

# depth

No. 1 April 1970

For the Australian  
and New Zealand staff  
of Hewlett-Packard



We now present your very own magazine

## depth

This name has been chosen after much deliberation. We had numerous suggestions, some of which were very interesting while others were most unusual but could hardly be printed. The Webster Dictionary defines the word 'deep' as meaning "profound, penetrating, extending below the surface". *We intend to ensure that "depth" truly upholds the promise of its name.*

This magazine has been planned with a two fold purpose. Firstly to make certain that all employees in our numerous branch offices are equally well informed as to company directives, personnel changes and local items of interest. Secondly, to create a media which is based on (and will encourage) active employee participation. This will ensure that you are aware of the work problems, current achievements and personal successes of people not only in your area, but interstate and in other departments. In this way, any problems that may exist between either employee and employee, or employee and management should be considerably lessened due to increased understanding.

We are extremely grateful to those people who contributed to this, our first issue. We hope that those of you who have yet to produce tangible evidence of your support, will do so in the near future.

**John Warmington, our General Manager, was responsible for the first sale of a Hewlett-Packard instrument in Australia. His efforts have guided the organization to the status we have now achieved. He recalls for us, the beginning of Hewlett-Packard in Australia and New Zealand.**

*As most of us know, Hewlett-Packard began operations with \$500, in a garage in Palo Alto, California during 1939 — the company blossomed with a number of Government contracts during World War II, on completion of which an arrangement for distribution of their products through a specialized Export House (Frazar & Hansen) located in San Francisco was formulated. The Sample Organization was then appointed distributor for Australia and New Zealand during 1947. At this time the complete line consisted of approximately 20 individual instruments which*



*were new and somewhat ahead of their time for requirements in the Australasian Area.*

*During these early days the introduction was very much a spare time, after hours and weekend job in putting together a representative mailing list and distribution of catalog material. The field of electronic instrumentation was somewhat of a mystery in those days with only a handful of government laboratories showing any real interest — it was several years before we had a "break through" and obtained our first HP order from PMG Dept. Research Laboratories for four Model 410A Vacuum Voltmeters supplied in 1948.*

*These units are in active use today complete with their externally mounted Step Down Transformers. This order with a value of less than \$700.00 was the forerunner for the \$5,000,000 we are looking towards this current year. During the early years, sales/orders were few and far between but had grown to about \$40,000 by 1953.*

*It then became obvious that a direct link with the factory was required, and HP established their first international Group in Palo Alto with a direct link to Australia and other countries rather than through the Export House, commencing on 1st January, 1956.*

*Much more rapid development occurred so that by the early months of 1967 a staff of 25 were fully employed in obtaining orders to the value of \$2,000,000. A further major change took place on 1st July, 1967 when HP purchased the HP assets of the Australian Distributor and thus our own group of 25 became employees of a wholly owned U.S. Manufacturing Organization.*

*Many of you are well aware that during our existence of 2½ years our staff and orders have also grown about 2½ times, and it is interesting to note that our current annual increment was about total sales for 1965.*

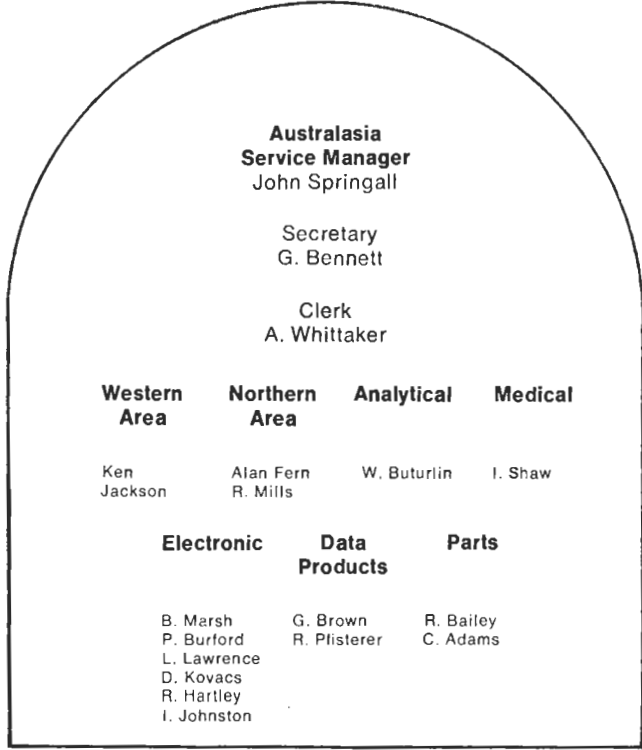
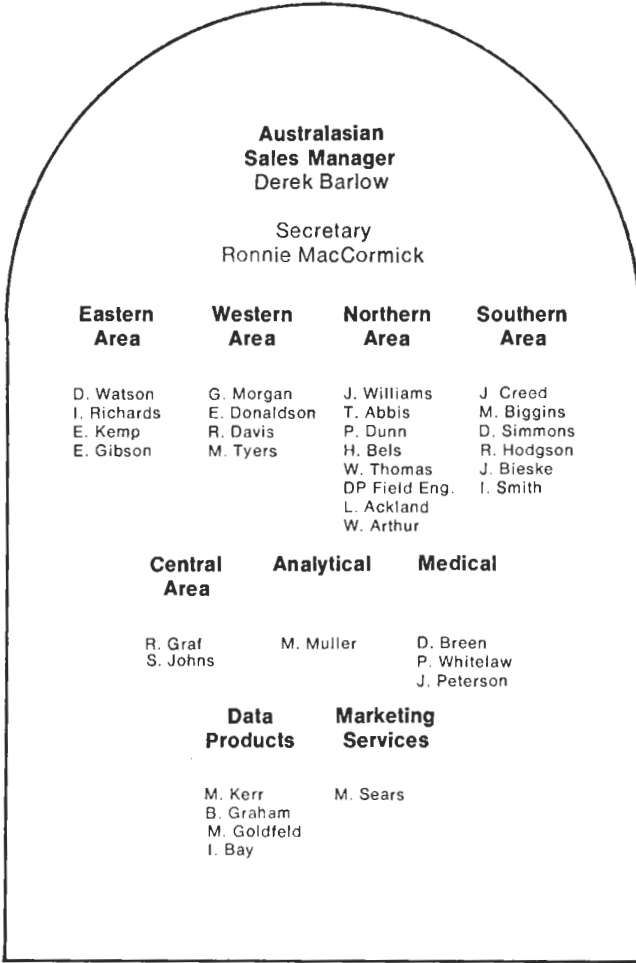
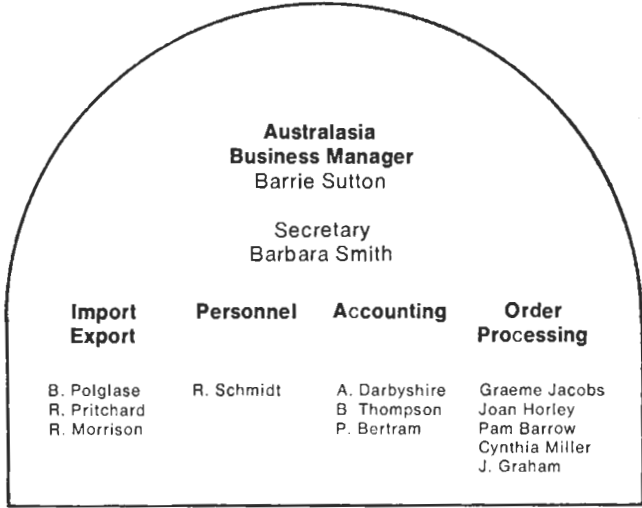
*I trust you will all find this new medium of value and interest.*

*John Warmington*

**HP Computer Museum**  
**[www.hpmuseum.net](http://www.hpmuseum.net)**

**For research and education purposes only.**

To ensure that you are aware of the organizational structure of HP, we have prepared the following chart for your information.



## Our Sales Department

Each issue of "Depth" will feature the photographs of a particular group in HP Australia. These will be updated as employees join us.



Aust Sales Mgr Derek Barlow



Secretary Ronnie MacCormick

### Southern Area



Jim Creed



Max Biggins



Donald Simmons



Ron Hodgson



John Bieske



Iris Smith



John Williams



Tony Abbis



Paul Dunn



Hans Bels



Bill Thomas



Lorraine Ackland



Wendy Arthur

### Western Area



Gray Morgan



Elisabeth Donaldson



Ron Davis



Margaret Tyers

**Data Products**



Malcom Kerr



Bruce Graham



Mark Goldfeld



Irene Bay

**Analytical**



Michael Muller

**Central Area**



G. R. Graf



Sandra John

**Marketing Services**



Marg. Sears

**Eastern Area**



Don Watson



Ian Richards



Eliz. Kemp



Eliz. Gibson

**Medical**



J. Peterson



Mr. Peter Whitelaw

## Our Directors

In the past we have often heard the term — The Directors—in connection with either a decision they have to make, or one already made. To avoid the pitfall of our Directors becoming the “faceless men”, it seemed fitting in our first issue to publish their photographs and to assure them that although they are referred to collectively, we sincerely appreciate their strong individual guidance.



John Warmington — member of the original Board of Directors



Colin Trumble — member of the original Board of Directors



Dick Mobilo

Director since 1st July, 1969



George Newman

Director since 16th Jan. 1970

## International *hp* Support

This first issue would not be complete without mentioning the invaluable services of two people in the States — Dick Love and Sharon Butterfield.

Dick Love is the Business Manager for the Intercontinental Corporate Group and as such controls order processing, accounting, warehousing, premises, etc. He has become known to the Melbourne personnel as an Irish coffee addict.

Sharon has the difficult job of co-ordinating the delivery of our orders from the factories in the States to HP Australia. She is often called on to accomplish impossible tasks and has the astonishing ability to always succeed. We certainly could not do without you, Sharon.



Dick Love



Sharon Butterfield



## About hp

This page will be devoted each month to items of interest about HP personnel. Any interesting tidbit should be reported immediately to the editor for publication in the next issue.

### SERVICE:

**Births:** Carroll Adams has announced to us that she is soon to become a proud mother (September). We wish her well and hope she'll show us the new arrival when he/she arrives.

**New Employees:** Welcome to HP Service Dept. Alan Fern, Ralph Pfisterer and Ann Whittaker.

Alan and his family arrived from England at the beginning of February. Alan has been with HP Ltd. for seven years and has now taken the position of Service Supervisor in Sydney. His experience will be much appreciated by both customers and HP Australia.

Ralph Pfisterer — another HP man. Ralph and his wife come from Germany where Ralph was five years with Gmbh as Service Engineer. Graeme Brown has co-opted Ralph's assistance for Special Systems Engineering — he also is most welcome.

The third newcomer to the Service Department is Ann Whittaker. Ann is responsible for the Service library, Service parts ordering as well as taking some of Gill's work load. Ann is married with two small children. She's English but has been here for some years — most of that time in Ken Jackson's part of the world.

We know that all three will strengthen the service support for the sales team.

**Thank You!** For the whole of the summer holidays, the Melbourne Parts Centre had the invaluable assistance of Lloyd (dasher) Stott. Bob Bailey and all concerned want to say "Thanks, Lloyd". We'd have been running around in circles without your help.

**Did You Know?** Peter Burford is considering going into the Nursery business (plants not babies). His little garden down in the Service Department is growing enormously and almost every other department in the building has asked for a cutting. He could make a fortune with the right manager.

Graeme Brown's "Lady Dog" had 12 puppies, all of which were sold almost at once. At the price of pedigree dogs nowadays, we figure we could be in the wrong business.

### SALES:

We are still recovering from the shock of learning of the departure of two of our female

members. Jan Matthews joined Sample Electronics in 1966 and was one of the original 25 employees of Hewlett-Packard Australia. We are extremely sorry to lose you Jan, but of course we share your delight in the anticipated addition to your family.

Margaret Sears is leaving the security of HP Australia for the wild blue yonder and we are sure that the tales she will tell on her return will be really worth hearing.

We would also like to congratulate Malcolm Kerr on his official promotion to Data Products Sales Manager and thank Peter Kertesz who so capably conducted the Sales Sonics course during March. The fellows have come through it beat but wiser.

### ADMINISTRATION:

We would like to welcome Pamela Barrow to the position of Accounts Receivable Clerk. She has filled a difficult and often frustrating position very capably and we are extremely glad to have her with us. She is only recently married and her mini skirt is luckily on a par with the rest of the female staff.

Another recent addition to the Administration Group is Rosemary Haugh whose attractive voice you will hear each time you telephone HP Melbourne (that is not the part of her that is attractive — ask any HP Melbourne male).

Very few staff members were present at the dock to send our esteemed accountant off overseas for a few months vacation. The lack of support was mainly due to ill health — a direct result of activities at the Turf Club Hotel the previous night. Alan's last parting gesture was to throw his dining room reservation ticket overboard instead of a streamer. If he felt as ill as he looked, he probably won't feel like eating anyway.

There has been some talk of a surprise visit from the company auditors in the near future due to Bruce Thompson's purchase (by fair means or foul) of a black 220S Mercedes Benz. Remember Bruce, if the days of Bonnie and Clyde come back, so does the maxi skirt.

Another pending arrival — congratulations are extended to Ron Pritchard and his wife who are expecting their first baby in September.

### CANBERRA OFFICE:

No known marriages or births, but keeping close watch. Will report any and all developments.

### ADELAIDE OFFICE:

We wanted to make sure the magazine was a success before we put our name to it.

### SYDNEY OFFICE:

Paul Dunn's contribution was much appreciated. Unfortunately, lack of space prevented the article from being included in this issue.

### NEW ZEALAND OFFICE:

No official contribution from N.Z. but we have heard a rumour that Dick Fernyhough, our accountant in Wellington, was married on the 25th of March. We extend to you and your wife, Dick our sincere congratulations.





HEWLETT PACKARD AUSTRALIA PTY. LTD.

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