





### **Visitors Always Welcome**

The door is always open at Tektronix. Each year hundreds of visitors are welcomed and escorted through our modern air-conditioned factory. Now, with increasing ease of travel, many more of our friends will find it possible to visit us. We sincerely hope to have the opportunity to be host to you sometime in the years ahead. Until that time, the operations portrayed in this booklet will tell you a little about our methods and philosophies.

## ***Tektronix, Inc.***

was organized as an Oregon Corporation in January 1946 for the purpose of developing and manufacturing cathode-ray oscilloscopes. The owners all had extensive wartime electronic experience, in either military or civilian capacities. All hold active supervisory or engineering positions in the organization.

In reviewing this backlog of experience, a large portion of which pertained to oscilloscopes, it was felt that a valuable contribution could be made in this field. This decision has been strengthened by the passage of time, and by the exceptional response of science and industry to the efforts that have been put forth.

The primary interest of Tektronix is the further development and improvement of the oscilloscope, not only as a "quality observation" device but, increasingly, as an accurate tool capable of precise quantitative measurements of time and amplitude. All present efforts are toward accomplishment of this goal, and all other Tektronix instruments have been developed for the purpose of supplementing and augmenting the operation of the oscilloscope.





### Engineering

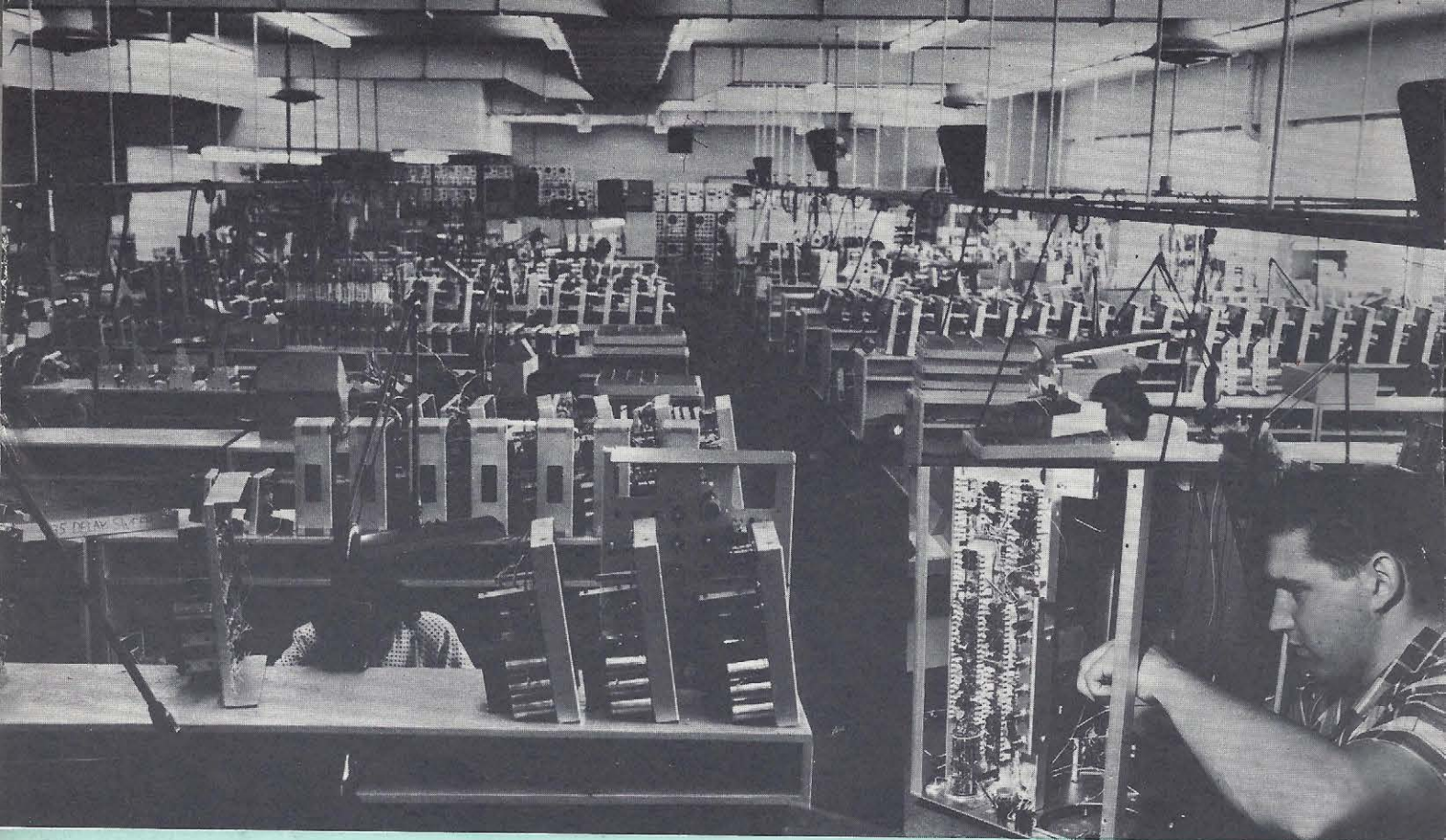
Tektronix is an engineering organization primarily concerned with the advancement of the oscilloscopic art. To assume and maintain a position of leadership in this field, our engineering department is staffed with engineers chosen more for their practical experience and intuitive thinking than for pure educational background. The combined efforts of this group have produced instruments that have contributed much to the advancement of the oscilloscope as a precise measuring tool.

### Cathode-Ray Tube Manufacture

Since characteristics of the cathode-ray tube so greatly influence the design of the oscilloscope it was evident that many real benefits would result from designing and building our own cathode-ray tubes. In so doing the cathode-ray tube can be more closely integrated into the overall design of the oscilloscope by "tailoring" its characteristics. This development of tube and oscilloscope as a complete instrument results in basic design improvements, providing the user with the best obtainable in laboratory oscilloscopes.







### Instrument Wiring

Each chassis or section of an instrument is wired as a unit by one worker. These wired sections are then mechanically assembled and electrically connected by a final assembler. A thorough inspection and wiring check is made on each instrument before sending it on to the test and calibration department.



### Metalwork

Metal parts are manufactured in a way that permits changes to be made at any convenient point in a production run, without sacrificing expensive dies or requiring costly machine alterations. Engineering developments that will improve instrument performance can therefore be incorporated in a production instrument with a minimum of delay. Almost all metal parts of Tektronix instruments are made of aluminum alloy for durability and light weight.







### Plastics

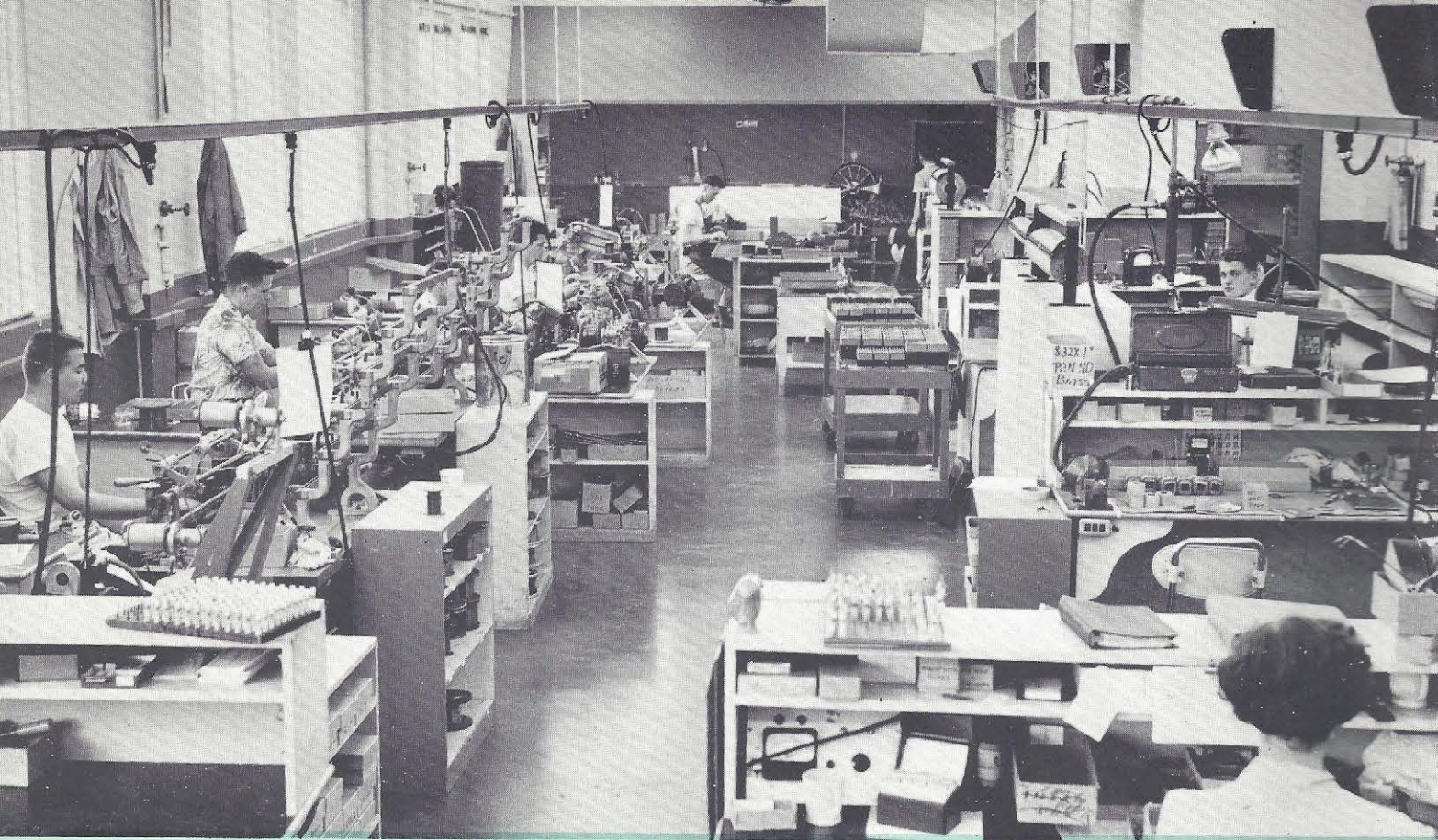
Many occasions arise in the development of Tektronix instruments when outside markets are unable to provide, on short notice, parts functionally designed for a particular application. To overcome this deficiency in the plastics field, Tektronix operates a complete plastics department entirely devoted to designing and supplying these special items for our own needs. Some of the parts manufactured here are insulated probe shells, knobs, coil forms, cable and lead ends.

### Ceramics

As a result of our encouragement and acceptance of individual thinking, one of our employees saw the need for and developed a ceramic terminal and component mounting strip. This new idea has contributed greatly to the reduction of both design and assembly time of Tektronix instruments. Many other special parts particularly adaptable to the ceramicist's art are also manufactured here, resulting in more economical manufacturing methods and better electrical design.





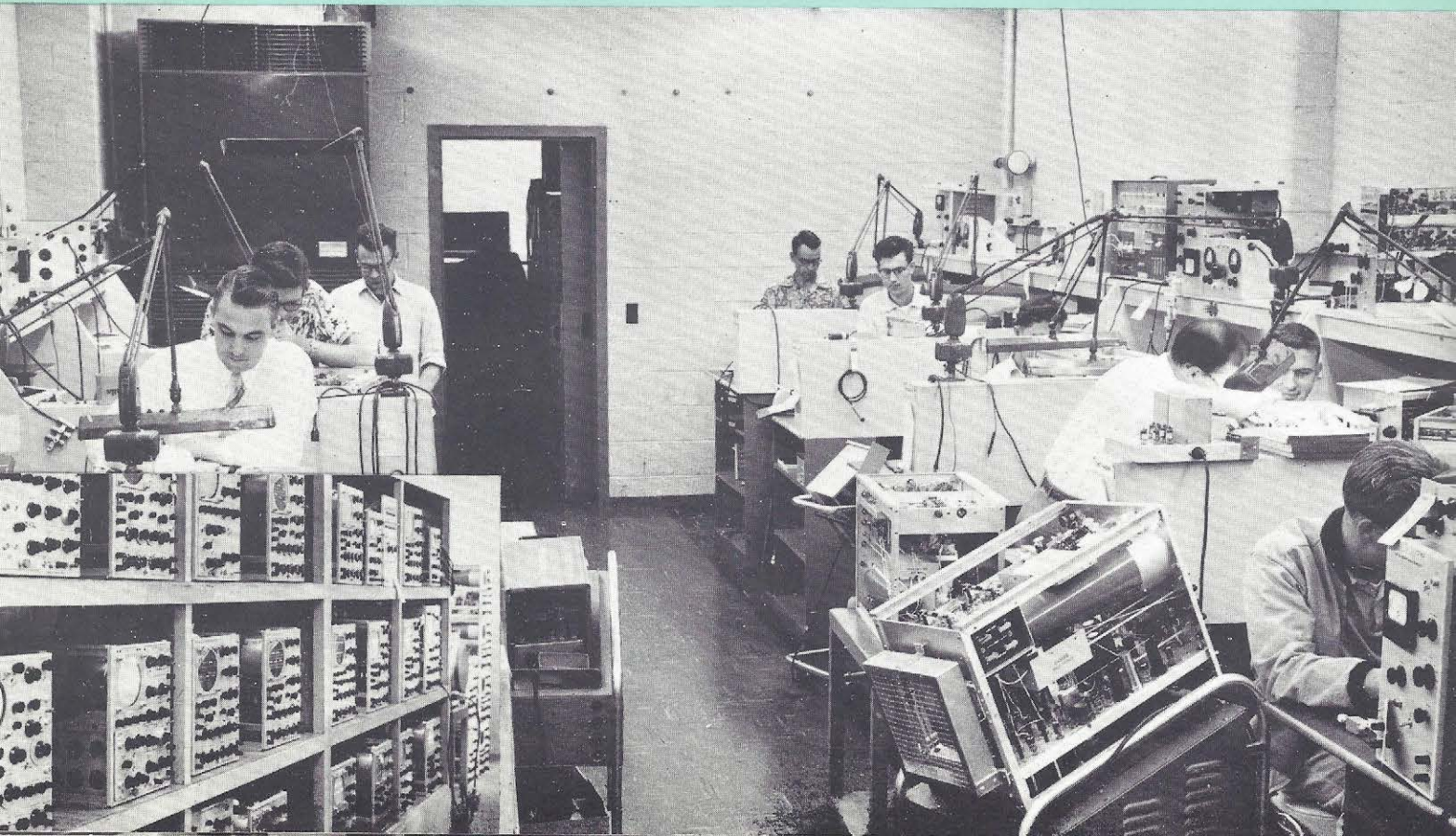


### Transformers

Our basic philosophy of continually improving production instruments made manufacturing our own transformers and special coils advisable. Here, as in many other integrated departments of Tektronix, ease of change and direct control of quality and quantity help to implement this basic philosophy. These advantages, coupled with benefits derived from the ability to quickly prepare experimental engineering items, result in more rapid advances in the oscilloscopic art and real economies to our customers.

### Quality Control

To insure that Tektronix customers will receive consistently accurate and dependable instruments, our test and calibration department, staffed with competent, skillful technicians, thoroughly checks and calibrates each instrument in accordance with a predetermined check-off list. Each instrument is also cycled under controlled conditions for 24 hours. At the end of this period the instrument is re-checked by a carefully trained quality-control engineer and final adjustments are made prior to shipping.







### Export Packing

Our regular domestic carton is wax wrapped and then placed in a cushioned, waterproof, fiberboard carton, providing safe and economical protection for overseas shipments. This is one of the many services provided at minimum or no cost to implement the Tektronix policy of making our instruments available to customers throughout the world at standard catalog prices without premium or markup of any kind.

## Tektronix Overseas

To provide first-hand assistance to many customers, we have carefully selected and established distributors in a number of overseas countries. We cordially invite your consultation with these people; they will be most happy to offer the benefit of their experience with technical questions, the placing of orders, arranging for payment, and most important, providing assistance with application and maintenance problems after delivery of the instrument.

To assist our customers in countries where a Tektronix distributor has not been established, and also to provide direct service to our overseas distributors, Tektronix maintains a complete export department. The competent, experienced personnel in this department will welcome the opportunity to take care of the many details pertaining to an overseas shipment, including pro-forma invoices on request, license to export, arrangement for shipping space, and purchase of insurance. In this way a direct saving is offered the overseas customer by making it unnecessary for him to secure the services of a third party in this country. Equally as important, when we have the opportunity of serving the overseas customer either directly from the factory or through our authorized distributors, maintenance and modification information, and replacement parts can be forwarded directly to user with minimum de-

lay. This will permit him to keep his instrument in excellent operating condition and allow us to properly and speedily discharge our responsibility, not only under the terms of our one-year warranty, but also for as long as the customer wishes to maintain his instrument.

We are all working toward and looking forward with much pleasure to the day when world monetary conditions will become stable enough to offer all overseas customers the simple courtesy of open-account transactions. In the meantime, however, for your protection and ours, we must ask for payment by letter of credit or by cash in advance. May we kindly point out that the latter method offers considerable saving to the customer in eliminating the expense of securing a letter of credit and by allowing us to extend the courtesy of one per cent cash discount. Considerable time may be saved if the letter of credit or bank draft is forwarded with the order and import certificate.

We are continually striving to provide the very best of instruments and services to our customers the world over. Please write or cable inquiries directly to us or our overseas distributors. It will be a pleasure to have the opportunity of providing our assistance.



# Tektronix, Inc.

AN OREGON CORPORATION

## EXPORT DEPARTMENT

P. O. Box 831

Portland 7, Oregon

Cable: TEKTRONIX

Tektronix export sales activities are conducted from the home office, either direct to the ultimate user or through the medium of engineering sales organizations located within the specific country. Tektronix products are available at the published catalog prices, without added markup or premium of any kind, to users throughout the world.

## TEKTRONIX OVERSEAS DISTRIBUTORS

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<b>BRAZIL</b> Empresa Comercial Importadora Limitada Rua Araujo Porto Alegre, 70-8. <sup>o</sup> Phone: 42-9460 and 42-9649    J. M. Tourenq	<b>RIO DE JANEIRO</b>	<b>HOLLAND</b> I. R. C. A.    P. Graanstra, Ing. 92 Paradysstraat Phone: 0 1700 - 722449	<b>VOORBURG</b>	<b>NORWAY</b> Eugen Nilsson Mollergaten 8 Phone: 33 14 28—33 27 62 Jens A. Stavnes	<b>OSLO</b>
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<b>ENGLAND</b> Livingston Laboratories Limited Retcar Street, London N. 19 Phone: Archway 6251 F. Livingston Hogg M. R. Hogg	<b>LONDON</b>	<b>ITALY</b> CESA-Electronica viale Liegi, N. 62 Phone: 846.592—865.722	<b>ROME</b> Carlo Daroda R. Del Minio	<b>SWEDEN</b> Erik Ferner Bjornsonsgatan 197 Bromma Phone: 377700	<b>STOCKHOLM</b>
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Other OVERSEAS areas please write or cable directly to TEKTRONIX EXPORT DEPARTMENT