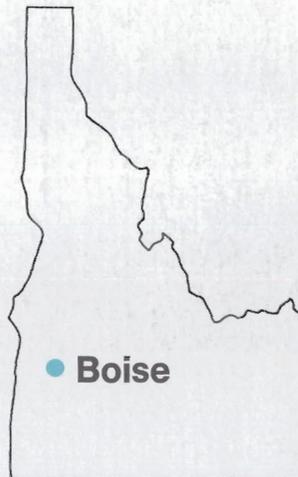
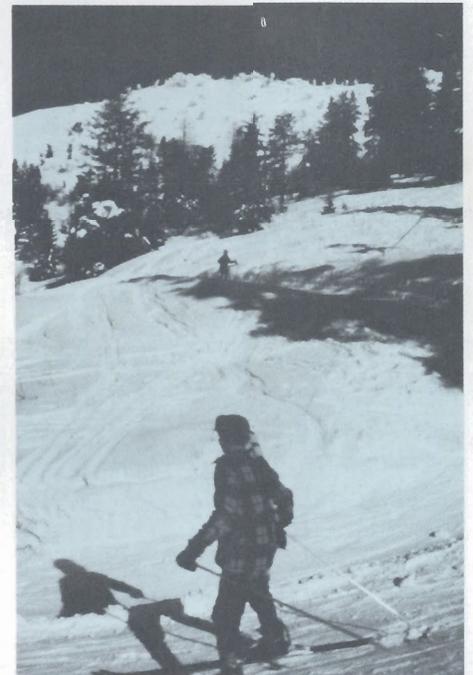


Measure

For the men and women of Hewlett-Packard / APRIL 1976



- New HP hometown: **BOISE** (pages 2-7)
- HP Highlander, Lowlander (pages 8-9)
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Boise, Idaho: Big as all outdoors

*Computer Systems Group's new hometown
is a land for all seasons*



Kay Fisher, a supervisor in the PC loading area, had once worked with Ray Smelek in California. But she and her husband were living in Pocatello, Idaho, when they heard HP was planning to locate a plant in Boise. "John heard it on the radio, and he came home and told me about it. I was so excited! He said 'Guess who's going to manage it?' I couldn't believe it was Ray." Both John and Kay were among the first hired. They seem to feel that working for HP and living in Idaho is the best of all possible worlds — a view they share with most Boise Division employees.

□ They call it Treasure Valley. Once a desert wasteland, its irrigated farms now yield abundant harvests of alfalfa, sugar beets and potatoes. The ruts of the Old Oregon Trail are still visible, passing near the snow-capped mountains that rise abruptly from the valley floor. Before the wagon trains came, it was an Indian trail.

For almost 400 people in the Boise Division of Computer Systems Group, this is home. Some came here from California. Many are native to Boise, or grew up in small towns in the state and migrated to where the jobs were. A few are

part-time farmers, and almost everyone enjoys the outdoor life in some fashion.

In all of Idaho, there are fewer people than in Santa Clara County, California, and Boise's population of about 100,000 makes it a comparatively small city. But to many people who were born and raised here, it's already too big. It's a day's drive from any other major city, but almost without exception, the people of Boise like it that way.

The area was named in 1833, according to one account, when a member of Captain Bonneville's exploration party spotted the tree-lined banks of the Boise River and exclaimed "Les bois (the woods), les bois, voyez les bois!" Some historians disagree with that version — French-Canadian fur trappers, after all, had visited the area since 1811 — but the story is a

fitting beginning for the colorful history of the area.

Settlement of Idaho followed the discovery of gold — more gold than in California or the Klondike. Boise, established as a fort in 1863 to protect other burgeoning cities, soon was chosen to be the seat of the territorial government. In lusty, rip-roaring mining towns with names like Pioneerville and Eureka, law and order were kept by vigilantes if at all. Some of those cities rivaled Boise during the gold-rush years, but are now silent ghost towns that area residents visit on Sunday drives.

In the 1930's, in spite of the Great Depression, Boise began a period of more stabilized growth that continues today. It has become a major center of commerce, banking and government. Besides state and county offices, more than 60 federal

(continued)

Boise



Ronnie Covington and his family moved from California to Boise last fall when Ronnie became a sales development engineer for the division. An athlete who claims to be as active now, at 34, as when he was a teenager, Ronnie describes a "typical" Saturday in Boise: "I was up at 7:45 and jogged down the hill from my house, carrying my flyrod, to the Boise River. I fished for about 45 minutes and jogged back up the hill — a total round trip of about 2¼ miles. Then I got on my bicycle and took a ten-minute ride around the back of my house with my shotgun and shot two rabbits. Then I got in the car and drove to the golf course nearby and practiced driving for about 15 minutes. I had an 11:45 tennis match and played 3 sets. And finally I left at 2:30 for skiing at Bogus Basin until 9:30 — they have lighted slopes so you can ski at night. Then we had dinner and went out dancing to country and western music." Ronnie says he could do the same things when they lived in the Bay Area, but not all on the same day.

agencies have located there because of its central location in the mountain states. Almost 11,000 students now attend Boise State University. Boise-based companies such as Morrison-Knudsen, the construction giant, and Boise Cascade do business on an international scale.

In 1973 came another worldwide corporation — Hewlett-Packard — looking for a place to manufacture peripheral equipment for computers. As Boise Division General Manager Ray Smelek tells it: "When we set out to find a site, our first consideration was the distance from the Bay Area, because we were part of a product group located there and we wanted to be able to get back and forth easily. We arbitrarily set a limit of two hours travel time by air, and we identified the cities that were served by direct flights.

"Another criterion was that our location had to be an attractive place to live, because we felt very strongly that in order to have a successful division we had to

Ed Gervais, originally from a New England textile town, worked for twelve years in Manufacturing Division in Palo Alto, but never liked the city life. He gave it up in 1972 to move to Boise, worked in a sugar processing plant for a year, and was delighted to learn that HP was coming to town. One of the first hired locally, he is now supervisor in the model shop. Ed and his family produce almost all their own food, including milk and butter, beef, poultry, eggs and vegetables. "About the only thing we buy is flour," he says proudly. "And we won't even buy that when I finish the wheat grinder I'm building."



Mary Haines, who was hired in Boise and trained for HP production work, has lived in Idaho all her life and raised six children. "I can't get used to all the people coming in and the farms getting cut up for development," she reflects. "The only good thing about it is that Hewlett-Packard came here." The 1970 census showed that one out of seven Boise residents had moved there from other states during the previous five years, and the growth rate has accelerated since then.

attract good people. Also important was that we wanted to find a community that wanted us — a place where HP would be accepted.”

Boise and Hewlett-Packard turned out to be a good match, and the company purchased 150 acres at the edge of town for a building site. Fourteen production people were hired and trained right away, and assembly work began in a leased building in the fall of '73. As business and hiring accelerated, additional space was acquired — but the three leased buildings the division presently occupies are already bursting at the seams. A new 154,000-square-foot facility will be completed next fall.

HP was starting an entirely new division in Boise, not just moving an existing one. There were no other electronics companies there, so some of the necessary skills HP would need were missing in the area. A program of pre-employment training was begun, to teach basic production

skills and give job applicants a chance to find out if they liked the work.

Production section engineer Wayne Stewart, who was one of the first few people transferred in from other divisions, found the local recruits very satisfying to work with. “It’s rewarding to watch people develop on the job,” he commented. “Most of them were relatively inexperienced in industry, but they turned out to be excellent workers. Their attitudes and their ability to do the job are really refreshing.” HP offered good opportunities for them, according to Wayne, and some of the first assemblers recruited in Boise are now leads.

For Wayne and his family, the move to Boise was personally rewarding as well. But there are some inconveniences he points out to people contemplating the move from the Bay Area. “The lack of consumer goods is apparent. You don’t have a large selection and it’s hard to order by catalog for some items. It’s mostly a

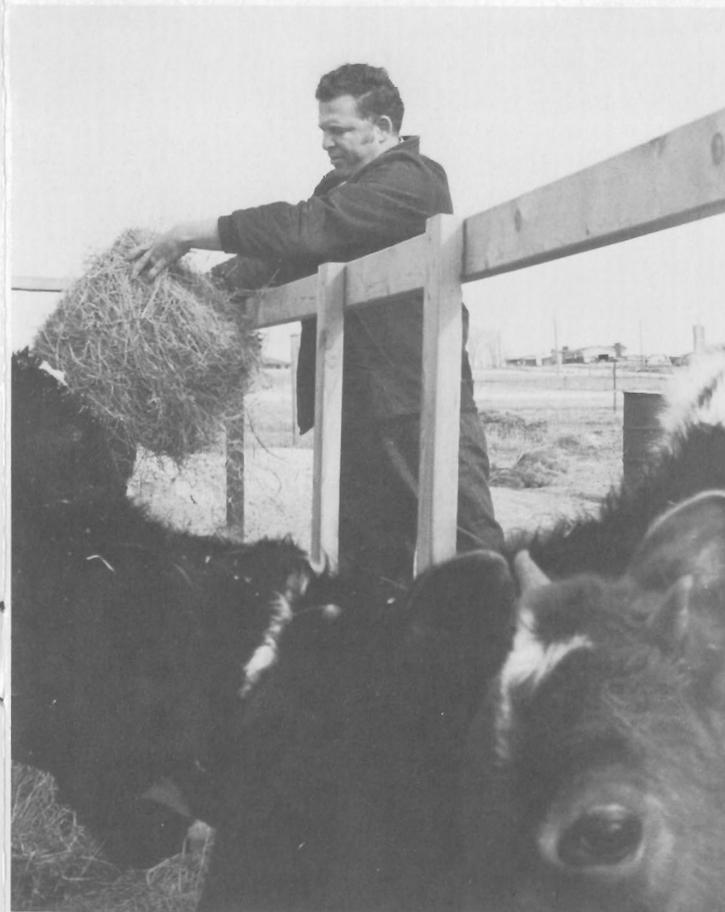
problem when you’re first setting up your home.”

But the complaints about shopping facilities are mild ones and are dismissed rather quickly. As Ray Smelek quipped: “It just means that my wife finds out much sooner that she can’t find what she wants.”

On the other hand, people can’t say enough about the *advantages* of the Boise area, and particularly the outdoor life.

In winter, skiing is only 15 miles away at Bogus Basin, which has one of the longest lighted runs in the world for night skiing. Allan Gross and several other HP people enjoy going up to the mountain lakes for ice fishing — something he hadn’t done since his boyhood in the midwest. With many varieties of birds and game, Idaho is a hunter’s paradise almost the year around. Even the golfers and tennis players enjoy a long season, as the winters are surprisingly mild in the Treasure Valley.

In the summer months the fishing is
(continued)



Open office space marks the HP style in Boise as it does everywhere. The crowded conditions in this leased building on Phillippi Street don’t seem to bother anyone, and may even contribute to the team spirit that’s plainly evident. It’s not unusual to see a forklift cruising through the office areas and past the general manager’s desk to retrieve supplies from a storage area.

Boise

just possibly the best in the world. And whether they get there on foot, on horseback or on wheels, almost all Boise people enjoy the wilderness in one way or another. Secretary Zevada Lundin and her husband like to go “trail biking” in the desert on their motorcycles. Four-wheel-drive vehicles are popular second cars for many families, and those who can’t get far enough from the crowds that way can backpack into some phenomenally beautiful areas.

Almost everyone, including Finance Manager Chuck Jepson, enjoys Boise’s long summer evenings. “We’re just outside the Pacific time zone,” he explained, “and in the summer, with Daylight Saving time, it stays light until after ten. I actually played golf once until twenty minutes before eleven. It was getting dark, but I could still see well enough to hit the ball.”

Chuck’s summary of recreation in the Boise area says it best: “It’s easier to talk about what you *can’t* do here. You can’t

surf but you can do everything else.”

According to Chuck, “everything else” includes the night life, and Boise attracts singles because it’s the principal job market for 300 miles around.

Bernard Guidon of HP France — on assignment with Boise Division’s marketing team — will admit that the city doesn’t compare with his native Paris, but he and his wife like their new lifestyle and have endeared themselves to the people of Boise. “We were used to going to a play or a good movie two or three times a week,” Bernard says in nearly perfect, French-accented English. “We just do different things here.”

Boise is certainly more cosmopolitan than any outsider would imagine. Employees of international companies based here bring home a sophistication born of their experiences all over the world. Cultural growth has been marked by community support of libraries, an art gallery, museums, little theater groups, a philhar-



The transportation picture is good in southern Idaho, with direct flights to many cities from Boise Municipal Airport. Excellent highways criss-cross the area, including Interstate 80 that has lowered the barrier of the Rocky Mountains for east-west travelers. But rail passenger service, which didn’t come to Boise until 1925, is once again non-existent. The landmark Union Pacific station, seen overlooking this downtown street, is locked up tight.



HP’s Jerry Myers demonstrates his backhand form while his wife Judy, expecting their first child, watches from the sidelines. Merely listing the Myers’ active interests (she’s a P.E. teacher) is exhausting; they enjoy camping, backpacking, hunting, fishing, water skiing, snow skiing, swimming and tennis — among other things. Jerry had worked in Boise for five years before coming to HP. “HP was just a good fit for me,” he says. Although he works harder than ever, the casual atmosphere and flexible hours suit his personality. “I don’t always function by the same clock. In fact, I don’t even wear a watch.” Jerry started as a cost accountant and is now a buyer.

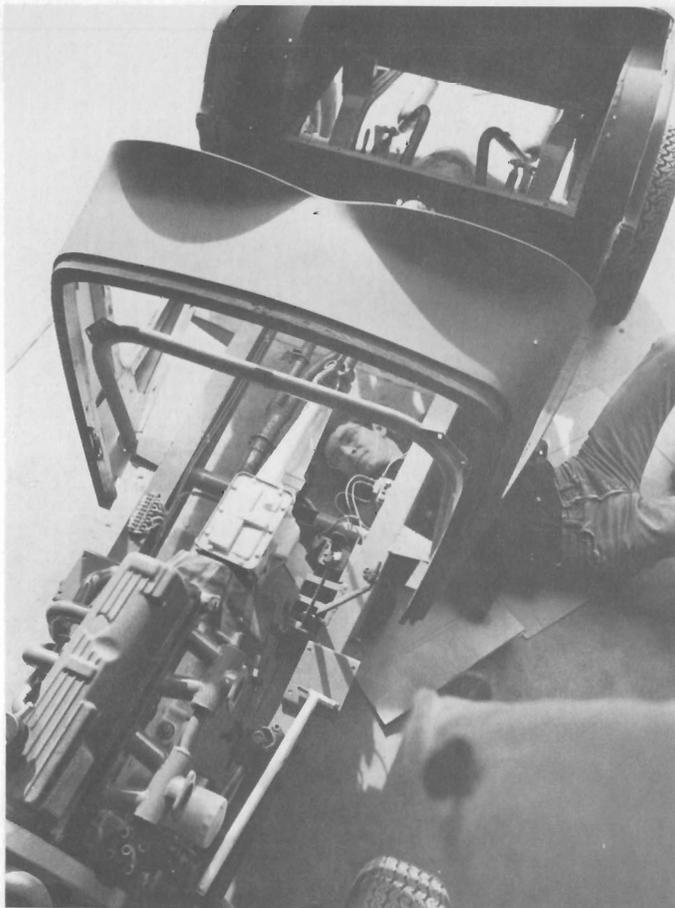
monic orchestra and a planned center for the performing arts.

You might say that Boise is all things to all people. It is a town with beautiful parks and public buildings. To HP's Sallie Hobart, who grew up here, it is a huge city — and according to her, visitors have said that it's the biggest little city they've ever seen. It has plenty to offer the family, the single person, the athlete or the artist. Ranchers, legislators and businessmen — Catholics, Baptists and Mormons — live side by side in the community they all love best.

The tourist finds Boise very hospitable, the resident finds it very livable. And Hewlett-Packard is proud to number it among the company's hometowns. □

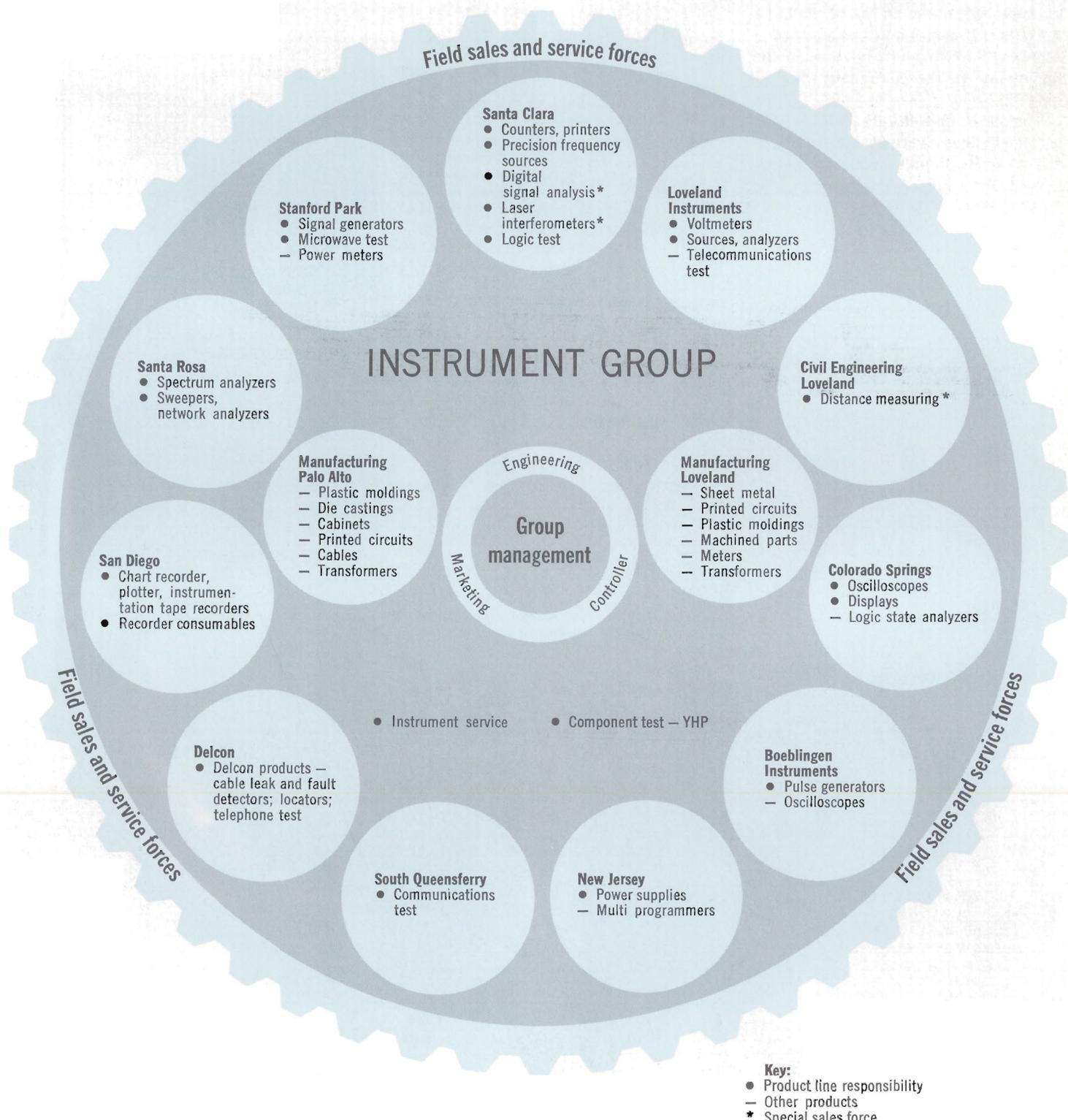
HP prefers to locate its plants near major universities that offer opportunities for continuing education of employees.

Boise State University, a progressive institution of medium size, offers good programs in business and the arts. Although it does not have an engineering college, Boise State has an excellent vocational school for technicians and machinists.



One of Robert Corbin's many hobbies is rebuilding sports cars like this old MG. He's from Alaska, went to college in Arizona, married a New Jersey girl and worked for a time at Data Systems Division in Cupertino, California. Like so many others who have tasted life in various parts of the country, Robert likes the Boise lifestyle and seems to be settled down to stay.

The great Instrument wheel — geared for growth



*With a renewed focus, HP's traditional family
of test and measurement products
continues to exhibit excellent health and vitality —
and there's no end in sight.*

□ It dawned on the young engineer soon after he joined HP's lab staff some 25 years ago that just about everything he could conceive of in the way of electronic instruments (numbering in the hundreds then) already had been developed at Hewlett-Packard. Feeling that the needs of customers were perhaps much less fulfilled than the product line itself, he decided to switch to field sales.

On his first visit to a customer what did his eyes behold — a plant full of HP instruments! The customer firm already had everything it would ever need.

Or so it seemed to Bob Brunner, back there in the early 'Fifties. Of course you may be sure that Bob, now marketing manager for the Instrument Group, soon came to see things in a much different light.

Today, the diversity of products, customers and applications creates a strong foundation for confidence in the continuing vitality of HP's line of "traditional" instruments. First, they furnish proof of the company's 36-year record of success in satisfying a wide range of customer needs for electronic measurement and testing. Second, they challenge the instrument divisions to come up with even bet-

ter instrumentation and solutions to the new and continuing problems that customers encounter.

Though based on the company's long-standing test and measurement product lines, HP's Instrument Group as such was formed out of the former Electronic Products Group only 18 months ago as part of a restructuring of the overall corporate organization. According to Bill Terry, vice president and Instrument Group manager, the change helped to re-emphasize and clarify the company's commitment to basic test and measurement instrumentation. Today, the people of the Instrument Group, from field engineers closest to the customer all the way to group management, are able to focus exclusively on the field of instrumentation and measurement.

In spite of that organizational streamlining, the Instrument Group — with some 40 percent of total HP sales — remains the largest of the company's six product groups. Its growth pattern continues to be strong and healthy. Commenting on that, Bill Terry notes that several of the other groups support higher growth rates — "which they can more easily do while they are younger and smaller. But at our

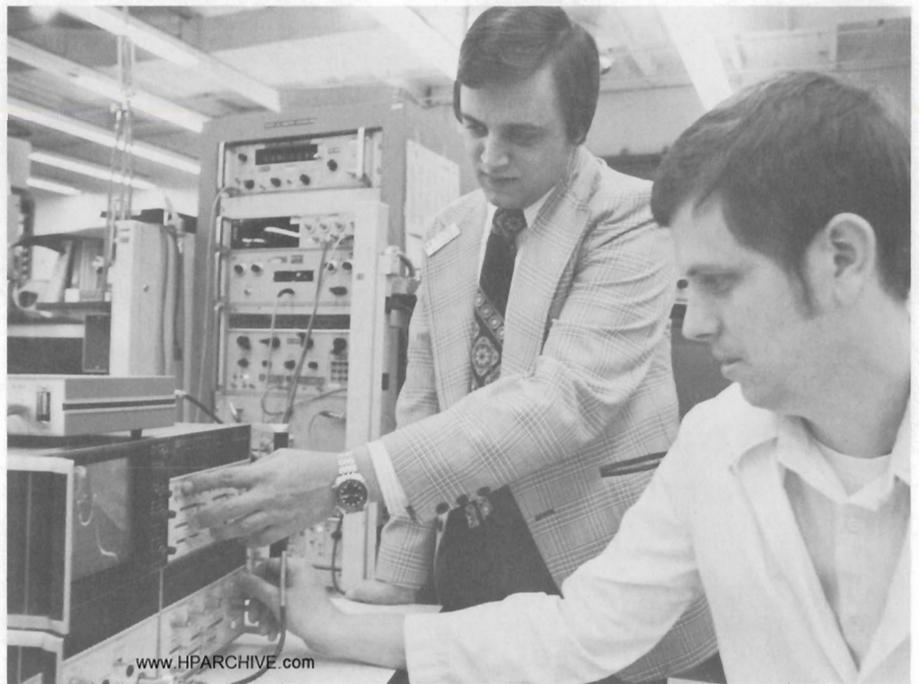
size, a 15 percent rate represents a large helping of new business to digest. It's the equivalent of adding a full-size new division every year."

The Great Instrument Wheel is geared for growth through vigorous application of new technologies to new products, new measurement techniques and systems, and ultimately to new markets.

Electronic measurements are not confined to electronic products, businesses, or services. A much broader opportunity lies in the fact that there are highly developed transducers that convert measurable quantities of virtually every kind into a related electrical signal — and here's where electronic measurement, computation, and record keeping and control come into play. To the extent that our products can be put together in systems that make measurements simply and automatically, and that process and present a convenient record of the data, we extend our new market opportunities tremendously. An interesting new market example involves a recently introduced voltmeter-scanner-calculator system that does just this kind of data acquisition and processing. An art museum in Canada has employed the system to monitor ambient temperature, humidity, and air impurity — atmospheric elements that if left uncontrolled could have a damaging effect on works of art. For HP, such uses clearly represent a new dimension in the market for traditional instruments.

In addition to reaching out into new markets, the Great Instrument Wheel
(continued)

The teamwork between this Instruments field engineer and Instruments service technician might well stand for the clear focus that Instrument Group people now can give to test and measurement instruments as a result of the group's cohesive structure. Shown are Roy Schmidt of the Santa Clara sales office at left, with Jim Klitzing of the Mountain View Repair Center. Under scrutiny is an 8505A network analyzer, one of HP's most sophisticated products.



great Instrument wheel

finds sources of motive power in the process of updating its product lines with infusions of new technology. One approach here is that of extending or filling out a product line by a process of matching market opportunities to technical capabilities that every division is quite familiar with. A recent example came from the voltmeter line at Loveland. Looking at some component technology contributed by the Loveland integrated circuit department, the voltmeter team saw an opportunity to develop an HP-quality digital voltmeter of very low cost. Selling at only \$225 and incorporating a number of innovative design features in a rugged and attractive package, the 3476A (together with the somewhat more elaborate 3465) has quickly launched HP into a new and lively segment of this market with considerable success to date.

Innovation in marketing has been yet another way of putting HP shoulders to the Instrument wheel. The marketing strategy of introducing a new concept involving a new technology pioneered by HP — data domain measurement — is an excellent example of applying this kind of leverage. Representing a powerful new approach to solving the problems of designing and trouble shooting digital circuits, it is based on data-domain instruments from Colorado Springs and Santa Clara, including logic probes and clips, logic state analyzers, and specialized oscil-

losopes. The strategy has been one of virtually creating a market by convincing customers who work with digital (data domain) circuits, products and systems that a whole new measurement technique and capability is available to them. Instrument field engineers have been trained in the benefits and application of these products, and their efforts have been backed by a well-received series of customer seminars, worldwide, on their use. In addition to the challenge this has given the HP sales people, it has produced very positive reactions from customers, affirming their recognition of the high technical competence of HP and our field engineers.

Looking in almost any direction within the Instrument Group one can discover signs of purposeful change and vitality. In the manufacturing areas of most divisions, for example, continuing efforts are underway to further improve the layout, efficiency, and employee convenience in the working environment. In the Palo Alto Manufacturing Division, the new die-casting shop now under construction will be light years ahead of the usual shop, having air conditioning among other unheard of features.

At other divisions, departments that had grown out of activities scattered throughout the factory — such as the Precision Frequency Standards team at Santa Clara — have been brought together in an area of their own, again helping to build communications and a stronger sense of their common mission. All divisions at one time or other have had to wrestle with the problem of crowding and overflow created by growth. Relief in the

form of new facilities usually is in sight, but meanwhile departments go to considerable effort to maintain a good working environment and open communication between people.

One other area of common concern to the divisions, and one that certainly has a lot of bearing on the smooth running of the Great Instrument Wheel, is that of product quality and customer service. These problems are far from simple, many of them arising from the increasing complexity of HP products and the tendency to concentrate more and more circuitry into single integrated or hybrid circuit packages. While solutions begin with more careful and conservative engineering design and selection of components, these are recognized as just the beginning. Beyond this, the care with which the products are manufactured, tested, shipped and, finally, serviced when necessary, influence customer satisfaction — and everyone is involved.

The matter of customer service is particularly important. Because the Instrument Group has so many different products, and many of them are expensive specialty items that sell in low volume compared to calculators or even computers, replacement parts are a major problem. It is impossible to keep all of the parts that might be needed in many locations, and this means that the speed with which we can effect repairs depends on careful selection of stock and stocking locations as well as efficient ordering and shipping methods. Some products, such as HP's distance-measuring instruments, are the daily hand tools of people who often

New products lead the way:



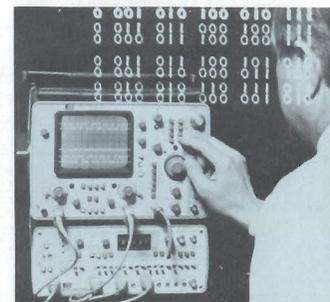
Selective-level measuring set (3745A) from South Queensferry



Automatic LCR bridge (4261A) from YHP



Fully autoranging digital multimeter (3476A) from Loveland





The product these Loveland R&D enigneers are discussing, the 3476A digital multimeter, is an excellent example of how Instrument divisions discover growth opportunities by striving to extend or fill out a product line. The 3476A sells for only \$225 and is finding good acceptance in broad market segments previously untapped by HP. Clockwise from left foreground are Mac Juneau, Tom Mills, Joe Marriott, Rob Thurston, Roy Buck and Don Aupperle. Their project was notable for its speedy nine-month schedule. Some baby!

work independently and remotely. For these instruments, local spare parts are a "must." And the field service people have to be flexible enough to satisfy these demands.

Technology, of course, is the essential oil that lubricates the Great Instrument Wheel. For instance, the "microprocessor," which is really a small digital computer — something like the one in our hand-held calculators — has created almost a total revolution in the way instruments are designed and in the way they are operated. This technology coupled with the new highly standardized electrical interface system that we call HP-IB, created a further revolution in the whole concept of automated measurement. And finally, when these technological advances are married to a calculator or computer and plotter and printer through the HP-IB interface that they also employ, we have the added dimension of measurement processing and computation, and even printed or plotted records. All of these capabilities are necessary today for the

very complicated and sophisticated problems that customers have, such as the higher standards of safety required in consumer products, the mind-boggling increases in telecommunications traffic, satellite communications, the growth of digital technology, the crowded RF spectrum, and the general need for more precise scientific measurements and control throughout industry.

Instrument engineers approach such problems with tremendous competence and desire to make significant solutions. For instance, the family of communications system-testing instruments from South Queensferry, truly worldwide solutions by one of HP's international divisions. Or, to select from the many other possible examples, a ruggedized new Santa Clara frequency standard for application in new areas of communication and navigation; a new quarter-inch, eight-channel tape recorder from San Diego — a useful tool in gathering information on the performance of a new product such as an automobile. With a heavy HP commit-

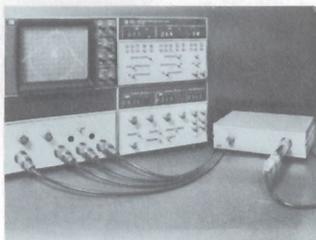
ment to R&D, the new Instrument list is long and due to grow at a fast pace.

Some very important resources provide the group with special technological strength in creating new product solutions. Of special significance are the integrated circuit facilities with their advanced capabilities in developing unique custom circuits, not otherwise available, for the group's own products. Likewise, the Technology Center at Santa Rosa has very sophisticated capabilities for the design and production of "hybrid" microcircuits. One should also include here the broad array of highly technical manufacturing skills in such areas as die casting, plastic molding, and printed circuits.

For the immediate future, the Instrument Group has plenty of new products underway, and feels solidly optimistic about their usefulness and acceptance. For the long term, there is no end in sight to problems that favor electronic solutions and better ways to make better measurements. The Great HP Instrument Wheel rolls on and on. □



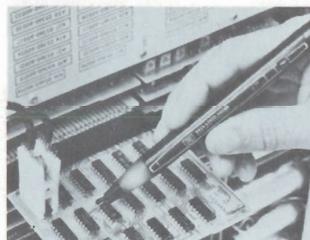
**Compact portable
8-channel instrumentation
data recorder (3968A)
from San Diego**



**Very sophisticated new
network analyzer (8505A)
from Santa Rosa**



**Synthesized signal generator
(8672A) from Stanford Park,
programmable via HP-IB**



**Low-cost (\$125) multi-
family logic probe (545A)
from Santa Clara**

**Time-domain 100-MHz
oscilloscope (1740A)
from Colorado Springs**

John takes the Highlands, Jan takes

- *Situated on opposite shores of the North Sea, two HP men provide an interesting contrast in lifestyles, each to some extent representing a very typical aspect of his country.*

In Holland, even as the United States is celebrating its 200th anniversary, HP's Jan Schapers and the other citizens of Amsterdam are just beginning to recover from last year's 700th anniversary of their city's founding. As everyone knows, their survival and prosperity are inescapably tied to their mastery in the art of impound-

City councilman Jan Schapers gives a public demonstration of the project that would help create a stronger economy for the town of Noordwyk as a seaside resort center.



the Lowlands

ing and reclaiming lands once covered by the ocean. And Schapers, regional sales manager for Computer Systems Group in the Benelux countries, is very much involved in that struggle in his position as a city councilman of Noordwyk, a seaside community of 30,000 people in the tulip region just south of Amsterdam.

You may count on it that Jan is not waiting around to plug his finger into any break that may occur in the dykes. His council's program involves a new land development project that would expand and enhance Noordwyk's resort capabilities to replace the fishing that once supported the town. Schaper's involvement comes from a lifelong interest in politics and the community. Among the 17 political parties in Holland, Jan is a member of the Liberal Party, which he describes as somewhat right of left — that is, very close to the center of the spectrum. Long active in civic affairs, he headed up his party's drive to a majority position on the city council eleven years ago. The land development project, however, is quite non-partisan.

Schapers began his HP career in 1964 following service as a radio officer in the Dutch navy. He and his wife, Els, and their two youngsters live in a typical Dutch home with a modest garden offering just enough room to occupy the weekends growing tulips and mowing lawns. And if Jan fails to produce a good crop once in awhile — what of it. His brother-in-law, who ships millions of tulip bulbs to all parts of the world, would surely be good for a few choice specimens.



John Penrose transforms himself from a weekday business administrator into a weekend farmer in the Scottish Highlands.

In Scotland, John Penrose, Finance and Administration manager at the South Queensferry Division, can be found most weekends performing a very Scottish rite — tending sheep and cattle.

John's farm is at Moniave, Dumfrireshire, about 70 miles south of Edinburgh in the heart of the Scottish beef-rearing country. The 300-acre farm supports 250 blackface sheep and 65 head of Hereford/Angus cross-breeding cattle under the care of a resident manager. Although John insists that it's the financial side of running

the farm which is his chief responsibility, the photos show that he is not beyond lending a practical hand as well. His family, and especially his son Daniel and daughter Jessica, are enthusiastic young farmers.

"Excellent relaxation and a fine family activity," is how John sums up the Penrose venture. But he also insists that it has a very sound and necessary financial purpose. Who in Scotland would dispute such a claim? □

Management shifts set for France, Italy

GRENOBLE — A series of management changes to become effective in early summer has been initiated in Europe as a result of the reassignment of Karl Schwarz to the U.S. after more than four years as manager of HP Grenoble. Succeeding Karl as general manager of the Grenoble Division will be Cyril Yansouni. Cyril most recently has been marketing manager at Grenoble, prior to which he was engineering manager at the Santa Rosa Division.

Pierre Ardichvili, head of HP's sales organization in France, will take over the division marketing management at Grenoble, bringing years of experience to the young computer-products division. Kleber Beauvillain, manager of HP Italy for the past two years, will return to France as head of the Orsay-based sales organization. Prior to his assignment in Italy, Kleber was manager of Instruments marketing in France. Succeeding Kleber in Italy will be Roberto Albanesi, up from Instruments manager.

Commenting on the changes, Paul Ely, general manager of the Computer Systems Group, said that under Karl Schwarz the program at Grenoble has blossomed into a full scale HP division with a substantial

level of sales, a good profit level, and a fully developed functional organization including R&D, factory marketing and manufacturing. HP has become a highly respected member of the Grenoble community, and the traditional HP family spirit is evident among the people of HP Grenoble.

New building programs

LOVELAND — The company has announced plans to purchase a building site in the Fort Collins, Colorado, area. Present plans call for the transfer of a portion of the desktop calculator operation from the nearby Loveland facility.

Site preparation was started last month for construction of a major new building addition to the Avondale Division. A construction contract for the 105,000 square-foot facility was awarded late last year. The new two-story building, third in the Avondale complex, is scheduled for completion early in 1977.

At Colorado Springs, Building "C" is due for completion in June. Buildings at Andover, Mass., Corvallis, Ore., and Boise, Idaho, have late-summer deadlines. Meanwhile, a second building has been announced for the Corvallis plant of Advanced Products Division.

At the Computer Systems complex in Cupertino, a third HP building is expected to be ready for occupancy late in the year. HP Singapore likewise hopes to begin occupying its new five-story building at Telok Blangah Industrial Estate at year's end.

Some nine U.S. and International sales offices also are in the process of acquiring sites, designing or constructing buildings, or purchasing leased facilities.

Bomb incident at new lab building

PALO ALTO — Following two phoned warnings from a self-identified member of a revolutionary organization, a bomb exploded outside the Deer Creek laboratory of HP Labs at 6:17 a.m. on Friday, March 5. No one was injured, but the blast caused some \$75,000 in damage involving an oxygen storage tank, a wall of the lab's maintenance room, and a number of windows. Work at the lab, located in the hills above Palo Alto, was disrupted for the day, but resumed the following Monday. According to press reports, the organization previously had claimed responsibility for several other bombings in the Bay Area.



From the president's desk

I am sure that most of you are aware of the fact that on March 5th a bomb was exploded outside our Deer Creek research lab facility in Palo Alto. Fortunately, no one was hurt. The bomb exploded at 6:17 in the morning and a warning telephone call was received in time for the few people in the building to be evacuated.

The response of the Deer Creek lab maintenance crew, HP people from other locations, and some of the local contractors in getting the building back in operation was outstanding. Work started immediately on repairing a damaged wall, re-glazing broken windows, and cleaning up dust and debris. Some lab processes were resumed during the weekend, and the building was ready for full occupancy by Monday the 8th. A great job.

This incident, however, does point to the fact that we are living in an ever more violent world, and that as the company grows larger it is a more attractive target for sabotage, theft and violence.

We have not changed our philosophy about placing faith and trust in HP people, but for your sake and the company's sake, we must take steps to improve our security. This bombing occurred in Palo Alto, but it could very well have happened at any other of our facilities in the U.S.

As a result, we are taking a harder look at our entire security operation with an eye to increasing the protection for HP people and HP property. Certain steps have already been taken, particularly in the Palo Alto area, and other measures shortly will go into effect. There will be further information available on this as soon as detailed plans are worked out.

I would, however, call your attention to some general points that are extremely important. One concerns the universality of the security problem. Although the problem may seem more apparent and critical in Palo Alto than

elsewhere, one should not labor under the misconception that the problem is limited to Palo Alto or to the United States. All of our managers, including those in foreign countries, need to exercise the greatest vigilance and care in providing a safe environment for HP people and in adequately protecting company property.

It is extremely important, as well, that we receive the help and understanding of all our people in strengthening our security efforts. There is much that each of you can immediately do to help. We ask that you wear your name badge whenever you are on HP property, and to cooperate fully with any HP manager or security guard who seeks your identity. We ask that you be alert to any unescorted strangers who may be walking through or loitering in our buildings and, if not satisfied that the stranger's presence is authorized, to report the matter immediately. We ask that you be alert, as well, to the safe keeping of your personal belongings and company property, not only company equipment and supplies but memos, reports and other information that is proprietary and sensitive.

Security is a job for everyone. It is not a pleasant or rewarding job, yet it is one for which each of us must assume responsibility. I am grateful that since the incident of March 5th, many of our people have stepped forward and said, "What can I do to help?" They are concerned — not only for themselves, not only for people in their immediate area, but for HP people everywhere. I can assure you that Dave and I share that concern, and are determined that with your help, we can successfully meet the challenge. It is imperative that we do so.

Bill Hewlett



TV classroom for HP commuters

The little red schoolhouse has taken to the road between Corvallis and McMinnville in Oregon.

Each workday morning, some 40 employees of the Corvallis facility of the Advanced Products Division spend an hour riding a chartered bus to their jobs producing pocket calculators in McMinnville, where a temporary production line has been set up. Each evening they ride back. This arrangement will continue until the division's new Corvallis plant is finished late this summer.

Two hours a day of bus riding over a period of several months adds up to many idle hours, so Jerry Inman, production manager of the Corvallis facility, and his staff came up with an idea that is helping to turn commute boredom into productive time.

An area in the back of the bus has been equipped with a videotape player, a TV screen and 18 sets of headphones. Interested commuters are able to view tapes on calculator operation and applications, get a full orientation on HP, see

products from other divisions and learn BASIC computer language.

A full TV curriculum of company benefits and employee and supervisory development tapes also is being provided.

By the end of summer, these employees, most of whom are new to HP, should have an enviable knowledge of the company. And the charter bus company is eyeing the program with the idea of providing similar services to other companies.

Measure

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