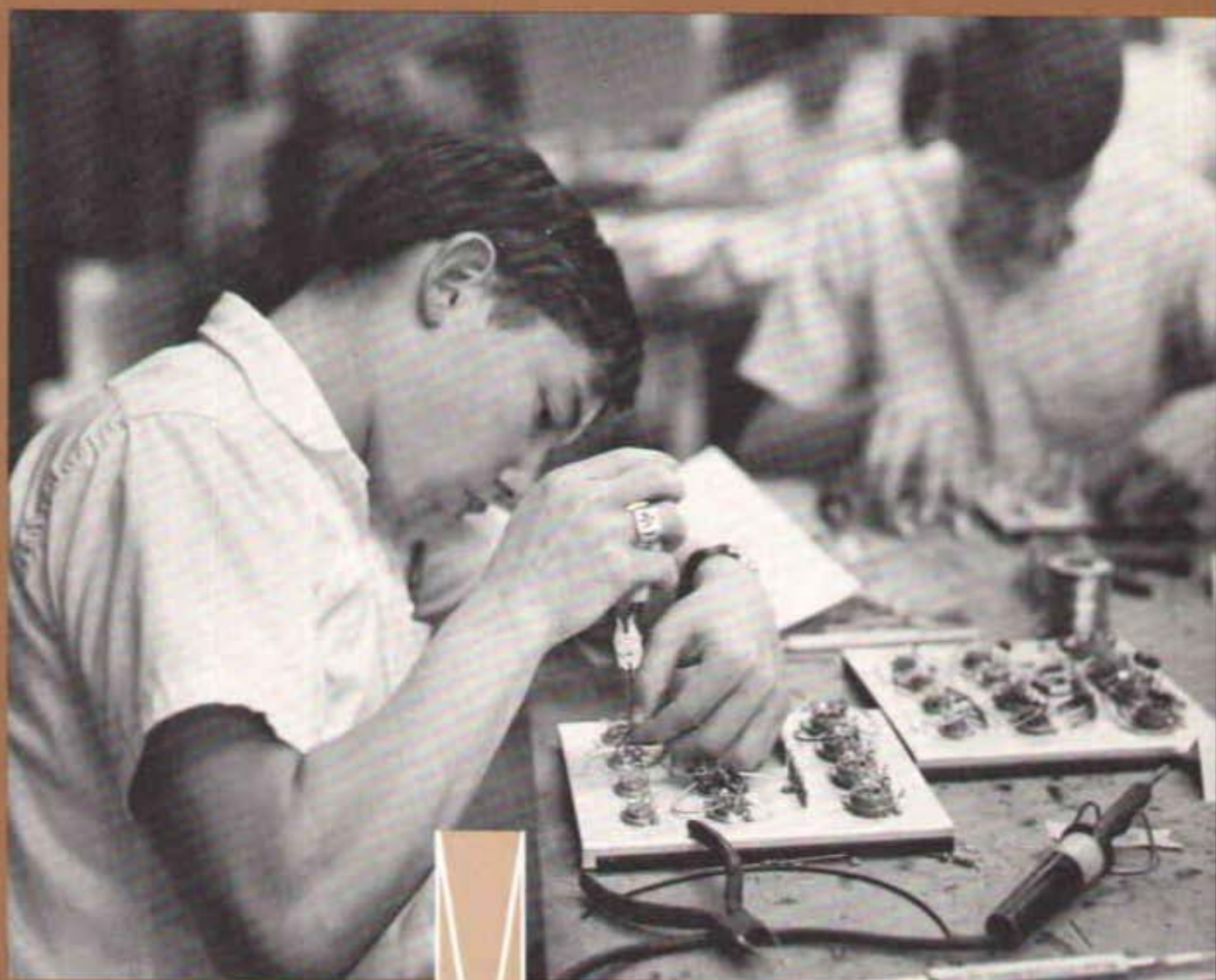


July 1966



Measure

In this issue

Summer's young new faces

Paeco in perspective

Meet your summer replacement

Young high school graduates at the Palo Alto complex are assigned to a variety of work in which the emphasis is on learning. Here they are shown receiving preliminary wiring-soldering instruction from Wanda Tillery. A typical student is Reese Cutler, 17, shown on this month's cover. The boys are selected for their interest and aptitude in technical fields. During the summer a special lunch will be held for them.



WHEN SOMEONE OF INFLUENCE asks what you've done for him *lately*—it's nice to have a good answer, right? So, when U.S. Secretary of Commerce John T. Connor wrote to HP two months ago, asking how the company planned to support the President's 1966 Youth Opportunity Campaign, a positive answer was indicated.

As it happens, HP was able to report very positively, since it had had a program of this nature going for more than a dozen years. Moreover, its 1966 program of hiring youths for summer work was going to be bigger than ever. But left unsaid in the company's reply was the fact that its summer employment program goes far beyond the usual filling in of vacation schedules—important as that is. Also unstated was the fact that many of the summer jobs are intended as much for learning as for earning—important as *that* is.

□ The scope of the company's program can be seen broadly in the figures for summer hiring throughout the HP domestic and overseas organization. In all, close to 500 young people are involved. Two-thirds of them are assigned to fill the void left by summer vacation schedules. The majority of these young men and women relieve in production, assembly, shipping, maintenance, and administrative positions, where a steady work flow is needed. Then there's a second main category of summer hiring, made up of college senior and graduate students in engineering and science. More than 100 such students have been brought in this summer, working—whenever possible—in lab areas where they associate with

engineers and scientists on projects compatible with their career goals. Finally, a small but interesting third group exists in the form of graduate high school science students. Thirteen of these boys—all with bright career prospects in engineering and science—are present at Palo Alto now. This group receives special assignments to jobs that give them broad general exposure to technical work.

□ The three types of employment have one thing in common: all are much sought after. In fact, with more than 800 applicants for the 215 summer jobs filled this year at Palo Alto, the competition could be described as stiff.

"We get an excellent level of applicants," says Al Hockley, employment supervisor. "They start writing to us around Christmas, and by April 1 we begin making our selections.

"It's too bad we can't take them all, but it does let us emphasize quality."

According to George Climo, Palo Alto personnel manager, student members of HP families receive no special preference: "They've got to measure up to the job and the competition. Then, all else being equal, they'll get it. We do hire quite a number of employees' sons and daughters, but that's because we get so many applications from them."

□ Quite a different approach is used to bring in the senior and graduate engineering and science students. They are top students recruited from top campuses across the country. This year, according to Norm Williams, professional placement manager, the 100-plus summer professionals were at-



Campus interview with HP's Marco Negrete of professional placement team led Dennis Eaton to a position at the Loveland, Colorado, plant. Earning and learning are important objectives for Dennis.



A postgraduate career in textile and fashion design is planned by Paula Dorian. Meanwhile, her summer earnings at Microwave Division will help pave the way through home economics studies at San Jose State College.

tracted from 29 colleges and universities. The program benefits the company by keeping lab manpower up during the summer and by allowing the firm to evaluate the students for possible future employment. Students acquire practical experience in R&D, often spend the summer in areas new to them, and the salary helps finance their education.

□ How important is the work to these young summer employees? For many it's vital—financially and professionally.

Dick Nagle, relieving in production at Sanborn Division, plans to enter William and Mary College this fall. Two partial scholarships just don't stretch far enough, so Dick needs the work to defray part of the costs.

Paula Dorian, working her second summer assembling signal generators for Microwave Division, is one of three Dorian children who will attend college simultaneously this next year. Gainful summer work is a "must" under these circumstances, says Paula, a senior at San Jose State, but it also is an experience she enjoys—so she hopes to be back next summer.

Jim Simon, recruited at Palo Alto from Bradley University, says this summer will be very important in his career planning. Working on an experimental project for F&T, he sees it as a chance to put theory into practice, to evaluate the electronics field as an area of interest, and to save toward postgraduate studies.

At Loveland Division, 21-year-old Dennis Eaton of Ventura, California, is busy setting up rooms for diffusion fur-

naces to be used in integrated circuit work. His earnings will help support his Ph.D. studies in solid-state physics which he's due to start this fall at the University of Illinois. His work in physics at Harvey Mudd College earned him a National Science Foundation Fellowship. From the beginning, Dennis was impressed with Hewlett-Packard's interest in the individual. "I liked the way the interviewer took an interest in my senior project, and since I've been here I've found that everyone is treated with respect and allowed to do his best work. I know that I am going to have the opportunity to learn here."

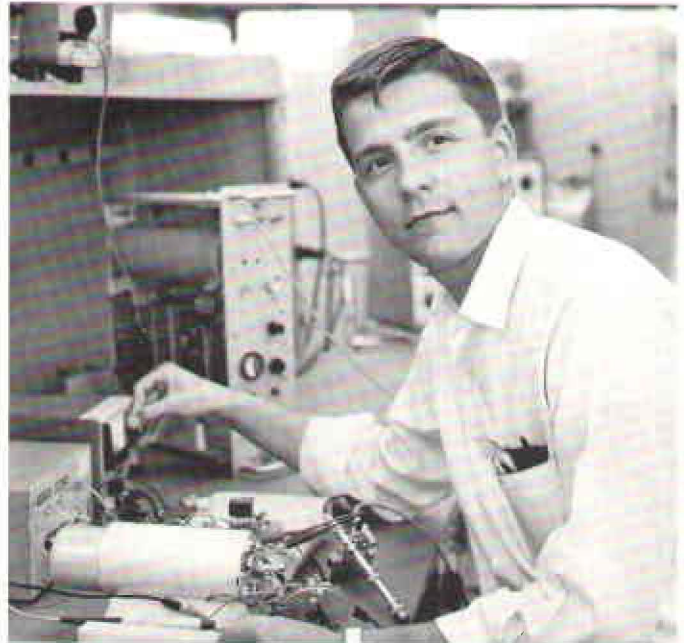
If the motivating forces at work in the case of Janice Weddle at the Western Service Center seem complex—that's because they are. First, Janice wanted the summer job in accounting because, as a San Jose State senior intending to become a personnel specialist, she feels the administrative experience will be professionally helpful. She also intends to marry next year—to Kent Wiedemann, who also is a weekend and summer employee at HP. Kent, in turn, expects the Army to call when he graduates in history, and then he plans to resume studies for his master's degree and teaching credential. Money is one necessary element in holding this whole grand plan together.

□ Are the summer work programs successful in business terms? Indeed they are, say all HP sources.

A high percentage of the summer replacement help comes back a second and third time. Their pay rates go up a notch



Summer job in accounting at WSC in Palo Alto is considered good background training by Janice Weddle in preparation for career in sociology. HP hires summer replacements for seven general types of work.



Working with engineers at F&T Division holds three-way appeal for Jim Simon of Bradley U.: He enjoys helping to solve practical problems; he's seeing a new part of the country; summer savings will be a big help.

each summer, and supervisors are quite high on their productive abilities.

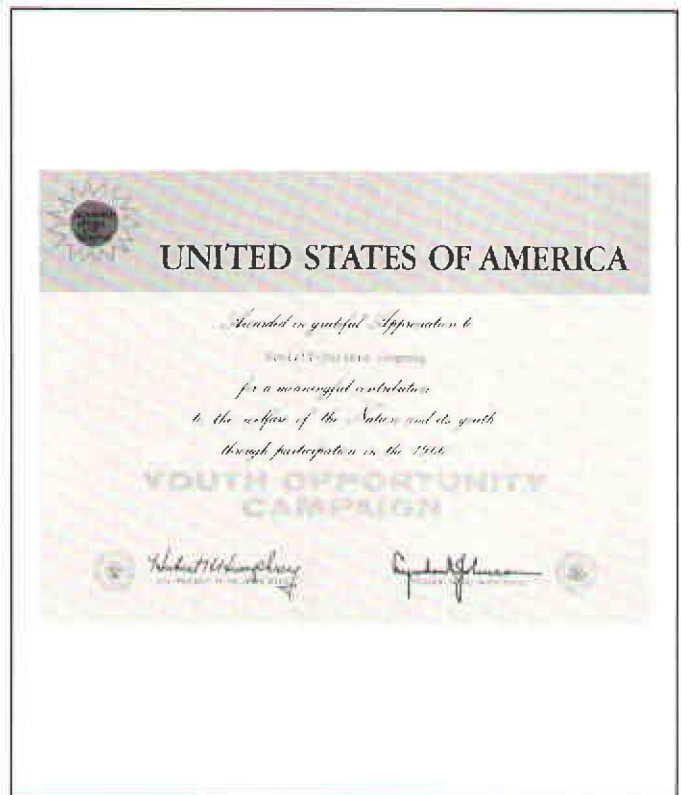
"They learn fast," said one line supervisor, "and anything they lack in experience when they first come aboard they more than make up with enthusiasm."

Commenting on summer students, Norm Williams noted that quite a few of them have returned to HP for permanent positions, usually in highly technical areas of product research and development. Others who have gone on to teaching and related professional activities remain good-will envoys, and prove this in many ways useful to HP.

The summer programs serve another purpose in allowing both the company and the individual to screen each other prior to making any long term job commitments. Each person is evaluated by his supervisor at the end of the summer as part of his employment record.

□ HP fully expects to offer more summer jobs—and more varied assignments—as the company grows. Nevertheless, job competition mounts, particularly as greater numbers of students extend their college careers and look to regular seasonal work as a means of underwriting their studies. The HP applicant, then, is advised to write early in the year to the local plant employment office, show a strong interest and aptitude in technical areas of interest to the company, and generally display a willing attitude toward work.

That's a good start for the career-minded, right there. ◀



RECENT EVENTS HAVE MOVED the Hewlett-Packard sales organization very close to the long-range plan of four U.S. sales regions.

When I last reported on the status of our evolution into a regionalized sales structure, we still had a considerable amount of planning and organizing ahead of us for the southern part of the United States.

□ Now I can report that the Southern region started preliminary operation as a unit on July 1 and will officially become an operating entity on November 1 of this year.

The key event that precipitated this move a little earlier than we had anticipated was Earl Lipscomb's retirement. It was with a great deal of regret that we learned about a month ago of Earl's decision. He was our first and only electronic sales representative in the Texas area, and has been the spearhead of many marketing innovations. Earl Lipscomb Associates was the first of our sales representatives to join the Hewlett-Packard Company as an affiliate, and Earl played a major role in the sales management innovations that followed.

We are very sorry to lose Earl at this time, but his retirement is well deserved. He has planned well for this move and we have been able to carry on without any major dislocation. He will be very busy pursuing other interests he has developed over the years (including golf), but we hope that he will find time to help us on occasion with special consulting assignments.

□ The new Southern region is being headed up by John Bivins, and he will be assisted by Dave Caldwell as business manager. Headquarters for the new region will be in Atlanta, and we expect to receive bids within the next few days for a new regional headquarters and sales office on the outskirts of that city. The first unit of this office will be about 20,000 square feet.

The new Southern region will cover all the territory previously served by the Southern Sales Division, the Florida Sales Division, and the Southwest Sales Division.

Gene Stiles has been given the responsibility of area manager in charge of the Dallas and Houston offices, effective July 1, and will be moving from Orlando within the next sixty days. Gene Dashiell will replace Stiles, with responsibilities for sales operations in Orlando, St. Petersburg, and Miami. Both of these men report to Bivins, as do those sales offices which were formerly a part of the Southern Sales Division.

Bo Byers will continue as branch manager of the Houston office, and John Smylie will continue to head up the Dallas sales operation. A new office has been established in New Orleans and it will be in operation very soon. This office will be managed by Mal Spann, and he will report to Bivins.

□ The Eastern sales region, officially established about nine months ago, is moving right along. Under Carl Cottrell's guidance the region has made some significant achievements, including new efficiencies in management, improvements in manpower utilization, and notable progress in coordination of sales promotional activities.

Plans are currently under study for the construction of a headquarters sales office for the Eastern sales region which will include new facilities for the Eastern Service Center. This facility will be located on a 13-acre plot of land in Paramus, New Jersey. The first unit is expected to be a 60,000-square-foot building, and the schedule calls for it to be occupied in late 1967, which coincides with the closing of our Manhattan office. At that time the New York area will be served by the New Jersey location, and by the recently opened satellite office on Long Island.

Our consolidation of the medical and chemical sales groups with our electronic sales divisions has also made considerable progress. The three sales disciplines are learning how to work as a sales team in an effort to maximize performance for all customer groups. Through improved training and increased awareness of related problems, this approach has resulted in broader penetration of relatively new and important customer areas. ◁



Noel Eldred, Vice President, Marketing

Another step taken in long-range marketing plan



HP Perspective: Paeco Division

The "iron shop" comes up with some

A SMALL PACKAGE brought big pleasure to two HP divisions last month. The package contained the first commercial model of the company's new 1.5 mc magnetic tape recorder head. The pleasure was intensified by knowledge that some very delicate technical problems had been solved in hurry-up fashion. Taking delivery was the Microwave Division, which now could proceed to market its new state-of-the-art broad-band tape transport. Making delivery was the Paeco Division which—quite recently—has all sorts of new things to talk about.

The new look begins with Paeco's attractive new 44,000-sq.-ft. building in the Stanford Industrial Park complex at Palo Alto. Coincidental with its move into these new quarters last January came the assignment of important additional responsibilities. Manufacturing activities, long concentrated in the production of transformers, were expanded to include printed circuits and electronic cable. The task of prototyping and—now—manufacturing the tape heads also was added.

□ The same sense of urgency that prevailed through recent months during development of the new tape heads, also was present 15 years ago at the founding of Paeco—then Palo Alto Engineering Company. Just as supplier problems caused HP to look to its own resources for the tape head, Paeco's entry into the production of transformers was precipitated by a critical shortage at the outset of the Korean War. In 1960 the company became a wholly owned HP operation.

Transformers still are a mainstay of Paeco's product line. The division can produce more than 20,000 different designs of these items. All are produced to order—none is offered as stock. While "in-house" sales to other HP divisions account for the bulk of Paeco's production, an impressive volume—more than \$600,000 worth annually—still is sold outside the company. Many of these precision transformers are sold to leading aerospace contractors and have been used in such space vehicles as the Agena and Gemini capsules.

Engineering design and quick prototype delivery of coils, transformers, and cables are important services provided by Paeco to HP lab engineers.

According to Gene Daniels, division manager, Paeco's history would have been much different—much more expansive—had the electronics industry not become so transistorized in recent years.

"Just 10 years ago," Daniels says, "transformers made up 3 per cent of the selling price of electronic instruments. Today they are down to 1½ per cent. Only the greatly expanded volume of instrument sales has compensated for this loss of position by transformers in the individual instrument."

□ Obviously, Paeco's path to growth has not been easy. Employment in 1963 stood at 200; today it's at 225. But Daniels and others are confident that diversification into its new lines of component products is the beginning of a vigorous new era.

Printed circuits, for one, will certainly loom large in that future. Present production capacity is approximately 200,000 printed boards per month, on a two-shift basis. A growing volume of these boards is going into multi-layer circuits. Lamination of 4- and 6-layer products now is common. Layers of 8 and more are due in the near future. Also new for the division are flex circuits printed on plastic film for flexible connection. Paeco's first prototype flex circuit was delivered to Loveland Division last month.

Cable manufacturing is another new product area for Paeco. F&T Division entered electronic cable production originally to insure product uniformity and to provide special cables requiring custom design and manufacture. Today, Paeco turns strands of wire and beads of plastic into the many types of high specification cable used throughout HP.

□ Paeco's new approach is exemplified in still another product line—precision metal-etched parts. Products include laminations for Paeco's own magnetic tape heads and strip lines for Microwave Division's directional couplers. Such precision products clearly reveal how far and fast Paeco has come from the years when it was known as an "iron shop," chartered to manufacture "simple" items of electronic hardware. At Paeco, they like the new pace. ◁

New printed circuit transformer bobbin is discussed at weekly Paeco managers' meeting by Lloyd Burkhart, manufacturing/engineering. Clockwise from left are: Harmon Traver, tape head production; Don Higgins, production; Don Braman, printed circuits; Paeco Manager Gene Daniels; Burkhart; Walter Eng, engineering; Norm Nilsen, finance; John Jenke, materials.



gems--



Bill McPeak, Paeco test technician, tests new 1.5 mc tape head with new Microwave tape transport. Tape head must be within 3 microinches of flatness and feature a gap less than 30 microinches across—one-hundredth the diameter of a human hair.



Paeco transformers pass through many steps of production. From left, Bettye Allen, Joan McDonald, and Rosie Steele hook up headers.



Transformers are Paeco's main item of sale outside the company. But other divisions still absorb major share. Shown is Judy Frahm.



Marybeth Carpenter takes laminated printed circuits from hot press where four, six, and eight layers are fused into one board.



"Best plating operation on the coast" is one knowledgeable description of HP's new printed-circuit facilities at Paeco plant.



Assembling tiny tape-head parts under microscope are, from right: Jacqueline Vuille, Priscilla Bumbaca, Yuri Katai, Dee Carver.



Coating wire with extruded plastic is one phase in the production of Paeco electronic cable. Tending the extruder is Richard Pahler.

HP announces plans to acquire new building site

The company has announced plans to acquire a 55-acre plant site in Santa Clara, Calif. The site will gradually be developed into a major engineering-manufacturing facility with the first unit expected to be a 165,000-square-foot manufacturing plant employing about 800 people.

In making the announcement, Dave Packard, HP board chairman, said no construction schedules have been set, but that he expects the first unit to be started "within the next year or two." Cost of the initial building project, including land and buildings, will be approximately \$4.5 million.

"For some time we have been seeking a suitable site to expand our Peninsula operations," Packard said. "The Santa Clara site offers a number of important advantages, including its proximity to major freeways and the fact that many of our Peninsula employees already live in the area.

"Another advantage is the highly cooperative attitude of Santa Clara city officials and their interest in attracting scientifically oriented industries such as ours to the area. They've been most helpful to us in our preliminary planning, and we intend to justify their enthusiasm by building a plant of which the entire community can be proud."

Buildings will be architecturally similar to those in the Stanford plant. They will be of concrete and steel construction, with extensive use of window walls. Buildings and parking areas will be surrounded by lawns, trees, shrubs, and other landscaping.

Long-range plans call for a five-building complex, providing some 680,000 square feet and employing up to 4,000 people.

HP products draw big in Belgium, England



HP's intensive care exhibit drew interested audience of anesthetists at Belgian medical meeting.

Fifty HP instruments, including several developed by HP Ltd. R&D, were shown at big London IEA Exhibition.



Displays of HP products attracted wide interest and enthusiasm at two important European shows within recent months.

At an international medical meeting in Charleroi, Belgium, HP's 780 series of instruments for patient monitoring and intensive care received intense interest from the hundreds of anesthetists attending. The two medical field representatives on hand from Hewlett-Packard Benelux had a good story to tell: Just a few weeks earlier an important Belgian hospital had ordered a "six-bed" installation of the instruments.

In London, HP Ltd. presented 50 instruments never before shown at any British show. The 1966 International Electronics & Automation Exhibition was held May 23 to 28. More than 110,000 visitors were clocked in at the meeting,

including visitors from 66 overseas countries.

Also clocked in, as a special feature of the company's display, was one of the three HP "flying clocks" then touring the world on a mission of scientific importance. (See June MEASURE back cover.)

The London show is the British equivalent of the IEEE in the United States. Particular emphasis was placed on the presentation of HP as an international leader in its field. One wall of the company's display area featured a large relief map of the world showing every HP manufacturing facility, as well as the majority of sales organizations.

During the record-breaking 66th exhibition, the HP show proved an important attraction, and many inquiries were handled by the HP Ltd. personnel.

Hungarian freedom fighter joins HP

For 29-year-old Leslie Besser, the road to Hewlett-Packard has been long, rugged—and finally rewarding.

Two months ago Besser graduated in engineering from the University of Colorado, taking with him the 1966 title of "Outstanding Senior Engineer." This month he arrived at Palo Alto to begin his engineering career with the Microwave Division. Prior to these developments, Besser had:

- Fled Hungary after the 1956 revolt was stamped out by the Soviet army.
- Resumed work in electronics in a Canadian firm.
- Sought college education by winning athletic scholarship to the University of Dubuque, Iowa. Broke numerous sprint and hurdle records.
- Came to Colorado U. in hope of track scholarship only to discover he was ineligible.
- Sold his car to pay tuition, found work in laboratory.
- Won two academic scholarships, took on a heavy load in engineering student organizations.
- Maintained a 3.3 scholastic average, now plans to work for a graduate degree in business administration.



This year's "outstanding senior engineer" at the University of Colorado, Leslie Besser, right, has joined HP at Palo Alto after a career that includes flight from Hungarian homeland. At left is Prof. Platt Wicks.

HP building progress

The new Loveland Division facility addition is receiving its first occupants, and the two new buildings in Mountain View, Calif., one for the Datamec Division and the other for the Delcon Division and the Western Service Center, are nearing completion. The Datamec building will be completed in September, and the Delcon—Western Service Center building is scheduled for completion in November.

In Avondale, Pa., construction is underway on a 20,000-square-foot side and rear addition to the F&M Scientific Division building. This will increase the size of the F&M facility to 70,000 square feet. Completion is scheduled for this summer.

Construction has also started on an extension to Building 1 in the Stanford plant complex in Palo Alto. Plans call for a 30,000-square-foot building to house HP Labs' solid-state group. The addition will be completed early next year.

Hewlett receives honorary degree

HP President Bill Hewlett was one of five men who recently were awarded honorary Doctor of Laws degrees from the University of California. He received his degree during the University's 103rd commencement ceremonies at Berkeley in mid-June.

In conferring the award, the University referred to his service on two major government advisory committees, his interest and effort in behalf of education, and his achievements as an "innovator whose wide-ranging knowledge, interests, and concerns contribute to a fruitful fusion of theory and application toward the solution of important problems."

New Swiss sales organization

A new sales organization has been established, effective July 1, to handle sales of HP products in Switzerland. The organization, Hewpak A.G., will be responsible for direct customer sales within the country. HPSA, also located in Switzerland, will continue to be responsible for the overall marketing program in Europe.

Bruno Brader, formerly a staff engineer with HPSA, has been named manager of Hewpak A.G. Eight others from HPSA have also transferred to the new organization. Brader, a Swiss national, was educated at the University of California, and spent a number of years with IBM in San Jose and Ampex in Europe before joining HP in 1965.

Hewpak A.G. will be headquartered in Zurich, and have a branch office in the HPSA building in Geneva.

Martinez announces resignation

Frank Martinez has announced his resignation as general manager of the company's F&M Scientific Division in Avondale, Pa. In making his announcement, Martinez said he planned to devote his time to other interests, including some consulting work.

F&M, founded by Martinez in 1957, grew under his leadership into one of the nation's major producers of gas chromatographs and related chemical instrumentation. The firm became an HP division in August, 1965.

A new general manager has not yet been selected to fill the vacancy, but Noel Porter will serve as acting general manager during the interim period. Porter is now headquartered in Avondale as vice president-operations, East.

PEOPLE ON THE MOVE

HP - PALO ALTO

Fran Haskins, secretary to manager, corporate Customer Service—to secretary, product training manager.

Leo Olsen, finance manager, F&T Division—to cost accounting manager, corporate Finance.

Harold Rocklitz, manufacturing engineering, HP Associates—to HP Labs, ERL staff.

Stan Whitten, tax accounting, corporate Finance—to manager, Palo Alto area payroll.

FREQUENCY & TIME

Joe Mardesich, cost accounting manager, Dymec Division—to finance manager, F&T Division.

INTERNATIONAL

Bruno Brader, staff, HPSA—to manager, Hewpak A.G.

Doug Herdt, advertising and sales promotion manager, HPSA—to European sales manager, HPSA.

Sid Mann, technical publications staff, advertising and sales promotion, HP-Palo Alto—to advertising and sales promotion manager, HPSA.

Natale Mazza, sales engineer, HPSA—to field engineer, Hewpak A.G.

Rene Pilat, accountant, HPSA—to accounting manager, Hewpak A.G.

Walter Schafroth, sales engineer, HPSA—to field engineer, Hewpak A.G.

Arnold Stauffer, European sales manager, HPSA—to South American sales manager, HP Inter-Americas.

Eli Warsaw, exhibits manager, advertising and sales promotion, HP-Palo Alto—to advertising manager, export marketing.

YEWELL SALES

John Benson, Wesleyan University staff—to staff engineer, Middletown office.

John Chiarella, senior field engineer, Middletown office—to same position, Burlington office.

LOVELAND

Rod Village, product training staff, HP-Palo Alto—to marketing staff, Loveland Division.

PAECO

Fran LeBrun, manufacturing engineering staff, HP-Palo Alto—to printed circuits, Paeco.

SOUTHERN SALES

Al Alcock, head, acceptance R&D labs, NASA, Langley AFB, Va.—to service manager, New Orleans office, Southern Sales.

Kenneth Ferguson, Sperry-Piedmont Co., Charlottesville, Va.—to staff engineer, Richmond office.

John Hensley, service technician, High Point office—to service manager, Atlanta office.

Bill Rivers, medical specialist, Florida Sales Division—to senior medical specialist, New Orleans office, Southern Sales.

R. M. Siler, Jr., SPACO, Huntsville, Ala.—to staff engineer, Huntsville office, Southern Sales.

Clay Smith, senior field engineer—to area manager, Richmond office.

Mal Spanu, senior sales engineer, Huntsville, Ala., office—to area manager, New Orleans office.

Gene Dashiell, area manager, St. Petersburg, Florida Sales Region—to Florida area manager.

Gene Stiles, manager Florida Sales Region—to Texas area manager.

SANBORN

Harold Norman, area manager, Richmond office, Southern Sales—to marketing services manager, Sanborn Division.

MICROWAVE

Jerry Bender, head of Microwave repair group, Eastern Service Center, Rockaway—to plant quality assurance manager, Microwave Division.

Ev McKeen, corporate Personnel staff—to in-plant production engineering staff, Microwave Division.



from the chairman's desk

TWO OF OUR MOST IMPORTANT corporate objectives are aimed at maintaining good citizenship as a corporation and recognizing the personal aspirations and achievements of employees. Perhaps in no other area are these objectives more meaningful than in our effort to broaden employment opportunities for minority groups.

Historically, our company has always had a non-discrimination policy in the hiring and treatment of employees. But it is one thing to have a written policy and quite another to make that policy an active, positive influence in our day-to-day personal relationships. This is why we have insisted, down through the years, that all our people understand the policy and see that it is actively implemented.

It is gratifying to note that several of our divisions have taken the lead in their respective communities in developing programs to assist minority groups increase their skills and obtain permanent, worthwhile employment. These programs go far beyond any legal requirements; they are inspired not by government edict but by people wanting to do something constructive about a pressing social and economic problem.

Our Sanborn Division, for example, recently initiated a training program in wiring and soldering for "unemployable" women in the Waltham area. At the end of the program, 80 percent of these women had successfully completed the course and were able to help fulfill an increasing demand in the area for skilled wiremen.

A similar program was recently conducted by our Rockaway Division in New Jersey. In cooperation with the Urban League of Morris County, the division initiated a 40-hour wiring and soldering course. Several of the graduates have since been hired by HP, while others have obtained jobs with other electronic firms in the area.

In Palo Alto, our company is providing major support to Opportunities Industrialization Center-West, a highly successful program of job training with participation from both industry and the community. Since its creation last September, the center has trained and placed more than 100 persons with local industry, including HP. Approximately 250 are now in training, with placements running at a rate of 30 per month.

These and similar programs by other divisions throughout the country represent a positive, practical approach to the problem of providing equal employment opportunities for all citizens. As such, they invite our continuing interest and support.

David Packard

CONTRIBUTING EDITORS

COLORADO SPRINGS, Dolores Rupp
 CROSSLEY SALES, Fred Harvey
 DATAMEC, Sharon Taylor
 DYMEC, Bill Dallenbach
 EASTERN SALES REGION
 New York City area, Dorothy Clink
 Philadelphia area, Barrie Wilmarth
 Syracuse area, Ann Ash
 Washington, D.C. area, Colleen Molineu
 FLORIDA SALES, Gene Gline
 F&M SCIENTIFIC, Charles Butler
 FREQUENCY & TIME, Nancy Jones
 HARRISON, Dorothy McMahon
 HP ASSOCIATES, Joni Winer
 HP BENELUX
 Amsterdam, Conny Koedam
 Brussels, Helene Meylemans
 HP (CANADA), Bob Russell
 HP GmbH, Heike Vogel
 HP LTD., Dennis Taylor
 HP S.A., Doug Herdt
 HP VmbH, Hans Hubmann
 LOVELAND, Walt Skowron
 MICROWAVE, Dean Abramson
 MOSELEY, Frank Hicks, Jr.
 NEELY SALES, Mike Talbert, N. Hollywood
 NEELY SALES, Patti Cooper, Englewood
 ROCKAWAY, John Ricci
 SANBORN, Kitty Laucks
 SOUTHERN SALES, Virginia Thornton
 SOUTHWEST SALES, Helen Hobson
 YEWELL SALES, Donna Young
 YOKOGAWA-HP, Yosuke Ishikawa

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

M

Measure

Vol. 4 July 1966 No. 7

EDITORIAL BOARD

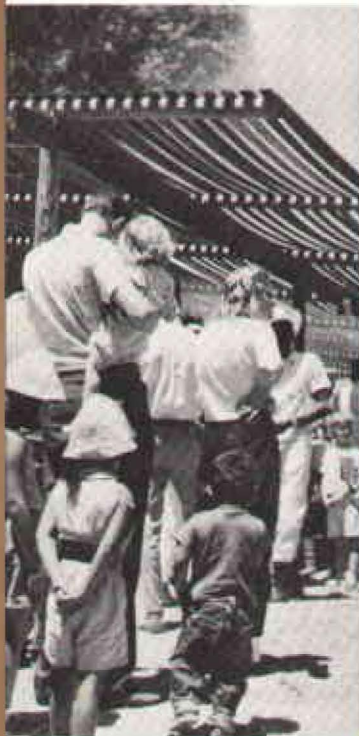
Dave Kirby Merle Mass Bill Bigler

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)

An HP family tradition



IT'S HP PICNIC TIME—or outing time—as the case may be. Annual company-sponsored events of both kinds are now in blossom throughout the HP organization. Whether it's a picnic in the park or a day at Disneyland, it's literally a family affair for husbands, wives, and especially children. As these scenes of a 1965 Palo Alto picnic show, there is always plenty of food and fun. Those kiddies with their heads in the sand are actually taking part in a treasure hunt (and when it comes time for prizes, every child goes home a winner). Old timers recall those early picnics when everybody from the entire HP organization could show up without imposing undue strain on facilities. Now, growth and world-wide development require a new pattern in which the various divisions and groups hold their own separate events. But the tradition of family-style fun remains unchanged.