-P's New W. German Facility

IN NOVEMBER, 1959, Hewlett-Packard GmbH made its first shipment of instruments to European customers. Today more than half of the -hp- instruments delivered in Europe are manufactured by GmbH.

Hewlett-Packard Gesellschaft mit beschränkter Haftung (familiarily known as GmbH) was the first -hp- manufacturing operation outside of Palo Alto. It is located in Boeblingen, Germany, on the edge of the Black Forest, about 30 minutes from the center of Stuttgart.

GmbH started on a smaller scale than the subsequent -hp- operations. A staff of only three began operations with little capital, in a small room of a 50-year-old textile factory. Two girls joined the group and, after a week's training, began assembling and wiring kits of parts shipped from Palo Alto for voltmeters and oscillators: 400D's, 200CD's, and 410B's.

By the 1959 Christmas party the group had grown to 14. Aluminum chassis were being fabricated, printed circuits were being dip-soldered in a frying pan on a coal stove, and GmbH



In front of world's map: L to R, Ray Demere, Eberhard Knoblauch, Gunter Warmbold, Hans Fuchs, Wolfgang Ohme, Fred Schroeder.

was operating at a profit. Shortly the plant was bursting at the seams with 30 people, so in March, 1960, the operation was moved to the lower floor of a new building several blocks away.

GmbH continued to grow, and by the end of 1960 it began planning its own building program. During the summer of 1961 construction started on the first 30,000-sq.-ft. building of the planned 165,000-sq.-ft. complex. In a record 51½ months the building was completed, in time for the annual Christmas party. Before moving in there were 70 people and five different locations, so the new factory was most welcome. This beautiful new plant is a good example of the valuable assistance that the corporate office in Palo Alto can give, even at such a great distance. At the beginning of the planning for the new building, Architect Bill Ruoff spent three weeks making the preliminary drawings, with the assistance of Phil Towle and the Clark, Stromquist, Potter and Ehrlich architectural office in Palo Alto. When the drawings and specifications were completed and the bids were coming in, Phil spent three weeks in Boeblingen. He reviewed and improved the details and finalized the mechanical and electrical specifications. Then during the final stages of construction Eric Woods provided invaluable assistance in expediting and checking out the various installations.

The new GmbH plant is a combination of German and American design incorporating functional planning and facilities with beauty, comfort, and a pleasant working environment. It stands on a gentle hill with a view of Boeblingen and its sister city, Sindelfingen, two rapidly growing towns with a combined population of 60,000.

Inauguration of the new plant will be a gala affair on April 7, with a distinguished guest list headed by Bill Hewlett and Dave Packard. Managers from other -hp- operations, many European sales representatives, and prominent German customers and officials will also be present.

During its 21½ years GmbH has grown in people, sales, experience, facilities, and efficiency. Presently the crew of 90 produces 30 different -hp- models, taking on new ones at the rate of one per month. Of these, 23 are from the audio-video group, two from the microwave group, and four are small scopes. For these instruments GmbH buys some purchased and some fabricated parts from the various -hp- divisions and some direct from suppliers in the United States, England, France, Italy, Switzerland, the Netherlands, and Germany. GmbH has developed its own fabricating processes for all sheet metal work (except some cabinets), machined parts, wirewound resistors, printed circuits, transformers, and a little plastic molding.

(Continued on next page)



Lazy Susan operations: L to R, Werner Albrecht, Max Hertkorn, Alfons Barbier, Liane Budziarek.

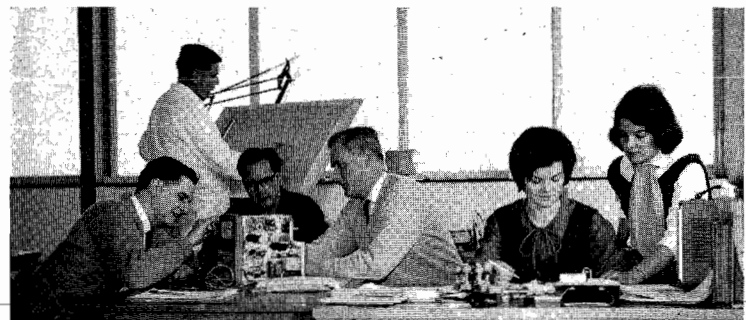


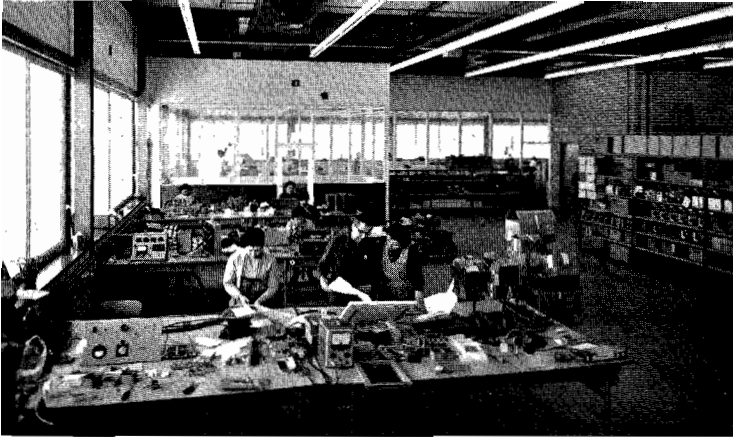
Reception: L to R, Gundrun Weber, Heike Wollrab, Margret Layer



L to R, Heinz Fuchs, Alfred Gottschall, Gottfried Schulz, Rosi Wagner, Max Hertkorn, shop supervisors. Missing, Hildegard Dengler (arm in cast), and Gunter Jeh.

Engineering: L to R, Hans Fuchs, Rudolf Tragler, Reinhold Weyl, Wolfgang Ohme, Helgard Hader, and Heidi Frank. Missing, Theo Tischer and Bob Hofgartner (broke leg while skiing).





Prefab area: L to R, Elvira Hase, Mathilde Martini, Betty Turba, Hedwig Wlodarski, Alfred Gottschall, Else Lutz.

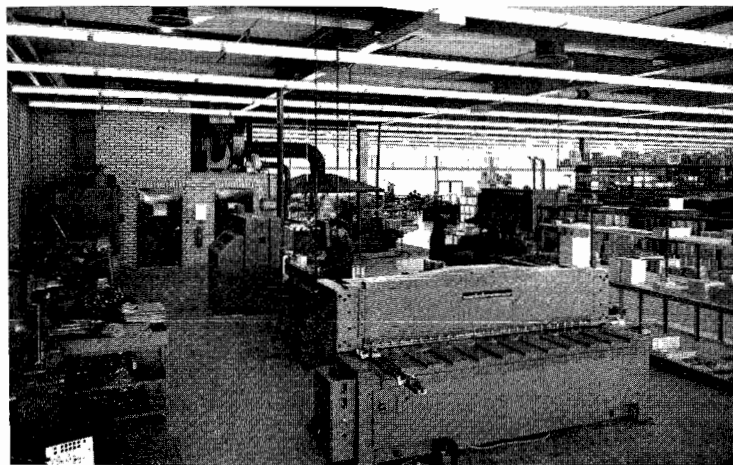


Office: foreground, L to R, Gert Haupler, Bruni Gebauer, Gertrud Matthies, Dieter Hotherr. Missing, Ann Hall and Ursel Bothner.



Machine and Tool Shop (during coffee break)

Sheet Metal Shop: L to R, Peter Doring, Anna Werner, Ferdinand Soika, Robert Heller at C-frame work in 50-ton Press Brake.



GmbH Feature (continued from page 7)

Since its beginning GmbH has been considered "a good place to work," and so has been fortunate in attracting capable personnel. The differences in language, customs, and business policies have caused problems in organizing and operating the company, but the adaptability of all employees has been surprising. The supervisors, engineers, and administrative personnel have learned the organization's complicated and rapidly changing procedures in an amazingly short time.

Communications have certainly been among the greatest obstacles, but the patience and cooperative spirit of many people in Palo Alto, Loveland, Geneva, and Boeblingen have enabled the operation to prosper. An important factor has been the direct correspondence between people concerned with similar functions in the various operations.

On April 6 Fred Schroeder, who had six months training in Palo Alto before GmbH began, will officially take over from Ray Demere as managing director and will have a strong management team assisting him: Gunter Warmbold, plant manager; Eberhard Knoblauch, administration; Hans Fuchs, manufacturing engineering; and Wolfgang Ohme, research and development. Gunter, who worked for three years in Palo Alto before helping start GmbH, has brought a great wealth of know-how, and has developed a strong group of supervisors and a well-seasoned staff. Upon moving into the new plant all assembly and wiring was "lazy-susanized," and new machinery and tooling were added to increase efficiency in the shop.

Gunter's chief assistants include: Bob Hofgaertner, in-plant engineer; Rudolf Traegler, shop and tool engineering; Alfred Gottschall, pre-fab; Hildegard Dengler, A & W; Gunter Jehl, test; Max Hertkorn, 'scopes; Heinz Fuchs, sheet metal; Gunter Woern, production control; Joe Voigt, special purchasing; and Gottfried Schulz, plant maintenance.

Eberhard's group leaders include: Willi Jirgal, sales-order processing, traffic, and customs; Heike Wollrab, inventory control; Dieter Hofherr, accounting; and Bruni Gebauer, personnel and payroll.

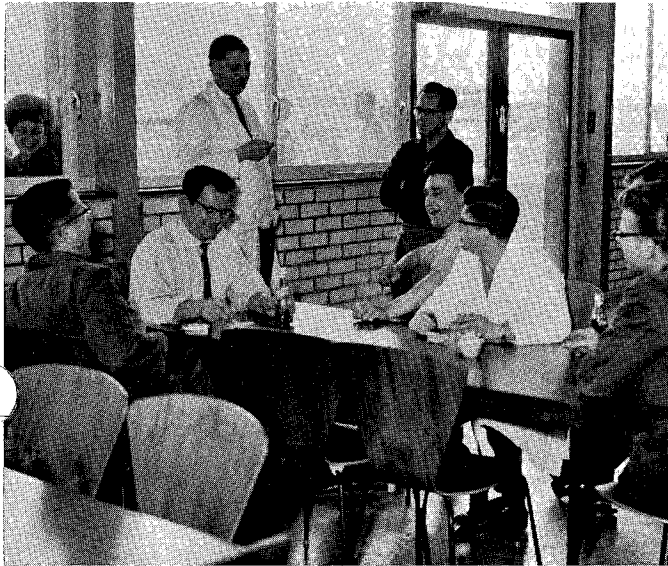
Hans's group of Theo Tischer, domestication and customer service, Reinhold Weyl, production engineering, and Herbert Rottenbacher, mechanical engineering, is very busy bringing in new instruments, keeping up with QA, processes, and production changes.

Wolfgang joined the staff in January and is already hard at work on new products for the European market.

A steady program of personnel interchange has been a great benefit to GmbH. Walt Noble spent a year in Boeblingen and helped shape up the engineering program and coordination. Bob Cornell headed the materials group for a year and a half and worked out the coordination and development of this complicated area. In addition, both greatly contributed to the good will and personal coordination with other groups. Within

the past year Fred, Gunter, Eberhard, and Theo have journeyed to Palo Alto and other affiliates on training programs. This year Hans and Wolfgang are slated to travel. Last summer GmbH received able assistance from student engineers Dave Rannels and Calvin Teague. This June Wally Klingman is expected to join the company for one year to bolster the engineering program and to transfer -hp- "know-how" on the high-frequency oscilloscopes, 175A and 185B.

GmbH has two customers, Hewlett-Packard VgmbH in Frankfurt, which resells within Germany, and Hewlett-Packard SA in Geneva, which resells in the rest of Europe and Canada. Production is currently about \$100,000 monthly, but is being



L to R, Alfred Gottschall, Max Hertkorn, Jupp Berger, Alfons Barbier, Lothar Nitsch, standing, Rudolf Tragler, Reinhold Weyl enjoy three-o'clock repast in plant cafeteria.

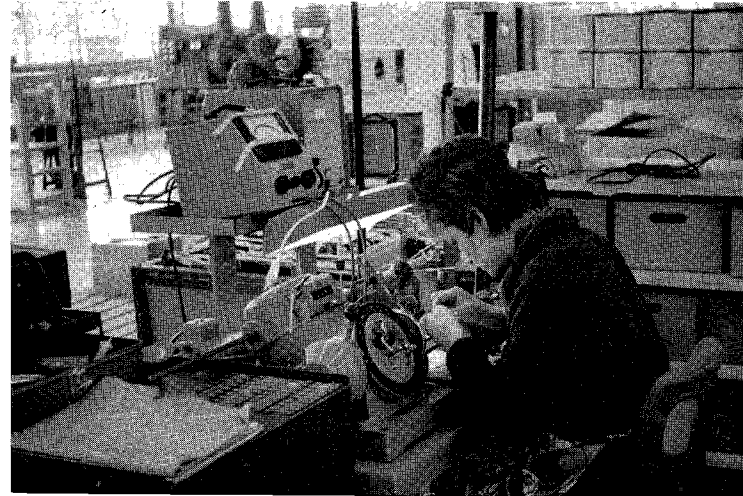
increased to catch the recent surge in sales. The volume, expected to double within the next year, will fully utilize the space available in the new building.

The German economic growth in the recent past has been fabulous, raising the general wage and salary level by about 20 percent during the past two years. The increase at GmbH has more than doubled this rate. However, thanks to the efforts of all hands, efficiency has increased by more than 60 percent, which allows a reasonable profit without price increases.

The management of GmbH states, "The success of our West German operation results from efforts of the entire GmbH staff to do a better job and to learn, and from the tremendous co-operation of those at all levels in Palo Alto, Loveland, and Geneva."



Else Mayer at Deckel Engraver



Hannelore Immig operates Micafil Strip Winder



Anna Werner at Rotex operation

Inventory and Production Control: L to R, Heike Wollrab, Gundrun Weber, Barbel Heiber, Li Schoeck, Gunther Worn.





Serge Goemaere, managing director of EMC, HPSA's Benelux sales organization, was a recent visitor to -hp-, Palo Alto. In photo above, Serge and Bill Doolittle, manager of International Operations, discuss progress EMC has made since its founding only a few short months ago.

International News

BY BILL DOOLITTLE

(-hp- Manager of International Operations)

SEVERAL organizational changes have been made recently to strengthen international operations here and abroad.

Ron Whitburn, of the Palo Alto International Sales group, is transferring to HPSA, Geneva, as sales promotional manager. Ron will bring to HPSA seven years of -hp- experience in Publications and in Domestic and International Sales. He will provide Geneva with much-needed support in the field of advertising and sales promotional activities. Ron, his wife, Peg, and two young daughters are eagerly looking forward to their new way of life as Genevois.

Doug Herdt, who found his way to International Sales via the Oscilloscope Division, is realizing a long-term ambition to return to Germany, where several years ago he studied in Berlin under a scholarship at the Technische Universitaet. Doug, who speaks fluent German, is transferring to HPVmbH, Frankfurt, where he will assist Joe de Vos' sales organization in carrying the -hp- sales message to the ever-increasing number of German customers.

Bob Cornell, who recently returned to Palo Alto from an eighteen-month manufacturing assignment with HPGmbH in Germany, has joined International Operations to provide engineering-manufacturing services liaison to -hp's- international manufacturing facilities. Bob is ideally suited for this assign-

ment because of the practical knowledge he gained while in Germany of the problems of manufacturing at remote locations. For the time being, Bob will divide his time between this assignment and working under Ralph Lee's direction in developing a compatible, corporate-wide stock-numbering system. Later he will devote full time to his new assignment.

Jerry Metzger, former domestic regional sales engineer handling the far-western and Hawaiian territories under Tom Kelly, has moved over to International Sales. Jerry, who has spent four years in Service and Domestic Sales, will help fill the gap created by the departure of Ron and Doug.

Traveler—

Tom Christiansen, of Palo Alto International Sales, has just returned from a six-week overseas tour which included visits to HPSA, HPGmbH, HP Limited, and HP (Canada) Limited. The purpose of Tom's trip was to assist HPSA and the manufacturing subsidiaries in developing streamlined and faster methods of handling the ever-increasing number of orders from our European customers. Tom's work looks quite promising, so we can expect substantial improvement in this area within the next couple of months.

Visitors—

We were especially honored this month to have a simultaneous visit from two managers of -hp's- European sales subsidiaries. Genial Joe de Vos, Geschaefstfuehrer of Hewlett-Packard Vertriebsgesellschaft m.b.H., our West German sales company, and his charming wife, Gerda, spent ten days in Palo Alto soaking up our unusual rainy weather. Gerda, who spent many long hours assisting Joe in establishing HPVmbH, was enthralled with California in spite of our poor display of sunshine. Serge Goemaere, managing director of EMC, HPSA's Benelux sales affiliate, made a brief stop-over in Palo Alto during a whirlwind tour of -hp's- U.S. facilities. Serge brought glowing reports of the progress EMC has made in the relatively few months it has been in operation.

In addition to our two European visitors, we were favored by visits from our distributors in Australia-New Zealand and Israel. John Warmington, manager of Sample Electronics Ltd., -hp's- Australian-New Zealand distributor, visited -hp- for several days during his four-month around-the-world business trip. Although this was his third visit to -hp- and he has been reading *Watt's Current* regularly, John was amazed at the increased facilities and the number of people we have added since his last visit several years ago. John plans to visit several of -hp's- European activities before his return "down under." Moshe Bassin and Levi Katzir, comanagers of Electronics & Engineering Ltd., -hp's- Israeli distributor, also stopped by for a couple of days. They were quite interested in our service facilities and expressed the opinion that one of the strong factors in promoting the sales of U.S. products overseas was the availability of spare parts and service.



Noel Eldred, -hp- vice president of Marketing, and Bill Doolittle, manager, International Operations, look on while Ron Whitburn, -hp- International Sales (now of HPSA—see article), presents seminar diploma to Gerhard Niantenschur, HPVmbH sales engineer. Joe de Vos, center, general manager of HPVmbH, not to be distracted by such pleasantries, is reading a glowing sales report from Germany.

EASY STREET

FIRST DAY REPORT

"Booth Packed— Best Show Yet!"

CLASS OF SERVICE
This is a fast message unless its deferred character is indicated by the proper symbol.

The filing time shown in the date line on domestic telegrams is LOCAL TIME at point of origin. Time of receipt is LOCAL TIME at point of destination.

WESTERN UNION TELEGRAM
W. P. MARSHALL, PRESIDENT
1201 (4-60)

SYMBOLS
DL = Day Letter
NL = Night Letter
International
LT = Letter Telegram

WUO85 0 NA336 COLLECT NEW YORK NY 26 440P EST
WATTS CURRENT HEWLETT PACKARD CO
1501 PAGE MILL RD PALO ALTO CALIF
FIRST DAY REPORT, NEW YORK IRE SHOR. ATTENDANCE SETS NEW RECORDS. H P BOOTH PACKED. EXTREMELY HIGH INTEREST IN NEW 175A 50 MC SCOPE, 5243L UNIVERSAL COUNTER, AND 8614A SIGNAL GENERATOR. PERSONNEL SELLING WELL TO HEAVIEST BOOTH TRAFFIC IN EXPERIENCE. LOAN PROGRAM RUNNING SMOOTHLY. REPS AND CUSTOMERS VERY ENTHUSIASTIC OVER NEW PRODUCTS. BEST SHOW YET

DON TEER

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

