

T<sup>2</sup> Nov'62

## grapevines, weeds and retractions

(probably a sermon)

Like alchemy and peeling a turtle, fighting rumor is a rough go. It's easier to prevent rumor in the first place than it is to stomp on one after it sprouts. But not **much** easier, and not always.

Rumors fly, someone has said. And so it often seems. Newsmen hardened by years on the beat still wag their heads astounded, as the grapevine continues to move information faster than the best efforts of modern communication.

Other things about rumor are just as wondrous. One is the belief it can generate. Maybe it's our cynical age that makes people cling to wisps of rumor and resist all manner of gargantuan effort to shake them loose.

One reason is, of course, that rumor often comes from someone close — a coworker, a friend — and carries the weight of his conviction.

Yet this isn't the whole story. One big reason rumors are potent is the perversity of us readers and listeners.

A metropolitan daily newspaper, testing reader attitude, once published a fictitious "retraction" which said, in effect:

"John Jones of ——— street, this city, did **not** beat his wife, as reported recently in this newspaper. We are sorry for the error."

That was all. There never had been an original story — only the phony retraction.

Then the newspaper surveyed a random sample of its readers, and asked: Do you believe John Jones beat his wife? Over half of them answered: **Yes, I believe he did.**

In a community — and in a business organization — rumors sometimes thrive like weeds in a garden. Self-perpetuating, squelch-resistant, they tend to be divisive, seldom beneficial, often downright destructive.

The best thing to do with a rumor is: Forget it. Passing it on — in any form — is risky, and may do some harm. Nor does labeling it "rumor" make it any less poisonous, any more than identifying a stick of dynamite when you hand it to someone makes it less lethal.

The responsibility for successful communication in a company places a strong obligation on the sender to inform, conscientiously and openly. As Dean Robert Roy of MIT, a Tek visitor last year, pointed out: "The price of autonomy is free disclosure."

The receiver has a corresponding obligation: To pass on only what he knows to be true, authoritative, accurate . . .

Typically, rumors progress from the innocuous to the damaging, from the small misstatement to the large, from the near-truth to the gross distortion. In a rumor chain, as in any chain, each link is of equal importance. The person who passes a rumor on when it's embryonic is just as responsible for its effect as is the person who mouths it at its most virulent.

This probably is a sermon. Articles about rumor tend to be. But there is no glib, no slick way to put it: For a communications program to be truly effective, the honest best efforts of those who send must be matched by the continued soundest judgment of those who listen and repeat.

—J.F.

### tek talk

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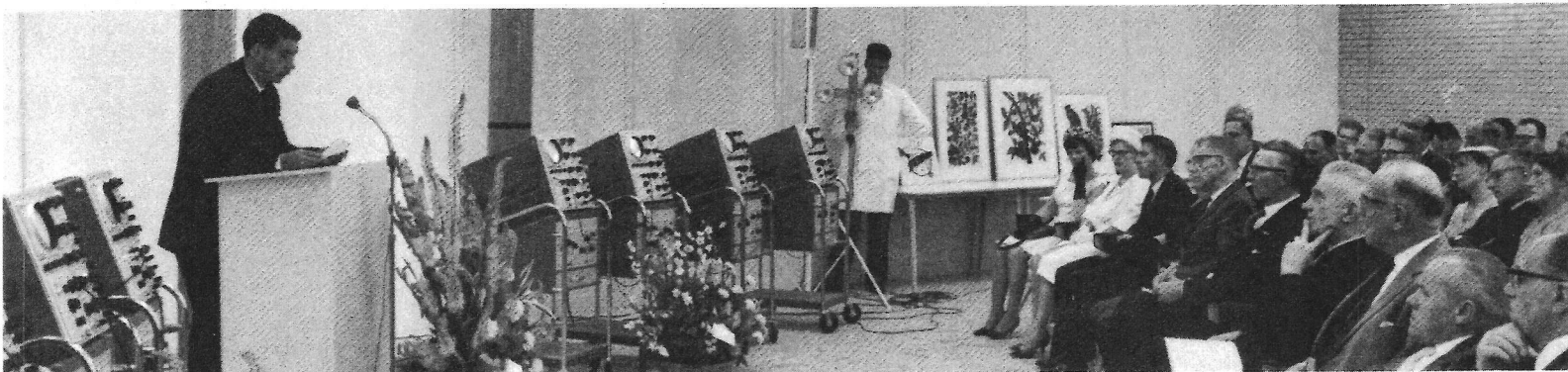
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IN NATIVE FRIESIAN costume to celebrate the opening of Tektronix Holland's new building in Heerenveen were the two employees at left. Speakers at the opening ceremonies included H. P. Linthorst Homan, Queen's Commissioner for Friesland (bottom left, being introduced by

Adri Leewis, Heerenveen personnel manager). Earl Wantland, plant manager, addressed the gathering in Dutch, and Dal Dallas (bottom of page) conveyed the greetings of President Howard Vollum. Guests included Dutch governmental, business and industrial representatives.



# heerenveen's openings feest

(Heerenveen Housewarming)

By DICK KOE

**h**et is mij een voorrecht U allen hartelijk welkom te mogen heten op een bijeenkomst, die ik als een mijlpaal zie op de weg naar ons einddoel: de vervaardiging van oscilloscopen . . . .

The language is Dutch but the person speaking it is a full-fledged American. Moreover, he is a native Oregonian. His name? Earl Wantland, manager of Tek's Heerenveen operations. The occasion? The formal opening on June 22 of Tektronix Holland N.V.'s first assembly building.

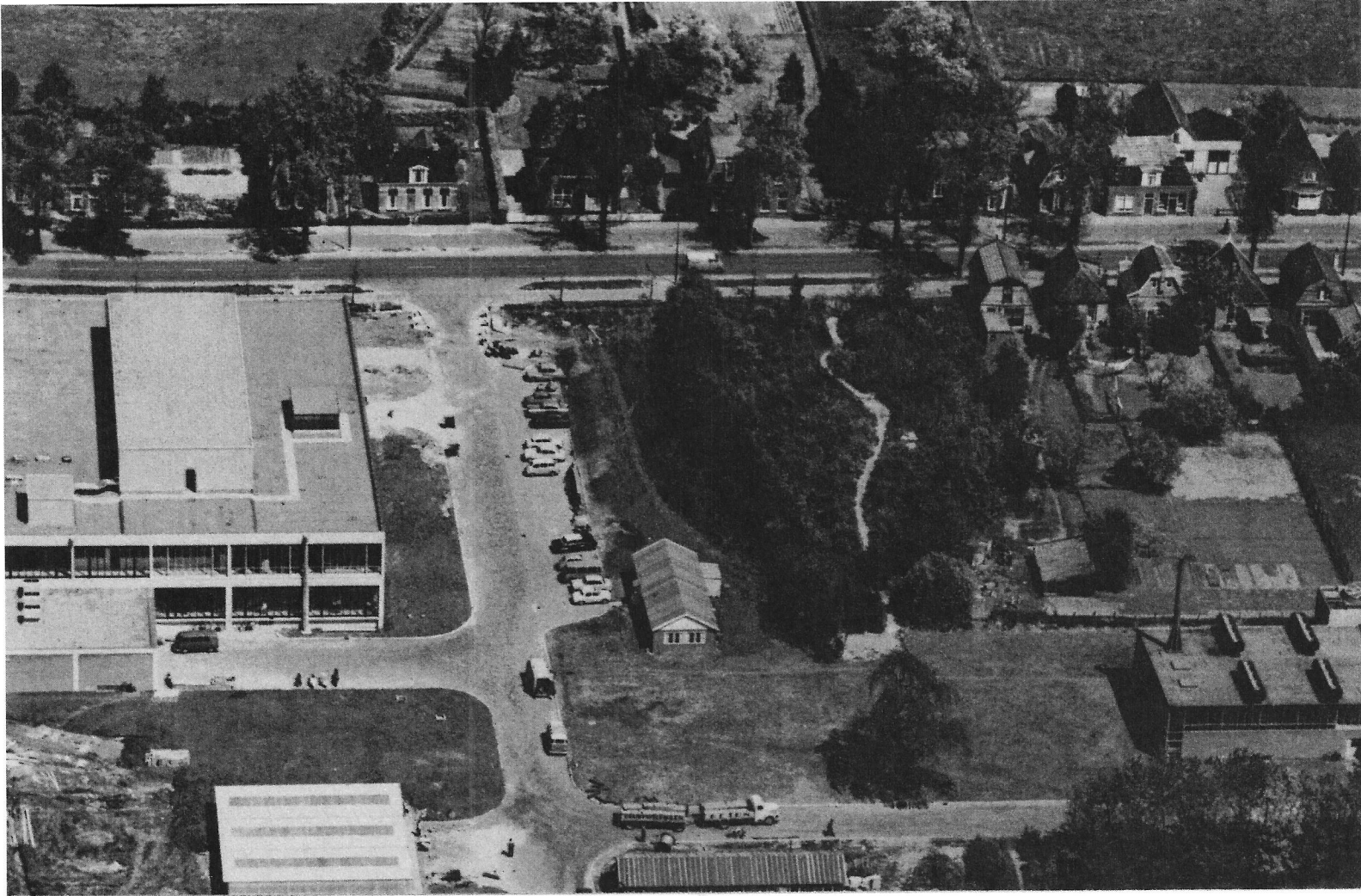
Earl welcomed a special audience of governmental, business and industrial representatives and Tek Heerenveen employees by saying:

"It is a great pleasure to give you all a hearty welcome at this meeting which I see as a milestone on the way to our goal: The manufacturing of oscilloscopes."

Earl emphasized four points in his speech: (1) He gave a welcome to all guests on behalf of Tektronix, Inc., (2) He said the Dutch have responded enthusiastically to the needs and aims of Tektronix Holland N.V.; (3) He described Tektronix as "extraordinarily" pleased to proceed from the period of preparation to the period of modest production and (4) He expressed appreciation to the Queen's Commissioner for Friesland, Mr. H. P. Linthorst Homan, for his spontaneous willingness to confirm the opening of the plant by an official act.

Earl's use of the Dutch language impressed the audience and especially the Dutch newsmen. One newspaper noted that Earl "speaks English to his sub-ordinates, but gave his opening speech in fluent Dutch, although he had been in the country only a few months." Another commented: "The American plant manager spoke Dutch





## housewarming. . .

while his personnel chief, a Dutchman, took care of the translation."

The speech made one of many impressions at the Heerenveen opening. Another was the invitation card to the ceremonies which was written in three languages—English, Friesian and Dutch. This was another demonstration, according to the Dutch press, of the "drive of Tektronix to fit themselves in the Friesian way of life."

## Tek Scope Graphs Anthem

Still another impression was the graphing of Friesland's native anthem—Harmen Sytstra's "Waldsang"—on eight Tek oscilloscopes. Mr. Homan activated the scope with the help of a technician to indicate the soundwaves of the "Waldsang". The guests said that "without any doubt this was the most original way the 'Waldsang' has ever been presented."

Probably the greatest impression was made by the completion of Tek's new Heerenveen plant. J. Abma, Amsterdam architect, and brother of Tek's Art Abma, CRT Gun Assembly manager, collaborated with Portland architects Wolff & Zimmer in designing the imposing two-story structure—similar to the Beaverton assembly plants but with more windows.

Three hundred poles were placed into the ground as a foundation for the new structure. Unique to Heerenveen was the large-scale air-conditioning system which pumps cool air or heat energy throughout the building as the season requires. The new plant is situated on a 23-acre site in Oudeschoot, a suburb of Heerenveen.

## Dal Represents Howard

Sharing the program with Earl was another Tek, vice president Dal Dallas. Dal, representing Howard Vollum who was prevented at the last moment from attending the opening ceremonies, read a telex-message from Howard thanking the Heerenveen friends for "their faith in Tek and their spirit of complete cooperation." Howard pledged that "every effort will be continually made to justify Heerenveen's faith in Tek and to merit their continued cooperation and friendship."

Dal added that success of Tek Holland N.V. should inevitably provide steady and increasing employment for people in Heerenveen as well as for quality technical products and instruments. This success, he noted, can be accomplished by means of "all concerned working in full harmony and concert."

Commissioner Homan, speaking on behalf of the Netherlands government,

noted that the opening of Tek Holland N.V. was a milestone in Dutch industrialization and particularly for Heerenveen. He said:

"The settling of this concern in Heerenveen is not only for Friesland, but for our whole country, of much importance. Circumstances in Heerenveen are very favorable to bring a modern industrial project to growth. Tektronix Holland N.V. can be assured as far as assistance is concerned of the provincial government, the county government, the Friesian Industrial committee, and the ETIF (Economic Future in Friesland).

Mr. Homan called the new ties with Tektronix a strengthening of the many historic connections between the United States and Friesland. He mentioned the many Friesians who had found a new homeland in the United States and had taken important positions in American industry. "We appreciate your coming to Heerenveen, especially with the historical ties," he added.

## Architect Presents Flags

Other speakers on the program included Mayor G. H. Kuperus of Heerenveen, architect J. Abma, J. D. Boot of the Central Committee of Heerenveen and B. F. Schroder of the Dutch contractors. Mayor Kuperus said he hoped for a good, constant cooperation and promised

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all cooperation by the city council. Mr. Abma extended congratulations by presenting a Dutch flag and an orange banner for the flag poles, and Mr. Schroder presented a modern figurine on behalf of the contractors.

Open house was held following the ceremonies, with Tek employees conducting tours and demonstrating Tek scopes for the visiting dignitaries.

The new building houses a shop, assembly and production area and offices. A metal finishing area and component manufacturing areas will be added later. When the plant operates in full capacity, it will demand half of Friesland's energy consumption.

Tek's 545A oscilloscope is presently on the Heerenveen assembly line along with three plug-ins, K, L and CA. More instruments will be added, with eventual production reaching four or five million dollars a year. All instruments produced here will be shipped to the European Economic Community, better known as the Common Market countries of Belgium, Netherlands, Luxembourg, West Germany, France and Italy.

### Tekintag Has Dutch Branch

Tek's Heerenveen operations, like those in Guernsey, are part of Tektronix International A.G. (Tekintag) with headquarters in Zug, Switzerland. At present, the Heerenveen site houses the Tekintag Dutch Branch and Tek Holland N.V., both under Earl Wantland. Tekintag's Dutch Branch currently has accounting under Klaas Lanting, and marketing under Al Hannmann. Tek Holland N.V. has accounting under Bill Borbiro and manufacturing under Earl Wantland.

Four operating areas now comprise Tek Holland N.V.'s manufacturing. They are: Test and Transformers, headed by Jim Beijersbergen; Instrument Assembly, by Wim de Jager; Material Planning and Stock Control by Jan Gielisse and Mechanical, by Pieter Pouderoyen. Purchasing headed by Ad Dieben, and Personnel, by Adri Leewis are also part of the Heerenveen operations.

Since the plant opened last May, Tek Heerenveen employees have increased from 57 to 126 as of September, 101 in Tektronix Holland N.V. and 25 in Tekintag Dutch Branch. Plans are to add 250 employees yearly, making it the largest American industry in northern Netherlands.

Tek's Heerenveen opening made many first-day impressions but probably the one impression in the minds of visitors, friends and employees was that Tektronix had taken another important step in producing and supplying precision cathode-ray oscilloscopes to meet demands of an expanding electronics world.

## What is the Common Market?

The Common Market (EEC) is one of three parts of the European Community established since 1951.

In the special fields of coal and steel and atomic energy, two other Communities have been established, known as the European Coal and Steel Community (ECSC) and the European Atomic Energy Community (Euratom).

Over the long run these three regional communities, their use and success are expected to bring about a union of European states never before possible due to fierce nationalism, language differences, government structure and so on.

The purpose of the Common Market is to unify a major portion of Western Europe economically, legally and politically; to create a single common market in which not only goods but men and capital can move as freely as within a single country.

The Common Market was established March 25, 1957, when the Treaty of Rome was signed by the member nations (Belgium, Netherlands, Luxembourg, France, West Germany and Italy). It became effective January 1, 1958. Only other European countries may be full members and they must apply for membership.

With a population almost as large as that of the United States crammed into one-sixth the area, these countries could hardly afford their customs frontiers with some 30,000 tariff items — 30,000 barriers to free trade. The treaty sought to abolish these obstacles to economic growth. It laid down an objective of a completely tariff-free internal community and specified precise tariff cuts and reductions in the restrictive quota arrangements, over a three-stage 12 to 15-year schedule.

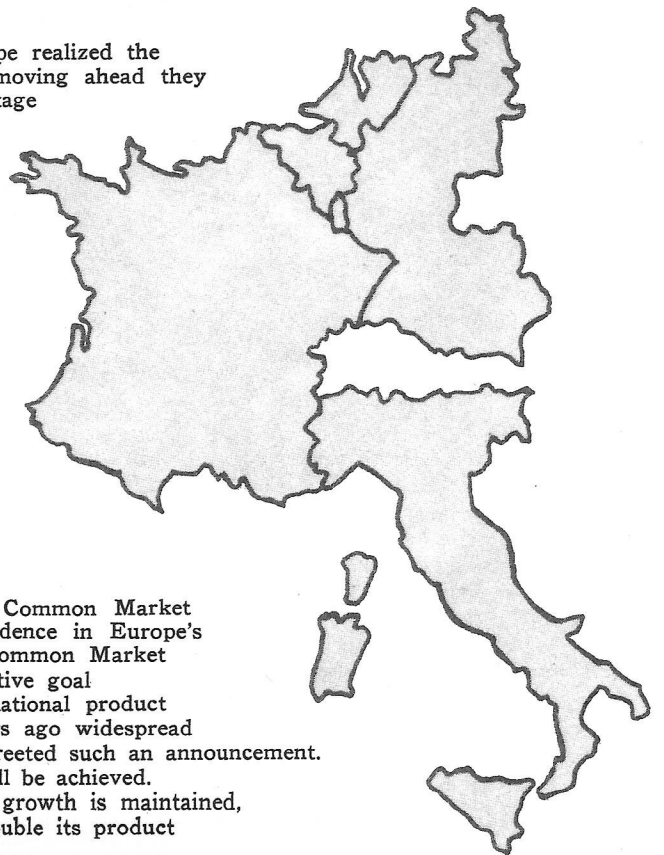
At the end of the first stage — December 1961 — internal tariffs on each product were to be cut at least 25 per cent, and all export duties and quotas abolished within the community. At the end of the second stage, in 1965, tariffs on each item were to be reduced 50 per cent. By December 31, 1969, the internal market of Europe would move as freely as that between the states of our own country. Meanwhile, as internal national tariffs fell, a new common external tariff was to take their place.

Thus, so far as American exporters are concerned, there will no longer be different tariff rates for, say, Italy, France or Germany, but one rate for the six-country community.

However, when the manufacturers of Europe realized the Common Market was moving ahead they didn't wait for each stage but pressed strongly for expanded community trade. The original timetable looked needlessly slow.

Today tariffs between the member states have already been reduced by 50 per cent. If current trends continue — and they may be exceeded — the Common Market will arrive three years ahead of schedule.

The success of the Common Market has sparked new confidence in Europe's future. In 1961, the Common Market announced its conservative goal of doubling Europe's national product in 20 years. Ten years ago widespread disbelief would have greeted such an announcement. Today, few doubt it will be achieved. In fact, if the rate of growth is maintained, the Community can double its product in less than 15 years.





(1) FOLLOWING THE opening of our Heerenveen plant, Manager Earl Wantland guided visitors through the new building's assembly areas. (2) Musical entertainers added to the festivities. (3) Firing up eight Tektronix oscilloscopes was H. P. Linthorst Homan, Queen's Commissioner for Friesland. (4) Outside the building, flags presented by architect J. Abma waved in the breeze. (5) Assembly scene is reminiscent of early Tek days at Beaverton. (6) The boiler room has a stylish look of its own. (7) A modern statuary group, presented on behalf of the contractors, decorates the new building.



