

TEK TALK



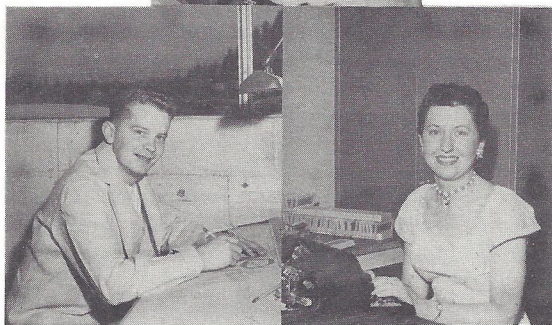
VOL. 2 NO. 7

AUGUST-SEPTEMBER, 1953

THE MARSH VIEW ON

TUB-THUMPING

AT TEKTRONIX



One of the activities now occupying our newest building is the Advertising Department. This heterogenous collection of mats, plates, cuts, half-tones and tintypes is coordinated by a verb-varnishing varmint known to most of Tektronix as **CHUCK GASSER**. For a professional tub-thumper, Chuck is unusually quiet and retiring. For a retiring type of guy he has a disturbingly stubborn streak which he hides behind a fat grin. The more mulish he gets the broader he grins.

Chuck was born in the (heh heh) Windy City - Chicago. He became interested in industrial sales (this was presumably several years later) and worked for some time in that field until 1943 when he climbed into a pair of multi-button pants to help guard the

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TEKTRONIX AT WESCON

By John Mulvey

On August 19, 20 and 21 at the Civic Auditorium in San Francisco the 1953 Western Electronics Show and Convention was held. This event is alternately held at Los Angeles and at San Francisco, and is jointly sponsored by the West Coast Electronic Manufacturers Association and the seventh region of the IRE.

The show this year topped all former electronics shows held at San Francisco in the number of exhibitors. The very spacious hall had exhibits even in the balcony and in the wings where in past years all the packing boxes and crating materials were stored. Visitor attendance did not set a new Wescon record, but it seemed that the many people who came were more genuinely interested. The estimated attendance was 12,000 plus.

On hand officially at Tektronix' big booth were five design engineers, **W. K. DALLAS**, **JOHN MULVEY**, **HOWARD VOLLUM** and **JACK MURDOCK**. The greater part of two days during the three-day show were spent by **JACK MURDOCK** as a delegate from Portland at the IRE Regional Committee Meeting. The meeting is held every six months for the purpose of planning future affairs of the IRE in the Pacific Coast Region.

The illustrious 535 oscilloscope was the principal attraction at the booth, but also

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"BROKEN RECORDS" GOOD NEWS

when they are sales records. Orders received in the month of June this year reached an all time high -- until July when the record was broken a second time in the dollar value of orders received.

In the month of August more scopes went out the back door than in any other month in our history.

The Christmas bonus picture may be at the halfway point of development, but the exposure looks good.

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VOL. 2 NO. 7

AUG.-SEPT., 1953

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TEKTRONIX TWOSOME



BILL and CORRINE "Cory" JOHNSON take the klieg lights as this month's Tektronix Twosome. They work in the shop and final assembly, respectively.

Cory, who was born in Minot, North Dakota, was transplanted early and calls Seattle her home town due to the number of years she spent in that northern city. Her father worked for the railroad, and during her school years, Cory says she bounced from school to school, a year here, a year there.

During the war years, Cory welded for almost a year and a half in the Vancouver and Oregon shipyards, and the Navy yards in Seattle. She became in time a certified welder, and found the work extremely interesting.

Previous to joining Tektronix in February, 1951, she was a homemaker, devoting her time to her three children, Teddy, four years of age, Jerry, fourteen, and daughter Sally Jane, eleven.

Cory started in mechanical assembly on the 514 scope - now she's doing final assembly. Still on 514? she was asked. "120 a month, and the only one finaling - sure keeps one busy", was her smiling retort.

The Johnsons keep busy with the remodel-

ing of their Sellwood home evenings, and both are members of the same league bowling team which was league winner this year. Cory won the women's high average trophy along with the team trophies she and Bill garnered.

Bill was born in Deward, Michigan, lived eleven years in the State of Washington, but has lived in Portland most of his life.

Bill started in the shop with us in March 1951, and has remained in that department, helping to produce the hundreds of different brackets, shields, etc. required for the various instruments.

His variety of jobs before the war included commercial fishing, foundry work, tire making, meat cutting, stove making, log towing with steamboats, working in a wool warehouse, door factory, and on the waterfront -- and even delivering messages for Western Union.

Bill served three and a half years in the Army during the war, and for half that time was overseas in the Solomon Islands and New Caledonia, serving as radio operator with an Aircraft Warning Battalion, operating radar.

He had his first license as a ham operator in 1923 and now owns extensive equipment, including a mobile transmitting and receiving unit in his car.

Bill's other two hobbies, he says, are fishing and loafing, especially fishing because it gives him more chance to loaf.

* * *

BACK TO COLLEGE

for GEORGE ROUSSOS of Drafting this fall. George has earned his bachelor's degree in physics, and now wants to further his electronics knowledge with a course in the communications branch of electrical engineering.

* * *

WCEMA BOARD PLANS VISIT

JACK MURDOCK tells us the board of directors of the West Coast Electronics Manufacturers Association expressed a desire at their last meeting to visit Tektronix, and a tentative date has been set for November 6.

Jack, presently the only member of the WCEMA board in Oregon or Washington, attended the board meeting in San Francisco on August 18 immediately preceding WESCON. It was decided then due to the rate at which electronic manufacturing is growing in the Northwest that the next WCEMA board meeting be held at Timberline Lodge.

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TRAVEL

SOUTH OF THE BORDER

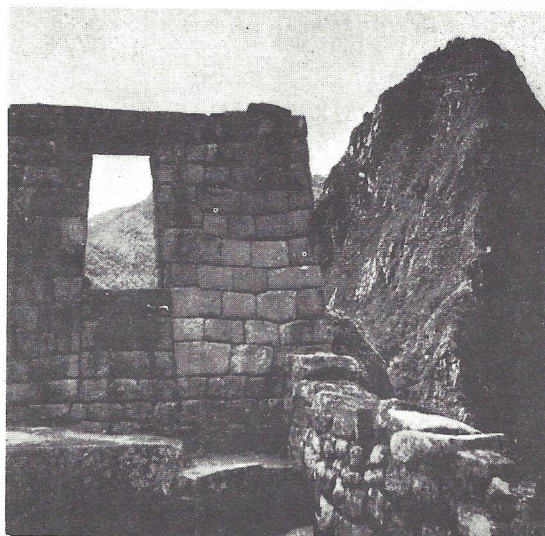
By Marj Drain

My first reaction upon returning to the States after a month in Central and South America is that the good old USA is still the best place in the world to live. I wouldn't admit having been homesick exactly - just a little States-sick - but don't conclude that it wasn't an exceptionally worthwhile and generally very pleasant experience.

The first leg of our journey was a hurried, surprising uneventful drive (not even a flat tire) across the country to Miami. Fortunately, our plane and hotel reservations had been made in advance, so nothing remained to be done but to apply for our Brazilian tourist cards at the Brazilian Consulate in Miami, check the car into a parking lot near the airport, and get airborne. Ironically, we left the States on Independence Day, our first stop being Panama City.

Panama has the typical tropical climate, with palm, mango, papaya, banana and breadfruit trees, and hibiscus, acacias, etc. Of course, they have many of the same varieties of flowers grown here, including roses, which don't have even the faintest fragrance. We visited the Canal, and during the time we were there, three ships were brought through the first lock - a truly impressive bit of engineering. A big guard in the American Zone with a wide Irish smile, told us it takes approximately eight hours for a ship to go through all the locks as against a 30-day trip around the Cape. Returning from the Canal Zone, we passed a bullfight arena. Our guide explained that the Panamanians are enthusiastic about bullfights, but they've given them up currently, because by the time they get a bull from Mexico he's too tired to put up much of a fight.

Our next stop was Lima, Peru. After three hours of sleep (on a hard bed with an even harder pillow) we were back at the airport for a flight over the Andes in a DC-3 to Cuzco - pretty rough flight, with oxygen tubes and seat belts fastened all the way (no breakfast, either). Upon arrival, had a good breakfast, though decidedly peculiar - but if I go into the food situation, Irene will have to hold up the paper another two weeks. Cuzco is the center of the original Inca civilization, and is a fascinating place indeed. It is situated at an altitude of 11,000 feet, and there are many interesting things to see, between



Window design in Inca fortress of Machu Picchu. (Reprinted from Americas.)

gasps for oxygen. We took a three-hour ride to Machu Picchu, ruins of a complete village left by the Incas, on a bus on which the wheels had been replaced with rims to run on the railroad tracks. In addition to building homes and fortresses of hugh stones, some of which weighed several tons, the Incas had carried the fertile soil from the valley below up the mountainside to build flat terraces for agricultural purposes. Enroute to Machu Picchu, we saw llamas (tame as can be), cattle and sheep - almost no horses, and only one sad little tractor by way of farm machinery. Most of the houses are adobe and thatch, and the Indians, who make up the majority of the population, live in indescribable filth. The women work in the fields and the men are shopkeepers, waiters and chambermaids (or men, rather) in the hotel. A surprising switch. That evening we saw a colorful performance of some of the more popular Spanish and Indian dances.

Back in Lima the next day, we took a tour through old Lima, made up mostly of tumble-down colonial style houses, complete with sagging balconies, built flush with the street with a door to an inner courtyard with fountain, formal gardens, etc. This section of Lima is still inhabited by the poorer classes. New Lima boasts many beautiful estates, some covering two and three square blocks, scores of ultra-modern Spanish style homes, and complete shopping centers, including supermarkets that put some of our Safeways to shame. We went through the Cathedral, Government Palace, and a number of other build-

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Travel....Cont'd from P. 3.

ings, including a huge hospital which was at a standstill in the process of construction because the plumbing is under the bedrooms instead of the bathrooms. Nearly every church in South America is too ornate to describe - a fantastic amount of gold is used with a generous sprinkling of silver and precious stones. There are many paintings by the masters, as well as beautiful mosaics and carvings.

Some of you flower fanciers would have lost your minds in Peru. There were fuschias, wild orchids, bougainvillea, poinsettias, and geraniums growing like dandelions. There are also acres and acres of olive trees. The flowers are so vividly colored that they look almost artificial.

Peruvians like bullfighting and horse racing, but they do have golf courses for the ambitious North Americans who insist on taking part in active sports.

Peru is very friendly toward the United States - a great many of their streets are named for North American statesmen.

After a smooth, all-night flight, we set down in Santiago, Chile, though a heavy fog over the city had forced us to circle the airfield for over an hour. Friends met us there and after registering at the hotel we were on our way up into the Andes to a 45,000 acre "hacienda". On the trip we saw hemp, wheat, alfalfa, avocado, walnut and pepper trees, and scores of flowers. While the climate in Peru had been very mild (one was comfortable in a suit), the weather in Santiago was considerably colder. However, South Americans do not seem to think it is necessary to have any heating system in their homes, as we sat in the fancy dining room of the beautiful ranch house eating lunch with our coats on. Eating is a ritual with the South Americans, and they seldom spend less than two to three hours per meal (excepting breakfast) with excellent food and good conversation. This makes for extremely enjoyable living, and it's amazing how easily one can adapt oneself to this sort of thing. During lunch in the hotel the next day we were serenaded by a three-piece ensemble - pianist, violinist and cellist - all of whom compared very favorably to the concert artists available here.

(To be continued.)

Next month Marj will take us to Argentina, Uruguay, Brazil, Trinidad and Puerto Rico.

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DARK CONTINENT

By Reggie Green

For the elucidation of interested Tektro-nix friends, yes, I am going to Africa this autumn.

Africa, to many, evokes stereotyped symbols generated by such glamorized movie versions as Hollywood's King Solomon's Mines. (No, I do not intend seeking out Stewart Granger. Nor meet with a python.)

To me, Africa for many years has been:

A National Geographic map clashing with the wallpaper, multitudinous stacks of well-thumbed travel brochures, boat schedules (I do not read the ones written in French); the magnificent works of liberalist Alan Paton; political periodicals galore; African wild life magazines from the "dark" continent, featuring such beauties as curvaceous boomslangs; a dream of many colors and sounds -- Mombasa's haggling market-place, a bazaar in Zanzibar, Magbetu madonnas in picturesque kraals, a river ride up the Lualaba.

The dream is progressively becoming reality. (Too painfully real is the caricature on the passport dubbed "a perfect likeness" by heartless friends.)

The ocean voyage commences in Boston. A girlfriend will accompany me on the European trip. The ship to Liverpool calls at Halifax, Nova Scotia, and St. John's, Newfoundland on the way. From Liverpool we will travel to London, and from there determine our own unscheduled itinerary through Holland, Belgium, France, Switzerland, Italy, Spain and Portugal. After five weeks in Europe, ma bonne amie and I will bid au revoir at Marseilles where I shall embark a liner which calls at several Italian ports before crossing the Mediterranean. From Port Said the boat proceeds down the Red Sea and East Coast, stopping two or three days at Suez, Port Sudan, Aden, Mombasa, Tanga, Zanzibar, Dar-es Salaam, Beira, Lourenco Marques, and Durban. From Durban, by hired motor car the Hluhluwe Game Reserve is covered, where one is allowed to stalk and photograph the game on foot, protected by a game guard. Next the colorful tribal life of Swaziland comes into view, and via Pigg's Peak the modern but remote Havelock Asbestos Mine is visited. Two days are spent driving through Kruger Park, famous as a game reserve, particularly lions. Other points of interest are covered on the way to Johannesburg. From there a train proceeds

to Elizabethville, Belgian Congo. Here a tour of central Katanga has been arranged, an itinerary especially constructed for travelers wishing to enjoy the beautiful scenery of the Congo River - called here the Lualaba - on its most picturesque sector, the last navigable part of its upper reaches. From Elizabethville to Stanleyville, next, by plane, and an expedition into the Ituri Forest, famed for pygmies and spitting cobras. Then a boat trip down the Congo River to Leopoldville, a visit around this city and Brazzaville, capital of French Equatorial Africa. From Matadi a boat proceeds up the West Coast, calling at ports all along the way, stopping at the Canary Islands before docking at Bordeaux. From there, about Valentine's Day, I shall return home.

The trip will last five months and cover over twenty thousand miles.

I think I shall have missed Portland, City of Roses, all the while. I know, even now, that after vagabonding in foreign lands, accumulating new memories and newer friends, many moments of fond remembrance of this past year will remain always with me.

I shall have missed Tektronix, I know.

* * *

NEW FACES

MART KUBARSEPP joined our Stock Department on August 7. Mart graduated from law school in Tartu, Estonia in 1944, and his hobbies are drafting, photography and music.

JAMES DONOGHUE, Engineer trainee located at present in Test, came to us from North American Aviation where he did research engineering.

PAUL JONES, transferred to Test from assembly, arrived on August 3 after a looong stretch in the Navy where he was instructor at Radio Materiel School at Treasure Island, California.

CHESTER HARDING, Test trainee in assembly, arrived on August 10 -- he's been a radar technician at the U. S. Weather Bureau in Hoquiam, Washington.

DWIGHT LOOMIS, Engineer trainee, currently in the Test Department, came to Tektronix from Lewis and Clark College where he was instructor in physics and math.

ANN DARLING DWINELLE is the young lady in the Syracuse office as of the first of August to replace EVELYN DUNHAM who has joined the New York office staff in Bronxville.

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GALLONEER TED GOODFELLOW

was awarded a second certificate the other day at the Red Cross Blood Bank as a token of appreciation for the two gallons of blood he has personally donated to date. Ted was pleased, of course, but he doesn't feel giving a pint of blood is any great sacrifice on his part - it takes so little effort, it's so safe - and besides it's such a wonderful feeling to know you've given a part of yourself (that is naturally replaced anyway) to save someone else's life.

The question was asked one day by MIKE PARK, another regular donor, why it is that anyone (not specifically Tektronix people) must pay for blood transfusions. That's a good question, and according to the Red Cross, all the hospitals in this area get all their blood from the Red Cross Blood Center, and as the Red Cross gets no money, there should be no charge (outside of hospital administrative charges). To any Tektronix employee or member of his family, there is no charge for the blood because we bank our donations as a group. Others (not at Tektronix) who do not have the benefit of a sustaining program such as we have, may have their friends or relatives pledge donations to replace what is used. The only time an actual charge for blood is to be made is in the event a particular blood type is not available, and a professional donor must be hired.

JIM LILLY has a rare type blood for which hospitals offer a sizeable purchase price, but Jim is one of our faithful donors at the blood bank.

One Tuesday in May when BARB EKSTROM, JOHN MULVEY and JOHN LIEDTKE went to the Red Cross Blood Center, the Mulvey John happened to be the first donor with a particular type blood for which an emergency need existed - a new baby's life depended upon a transfusion. The donation was rushed off to the hospital before John had dunked a doughnut. Was he happy? You know it.

Tektronix' reservation at the Red Cross Blood Center is for every Tuesday at 3:00 p. m. People who wish to donate may leave on company time at 2:30. If you have not been personally asked to pledge a pint of blood, won't you drop in at the Personnel Department to sign up? * * *

TRANSFER FROM ASSEMBLY

JOHN LARSON is in charge of the Engineering Modification Group, assembling pre-production scopes, samples of modified chassis and instruments, trial runs of new instruments, etc. Currently, John is working on the 535 scope.

PICTORIAL REVIEW OF TEKTRONIX PICNIC

FOOD....GAMES....PRIZES....CAMERAS....SUN....FUN
DANCING....BOATING....SWIMMING....BASEBALL....MODEL PLANES



Roamer's Rest on Saturday, August 22 was the setting for the Tektronix Picnic crowd of close to 700.

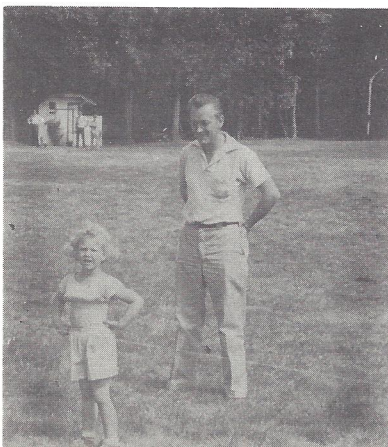
Reports on the picnic were most favorable. No one went home hungry.

The committee planned the day's activities well, and hardly laid off a minute in carrying

out their plans. Our thanks to a good crew.

The post mortem held at the succeeding Personnel Committee Meeting carried very little negative comment. Some few improvements were recommended to be passed on to next year's picnic committee.

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Wescon...Cont'd from P. 1

shown for the first time was the 190 Constant Amplitude Signal Generator, the 163 Fast Pulse Generator and the brand new little 315 Scopemobile. There were two prototypes of the 535 on hand and each attracted its own steady group of admiring and questioning engineers and onlookers. The plug-in pre-amplifier feature seemed very well liked by everyone as well as the other advanced characteristics incorporated for the first time on any Tektronix Oscilloscope. It was pointed out by one customer that the apparent complexity of operating the scope, from a casual look at the front panel, is going to be offset to a large degree by the fact that anyone learning the operation of this one scope will essentially have mastered three or more scopes.

The 315 on its own little scopemobile made a nice combination showpiece with the 190 Constant Amplitude Signal Generator. In this way it was easy to show that the rated 5 megacycle bandwidths of the 315 extended beyond even 6 megacycles as well as to show the ease with which it is possible to use the 190 for bandwidth checks.

Four Tektronix faces showed up as unscheduled but vitally interested and most welcome spectators: DON ELLIS, KEN WALLING, FRED TINKER and GENE SHERIDAN. Gene was on his way to San Diego to get some more schooling at San Diego State College, while Don, Ken and Fred included this visit as part of their vacations. Fine way to get away from it all -- we think. Ken, we suspect, may have been checking up on us to see if the special brochures he burnt the midnight oil printing were being dispensed in a satisfactory way.

All in all this year's convention and trade show exhibit was a grand success, generally speaking, and the high order acceptance of the new Tektronix instruments specifically confirms our position as a leading supplier of high quality precision equipment.

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HIKING

SILVER CREEK FALLS STATE PARK

By Marian Arnold

The Hiking Club ventured to Silver Creek Falls on August 8. The scenery was delightful, the weather perfect, and the company enjoyable. Five adults and one child led by MARIAN ARNOLD made the four mile hike. There are seven beautiful falls in this distance and our group found a nice quiet spot for an afternoon nap.

GOLF TOURNAMENT

Thanks are extended to JANE GRACE and HAWK AU (Purchasing) for a well-planned golf tournament at Glendoveer Saturday, August 29. Golfers were completely surprised on being presented with the first, warm, sunny day of the week -- Hawk and Jane must have upstairs connections.

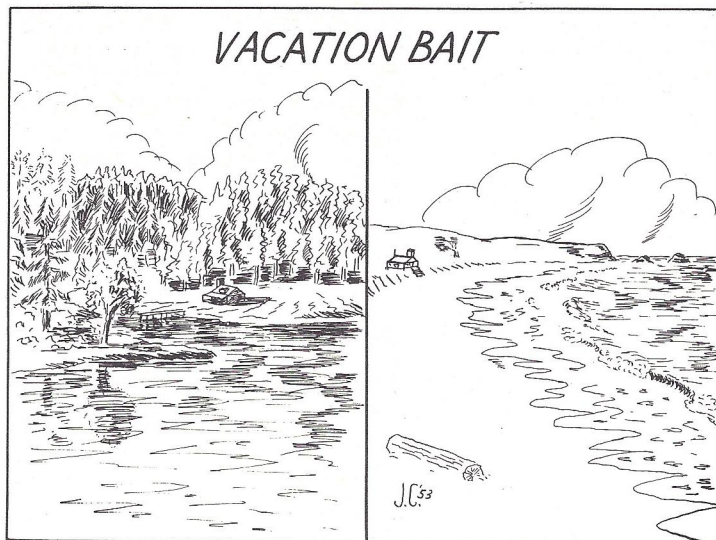
Prizes were awarded on a hi-lo basis -- HAWK AU a dozen golf balls for the lowest net scores, DENIS KIDD a dozen golf balls for the lowest gross score, JOE GRIFFITH a golf glove for the longest drive, JOHN TAYLOR a putting cup for the longest putt, ED BAUDER a golf hat for winding up closest to par, CLAIR KIDD a scorekeeper for most pars, BOB FITZGERALD a golf hat for the most birdies, JANE GRACE golf club covers for the drive nearest pin, DICK SCHMIDT three practice balls for the shortest drive (achieved by applying the technique of standing real close to the ball after hitting it), BOB DUHRKOOP a set of golf rules and a ball marker for high net score, LARRY VOL-LUM a set of golf rules and a long tee for high gross score (Glendoveer course could be at least two inches lower than East Moreland), and for the highest score on one hole BILL WEBBER received a putting cup. (Whose little girl was it asked, "Daddy, why mustn't the ball go into the little hole?")

Other golfers with low handicaps and high ability, also enjoying the day's outing were MILT BAVE, DAL, JIM PEABODY, HOWARD GAULT and SCOTTY PYLE.

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AVIATOR: WANNA FLY?
SPECTATOR: YES, I DO!
AVIATOR: I'LL CATCH YOU ONE.



The Mountains? The Seashore?

VACATIONISTS AT TEKTRONIX

To our mutual benefit a number of young people chose to spend their summer vacations at Tektronix rather than in travel, active sports, just plain loafing, or in other occupations. They are for the most part ambitious students with a fervor for learning and earning. Take those in **KEN KING's** group:

GLENN LEE graduated from Washington High School in June, 1953 with two four-year scholarships. He decided on a pre-medical course at Harvard, but since spending the summer months at Tektronix is unwilling to let go of electronics entirely. Glen feels the field of electronics may well become an avocation with him.

HARRY ELLIOTT is a Junior at Walla Walla College, majoring in electrical engineering. He feels the future here looks good.

BOB GUTHRIE is a Senior at Pacific University majoring in chemistry with math and physics as minors. Bob's sites are set on a master's degree and possibly a doctor's. He is married and has a son Donald age ten months.

JOHN OGDEN is in his Senior year at Lewis and Clark College, majoring in physics. John previously had two years of electrical engineering at Oregon State, and was technician for Radio Stations KEX, KGON and KBKO. He is actively interested in amateur radio -- call letters W7JTB - and belongs to the IRE and the American Radio Relay League.

In **LEONARD MASON's** Final Assembly group we find **BILL MAYER** who was here last year. Bill lives in Forest Grove with

his folks, and attends Oregon State College to study electrical engineering, presently in his Junior year.

MARSHALL JACKSON's group, Accessories, boasts of:

CRAIG HOAGLIN from Beaverton High School. Craig has two years more of high school to complete. He has been repairing radios since he was nine years old -- radio and "souped-up" cars are his weaknesses.

TOM MONAGHAN graduated from Washington High School with a scholarship to Stanford University granted through the Tektronix Foundation. Tom is lying awake nights trying to decide between electrical engineering and chemistry.

JOE REED graduated from Benson and figured on college, but since spending his summer vacation with us he feels a night course in radio and a day job here will make him wise and prosperous. Joe has since been transferred to the Transformer Department on a permanent basis.

Other summer people - these in the Transformer Department are:

FRED WIDNEY, a Sophomore at Oregon State majoring in physics, spent two years in the Army as a radio operator. Fred is also an amateur radio operator with call letters W7RFJ, and he lives with his folks in S. E. Portland.

TERRY CLIFFORD is a Senior at Washington High, and is actively interested in the field of sports, particularly baseball. Terry has hopes of becoming a commercial artist, and from samples of "quickie" cartoons he aimed for the most part at **DOUG PROUTY**, he has the talent, and a sense of humor.

BETTY PRAY was awarded a scholarship to Pacific University where she will major in music. Betty completed a four-year commercial course at Tigard High School this June, and has worked every summer since she was a high school freshman.

BILL LEE's Stock Department had BOB HUNSUCKER who spent last summer wiring 517s. Bob is studying physics and electrical engineering at Oregon State and is presently in his Senior year. A ham operator, Bob has call letters W7LOU.

DOUG THORNTON spent the summer in the Test Department - the summer of 1951 he was in Transformers while still a Senior at Grant High School. Doug is presently a Sophomore at Oregon State, majoring in electrical engineering.

RUTH KING, in Ceramics for the summer, lives with her mother in Forest Grove, and enjoys tennis, photography and reading. A straight "A" student at Forest Grove High, Ruth plans to attend Pacific University this fall with hopes of becoming an elementary grade school teacher.

MARY LIESMAN in Ceramics skis and swims in her spare time. After one year of dental school, Mary will now be studying dental hygiene at the University of Oregon.

HOWARD GAULT and EMIL EVANS had assistance from GLENN ELY in Carpenter Shop this year. Glenn teaches industrial arts and woodworking, and has taught mathematics, at Cleveland High School. He came for experience in modern methods, the practical side of his teachings, short cuts that might be passed on to his students.

To be continued next month.

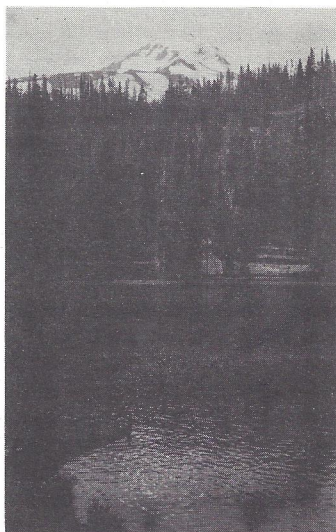
HIKING

MT. ADAMS

By Win Backstrand

Early Saturday morning, August the 15th, fifteen people from the "Tektronix Community" left the big city area and drove up to the timberline region of Mt. Adams. Their destination was Bird Creek Meadows Forest Camp Grounds. Camp was made about a mile below timberline on the southeast slope of the mountain. An afternoon walk through alpine meadows along the "Round the Mountain Trail", BLANCHE COOK's little girl, Susie, enchanted everyone by her search for frogs in the waterways running through the meadows. An abundance of alpine flowers was seen in the lands of the late spring, and at this weekend the flower season was almost in its prime.

Late Saturday afternoon, HELEN WALKER, BLANCHE COOK, LEO WULFF, WIN BACKSTRAND and Nellie Tippery took a dip in Bird Lake. The water was found to be surprisingly warm, but there was a good breeze blowing - consequently, most of the bathers remained in the water with just their heads showing.



After dinner Saturday evening everyone joined in singing around the campfire.

Sunday was spent by hiking up to the lower reaches of Mazama Glacier and the head of Hellroaring Creek Canyon. Another swimming session was held in Bird Lake that afternoon.

Others who went on the trip were MILES TIPPERY and Nell Tippery along with Mrs. Tip's folks, DERROL PENNINGTON's family and DARLENE ADAMS.



Sunday evening everyone concluded they had had a wonderful time exclusive of the fact that they were stung and seared by mosquitoes and the sun. Everyone had sufficiently recovered by Monday to appear at work with a rosy face.

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Tub-Thumping...Cont'd from P. 1

coast. During the war, while his ship was in drydock in Portland, he met JACK MURDOCK, who was inspecting radar installations. That has nothing to do with the story, really - just one of those notes-in-passing.

After our coasts were "secured" (Navy term - means locked-up, battered-down, finished), our Charles worked at KAST, Astoria as broadcast engineer - he read meters, commercials and comic books. When his broom wore out, he went back to Chicago to go all the way for RCA. During the mild lakeshore winters, with the sleet driving through his bicuspsids, he installed TV eyesores on the most slippery roofs. To compensate for winter exposure, they let him stay in the repair shop during the summer when the air was conditioned to 100 degrees or so. Chuck was with Hawthorne Electronics in the pre-Tektronix period, then took a trick of selling machinery while he ground through an ICS course in advertising. In March, 1951 he was counting resistors and pots in BILL LEE's miniature electronic supply house - "If you can't find it, we ain't got it." From stock he went into the subterranean atmosphere of test, then to a tour in the front office which he finally shaped up into the Advertising Department. In any department there must be someone to do the work; enter Pauline.

Pauline met a man named Jones in Spokane some years ago, and they were married. PAULINE JONES was born in Kansas, in a place called Dresden. This calls for something corny about a Dresden doll, but we'll forbear since Pauline is no China doll - she's alive, she glows.

The Joneses went to Boise, Idaho for a while, and Pauline worked for West Coast Airlines, and took lessons in Latin American dancing (we'll check MARJ DRAIN on this). Pauline likes to do handweaving - mats, rugs, etc. - at least her husband doesn't have to wear them.

No advertising department is complete without an artist. This would be a good place to stop, but we have more data about LLOYD OLSON. We asked Lloyd what the extra "l" did in his first name. He quipped about people trying to knock that "l" out of him, but we didn't get an answer to the question. Lloyd was born in Minnesota (on account of being named Olson) and at the age of four thumbed his way to Portland. Tourists who picked him up along the way thought it odd until he gave them a childish cock and bull

story about being a young prodigy. Then they dumped him at the first gas station.

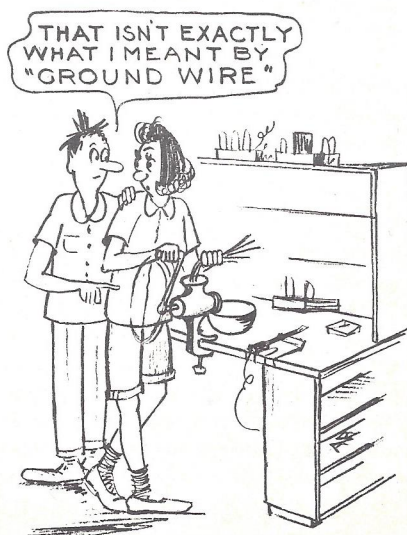
He left Grant High in 1944 to engage in nautical games pertaining to arming Navy aeroplanes, and served aboard an Essex class carrier. The only thing of importance during this time happened in Philadelphia when Cupid's ancient ordnance hit him (that means he got married).

After the Navy turned him loose, he studied advertising art in Portland for three years, then went into business with his brothers. Even artists get hungry, so Lloyd kept stomach muscles active by selling shoes. He came with Tektronix in May, 1951 and started in the silk screen department. When it was decided that scope advertising was an art, he was promoted to head of the Advertising Art Department. An unconfirmed rumor has it that Lloyd keeps three trained Gremlins in his desk drawer, hidden under an aspirin box. He slips them into the pockets of people who don't laugh at his (ho ho ha ha) "hot ones".

What we started out to do was tell the story of the advertising department, so we decided to serve the fruit salad, pepper pot soup and garlic bread first, and then wheel out the entree. Advertising is really an involved procedure, and requires many different processes.

It takes an appreciable effort to lay out an ad for the proper effect, and many books will tell you how to do this. After you have read the books, you may know how, but you still have to do it. The copy (Chuck) and the illustrations - photographs (Ed Egan) - and art work (Lloyd) - are set up together, the illustration as a half-tone cut and the copy in type. They are proof-read very carefully.

Cont'd on P. 12



Tub-Thumping...Cont'd from P. 11

This is an extremely intense inspection, as a single wrong letter may change the thought into something not at all intended. (At this point Lloyd's Gremlins are kept locked up in one of the "holes" in a transistor. Afterwards he gets a spare electron from the test department, inserts it into the transistor, and the Gremlins are free again.) KEN WALLING has a proof made into a plate for the multilith; he runs a number of copies to send to our representatives for advance notice of the ad. These are sometimes posted on our bulletin boards.

The original combination of the set type and the illustration is sent to the "foundry" where a mould is made. The required number of castings are made from the mould, mounted on wooden blocks, and sent to the magazines that publish our advertisements.

All through this hectic period, Pauline is typing, walking, checking, talking, reading, noting, and occasionally stops to not have a cup of coffee.

'Mailing Pieces', similar to the published advertisements, are sent to interested people whose names are on our mailing list of over 13,000. By this means, important announcements regarding our equipment are directed to those who need to know about our latest developments. The mailing list must be kept up to date by changes, deletions and additions; this, by itself, is a large and important chore.

The "New Products" columns of technical periodicals are used to good advantage. Inquiries from these announcements are checked carefully, and requested information is forwarded to the asker.

Catalogs are published twice a year. This very important function also requires extreme care in getting accurate information printed without loss of decimals or dignity.

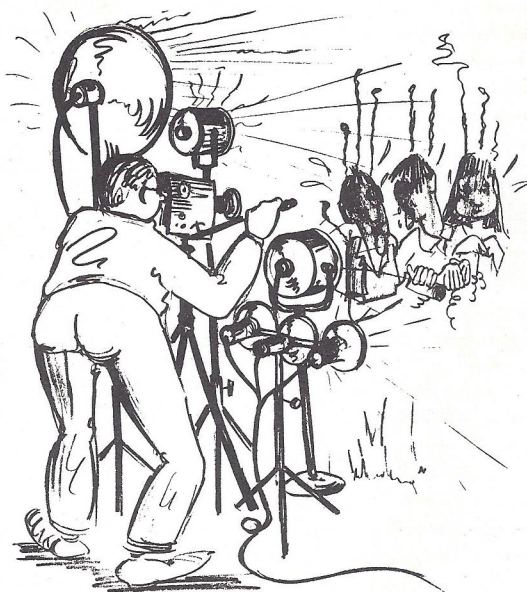
Odd jobs done include mailing technical releases to representatives, processing accounting department payroll sheets, and supplying our field offices with forms and stationery.

It's all very fascinating, but after hearing Chuck tell of all the intricacies, pitfalls, checks and counter-checks, we'd rather go back to the dungeon and test scopes. It works, though. People ask about our scopes, talk about our scopes and use our scopes. This we enjoy.

* * *

IT'S A GIRL

for the BOB LIVINGSTONS. Jean Carol, weight 7 lb. 8 oz., arrived on September 1st.



THIS SHOT ISNT GOING TO BE TOO HOT.

* * *

MARRIED

on Saturday evening August 29 were SILVA AUSTIN of the front office and Don Kephart. Many here remember Don who worked summers at Tektronix in assembly and silk screening - matter of fact he drove the truck for the big move from Hawthorne. The wedding took place at Rose City Park Methodist Church.

* * *

CONGRATULATIONS

to CHARLES JAY who was married to Jenny Portello on August 15 at the Central Christian Church. George and HELEN RILEY were included in the wedding party, and the reception was held at their home.

* * *

A THIRD DAUGHTER

and a fourth Lou for JACK HENDERSON, with the birth of Debra Lou on September 2. Barbara Lou and Jack have two other daughters, Mary Lou and Nancy Lou. The latest little Lou weighs 7 lbs. 1 oz.

* * *

TWINS TO TWOSOME

Charl and JOHN MATTHEWS happily announced the arrival of twin girls, Cynthia Lynn, five minutes older than Sandra Elise, born on August 14, each weighing 6 lbs.

* * *