

June 1965



# M e a s u r e

## **In this issue**

*An HP nurse at work*

*Those ubiquitous hams*

## The ounce of prevention approach



**N**URSE MARY DESMOND IS CONVINCED that people don't live safe and healthy lives by mere accident. "It requires an effort on the part of each person. But this is old hat," she says. "The real danger in a company like ours is that we're not involved in hazardous occupations and therefore we're not always conscious of safety. You don't have to tell a coal miner to wear a hard hat, but we sometimes have to remind ourselves to put on safety glasses in production areas."

□ Miss Desmond is one of more than a dozen registered nurses employed by Hewlett-Packard at locations around the world. Her work at the Sanborn Division in Waltham, Mass., is identical in purpose, if not in detail, to the work of all the others.

A typical day sees her serving her 980 charges in a variety of ways. She may treat a cold or bandage a finger one minute, bring an employee's health record up to date the next, then take a quick run through the plant to inspect for potentially dangerous conditions. All the while she is available for professional, sympathetic consultation (she knows all the people in the plant by their first names). And at regular intervals she meets with the Sanborn safety committee for discussions and reports.

□ Even during time off she shows concern for the health and happiness of Sanborn people. She has taken many courses related to nursing and has served as a director of the Boston Industrial Nurse Group. Additionally she helps many community health agencies which are available to serve employees with non-occupational as well as occupational problems.

Being a nurse was a lifelong ambition for Miss Desmond. She was graduated from the nursing school at Carney Hospital in Boston and served as a private nurse for a time while taking further courses at Boston College. In 1941 she became the first person to take the Industrial Nurses course at Sim-



ECG tests help head off potential heart conditions among employees. A dozen or more tests are given each month.



Nurses Downing and Desmond meet with plant safety committee to discuss methods of reducing accident rate.



Miss Desmond chats with Dick Nolan during safety inspection of plant.

mons College. After five years with a large manufacturer of industrial valves she joined Sanborn in 1947.

Sanborn's steady growth through the years holds but one regret for her. "I have fond memories of my early days here when there were only about 300 people and if any of them got sick I could visit them at the hospital or in their home."

□ Now, Miss Desmond is assisted in her busy schedule by Evelyn Downing, a registered nurse who works part time for Sanborn and also donates her services to a National Public Health Study at Sudbury, Mass.

Each month the two nurses prepare a clinic activity report which, among other things, provides a statistical picture of health and safety at Sanborn. In one recent average month there were nearly 1500 visits to the clinic. This may seem an astounding number in view of the division's total employment, but a relatively few people requiring repeated treatments accounted for the largest portion of these visits.

□ Of the people who checked into the clinic, 25 were sent home with such things as runny noses and sore throats, 15 were given routine electrocardiogram tests, and 47 received shots for tetanus. The nurses treated 122 first aid cases but only one was serious enough to cause lost time. This kind of lost time record, according to Nurse Desmond, is the result of the "ounce of prevention approach" to plant safety.

"Safety is a very personal matter," she points out. "It seems strange, but you have to appeal to people to protect themselves by following safe practices. Then you have to remind them—sometimes over and over—until it becomes a way of life." ◀

"Industrial nurses do a lot of record keeping. I'm glad I took typing in high school," says Miss Desmond.





Noel E. Porter, Vice President, Operations

**I**N ORDER TO MAINTAIN a satisfactory growth rate for our company, we have to continually add to, upgrade and strengthen our total capability. This requires a considerable amount of long-range planning, plus a substantial investment in people, plant and equipment.

□ Our ultimate success depends on the steady flow of new and improved products from our various laboratories, so we must recruit the best technical talent we can find. Moreover, we have to seek out people with good leadership potential to be able to fill future management slots in a growing concern.

We're happy to report that our recruiting activities have been especially successful this year. We've expanded our engineering and scientific staffs by nearly 15%, which is just about the rate we expect our business to grow each year. We've been able to hire a number of top graduates from 39 colleges and universities.

□ On the plant and equipment side of the picture, we've been particularly busy. Here in Palo Alto we have a major new building program under way, and in addition are investing about \$2,000,000 in new machinery and equipment.

We're adding over \$50,000 worth of automatic and semi-automatic conveyor equipment in our materials handling areas. This will provide faster, more efficient handling of parts and instruments.

The Frequency and Time Division is setting up a prototype manufacturing facility for integrated circuits. This involves fairly expensive equipment, including furnaces, vacuum evaporators and a precision camera. In another part of its operations, F&T is adding an Edlund numeric drill to provide high speed, highly accurate drilling of plated circuit boards. The price tag on this new machine is about \$50,000.

□ In the tool and die area we're adding electrical discharge equipment to facilitate the production of highly complex dies. The production machine shop will soon have another B&S screw machine and a large die casting machine, the latter costing about \$47,000. We're also expanding our metal etch facility, and building a special automatic buffing machine for the die cast shop.

Looking at some of our other facilities around the circuit, we've recently announced plans for a large addition to our plant in Loveland, Colorado, and the Colorado Springs Division is making some minor alterations to its plant to accommodate an expanded engineering and engineering support activity.

#### AROUND THE CIRCUIT . . . .

## Some new muscles for increasing our capability

In Massachusetts the Sanborn people are working on a more efficient manufacturing layout, and are renovating a large part of their plant. The renovation includes painting and re-lighting production areas, and improving the plant's air conditioning system.

In Europe the construction contract has been let for our new facility in Scotland. This will be a most impressive plant, and will provide much-needed additional space for HP Ltd.'s growing operations.

□ All of this expansion and upgrading of plant and equipment doesn't just happen. It's the result of many people spending many hours in studying our market forecasts, analyzing manpower needs, reviewing cost and other financial data, and in general doing a painstaking, comprehensive job of long-range planning. And of course it requires a continuing generation of profits to provide enough money to pay all the bills. Without profit there are no new plants, no new machines—in short, no growth.

Each of our divisions participates in our corporate long-range planning, and in strengthening our total capability. This is the key to maintaining our leadership in this fast-growing field of scientific instrumentation. ◀

## In amateur radio, there's something for everyone

Bob DeSimone, Yewell Sales Division, has been a licensed amateur radio operator since he was twelve.



**W**HEN THAT PARALYZING EARTHQUAKE plunged Alaska into darkness and devastation last year, the people of the state were in danger of being cut off from the rest of the world. Telephone lines were down and commercial radio transmission facilities crumbled.

But the communications blackout was not complete, thanks to scores of amateur radio buffs in Alaska who quickly swung into action and kept vital messages flowing to and from the outside world for the first 36 hours until commercial and government services could be restored.

□ Was this an heroic performance? Without question, but this kind of selfless, volunteer service has become the modus operandi for that amazing, world-wide breed of individuals known as ham radio operators.

Ask a dyed-in-the-wool ham like Dick North (Palo Alto product training section) what is so fascinating about this

pastime and you've put yourself in for an hour or two of spirited conversation. "There is no single thing about amateur radio which attracts everyone to the same degree. After all, there are about a quarter of a million of us around the world," he says. "However, I'd say there are some broad incentives. First there is the interest most of us have in electronics and experimentation. A lot of us built our first crystal set at about the same time we were learning to read."

□ As a second incentive, North points out the desire to perform a public service and be available for emergency situations. Thirdly, he lists the social aspects of being able to communicate with people in another part of the nation or in far corners of the world.

A company like Hewlett-Packard might be expected to have more than its share of amateur radio operators, so MEASURE editors decided to take a census. In all, there are



George Forant, Sanborn Division



Larry Miller, Colorado Springs



Alicia Berkeley, Sanborn Division

## HP AMATEUR RADIO OPERATORS

nearly 200 who have an active interest in this avocation. All those with assigned call letters who could be tracked down are listed at right.

One of these is Wally Battison, who works at Sanborn and lives in Arlington, Mass. He is, perhaps, the most experienced of all HP ham operators and can be ranked as one of the pioneers in amateur radio. He was licensed in 1912 when radio was in its infancy and in 1928 was the radio operator with the first Byrd Expedition to the South Pole. With unflagging enthusiasm he still rises at dawn every morning to serve the New England weather net.

□ Ham operators are prone to label each other according to types. There is the DX man, for instance. DX is their way of symbolizing distance and this particular type relentlessly strives to communicate with the deep dark corners of the globe. They can talk about having a QSO (conversation) with another ham in a far off country most people didn't know had been discovered yet. Matt Wroblewski of HP Associates is a big DX man who can claim contacts with something close to 75 countries including the Soviet Union.

Then there are the rag chewers, the night after night yakety yak boys. Barry Goldwater and General Curtis LeMay belong to this fraternity along with a few dozen HP people.

□ The contest man wants to develop new equipment and experiment with techniques. Then he enters contests to see how he stacks up against others. Bob DeSimone of the Yewell Sales Division has scored highest in several VHF radio contests.

Another category (there are many more variations) are the mobile hams. They are one of the fastest growing groups, recognized best by their automobiles which sport outsized and sometimes grotesque looking antennas. Burney Adair (Southwest Sales Division) is joining this group after 15 years operating stationary equipment. He is currently equipping a Volkswagen bus with a 6 meter mobile rig.

So radio hams come in all types and sizes. As Dick North says: "In amateur radio, there's something for everyone."

Name	Call Letters	Home	Name	Call Letters	Home
------	--------------	------	------	--------------	------

### HP CORPORATE HEADQUARTERS

Earl Freeman	WB6DEY	San Jose
Sumner Gould	WA6JSP	Mountain View
William Hixon	WA6EEV	Santa Cruz
John Lazier	W6HBJ	Palo Alto
Dick North	WA6EEJ	Saratoga
Leslie Vickery	W6AKR	Redwood City

### BOONTON DIVISION

Vic Binder	K2QLK	Lincoln Park, N.J.
Roger Bogert	K2GHU	Landing
Joe Hartmann	K2AJV	Dover
Ray Polen	W2WCF	Clifton
George Sanford	K2ARW	Mt. Tabor
Don Terp	K2JTN	Morris Plains
Steve Vitkovits	K2CCH	Gillette

### COLORADO SPRINGS DIVISION

Jerry Bishop	W0ICQ	Colorado Springs
John Clayton	K1ARP	Colorado Springs
Wayne Crosslin	K0STM	Colorado Springs
Larry Miller	W0JIZ	Colorado Springs
Ed Prijatelj	WA6BSO	Colorado Springs

### DYMEC DIVISION

Bob Andersen	K6LCC	Palo Alto
Blaine Carruth	K6ICW	Mountain View
Phil Davis	W6MEO	Palo Alto
Joe Dixon	K6DCO	Portola Valley
Dick Horner	K6YAI	Redwood City
Bart Kingham	WA6FYY	Palo Alto
Bob Knapp	K6YHB	Mountain View
Fred Lummis	W6DWG	Sunnyvale
Taylor Morgan	K6VCP	Palo Alto
Frank Rasmussen	W6TJY	Los Altos
Lloyd Summers	K6VAT	Santa Clara
Bill Taylor	W6NVJ	San Jose
Dorothy Willis	K6ZLQ	Sunnyvale

### FREQUENCY & TIME DIVISION

Leo Clarkson	W6BCD	Palo Alto
Lee Crandall	W6MKG	Cupertino
John Dukes	WA6TFG	Palo Alto
Richard Goo	K6IAG	Santa Clara
Carl Hanson	WB6JVZ	Cupertino
Bill Hawkins	WA6GAU	Sunnyvale
Ed Hilton	W6VKP	Los Altos
Harold Humphrey	WB6CMW	Milpitas
Dick Isaacson	K6KFN	Sunnyvale
Chuck Kingsford-Smith	WA6CXN	Palo Alto
Franklin Kramer	K6MEC	Mountain View
Jay Lillie	WA6YOT	Santa Clara
Lewis Myers	W6CAZ	Mountain View
Jack Petrak	W6JPE	Menlo Park
Joseph Pierce	W6NYS	Sunnyvale
Edwin Weal	K6QLH	Santa Clara
Galen White	W6BLA	San Leandro

### HP ASSOCIATES

Bob Dean	W6UES	San Jose
Charlie Ferguson	WA6ZUE	Mountain View
Matt Wroblewski	WB6BIB	San Jose

### HORMAN SALES DIVISION

Bryan Davis	K3AAF	Rockville, Md.
-------------	-------	----------------

### LOVELAND DIVISION

Joan Boatwright	W0HEK	Loveland
Bob Lamb	W0KAQ	Loveland
Bill Nicolay	K0CXU	Loveland
Bart Roffee	WA0HX	Loveland
Larry Whatley	W0IU0	Loveland

### MECHROLAB DIVISION

Vic Black	K6IOW	Mountain View
Roland Chenoweth	W6YNY	San Mateo
Don Norgaard	W6VMH	Los Altos
A. P. Russell	K6DKQ	Mission San Jose

### MOSELEY DIVISION

Ronald De Luco	WA6GZV	Pasadena
Jim Follansbee	WB6HQL	Glendora
Gale Moreland	WB6MNM	Pasadena
George McIntyre	W6WBQ	Glendora
Arne Nerem	LA9FE	Oslo, Norway
Otto Talle	W6QEU	South Pasadena
Henry Tardif	WA6NHN	Alhambra

### MICROWAVE DIVISION

Lester Benson	WV6HBN	Palo Alto
Carl Buchhass	WA6GGW	Palo Alto
Robert Clark	WA6PYQ	Mountain View
Chuck Clavell	K6JKI	Mountain View
Lee Colby	WB6AMN	Sunnyvale
Fred Collins	WA6LMB	East Palo Alto
Jack Dupre	WA6KFK	Mountain View
Jim Endsley	W6RRU	Sunnyvale
Harley Halverson	K6HRL	Palo Alto
Harold Hiner	W6WMO	Cupertino
Lyle Jevons	K6CKO	Palo Alto
Fred Johnstone	W6DWM	Palo Alto
Larry Lange	WB6EVG	Mountain View
Jerry Lahtinen	WA6NNQ	San Jose
Denis McHenry	K6SRP	San Francisco

Aden Montgomery	K6MIX	Sunnyvale
Vic Moran	W6EYG	San Jose
Bob Mostyn	W6UQA	Los Altos Hills
Don Noaks	K6HWU	Mountain View
Ira Rogers	K6GAP	Sunnyvale
Bob Sammons	WB6EUM	Newark
Lee Smith	WN6LYD	Redwood City
Bill Spurgeon	K6QKM	Sunnyvale
Rudy Stefanel	W6QOW	Menlo Park
Sam Teresi	W6EOA	Los Altos

### NEELY SALES DIVISION

Dick Blasing	K6SHG	Palo Alto
Ralph Judy	K7GAF	Seattle
Garry Lewis	W7GQM	Kirkland, Wash.
Tom Winker	WA6SYO	North Hollywood

### ROBINSON SALES DIVISION

Bob Dospassos	K3CHU	Yeadon, Pa.
Walt Friedrich	W3YUE	Camp Hill, Pa.
Toi Toivonen	K2TMM	Lincroft, N.J.
Barrie Wilmarth	K3AYG	Norristown, Pa.

### RMC SALES DIVISION

Bob Adams	K2BTC	Fort Lee, N.J.
Harry Mayo	WB2EDS	Hackensack, N.J.

### SANBORN DIVISION

Wallace Battison	W1HE	Arlington, Mass.
Alicia Berkeley	WA1DHF	Waltham
George Forant	W1FON	Hyde Park
Joseph Gaudet	K1ENH	Somerville
Joseph Geraghty	K1PEN	Norwood
Roland Gibson	K1JBL	Waltham
Paul Levesque	W1QND	Dedham
John Olivieri	W1NJI	Dedham
John Rice	W1PDD	Woburn
Edward Spadoni	W1RHN	Dedham
Kurt Stempner	K1IKR	Everett
Paul Sullivan	WA1BOR	West Roxbury
Alfred Zerega	W1JMK	Belmont

### SOUTHERN SALES DIVISION

John Bivins	W4HEW	High Point, N.C.
Dave Caldwell	W4SL	High Point, N.C.
Richard Jones	W4ZVV	Richmond, Va.
James Kerr	W4UA	High Point, N.C.

Howard Lovingood	K4UZT	Bufoed, Ga.
Robert Moore	W4EQF	Jamestown, N.C.
Harold Norman	K4EXK	Richmond, Va.
Claiborne Smith	W4LQO	Richmond, Va.
William Smith	W4BMD	High Point, N.C.

### SOUTHWEST SALES DIVISION

Burney Adair	W5TTY	Irving, Tex.
--------------	-------	--------------

### YEWELL SALES DIVISION

Bob DeSimone	K1BSM	Boston, Mass.
--------------	-------	---------------

### Y-HP (Japan)

Bob Hirasawa	JA1LBK	Kanagawa
Rupei Ito	JA1LUI	Tokyo
Shuji Mori	JA3CVC/1	Osaka
Kuni Oka	JA1QS	Tokyo
Tsutomu Onodera	JA3CJ	Kobe
Kazu Suzuki	JA1UF	Tokyo
Osamu Suzuki	JA1MXF	Tokyo
Norihiko Sanpei	JA1UY	Tokyo
Katsuaiki Uchida	JA1GNU	Tokyo



Kuni Oka and daughter, Y-HP

Burney Adair, Southwest Sales

## Medical seminar draws forty-nine from Sanborn

HEWLETT-PACKARD STAGED its first Annual Medical Sales Seminar in Palo Alto late last month, and 49 medical salesmen and managers from the Sanborn Division traveled from all parts of the United States and overseas to participate.

The seminar, which lasted a full week, was termed "highly successful" by Carl Mahurin, whose product training group planned and coordinated the event. Ralph Hanson, Sanborn's medical sales manager, assisted Mahurin's staff in organizing the seminar and also was an active participant.

"Medical electronics is one of the fastest growing areas in the entire field of electronics," Mahurin said, "and seminars like this will assure HP's maintaining its top rank in the industry."

The week-long program included (1) new product sessions, (2) salesmanship training, (3) future product program, (4) plant tours, and (5) informal communications between HP's Palo Alto management and Sanborn personnel.

A feature of the seminar was a demonstration of a newly developed Sanborn product, a compact system to be used in hospitals which will monitor physiological phenomena in patients requiring intensive care.



Robin Stark, Palo Alto, serves as pretty model to demonstrate Sanborn's new intensive care units at seminar.



HP's participation in recent European trade shows included booths at Brussels (upper) and Hanover (lower).



## Several HP products introduced at shows in Brussels, Hanover

It was "show time" in Europe during recent weeks as HP participated in two important trade shows, one in Brussels and another in Hanover.

The Interelectronic show in Brussels, held at "Centre International Rogier," featured three major HP displays. They were oscilloscopes, ultra high frequency products, including the 8614 signal generator, and power supplies manufactured by HP GmbH.

Other HP products displayed in Brussels included Moseley recorders, Sanborn's four-channel strip chart recording system, Dymec's 2013A system, and many oscillators from Boonton.

The Hanover Fair, a nine-day show held from April 24 through May 2, featured 5,901 exhibitors. HP introduced 14 new instruments, including Delcon ultrasonic leak detectors, shown for the first time by HP in Europe. Literature on the products introduced was mailed to HP customers, and also was available to those visiting the HP booth.

To make a very broad generalization, there are just three things you can do with the money you get from your job at Hewlett-Packard: spend it, bury it in a coffee can, or invest it. Spending is unavoidable . . . burying is not recommended . . . but investing is something that deserves more attention.

Although 999 out of every 1000 of us wage earners (by actual count) think we are spending everything from paycheck to paycheck, the truth is that most of us are investors and don't know it.

□ If you doubt that you can be classed as an investor, give honest answers to these questions: Do you have a savings account where you draw interest? Do you own a "permanent" life insurance policy? How about stocks and bonds? Do you own a home or any other real estate? If your answer is yes to any of these, then you are an investor—a capitalist.

To the vast majority of the people in free, capitalistic nations the right to own property, the right to invest and build and grow, seems sacred. Fortunately, the very exercise of these rights has made capitalism such a success that communism has not and cannot overwhelm the world.

However, as well as capitalism has fought the battle against communism, we as individuals can still do more for the system and for ourselves through private investments. Here's how in capsule form.

□ STOCKS AND BONDS. The purchase of securities in private enterprise can provide you with regular dividends (if you're looking for income) and, as time passes, the value of the securities can increase. The money you use to purchase stocks and bonds is put to work to pay for tools, equipment, salaries, development of new products. Ultimately, your dollars help create a better living standard for you the investor and for the people employed by the firm you invest in. As in the case with other forms of investments, move carefully and obtain the counsel of experts before you jump.

□ SAVINGS BONDS. It's been said about U.S. Savings Bonds that they are as safe as America itself. This is true and consequently their "yield" or interest rate is somewhat less than other forms of more "risky" investments. In fact, "high yield high risk, low yield low risk," is a rule of thumb well worth remembering. U.S. Savings Bonds under any circumstances are a fine investment and should be a part of every investment portfolio.

□ LIFE INSURANCE. Ordinary life and the various other forms of permanent life insurance are not always thought of as investments and yet they offer unique opportunities for long-term savings, an easy source for loans, as well as money for your heirs. One form of insurance known as term insurance, however, does not provide a savings program and cannot be borrowed against. If you are interested in an investment in addition to life coverage, look to one of the forms of permanent insurance.

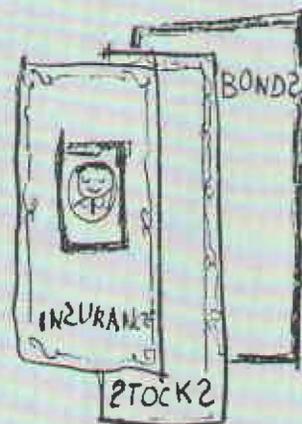
□ REAL ESTATE. Most people's first real estate investment is in their home and there is probably no better investment available to the average person. If you have a mortgage on your home, a portion of your regular loan payments are saved for you as principal. Another portion goes to the lending institution as interest, but you can deduct this from your income taxes if you itemize deductions. There are many other kinds of real estate investments where you can realize income, capital gain, tax advantages or all three. You do not have to be a real estate wizard. Just know one.

□ SAVINGS ACCOUNTS. Remember the rule of thumb about risk? Most banks and savings institutions are minimum risk investments and it follows that they will not be quite as rewarding as some other forms of investment. Savings accounts earn interest, but unlike common stocks, for example, they do not otherwise change in value unless you deposit or withdraw money. Nevertheless, most investors will want to keep some cash in a savings account to meet unforeseen expenses or take advantage of future investment opportunities.

So strike a blow against communism. Invest wisely and enjoy the advantages of being a capitalist. ◀



## Put your dollars to work



## PEOPLE ON THE MOVE

### HP PALO ALTO

**Fred Andersen**, finance manager, Boonton Division—to assistant treasurer, corporate Finance.

**Chuck Ernst**, Customer Service staff, corporate Marketing — to corporate Customer Service manager.

**Steve Ford**, finance manager, Microwave Division—to corporate Finance staff.

**George Moore**, Programming staff — to supervisor, Systems & Procedures, Operations Office.

**Jeanne Ottzman**, Operations Office staff —to Management Statistics (Operations).

**Neils Tonnesen**, F&T publications — to corporate Advertising and Sales Promotion (Marketing) staff.

### BOONTON DIVISION

**George Sabo**, chief accountant—to finance manager.

### FREQUENCY & TIME DIVISION

**Glen Suth**, F&T publications—to marketing staff.

### HARRISON DIVISION

**Marshall Johnson**, F&T marketing staff —to marketing staff, Harrison Division.

### INTERNATIONAL OPERATIONS

**Les Oliver**, corporate order processing administrator (Marketing) — to commercial services manager, International Operations.

**George Newman**, assistant treasurer, corporate Finance—to vice president, Yokogawa-HP.

### MICROWAVE DIVISION

**Bill Johnston**, Palo Alto accounting staff —to finance manager, Microwave Division.

### SOUTHERN SALES DIVISION

**Joseph L. Hartzog**, Service Department —to medical specialist, Atlanta office.

**Leon W. Bissette**, acting manager of Louisville office—to field engineer, High Point office.

**John H. Salyer**, field engineer, Richmond office—to area manager, Louisville office.

**Palmer K. Weir**, Chrysler Corporation, Huntsville, Ala.—to staff engineer, Huntsville office.

**Richard F. Jones**, Engineering Support Services, Univ. of Tennessee Medical Division, Memphis—to staff engineer, Richmond office.



## Loveland plans new building; construction starts in August

HEWLETT-PACKARD'S LOVELAND DIVISION will undergo a major expansion of its manufacturing plant, according to an announcement earlier this month by General Manager Ray Demere.

The expansion, which will cost an estimated \$1.8 million, includes construction of a 116,000 square-foot building adjacent to Loveland's existing facility. Construction is expected to begin in August and be completed within a year.

HP's Loveland manufacturing plant, which currently occupies 138,500 square feet, was completed in 1962. The division produces a broad range of test instruments, including voltmeters, oscillators, power supplies and distortion analyzers. Loveland employs nearly 800 people.

Demere said the new building will be a one-story structure of concrete and steel construction. Its north and south sides will be enclosed by glass, and the building will be completely air conditioned.

Designed by the Denver architectural firm of Moore & Bush, the building will include a large warehouse, administrative and engineering offices, a cafeteria, and special facilities for manufacturing precision components, such as resistors and meters, used in Loveland Division products.



*from the chairman's desk*

AS INDICATED IN OUR INTERIM REPORT to stockholders, we have made excellent progress during the first half of the current fiscal year. Shipments and incoming orders were both up 18% over the corresponding period last year, and net profits were up 44%.

We are especially encouraged by the continuing improvement in our after-tax profit margin. This rose from 6.7 cents per sales dollar in the first half of 1964 to 8.2 cents in 1965.

As you may recall, at the beginning of the year I pointed out in this column that a company's profit margin is the best single measure of the contribution it is making in its chosen field of endeavor. It is the foundation of future opportunity and security for everyone in the company. I also stated that one of our primary objectives for 1965 was to raise our margin to at least 8 cents per sales dollar.

The fact that we exceeded this 8-cent goal during the first half of the year is a credit to all of you. It indicates, in a very realistic way, that you are doing a more efficient, productive job, whether it be in engineering, manufacturing, marketing or in any of the other activities required to keep our company vigorous and growing.

Though it doesn't show in the balance sheet, there is one aspect of our first-half operations that I believe deserves special mention. This is the expansion and re-orientation of our field sales staff to serve a much broader market for HP products.

In the past several months we have expanded our product line considerably and made a deeper penetration into medical, chemical, nuclear and other relatively new markets. This has placed increasing demands on our field sales organization. In many cases it has required a major reorganization of sales staffs, accelerated training programs, the expansion of office and service facilities, and the transfer of people from one location to another.

Despite the problems created by this difficult period of transition, our sales groups have achieved a substantial increase in orders, bringing the six-month total to a record high of \$73 million. Moreover, they have accepted these new responsibilities and challenges with enthusiasm and an excellent spirit of cooperation. This is bound to hold us in good stead for the months and years ahead.

Looking to the immediate future, I am confident that the momentum we have generated in the first six months of the year will be maintained, and that with your continuing efforts we will make 1965 by far the best year in the history of our company.

*David Packard*

## CONTRIBUTING EDITORS

BOONTON, John Ricci  
COLORADO SPRINGS, Shirley Cochran  
CROSSLEY SALES, Fred Harvey  
DYMEC, Bill Dallenbach  
FLORIDA SALES, Gene Cline  
FREQUENCY & TIME, Nancy Jones  
HARRISON LABS, Dorothy McMahon  
HP ASSOCIATES, Bob Santos  
HP BENELUX, Conny Koedam, Amsterdam  
HP BENELUX, Monique Embourg, Brussels  
HP (CANADA), Bob Russell  
HP GmbH, Heike Wollrab  
HP LTD., Dennis Taylor  
HP S.A., Doug Herdt  
HP VmbH, Hans Hubmann  
HORMAN SALES, Colleen Molineu  
LOVELAND, Walt Skowron  
MECHROLAB, Peter Chiesa  
MICROWAVE, Dean Abramson  
MOSELEY, Frank Hicks, Jr.  
NEELY, Mike Talbert, North Hollywood  
NEELY, Patti Cooper, Englewood  
RMC SALES, Dorothy Clink  
ROBINSON SALES, Barrie Wilmarth  
SANBORN, Jim Phelps  
SOUTHERN SALES, Virginia Thornton  
SOUTHWEST SALES, Helen Hobson  
SYRACUSE SALES, Ann Ash  
YEWELL SALES, Donna Coffey  
YOKOGAWA-HP, Katsuto Kohtani

Published monthly for the  
employees of  
Hewlett-Packard  
and its affiliated companies

# Measure

Vol. 3 June 1965 No. 6

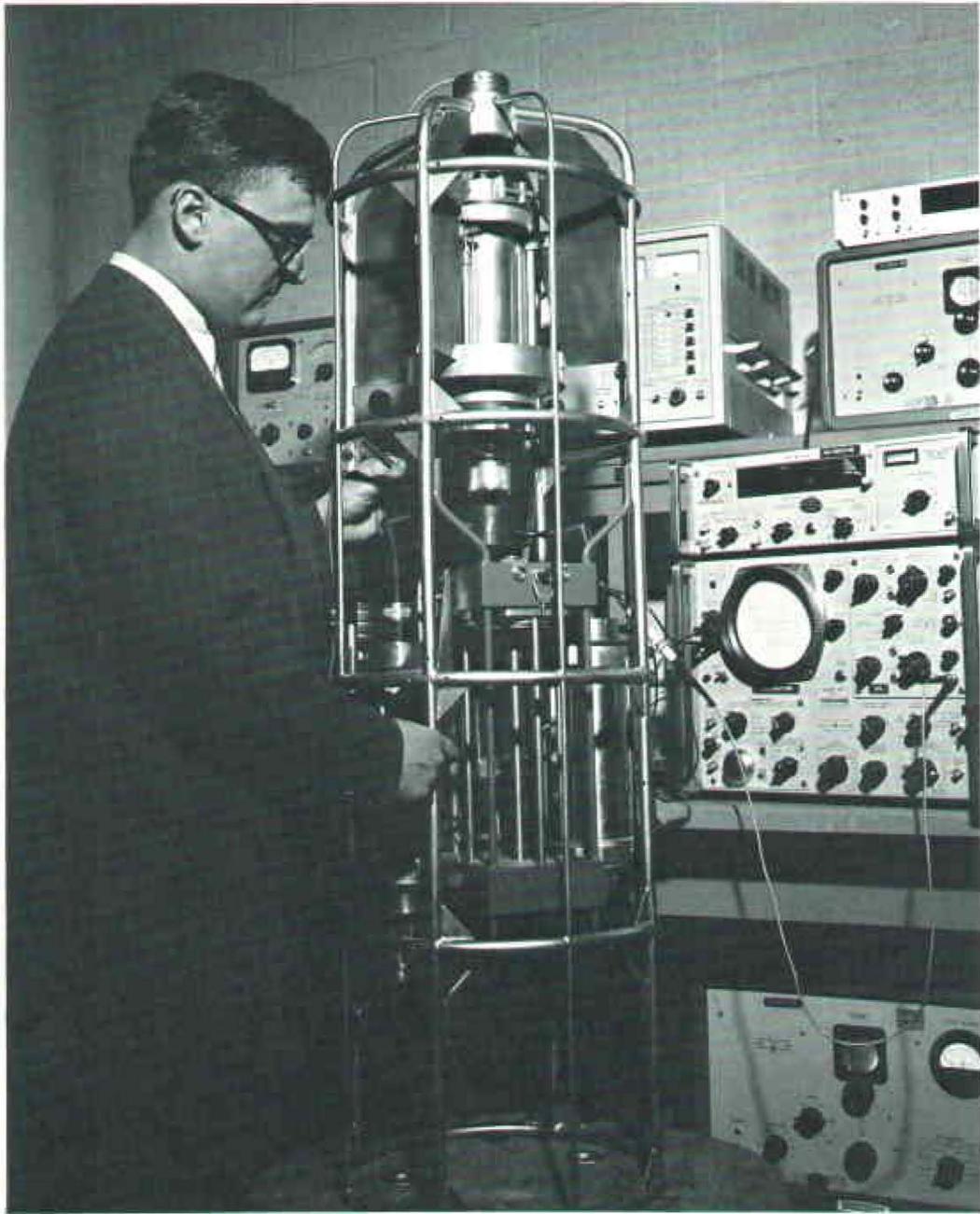
Editorial Director DAVID KIRBY  
Editor WILLIAM BIGLER  
Associate Editor MERLE MASS

HEWLETT-PACKARD COMPANY  
1501 Page Mill Road, Palo Alto, California



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

LORD KELVIN (1824-1907)



## Electronics fathom ocean mysteries

**F**ISHING IS A FAVORITE SUMMER PASTIME for millions of Americans. And the bank of HP instrumentation equipment shown here, in a sense, is participating in perhaps the biggest fishing trip in history. The project is an engineering evaluation being conducted at the Instrumentation Center, U.S. Oceanographic Office. The mechanism in the foreground is an underwater detecting unit for measuring temperature, sound velocity, conductivity, and depth at which the instrument is operating. The far-reaching effects of this project in which HP products are playing an important role are best described in a letter President Johnson sent recently to congressional leaders: "We have always considered the seas as barriers to invasion; we now must see them as links, not only between peoples, but to a vast new untapped resource . . ."