

# TEK RETIREE NEWS

Tektronix  
Retiree  
Volunteer  
Program



Web Page: [www.tekretirees.org](http://www.tekretirees.org)

A Newsletter for and by Tek Retirees

AUGUST 2012

## A Philosophical Look at Guernsey (cont. from May issue)

A philosophical look at the Guernsey Success from twelve years into the second millinium. Many factors contributed to the success of Tek-Guernsey. Among them:

**Management foresight.** Someone was paying attention. In the late 1950's the Company's sales were increasing at an unexpected high rate, but sales to customers outside the United States, especially Europe, were increasing even faster. The Company's operational management, specifically Bob Davis, 'Dal' Dallas and an outsider, Al Hannmann could visualize the emerging gap in the Company's future ability to compete on a world-wide basis. Something needed to be done and they set about doing so.

**A bit of pure luck.** Al Hannmann, a free spirit and true maverick was engaged in 1959 by Tek management to set up a European operation. An American aviator in the Eighth Air Force in Europe during WWII, Hannmann had met and married a British woman with family roots on the Channel Island of Guernsey. Hannmann also had a burning desire to purchase an Austin Healey sports car duty free and Guernsey offered an opportunity to do so. While exploring these opportunities, Hannmann discovered and reported to Tektronix management the unusual opportunities Guernsey offered for manufacturing product with duty free preferences to both the European Common Market and the European Free Trade Association.

**Picking winners.** When seeking people to fill highly responsible and risk filled management positions most corporations of the day would either select someone within the company of proven ability and successful experience in similar situations or go to the outside to find someone with local knowledge, a proven track record and valuable local contacts. Not so with Tektronix. As had been done many times in the past and would be done many more times in the future, a high level management committee selected a young man, Earl Wantland, with no formal education beyond high school, no experience on foreign soil

and no management experience beyond quality control supervisor to establish the Tek-Guernsey manufacturing operation and lead it into the many unknowns of international business. Needless to say, this was a fine choice. Wantland performed very well as Tek-Guernsey manager and would grow and move on through many managerial challenges, eventually serving as the Company's chief executive officer.

## The Car Radio

### Car Tunes

Radios are so much a part of the driving experience, it seems like cars have always had them. But they didn't. Here's the story....

### Sundown

One evening in 1929 two young men named William Lear and Elmer Wavering drove their girlfriends to a lookout point high above the Mississippi River town of Quincy, Illinois, to watch the sunset. It was a romantic night to be sure, but one of the women observed that it would be even nicer if they could listen to music in the car.

Lear and Wavering liked the idea. Both men had tinkered with radios – Lear had served as a radio operator in the U. S. Navy during World War I – and it wasn't long before they were taking apart a home radio and trying to get it to work in a car. But it wasn't as easy as it sounds: automobiles have ignition switches, generators, spark plugs, and other electrical equipment that generate noisy static interference, making it nearly impossible to listen to the radio when the engine was running.

### Signing On

One by one, Lear and Wavering identified and eliminated each source of electrical interference. When they finally got their radio to work, they took it to a radio convention in Chicago. There they met Paul Galvin, owner of Galvin Manufacturing Corporation. He made a prod-

uct called a "battery eliminator" a device that allowed battery-powered radios to run on household AC current. But as more homes were wired for electricity, more radio manufacturers made AC-powered radios. Galvin needed a new product to manufacture. When he met Lear and Wavering at the radio convention, he found it. He believed that mass-produced, affordable car radios had the potential to become a huge business. Lear and Wavering set up shop in Galvin's factory, and when they perfected their first radio, they installed it in his Studebaker. Then Galvin went to a local banker to apply for a loan. Thinking it might sweeten the deal, he had, he had his men install a radio in the banker's Packard. Good idea, but it didn't work – half an hour after the installation, the banker's Packard caught on fire. (They didn't get the loan.) Galvin didn't give up. He drove his Studebaker nearly 800 miles to Atlantic City to show off the radio at the 1930 Radio Manufacturers Association convention. Too broke to afford a booth, he parked the car outside the convention hall and cranked up the radio so that passing conventioners could hear it. That idea worked – he got enough orders to put the radio into production.

## What's In A Name

The first production model was called the 5T71. Galvin decided he needed to come up with something a little catchier. In those days many companies in the phonograph and radio businesses used the suffix "ola" for their names – Radiola, Columbiola, and Victrola were three of the biggest. Galvin decided to do the same thing, and since his radio was intended for use in a motor vehicle, he decided to call it the Motorola. But even with the name change, the radio still had problems:

\* When Motorola went on sale in 1930, it cost about \$110 uninstalled, at a time when you could buy a brand-new car for \$650, and the country was sliding into the

(See *Whats In a Name* - Page 2)

## TekWeek 40 Years Ago

Condensed by Gary Hoselton

**News in the Tek world!** **Strikes challenge Tek:** West Coast longshoremen's strike causes Tek to ship containers to Japan thru Vancouver B.C. Canadian air traffic controllers strike reroutes shipments to Europe thru Fairbanks or New York. British coal miner's strike rations electricity to Tek facilities to three days per week, with candles and lanterns and heavy clothing the norm to continue production and sales. **Tek TV instruments abound at Sapporo, Japan, Winter Olympics:** each of 125 or more camera control units has a 528 or 529 waveform monitor, each of 20 mobile vans and 14 microwave trucks has at least one 529 waveform monitor and 520 vectorscope, central control in Sapporo has 20 Tek 520 and 529 combinations and the new 650 color monitors plus combinations for each of 40 videotape recorders which produce feeds to the world via the new Intelsat satellite. Two weeks later, live coverage of **President Nixon's historic trip to China** is transmitted from Peking, Shanghai and Hangchow via a Hughes Aircraft ground station to the Intelsat, which sends the U.S. feed to a ground station in Jamesburg,

California. Forty tons of television gear were shipped to China, but the mix of Tek products is not readily available. After several years of no hiring and even a layoff, a variety of clerical **jobs are now open**, with few takers. Also FE and Marketing Support jobs open, prefer current Tek employees. **INC gear in Model Shop** speeds up testing of engineers' designs, 10 times faster and eliminates 4000 hours per year of template making. The design is input to a teletypewriter, which punches a paper tape. The tape is loaded into a PDP-8I minicomputer, which displays the part on a Tek 611 graphic display, allowing corrections to be made. Then a machine tape is punched and loaded into a computerized punch press, which quickly creates the part, providing same-day turnaround. ITek Operations has replaced two IBM 360 computers with one 370, about 3 times faster at completing jobs. Four terminals are installed, a teletypewriter and three 4010's, which are available for engineering design and manufacturing scheduling jobs. The console typewriter is upgraded from a 15 characters per second electric typewriter to a *blazing* 87 cps wire matrix typewriter. Ken Knox, assistant treasurer, says recent **devaluation of the U.S. dollar** has improved Tek's competitive position in world markets. Tek reduced

prices overseas, and since most foreign currencies moved upwards, Tek is not getting less dollars for instruments. President Earl Wantland reports no adverse effects from devaluation. **Tek Canada's** leased 27' Winnebago motor home covered a 9000-mile circuit last summer and 12,000 miles in the fall, showing Tek products to several thousand "buying influences" from Halifax NS to Victoria BC, with many sales resulting. With all the talk of the **United States converting to the metric system**, Tek librarian Julie Kawabata has the National Bureau of Standards report "A Metric America: A Decision Whose Time Has Come" and other publications available for study. **New responsibilities:** Merna Faull named Retirement Trust administrator, remains Employee Benefits manager. Dean Butts appointed Sales manager for measurement products. Bill Pyle made Marketing Product manager for television, automated systems, sampling, spectrum analyzers, pulse generators, and SONY/Tek products. Calculator Products division moved from Sunnyvale CA to Beaverton, Hiro Moriyasu named Engineering manager, Bob Keys National Sales manager, and Ken Spooner Manufacturing manager. Stan Kouba appointed National Service manager for all Tek products.

## What's in a Name (cont)

Great Depression. (By that measure, a radio for a new car would cost about \$3,000 today.) \* In 1930 it took two men several days to put in a car radio – the dashboard had to be taken apart so that the receiver and a single speaker could be installed, and the ceiling had to be cut open to install the antenna. These early radios ran on their own batteries, not on the car battery, so holes had to be cut into the floorboard to accommodate them. The installation manual had eight complete diagrams and 28 pages of instructions

## Hit The Road

Selling complicated car radios that cost 20 percent of the price of a brand-new car wouldn't have been easy in the best of times, let alone during the Great Depression – Galvin lost money in 1930 and struggled for a couple of years after that. But things picked up in 1933 when Ford began offering Motorolas pre-in-

stalled at the factory. In 1934 they got another boost when Galvin struck a deal with B. F. Goodrich tire company to sell and install them in its chain of tire stores. By then the price of the radio, installation included, had dropped to \$55. The Motorola car radio was off and running. (The name of the company would be officially changed from Galvin Manufacturing to "Motorola" in 1947.)

In the meantime, Galvin continued to develop new uses for car radios. In 1936, the same year that it introduced push-button tuning, it also introduced the Motorola Police Cruiser, a standard car radio that was factory preset to a single frequency to pick up police broadcasts. In 1940 he developed with the first handheld two-way radio – the Handie-Talkie – for the U. S. Army.

A lot of the communications technologies that we take for granted today were born in Motorola labs in the years that followed World War II. In 1947 they came out with the first television to sell under \$200. In

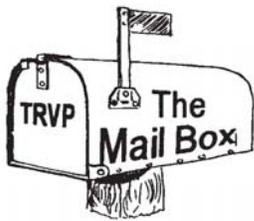
1956 the company introduced the world's first pager; in 1969 it supplied the radio and television equipment that was used to televise Neil Armstrong's first steps on the Moon. In 1973 it invented the world's first handheld cellular phone. Today Motorola is one of the second-largest cell phone manufacturer in the world. And it all started with the car radio.

## What Ever Happened To:

The two men who installed the first radio in Paul Galvin's car, Elmer Wavering and William Lear, ended up taking very different paths in life. Wavering stayed with Motorola. In the 1950's he helped change the automobile experience again when he developed the first automotive alternator, replacing inefficient and unreliable generators. The invention led to such luxuries as power windows, power seats, and, eventually, air-conditioning.

Lear also continued inventing. He holds more than 150 patents. Remember eight-track tape players? Lear invented that. But

what he's really famous for are his contributions to the field of aviation. He invented radio direction finders for planes, aided in the invention of the autopilot, designed the first fully automatic aircraft landing system, and in 1963 introduced his most famous invention of all, the Lear Jet, the world's first mass-produced, affordable business jet. (Not bad for a fellow who dropped out of school after the eighth grade.)



**Glenore Carrier:** I was a bit under the weather after a fall in August which sent me to the hospital and rehab. Many thanks for the beautiful cards and get well wishes. I have recovered well and have moved to an Adult Care Home and would love to hear from you.

6248 SW Hamilton  
Portland, OR 97221

Phone: 503-292-2729

**Ruth Lungren Pasley:** who worked as Administrative Secretary in Tektronix Retirement Trust for more than 20 years in the 1960s and 1970s, died in Forest Grove on June 7, 2012, at age 99. Ruth graduated from Beaverton High School in 1930 and from Oregon State Agricultural College in 1935. She was one of the oldest living graduates of OSU and was a member of the Oregon State Board of Directors in the 50s. Ruth was honored with the OSU Lifetime Achievement in Agriculture for her work in garden clubs and 4H.

**Gathering of TekRetirees  
and  
Previous Tek Employees  
Beaverton Elks  
December 7, 2012**

Additional Information will be included in the November TekRetiree Newsletter and on the Webpage: [www.tekretirees.org](http://www.tekretirees.org)

Please come, bring a friend and enjoy the opportunity to see many of your friends.

**Death Notices  
MAY, JUNE, & JULY, 2012**

**Anderson, Rayond A.** – d: 5-2-2012  
At Tek: 34+ Years  
**Cornilles, Virginia** – d. 03-09-2012  
At Tek: 16 years  
**Ellis, John D.** – d. 07-16-2010  
At Tek: 7 years  
**Gilliam, Suzie** – d. No Date Provided  
**Gottsch, James N.** – d. 04-06-2012  
At Tek: 46 years  
**Herd, William Thomas** – d. 03-16-2012  
**Hiatschwayo, Claude** – d. 03-08-2012  
At Tek: ~25 years  
**Hill, Beverley Blanche** – d. 06-24-2012  
**Karls, Ralph E.** – d. 05-30-2012  
**Keim, Naomi Camille** – d. 06-21-2012  
**Lulow, Mary** – d. 05-29-2012  
**Marsh, Evelyn** – d. 07-31-2012  
At Tek: 25 years  
**Martin, James E.** – d. 03-15-2012  
**McCracken, David** -- d. 07-18-2012  
**Merz, Josef Paul** – d. 04-04-2012  
**Meyer Jones, Hilda Margareta** – d. 02-09-2012  
**Moratin Smith, Lorraine** – d. 01-28-2012  
**Park, Michael** – d. 07-24-2012  
**Schmit, Julia** – d. 10-18-2011  
**Smith, Ildra** – d. 02-28-2012

**Sparks, Leonard** – d. 03-08-2012  
**Van Cleef, Ronald Eugene** – d. 07-19-2012  
**Vosh, Allen** – d. 3-26-2012

**Death Notices & Address Changes**

We are no longer able to get death notices or length of service information from Tektronix data base.

We would appreciate any assistance retirees or members of their family can provide us. We have posted here the information we found in obituaries in the local newspapers and from family members or friends who have notified us.

We would appreciate it very much if you would leave us a message on our voice mail at the TRVP office (503-627-4056) or you may email us at: [tek-retirees@tektronix.com](mailto:tek-retirees@tektronix.com)

The newspaper staff is only in the office on Wednesday's from 10:00 a.m. to 3:00 p.m. each week.

**Read Your Tek-Retiree  
Newsletter On Line**

A number of retirees are now reading thier newsletter on our Web Site at: [www.tekretirees.org](http://www.tekretirees.org)

If you would like to join them or change your email address send an email to Millie Scott at: [mlscott@easystreet.net](mailto:mlscott@easystreet.net)

**RETIREE BENEFIT INFORMATION & ADDRESS CHANGE PROCEDURE**

**Retiree Medical and/or Life Insurance**

Anyone who is a past employee with Retiree Medical and/or Life Insurance will need to request informaton or make changes in writing to A & I. You must include your signature and Social Security Number.

Tektronix Post Employment Services  
A & I Benefit Plan Administrators, Inc.  
1220 SW Morrison St., Suite 300  
Portland, OR 97205-2222  
Phone: 503-222-7700  
Toll Free: 1-800-778-7956  
Fax: 503-228-0149

**401k benefit**

Anyone who has a 401k benefit must contact Fidelity for information or to change their address directly with them at:

1-800-835-5092

**Cash Balance Plan**

The Cash Balance Plan has been transterred to Danaher Pension Plan Proc-essing Center with Hewitt. Questions or changes should be directed to:

1-800-580-7526

**Tektronix Retiree Volunteer Program**

If you need information or to make changes to your Tektronix Retiree Volunteer Program Newsletter address please notify us at:

Tektronix Retiree Volunteer Program  
M/S 58-037  
PO Box 500  
Beaverton, OR 97077

Phone 503-627-4056

Email Address:

[Tek-Retirees@Tektronix.com](mailto:Tek-Retirees@Tektronix.com)

## TekRetiree News

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**TRVP Web Page: [www.tekretirees.org](http://www.tekretirees.org)**

## Editorial

*by Louis Sowa*

We at the TRVP are getting some new computers, which are very welcome. The old ones are getting painfully slow. We have received two new ones so far. They are not actually new, but much newer than the ones we have had.

We have some new people helping here at the TRVP. Pete Nelson has been with us for several months and is settling into the role of our database manager and also does some IT work. He has been working with Tek in procuring the newer computers. Paul Thompson has been helping with the editing function. Gordon Long has also joined us and may be of help with the publication of the newsletter. The Guernsey series should not be completed until the next issue. I hope many of you have enjoyed this series as much as I have. I had no connection to the Guernsey operation but think it is a very interesting bit of Tektronix history. Maybe we can delve into some more of the Tektronix history such as Heerenveen and Sony Tek in future issues.

We have not had an update about the Museum, however it is doing well. Museum hours: 9:00 a.m. to 5:00 p.m. on Friday and Saturday. Location: 4620A SW Beaverton-Hillsdale Hwy, Portland, OR 97221. If you have not been to visit you should if it possible, realizing many ex-Tek s do not live in the area. The museum is a great volunteer opportunity. If you have any old Tek instruments, manuals or other historic Tektronix items that you are willing to donate or might like to trade contact them. There are, also, items for sale. If you have not visited their website it is extremely well done and contains a great deal of information. Donations can be made via the webpage:

[www.vintagetek.org](http://www.vintagetek.org).

Tektronix Retiree Volunteer Program  
M/S 58-037, PO Box 500  
Beaverton, OR 97077-0001

## CALENDAR

### Engineering Breakfast

Time: 7:00 a.m.

Village Inn – Beaverton

By-Monthly – Wednesday

### TERAC

6:00 p.m.

Round Table -- Beaverton

Weekly on Friday

### All Previous Tek-Employees Luncheon

2nd Monday of each month.

Time: 11:30 a.m.

Where: Peppermill Restaurant

Farmington Mall

Corner of Farmington and Kinnaman Rd.

17455 SW Farmington Rd. #26B

Aloha, OR 97007

Contact: Annetta Spickelmier

503-649-2491

### Marconi's Cronies

Meet the 2nd Wednesday of each month  
(except July and August):

12:00 p.m.

Tom's Restaurant

3871 SE Division Street

Portland, OR

Contact: Jack Riley for details

Phone: 503-235-5267

### CRT Luncheons

3rd Tuesday of each month

(except June thru August)

at 11:30 a.m.

at Beaverton Izzy's

11900 SW Broadway, Beaverton Town Ctr.

Contact: Jack Neff for details

1301 East Fulton St., Apt. 233

Newberg, OR 97132-1870

Phone: 503-554-7440

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