

REPORTER

For people of the Hewlett-Packard Corporate staff and HP Labs

ANNIVERSARY ISSUE 1979



The formative years

During this 40th anniversary year of Hewlett-Packard a variety of historical photos have been appearing in various HP publications.

It would be a shame to let 1979 slip away without having the *Reporter* follow suit, since a goodly number of our Corporate staff and HP Labs readers were part of HP's formative years. Included in this album are photos of a few of those whose memories of Hewlett-Packard go back to the first 15 years from 1939 to 1954—a time just before construction of the present Stanford plant on the hill, when all HP activities were concentrated within walking distance in a cluster of buildings at the foot of Page Mill Road. (The Manufacturing Division is now located at that site.)

The present designations of "Corporate" and "HP Labs" weren't in use in those early days, but centralized administrative and engineering functions have been an inextricable part of the company since the beginning.



TIME FOR FUN along with the serious work of building a company: LEFT. Dave Packard and Frank Cavier in action at the 1942 HP picnic at Blackberry Farm. RIGHT. Among those enjoying Gordon Eding's birthday celebration in 1956 are engineers Dave Earle, Glenn Harreman, Harold Rocklitz and Don Carmean. Can you find them?

Going places

The beginning of Hewlett-Packard by two young engineers working in a one-car garage at 367 Addison Avenue in Palo Alto is now legendary.

By 1940 the partners had enough business to rent a small cement block building from "Tinker" Bell, located on Page Mill Road just off El Camino Real. As more employees were added, the company took over Bell's fix-it shop on the corner. (In the photo below, Polly and Jake's cabinet shop occupies the original HP building on Page Mill, which now serves as a storeroom for the owners' later antique shop in the corner building facing El Camino.)

A milestone in 1942 was construction of HP's first building of its own: the Redwood Building down Page Mill Road at Ash Street. In the next few years two concrete buildings were built alongside and the Redwood Building was used only for administration and engineering.

The first sawtooth roofline appeared in 1954 on a 43,200-square-foot Administration and Lab Building angled across the corner of the block at Page Mill and the present Park Boulevard.



In 1956 construction started on the first two buildings of the present complex on "the hill" in the new Stanford Industrial Park. Completion of buildings 1 and 2 in 1958 actually caused the first separation of administrative and engineering activity—what are now corporate functions remained behind while engineering labs took over building 1.

(Building 2 housed manufacturing.) It wasn't until building 3 was finished in June, 1960, that sales, accounting, publications, purchasing and personnel, along with production control and inventory control, moved up the hill into an acre of new space.

About that time the labs (which also included production engineering) began to lose people as new divisions in Colorado and elsewhere siphoned off the engineering groups which were the nucleus of their product lines. In 1965 the present HP Labs was organized in Palo Alto as a central corporate research lab with its own set of objectives.

Today both Corporate staff activities and HP Labs have bulged into a number of buildings outside the Stanford plant. Next major move will come when Corporate groups are consolidated in the new office building now under construction and HPL takes over building 3.



Original Tinker Bell building.



Redwood Building.



ABOVE. In 1954 the company's first facility designed for use by administration and labs was built at the foot of Page Mill Road. (It is now the Manufacturing Division's building 8.) LEFT. (l. to r.) Everett Penn, Cort Van Rensselaer, Bill Hewlett, and Barney Oliver look over the construction site with architect Joe Ehrlich.



LEFT. In the Tinker Bell building, Dave Packard and Helen Perry (the first secretary hired by HP) work in the company's first real office. ABOVE. By March, 1946, the office in the Redwood Building had considerably more employees, including Elaine Cook (left rear).

Bill and Dave and . . .

According to the best records available, here are members of today's Corporate staff and HP Labs who joined HP or its sales reps during the company's first 15 years. (Unfortunately, even the voluminous photo files of the original employee publication *Watt's Current* didn't yield pictures of everyone.)

Al Bagley, James Balanesi, Byrd Beh, Bob Boniface, John Borgsteadt, Bob Brunner, Don Carmean, Tom Christiansen, George Climo, Elaine Cook, Carl Cottrell, Ray Demere, Bill Doolittle, Betty Downs, Steve Duer, Eileen Dugan, Hal Dugan, Dave Earle, Gordon Eding, Bud Eldon, Art Fong, Bob Grimm.

Joyce Hanna, Glenn Herreman, Jean Hilton, Wally Klingman, Larry LaBarre, Dan Lansdon, Ralph Lee, Bernard Lizenby, Ed Morgan, Barney Oliver, Al Oliverio, Everet Penn, Harold Petersen, Jack Petrak, Russ Riley, Harold Rocklitz, Stan Selby, Aubrey Smith, Dave Swartz, Jo Thomson, Phil Tuttle, Cort Van Rensselaer, Ed van Bronkhorst, John Veteran, Bruce Wholey, June Wohlfeil.

REPORTER

Published monthly by Corporate staff personnel and HP Labs personnel, IU, Palo Alto

Betty Gerard, editor; Dana Phinney, circulation; Frank Williams and Cheryl Wicks, editorial advisors



1946 Christmas party in the quonset hut alongside the Redwood building.



LEFT. The new administration/labs building added in 1954 had a real library. For the benefit of the photographer, Larry Johnson (second from left) conferred with Bayden Jones, while librarian Eileen Dugan and John Borgstead did some reference work.

RIGHT. When June Wohlfeil celebrated her 25th service anniversary recently, co-workers dug up her original ID photo from 1954.



Time out in 1947 for HP engineers (and a couple of visitors) to observe Art Fong demonstrate how the Doppler effect, a forerunner of police radar, could track an approaching object.



"Every once in a while somebody got a new idea and we just tried it," according to Art. RIGHT. Bruce Wholey (left), and Ed Porter were among those looking on.

Slide Rules

As Dave Packard recalls, "Right after World War II, when we had about 200 people, we went out of our way to hire top-notch young engineers who we thought were really outstanding in their fields. Considering the level of the company in those days, it was really kind of a gamble to ask them to come in to join us, but Bill and I were convinced that in the final analysis the success of our company would be determined by whether or not we could stay ahead technically."

For VP-Corporate Services Bruce Wholey, a snowstorm on the East Coast resulted in his joining HP in 1945. After receiving his master's degree at Stanford in 1943, he had joined the Radio Research Labs at Harvard where he worked on the development of a signal generator.

At the end of the war that instrument was transferred to HP for production. "When I brought the 616 out I had dinner at Chez Yvonne with Packard," recalls Bruce. "He said, 'If you want a job, come out.' At that time I was planning to join a company in Long Island

but a big snowstorm in the Boston area three weeks later made me change my mind. I called Palo Alto to say, 'If that job is still open, I'll be out.'"

Also working in the Boston area was Executive VP Ralph Lee, then an engineer with M.I.T.'s wartime Research Construction Company. On VJ Day in 1945 Ralph, visiting his family home in Seattle, was asked to call on West Coast companies to report on job possibilities for the technical staff of R.C.C., since that activity would be ending. Among others he called on HP, wrote up his



Ralph Lee.

report—and joined the little Palo Alto firm the day before Christmas.

Jack Petrak, now Corporate sales manager, also joined HP's lab in 1945. Jack was one of the Stanford engineering grads who had joined other local companies but kept an eye on Hewlett and Packard's venture.

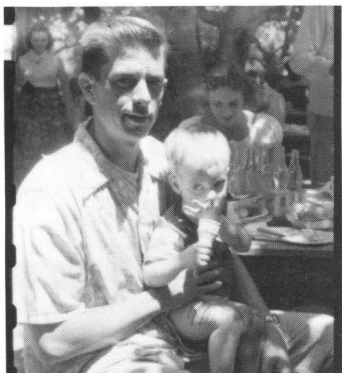
"Some of us weren't sure whether this outfit was going to fly or not," remembers Jack. He was finally convinced when HP responded to his request by sending two fellows over to help with a measurement problem. "I thought, 'Hey, these guys are really on the ball.'"

Californian Art Fong, now manager of Corporate Engineering Design, had gravitated east after UC Berkeley to M.I.T.'s Radiation Lab and then the Browning Laboratories in Winchester, Massachusetts, where he worked on the design of a standard frequency receiver and an FM tuner. By 1946 he had decided to return to the West Coast and was hired by HP just in time for the company Christmas party.

Instrument Group engineering manager Al Bagley was working on his masters at Stanford in 1948 when he saw a notice on the bulletin board about an HP fellowship which he applied for and received.

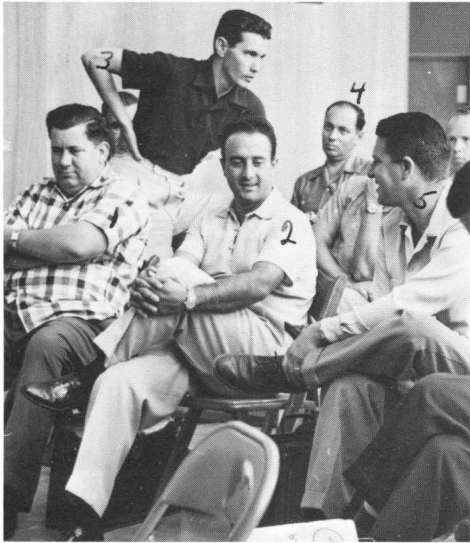
By the third quarter of that school term he was spending part of his time at HP developing a nuclear scaler, working out in the quonset hut that served mostly as a warehouse. That instrument became the heart of HP's first electronic counter.

"When I finished school," says Al, "HP offered me what they thought was a summer job and I thought was a permanent one." Al was right.

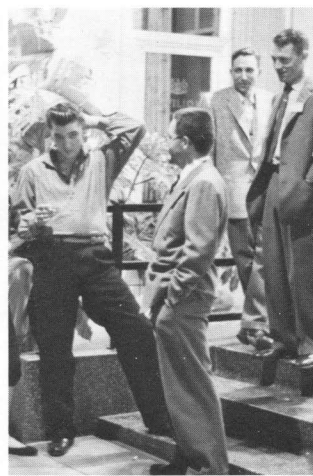
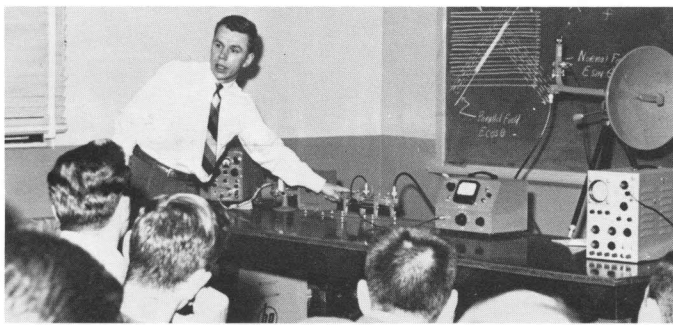


In the summer of 1951 Al Bagley was pictured (left) with son Bob at the HP picnic, and (right) with his 524 electronic counter (the result of three years' work).

Selling HP products



LEFT. An earlier HP editor wrote numbers on Al Oliverio (2) and Bob Boniface (3) of Neely in an early HP seminar for sales representatives in 1954. HP began to acquire a number of the independent sales representative companies in 1961 to form its own marketing organization. CENTER. Bob Grimm (standing) was among the labs engineers who gave new product training to reps in 1955. RIGHT. Some familiar Corporate faces at the 1957 sales seminar: Carl Cottrell (seated at right), John Brown (standing, left) and Carl Mahurin (next to John).



LEFT. Bob Brunner of Neely gives Cal Poly engineering students a demo on HP microwave products in 1955. CENTER. For Bud Eldon (center) and other Wescon trade show attendees, staying at the same hotel as Elvis Presley was pretty exciting in 1956. RIGHT. A continental version of the coffee-break for Bill Doolittle, visiting Europe in 1959 to set up HPSA.

Picnics



Bill Hewlett does the serving at 1952 picnic.

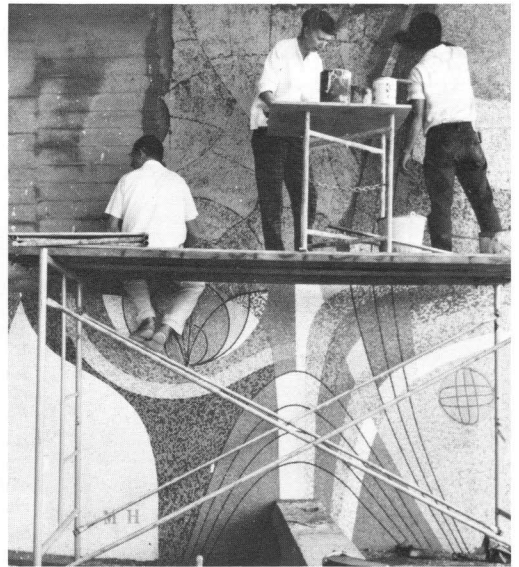


Jack Petrack and Dave Packard wear aprons of the former Frequency and Time Division (now Santa Clara Division) as they tend the grill.

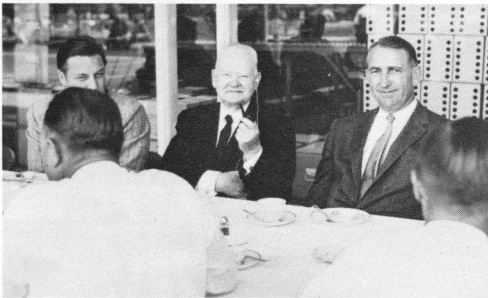
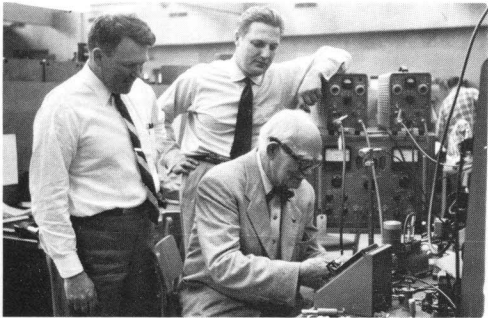


George and Shirley Climo line up for food at Adobe Creek Lodge. (George, now the company historian, is a good man to know when doing an historical issue.)

Moving up and out



LEFT. By the fall of 1960, Corporate was in 3U. RIGHT. The entrance mosaic was completed about the same time.



Distinguished visitors to HP included (upper left) electronics pioneer Dr. Lee De Forest, shown looking at a new waveguide device in 1957; (lower left), President Herbert Hoover, a luncheon guest in July, 1960; and (above) General Charles de Gaulle, whose visit two months earlier attracted heavy press coverage.



ABOVE LEFT. Behind the desk in the production office of GmbH in August, 1960, are Ray Demere (left) and Fred Schroeder. HP's first manufacturing plant outside Palo Alto had been started ten months earlier in Boeblingen, West Germany. LEFT. Stan Selby headed the Loveland plant which was begun in 1960, the first U.S. facility located elsewhere. ABOVE RIGHT. HP officers were present to receive a welcome from Keith Funston, president of the New York Stock Exchange, when Hewlett-Packard stock hit the big board in March, 1961. (From left) Ed van Bronkhorst, Barney Oliver, Frank Cavier, Dave Packard, Funston, Noel Eldred, George Downsbrough (president of Boonton Radio Corporation), Ed Porter.