
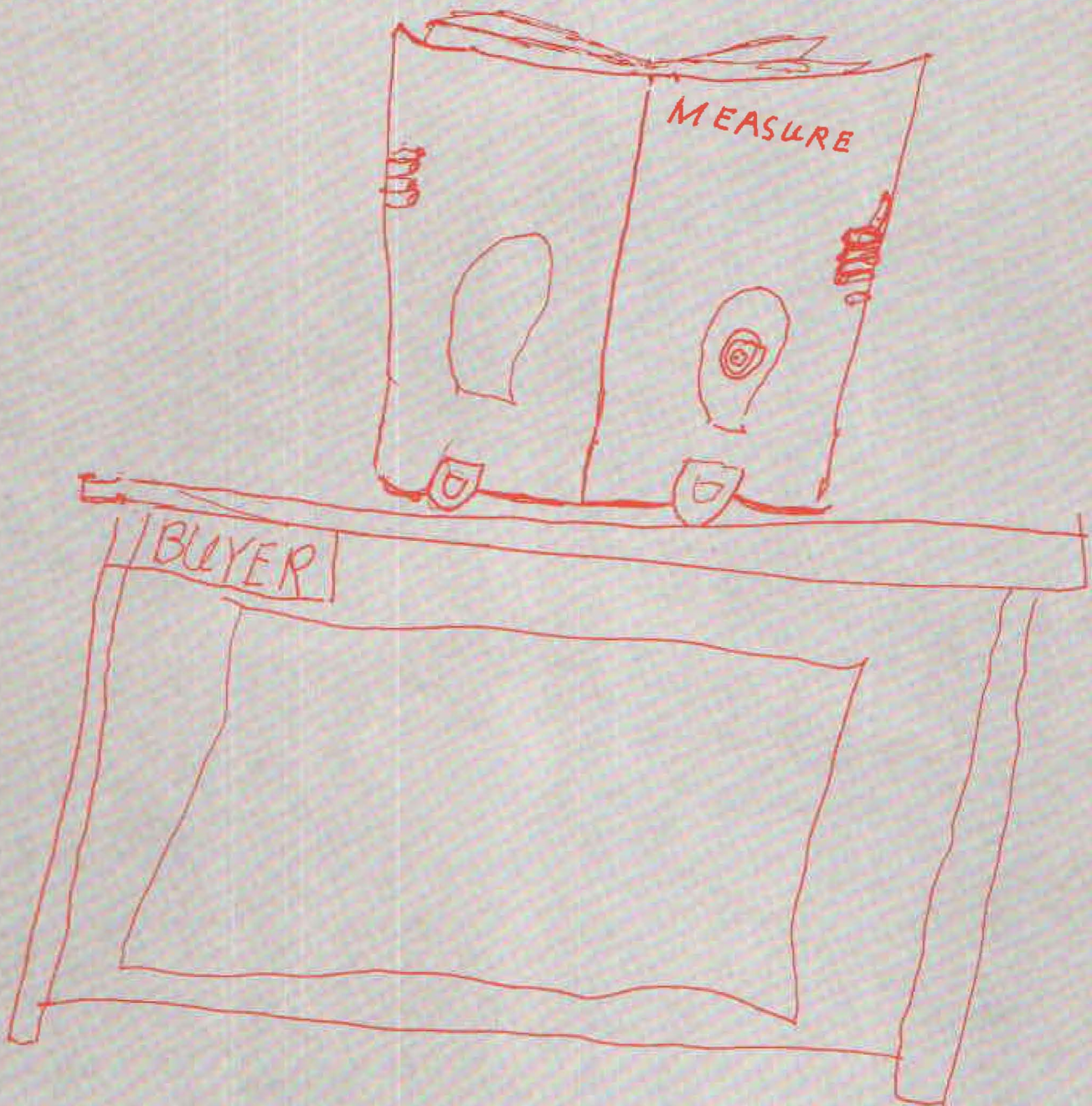


Measure

For the men and women of Hewlett-Packard / APRIL 1967

WHAT MY DAD DOES AT 



BLAISE ANNE BAILEY

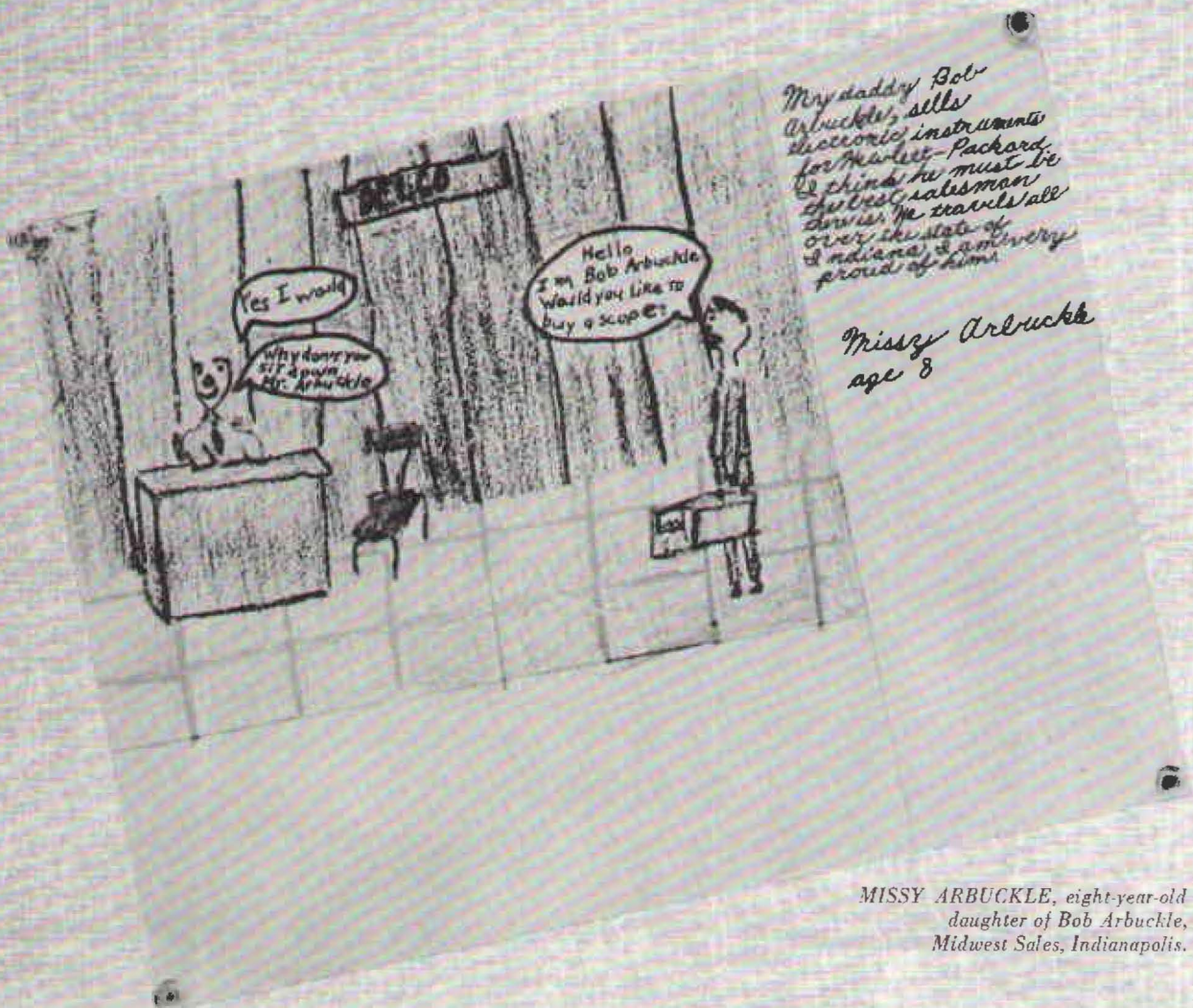
AGE 8

2505 Meadowlark

Mom and Pop Art Gallery:

MEASURE magazine was not looking for anything particularly significant when it set this “what my mom or pop does at HP” drawing project in motion. The aim was simply to see how employees’ children of nine years and under would express themselves when asked to portray their parents’ jobs. Although no trends of overwhelming significance in art—such as dadaism to dadism—surfaced, the project revealed one interesting point. This was a happy regard by the kiddies for the jobs their parents do—even the youngster who said his mother “works and works and works,” and the child who thanked the company for letting daddy come home on weekends.

COVER: Courtesy of BLAISE ANNE BAILEY, eight-year-old daughter of Les Bailey, Colorado Springs.



MISSY ARBUCKLE, eight-year-old daughter of Bob Arbuckle, Midwest Sales, Indianapolis.

Your job as seen through the end of Junior's crayon



My mother work's at Hewlett-Packard and she types and opens letters. Sometime's she washes the dishes and bring's coffee and donuts to her boss. And she welcome's customer and show's them to Don's office room.

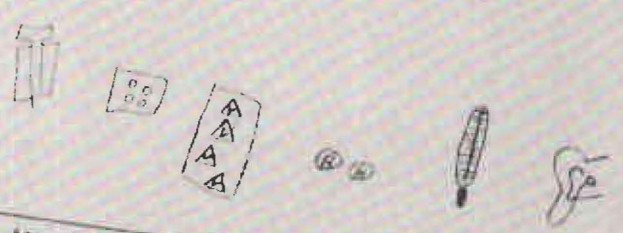
GARY PYECHA, eight-year-old son of Jo Ann Pyecha, Southern Sales, Orlando.

I think father reads and writes. He works for many. He works all week.

CRAIG PETERSON, seven-year-old son of Blake Peterson, Microwave.

My Dad works at the Machine shop. He wear glasses. If the people at HP do not wear glasses they will get something in their eyes. They will have to go to the doctor. If it is very bad. My Dad got something in his eye and he had to go to the doctor. The doctor said that he had to go to sleep in the morning. Also he wears a name on his coat.

SANDRA JONES, nine-year-old daughter of John Jones, HP Ltd., Scotland.



My Mother is a nurse at H.P.
She helps make sick people well.
She gives shots. She gives cold
pills. She gives cough drops. She gives
headache pills. She makes sick
people well. She takes temperatures
and sometimes she listens to people
who are unhappy and then they
feel better. I'm going to be a
nurse just like her.

Margaret Ann Kendall
I'm 8 years old.

MARGARET ANN KENDALL,
eight-year-old daughter of
Phyllis Kendall, Dymec.

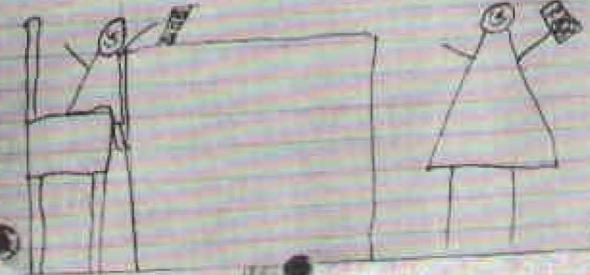
LIZ COMBS, six-year-old
daughter of George Combs,
Neely, Palo Alto.

You work for a job
You call to people.
You earn money.
You talk to people.
You work hard.
and you type too.
and you talk with
people.
and you can work with
people.
and you work with



GREG TIERNEY, nine-year-old son
of Beverley Tierney, Neely,
San Diego.

My mother works
at Peely sales Division
My mother works
at Peely sales Division



My Grandmother
is a whyer.

BOBBY Miller 7 Years old

Each morning my father goes to work.
He works all day. Sometimes he comes
home late. He goes to hospitals all over New
York. He talks about people and talks about
machines. Some of the machines he talks
about are Electric Cradeagaj machines
and Signel Calibraters He sometimes makes
the machines work. The end.

JOE HADLEY, eight-year-old son of Phil Had-
ley, Eastern Sales, New York City.

My jather works at HP. He is a engi-
neer. He is working right now. He is not the
train engineer OH NO. He has paper on his
desk on top is a pencil sharpener.

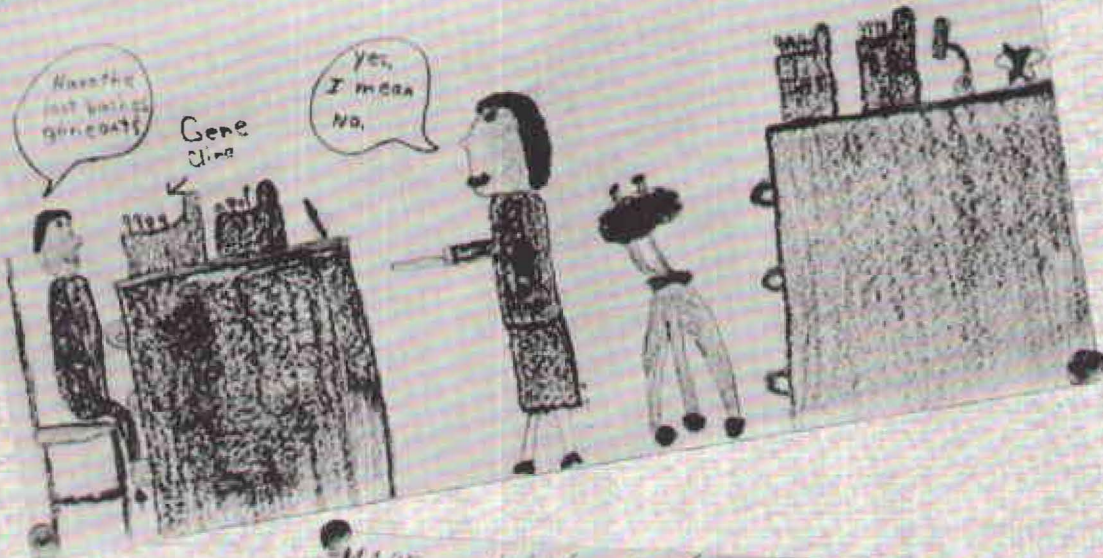
CHRIS WILLRODT, seven-and-one-half-year-
old son of Marv Willrodt, Frequency & Time.

BOBBY MILLER, seven-year-old
grandson of Mary Hildebrandt,
Harrison.

By Melba Broach
age 9

My Mother
working at Hewlett Packard

MELBA BROACH, nine-year-old
daughter of Betty Broach,
Southern Sales, Orlando.



ELIZABETH MARY BRIGGSON,
eight-year-old daughter
of Wayne Briggson, Corporate
Finance, Palo Alto.

MADE
BY
AN
8
YEAR
OLD
GIRL

MY FATHER'S OWN
OFFICE

Mr. Wayne L.
Briggson

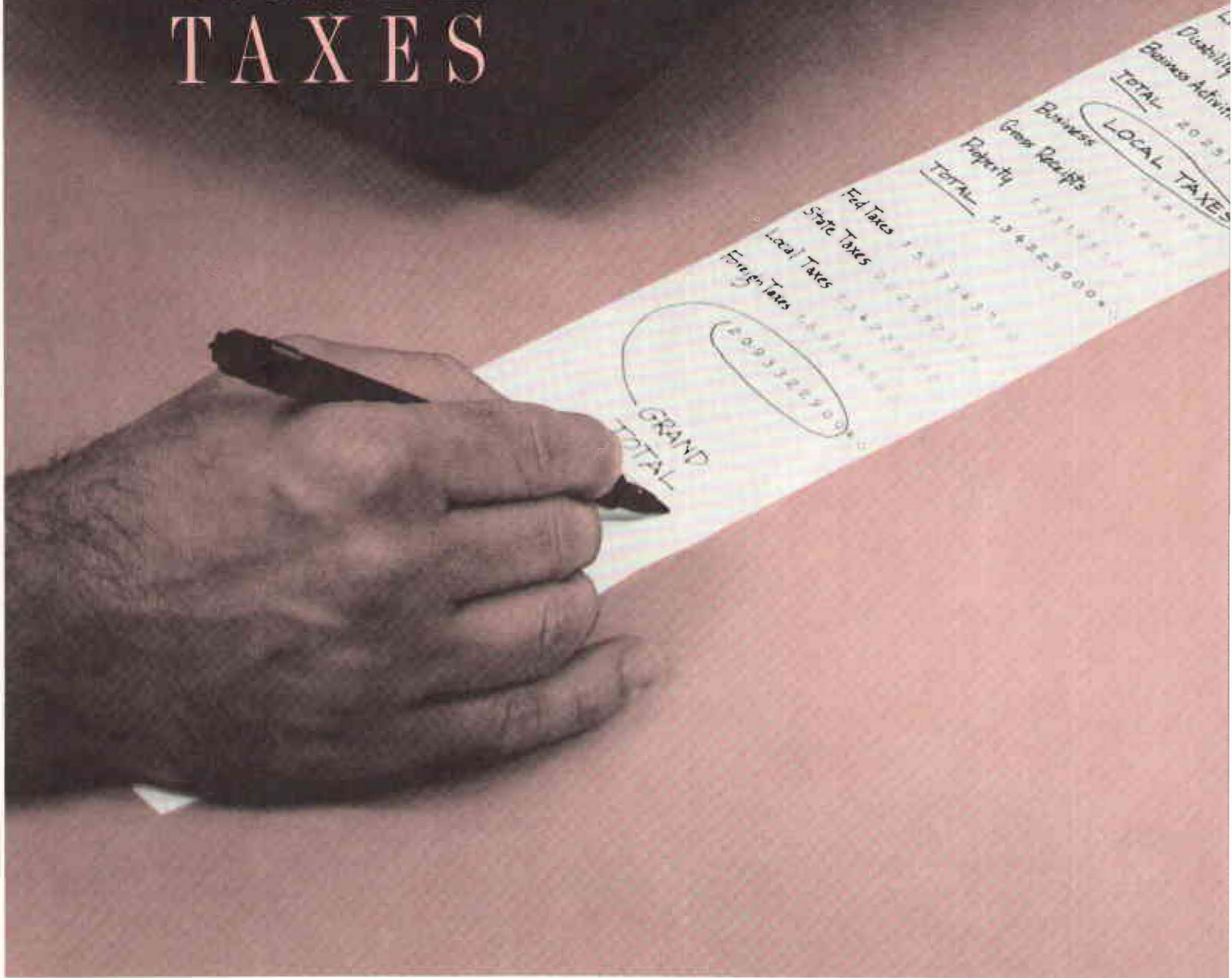
ELIZABETH
MARY
BRIGGSON

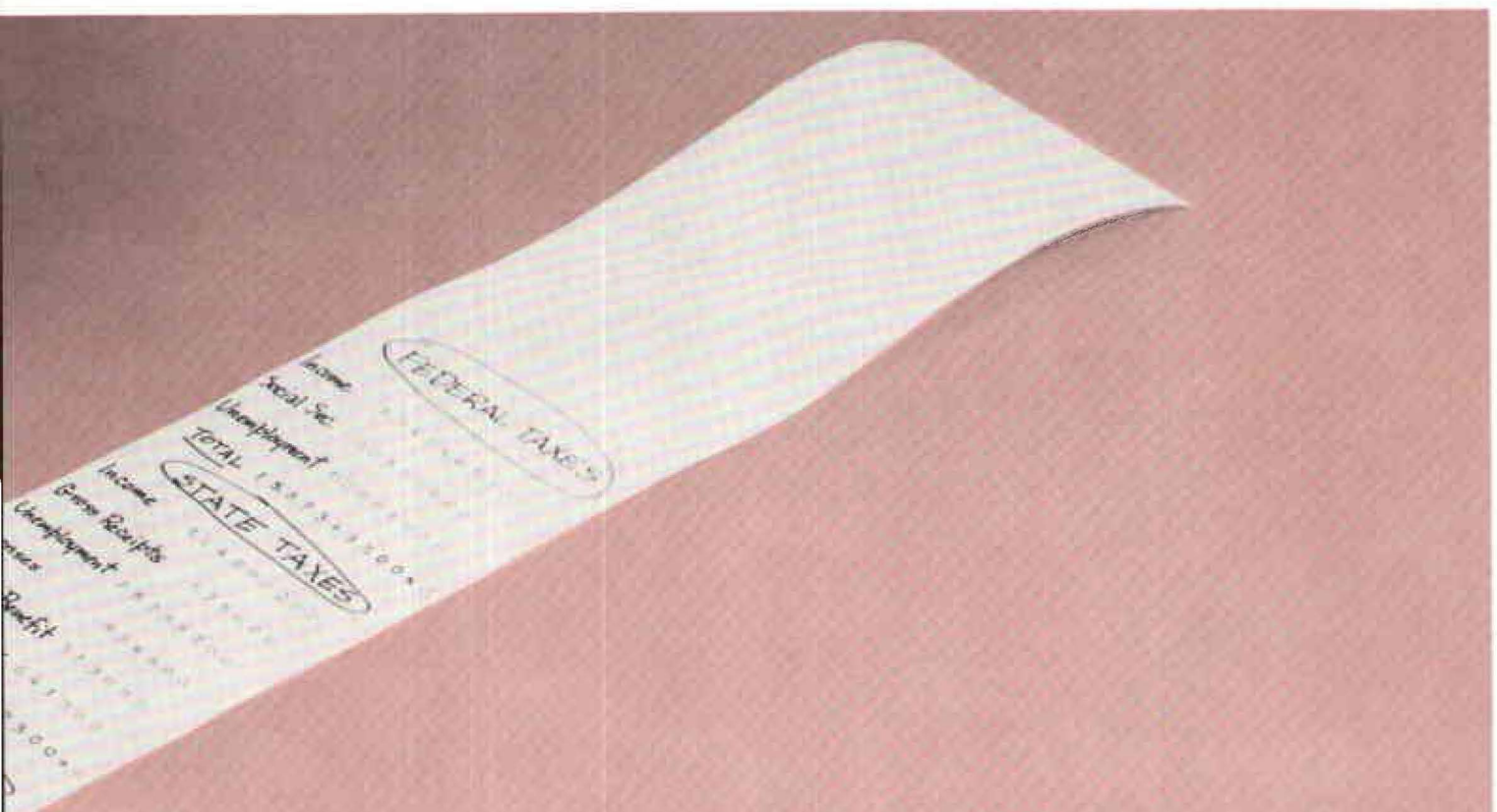
My father works at his office
And he adds numbers.
He makes money for
the family. He gets some
days off. He writes the
numbers on paper, and
then he adds them
up. Some times he has
meetings and comes
back late. He has
luncheons ^{most of the} time.



**TAXES
TAXES
TAXES
TAXES**

\$90,000 every day at HP





□ If you aren't already sufficiently aware that we've just passed through another taxing season, then the tabulation of figures shown here may serve to remind you of that fact. It also shows rather quickly and starkly how much and how many taxes were paid by the Hewlett-Packard organization during the past fiscal year.

Nearly \$21-million represents taxes paid by HP as an employer to local, state, federal, and foreign tax agencies. Add to that another \$13-million-plus made up of taxes which the company is required to collect from employees and customers on behalf of these same tax entities—for a grand total of \$34-million in taxes for fiscal year 1966.

Actually, quite a number of taxes are not shown in the figures presented here. Thousands of such taxes are hidden in the cost of every item the company buys, but it would be hopelessly expensive to attempt to filter these out just to look at them here. Another "hidden" item, of course, is the cost to the corporation in collecting and accounting for taxes. Again, this is not a figure that can be readily isolated. However, it is obvious that a considerable effort is expended in tax accounting—for example, in the preparation of the more than 12,000 federal withholding (W-2) forms issued to employees for 1966 wages and salaries. In addition, the HP treasurer's office last year filled out and forwarded more than 400 tax reports to the various local, state, and federal agencies requiring them.

The effects of taxes—not to mention taxation policies—on the corporation's fortunes are obviously major. In gross

terms, the \$34-million tax bundle amounted to almost twice the company's net earnings for the year. And one out of every six dollars entering the till was diverted into taxes—more than \$90,000 every day of the year.

It is already established by law that the tax bill will go up still further. The increase got underway last January when Social Security payments were raised for both employer and employee. Further boosts are scheduled through 1987.

In contrast, many of the older generation of employees could probably recall when local and state taxes amounted to well under \$100 per person; when Social Security payments were only a tenth of today's big bite.

Taxation is a subject that obviously arouses considerable differences of opinion. It's a debate that's been going on for at least 4,000 years, according to historians. And their records show that opposition to taxes has seldom been a total one: it has been the questions of relative burden, fairness, and need that have most concerned the debaters.

Although these questions appear more critical than ever today, many people seem unconcerned. Noting this, some commentators believe the cause of this apathy lies in the fact that most earners never actually see or handle most of the tax dollars paid out in their names, because of the payroll deduction system.

The fact is, of course, that all taxes are ultimately paid for by the consumer—you and your neighbors and friends. You have every right to insist that those dollars be spent wisely and well. □



Detection

Section of Delcon assembly line is framed by racks of Quik-Search Wands used with ultrasonic detectors. Near center is Ray Stewart, manufacturing manager, who helped Alan Simpkins start company in 1960. First product was telephone voice scrambler, a telephone privacy device. Scrambler got worldwide publicity for Delcon, which still makes it available on a limited basis.

□ James Bond would have a ball at Delcon Division. Just give 007 one of Delcon's cable fault locators, for example, and dirty ol' SMERSH will have real trouble concealing the whereabouts of its secret subterranean locations. And a Delcon miniaturized ultrasonic translator detector would be a dandy device for pinpointing those devilish manufacturing operations conducted by the sinister Soviet subversive syndicate.

Such high-powered, precision detective work is well within the capability of Delcon products. Detection, in fact, is their basic business. One line of detection products uses ultrasonic translators to detect all kinds of sounds beyond human hearing range that indicate leaks, squeaks, and electrical interference. A second line employs electromagnetic means to locate faults or breaks in electrical cable or to trace the path of buried cable or conduit.

By far the major users of these products are the public utilities—telephone companies and the water, gas, and electric power distributors.

Founded in 1960 to produce telephone voice scramblers, Delcon got its start in the detection business in 1962 when Alan Simpkins, now division manager, invented and developed the first ultrasonic translator detector. Its original

purpose was to check out the complex gear boxes of helicopters by translating sounds in the 35-45 kHz range into sounds that could be heard by the human ear. This ability to tune in on ultrasonic phenomena—escaping gases, friction, materials under stress—soon opened up whole new fields of engineering detection, analysis, and inspection.

Telephone companies abandoned their old bubbling soapsuds method of locating tiny punctures in pressurized lines. By attaching a contact probe to the detector, sounds coming from solids and from inside engines and machinery are now audible. Manufacturers, quality control and maintenance engineers, automotive and aircraft service firms, space scientists, air conditioning specialists, and many others are finding the detectors increasingly useful in their work.

In its other major line—cable fault locators, developed in 1965—Delcon markets several models which can be physically hooked up to a cable to determine the location of faults or breaks up to 100,000 feet—almost 20 miles—away. Delcon also manufactures other cable locators which use inductive probes. The operator can walk freely along tracing the course of an energized cable. He can then pinpoint breaks where there is discontinuity in the return signal.

Jack Evans, Delcon marketing manager, sees excellent



Discussing pending change in marketing that will see Delcon products sold through HP sales offices instead of distributors are, from left: Rita Talbott, finance; Jack Evans, marketing; Alan Simpkins, division manager; Bill Nishimoto, purchasing; Jim Bradfield, sales.



Delcon Model 4910 Open Locator is used to locate "open" faults in paired or single conductor cable. Sturdy five-pound instrument gives operator reading in feet up to 100,000 feet away with an accuracy of \pm one percent.

is their business

growth prospects in these applications due particularly to the trend toward placing residential utilities underground.

Acquired by HP in 1964 and with a present payroll of just under 50 employees, Delcon is obviously not content to remain the smallest of the HP divisions. Late last year it moved into a new Mountain View plant where there's room to grow. And in a few weeks hence it will begin marketing its products through the regular HP sales organizations rather than through distributors.

The Delcon products differ from most HP lines not only in the markets they serve but also in the high degree of human engineering—ruggedizing—they receive. The object is to make them durable enough for years of extreme field service ranging from the frigid Yukon to the sweltering desert. Instruments retain only the essential knobs and are so simple to read that Dallas Gill, Delcon's field training specialist, can teach telephone linemen to become expert trouble shooters in hours.

Delcon's future product programs are aimed in the same direction: "We are looking," says Simpkins, "for areas where people have difficult field problems which can be solved electronically."

Looking for tough cases to crack, as they say. □

Invention by Delcon of instantaneous translation of ultrasonic sounds into audible signals has paved the way for a wide and growing market for instruments which save huge amounts of time and trouble in detection and inspection of industrial processes.



HP news in brief . . .

Palo Alto—Employees who have six, seven, eight, or nine years with HP face a pleasant prospect: one additional day of vacation for each year of employment beyond five years. Thus, in the sixth calendar year from hire date employees will have 11 days' vacation, 12 days in the seventh year, 13 days in the eighth year, and 14 days in the ninth year. Otherwise, vacation policy remains unchanged, with employees eligible for one week vacation after six months, two weeks annually after one through five years' service, three weeks after 10 years, and four weeks after 20 years.

Mountain View, California—A new Mountain View Division has been formed to engineer and manufacture all of HP's magnetic recording products. The division's product line incorporates analog magnetic tape recorders previously manufactured by the Microwave Division and digital tape recorders and all other instruments of the Datamec Division. The new division is housed in Datamec's former building, a 65,000-square-foot structure completed several months ago. The Mountain View Division's management team includes Gordon Eding, general manager; Walt Selsted, engineering manager; Cal Worley, marketing manager; Hank Taylor, finance manager; Lew Bohnstedt, manufacturing manager; Jim Gillette, quality assurance manager; and Mickey Chase, personnel manager.

Palo Alto—Bob Grimm has been appointed to the newly created position of assistant to HP's marketing vice president, Noel Eldred. Grimm has been succeeded as Dymec general manager by Jack Melchor, whose post as general manager of HP Associates has been taken by Don Smith, formerly HPA's microwave components manager.

Paramus, New Jersey — Construction began here last month on a new headquarters for the Eastern Sales Region, local marketing offices, Eastern Service Center, and Eastern commercial services office of HP's International operations. Completion is scheduled for late 1967 on the 60,000-square-foot, two-story facility on a 14-acre site located about 15 miles northwest of New York City. Until the new facility is completed, region headquarters personnel are in temporary quarters at 2500 Lemoine Avenue, Fort Lee, New Jersey.

Avondale — A 48,000-square-foot building will be completed in the next few weeks at F&M Scientific Division, augmenting the existing 70,000-square-foot structure. The new building will house administrative, marketing, research, and engineering personnel.

Palo Alto — HP has added two distributors and four others have taken on additional disciplines. New distributors are Henrik Langebeck y Cia. of Bogota, which will sell electronic instruments in Colombia, and International Industrial Investment of Manila, marketer of HP's medical line in the Philippines. Hector Calcagni of Santiago, electronic distributor in Chile, has added the chemical discipline, while electronic and chemical instruments have been added by three medical distributors — MECOMB Malaysia, Ltd., of Kuala Lumpur, Malaysia; Mechanical and Combustion Engineering Company, Ltd., of Singapore; and Pablo Ferrando of Montevideo, Uruguay.

Tokyo—Y-HP recently was host to a group of West Coast electronics executives touring Japan's electronics industry under the auspices of the Western Electronic Manufacturers Association.

Atlanta — Late last month employees began occupying the Southern Sales Region's new \$500,000 headquarters facility. The 15,000-square-foot structure, located 10 miles northwest of downtown Atlanta, also houses the Atlanta area sales office.

Mountain View—The HP marketing organization will begin direct marketing of Delcon Division instruments on May 1. Similarly, HP on April 1 began direct marketing of instruments made by the new Mountain View Division, including those formerly manufactured by Datamec.

Baltimore — The Baltimore district sales office is scheduled to move in mid-April to 6707 White-stone Road. Under Paul Guercio, the office handles electronic and medical instrument sales in north central Maryland.

People on the move

Eastern Sales Region — Jim Shimer, trade shows, loan equipment supervisor, Sanborn—to mobile field engineer, Eastern Sales (headquarters).

HP-Palo Alto — Aldo Falossi, regional sales manager (Eastern), Dymec—to product training staff, corporate Marketing; Ed King, training of manufacturing personnel, HP Ltd.—to corporate Personnel staff; Bob Littlefield, publications services manager, F&T Division—to corporate Customer Service staff; Austin Marx, manager of corporate Planning, corporate Management Services, — to corporate Finance staff; Reese Turner, engineering staff, F&T Division—to Physical Electronics staff, HP Labs.

Moseley — Ed Morgan, manager of manufacturing engineering, Sanborn — to production manager, Moseley.

Sanborn — George Breed, corporate Customer Service staff—to marketing staff, Sanborn.



from the chairman's desk

A few years ago we concluded that the markets outside the United States offer challenges and opportunities for HP which, in the long run, should be as important as those we have here at home. Our attention was focused first on Europe, and as you all know we have made a great deal of progress there. We are very proud of the fine manufacturing divisions we have in Scotland and West Germany, and of our excellent marketing and service organizations throughout the major European countries.

So far, we have built up these European programs by transferring products from our U.S. divisions for manufacture over there. However, I am pleased to report that within the past year our European development programs are beginning to show signs of maturity, and we have several instruments both in Scotland and Germany that promise to make important and substantial contributions to our corporate product line. We will manufacture these products overseas first. Several appear to be very promising for the U.S. market, and so in the foreseeable future we will be approaching our original goal of a two-way flow of products and product ideas between the U.S. and our overseas locations.

Another area of importance to us is Latin America. It is a much less mature market for our products, but we believe it will develop rapidly in the years ahead. It is for this reason that we expanded our marketing program in Latin America two years ago.

I spent the week before the IEEE show in Brazil to gain a first-hand impression of that country. Brazil, like many of the South American countries, has had problems of political instability and inflation. Viewed from a distance, these problems often appear to be very formidable, if not insurmountable. But my visit, even though it was short, satisfied me that it is a region of great promise for our company, and that the problems, although very large in scope, should not discourage us from going ahead. I am convinced we must continue our emphasis in Latin America because within a few years it will develop into a very important market.

The people of Brazil have great hopes for the future of their country. They have built a great new capital, Brasilia, out on a plateau some 600 miles northwest of Rio de Janeiro. I visited some of the buildings in Brasilia, and in my opinion they represent the finest examples of modern architecture I have seen anywhere in the world.

There is great industrial progress in the cities, including a budding electronics industry, and I was very happy to find many people using HP instruments. Our medical products are in great demand and will contribute to that country's desire to achieve a better society for its people.

Brazil is determined to build a new society oriented to the future. I am sure they will need the kinds of products we make to help achieve their goals. This brief visit has convinced me that we can continue to participate in, and contribute to, not only the future of Brazil but the future of all of Latin America as well.

David Packard

MEASURE

EDITOR,
Merle Mass

ASSOCIATE EDITOR,
Les Carpenter

ART DIRECTOR,
Tom Martin



1501 Page Mill Road, Palo Alto, California 94304

CONTRIBUTING EDITORS — COLORADO SPRINGS, Jane Shapleigh • DATAMEC, Mickey Chase • DYMEC, Bill Gallenbach • EASTERN SALES, New England area, Ruth Ambrose • New York City area, Dorothy Clunk • Philadelphia area, Bernie Wilmarth • Syracuse area, Ann Ash • Washington, D.C., area, Colleen Molineu • F&M SCIENTIFIC, Charles Butler • FREQUENCY & TIME, Karen Austin • HARRISON, Dorothy McMahon • HP ASSOCIATES, Suzanne Garrall • HP BENELUX, Amsterdam, Conny Koedam • Brussels, Helene Meylamans • HP (CANADA), Doug Pridoux • HP GERMANY, Gert Pfaffenhauser • HP FRANCE, Jacques Bruguere • HP LTD., South Queensferry, Jane Campbell • Slough, Anika Hanneford • HP S.A., Sid Mann • HP VmbH, Hans Hubmann • LOVELAND, Walt Skewron • MICROWAVE, Dean Abranson • MIDWEST SALES, Ron Rossa • MOSELEY, Frank Hicks, Jr. • NEELY SALES, Mike Talber • ROCKKWAY, John Ricci • SANBORN, Janet Dale • SOUTHERN SALES, North Carolina area, Virginia Thoinlor • Florida area, Gene Cline • Texas area, Helen Hobson • YOKOGAWA/HP, Yosuke Ishikawa

COUNTER, COUNTER on the wall . . .

No, the new HP 5221A is not showing an instant replay of the recent IEEE show in New York City. That picture which seems to be inside the sophisticated new electronic counter is actually a reflection of some of the early action that made the HP display area in the Coliseum a very busy scene. A large number of other new HP instruments were on display. Included was the Dymec computer which can be seen mirrored near the center of the reflection. A great many visitors at the electronic industry's biggest show came by to look at HP's new product entries. How many? No one can say exactly—the 5221A was too busy showing itself off to count.

