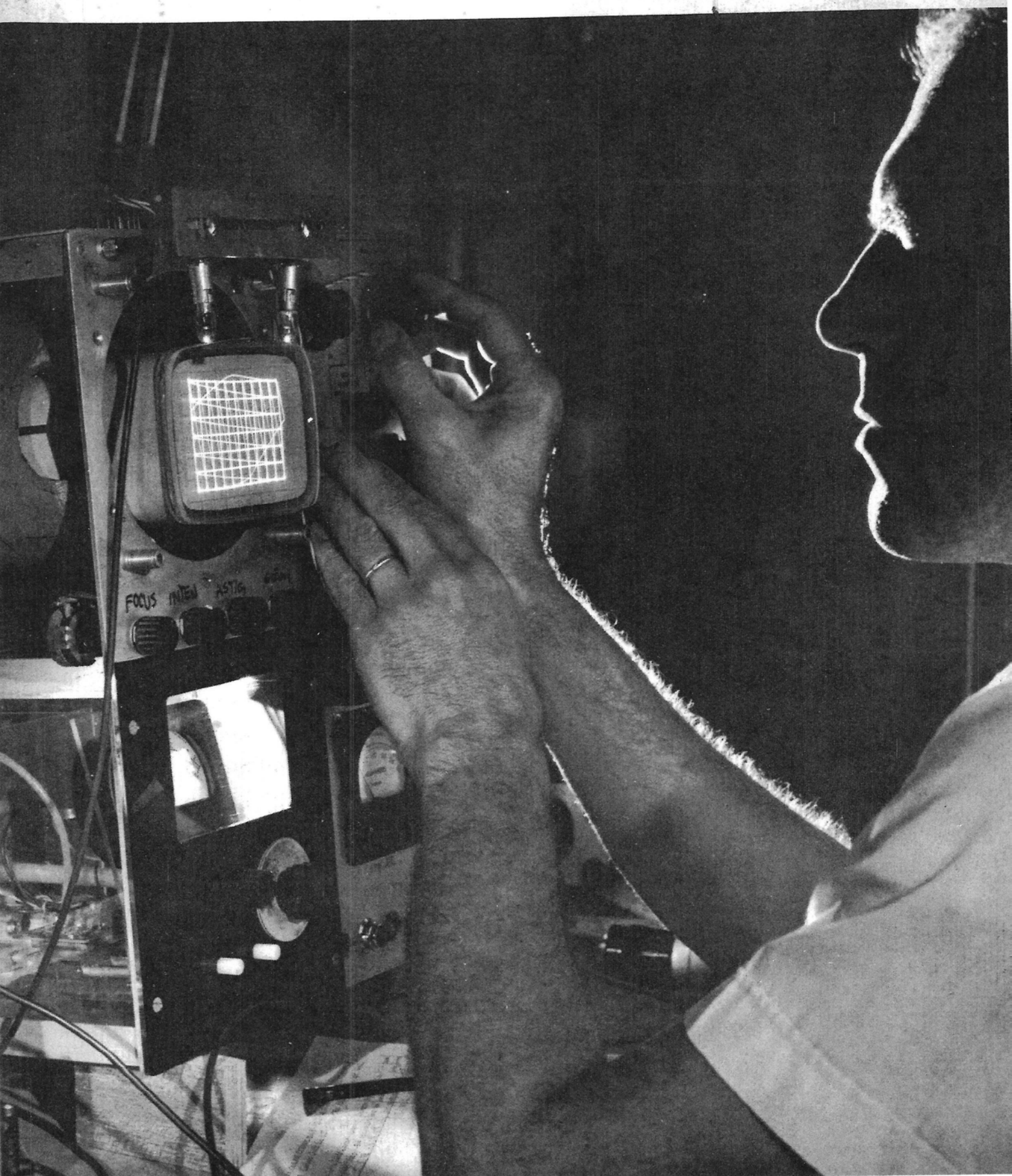
TEKTRONIX



The world of Tektronix is a world of exploding time . . . .

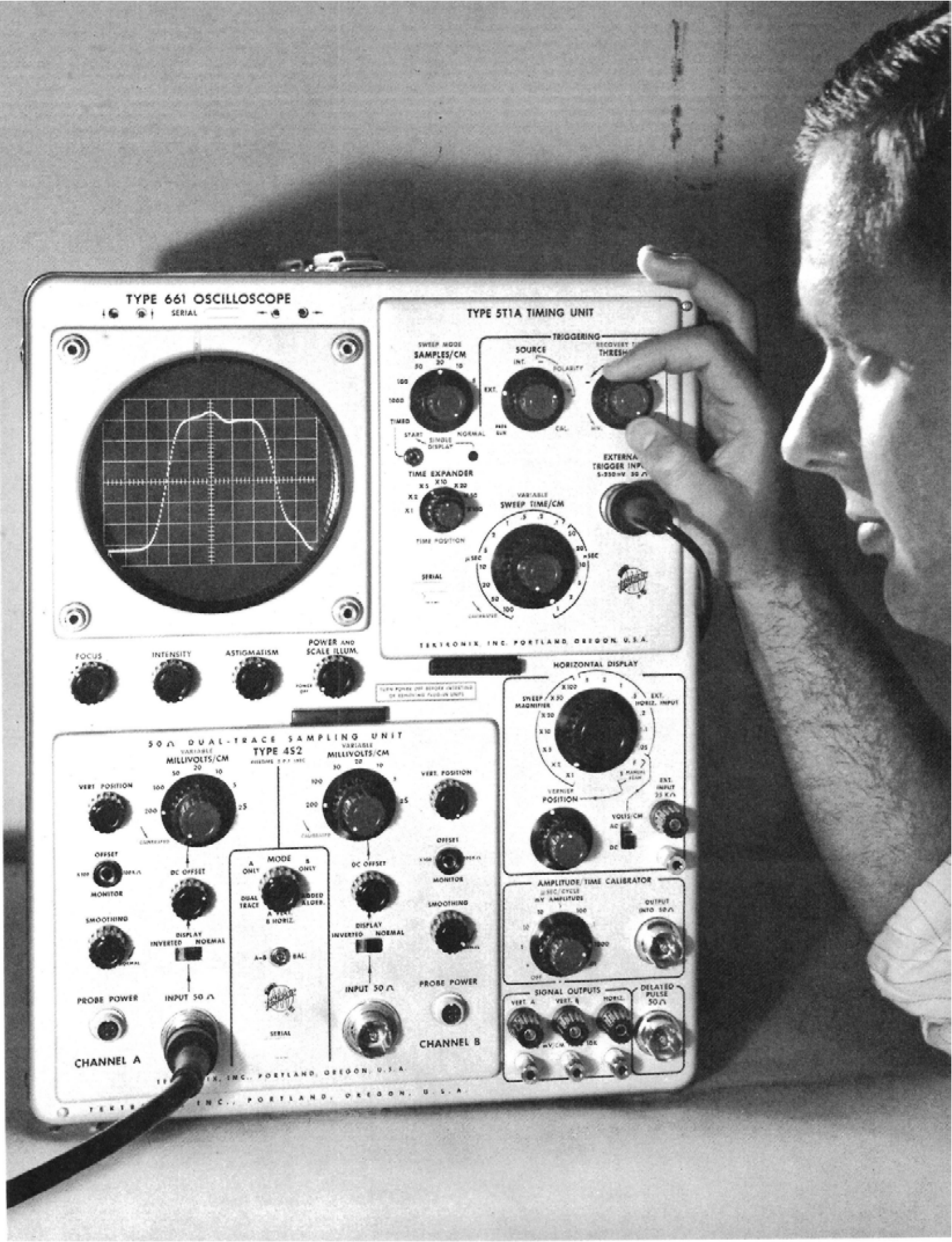
In it, a split second is a commonplace; the infinitesimal is something to divide; each of its fragments, something to measure.

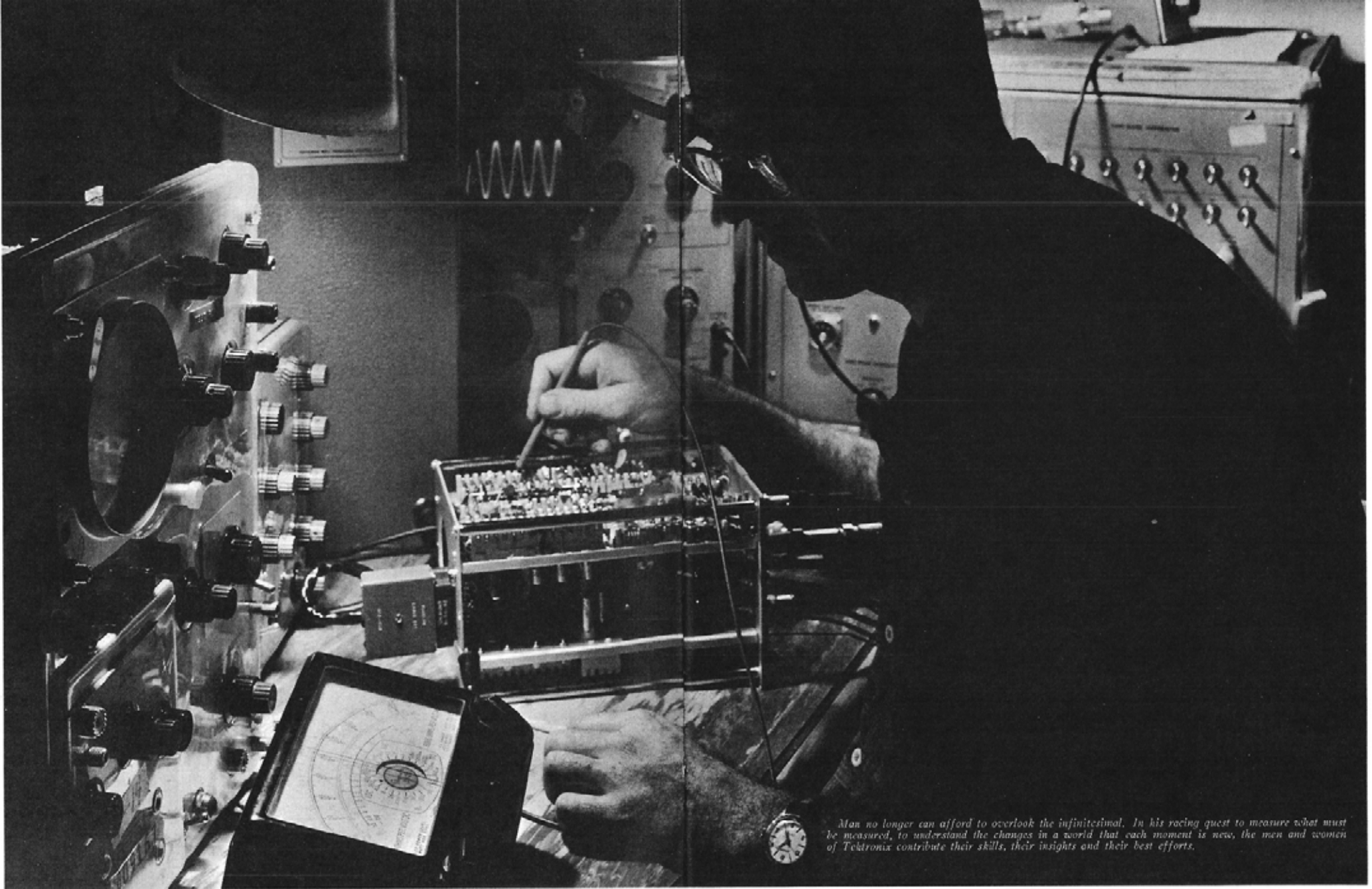
The hope of man is to control his environment. This truth has always been; his leashing of dread disease gives it poignancy; his leap into space lends it dimension. Research beckons that the goal can be reached; international tensions warn that it must be reached.

To master his world, man must understand and, where possible, measure its changing face. In the minutest sliver of time, incredibly small events occur, billions upon billions. Any one of them may change your tomorrow . . . .

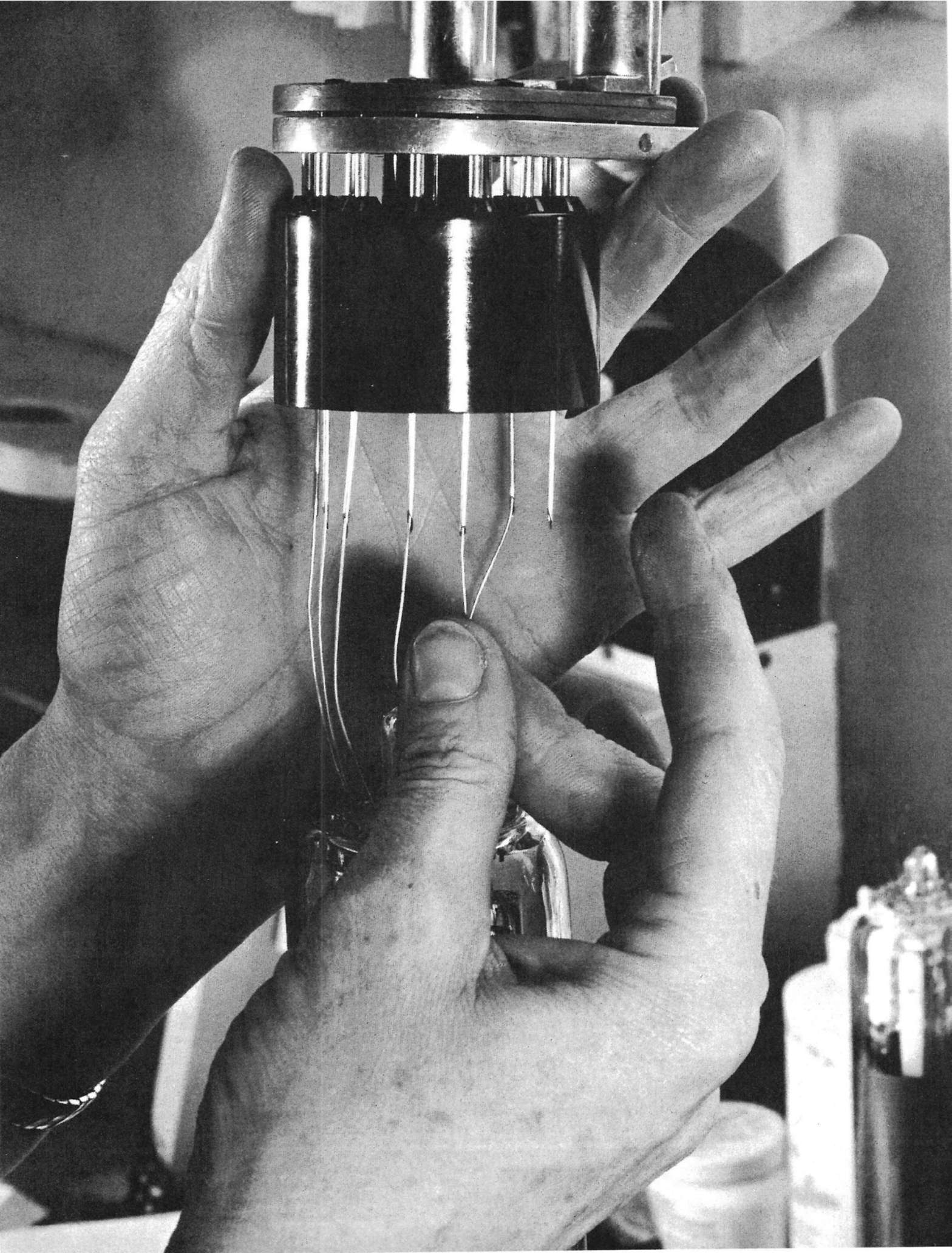
To measure them, and to do so exactly, demands instruments of precision never before called forth. Such an instrument is the laboratory oscilloscope.

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TYPE 661 OSCILLOSCOPE
SERIAL
TYPE 5T1A TIMING UNIT
SWEEP MODE
SAMPLES/CM
TRIGGERING
SOURCE
POLARITY
TIMED
START
SINGLE DISPLAY
NORMAL
TIME EXPANDER
TIME POSITION
VARIABLE
SWEEP TIME/CM
TEKTRONIX INC. PORTLAND, OREGON, U.S.A.
FOCUS
INTENSITY
ASTIGMATISM
POWER AND SCALE ILLUM.
50Ω DUAL-TRACE SAMPLING UNIT
TYPE 4S2
VARIABLE
MILLIVOLTS/CM
VERT. POSITION
OFFSET
MONITOR
DC OFFSET
SMOOTHING
DISPLAY
INVERTED
NORMAL
MODE
A ONLY
B ONLY
DUAL TRACE
ADDED ALGEBR.
A VERT.
B HORIZ.
A-B BAL.
PROBE POWER
INPUT 50Ω
CHANNEL A
CHANNEL B
HORIZONTAL DISPLAY
SWEEP MAGNIFIER
EXT. HORIZ. INPUT
VERNIER
POSITION
VOLTS/CM
AC
DC
AMPLITUDE/TIME CALIBRATOR
OUTPUT INTO 50Ω
SIGNAL OUTPUTS
VERT. A
VERT. B
HORIZ.
DELAYED PULSE 50Ω



Man no longer can afford to overlook the infinitesimal. In his racing quest to measure what must be measured, to understand the changes in a world that each moment is new, the men and women of Tektronix contribute their skills, their insights and their best efforts.



Electronics—recently emerged from its infancy, filled with youthful vigor, at times bewildered by its own growth rate, and beset by vexing technical and management problems—offers a magnetic appeal to the scientist, technician, student, professional man and woman . . . .

Among the many contributors in this field, Tektronix has a vital role as the principal supplier of laboratory oscilloscopes. A tool of remarkable precision and versatility, the oscilloscope is an essential measuring device of scientists, engineers and allied specialists in development of computers, electronic controls, communications equipment and space vehicles, and in research into medicine, geology, biology, nuclear physics . . . .

Tektronix began in 1946 out of needs recognized in World War II for reliable, high-performance oscilloscopes. The first completed instrument—the now historic Type 511—quickly found a customer. Its brilliant performance, light weight and low price offered a value that attracted wide attention, foreshadowing the product's later prominence and the industry's heavy demand for such specialized equipment.

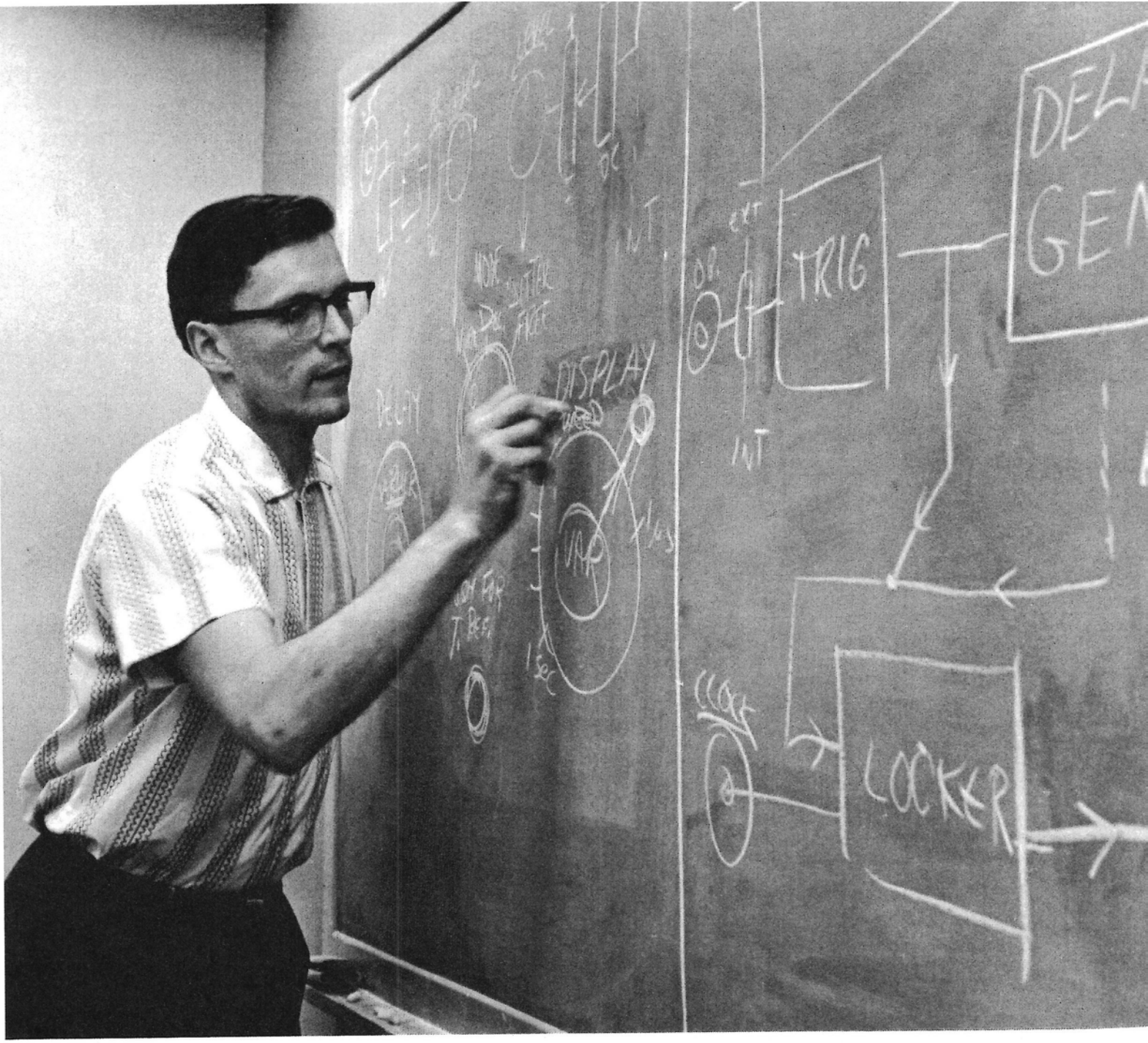
To meet the accelerating demands of the next 15 years, Tektronix' population grew to about 5000 employees in its US locations. About 250 of these people operate our field offices in major industrial centers of the nation.

Our activities overseas include marketing headquarters and a manufacturing plant on the Isle of Guernsey, in the English Channel; another manufacturing plant in The Netherlands; and an office in Switzerland. Thus we have a strong base from which to serve the bustling European Common Market and European Free Trade Area.

Although it's not company practice to hire employees here for positions abroad, our international scope of operation plays an important and positive role in assuring the future prospects of each Tektronix employee.

Domestic manufacturing, engineering and marketing operations (other than field engineering activities) are concentrated in and around a 300-acre industrial park near Beaverton, a few miles west of Portland. There are currently 12 major buildings for assembly, component manufacture, fabrication, research, engineering, warehousing, administrative and support activities.




TRIG
DISPLAY
LOCKER

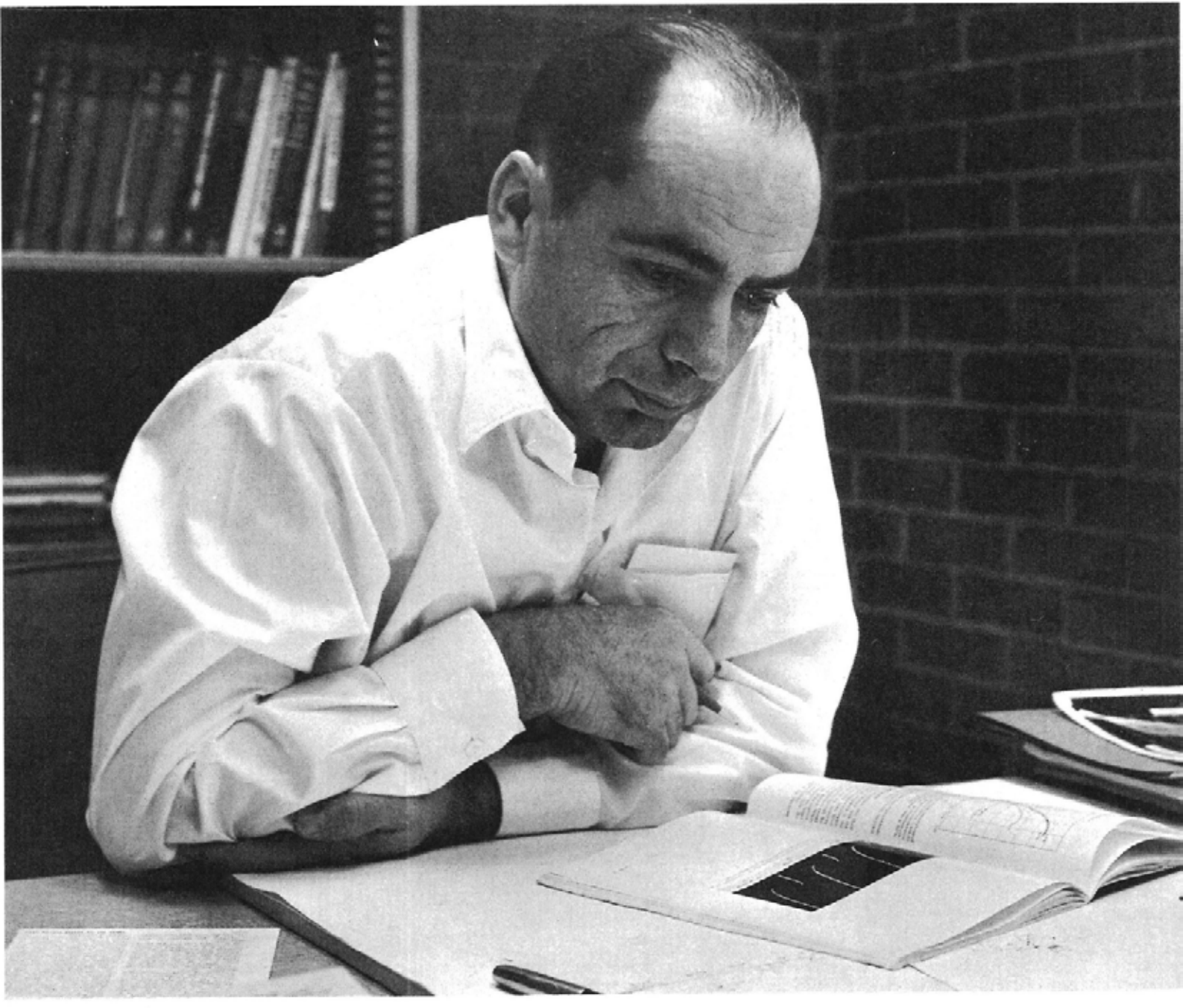
Tektronix' Engineering operation is the core of the design effort. Here electrical and mechanical engineers and industrial designers combine to create and develop product variations, new configurations, improved performance characteristics, and products for new applications.

The Engineering operation is built around project groups, headed by creative and competent technical leaders and backed by skilled support-personnel.

Project groups focus on a wide variety of areas: From sampling to traveling-wave techniques; from television to medical instrumentation; from scope cameras to solid-state devices to improved cathode-ray tubes.

Opportunities exist here also for component evaluation engineers, and for electro-mechanical engineers to design scope accessories.

No job in Engineering—for that matter, no job at Tektronix—demands a college degree. Yet we seek adequate academic background, or its equivalent in training or experience.

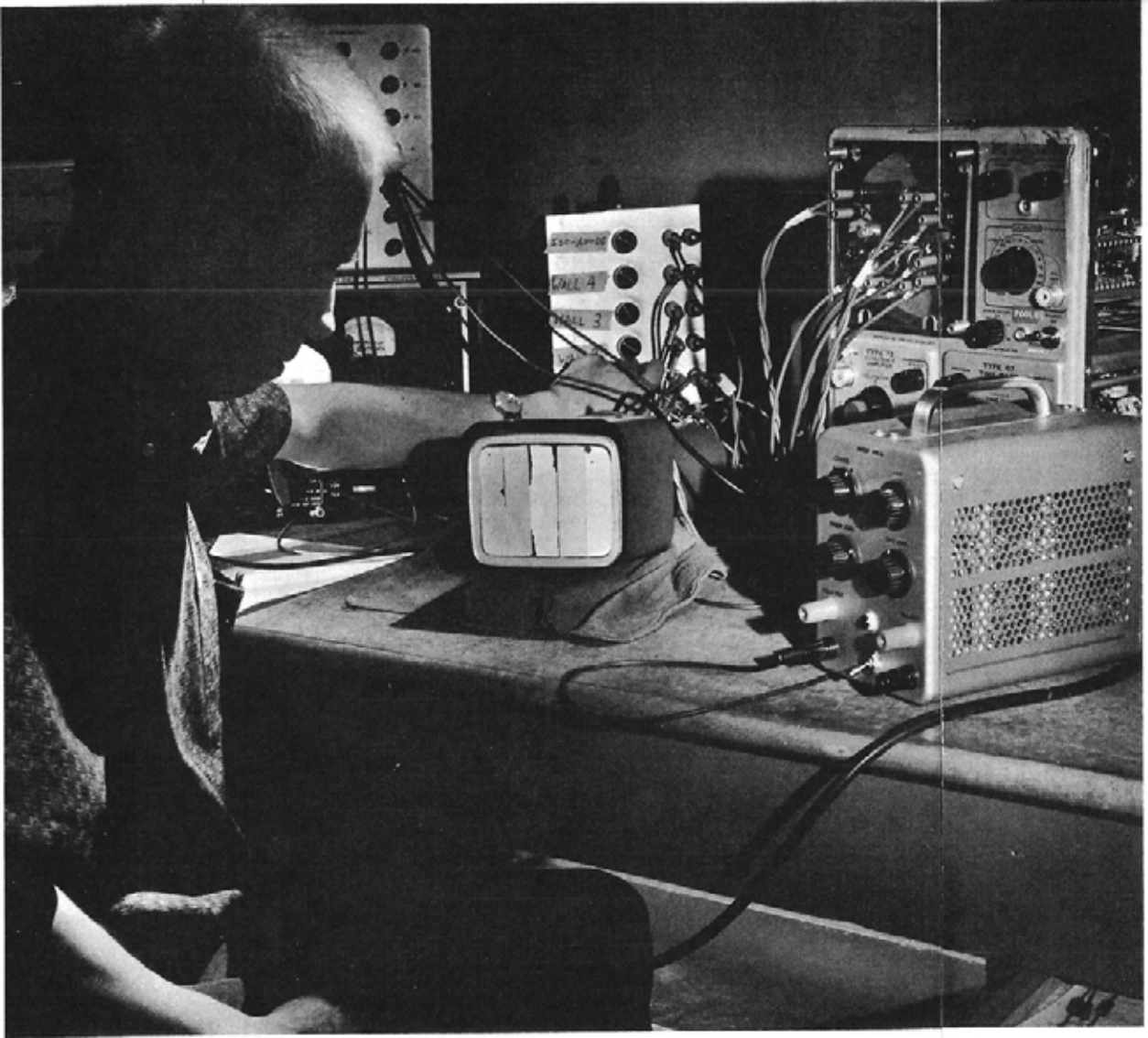


Research, broadly defined, is conducted in many of our operating areas. One principal activity specializes in, but does not limit its effort to, three specific areas of interest: Phosphors, vacuum devices and semiconductor devices. Often this research takes the individual beyond the current state of the art.

Research physicists, chemists, engineers and technicians concentrate on increasing the writing rate of Tektronix instruments—thus permitting presentation, on the cathode-ray-tube screen, of more and more refined data. Yet, an atmosphere is fostered in which independent thought will take place, possibly on projects the researcher contributes out of his own special interests.

In this research area, supervisory responsibility is not mandatory for a successful professional career or financial achievement. Our researchers may either engage in experimental work themselves, or delegate this work to skilled support groups.





Many operating areas require related engineering and research adjuncts. Cathode-Ray Tubes, Ceramics, Plastics, most component manufacturing activities and our instrument assembly and test operations require a variety of technical and professional people, including:

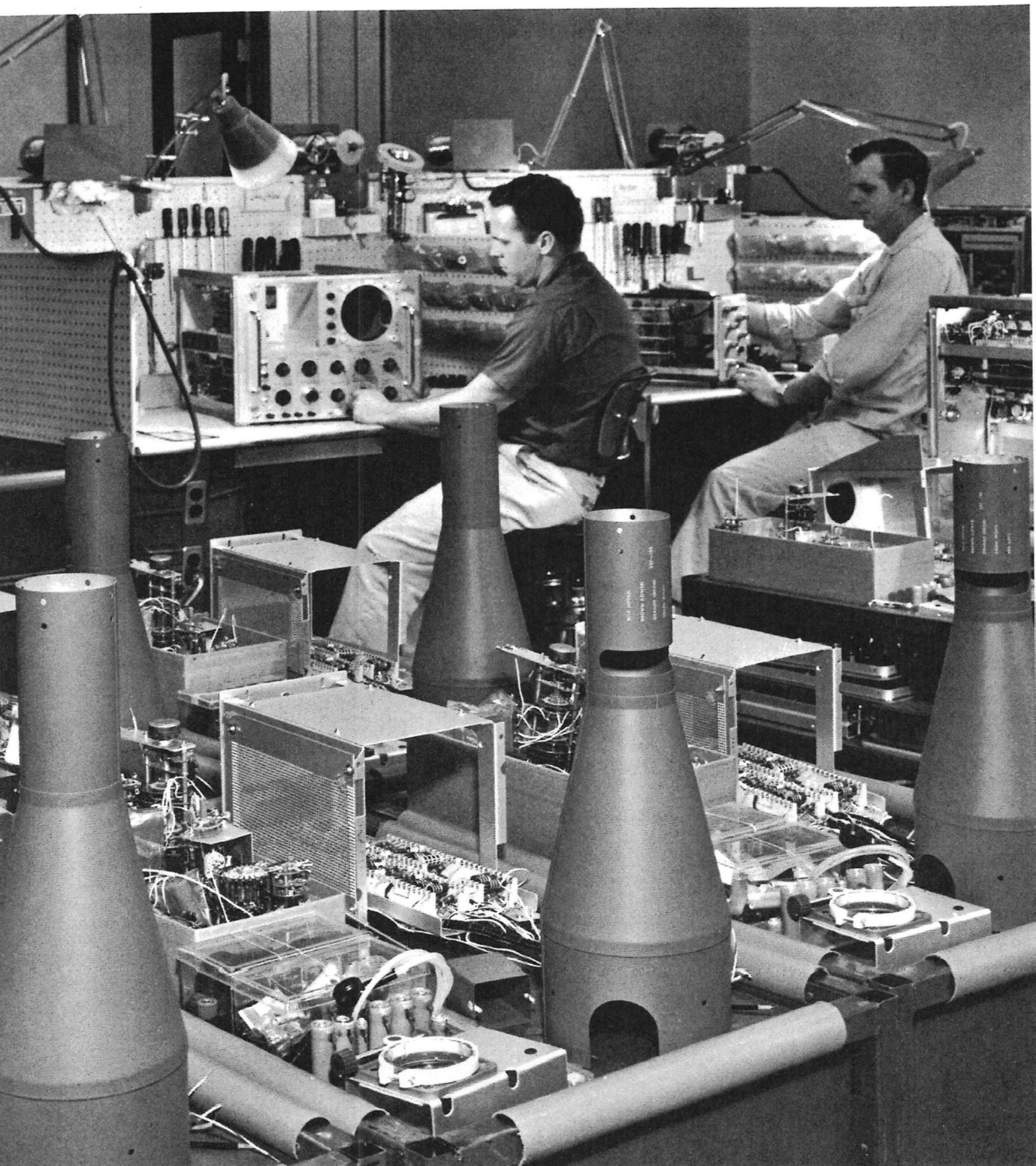
Electrical, mechanical, calibration, chemical and methods engineers; production engineering and quality assurance personnel; chemists; electroplaters; graphic artists; printers; designers, technical instructors and writers. . . .

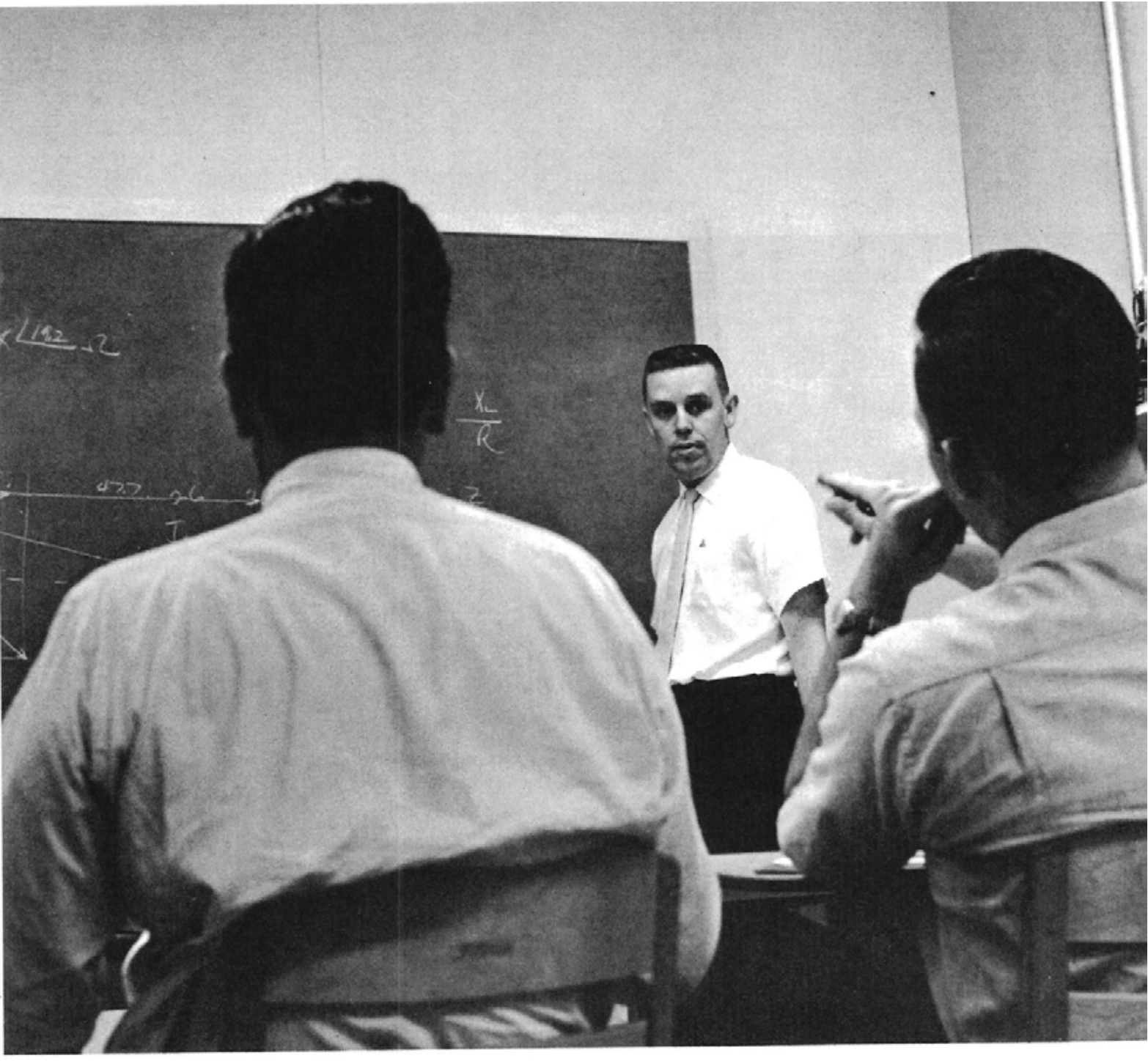
Manufacturing, our largest area of operations, employs the great portion of Tektronix employees in activities ranging from metal fabrication to component manufacture to instrument assembly and test. Each production area calls on the resources of affiliated electrical and mechanical support engineers, technical and quality assurance personnel. We build much of our own test equipment, and design automated and other machinery for those operations and methods unique to Tektronix.

Many specialized development areas include a variety of disciplines:

- Cathode-Ray Tubes, the production of which involves metallurgy, engineering, vacuum and glass technology, electron optics, solid state physics;
- Ceramics, to develop new materials and mixtures, and to extend existing ceramics performance standards, as well as to produce ceramic strips, coil forms, bushings and terminal inserts and plates to meet specific needs.
- Plastics, to design and improve over 900 different plastic parts and several dozen types of coaxial cable;
- Transformer, capacitor and diode manufacture.

Manufacturing staff engineers serving our large instrument assembly and test operations often are "trouble-shooters," evaluating instruments and parts and, not infrequently, designing modifications to assure that the instrument is reproducible in production quantities. Once it was said — but no longer — that volume production techniques are incompatible with the manufacture of precision instruments.





Marketing a Tektronix instrument depends to a great deal on personal contact and technical assistance. Our field organization has been since its inception a model for the industry; we sell, not a product, but a product and service.

To the customer, the field engineer is Tektronix. To him, and the field maintenance engineer, is delegated the large responsibility for maintenance, repair, service and technical assistance to customers in his geographical area. Often he must make major decisions on the spot without consulting a superior.

His emphasis is on technical knowledge, instruction, service and "applications engineering"—applying Tektronix instrument capabilities to the specific problem of the user. Truly he is an engineer in the field.

Field engineer candidates — selected from prospects with backgrounds in physics, engineering and electronics — undergo an intensive course in Beaverton, covering each Tektronix instrument, its circuitry, maintenance and calibration; engineering and manufacturing problems and business philosophy. Then they work for several months with field engineers in one of our U.S. field offices, gaining first-hand knowledge to supplement the basic course, before their permanent assignment to the field.

In addition to technical assistance he gives customers, the field engineer also provides Tektronix a key evaluation point to gauge the success of its products. He often suggests important technical improvements, or diagnoses from his own experience a new instrument need.



Tektronix policies and practices reflect our conviction that the goals we share as a company are the same as those we seek as individuals. That a person's desire to grow, to achieve, to do a good job and be recognized for it, dovetail with company aims for high quality, fair price, excellent service, satisfied customers and a continued significant contribution to society.

So it is that we avoid artificially grouping employees into "management," "labor" and similar categories which imply that these groups' interests are essentially different from one another.

Respect for the individual's dignity is a tradition at Tektronix. Here you'll find the cooperative effort informal, and the relationships personalized, to a degree unusual in an organization this large and complex.

By actively encouraging the vigorous exchange of ideas—and not intruding with unbreachable organizational barriers—we hope to give each person continuing opportunity to influence, and be influenced by, others. Here we prefer that each one's power to influence should depend on the worth of his judgment and the nature of the particular situation, rather than on a rigid "status" structure.

The stature the individual gains—and the rewards—result from his achievement alone. Our president has put it succinctly:

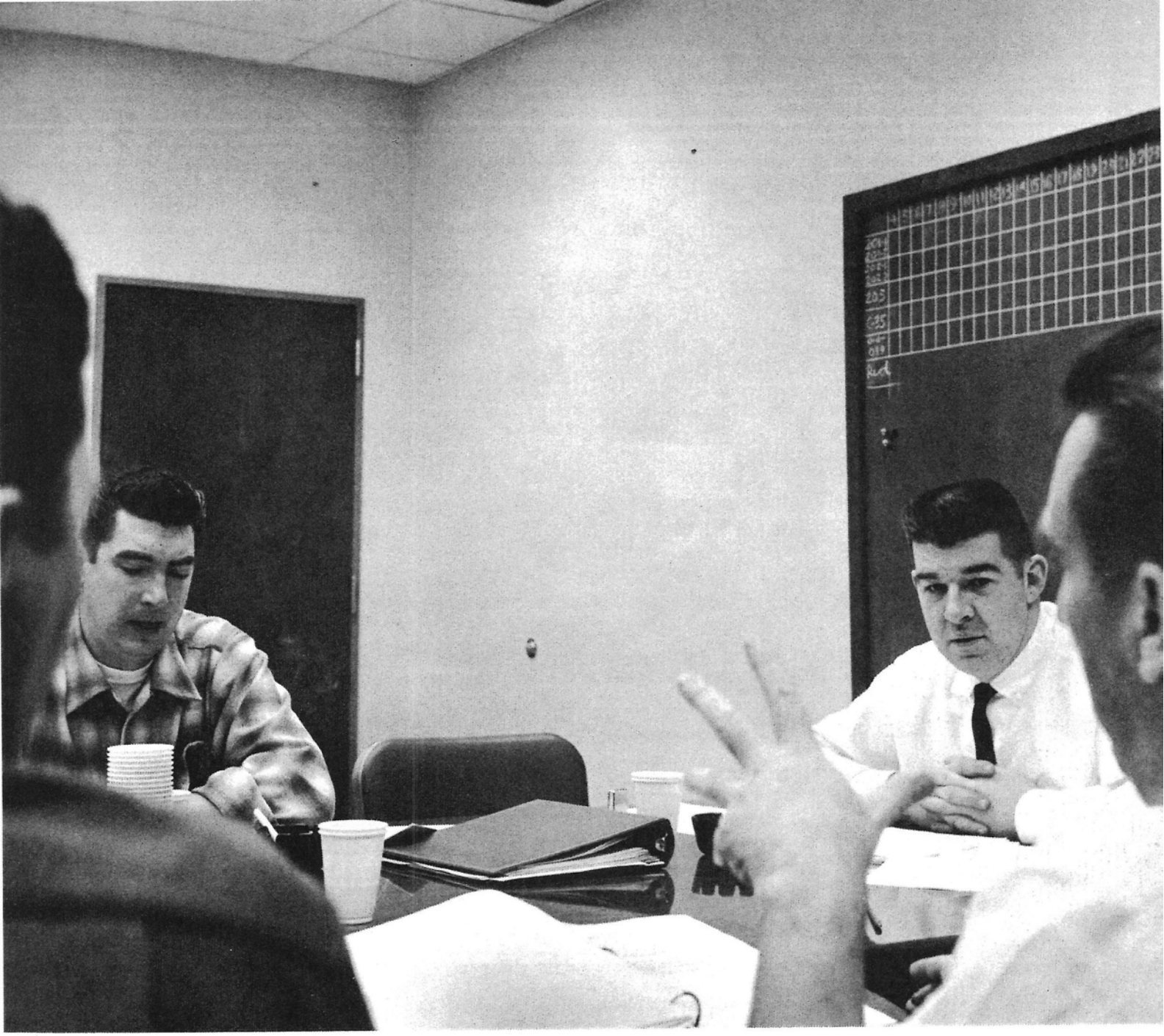
"Your real status is the status you earn. And when you've really earned it, you don't need the status symbols."

Our management at all levels takes seriously its responsibility to "grow people." The idea of job enlargement is a key one—the concept that a person not only may, but is **expected** to, build his own job to its honest



limits. The resultant feeling of personal involvement in our enterprise has enriched our methods and, not uncommonly, expanded our goals.

In many areas, too, freedom of vertical job mobility is a sifting process that helps us avoid a common industry pitfall: Pigeonholing talent and competence in **"just about** right" jobs when a **perfect** matching, of employee to challenge, may be possible.



In short, we try to offer the greatest possible opportunity for a person to do the job he best **can** do.

Are these ideas visionary? Our years of experience, testing them in the arena of industrial competition, convince us they are not. We have seen a procession of energetic young men successfully refine their abilities in readiness for increased technical or management responsibility.



There is in this philosophy an element of self-sufficiency that can be illustrated by another Tektronix pattern. Sometimes production requirements have demanded material or component specifications exceeding those of commercially available supplies. In these cases we have become our own supplier. Thus arose our component manufacturing operations for certain capacitors, resistors and potentiometers; for transformers, semi-conductors, plastic and ceramic parts, coaxial cable and — the very heart of the oscilloscopes — the superbly engineered and constructed cathode-ray tube.

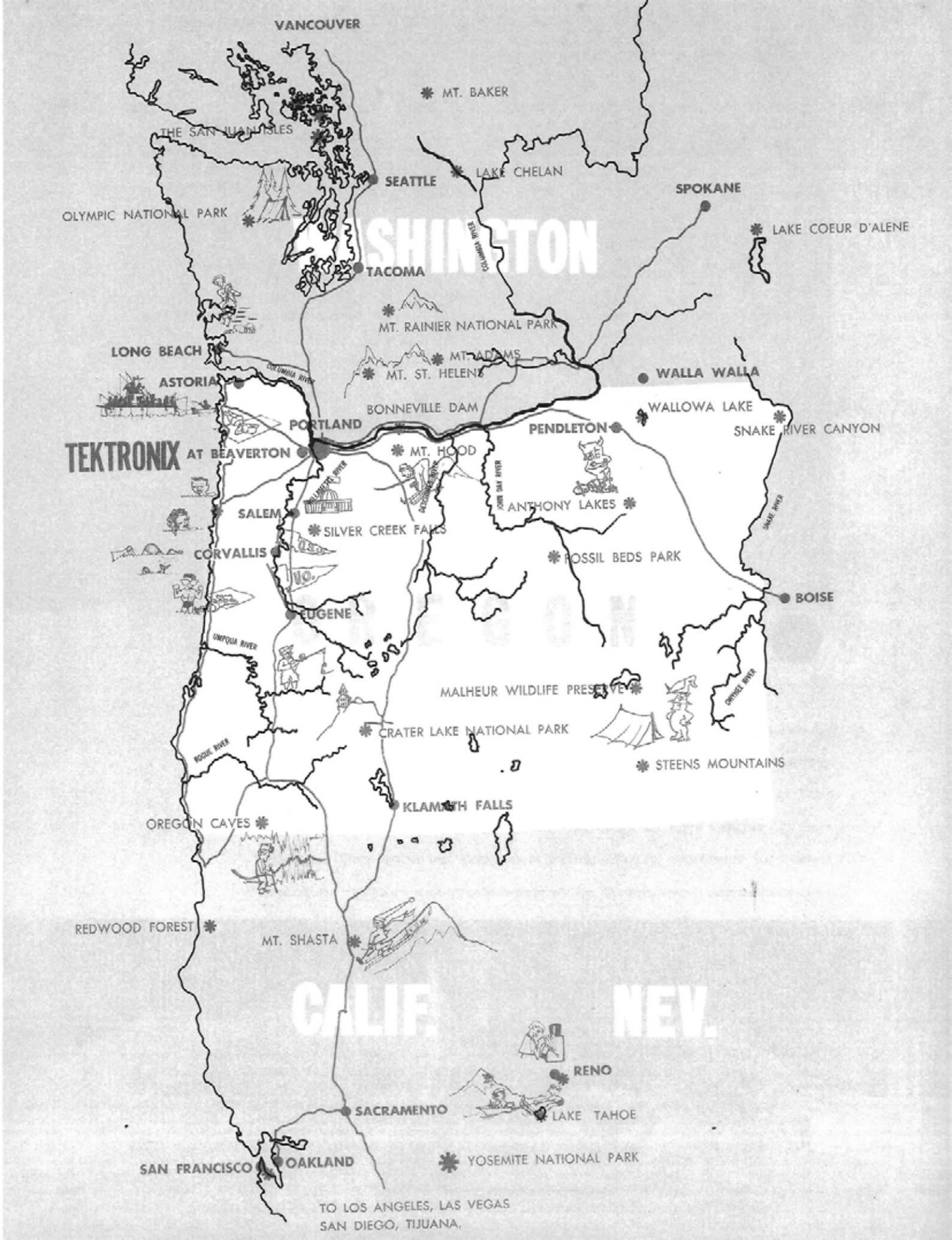
Searching internally for solutions—developing and extending our own physical and human resources—is a Tektronix way of life, just as is our constant search for infusion of new personalities and ideas to give fresh breadth and depth and vitality to our effort.

Because individuals contribute to the total effort in differing ways and degrees, Tektronix is firmly dedicated to the merit principle in rewarding its employees' performance, rather than emphasizing seniority or similar less relevant factors.

Coupled with our respect for and encouragement of individual contributions, we accent the importance of group effort and interdependence by sharing over one-third of our operating profits—before taxes and charitable donations—with all employees, in proportion to their base pay.

Added to a diversified compensation plan are tuition refund provisions, liberal insurance programs and flexible leave policies.




VANCOUVER
MT. BAKER
THE SAN JUAN ISLES
SEATTLE
LAKE CHELAN
SPOKANE
OLYMPIC NATIONAL PARK
WASHINGTON
LAKE COEUR D'ALENE
COLUMBIA RIVER
TACOMA
MT. RAINIER NATIONAL PARK
LONG BEACH
MT. ADAMS
MT. ST. HELENS
WALLA WALLA
ASTORIA
COLUMBIA RIVER
BONNEVILLE DAM
WALLOWA LAKE
PORTLAND
PENDLETON
SNAKE RIVER CANYON
TEKTRONIX AT BEAVERTON
MT. HOOD
WILLAMETTE RIVER
DESCHUTES RIVER
JOHN DAY RIVER
ANTHONY LAKES
SALEM
SILVER CREEK FALLS
SNAKE RIVER
CORVALLIS
FOSSIL BEDS PARK
BOISE
EUGENE
UMPQUA RIVER
MALHEUR WILDLIFE PRESERVE
OWYHEE RIVER
CRATER LAKE NATIONAL PARK
ROGUE RIVER
STEENS MOUNTAINS
KLAMATH FALLS
OREGON CAVES
REDWOOD FOREST
MT. SHASTA
CALIF.
NEV.
RENO
SACRAMENTO
LAKE TAHOE
SAN FRANCISCO
OAKLAND
YOSEMITE NATIONAL PARK
TO LOS ANGELES, LAS VEGAS
SAN DIEGO, TIJUANA.

Tektronix is located in the green Tualatin valley, just west of Portland—an hour from Oregon's playground coast, two hours from the ski slopes of Mt. Hood.

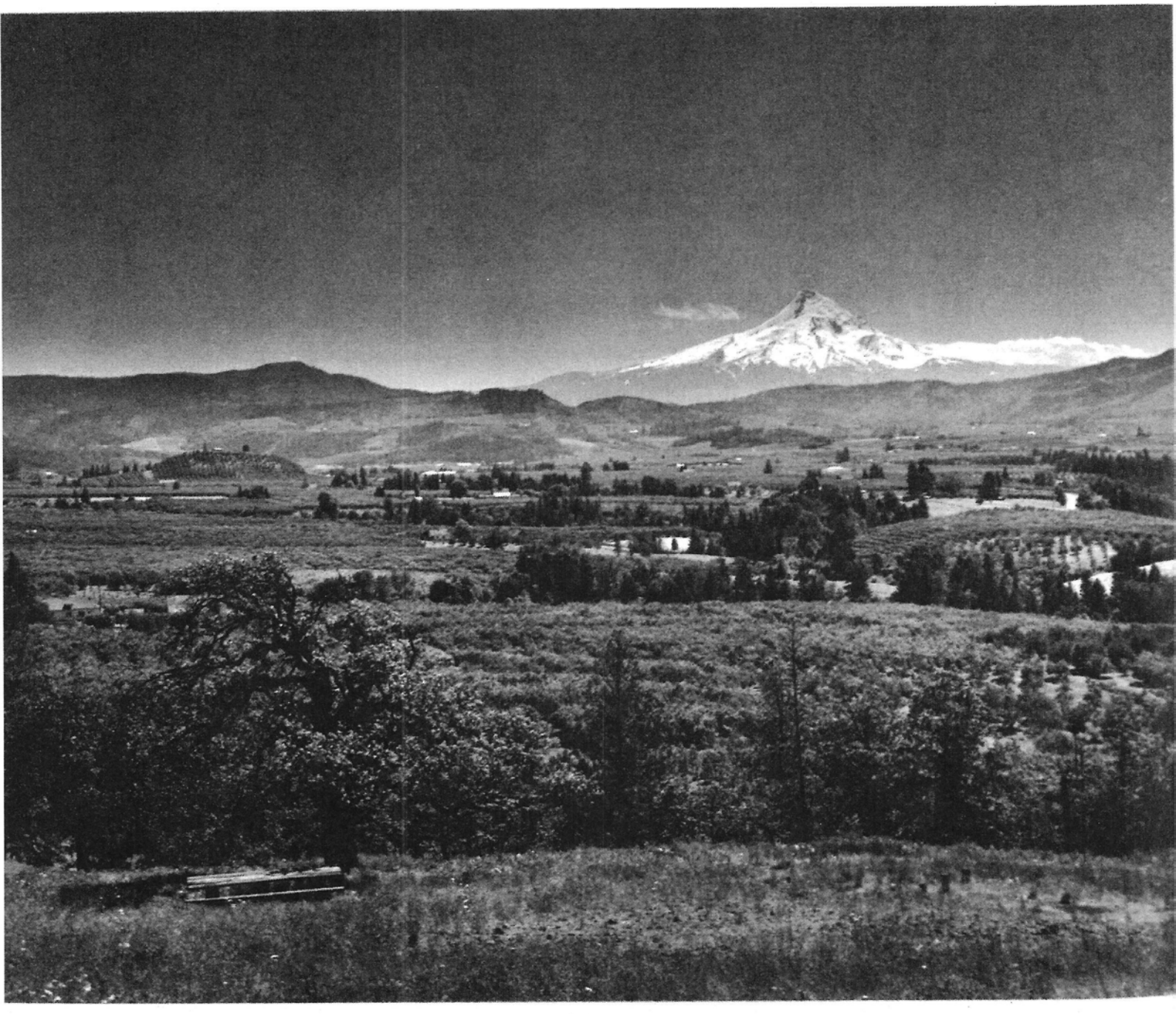
Water sports and winter sports enthusiasts, and other lovers of the outdoors, find Oregon was made for them. It contains some of the nation's greatest stands of virgin timber; swift, ropy mountain streams; scenery ranging from rural backroads to towering peaks. They call Oregon a cool green wonderland, but the words fall short . . . .

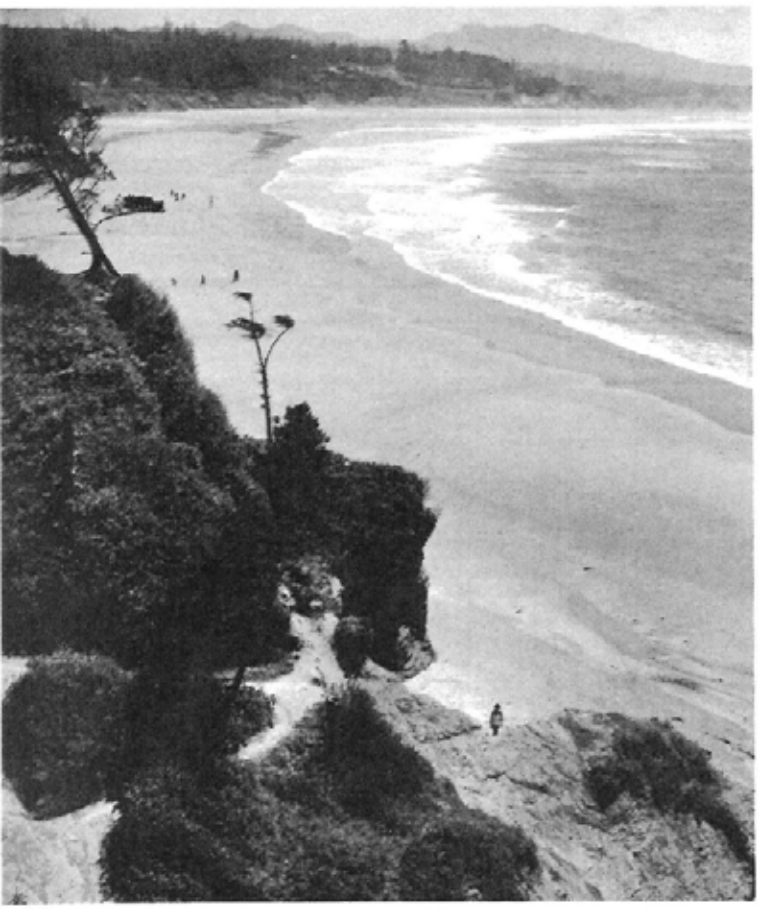
Cooled by Pacific westerlies and sheltered from bitter winters by high mountain ranges, the Tualatin valley has a climate spiced by enough variety to be invigorating. Winter storms are rare and almost never destructive. Average yearly temperature is 53.2. Normal mean temperature for our coolest month, January, is 39.4; for our warmest month, July, 68.5.

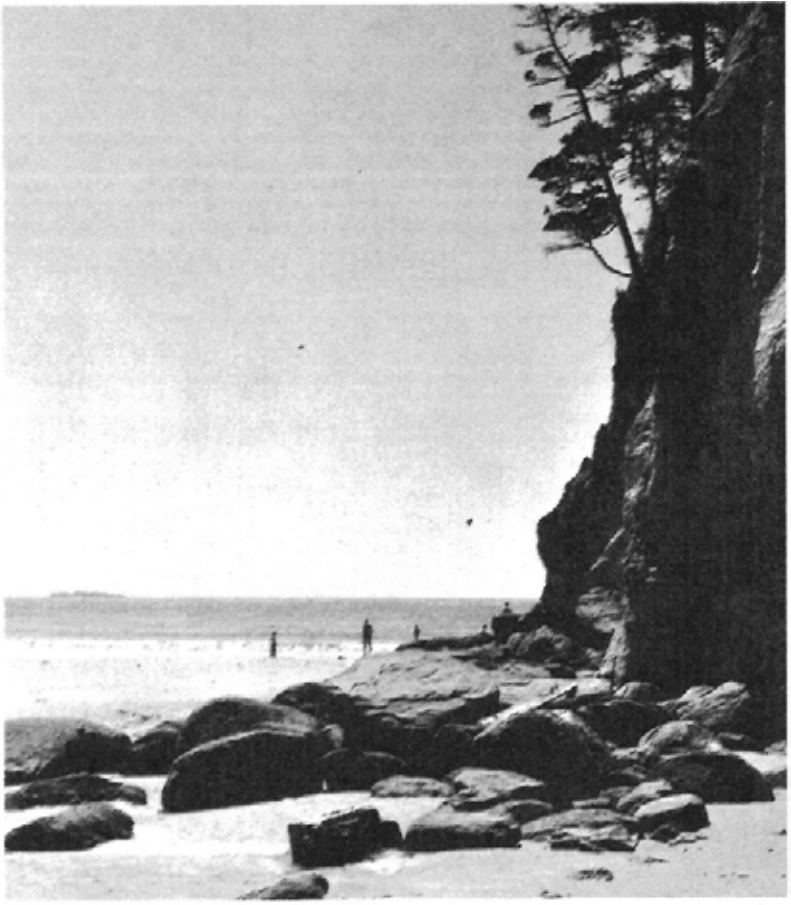
Days colder than 32 or hotter than 100 are rare ones.

It rains enough to keep the valley green — an annual average of 39.9 inches, almost half of it in the three winter months. About five days a year you can see it snow.

Taking advantage of an outdoors second to none in magnificence, Tektronix employees have grouped into many clubs: Geology, skiing, golf, flying, archery, boating . . . . Other groups engage in self-improvement and recreational activities indoors.



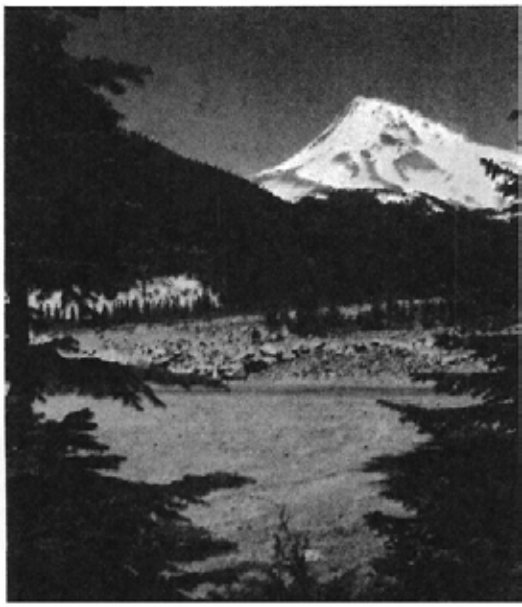




Whether you seek lunker trout, beach agates or snowfields, Oregon offers a recreation climate the year round.







Portland, a city of scenic beauty and a center of cultural activity, is the home of four arts and science colleges, including nationally famous Reed. A center for advanced study is in the planning stages. New technically oriented enterprises are springing up or moving into the community at a surprising rate. Many professional societies are active here.

You'll find an outstanding school system, not only in Portland but also — in Tektronix' front yard — in the Tualatin valley itself.

In fact, education is one of Oregon's prides. Thorough reorganization of school districts is under way to keep well ahead of the population explosion.

Elementary school classrooms rarely exceed 30 students; high school rooms, 32. Standards of instruction, facilities and student achievement are exceptionally high.

Graduating classes in Beaverton area high schools typically rank in the highest segment on nationally standardized educational development tests. Enriched classes and advanced placement courses have become traditional in local schools. Beaverton students have distinguished themselves in regional and national science contests and talent searches.

The Oregon country is an area of family living. Yet the comfortable "Main Street" air of Portland and its environs is deceptive; the area is bustling, moving, organized for projected growth.

Sound planning for Oregon's future finds nourishment in the state's politically stable, progressive government and in its sound fiscal policies.



TEKTRONIX

