

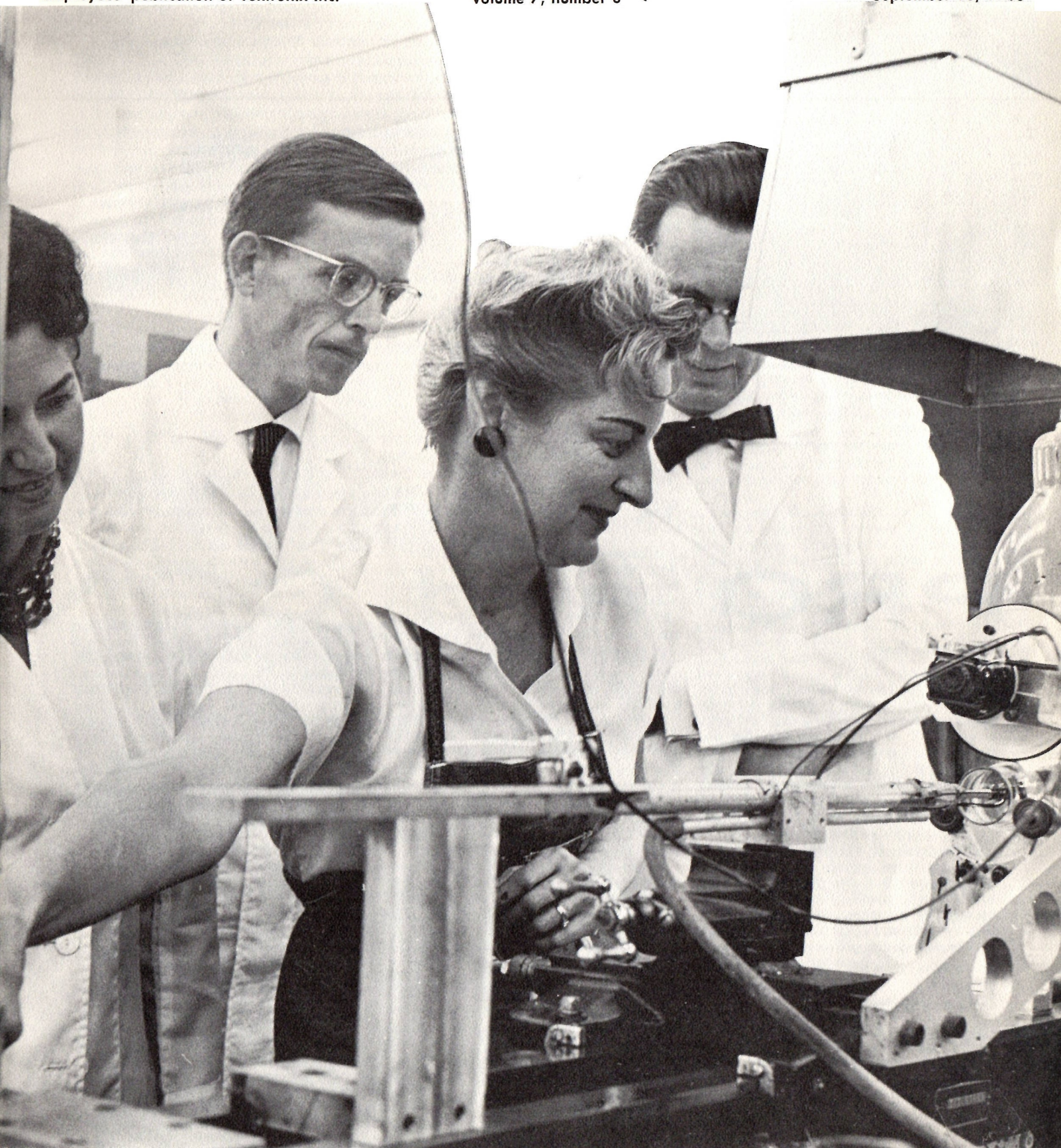


# tek talk

employees' publication of Tektronix Inc.

volume 7, number 8 •

September 16, 1960



***CRT people and our German representative's representative***



# tek talk *what about this open forum?*

Published and printed by Tektronix, Inc.,  
13955 SW Millikan Way, Beaverton, Ore-  
gon, by and for its employees and with  
the cooperation of the Printing, Photo-  
graphy and Advertising Departments.

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Dale Torbert  
Departmental News  
Don Holeman  
Procedural Writer

## EDITOR

Joe Floren

**COVER**—A recent visitor to Tektronix was Fred Spitzner (second from left), sales manager of Rohde & Schwarz, our German distributor. While touring the CRT building, he paused to watch Verna Harris busy helix-winding. Also pictured are Ella Hansen, CRT, left), and Bob Mitchell, Export.

An employee has mailed Tek Talk a letter to publish. Unfortunately, he didn't sign it, and so we can't print it. Maybe this is a good time to review the rules under which the Pro and Con column operates:

Tek Talk will print any bona fide employee letter that

(a) Is not libelous—that is, does not defame a person or group;

(b) Is not too long;

(c) Is signed, so the editor knows it's genuine. If, for some reason—say, fear he might embarrass his superiors or his department—the writer asks that his name not be published, it will be kept confidential.

Developing an open forum, limited only by these restrictions—and by the unwritten obligation not to damage Tektronix' competitive position in the electronics field—will mean some rough-and-tumble times. Unfortunately, not all unsigned, nonlibelous letters will be gems of reasoning; not all of them will be praise; not all of them will express popular opinions, nor is there any reason they should.

If all letters were "good" letters, maybe it would be nicer. But that's not the way of the world.

The question arises, who decides what a "good" letter is? Management? Not if Tek Talk is to be truly an employees' publication. The editor? He's only one individual, and has his own biases.

This leaves the reader himself. We're confident he has the capacity and judgement to weed the "good" from the "bad," to reject those ideas which don't hold water and accept those that do. In short, we share Tektronix' belief in the dignity of the individual.

We believe this:

That Tek Talk readers are discerning;

That they can tell a crank letter from one that isn't, and that they won't be stampeded, sheeplike, in any case;

That more good than harm will result from a free exchange of opinions;

And that out of the hodgepodge of "good" and "bad" letters there will emerge a true forum that reflects Tektronix employee opinions and stimulates serious thought on pertinent matters.

....J. F.

# PRO and CON

## Likes Open Forum

To the editor,

Even though I personally cannot agree with the person who wrote the letter in your recent issue criticizing the Tektronix stock list, I would like to take this opportunity to congratulate Tek Talk for its Pro and Con column which gives any employee a chance to speak out without his letter going in the wastebasket or without jeopardizing his or her job security or that of his or her associates.

Having only in the past year come to Tektronix from another company, I am greatly impressed by your attitude of management which allows freedom to express all opinions, even though they may be critical. I say thank heaven for this broad-minded philosophy.

(Name withheld on request)

## Dislikes Anonymity

To the editor,

The August 26 issue of Tek Talk had a letter to the editor about the "stock issue." I read with interest the writer's declarations. I was dismayed by some of

the conclusions he reached. I wondered more, however, about the effects of the anonymity of the letter. What purpose does this and other letters like it serve? Does it inform? Does it offer constructive criticism? Does it teach? Is it news? Art? Entertaining? Human interest? The only quality I could detect was that it was provocative.

This letter was not inspiring. It was not kind. It was not in keeping with fair play. And it was certainly not in good taste.

I had the feeling the printing of such a letter—one that impugns one's character or competence—seemed to imply that the person maligned is expected to rise to his own defense with explanations or apologies. This smacks of assault in my mind—as assault of a kind worse than physical.

On the same page of Pro and Con appeared a response, or rather a defense, against a similar unsigned letter. Although this responder handled it well, it still seems to me this kind of journalism—the kind that demands explanations by the one attacked—tends to encourage ir-

responsibility of both the paper and the individual.

If reader interest is the goal there must be better techniques available. If information is being sought, honest inquiry would be more likely to bring results, both to the reader and the inquirer. I don't feel I'm attacking the freedom of the press, but as a reader I would like to know WHO is saying WHAT and WHERE he stands.

Robert Fitzgerald  
Finance

## Once More, About Nepotism

To the editor,

Come on, Irv. Look in the telephone book.

Tom Hutchens  
Research

## Vote Split Asked

To the editor,

TEKEM stockholders, vote wisely!

We know we can elect one candidate, but let's split our votes and elect the top 10 qualified candidates.

Nominating committee for  
Erwin E. Ashenbrenner

(More PRO AND CON on page 6)



# WESCON 1960--Where Tek's Afield

## Met Tek's from Home

Tektronix was among 680 electronics exhibitors participating in the annual WESCON (western electronics show and conference) held August 23-26 inside Los Angeles' new Memorial Coliseum—and outside it, where overflow exhibitors set up shop in air-conditioned tents.

An estimated 42,000 persons visited the four-day show. It was a record attendance, and no booth was more crowded than Tek's.

Field engineers and engineering personnel from Portland manned our two adjacent booths, four at a time, three shifts a day, from midmorning until night. In charge was Ed Bauder, western regional manager.

About 30 people from the field—all our regional field engineers plus maintenance engineers from the Los Angeles area—were on hand for the show and for three preceding days of briefing sessions on new instruments and the regional market situation.

Field personnel included:

Dick Phillips (Denver), Don Clifford and Doug Cure (Albuquerque), Dick Elstrom (Phoenix), Ken Dellinger and Hal Dosch (San Diego), Lee Cooper, Roger Odom, Paul Magnuson, Howard King and Ed Bauder (Palo Alto), Odie Brynjegard, Warren Dixon and Dean Butts (East Los Angeles), Gordon Allison, Francis Frost and Harvey Worth (West Los Angeles), Duncan Doane and Jim Cook (Encino); field maintenance engineers Carl Helmer, Kadie Carucci, Ken Wilson and Hal Hardenbergh (West Los Angeles), and Field secretaries Jan Woodyard, Sally Swain, Mildred Hochstein and Arlene Mente (West Los Angeles).

Attending from Portland were:

Howard Vollum, Bill Webber (Administration), Harry Colgate, Walt Schmitt and Egon Elssner (CRT), William Wane (Military Products), Tom Hutchens (Research), Orvin Olsen (Tube Design), Bob Cogan (Transformers);

John Taylor (Plant 1), Dick Montag (Plant 2), Kev Van Hoomissen (Production Planning), Jerry Shannon (Production Electronics), Leonard Nelson (Pro-

duction administrative assistant), Byron Broms (Marketing), Chuck Gasser (Advertising), Ron Goard (Instrument Sales), George Edens and John Mulvey (Field Engineering), Bill Polits, Dick Rhiger, Norm Winningstad, Lang Hedrick, Maury Merrick, Oz Svehaug, Sam McCutcheon, Jesse Gard, Cal Hongel and Dusty Rhodes (Engineering).

Also on hand were Eastern regional manager Scotty Pyle and Central regional manager Keith Williams.

### 560, 503—504 Draw Praise

"As far as Tektronix was concerned, the crowd's response was greatest to our 560 (indicator unit) and to our 503-504 oscilloscopes, which showed both customers and competitors that we're firmly established in low-frequency competition ... They were just tremendously well accepted," reports Ed.

"The 503 isn't a glamorous instrument, but it's a new entry for us in a new area. It will take some time to get it shown around, but it's low-priced and a very good instrument. However, it's in a well-established field. We can't expect a thing at first to sell like hotcakes when a person is already full of hotcakes.

"The Tekamera also was very well received, and is accepted as a significant contribution to the camera art. The 519 (distributed-deflection) scope, far ahead of any competition, is also a significant contribution.



"Still another is the Z unit, an exotic instrument with no competition, and one which will find great sales. However, it will take some selling. It looks like any other plug-in. The customer will have to take it and play with it, try it out on his own particular job, to see how really fine it is..."

Competitively, according to Ed, probably we looked least strong in our sampling system. However, it did have the advantage of being lower-priced than its competition.

### Booth Attendants Specialize

For the first time at WESCON, Tek assigned certain engineers to specific instruments throughout the entire show. In the past each booth attendant has been free to operate any and all instruments.

This system of specializing had advantages and disadvantages, Ed comments. It was most useful with the more complicated instruments.

The three days before the show were also days of activity for the Tek crew. Saturday in a hotel meeting room the field engineers and maintenance engineers met with our group from Marketing to discuss overall market problems in the Western region and to interchange ideas and information. WESCON offers them one of their rare chances for such group get-togethers.

Sunday's session included a chalk talk by engineers down from Portland for the show, describing new instruments to be shown. The next day, after setting up the booths at the coliseum, the engineers went over the same information, this time using "live" instruments.

The crowd, although it set a record, tended to thin out near the end of the show. Even so, Tek booth attendants—as they do each year—remarked how jammed our exhibit was from start of the show to finish.





# 13 File for TEKEM Director

TEKEM shareholders will hold their annual meeting at Beaverton union high school auditorium at 8 p.m. Wednesday, September 21, to elect 10 directors and transact other business, including voting on a resolution to increase the authorized capital from \$5 million to \$10 million, reduce par value of shares from \$10 to \$1 and effect a stock split so that each shareholder would own 10 \$1 par value shares for each \$10 par value share he now has.

To acquaint voters with the would-be directors, Tek Talk has given each candidate a chance to supply some basic information, including his family status, present position, major contributions to Tektronix, other qualifications and reason for seeking election or reelection.

Here, verbatim, are the responses received from the candidates or their supporters:

## BYRON H. BROMS—

Married; three children; worked at Tektronix since February 1951. He's now our Marketing manager.

**Reason for candidacy**—A high degree of interest in the continuing growth and prosperity of Tektronix, Inc.

## ROBERT G. FITZGERALD—

Married; three children; worked at Tektronix since November 1948. He's now our controller.

**Main areas of contribution**—Janitor; stockman; buyer; scheduler; purchasing agent; shipping; data processing; controller; material control manager; manufacturing accounting.

**Other qualifications**—Degree in Business Administration and accounting; three years field auditing industrial contracts for army; officer in three other corporations; administration of Retirement Trust; member of Controllers Institute.

**Reasons for candidacy**—To spread upon the operations of TEKEM those policies and principles I feel would be of benefit to TEKEM and its shareholders.

## DERROL PENNINGTON—

Married; three children; worked at Tektronix for nine years. He's now manager of our Electron Devices division.

**Main areas of contribution**—Development and production of cathode-ray tubes; member, administrative committee, Retirement Trust; trustee, Tektronix Foundation; board member, TEKEM.

**Reason for candidacy**—I believe TEKEM to be an extremely important part of the Tektronix program and would like to make whatever contribution to it that I can.

## DICK ROPIEQUET—

Married; three children; worked at Tektronix for 11 years; He's now Engineering vice-president.

**Main areas of contribution**—Instrument and circuit design; electroformed cathode-ray tube gun (currently under development).

**Reason for candidacy**—I would like to work for the preservation of "characters"

## Tek Talk Asks—

### what's the board of directors' job?

Put simply—and officially in the bylaws—TEKEM directors "conduct the business and affairs of the corporation." They decide its policy and see that it's followed. Specifically, this means a variety of chores:

TEKEM directors meet about five times a year, irregularly, including once very soon after the annual shareholders meeting. From among themselves they elect a president, vice-president, secretary, assistant secretary and treasurer. They may remove any of these officers.

However, they may not remove a director. They may, by appointment, fill any vacancy that does occur.

Directors prepare bylaws and suggest amendments to those bylaws. They prepare resolutions of corporation activity, some of which they may implement and others of which they must refer to shareholders for vote.

Directors may borrow money and apply it for corporation's good. They may declare dividends. They may make contracts. They may authorize the secretary to buy back shares of TEKEM stock from any shareholder who wishes to sell. They may name an agent to transfer these shares.

They may choose committees from among themselves—for example, an election procedures committee and a nominating committee.

They may vote to change the corporation's name, or its location. . . .

at Tektronix—the freedom of the individual.

## BILL WEBBER—

Married; four children; worked at Tektronix over nine years. He's now a vice-president.

**Main areas of contribution**—Staff work and administration, including some lesser-known projects such as government contracts on renegotiating. Also participated in the formation of Retirement Trust, Tek Foundation and TEKEM. Served on the TEKEM share evaluation committee.

**Other qualifications**—In addition to other community activities, I have been interested in the formation of Tualatin Valley Savings and Loan association, which will open for business this year.

**Reason for candidacy**—I feel continuity of service is beneficial to TEKEM and can contribute to the advancement of TEKEM in its formative years.

## JOHN A. LIEDTKE—

Married; three children; worked at Tektronix since January 1953. He's now supervisor of our CRT Component Development group.

**Main areas of contribution**—I have been associated with development, design and production problems in connection with Tektronix's line of cathode-ray tubes for seven years.

**Other qualifications**—Served on the management advisory committee for eight months in 1955 and on the CRT job evaluation committee. He's had supervisory responsibilities at Tek since 1953. His supporters remark about his ability to understand complex problems. "to get to the bottom of things." Moreover, he is always available to discuss these problems and bring understanding to those working with him.

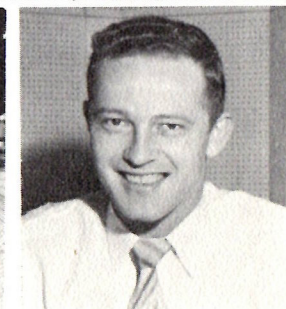
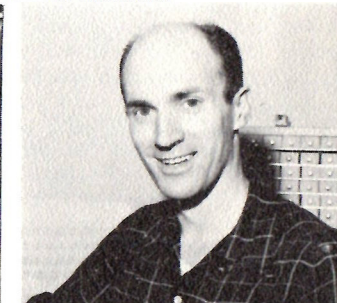
**Reason for candidacy**—Many Tektronix employees have expressed a desire to gain

representation on the TEKEM board of directors in the form of a person they can easily contact and talk with regarding their interests in TEKEM. I have been nominated with this point of view in mind.

If elected to a directorship on the board I will gladly accept the responsibilities of that office and will carry out the duties associated with it to the best of my abilities.

## ERWIN E. ASHENBRENNER—

Married; three children; worked at Tektronix almost six years. He's now Fabrication & Molding division manager (Plastics, Manufacturing Engineering, Shop, Ceramics and Electrochemical departments).



CANDIDATES FOR TEKEM board of directors are (from top left, clockwise): Byron Broms, Dal Dallas, Bob Davis, Ken Walling, John Liedtke,

Dick Ropiequet, Bob Fitzgerald, Erwin Ashenbrenner, Jack Day, Dick Rhiger, Bill Webber, Don Ellis and Derrol Pennington.

**Main areas of contribution**—Organized shop to produce modern parts with modern equipment and cut cost. Shop costs have been cut approximately \$1 per hour in the last year while the average wage has been increased.

**Other qualifications**—Started as screw machine operator and because of outstanding abilities to organize, worked up to plant superintendent for a nation-wide company prior to coming to Tektronix.

**Reason for candidacy**—Requested by nominating committee. The committee feels he is responsible for a large and important area which can be a major factor in the growth of the company. This is important to the value of TEKEM stock.

## DICK RHIGER—

Married; four children; worked at Tektronix 12 years. He's now administrative engineer.

**Main areas of contribution**—Instrument design and development. In the past four or five years, mainly engineering coordinating and administrative work.

**Other qualifications**—Having watched Tektronix grow from a few employees in early 1948 I feel I have a very good understanding of the Tek philosophy and why we are successful—and as a TEKEM director I believe this experience will help insure a successful employee-owned corporation.

## ROBERT J. DAVIS—

Married; three children; worked at Tektronix 12 years.

He's now our executive vice-president

## KEN WALLING—

Married; three children; worked at Tektronix since 1947.

He's now manager of the Printing department.

## W. K. DALLAS—

Married; one child; worked at Tek-

tronix since May 1948. He's now a vice-president.

**Main areas of contribution**—Dal was responsible for the initiation of the Tektronix field operation, which serves customers much more effectively than any other system in the electronics industry. Also the initiation and development of an Export department that now accounts for a significant percentage of American exports of electronic instruments.

**Other qualifications**—His many years of business experience provide a background of information for making sound judgments.

## DON A. ELLIS—

Single; worked at Tektronix nearly nine years. He's now our treasurer.

**Main areas of contribution**—Financial planning and coordination. Development and administration of Retirement Trust, including investments. Organization and financial administration of TEKEM. Trustee responsible for Tektronix Foundation investments. Consultation on profit sharing and employee participation in company ownership.

**Other qualifications**—Broad experience. Twenty-one previous employers. Treasurer or secretary-treasurer of five companies, president of one, vice-president of one.

**Reason for candidacy**—Tremendously interested in the work involved and deadly serious about the importance of its success. Experienced in both the financial and investment aspects of TEKEM, an investment company.

## JACK E. DAY—

Married; one child; worked at Tektronix 11 years. He's now head of the Communications department and technical assistant to a vice-president.

**Main areas of contribution**—Have re-

presented Tektronix to customers and community for 10½ years. Have worked in Production, Test, Marketing (including New York and Boston). Engineering and Administration.

**Other qualifications**—Board member (present and past) of Valley Community church, Raleigh school, Interfaith Counseling Center, Public Affairs Forum. Active in many other church, community and civic affairs.

**Reason for candidacy**—For the past year I have felt strongly that the following remarks need to be said, preferably by someone with his "neck on the block" as a candidate:

Cumulative voting is a privilege, enabling groups of small stockholders to elect a representative to the TEKEM board, if they feel the need. Past TEKEM elections have shown too little understanding of the responsibilities of this method of voting by the shareholders.

Voting for TEKEM directors will inevitably be on the basis of at least two qualities possessed by every candidate: Business ability and personal popularity. While both are desirable, the second is no substitute for the first.

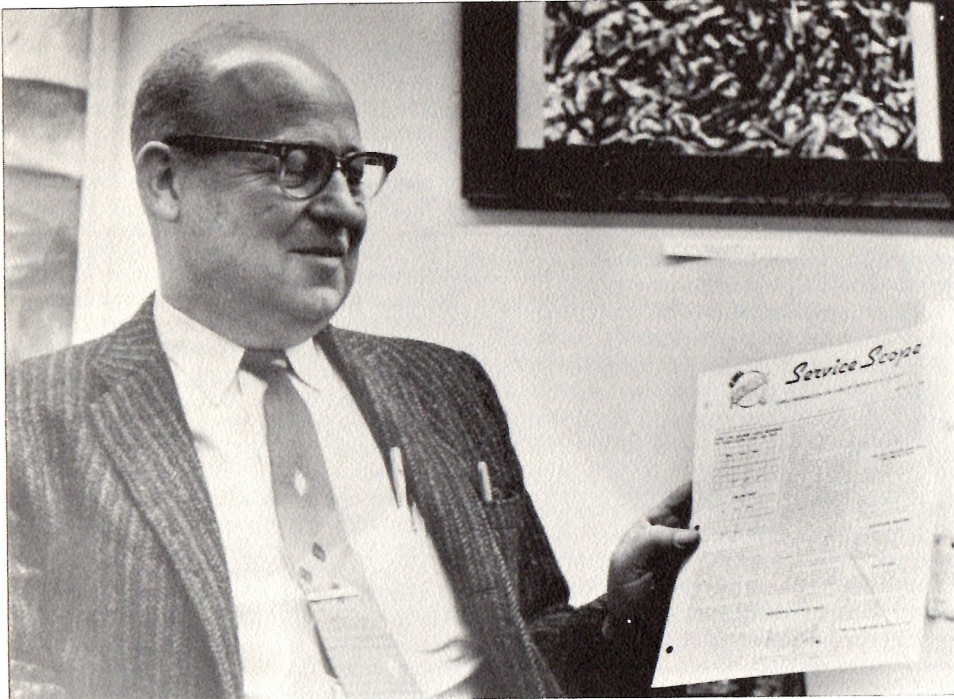
Heaping all one's votes on a "favorite son" may mean an overwhelming majority for one or two candidates. It also will mean the unplanned rejection of one or two others, who may be men of high capability. The purposes of TEKEM and its shareholders are not served by these results.

I feel that each voting shareholder must make a conscious selection of the candidates he does not want to vote for. He should then evenly distribute his votes among the others. In this way the TEKEM directors will be a group of able and popular representatives deliberately selected by the shareholders.





# Newsletter Will Serve Tek Customers Throughout Country



WALT DEDERICK studies the current issue of Service Scope, an Advertising department publication aimed at Tektronix customers. The single-sheet newsletter, containing information on calibration, maintenance and new uses for Tek instruments, will be a regular bimonthly publication.

What Tektronix publication has the largest circulation?

The answer may surprise you. It's Service Scope, a two-page newsletter prepared in our Advertising department and mailed to all of our customers. Compared with its circulation, that of Tek Talk (3700 families) seems puny.

Service Scope, a noncommercial publication aimed to implement our field engineering program, reaches 38,000 desks in companies throughout the United States.

Editor is Walt Dederick, who announced last week that Service Scope is about to become a regular bimonthly publication.

Its first issue was prepared to distribute at last year's WESCON show in San Francisco. Issue number 2 was mailed in August, and number 3 will go out in October.

Service Scope contains information on Tek instruments, new adaptations for scopes and calibration procedures, and answers questions from the field.

So that the publication will be as newsy and helpful to the customer as possible, Walt asks that any Tekers who hear of calibration short cuts or unusual scope applications call him at 314S or mail the information to station 91-010.

## PRO and CON

To the editor:

The time for the annual TEKEM shareholders meeting is fast approaching, and perhaps it is in order to ponder a few minutes on one of the items of business. I speak of the election of the TEKEM board of directors.

These people will more and more be involved in the complex problem of relating the TEK employee, TEKEM and the other owners of Tektronix. With proper thought and guidance this relationship can be fruitful for all concerned, but with misunderstanding and misinterpretation many difficulties can arise.

What then are the qualities we must look for in a candidate for the TEKEM board of directors? I would like to suggest a few that have come to my mind:

1. Management experience.
2. Ability to resolve complex problems.
3. Experience of close cooperation with others.
4. Availability to discuss problems.

I would like to add that there is a new candidate for the TEKEM board of directors who has displayed these qualities. He is John Liedtke, a former member of the management advisory committee, a member of the CRT job evaluation committee, a supervisor since joining Tektronix in 1953, and a person who has always been active in helping those working with him.

I join his many supporters in nominating him for the TEKEM board of directors.

Sincerely,  
Paul F. Parks  
Research

## coffee break

... WITH TOM WILLIAMS

HAVE YOU EVER WONDERED if anyone gets a cut from the profits of all the vending machines that are installed in the various buildings at TEK? They sure do. They are the kids who are provided the means of going to camp through the Community Council's campship project. This year, \$2500 was given in the name of Tektronix employees to the fund, which has extended its campship program to Washington and Clackamas counties. The amount given in this manner provides all expenses for about 100 children referred by schools, courts and counselors as needing the benefits of playing with other children in a wholesome out-of-doors program.

The fact that this sizeable gift has accumulated by pennies and nickles is a testament for the year-round system of giving which can provide so much more with a lot less acute pain in the pocketbook.

SOUNDS like I'm on a charitable kick, doesn't it? And frankly, I'll be heavy on the habit for another nine weeks. It's UNITED GOOD NEIGHBOR time. This year, as in years past, one annual solicitation will take care of the needs of 71 agencies which make no other approach to employees at work. I've visited a number of these agencies very recently. I've watched three palsied young men try to do the work of one not very efficient seamstress earning for themselves perhaps 20 to 30 cents per hour. The important thing to them is that they now have a purpose in life and they've got a reason to get up in the morning.

I've held in my arms a little boy who doesn't know his own father and never will. Good people are caring for these unfortunate ones only because good neighbors care enough to give a little. Would you remember this when someone sets his jaw to promote a prejudice?

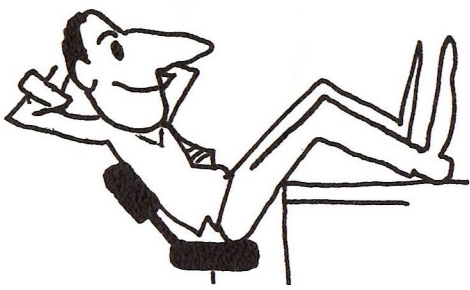
ON THE NOT-SO-SERIOUS side: While meeting with some of last year's loaned executives to discuss the coming UGN campaign I met a staunch supporter in Bill Wessinger of Blitz-Weinhard brewery.

Our talk drifted to Tektronix and quite naturally I passed on this bit of news that has filtered back from the field:

Lou Broadbent recently alerted the Chicago office that many brewing companies are now using General Electric's Hytafill automatic inspection unit for inspection of the amount of beer in cans which can be done at assembly line rates.

The Tek type 310 is used for calibration adjustment of the Hytafill. As more customers install the Hytafill, the more prospective requirements for 310's. The Hytafill inspects at the rate of 1,000 cans per minute—and that's a lot of beer! Uh, yes, I will, Bill—just one more, light please!





"HERE'S SOMETHING you might want for Tek Talk," said a fellow, pressing a typed sheet into our editorial mitt. It was a sly essay on what executives do—and just by chance the fellow who gave it to us was, despite his toe-scuffing denials, an executive.

We could tell. He wasn't legislative or judicial, so he **must** have been an executive. (Preceding joke is for students of American government). Besides, he looked like Don Ellis.

Not having been an executive recently, we can't swear to the following as gospel, but it makes interesting reading:

"EXECUTIVES ARE a fortunate lot. For, as everybody knows an executive has nothing to do.

That is, except.....

To decide what is to be done;

To tell somebody to do it;

To listen to reasons why it should not be done;

Why it should be done by somebody else, or why it should be done a different way;

And to prepare arguments in rebuttal that are convincing and conclusive;

To follow up to see if the thing has been done;

To discover that it has not been done;

To inquire why it has not been done;

To listen to excuses from the person who should have done it and did not do it;

And to think up arguments to overcome the excuses.....

"TO FOLLOW up a second time to see if the thing has been done;

To discover that it was done, but done incorrectly;

To point out how it should have been done;

To conclude that as long as it has been done it might as well be left the way it is;

"TO WONDER if it isn't time to get rid of a person who never does anything correctly;

To reflect that the person at fault has a wife and even children;

And that certainly no other executive in the world would put up with him for a moment;

# TEKS

And that in all probability any successor would be just as bad, or worse.....

"TO CONSIDER how much simpler and better the thing would have been done had he done it himself in the first place;

To reflect sadly had he done it himself he would have been able to do it right in twenty minutes;

Whereas, as it turned out, it took someone else three weeks to do it incorrectly;

"BUT TO realize that had he done it himself,

It would have had a very demoralizing effect on the whole organization, Because it would strike at the very fundamental belief of all employees: That an executive has nothing to do!"

ART CARLSON (Employment), who'll instruct an upcoming Tek course called "Gas, Gaskets and Glamor," designed to teach gals how a car runs and thus make them smarter than their husbands, says a good part of each session will be devoted to questions and answers.

And he recalls one time when he was teaching a similar class, one of the women kept showing up with long written lists of questions.

"They weren't random questions either," he recalls, "but in a sequence. It wasn't long before we found out we were overhauling her old man's jeep."

ART SAYS the course will teach gals how to fix their autos, but not how to fix traffic tickets. Somebody wanted to know.

AS OUR new cafeteria goes up between the assembly buildings on Jenkins road, Tek's way over at the Sunset plant continue half-grumbling, half-smiling (smumbling, is what they're doing) about their own meager eating facilities. There, the snack bar sits in a busy intersection of hallways, and is most usable when traffic is light.

According to Bill Webber (Administration), the new assembly eating place will feed about 1400—"plus walkins from the Sunset plant heh heh heh."

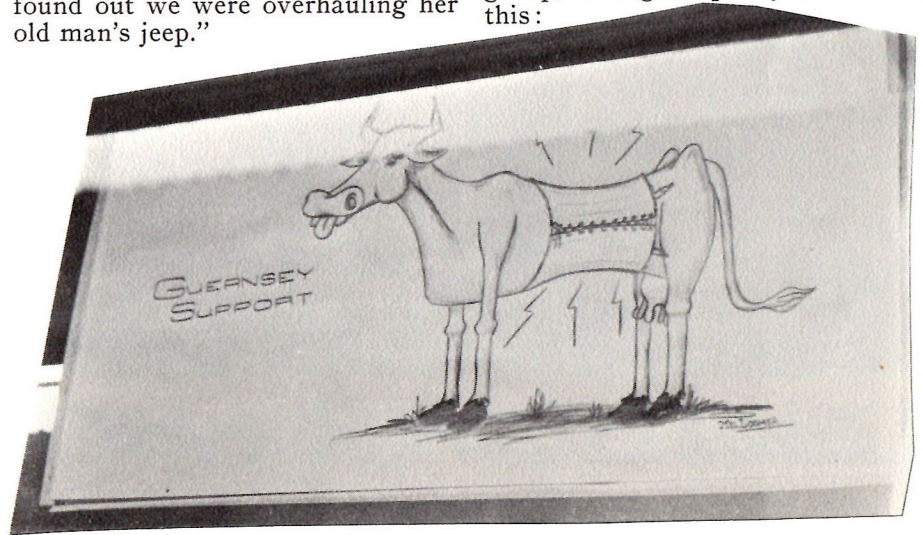
EM LANGDON (Marketing) has kept a scrapbook over the years of misspellings of "Tektronix" by persons writing to us. It's now a fat volume.

Here are some of the "farthest out" errors. They may be of interest to folks who share our firm belief that their's no excuse for bad spelling.

Texas Tron, Inc.; Lekrronfi Inc.; Rektronix Inc.; Tektronvia; Ticktronic Inc.; Tektronity Inc.; Wentionix Inc.; Petronics, Inc.; Ten-tronia Inc.; Tektnonix Inc.; Sektronix Inc.; Tekgronic Inc.; Textomix Inc.; Thermix Corp.; Teptronix; Tektroxix; Tekpronix; Tektroid; Tekstoonix; Tekironise Inc.; Tektronia Inc.; Tek Troronix Inc.; Trethonix Inc.; Tektrocex, Inc.; Mr. A. Tektronix, etc....

Now, quick—after reading all these, betcha can't spell it right.

MEL LOOMER (Production Training) has gone and committed Tek's largest cartoon, and one of its funniest. The drawing hangs in the doorway of our Guernsey support group, and goes pretty much like this:







## Ted Marguerit Will Organize Training Section on Guernsey

We'll soon start a training section on Guernsey, and when we do, it will be headed by a 33-year-old Frenchman with a British accent.

Ted Marguerit, who came to work for Tek on Guernsey May 31, is in Portland studying our field training and customer training programs so he can set up their counterparts on Guernsey this winter. He'll be here until December.

The Guernsey training section will offer courses in scope maintenance and calibration for members of our European distributors' staffs, our customers' maintenance engineers, future Tek field engineers and new technical personnel we hire on the island.

In addition, he'll be able to offer courses on new instruments as they appear, and repair scopes sent to Guernsey by customers.

Before he joined Tektronix, Ted was employed by Automatic Telephone, a British firm where he taught electronics.

We plan at first to train only a very few field engineers on Guernsey. Their job will be to assist and supplement our present intensive system of European representatives, which includes these distributors:

Erik Ferner AB, Sweden; C.N. Rood, The Netherlands; Silverstar Ltd., Italy; Rohde & Schwarz, Germany; M. Parisier, France; Livingston Laboratories, Great Britain; Equipamentos de Laboratorios Ltd., Portugal; Into O/Y, Finland; Omni Ray AG, Switzerland; Marios Dalleggio, Greece; Tage Olsen A/S, Denmark; Regulation-Mesure, Belgium; Morgenstjerne & Co., Norway, and Inglomark Markowich & Co., Austria.

## Psychologist Joins Bob Davis's Staff

Guyot (Guy) Frazier, 38, will join the staff of executive vice-president Bob Davis October 1. His principal job will be to spearhead our overall employee compensation program.

Guy, who received his bachelor's and master's degrees from Purdue university, was an instructor in psychology at Oregon State college in 1952-53, during which time he conducted some supervisory development courses at Tektronix.

Since 1953 he has been an industrial consultant with Mahler Associates in New York, and served such firms as Alcoa, General Electric and DuPont.

## Pair Loaned To Assist UGN Drive

As United Good Neighbors launched its annual campaign this month, two Tektronix employees were among the 30 "loaned executives" from Portland firms who went to work to raise nearly a million dollars by canvassing the area's businesses and industries.

They are Dick McMillan (Marketing) and Tom Williams (Communications). They have completed an intensive training program designed to teach them how to present most effectively the idea of UGN.

Tektronix has participated in the "loaned executive" program for several years. Last year's representative, Mike Brand (Administration) is now working as a canvasser in the Washington county area, as are Bill Webber (Administration) and Bob Leipzig and Ed Kreutzer (Accounting). Mike is also on the UGN speakers bureau.

### Gone for 11 Weeks

Tom and Dick will be on loan for 11 weeks, the former in charge of the Beaverton-Sherwood-Tigard area (including Tektronix) and the latter working in the Portland industrial division.

UGN is a federated fund-raising program which benefits 71 health, welfare, rehabilitation and youth activities in Multnomah, Washington and Clackamas counties.

Details of Tektronix' participation in the annual fund campaign will be published soon.

Tektronix, Inc.  
P. O. Box 500  
Beaverton, Oregon

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TED MARGUERIT, who will organize our first training section on Guernsey this winter, is briefed on some of our problems here on the mainland by Marcelyn Jandreau (Export.)