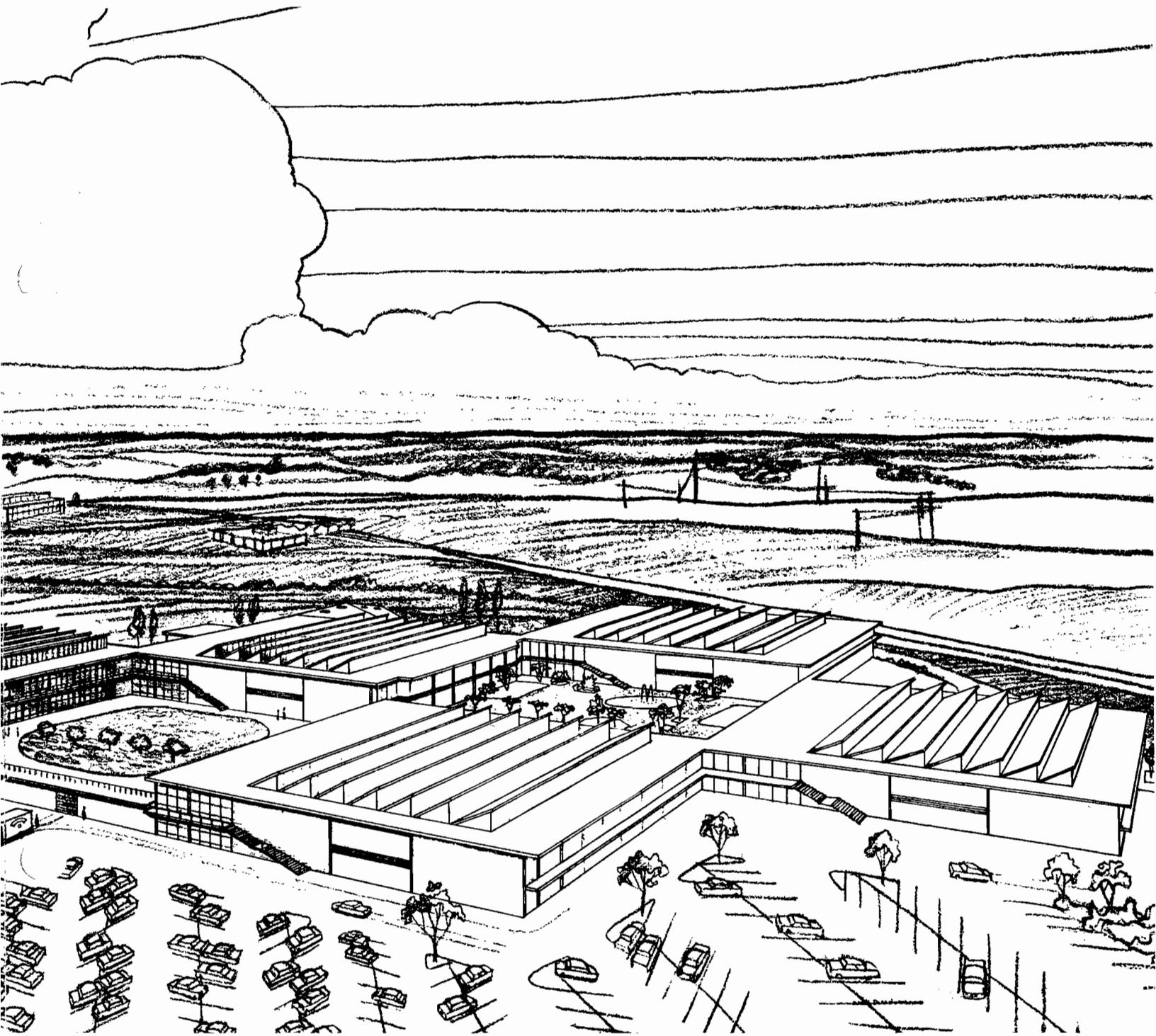


WATT'S CURRENT

APRIL 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 APRIL, 1962 No. 4

This Month's Front Cover...

Next month construction will begin on two additions to the -hp- Stanford complex. The completed buildings will make the -hp- picture look like the artist's version on this month's cover. From left (back cover) to right (front cover) the buildings are: 6A, 5, 4A, 3, 4, 1, and 2.

Present plans call for moving part of Central Stores into Building 6A. Unit 4A will then retain the other part of Stores and accommodate the Machine Shop group in addition.

Building 5 will be the new home of the Service and Parts Departments as well as Microwave R & D. This new building will be the first full three-story unit in the -hp- complex. Seven acres of parking space will accommodate 1000 additional automobiles.

The buildings will be constructed of concrete and steel, similar to the present units. Structural steel has been ordered and is being fabricated at the present time. Approximately 700 tons of air-conditioning equipment will be required to handle the new units and existing Mole Hall.

The new buildings will, in all probability, be ready for occupancy next April. Architects for the project are Clark, Stromquist, Potter & Ehrlich.

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From Our President's Desk

LAST MONTH I spent the usual week at the IRE Convention in New York and then two weeks in Europe visiting our activities in Bedford, England; Geneva, Switzerland; and Boeblingen, Germany. We had an unusually good exhibit at the Coliseum in New York, with great interest shown in all of our new products but particularly in the new Model 175 Oscilloscope, the Model 5243 Transistorized Counter, and the new Signal Generator and Modulator. There was good interest in a number of the other products, too, and all of our affiliated divisions and companies were well pleased with the response to their new products. At the same time there was a good deal of competition in evidence at the show and we are going to have to work very hard to get these new products into production, to keep our costs down so that we can be competitive in our pricing, and to continue to move forward with more good new products during the year. Everyone who visited the New York show feels that we can achieve a good increase in volume from our new products but it will take an unusual effort to get all of these into production so that they will have an impact on this year's sales volume.

In order that we can be in a good position to meet the increase in competition on both new products and old, we are going to have to tighten up during the next two or three months on *all* of our costs—especially our overhead costs—and at the same time work toward continually improving our quality. This means extra effort on everyone's part throughout the company to be sure we put our effort on only those things that are important and absolutely necessary to do at this time, and that we work toward reducing waste and inefficiency wherever this can be done. This is particularly important with our Profit-Sharing Program in effect because, whereas we got off to a good start during the first quarter, our performance in the past two months hasn't been nearly as good. But I am sure we can find ways to improve during the remainder of the year.

ALL OF US were very encouraged about the progress in Europe. Our sales have increased there by a substantial amount this year. John Cage and the boys in Bedford are producing 524s already and they are going to add more instruments for production there as fast as they can. Our sales of 524s in England had dropped off to almost nothing because duties and import restrictions kept these products out of England, but since we are now manufacturing these products there our sales have picked up again in a very encouraging manner. As you know, we are supplying a large portion of the fabricated parts for our European manufacturing operation from here in Palo Alto, and so the program both in England and in Germany increases the amount of work we have here at home as we are enabled to increase our sales in Europe.

Last month we inaugurated our new plant in Boeblingen, Germany. It is a very attractive facility, neatly laid out, and operating very efficiently. Our sales in Germany have increased almost 50 percent this year and so here, again, this manufacturing activity has not only developed a strong position for our products in Germany, but it has also increased the amount of work we have here at home.

The acceptance of our products in Europe has been excellent. The requirements on service and reliability are particularly stringent and there is price competition, too. The fine progress we have made calls for a further increase in our effort on delivery, quality, and price. Now that things are going well we can't afford to let up our effort in any way.

David Packard

Operations News

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

WE HAVE STATED here many times before that the development of new products is an all-important part of our operating a successful business enterprise. To this end we are continuously reviewing our new-product effort with a critical eye to make sure we are developing new products that will bring in the greatest long-term return on our engineering and capital investments.

On Thursday, April 26, we had a formal review of the new-product programs for our Western group of operations. This group includes our Palo Alto divisions, Loveland, and the Moseley Company. There will be a similar meeting for the Eastern members later in May, and this meeting will cover Boonton, Harrison Labs., and Sanborn. We hold these reviews twice a year, following the IRE and WESCON shows.

At these meetings we attempt to make an "engineering-marketing" and "customer" appraisal of the corporate development programs, rather than indulge in technical discussions. Hence, the people who attend these meetings are the division managers, chief engineers, product managers, and marketing people with Bill, Dave, and the VPs usually always in attendance. This time we invited certain of our field engineering managers to also sit in on the discussions.

The results of Thursday's review are most encouraging. The new product programs of the 'Scope Division, Frequency and Time Division, Microwave Division, Advanced R & D Division, Loveland Division, Paeco, Dymec, Moseley, HPA, and the Precision Components Division are well planned and will provide us with a formidable array of new and proprietary

products to keep -hp- out in front. It now remains only to continue our emphasis and effort in winding up the details necessary to getting these new products into production so that we can convert all this ingenuity and hard work into profit.

The other all-important aspect to operating a successful enterprise is how well we manage our day-to-day business affairs. This simply means how well we control the costs of doing business. These costs include direct and indirect or overhead costs. In general, we have done a pretty good job of keeping our direct or factory costs (direct labor and materials) in line. Indirect costs include a myriad of things, such as: engineering, administration, marketing, miscellaneous supplies, tooling, instruction books and publications, production control, travel, and even coffee and doughnuts. We have to keep all these things in line and commensurate with our level of business if we're to maintain successful operations. Dave has emphasized the importance of this in his letter. We will be putting a lot of emphasis on this matter of cost control in the months ahead.

This week we are holding a Material Management Seminar at Palo Alto. People in the areas of purchasing, inventory and materials control, and production planning and control will be in attendance from all operations. An extensive as well as intensive schedule is planned for this meeting, including presentations, talks, and discussions on various methods and procedures in these matters, plus workshop sessions. Our purpose here, through an interchange of ideas and discussions, is to help develop the most effective and efficient materials-management program for each division and subsidiary.

First WEMA Management Seminar Set

DAVID PACKARD is slated to be keynote speaker at the first Management Development Seminar of the Western Electronic Manufacturers Association, May 9-11, at Highlands Inn near Carmel, California.

Packard's talk at the opening meeting Wednesday morning, May 9, will be keyed to the conference theme, "Management's Responsibility for Profit in the Maturing Electronics Industry."

WEMA members from California, Arizona, Oregon, and Washington will attend the three-day seminar and participate in the five seminar group-workshop sessions—marketing, manufacturing, engineering, personnel, and finance. Co-leader of the marketing workshop group is Dick Reynolds, -hp- sales manager, who has been working closely with John Scheck of Beckman.

David Packard is certainly not unfamiliar with WEMA, its programs or objectives. In 1943, the year WEMA was organized, he served as chairman of the San Francisco Council and is one of the industry leaders who has contributed significantly to the achievements and growth of WEMA.

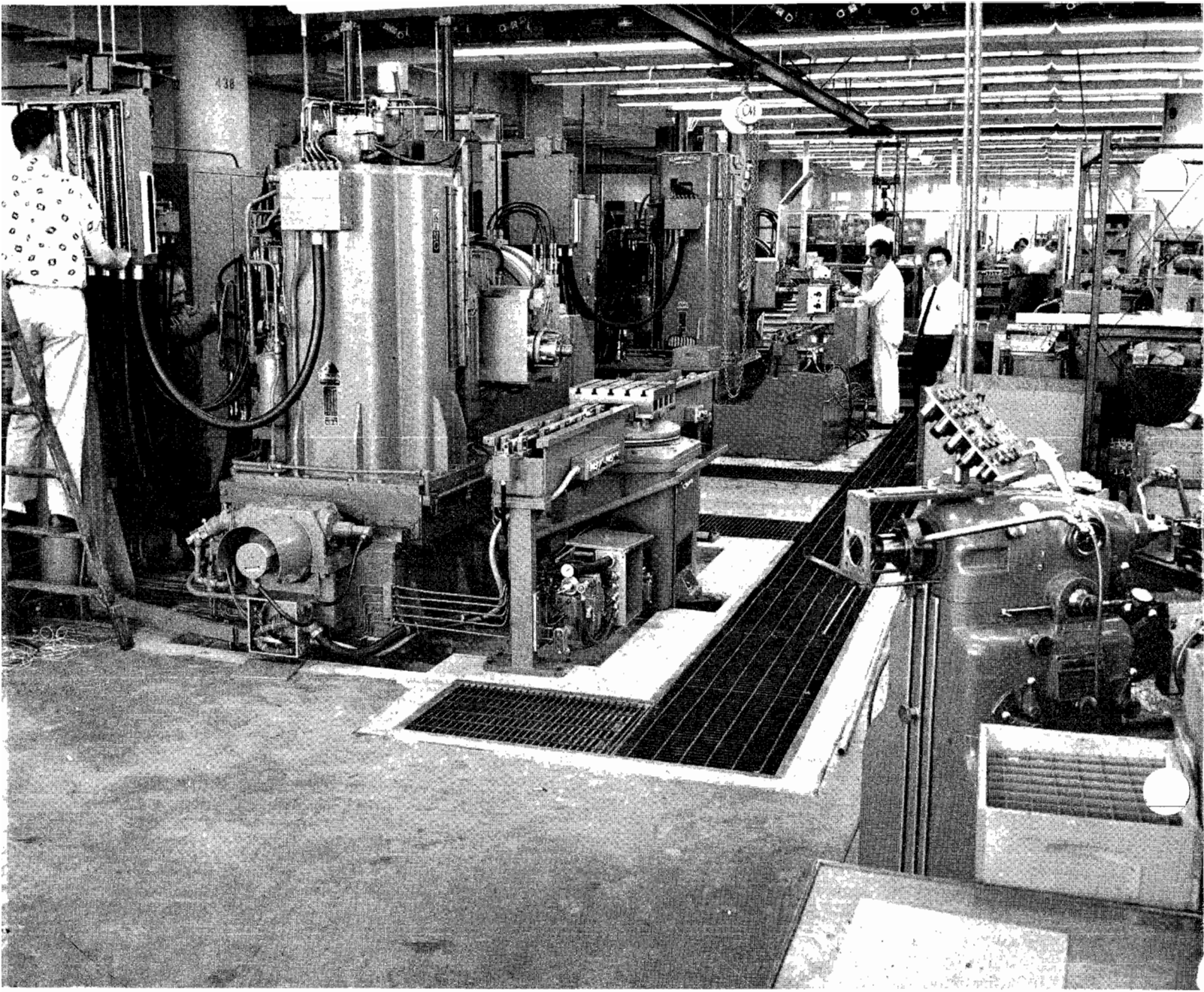
Other -hp- management participants have included W. Noel Eldred, past WEMA president and council chairman (1949), and Noel Porter, past council chairman (1952).

The programs undertaken by WEMA are geared to the pace

of a rapidly growing industry engaged in conquering the problems of the space age. WEMA's organization into five local councils—one for each major electronic center in the West—provides the flexibility necessary for tailoring meetings, seminars and special events to the needs of the different geographical areas. WEMA's program has grown rapidly in the past few years; one of the most important activities is research (at the local level) into wage and salary practices, employee benefit programs, and professional salary statistics. Through these investigations, -hp- and other participating companies can determine whether they are above, comparable to, or below the industry salary-wise.

WEMA is also an active partner in the annual WESCON. In the production of this major four-day event, WEMA shares cosponsorship with the IRE's seventh region as represented by the Los Angeles and San Francisco sections. WESCON is held alternately in Los Angeles and San Francisco. Its management staff reports to an eight-man board of directors made up of four WEMA and four IRE representatives. Each year there are four board members from the Bay Area and four from Southern California, with the directors from the "hosting city" serving additionally as WESCON's executive committee.

H-P, being one of the original handful of WEMA participants since 1943, can be quite proud of the WEMA organization and of the role it has played in WEMA's success.



H-P's second Milwaukeematic being installed. The first Milmac (in background) was installed in 1960. These machines increase Precision Machine Shop's versatility in changing from one type of tooling operation to another—helping increase materially -hp- profits.

THE MILWAUKEEMATIC A SOLUTION TO A PROBLEM

*A New Approach That Complements,
Not Competes With, Able Machinists--*

FOR -hp- to continue to be a dynamic organization—a company that symbolizes growth and leadership in creating new and better ways of designing, manufacturing, and selling instruments—it must be a leader, a pioneer, and experimenter. It must keep apace with and be aware of new techniques and progress both in the scientific area and the production area. It must constantly study and evaluate these new techniques to see where they can be advantageously applied at -hp- in accomplishing its objectives. In line with -hp- philosophies, we cannot rely on methods which were adequate yesterday, but we must always be on the lookout for new and better ways of producing our equipment. For today's most efficient and correct approach to a problem is, at best, a relative appraisal and tomorrow's methods may bring a better way to solve the problem. Thus the new way produces greater productivity, profit, and growth for the industry, the company, and its employees.

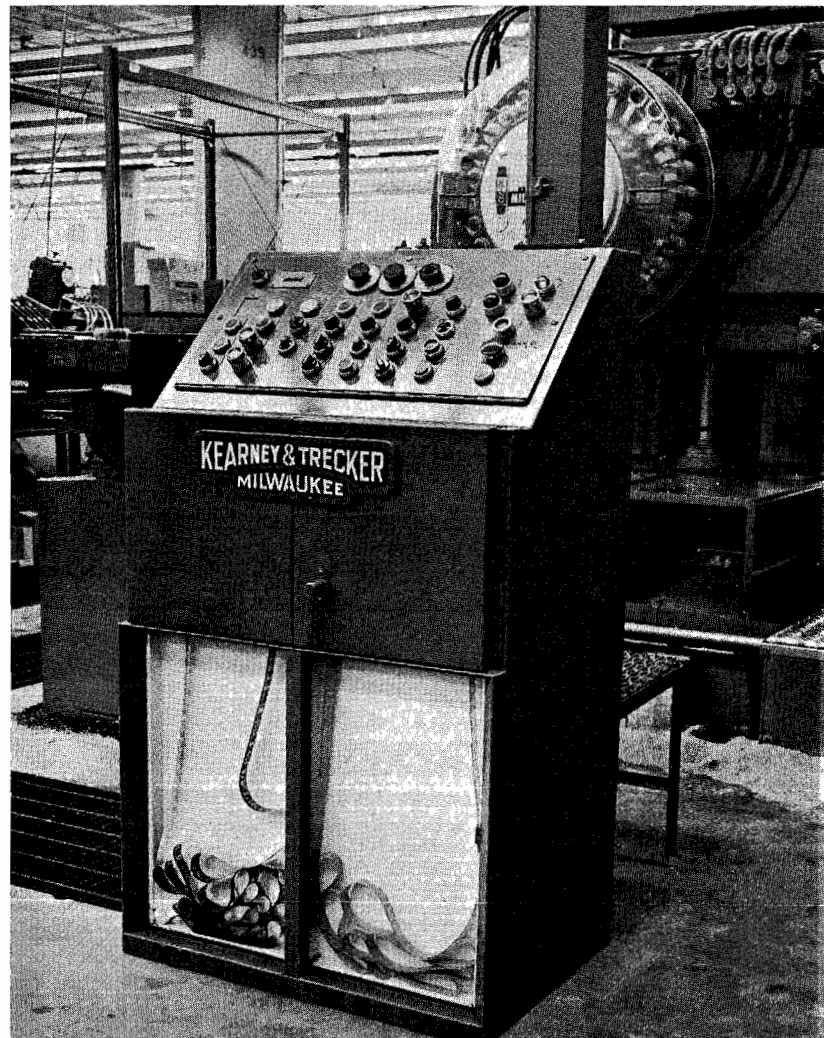
This has been the pattern set by the Microwave Division, a rapidly growing entity within the -hp- complex. Always with growth come problems that must be solved. These problems are not only in electrical design and construction of microwave instruments, but in mechanical design and construction as well. Instruments in the microwave region require elaborately machined linkage. Cavity resonators whose function is similar to that of a coil-and-capacitor resonant circuit at lower frequencies must be machined to close tolerances. Such machining operations, coupled with the greater number of instruments, places a rapidly increasing work load on the Microwave Division's Machine Shop—a work load that *cannot* be easily alleviated because of the scarcity of machinists in the Bay Area and the limited floor space available for conventional general purpose machines. There are other problems, too. Lead time (time between the ordering and receiving of a part) is excessive, causing slow-up in production. Costs for tooling and machined parts for prototype instruments need to be decreased. To eliminate such problems a new approach was needed.

These problems were anticipated in 1960, and various approaches were investigated. It was decided that equipment was needed that could machine mechanical components with high precision and great speed and require a minimum of floor space; that would perform, in several sequential operations, functions that were performed by several conventional machines; a machine that did not require extensive tooling and that could quickly be converted from one type of tooling operation to another. The answer turned out to be the Milwaukeematic, a machine electronically programmed to perform the functions desired; a machine that is a hybrid of mechanical parts and electronic circuitry and which can perform operations in less time than previously required by conventional means; a machine whose tooling requirement is a relatively simple holding fixture and a few yards of punched tape; a machine that requires almost no set-up time; a machine that can produce parts in runs of one or two as economically as in runs of five hundred.

The Milwaukeematic purchased in 1960 has been in opera-

tion up to the present. Its operation has been scrutinized and compared to the conventional machining methods that require several production units to perform the same function. It is, nevertheless, a very complex piece of machinery, and in order to utilize its advantages fully, operating personnel of the highest caliber are required. Since it has always been -hp- policy to hire only the best possible people, we were able to obtain extremely capable personnel in the operating, tooling, and maintenance areas. These people, in conjunction with the Milwaukeematic, have definitely shown that the problems mentioned above can be overcome. Tooling time has been reduced from weeks to days; greater output has been achieved; quality has been improved; lead time in getting new instruments into production has been decreased; with all of these factors contributing to increased profits for the company. These facts, coupled with the increased work load, not only in the Microwave Division but within -hp- as a whole, have warranted the purchase of a second Milwaukeematic to enhance further the benefits mentioned above and also to serve as a backstop for the present machine. This second unit will help enlarge -hp- milling capacity to keep up with its increasing sales. Many have probably seen this second machine, which was delivered to -hp- on April 9. Because of the experience we had obtained with the first Milwaukeematic, this second one was assembled, checked, and aligned, and was producing parts in the fourth week after its delivery to -hp-. This is definitely a remarkable achievement for so complex a machine, but only serves further to indicate the caliber of -hp- people.

Thus company growth does pose problems, but solutions to these problems often can produce rewarding results. In this vein, tracer mills and screw machines should also be mentioned as typical of equipment that has materially helped increase the -hp- profit picture, thus helping pave -hp-'s- way toward the ever-increasing critical production goals of the future.



Milmac's control box, the electronic brain of the machine. Tape seen in foreground is programmed to send command impulses to Milmac. With such an approach, exceptionally high tooling accuracies are obtained.



CONSOLIDATED HEWLETT PACKARD
SALES MEETING
HOTEL ESSEX HOUSE, MARCH 24, 1962.

View of annual New York Sales Meeting at the Essex House. The program consisted of progress reports and sales previews on new instruments by Boonton Radio, F. L. Moseley, Harrison Labs., Dymec, Sanborn, and -hp-. Following this, Dick Reynolds, -hp- sales manager, reviewed 1961 sales achievements and outlined sales goals for 1962. Dave Packard concluded the seven-hour meeting with a review of operations and a progress projection to 1970.

Report -- 1962 IRE Show

"Easy Street" Theme Pays Off--

THE YEAR'S single most important marketing effort for -hp-, the New York IRE Show, has just concluded. More than 73,000 engineers had an opportunity to see and operate our latest instrument at -hp-'s booth at the New York Coliseum.

Customer enthusiasm ran particularly high over the new 175A 50-MC Oscilloscope and the 5243L Electronic Counter.

On the Saturday before the show opened, -hp-, its affiliates, and reps held their annual sales meeting at the Essex House. This combined meeting gave everyone an opportunity to hear progress reports and sales projections from the entire -hp- group. More than 230 were present.

In addition to the sales meeting and IRE Show itself, -hp- was host to 90 security analysts at a breakfast and tour of the show. Dave Packard outlined our present policies and long-term plans.

Good weather in New York during the latter part of March helped attendance at the IRE Show set a new record—better than 73,000. In general, there were not too many real technical advancements in the test-equipment field. Rather, the companies in this activity were making detail improvements on existing instruments. We feel this is one reason why our new instruments had such a good impact and are off to a sound start.



This is the 60-foot -hp- IRE Show booth of "North Easy Street" on the third floor of the New York Coliseum. The booth was manned, during show hours, by three 15-man shifts of engineers. The interest generated by the operating displays of new instruments produced more than 1200 written requests for technical information in addition to the thousands of data sheets and catalogs passed out during show.



Corporate-Wide Services Now Available Through New Systems and Procedures Group

Persons To Contact Listed--

THE -hp- Systems and Procedures group is responsible for all office supplies, office equipment and furniture, handling of company mail, distribution of internal mail, teletype service, internal and external printing (other than instrument instruction manuals and sales-promotional material), clerical assistance, records retention and destruction, telephone service, and systems analysis.

As one may have noted, none of the services mentioned above is very similar or related to another. This is the very reason for a separate group of services under one heading rather than all of these services spread throughout the company in the various divisions. By working as a single unit, the group is able to function more efficiently; to render better service for less money. Their job is to tie together the rest of the organization, and/or assist major departments to function. Systems and Procedures is actually broken down into the following three separate groups, each of which is responsible for specific services: (1) Systems and Procedures Analysis, (2) Office Services, and (3) Office Supplies. These categories previously fell under the guidance of Hank Taylor, who has since transferred to Building 1 and is working with Carl Clement as Cabinet Procurement Coordinator. Taylor now makes recommendations to manufacturing divisions pertaining to ordering quantities of old parts and phasing in new parts, etc. Dave Bates, Assistant Secretary to Hewlett-Packard Company, has acquired control of the Systems and Procedures organization.

The following are brief descriptions of the people serving this group and their positions and responsibilities:

Ronald Buehner has recently joined -hp- after receiving his master's degree in January from MIT in industrial management and his B.S. in industrial engineering from Stanford University. Ron is part of the Systems and Procedures group and his particular responsibilities center around the ordering and designing of external forms (forms printed outside -hp-). He is also, at the present time, working on a system for the reporting of Finished Goods Inventory. Ron is a member of the Junior Chamber of Commerce and AIIE.

Bill Johnston, another member of Systems and Procedures, received his A.B. and M.B.A. at Stanford University. His projects to date have been backlog analysis, decentralization studies, communications studies, and the IPR system.

Newly transferred into the group from Paeco is Dave Bentley. Dave was in the Paeco Purchasing Department for a year and a half, the past six months as Purchasing Agent. A native of the Bay Area, Dave graduated from San Jose State in 1960 with a B.S. degree in chemistry and management. He is currently involved in systems work in Inventory Control areas at -hp- and Dymec. Dave is an active member of the Palo Alto Junior Chamber of Commerce and a former member of the National Association of Purchasing Agents and the South Bay Electronic Buyers Group.

Bard Rice joined the Systems and Procedures personnel in February of this year, having been Production Control Manager and Master Scheduler for Waveguide the preceding two

years. Prior to joining Hewlett-Packard, Bard was with Procter & Gamble Company in Cincinnati, Ohio, as a production supervisor. He attended Brown University, Babson Institute, and Boston University, from which he received his M.B.A., and served three years in the Navy Supply Corps after completing his schooling. He is working mostly in the areas of Production Control and scheduling. Bard is president of the Los Altos Junior C. of C.

June Bowen has been with -hp- eight years, formerly working in the Publications Department with Wally Brann before transferring to Office Services to assist Lee Simmons when Lee took over forms printing from Publications. Lee left Office Services to join the -hp- Personnel staff in February, and June is now responsible for all the designing and preparation of internally printed forms and miscellaneous literature, and is also secretary to the Systems and Procedures organization.

Phil Cox took over Lee Simmons' responsibilities of the Office Services Department in February. Before that, Phil had been running the press for -hp- internal printing and doing the camera work and platemaking. He is responsible for the distribution of mail, the teletype service, internal printing, and the retention and destruction of company records. Phil is president of the Mountain View Junior Chamber of Commerce for 1962-63.

The distribution of mail in the Stanford-Palo Alto complex and the handling of outgoing mail is expedited by three mail girls: Judy Simonini, Sue Wilson, and Donna Tennison. These girls also afford clerical assistance to other areas and persons when needed. The handling of packages to the administration offices and mail to the outlying plants and areas is done by Art Herfurth. The teletype operation is kept at top efficiency by Marie Miller and Jean Smith. Again, during slack periods, Marie and Jean give clerical assistance and "help out" on the mail desk. Wes Bell and Cyril Smith handle the internal printing, platemaking and camera work, collating, and stapling, and are responsible for keeping a supply of forms in stock.

Harold Petersen is in charge of all office furniture including buying, renting, and servicing of typewriters, dictating equipment, calculating machines, etc. He also works directly with the telephone company, directing the numerous telephone changes and installations and keeping the -hp- directory up to date. Pete's phone rings constantly: "My typewriter isn't working," "My adding machine is jammed," "I need another phone," "I locked my desk and lost the key." Through it all he keeps his sense of humor.

Jim Lentine is Office Supply Buyer. Included are all the multitudinous supplies used by secretaries and office personnel. He also takes care of Stores Management at Buildings 3L, 1U, 7B, and 8L and is Custodian of -hp- Office Records. Lentine is assisted by Tom Blanchard, Supply Clerk, who takes care of all office copy machine maintenance, 914 Xerox, Bruning, etc.

The Services and Procedures group is fully organized to assist those throughout the -hp- organization who may be in need of their services. Feel free to call upon them.

Hewlett-Packard's

Design Engineering Team

Alcoa Award

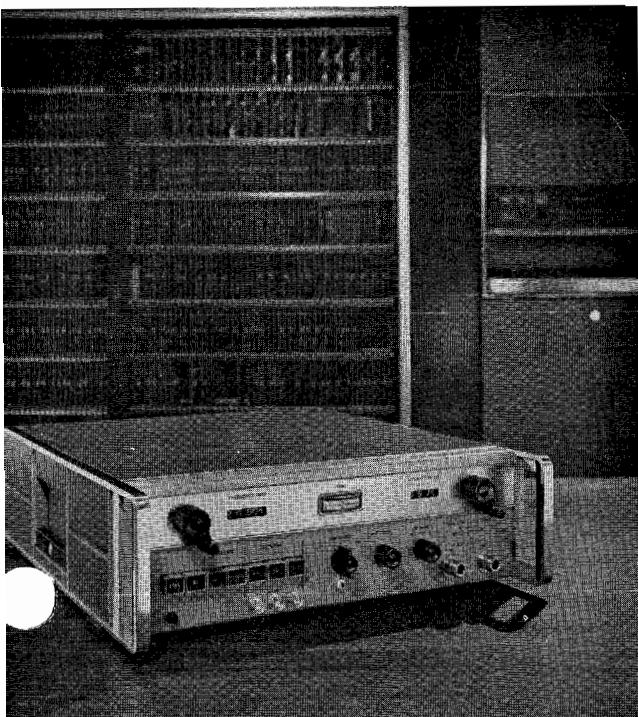
Winner for '62

Four-Page Announcement
Slated for Early Issue
of *Fortune* Magazine



Members of Industrial Design team responsible for winning Alcoa Award are: (l. to r.) Dick Payne, Tom Lauhon, Andi Are', Carl Clement, Dale Gruye', Don Pahl, Dell King, Al Inhelder, Ken Dinwiddie, Ernie Mendicki, Hank Taylor, Rich Hoogner. Missing: Herb Beaven and Eric Johnson.

Typical of the new Modular Enclosure System is -hp- Signal Generator shown in photo below.



Aluminum Company of America

ARTHUR P. HALL
VICE PRESIDENT

Pittsburgh 19, Pa.
April 10, 1962

Mr. Carl J. Clement, Jr.
Manager Industrial Design
Hewlett-Packard Company
1501 Page Mill Road
Palo Alto, California

Dear Mr. Clement:

On April 5 of this year, a jury consisting of Mr. A. W. Duncan, Manager of Industrial Design, Sears, Roebuck & Company; Mr. John Entenza, Executive Director, Graham Foundation for Advanced Studies in the Fine Arts and publisher of *ARTS & ARCHITECTURE* magazine; Mr. A. James Speyer, Curator of 20th Century Art, Art Institute of Chicago; and Mr. Raymond C. Sandin, Manager of Industrial Design, the Hotpoint Company, met in Chicago at the request of Alcoa to select the work of a designer who had made the most significant use of aluminum in product design during the past year.

I am pleased to inform you that you were selected to receive the 1962 Alcoa Industrial Design Award on the basis of your design of the Modular Enclosure System for Electronic Measuring Instruments for Hewlett-Packard Company.

In addition to this award, we would consider it a privilege to feature you and your work as the subject of a four-page, management-oriented advertisement to appear in *FORTUNE*. The purpose of this advertisement will be to show how the designer or design group functions in the modern marketing concept.

Since the latter will be handled by our Advertising Department, I have asked Mr. Richard L. Phifer, who is in charge of this program, to contact you regarding arrangements for this advertisement.

Congratulations and best wishes!

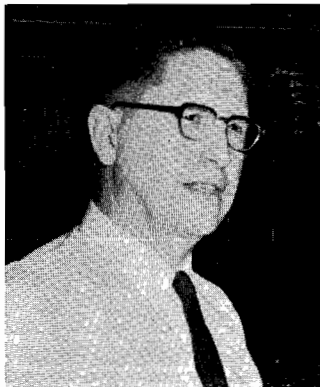
Sincerely yours,
Arthur P. Hall
ARTHUR P. HALL

APH:glm

Materials-Handling Societies Hold Stanford Conference

H-P's Harry Wood, Packaging Engineer, Aids Technical Sessions—

THE LAST FRONTIER FOR PROFIT was the controversial and thought-provoking theme of the Seventh Annual Materials Handling and Packaging Conference held at Stanford University on March 29. Presented, developed, and proven by case histories was the concept that adequate engineering effort in the fields of packaging and materials handling can favorably affect the profit factor of a company to an extent impossible to achieve in most other departments of our automated industries.



Harry Wood

Management and industry personnel present, numbering close to 300, were shown, in technical sessions, the new and successful procedures, methods, and tools of the separate fields and were told by such authorities as Forest Barriger of Ampex and Harry Wood of Hewlett-Packard that their application will progress from being desirable at this time to being an absolute necessity in the near future. This concept is imperative if a company is to survive in the competitive economy inevitable due to foreign competition and trade associations.

The two local chapters, Central California and Golden Gate, of the Society of Packaging and Handling Engineers jointly sponsor this conference with the Northern California Chapter of the American Materials Handling Society. It is held on alternate years on campus and in cooperation with the Industrial Engineering Departments of University of California at Berkeley and Stanford University.

The national societies involved hold as principal objectives the furtherance of the educational standards of their members and acceptance (in spirit and in fact) as engineers those men who practice the procedures and methods of the profession in these increasingly specialized fields. The societies believe that success in the first will insure the second and to this end the local chapters hold monthly meetings to provide forums for exchange of ideas and present competent and qualified speakers on subjects of interest. These activities culminate in the annual conference.

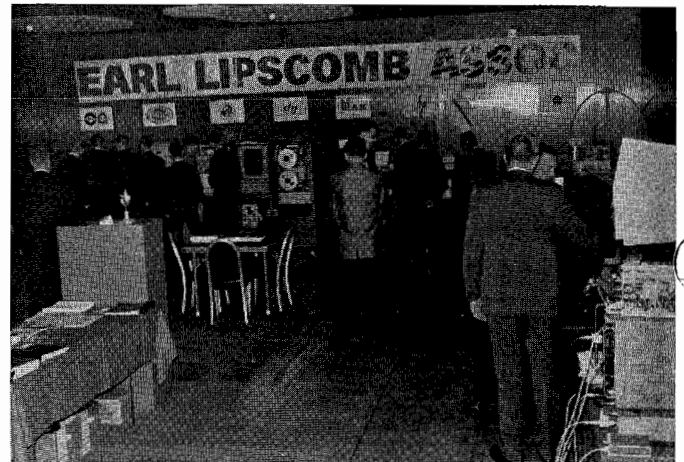
Industry interest and appreciation of these activities are becoming increasingly apparent. As an example of this interest, the Central California Chapter of SPHE has enjoyed active participation by such companies as Lockheed and Hewlett-Packard in exhibits of their current trends in packaging, and presentation by these companies of technical sessions dealing with present and future plans. The attitude and tone of these chapter activities is that by nature the packaging business cannot be "classified" and a friendly, free, and complete exchange of ideas will result in progress in the state of the art to mutual advantage.

Lipscomb Shows H-P Corporate Gear at SWIRECO

THE ANNUAL Southwest Regional IRE Conference and Exhibit was held at the Rice Hotel in Houston, Texas, April 11-13. Hewlett-Packard was represented by an impressive, well-planned Earl Lipscomb Associates exhibit which occupied the entire Brazos Room.

Assisting from the manpower standpoint were: Ed Pulsifer, Sanborn Company; Myron Hunt, F. L. Moseley; Dick Hughes, Dymec; Lyle Jevons of the Microwave Division; Dan Lansdon from Frequency and Time (-hp-); and Jack Nally from Marketing (-hp-).

The exhibits were well received and the customer interest appeared to be high. Everyone felt that the show was quite successful—the best SWIRECO yet.



Partial view of Earl Lipscomb Associates SWIRECO exhibit



George Tahn, Lipscomb Associates, discusses -hp- transistorized counters and printers and Moseley 680 strip-chart recorder.

SEMINAR TIME

GENEVA STYLE

HPSA's Fourth Annual
European Sales Seminar
Biggest and Best
In Every Respect

BY BILL DOOLITTLE

(-hp- manager of International Operations)

THE HEWLETT-PACKARD European sales seminar which was inaugurated three years ago by HPSA was held this year, as usual, in Geneva, Switzerland. This year's event was bigger and better than ever before with largest attendance—70 Europeans, 9 Americans; longest sessions—7½ working days; greatest number of new products; and more countries than ever before represented—17.

In the spotlight for the parent company was Cort Van Rensselaer's Oscilloscope Division featuring the new -hp- 50-MC High-Frequency Oscilloscope. First time participant Sanborn Company, Industrial Division, presented a complete analysis of its product range. Second time performers Boonton and Moseley featured their newest products announced earlier at the New York IRE Show.

This year's program consisted of: ten company and product talks by Dave Packard, -hp- president; Cort Van Rensselaer, general manager, Oscilloscope Division; Rod Carlson, Oscilloscope Division engineer; Al Lonngberg, Sanborn president; Carl Cottrell, HPSA managing director; Bill Doolittle, -hp- manager, International Operations; Harry Lang, Boonton sales manager; Jim Burnett, F. L. Moseley sales manager; and Steve Bilowich, Sanborn sales manager; two group management conferences; 16 individual representative managers' conferences; and 120 technical lecture-demonstrations. The seminar formally opened Sunday evening, April 8, at the Hotel du Rhone with a welcoming dinner for 130 participants and guests. It concluded on Tuesday evening, April 17, with the usual graduation dinner and presentation of diplomas to those fortunate enough to pass the final examination.

The hard-working European sales team attending the seminar included:

- Austria—Erwin Tautner.
- Benelux (Belgium, Netherlands)—Serge Goemaere, Pierre Ardichvili, Emile Eliard, Tony Vossen, Andre Breukels.
- Denmark—Tage Olsen, Henri Jorgensen.
- Finland—Essie Nyman, Karl-Gustav Teir, Heikki Ihantola.
- France—Sassoon Sopher, Paul Pierre, Robert Guez, Jean Pointet, Kleber Beauvillain.
- Germany (HPVmbH)—Joe de Vos, Bob Eckhardt, Justus



Sienknecht, Gerd Heusinger, Dieter Morich, Herbert Huettich, Fritz Dieckmann, Helmut Joerg, Karl Doering, Hannes Quiram, Doug Herdt.

Israel—Moshe Bassin, T. Yagoda.

Italy—Mario Vianello; Giorgio Vianello, Alberto Biordi, Silvano Bigarella.

Norway—Carl C. M. Morgenstjerne, Ivar Haugen.

Portugal—Paul Labregere, Antonio Cordeiro.

Spain—Justo Montero.

Sweden—Erik Ferner, Jan Hedman, Jan-Erik Lissnils.

Switzerland—Max Paul Frey, Raymond Junod, Georges Bauer.

Turkey—Cem Samanli.

United Kingdom—Livingston Hogg, David Rennie, Harry Sellers, Norman Glew, Harry Barry, Derek Laval, Gray Morgan, G. C. J. Warburton, Keith Retallick, Alan Hodgetts.

Yugoslavia—Serge Zveny, Paul Rongy.

Those in attendance from Hewlett-Packard Company and its subsidiaries were:

Hewlett-Packard Company, Palo Alto—Dave Packard, Bill Hewlett, Bill Doolittle, Cort Van Rensselaer, Rod Carlson.

Sanborn Company—Al Lonngberg, Steve Bilowich.

F. L. Moseley Company—Jim Burnett.

Boonton Radio Corporation—Harry Lang.

Hewlett-Packard S.A., Switzerland—Carl Cottrell, Arnold Staufer, Kurt Aeberli, Franco Mariotti, Ron Whitburn.

Hewlett-Packard GmbH, Germany—Ray Demere, Fred Schroeder, Wolfgang Ohme, Hans Fuchs, Gunter Warmbold.

Hewlett-Packard Limited, United Kingdom—John Cage, Frank Boff, Dennis Taylor.

At the conclusion of the seminar, the 79 participants and instructors departed for their homes scattered more than half-way around the world—Palo Alto, California, to Tel-Aviv, Israel—convinced that their ten days of toil in Geneva would make it possible to continue the tremendous sales effort which has resulted in a 60 percent increase in orders for the first five months of fiscal '62 compared to the same period of fiscal '61. All of us at -hp- sincerely appreciate the great effort everyone made to make this seminar so successful.

4' 11" x 8" - sep

