

TEK TALK

SPECIAL EDITION

Employees' Publication of Tektronix Inc.

May, 1957

IRE SHOW Throngs See New Instruments

Maintenance Group Grows Into New Unit

One of the concerns of the Market-Division of Tektronix, headed by Dal Dallas and Byron Broms, as well as any distributor of quality instruments is seeing that the customer who buys, is well satisfied. A great deal of their problem is solved by getting up-to-date information out to the customer-technicians, engineers and field representatives.

FIELD INFORMATION, a department under the direction and guidance of Will Marsh, disseminates this aid through his Promotion, Field Service, Manuals and Field Maintenance groups. The latter is a new unit made up of a group of people that have done much the same work previously but not under the same supervision.

Originally concerned with the repair of customer's instruments the functions of the group became involved with other things that were necessary but fell into a rather haphazard pattern. Modifications, modernization of older instruments, and recommendations for modifications from the field were all taken care of but it was decided to make a collective effort to do these things in a more unified way.

Now headed by Jack Henderson, the group is located in the northeast corner of the main building near the shipping department. The people contributing to this effort are Margie Miles, Walt Dedrick, Paul Hansen, Chet Harding, Robert E. Johnson, Pius Scheer, Pete Unger and several Field Engineering Trainees: Art Andersen, Udo Lindenmeyer and Lee Cooper.

One of the problems worked out by these people is the field modification information that is compiled and written for release by the Technical Release Group working under Dick Schmidt. Jack Henderson and his people actually do the modifications that have been recommended by engineering to increase the performance, stability, etc., of units all ready completed. Each step is then carefully followed through and a rough draft of the description to be sent to the field is jotted down.

The ideal modification kit with accompanying literature would include all exceptions, variations and tips on procedure that would cover all instruments of any particular type. This is of course difficult to do and still have a modification manual that doesn't read like a treatise.

It comes out something like this: "...the wiring changes are as follows:

1. Locate and remove the two white and gray wires tied to Terminal 3 on four-terminal ceramic strip shown in Fig. 1.
2. Remove jumper between terminals 1 & 2 etc."

It is logical that a Field Engineer and people familiar with work of a repair nature would best describe the way to go into a more detailed description for customers using older models.

The problem of controlling stock of obsolete parts, and also that of regulating what should be kept in the Customer Service stock is a grad-



"EXPOSITION CAPITOL OF THE WORLD"— people from the world over to attend its colorful Trade New York City— located at Columbia Circle, 59th St. and Public spectacles. & 8th Avenue. The fabulous 9 acre Coliseum attracts

ually growing detail of Field Maintenance.

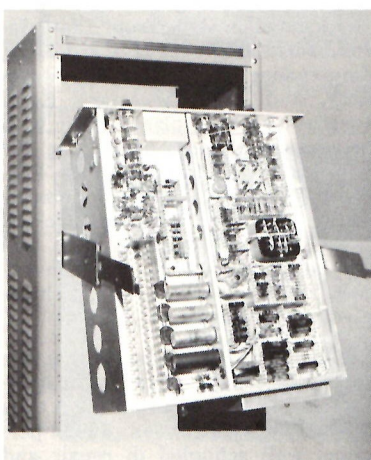
The Tek Instrument Pool is also under the jurisdiction of this phase of Field Information. Here a card file is kept on all Tektronix owned equipment that is currently available in useable condition. Thus if an urgent need for loan or replacement occurs, Field Maintenance can tell at a glance what service can be rendered.

TEST and FIELD MAINTENANCE work cooperatively as many of the modifications and their description require the approval and common assent of all concerned before a Field Information release is issued. In this regard of course the Engineering Department is also consulted and eventually the customers and field men are informed of the latest idea to make the oscilloscope an even better source of analytical information. New methods as well as new tools to do their work are being checked through and mailed to the man in the field. There he brings to the Tektronix customer the best that the people here can produce... "...and limited only by the current state of the art."

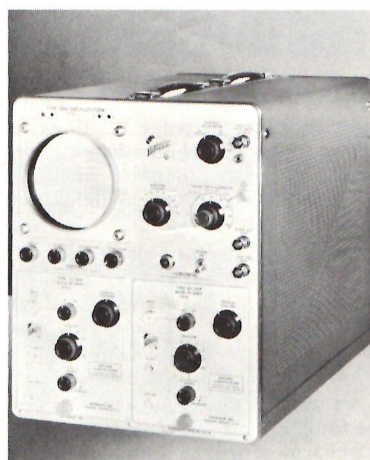
* * *

MAYDAY IS COMING!

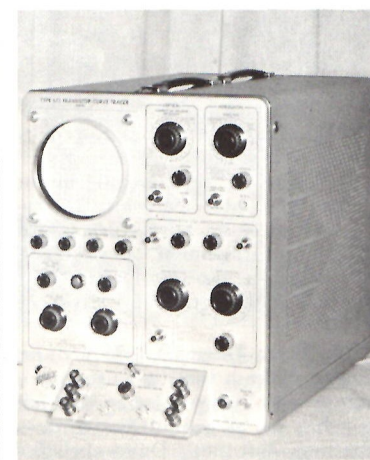
NEXT ON PRODUCTION SCHEDULE FOR TEK



Type RM15



Type 536



Type 575

Stars Of IRE Display In Prep.

Two of the new instruments shown at the booth in New York, the RM15, and the 536 are already in pre-production. Listed in the new catalog with a tentative initial shipment date of August 1st, 1957 these instruments are important in the marketing and manufacturing plans for the coming year.

The Type 536 has characteristics that make it adaptable to a wide range of laboratory applications. Its versatility is due to the use of plug-in preamplifiers for both horizontal and vertical deflection systems.

The Type RM15 is a mechanically arranged Type 515. The instrument mounts to the rack on slide-out tracks. It can be pulled forward, tilted and locked in any of seven positions for servicing convenience. It is designed to mount in a standard 19 inch rack.

In step with the high interest in the "Mighty-mite" transistor, a third instrument, the Type 575, was also shown. Capable of accurately plotting seven different transistor characteristics, the 575 traces out the 'inside story' of the transistor on the face of a cathode-ray tube. The tentative specification lists a starting date of October, 1957 for the 575.

More Than A Dream



The Tektronix Type 316 is a dc-to-10 mc portable 3" oscilloscope with the desirable features of larger bench-type laboratory instruments. The latest Tektronix circuitry is employed in this compact instrument, including balanced vertical-signal delay. Wide vertical passband, high sensitivity and wide-range sweep circuitry of the Type 316 are exceptional for an oscilloscope of its small size and low weight. The tentative specifications indicate dimensions of 8½" wide, 12" high, 19" deep, and a weight of 38 lbs.

Tek Engineers Trek To East For Event

New York City—Mar. 18-22 Along with 800 other manufacturers, service organizations and allied interests; Tektronix went to the IRE SHOW. This is the high point of the year for the electronics industry and the many engineers who have prepared new ideas for presentation at the show. Here the newest product, the latest modification, and that new "Idea" is announced to IRE members and other exhibitors.

Much of the planning for the coming years' production is based on the reactions recorded here by the Engineers and Field Engineers. Trends in thought, competitors products, demand indications from customers and the individual interest shown by key men in the engineering hierarchy all go toward a forming up of policy for planned production.

Actually the IRE show is the Institute of Radio Engineers National Convention. This year, it was held at the new COLISEUM, in New York City, just off Central Park.

This is not a "convention" in the sense of a gathering that certain fraternal organizations hold. On the higher plane of scientific endeavor it brings together men with thoughts of the future into a community of mutual interest.

Papers are presented on new ideas that are the heart and life of the electronics field. One of the lectures attended by some of the people from Portland dealt in the realm of medicine. This paper actually described the human optical system in terms of intelligence transmitted by electronic means. Photo receptors, nerve generators and memory interpreters are still rather vague things even when they call them "bunches of energy" to most of us. But there are such things and when ideas become realities it's the 'fustest with the mostest' that gleans the harvest in orders and sales. (Boys with the desire to learn more about such things need a good oscilloscope-you see.)

Attending from Portland from Tektronix were Howard Vollum, Dick Ropiequet, Earl Scott, Dal Dallas, Bill Polits, Dick Rhiger, and Rodgers Jenkins. Organization of the four day show was handled in the East by Jack Cassidy, the Eastern Division manager. (Jack was stricken with the mumps the second day of the show—worse than missing your own birthday party!) Howard Vollum spent many hours aiding the boys at the booth, answering the hundreds of questions and meeting the throngs of visitors to the show. Eastern Division Field Engineers manning the booth were: Jerry Kraxberger, Leo Wulff, Harry Mayo, Dick Phillips, Howard King, Harry Roseberry, Jack Cassidy, John West, Chris Christensen, Ray Lisiecki, Scotty Pyle, Warren Shepard, Marvin Crouch, Harry Allison, Joe Vistica and Scot McIndoe, George Edens, our Central Branch manager attended also.

Prior to the March 18th opening of the SHOW, all the field engineering people attending were informed of the important changes relative to development and production of the instruments that were being shown at this years booth. This was done

(Continued on page 3.)

Tek Talk

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A Bit On Automation

Secondary only to the transistors in interest at the IRE this year was the area of computers and automation. Of the trend toward automation, Dr. Alfred N. Goldsmith-Senior Consultant, Electronic News; said this:

“Another basic trend in the electronics industry is the increase in the use of automation. Automation is a term with which to conjure these days. And certainly continuous and automatic manufacture on a large scale has an appealing sound. But some cautionary comments are nevertheless very much in order.

For successful automation, the type of product must be critically considered as to its suitability for automatic production. The stability of its commercial market is also controlling in determining whether to embark on the costly automation process with its inherent implication of steady and protracted production.

In relation to automation, it is hardly necessary to mention the modern printed, etched or plated circuits; the refined switching sub-assemblies; the adaption of the progressive-step production or assembly method to a wide variety of apparatus (as an extension of the earlier electron tube manufacturing machines); and a multitude of specialized feedback-controlled processes. For automation is rapidly extending into the manufacturing, warehousing inventorying, ordering, inspection, accounting, billing, and other processes of modern business.,

Automation therefore implies more accurate and longer-term market production, and systematic attempts to achieve a reasonably controlled market stability through coordination of demand and sales promotion.

It also assures reeducating employees for new and more thoughtful tasks, and wisely bridging the interim period between the older and newer production processes.

Only thus can certain hardships be avoided, and onerous Governmental supervision become unnecessary.

Broadly, automation, despite growing pains, promises to be a most helpful agency in industrial and human progress.”

Dave Spinks Training Dept. Head



Dave, after spending some time assisting the Personnel Department in interviewing has returned to the Manufacturing Division. Here as

head of the Training Department, Dave is carrying on the duties that has made him so familiar to all new people at Tektronix.

Production of quality instruments demands quality work at each joint and seal. Dave endeavors to give Tektronix the type of production from his trained people that will maintain the perfection required by Quality Control.

The ability to train people in the manufacture of electronic instruments requires an admixture of patience, encouragement, persistence, and perfection. To this Dave adds a perpetual smile, and he strives to please.

(Ed. Note: Dave has told us of his plans to make a trip to Europe this summer with his wife, Joyce. Sounds like what we all would like to do—sometime—but that's Dave—he's doing it Now!)



Judy Giesbers, foreign correspondence secretary in the Export Office at Portland, Dr. Max Muller, and Byron Broms, Assistant Manager of Marketing.

THIS SWISS-- PLANT VISITOR

After attending the IRE SHOW in New York, Dr. Muller journeyed to the West coast. While here he spent a day at the plant with Byron Broms, touring the buildings; and no doubt they had many a new thought to iron out on the things he saw and heard in the East.

Dr. Muller represents Tektronix as Chief Engineer for Omni Ray, our Overseas Distributor in Switzerland. He is a nephew of Dr. H. Pfenninger, manager of Omni Ray. A bachelor, Dr. Muller attended the Swiss Federal Institute of Technology where he received his degree in EE in '52. He served as a research assistant there for 3 years, doing work on medical electronics. Dr. Muller received his Doctors degree in 1955.

(Omni Ray restricts its activities to professional instruments in approximately six or seven major lines.)

Dr. Muller stated that his hobby is photography which will no doubt help him record the highlights of his trip. After leaving here he planned to go to San Francisco and then on to Mexico for a vacation before returning to Switzerland.

There are 20 people in the Omni Ray organization. Four of these are Sales Engineers. They have two service technicians, and of course Mr. Steinegger with whom our people correspond in regards to the purchase of Tektronix equipment.



Jack Henderson
Heads Up New Field Maint. Group

One of the earlier arrivals at Tektronix, Jack has been a 'first' in other areas too. His history at Tektronix dates back to January 18, 1949 when he began working in the Assembly Department.

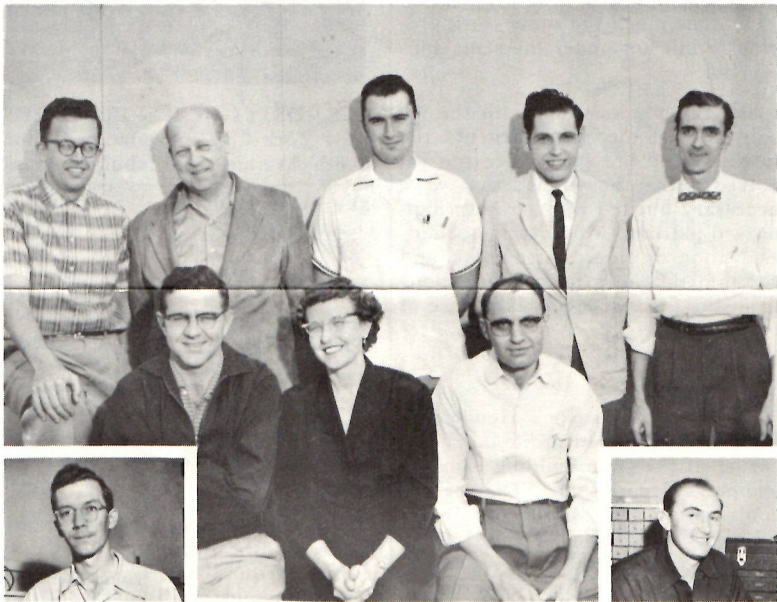
Jack built his own 512 at home (which is no longer done) and this was the first time it had been done. He, as assistant to Bob Herren, became the first Group Leader in Test. This was about the first of November in 1951.

As business increased a watchful eye was needed to clear credit for our customers and Jack was transferred to the office as Credit Manager. Later on as orders and more orders came in it became very necessary to set up production schedules and a system for order processing. Defense orders, Specials, and so forth required special handling. Jack entered into this maze to give delay estimates, set up a card system (priority control), and give sequence to the manufacture of instruments according to customer orders.

When repair of customer's instruments became a major service problem of the Field Information Department, Will Marsh needed a man with experience in customer relations as well as in technical know-how to correlate repairs, modification kits, and recommendations from the field. Jack was selected to do the job.

Jack lives in West Slope with his wife, Barbara Lou, and a family of four children. These girls—Mary Lou, Nancy Lou, Debbie Lou and finally a boy—Rickie (you guessed it!) Lou.

An article describing more fully the functions of the department Jack has charge of will be found elsewhere in this issue.



FIELD MAINTENANCE GROUP

Back row: left to right, Trainees Art Anderson & Walt Dederick. Robert E. Johnson, Paul Hansen & Jack. Front: Lee Cooper, Margie Miles, and Chet Harding. Insets: Pete Unger left, and Pius Scheer right.

New Field Offices

Bringing the factory closer to the customer is the basic reason for the recent opening of additional field offices in the Kansas City and Long Island areas.

Field Engineer Chuck Bouffiou is now offering his technical skills to the Tektronix customers from a new office located at Mission, Kansas (a suburb of Kansas City). Field Secretary Lena Boyd is on hand to assist Chuck by getting parts and maintenance information out to our customers by telephone.

Another field engineering office is now located in Albertson, Long Island. Field Engineer Howard King, Maintenance Engineer Harry Roseberry, and Field Secretary Edith Norton have been placed there with the express purpose of helping the customer get the most from his Tektronix instrument. A complete repair facility is being set up here. A selected stock of replacement parts will also be maintained for the convenience of customers availing themselves of this field activity.

It is gratifying to know that the precision work demanded in the manufacture of these instruments is guarded by the attention of field personnel well schooled in repair and maintenance.

MAYDAY Is Coming

Blood Bank Deposits Possible Soon

Your Drive Chairman,

Don Pratt, (Finals) has reminded us that May 17 will be the day that the Bloodmobile will come to the Beaverton area. On this day it will be possible for Tektronix people to arrange time so that they may give a donation to the Tektronix Blood Bank.

This is an opportunity to add to the store of blood that may either save a life of one of our members or relieve the burden of financial stress when numerous transfusions may be necessary.

As in the past you may sign up with a Galloneer in your department. He will see that time is arranged for you at your convenience to give your donation on May 17.

SEE YOUR GALLONEER!

IRE SHOW (cont. from page one)

in private, on Thursday and Friday, March 14 and 15 at the Barbizon Plaza Hotel. Split into morning and afternoon sessions the forums were conducted by Engineers from the Portland plant. Dick Ropiequet discussed new developments which the Engineering Division is considering at the present time for instruments that may not be in production for over a year or more. At the same time suggestions and reaction to these thoughts from the field people present were noted. Current plans for the production of new instruments which were introduced at the show were voiced by Dick Rhiger. He also discussed with the engineers some of the field problems they were currently interested in. Earl Scott briefed those attending on the organizational aspects of the Test Group and problems related to their work. Bill Polits demonstrated the new Type 575 Transistor Curve Tracer and accompanied the actual demonstration with a description of the circuitry which has been used in the new instruments.

The Field Engineers from the area were assigned times for attendance at the booth. When they were not so engaged there were other IRE activities that attracted them.

A high interest in the new instruments shown was in evidence as the show closed and representatives left immediately with the show models to confer with interested engineers. Dick Phillips, Boston, and Dick Rhiger took the 551 (DUAL BEAM OSCILLOSCOPE) to the Lincoln Laboratory at MIT. (This is a government sponsored research laboratory.) While in Boston they also saw the people at General Radio. Bill Polits left with the 575 Transistor Curve Tracer to show its applications to the General Electric people at Syracuse, New York. He also met with the IBM Endicott organization there. Earl Scott called on the New York area offices before returning to Portland.

Dal Dallas took off on an extensive trip to the Field Offices in the Central and Southwestern areas. His Itinerary showed stops in Philadelphia, Cleveland, Toronto, Chicago, Minneapolis, Dayton, Kansas City, Dallas, Houston, Albuquerque, Phoenix, Los Angeles, and San Francisco. Besides the 316, 575 and 551 pictured in this issue of Tek Talk, many other instruments taken from Production were displayed. Tektronix was also represented at the IRE show by loaning instruments to the other exhibitors for presentation or demonstration of their own particular products. A total of fifteen other booths used Tektronix equipment in the show.

Here is where the promise is made, that Tektronix can design and build a quality instrument unsurpassed by any other wherever a Cathode-Ray Oscilloscope is required. At Tektronix, here in Portland and in Field Offices throughout the United States and the World the promise is kept, by you-you and you.

Philip Querido reported in the Electronic News that this year's IRE SHOW had attracted some 50,000 persons, including representatives from 35 foreign countries. 17,000 pieces of equipment, valued at more than \$10,000,000 were exhibited in 800 booths.

This biggest of all conventions was dominated largely by one of the smallest components—the transistor. This little midget with its hundreds of applications was considered king of the show, with high interest also being shown for recent advances in the fields of computers and automation.

Tektronix in step with the high interest in transistors had the Type 575 Transistor Curve Tracer to show the eager viewers that thronged through the 2½ miles of booths.

Your IRE SHOW Photograph Album For 1957



Entrance to the Show— RAIN HA!



Main Lobby of the Coliseum. Fantabulous isn't it?



"Dr." Polits making incision— those boys in Shipping really wrap a neat package don't they? —their secret love, things well packed and stacked I suppose!



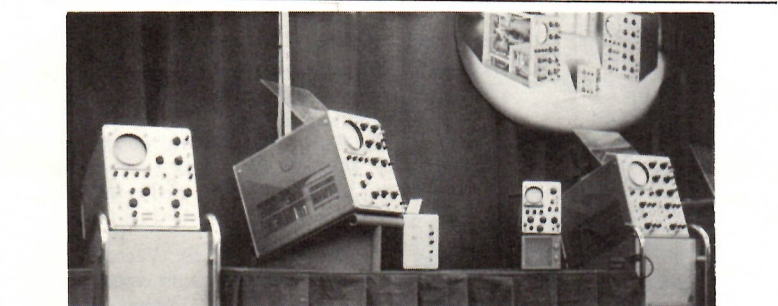
John West, Bronxville. (and that lustrous lookin' layout!)



Leo Wulff, Baltimore — Harry Allison, Bronxville. Harry is evidently rather dubious about the whole thing.



Earl Scott, a visitor, Scotty (Syracuse), Harry Mayo, (Boston) —the \$64,000 question.



The Tektronix booth set up prior to the show.



Visitors talking to Scot McIndoe, center and Ray Lisiecki, Syracuse, far right. (Note the fine mural background accomplished by Lloyd Olson's air-brush. Not just professional, Tektronical!)



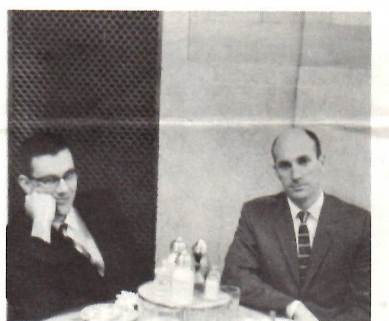
Not part of the Display— just visitors. Marion Rothfuss, Bronxville, Alice Henwood, Union. Note the partially exposed Chassis—nice huh? Probably a 316?



Caught with my Shutter down! Ray Lisiecki, Syracuse.



Dal Dallas and Bill Polits— on the fence about some interesting innovation in instruments no doubt.



A father and son banquet? Rodgers Jenkins, Portland and Dick Ropiequet.



Jack Cassidy, Eastern Branch Manager, a glimpse of Bill Polits, Dal Dallas (back to camera), and Marvin Crouch, Toronto.



Chris, (Philadelphia) showing a visitor some of the finer points. Take a good look gals and guys... for there's the works wide open to the scrutiny of all comers...and the quality will count... a job well done.



BIG JOKE! (three fly-boys and a little hangar maneuvers) Dal, Jack Cassidy, and Chris. Reminds me of one about the guy who got the mumps!

Personalities At Home And Abroad



ED KELLOGG
PERSONAL DATA

Born November 7, 1920, in Rosedale, Kansas.
Married, to Edythe.
They have two daughters; Sharon, age 15 and Kathlynn, almost 5.

Ed came to Tektronix in July of 1956. Since the time he arrived here Ed has made stop-overs in many departments in the plant to become familiar with the people and methods used in our operation. About the first of Feb. he arrived at the post he was specifically hired to fill. As Supervisor of the Catalog Order and Billing Departments, he is responsible for the handling of these necessary and important phases of Marketing.

With the growth of orders and the number processed there was a grow-

ing need for simplification and more organization in these areas and Ed was selected because of his aptitudes and experience in this type of position.

Ed got his B. S. at Eastern Oregon College of Education; he also attended the University of Oregon School of Law. While EOCE he was student psychometrist in charge of the laboratory there for two years. He also served as business manager and editor for the school publications. For three years, Ed was an inspector of parts for the North American Aviation Co. He also has held various other supervisory and management positions including an interesting year as specialist in electroencephalography for the U. S. Army at Ft. Lewis, Wn. Ed designed and supervised construction of this laboratory that is now in use at the Madigan General Hospital.

Ed says, "I liked Tektronix when I first came out. Like it even better now. A terrific organization where human values are placed first."

BILL BESSEY

Born in Washington D. C. Nov. 7, 1923; Bill at the age of 3 moved to Palm Beach, Florida (with family of course). Here he lived for one year or until a hurricane blew their house down. The next five years were spent in New York City after which they moved to Portland, Oregon.

As Bill says, "I attended Irvington and graduated from Grant High in 1941. Spent four years at University



of California at Berkeley, a year at Oregon State College— then into the service.

U. S. Army December, 1942 to April 1946. 89th Division, 354th Infantry. Gunner on a 60 mm mortar— (carried the d--- thing clear across Europe).

Started University of Oregon in the summer of '46— got my first A in college in Psychology so decided to be a Psychology Major. Got my B. S. in '49 and my M. S. in '50 specializing in Psychometric tests and counseling.

Went to work in September of 1950 for the Mental Health Assoc. of Oregon as Educational Director. This involved work with parent, civic, and professional groups in promoting mental health. Moved directly from this job to Portland State College in October of '52. Part-time instructor and counsellor for the V. A. vocational guidance which was located at Portland State. At this job until December 31, 1956. And now TEKTRONIX."

(Ed. Note: After completing the indoctrination tour to familiarize himself with the many jobs and situations at Tektronix, Bill completed the research on the Testing and Hiring program that had been started by Irv Smith and Bob Newberry. Presently engaged in Employment interviewing, we hope Bill can make a good contribution as a counselor in Training as well as in Hiring. He will probably get into the personal counseling field as well.



IRV SMITH

Born 1923 in Seattle.

Childhood—uneventful.

High School: Mount Hermon, Mass. Beaverton, Oregon.

Service: Bomber Pilot, 8th A. F.

Univ. of Washington 1945-50.

Pre-Med. Psychology & Education. B. S. in Psychology.

Taught at Junior High School in Mercer Island, Washington 1950-53.

Reynolds Metals Co. Industrial Sales Spokane, Washington 1953-54 and Portland, Ore. 1954-56. (During which period I became acquainted with Tektronix—and made the biggest sale of my career!)

After completing orientation, Irv & Bob Newberry started a research

study of Tek's employment & hiring program. Before they had time to finish this both Irv and Bob were pressed into employment interviewing due to the sudden acceleration of production hiring. Irv has recently taken over the job of Employment Manager as assistant to Don Kepler. (Bob Newberry has transferred to the Controller's office to do work as Statistician.)

(Ed. Note: According to the Purchasing Department Irv was one of the most genial supplier's representatives to ever darken their door. He was very well liked by the Reynolds Co. and his experiences there in human relations plus the favorable impressions he made on our people greatly enhanced Irv's background when he declared his interest in becoming a Tek.)

"MINNEAPOLITANS"



Don Clifford



Shirley Heeson

Well settled in their quarters where they opened the Minnesota branch office earlier this year, are these two, well known to the Portland Tek's. Don is well known in his territory, having travelled this area out of Chicago.

Shirley, it will be remembered, had the opportunity to continue her association with Tektronix in the new office after a leave from Portland to return to family and friends in her home town near Minneapolis. How fortunate can you be? And how nice for Tektronix!

REQUEST 3547

Tektronix, Inc.
P. O. Box 831
Portland 7, Oregon

MAYDAY

MAYDAY

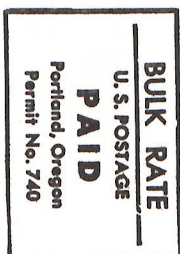
MAYDAY

MAYDAY

IS

COMING!!

Francis Frost
439 Prospect Ave.
Manhattan Beach, California



Mr. C. G. Buus

Directly concerned with Tektronix, a friendly chap, married, well known within the technical-scientific circle.

* * *

Peder Hyllestad, Secretary— does all the work nobody else cares to do. Age 40, single. (Ed. Note: Don't rush for passports girls, look what follows.)

Gerthe Pedersen, Bookkeeping— the tools in front of her is machinery which makes it nearly impossible for any of us to do some swindle.

* * *

Mrs. Inger Niebuhr, Supervisor of Bookkeeping. Nickname "Soester", a sister of all of us, married with a three year old son she is responsible for the special atmosphere of friendship ruling in our office.

Benthe Sorensen, takes care of Danish and English correspondence. Not married but engaged to a nice chap she has been with us 3½ years. Just the same whatever you ask Benthe to do her reply will always be 'Yes'.

* * *

Miss Nina Engelhardt, young, newcomer, friendly and always smiling she is taking care of Danish and German correspondence.



At last we have the writer and you will see how worn-out he looks. He is always saying: 'If we could avoid all the troubles with the customers and suppliers, life could be beautiful.'

Married, to Sonja and has three naughty boys Claus, Lars and Leif, ages 18, 14, and 12 and has a very noisy life. Despite all he is very pleased to run this little shop and extremely pleased to meet friends from the west-coast of America.

(Ed. Note: We are sure that everyone is interested in our contacts overseas and around the world. Thanks to Judy Giesbers for bringing in this material. Judy tells us Mr. Olsen may be over in May or June.)