depth

NEW COMPUTER

One of the major items of expenditure the Company has had over recent months has been the aquisition of a new computer for the Melbourne Data Centre. It was decided by senior management that the time had come to update the HP 2116B computer we had to a new HP 2000F computer system.

The new system, which consists basically of two Hp 2100A computers linked together, has far greater capabilities in terms of overall capacity, speed and response time. It also incorporates several technical improvements and has a greater degree of hardware sophistication.

Primarily the Hp 2000F system will be used for Sales demonstration purposes, but because of its increased capabilities, a greater degree of in-house use will be made possible.

NEW BUILDING PROGRESS

So far things are progressing well on the new HP Marketing Facility presently being built at Joseph Street, Blackburn. All major structural work is now almost complete and finishing and fitting of all interior work will soon be well in hand it is anticipated that the 'big shift' from Weir Street and Prospect Hill Road offices will take place over the weekend of the 16th. and 17th. of February, 1974

The eastern side of the building looking towards Joseph Street.
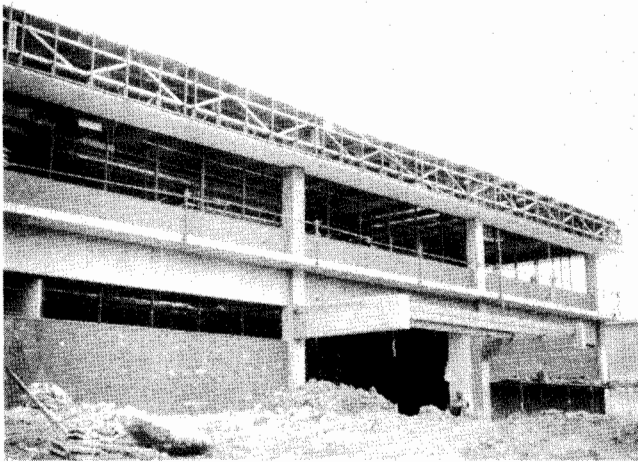
The front entrance.
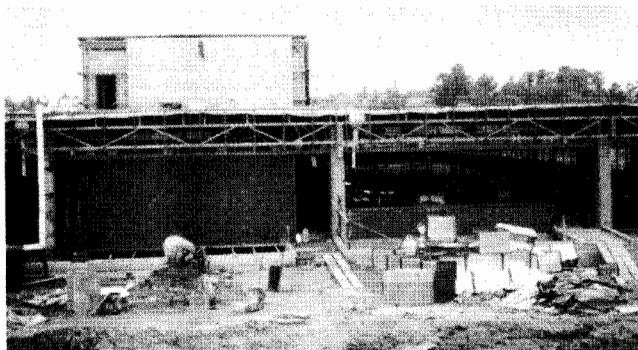
*The rear of the building.*

SYSTEMS INTEGRATION CENTRE
NOW FULLY ESTABLISHED

The S.I.C. is now three people strong and producing results which are beyond reproach. Since Ian Johnston joined Ralph Pfisterer and Carol Streames on October 1, the S.I.C. has gained sufficient impetus and expertise to deliver not only one, but two, completed systems.

The first of these was a DOS M/RTE System for the Australian National University in Canberra. Under Ralph's direction the S.I.C. liaised with the Sales staff to determine the customer's precise needs, ordered the appropriate hardware, integrated the pieces into a complete system, entered all appropriate systems software, correlated all written texts, ran system trials and eliminated all minor problems which could have arisen after installation.

The second system handled by the S.I.C. was a DOS M/RTE System for Geopeko Mines which included the File Manager Package and the newly released System Cross Loader (SXL). This system was not only completely handled by the S.I.C. but was also fitted with a special modification to enable it to use five level paper tapes generated by a telex machine. Configuring both these systems has involved the integration of all operating systems (except time-share) currently available through HP.

Close liason between the members of the S.I.C. and the Order Processing Section was vital to the success of delivering both systems and in Terry Best the S.I.C. found the perfect contact man.
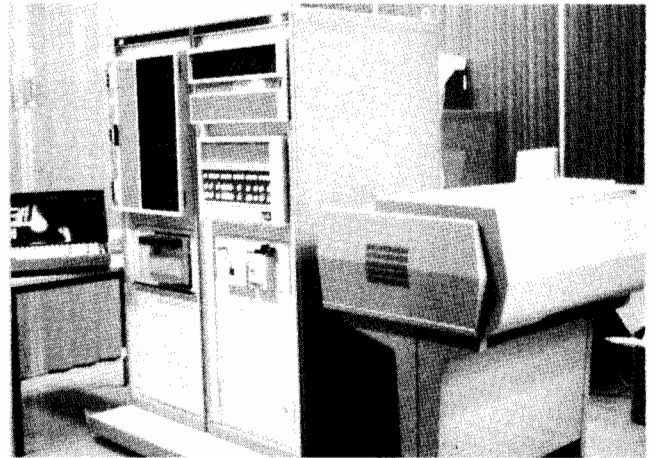
The Geopeko system ready for delivery.

HP AUSTRALIA AWARDS

Once again HP Australia has been fortunate enough to win a certain amount of distinction among the nations of the HP INTERCON Region. At the time of going to press we are proud to report that **two** awards have been made in recognition of the stirling efforts of some of our number.

The first award was the 'Dino' Award made to the Medical Products discipline for topping the sales figures for all of the INTERCON Sales Regions for the second quarter. As their sales for the third and fourth quarters are even higher, our Medical team are hopeful of being able to hang on to 'Dino' for quite some time. Congratulations to Mike Muller and all his group!

The second award was made to Jim Creed while he was away on his recent trip to the U.S.A. Tony Seidel, who heads the INTERCON Marcom group presented Jim with a plaque for being the top Marcom Manager throughout the INTERCON Region in 1973. Congratulations, Jim, for a great performance during the last year!

John Warmington presenting the 'Dino' award to Mike Muller and Les Lawrence.

NEW PRODUCTS

"The times are a changin'" in the area of Hewlett-Packard's technical endeavor and this is bound to have a marked effect on the entire HP organization including our Australian region. The wide knowledge and experience of electronic technology gained by HP in the scientific measurement field has enabled the company to direct its attention to marketing areas other than those which have been penetrated in the past. This is because new products have been developed and included in the HP range.

Perhaps one of the most exciting recently released products is the 9830A programmable calculator. This machine is the first true desk-top computer and is capable of utilizing most of the software already developed for existing HP computers. Whereas its predecessors the 9810A and 9820A found their main application in the scientific, surveying and construction fields, the 9830A has the capability to become eminently suitable for commercial applications also. With suitable software it can be used for educational, payroll and stock inventory functions. Thus, the market for this machine will include not only engineering, scientific and surveying organizations but also banks, stockbrokers and accountants.

Another exciting new product is known as the "ASC11 Bus". This is a system of cables for interconnecting programmable instruments into a system. Prior to the introduction of this product it was necessary to use a computer as the controlling unit of a multi-instrument system. The ASC11 Bus method of external multi-line interfacing via cables gives complete system flexibility and information flow whilst drastically reducing systems costs. It could well become the most important interconnection technique yet devised.

Since the last issue of "Depth" was published several other product changes and releases of significance have also occurred, particularly in the E.P.G. area. Some of these are:
* The release of the 184B, the fastest writing oscilloscope yet produced.
* The improvement of storage tubes for oscilloscopes to the point where they are virtually undamagable in normal use.
* The widening of the range of plug-ins available for use with older model oscilloscopes. This gives the 'scopes greater flexibility and allows them to be used in more sophisticated applications.
* Expansion of the components range particularly in the optoelectronics area.
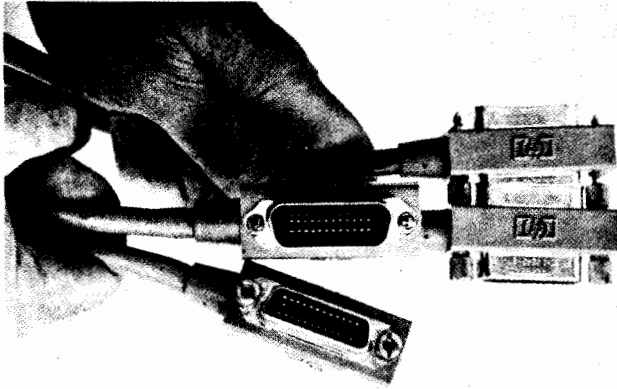
The ASC11 Bus System

MOVE TO PYMBLE

I have sometimes wondered what are the feelings of those seeming paragons of patience, the "information clerks" in shops, hotels, railways and airports who are asked the same question in varied forms day after day.

In a small way I came to appreciate their feelings by being involved in the front line of the programme for the new Sydney Office building. Over the 4-5 months prior to July 17, the question "How is the building going?" became not only a "request for information" but became almost an accepted form of greeting, not only of Sydney staff but also of most other HP people who visited or called.

July 15 was the "big" day when we finally left our old premises in Crows Nest without many (any?) misgivings on anybody's part and we are now well and truly settled at 31 Bridge Street. A good many HP people have had the "good fortune" to visit our new home and we hope they went away impressed.

The Marketing Department occupies the top floor of just over 232 square metres which is actually more space than the whole of our Alexander Street Offices. Service occupies a further 140 square metres and we have included in our plan a data centre and two Seminar-Training rooms which occupy another 100 square meters all told.

JOHN WILLIAMS.

NEW BUILDING

In the last issue of "Depth" it was announced that just over three acres of land had been acquired in Blackburn, Victoria, as a site for HP's new Australasian Head Office. Plans for the new building are now progressing well and we are expecting a visit from Phil Towle of HP's Corporate Building Design Group in late January 1973.

Phil will be coming to conduct discussions with HP Australia personnel and the Design and Construction group chosen to accomplish the task.

It is understood that the final design will be completed and construction shall commence during FY 73. Present proposals indicate that the building will be of multi-level design and shall be completed in two stages. The first stage of 30,000 square feet (as compared with 14,000 square feet at Weir Street and 2,000 square feet at Prospect Hill Road) will incorporate several improvements including seminar classrooms, demo rooms and improved car parking facilities.

NEW COMPUTER

The Melbourne Data Centre has received approval to import and install a new HP 3000 computer.

This system incorporates several refinements lacking in our current 2000A Time Share system with its peripherals. Although primarily a valuable sales aid, the HP 3000 with its greater capabilities will enable the Data Centre to handle much more sophisticated work.

The HP 3000 features multi-programming operation which enables the use of a number of computer languages simultaneously. Thus an operation could have programmes written in fortran and basic running together.

Other features of the new computer are its ability to be used for time-share, real time and batching operations and its ability to create and maintain large data banks. This is based around a disc file which can hold up to 47,000,000 characters of information.

VISITORS

Since May, 1972, we have been fortunate in having had several distinguished visitors from overseas.

Bob Turner, the Intercom Calculator Product Manager, was here for a short while in mid-June.

Don Wolf, the Intercontinental Division Electronics Products Sales Manager, was with us for ten days in June.

Les Oliver, the Administrative Manager for the Intercontinental Division, paid us a visit to have a quick "once-over" of our Administrative section during June. Les was accompanied and assisted in this task by **Sid Shreeve.**

Dave Widman, Doug Chance and **Ed Lubinsky** all visited us in July to conduct seminars.

Norm Vlass visited Adelaide in early September to conduct a seminar.

Vic Bunze and **David Martin** also came to conduct seminars in October.

John Brown, San Diego Division General Manager and his wife came to see us during early November.

Ernie Matlock, the Service Manager for Intercontinental Division, spent a few days with us during mid-November.

Wes Wickham, the Electronics Staff Engineer Supervisor for Intercontinental Division, spent some time with us during November conducting seminars. Wes very kindly demonstrated several new items of equipment whilst here and also spent time in New Zealand. This was significant as it was the first major technical support for the rapidly growing New Zealand sales area.

Dick Warmington (no relation to John Warmington) is the Medical Product Specialist at Intercon. He spent time with us in late November.

We thank all our visitors for coming and assure them of a warm welcome on any return visits.

Herb Scherwath and Peter Lannan

Mary Roberts and Tricia Van Zelm

AN UNUSUAL WEEKEND

Rumour has it that the visit by John Brown, the General Manager of HP's plant at San Diego, caused John Warmington a few moments of worry and puzzlement.

It seems that John Warmington wrote to John Brown enquiring as to what he wished to do over the weekend period of his visit.

The reply, which arrived only a short time before the Browns were due to arrive, came from John's wife, Bobbie. Imagine John Warmington's surprise when he read that they wished to see a shearing shed in operation and specific breeds of Australian sheep! As shearing time had not begun and there were no shearing sheds operating within hundreds of miles, this presented something of a problem.

It seemed that the request stemmed from the Browns' interest in the hand spinning and weaving of wool. The problem was resolved by arranging a visit to the headquarters of the Hand Spinners and Weavers Guild in Melbourne. The president of the Guild was kind enough to make a special trip to open the place on a Saturday afternoon to show the visitors around.

Mrs. Brown apparently did not realise that all the spinning wheels in Melbourne are hand-made by only one man and that he does this on a hobby basis only. She rather startled the Guild president by asking if she could buy **twenty-five** wheels to take back to the U.S.A. with her.

After visiting the Hand Spinners and Weavers Guild, the visitors were driven to Warrandyte. Here they saw the Warrandyte Potteries in operation and made a tour of the Montsalvat artists' colony.

Everybody agreed that although the weekend had been very unusual, it was nevertheless most interesting and enjoyable.

SERVICE SNIPPETS

The life of a service technician often is far from idyllic. Like doctors who must at times brave the elements to serve mankind, so too must the service technician occasionally go to extreme lengths to tend ailing equipment. The service technician, like the doctor, sometimes finds the damands made on him are not strictly necessary!

Take the case of Rob Stewart, for example. Rob was snug in his bed sleeping soundly when his telephone rang at the unearthly hour of 4 a.m. Shivering, he muttered his way to the 'phone and answered it. There was, a voice from the other end informed him, a major break-down of the T.A.A. computer system. Bleary-eyed, Rob resignedly asked all the usual diagnostic questions which failed to reveal anything except that the owner of the voice was extremely irate and abusive. Conscientiously, our intrepid technician drove (still muttering,) through the cold driving rain all the way from Ferntree Gully to Tullamarine.

Imagine his feelings when on arrival, he found that the trouble was that the teletype had been left switched on "local" instead of "line"!

Another case of "service with a (sickly) smile" comes from Lloyd Stott, our Calculator Service Technician. Lloyd had a call from Bendigo (96 miles from Melbourne) informing him that he was required urgently to fix a 9100B calculator. "It must be a major fault," explained the caller, "the whole display section is inoperative".

It took Lloyd most of the day to drive up there and back — just to replace a simple blown fuse. The customer? They call themselves the Institute of Technology!

The Long and The Short Of It

This story of the shortest turn around time for an interstate customer's calculator service comes from Lloyd Stott. Lloyd received a call from Tasmania informing him that a calculator was being air-freighted to Melbourne and required service immediately. The caller stressed the urgency of the matter in most emphatic terms.

Lloyd, in order to give the customer the best possible service,

went into the Ansett city freight terminal, and fixed the equipment

there. He immediately air-freighted the calculator back to the customer. Total turn-around time was 35 minutes.

The story does not end here, however. The customer called back shortly afterwards and Lloyd gave him the details of the repairs and the Airway Bill Number that he had returned the goods on. No thanks were given for his sterling effort. Instead the customer growled "yes, yes, but what Airway Bill was the calculator sent to you on?" "I'm afraid I don't know", confessed Lloyd. "Do I have to find out EVERYTHING for myself?" exploded the customer. It seems there's just no pleasing some people.

It seems that through no fault of their own the Service Department has set a new record. They have an instrument on their shelves awaiting repair and it has been there for twelve months! Apparently a few days after the instrument arrived the customer rang Bruce Marsh to tell him new plug-ins were on order for the equipment which would need modifications to accept them.

Bruce was requested to keep the equipment until the new plug-ins arrived and the whole unit was operative. He is still waiting for the plug-ins which are apparently on an engineering hold.

U.S.A. TRIP

One of the highlights of the year for our Electronics Products Group was the trip to the U.S.A. undertaken by Tony Cookes, Don Simmons and Hans Bels in April.

The purpose of the trip was to attend a Senior Sales Seminar being conducted by various manufacturing divisions which produce instruments in our electronics product range. The Seminar was attended by representatives of several nations from Europe, South America and Asia. During the first lecture at Microwave Division, trading by overseas HP sales organizations was repeatedly referred to as "offshore business". The realization by the seminar students that each ones home country was referred to in this way, and that they had a common interest, resulted in the various members very quickly becoming a unified group. By banding together so quickly and strongly they won for themselves the title "The Offshore Brigade".

The "Offshore Brigade" spent 3 weeks touring all plants in the Palo Alto area and attending lectures, and a further week liaising with the people most directly concerned with problems of their particular areas. During this time they did have time for some relaxation and would usually play volleyball with the local team from each factory visited.

A feature of the trip for each of our "Aussies" was meeting and speaking with Bill Hewlett, one of the Company's founders. They were most impressed by his friendly, realistic and "approachable" manner.
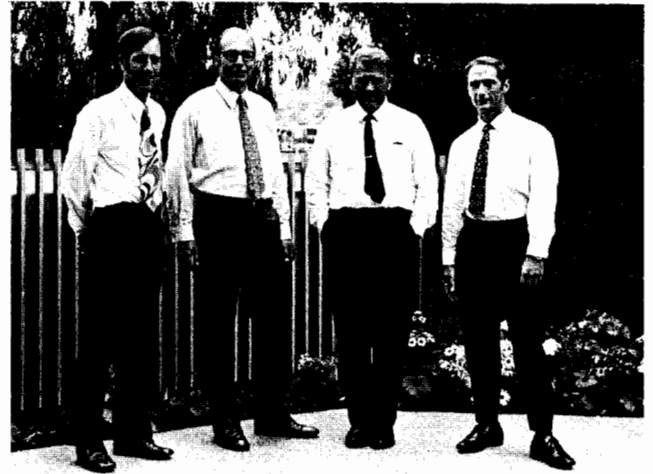
Don Simmons, Hans Bels, Bill Hewlett, Tony Cookes.

The Offshore Brigade.

GUESS WHO?

Rumour has it that John Warmington and Roger Bailey recently had lunch with some of the senior girls from Melbourne office. While John Warmington was busily engaged in conversation one of the girls drained his glass of wine. Guess whose face was red . . .

One of the girls from Melbourne office once again used the Annual Picnic as an outlet for her organizational talents and maternal instincts. She managed to keep hordes of kids occupied for an entire afternoon thus winning their parents' blessings. Guess who was voted unofficial "Mum of the Day"? . . .

REPORTS

GIRLS BASKETBALL

Our "Special Correspondent" sent us the following report on the HP girls Basketball.

As a continuation of the Saturday afternoon competition — which finished on the 29th July — some of the HP girls joined forces with some of the girls from B.P. Australia Ltd., (formerly an opposition team) to enter a team in the Spring competition.

The new team was named BPH (BP frontwards, HP backwards). Team members were Heather Perry, Diane Lechte and Gill Bennett representing Hewlett-Packard and Mel Germaine, Jenny Ferguson and Sheila Phillips from B.P. The other two team members were simply friends and not employed by either company.

The team completed the season undefeated and won all games convincingly. This was despite the fact that Dianne Lechte injured her foot and was not available for some games.

In the play-off of the Grand Final the BPH team defeated the "Ascot Vale Skirts" 25 goals to 10 to win the premiership flag. Judging by the bleary eyes next morning the team was as successful in celebrating their victory as they were in achieving it.

MEN'S BASKETBALL

Inspired by the success of the Hewlett-Packard Girls Basketball team, a few aspiring (expiring?) "Globe Trotters" entered a men's basketball team in the "Olympic" competition on Tuesday nights conducted under the auspices of the Victorian Amateur Basketball Association. Over the past few weeks the HP team has proved conclusively that:
1. It is easier to lose than it is to win.
2. Ray Smith is a good footballer.
3. Peter Lannan operates at two speeds — slow and stopped.
4. Ray Hartley's magic word is not "Abracadabra".
5. Appealing against the light is not in the rules.
6. The floor of the main bar in the "Rising Sun" has beer-proof carpet.

The following outlines the team's record at the time of going to press:

Games played	12	Games forfeited	0	Games drawn	1
Games won	1	Games lost	10		

Our one triumph was due to the finesse of Tom Baird, who, unlike most team members, has actually played the game before.

Moves are afoot to have Tom moved to Melbourne office on a permanent basis. A swap with Mark perhaps . . .

With the added experience gained each week, our enthusiasm, unceasing endeavor and supreme fitness must augur well for next season.

HP PICNIC

The Hewlett-Packard Annual Picnic for 1972 was once again held at the Peninsular Gardens near Rosebud. Attendance this year was exceptionally good with well in excess of 100 people turning out. Whether this was due to anticipation of Roger Bailey's cooking or the truly glorious Spring weather has not yet been determined.

HP employees, their families and friends began arriving at the picnic site quite early in the morning and thereafter devoted themselves to eating, drinking and thoroughly enjoying themselves. The quantity of food and drink available was staggering but everybody set to with a will and soon managed to considerably reduce it. John Warmington, Roger Bailey and Mike Muller tended the barbeque and did a magnificent job cooking everybody's steaks, chops and "bangers", whilst Jim Creed tended to the bar. The meat was supplemented by a smorgasboard lunch which had the overladen tables groaning from the weight.

After lunch the more energetic souls played golf or table-tennis, or went horse-riding. The majority of people, having over-indulged at the table, were quite content to lay basking in the warm sun. As usual, the most energetic and untiring of all were the children. They were well catered for with donkey cards, pony rides, trampolines, train rides, a merry-go-round, and a swimming pool.

To ensure that nobody failed to reach a state of happy and satisfied exhaustion, Heather Perry organised a "Sports Meeting". Races for the children and novelty races for the adults had everybody alternately cheering and laughing. Heather also arranged a "Penny-Hunt" for the children and they scrabbled enthusiastically through heaps of sawdust looking for money. This proved extremely popular with the adults as well as the children, as it provided harassed parents with a few moments respite.

Throughout the course of the afternoon the children disposed of enormous quantities of lollies, ice cream and soft-drinks. By the time their parents took them home most were exhausted but very happy.

Everyone agreed it was a huge success and one of the best picnics HP has had.

BRISBANE NEWS

There are some undeniable advantages of having an office as part of your home — some of the more recent examples:-

Bill Thomas wandering around in his pyjamas — Paul Dunn's wife Pat is still reeling — followed closely by Bill Caelli wearing a Mickey Mouse hat entertaining the Dunn's son Stuart.

Unfortunately such sights, delightful though they are, will soon disappear. By November we hope to be moved into a fully fledged office in Toowong, about 4 miles from the city. We also hope to have increased our staff with the addition of an Electronics field engineer and a secretary.

In the meantime Healey Blessing is hard ar work writing an introductory course for new HP Service Personnel entitled . . "how NOT to fill out Repair Orders". subtitled . . . "How I learned to Stop Worrying and Tick the correct box".

Healey also has not quite recovered from the shock of seeing a photograph of himself in The Australian gazing lovingly at the Model 35.

And talking of the 35, can anyone beat this? Two years ago a surveyor complained to us that he couldn't buy the 9100B because he wanted something to carry around with him in the field. A natural for the 35 we thought — imagine the surprise when he told us he couldn't buy it because it was too small and easily lost!

Paul Dunn — Brisbane.

SYDNEY NEWS

A bright voice and charming personality have been added to our family and they go by the name of Melva Mackay. Melva joined us on 19th July, shortly after moving to our new building and has very capably filled the position of telephonist/receptionist. Melva previously held the position of receptionist at the Turramurra Motor Inn — while it is the Motor Inn's loss it is certainly our gain — welcome Melva!

Another addition to the Sydney scene is Jan Floyd. Jan's official title is Secretary to the Service Department where she is doing a sterling job. Jan, originally from NSW, has just returned to this state from a sojourn in Western Australia, and she and her husband have just moved into their new home at North Epping — all the best Jan.

Bill Thomas is pleased to announce that Michael Stevens joined the Calculator/DMI Group on 28th August. Mike has taken over Barry Liston's position in Sydney Office and Barry has been transferred to the Calculator/DMI Group in Melbourne.

Mike comes to us with a wealth of sales experience in the Calculator field having worked with Olivetti and Diehl for many years. Prior to his job with us in Sydney he was the top Wang Salesman in Australia. We all wish Mike success in his new position in Sydney.

Allen Wright left HP on Friday 16th June after 20 months in the Service Department as service technician for electronics and calculator. Allen left to run his own hi fi business.

Gordon Smith (Electronics Field Engineer) and his wife Karen, are proud to announce the arrival of their new baby daughter, Katherine, born 12th June.

AU REVOIR

After just a year in office as Sydney Branch Manager, Tony Abbis is again packing his bags and moving on.

This time he will help to inflate the Department of Immigration's statistics on "permanent departures" since he goes to Palo Alto as HPIC Analytical Sales Manager with the world (excluding the U.S.A. and Europe) as his territory.

We shall see him from time to time on his journeys to Australia and we hope his new job will be all he thought it would be.

Happy days Tony.

WEDDING BELLS

With the coming of Spring we are told that a "young man's fancy turns to Love", in this case to the tune of Wedding Bells. All will be happy to learn that Herman d'Hondt and his attractive fiancee, Mary were married on September 29 . . . Best wishes to you both.

JAN ACHESON

PERTH NEWS

It seems evident from mutterings about boat engines and other such marine terminology that our carpentering Branch Manager, Don Davis, is building himself a small sea faring cabin cruiser for weekend skiing during the coming summer months. After weekends spent sawing and hammering it is "quite a relief to come to work on Monday morning after a rest" he says.

After sympathising with Ainslie Aspery on his sore legs we find that the cause of them is his nearly running them off each weekend on the local hockey field. No further sympathy will be forthcoming Ainslie for self inflicted pain. Sympathy is given though for the rather haphazard way his name is spelt in both memos and letters from various individuals. CONTINUED ON BACK PAGE

HAREM SCAREM . . .

Sultan Jim has had a very successful few months leading Field Engineers through the mysteries of Sales Sonics. Jim moved to the Koala Motor Inn for a week and was much missed by his Harem.

Unfortunately, one of Jim's girls has left the Harem to go West. Ronnie MacCormick left for Perth in November. She was sad to leave Melbourne and her lovely Max but we wish her "all the best" . . .

Jenny Wallis (now Shoe) has married and left also. She is now busy converting a 1½ ton van into a mobile home. Good luck Jenny . . .

HAPPENINGS

Since the last issue of DEPTH a number of new faces have joined the Administration Group.

Dianne Lechte is Roger Bailey's new secretary, replacing Val Cox who has moved to Sydney. Dianne is married, lives in Camberwell, and is a week-end farmer of sorts, with a property at Officer, east of Melbourne. Dianne's husband owns a licensed grocery.

Les Clark works with Jack Graham as a Warehouseman. His former experience as an electrical mechanic and his period as a signalman, erecting and maintaining communications areas during his recent National Service, eminently suits him for this position.

Peter Van Schilt came to HP as Assistant Accountant following Bruce Thompson's promotion to Accountant. Peter is married and has two children. Peter's previous experience has been in the accounting area of local government.

A new addition to the Order Processing Group is Jim Bridgman. Jim completed an electronics apprenticeship and took a Bachelor of Science degree in Management while working in his native United States, and has rapidly settled in at HP.

Margaret Brookman, our Teletype Operator has left us to visit Munich for the Olympic Games and to do an interior decoration course in London. Her replacement is Tricia van Zelm who lives in Springvale and has considerable experience as a telex operator.

Another new face is Herbert Scherwath who has joined Ron Pritchard's section as Import/Export Clerk. Herb is 23, unmarried and has four years experience as a Customs Clerk.

Another addition to the Administrative section is Terry Best. Terry's background as Purchasing Officer for Datalog Pty.Ltd. makes him ideally suited to his present position in Order Processing.

Roger Bailey.

JUNGLE DRUMS

The last few months have seen incredible activity down in the jungles of the Electronic Products Group.

Not content with exceeding annual quota three months early, the Group has kept an active social calendar interwoven with overseas visitors, seminars and training courses. Things started with Don Wolf's visit in June. Despite a busy programme in Perth, Melbourne, Canberra and Sydney, Don still found time to go prospecting and locate some gold on Sovereign Hill at Ballarat.

On June 26, it was a pleasure to welcome visitors from Adelaide and Sydney who joined us to benefit from Jim Creed's excellent Sales Sonics presentation.

On July 3, we started another busy seminar week with Bill Tippett. We took Bill to see our wild life at Healesville where he used three rolls of film. Following this we had Doug Chance and Dave Widman from Microwave for a week. Once again the training session was preceded by a visit to Healesville. On Friday evening the Bieske's made us all welcome and our Microwave friends had an opportunity to meet the driving forces behind our F.E.'s.

We followed the Loveland/Microwave fortnight with a week's exhibition of HP equipment at the Koala Motel.

At this point Tony Cookes escaped to Sydney for a rest.

On August 11, the electronics tribe decided to try to fit the entire Melbourne office staff into the demo room. After much planning we supplied suitable liquid bait and waited eagerly. The experiment was a complete success and Jim Creed, being first in, was elected honorary barman.

A social evening was also held at the Eltham Barrel; John Warmington, the electronics staff and wives went to a dinner. Plenty of wining, dining dancing made the night a great success.

The safari to Prospect Hill Road took place in October. This move plus the addition of two new E.P.G. staff in Melbourne rounded off a good year. We welcome Bruce Ibbotson, John Antonello, Adrian Farrell, Mary Lyster and Susan McLean to our tribe. With more office space and extra staff we look forward to an even better year in 1973.

Tony Cookes

JUST FOR

NUDE MODEL!

This edition's nude model prefers to remain nameless but has consented to be designated simply as HP35. Her country of origin is the U.S.A. but she has come to Australia where many people have anxiously awaited her appearance for some time.

She did encounter some difficulties when she first arrived here due to the fact that she is a plug-in model and requires charging up every now and then. This led to some local compatability problems. Happily these were overcome and she now wins instant acceptance wherever she appears.

Recently she was featured in an internationally distributed glossy magazine ("Hewlett-Packard Journal June 1972") where a full description was given along with her vital statistics. Unfortunately lack of space prevented us publishing her full history and description but certain comments are reprinted here unchanged. "The . . . design of . . . HP35 was unusual . . . Usually, the . . . components of a product are determined before the exterior is designed. The HP35 took the opposite approach . . . Several basic form factors were studied using sketches and simple three-dimensional models. The models were particularly valuable at this stage of development. They allowed a good evaluation of the shapes and sizes being considered . . .

Designing and packaging . . . became a tremendous challenge . . . The external package was developed from a human-engineering approach, with aesthetic appeal of major importance. The sculptural . . . shape permits (it/her) to be comfortably held in the . . . hand . . . The texture on the case provides a non-slip surface, important when . . . being hand-held . . . The display is tilted forward for optimum viewing . . . Viewed from the bottom, (it/she) retains a clean appearance . . . This is aesthetically important to a product that is hand-held and viewed from all sides.
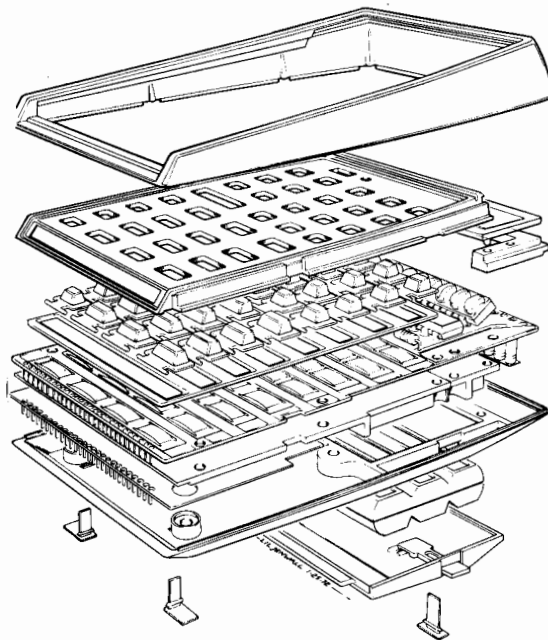
HP35 "Stripped"!

MEN

Perth sent us the following article which is reprinted by courtesy of "Generation". We publish it with no further comment secure in the knowledge that one of our readers will reply with an article on Women!

MEN . . . are what women marry. They have two hands, two feet and sometimes two wives, but never more than one dollar, or one idea. Like Turkish cigarettes, they are made of the same material.

Generally speaking they may be divided into three classes. Bachelors, husbands and widowers. A bachelor is a negligible mass of obstinacy, entirely surrounded by suspicion. Widowers are worn out has-beens. Husbands are three types: Prizes, surprises and consolation prizes. Making a husband out of a man is one of the highest forms of plastic surgery known to civilisation.

It requires science, sculpture, commonsense, faith, hope and charity — mostly charity.

It is a psychological marvel that a small, tender, soft, violet-scented thing should enjoy kissing a big, awkward, stubby-chinned tobacco and bay-rum scented thing like a man.

FUN!

If you flatter a man you frighten him to death. If you don't you bore him to death. If you permit him to make love to you, he gets tired of you in the end, and if you don't he gets tired of you in the beginning.

If you wear gay colours, rouge and a startling new hat, he hesitates to take you out, but if you wear a little brown beret and a tailored suit, he takes you out, and stares all evening at women in gay colours, rouge and starling hats.

If you join in the gaities of his life and approve of his drinking he swears you are driving him to the devil. If you don't approve of his drinking and urge him to give up his gaieties he vows you are a snob and a "Nice".

If you are the clinging vine type, he doubts whether you have a brain. If you are a modern, advanced, intelligent women, he doubts whether you have a heart.

If you are silly he longs for a bright mate. If you are brilliant and intelligent he looks for a playmate.

Man is just a worm in the dust. He comes along, wriggles around for a while and finally a chicken picks him up.
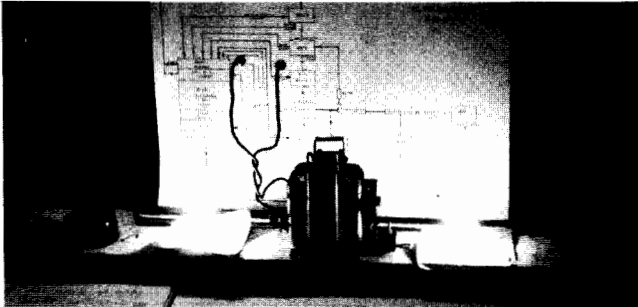
TOP SECRET

The whisper is out that Hewlett-Packard Australia is planning to go into the production side of electronics as well as continuing their electronic importing and marketing.

By dint of much "cloak and dagger" work and skulking in odd corners of the Service Department a new Australian-manufactured instrument was discovered.

This piece of electronic wizardly is totally new in concept and therefore quite unlike any instrument seen before at HP. It utilizes a marvellous new electronic technique never before used for this particular application. Secretly, and at great risk, the new instrument was measured and photographed.

After tedious hours of study and testing the new instruments' use was deducted. Peter "Branestawm" Burford had perfected and built the prototype of a new type of cigarette-lighter . . .

N.B. Unauthorised release of this information by readers will lead to instant dismissal and prosecution under the Copyright and Patents Act.

DEMO?!

Seen recently in Melbourne Marcom area. . . . . no further comment.
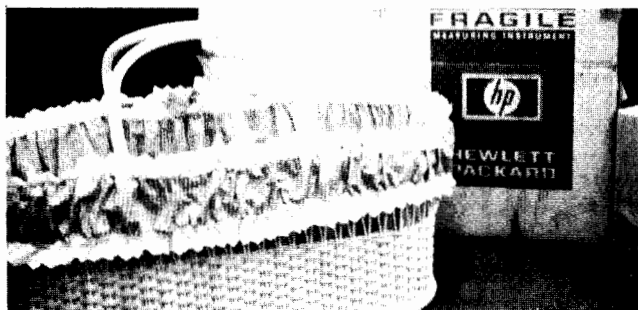
Dr. Bill Caelli gave a paper at the Weekend Professional Development Symposium held between August 18th and 20th by the Victorian Branch of the Australian Computer Society. The conference, a live-in one, was held at Monash University, South-East of Melbourne.

The title of the conference was "Computer Languages and Compiling techniques" and Bill's paper was on the development of application oriented languages and the problems of compiler development in a distributed computer system. This latter problem is becoming of increased interest as network and central/satellite computer systems are developed, along with increased use of front-end and peripheral processors. A classical example may involve the compilation of Fortran FORMAT statements into load strings for a peripheral control minicomputer.

Other papers dealt with compiler classification, in-core compilers, syntax analysis, symbol table manipulation, extensible languages (A1go168) and data base languages and array structures.

A great deal of interest was expressed in the paper by Dr. R. Northcote of I.C.L. on formal definitions of language syntax with particular reference to the work of R. W. Floyd. The paper by L. G. Whitehouse of Monash University was of interest due to its implications for minicomputer systems, interactive systems and batch systems for the efficient running of many student jobs.

These symposia should continue to stimulate wide-spread interest in the future.
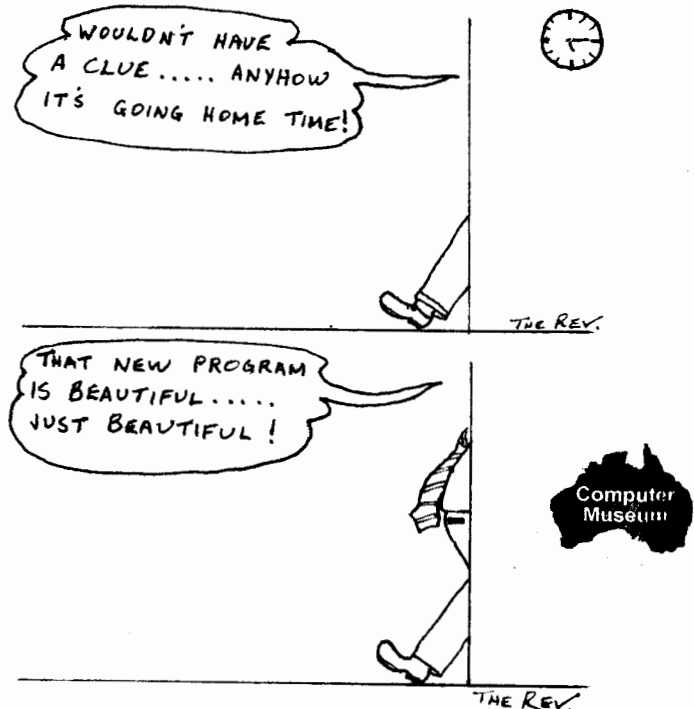
NEW HOME

Marg and Al Timmins have shifted from Ashwood to Surrey Hills. They moved into their new "Town House" on August 19 .. 20 .. 21 ..

BIRTHS

To Karen and Gordon Smith, a daughter, Katherine, born in June.
To Cheryl and Rob Steward, a son, Timothy David, born in August.
To Christine and Peter Van Schilt, a son, Shane Peter, born in November.

PERSONAL PROFILES

As part of the purpose of "Depth" magazine is to acquaint staff in scattered locations with each other; it was decided that a brief investigation of "the other side" of some of our employees might reveal something of interest. (After all, some of our people do some pretty fascinating and intriguing things during working hours so it seemed logical that this should continue to be the case "out of hours"). The results of a very quick survey were not disappointing. It seems that HP's resevoir of talent includes such diversified skills as farming, piloting aircraft (with or without engines!) art metalwork and ballet dancing!

The farmers are Gray Morgan and Phil Herbert of our Adelaide office. Out of hours Gray looks after a wide variety of animals, including a pedigreed flock of rare Anglo-Nubian goats. Recently, as a result of a world-wide tender, Gray sold two of his goats for export. They are now on their way to Asia. Phil Herbert is concerned with plants, not animals. Phil bought a 10 acre property which had the block-house of an ammunition dump in the centre of it. Phil has converted and renovated the building and now lives in it. His front garden, all 10 acres of it, is given over to growing barley.

Melbourne office has some interesting characters too. Beneath the quiet unassuming exterior of Ray Dickason lurks a hellion of the dirt-track. Ray is an active member of the East Malvern Motorcycle Club, and regularly races his Yamaha in the 250 c.c. class of the Auto Cycle Union races. He has had quite a good year, winning 4 races in such scattered localities as Calder, the Hume Weir and Benalla. He has also been placed in interstate races; gaining a 3rd placing in Sydney and 4th in Adelaide.

It seems that HP has its share of flyers. Herman d'Hondt of Sydney is a keen gliding fan, while Klaus Mikkelsen of Melbourne prefers powered flight. Klaus has been flying for quite a long time and has several endorsements to fly different types of aircraft.

Jean Street works off her frustrations with heat and a hammer. Jean's hobby is art metalwork, and she makes enamelled jewellry, ash-trays, bowls and such. One of her latest projects was a beautiful beaten copper lamp shade.

A recent arrival at Melbourne is Christine Howard, who is a secretary in the Data Products group. Christine attended the Australian Ballet School full time and completed the Royal Academy's "Advanced" course — the highest standard it is possible to attain in Australia. She now teaches classical ballet and Spanish and Russian character dances on a part-time basis as well as being an active member of the Kolobok Amateur Dance Company.

Ian Johnston one of our service technicians has a hobby closely allied to his work, "Jonno" is a licensed radio "ham" and consequently is on friendly terms with people in such places as the Antarctic, New Guinea, Fiji and several other parts of the globe. Ian uses a single side band transceiver which he modified himself from an aircraft radio communications set.

Roger Bailey lists his hobbies as Geology and Stamp collecting. He is currently president of the Sherbrooke Philaletic Society, and is also completing a Geology course at Melbourne University. His secretary, Dianne Lechte, breeds Australian Ponies in her spare time.

The list goes on and on — Bill Caelli enjoys dabbling in Japanese cookery, Geoff Gaylard paints pictures and makes Sterling silver jewellry, Kevin Stapleton goes aqualung diving to take underwater photographs etc. etc. ad infinitum.

SIMPLICITY

One of the things that generally characterizes most successful organizations is their basic simplicity. In this connection, most of us could profitably apply the philosophy of Sir Henry Deterding, former head of the world-wide Royal Dutch Shell: "There is a master key to success with which no man can fail. Its name is simplicity; simplicity I mean in the sense of reducing to the simplest possible terms every problem that besets us. Almost every man can succeed if only he will simplify everything in his life. That has been my working theory for 40 years. As a young man, I stumbled upon this great fundamental truth, that everything that is complicated is wrong. Simplicity rules everything worth while. Whenever I have met a problem which, after taking thought, I could not reduce to simplicity, I have left it alone."

RECOGNITION FOR PAPER

The Australian National Library recently requested a copy of a paper written by Bill Caelli. The paper which was entitled "On the Physical Limits for Machine Power—Search for a Picosecond Computer.

The subject matter of the paper was a discussion on the quantum physics problems related to solid state components. Stated in simple terms, serious overheating problems arise if the components are too tightly packed in the computer architecture.

Bill's paper points out that great increases in computer power can be obtained by using different overall design approaches. Design ideas such as parallel and pipeline architectures were discussed.

The paper also warns that increases in computer power directly due to the efficient overall architecture of the system, or to the increased speed of individual components, can be obscured by inefficient software, particularly in the areas of operating systems and language processors.

ADRIAN FARRELL'S U.S.A. TRIP

Hewlett-Packard's new electronic systems Field Engineer Adrian Farrell has just returned from a seven weeks training period in the U.S.A.

The purpose of Adrian's visit was twofold. Firstly he attended a neophyte sales seminar and secondly he attended an E.P.G. systems sales seminar which included familiarization with the major systems he will be selling. The neophyte sales seminar was conducted in the Palo Alto area and he travelled from plant to plant. This gave Adrian the chance to meet many of HP's U.S. personnel and see many HP factories. From Palo Alto he went to A.M.D. for training and familiarization with the HP 9600 and HP 9500 Automatic Testing and Data Acquisition Systems. Leaving A.M.D. he travelled to Santa Clara division and spent time in studying the Fouraier Analyzer. He also spent considerable time getting to know the HP range of network and spectrum analysers.

Adrian was most impressed by the various HP plants he visited. The cleanliness (even toolrooms) and professional aspect of the factories was exceptional and more typical of a university laboratory than a production plant. He commented that everybody he met, including Bill Hewlett, was very friendly and approachable. Although wearied by his strenuous itinerary he not only enjoyed the trip enormously but also found it very enlightening.

Adrian Farrell

NEW FACES

*Klaus Mikkelsen (above) and
Les Clark (below)*

HP TO ESTABLISH A SIC

HP has announced its intention of setting up a Systems Integration Centre (SIC) based in Melbourne and operational in early April 1973.

Although most hardware and components will be of HP manufacture the use of locally manufactured items will be considered when they are of acceptable standards and emphasis will be placed on local people skills. The establishment of the SIC will significantly increase HP's customer support facilities. Broadly its role will be:

1. To review the customer's technical requirements and develop the appropriate solutions.
2. To control material ordering and scheduling.
3. To design the combined hardware and software appropriate to the customer's needs, including any special requirements.
4. To integrate and test the system and ensure that Quality Control Standards are met.
5. To arrange details of final shipment to the customer.

Ralph Pfisterer, who will be in charge of the SIC operation has gone overseas for specialised training. Ralph will be spending most of his time in the U.S.A. but will also be visiting GMBH in his native Germany.

ACCURACY

The future security of HP and the whole of its past successes is based on the company's ability to produce a wide range of computational and measuring systems.

This implies an ability to not only measure virtually any variable but also to do it with accuracy and precision. The company's reputation rests on the accuracy of its products and rightly so for the accuracy of some of the HP products is staggering. Did you know that:

* The HP 5525B Laser Interferometer can measure distances with an accuracy of within five tenths of a millionth of an inch?
* The HP 5061A Cesium Beam Tube measures time with an accuracy of ±5 microseconds? (A microsecond is one millionth of a second).
* The HP 2801A Quartz Thermometer measures temperature with an accuracy of within $.02^O$ Centigrade or $.04^O$ Fahrenheit?
* The HP 3800B Distance Measuring Instrument has a mean square error of only 26 millimetres over a range of 3000 metres?

HP EXPANSION

In line with the Hewlett-Packard corporate objective dealing with company growth, HP is currently pursuing a policy of expansion. This policy is being instituted in two ways; the increasing of our assets in both buildings and personnel in existing fields of interest and the widening of HP interests in new fields.

It has been pointed out by Bill Hewlett that because of the recently past period of austerity experienced in the U.S.A. the HP building program has fallen behind schedule. Because of this, and in line with the policy of company expansion, it is proposed that Hewlett-Packard will be adding 1,000,000 square feet to its various premises throughout the coming year. In addition to this it is expected that the company's staff will be increased by 4000 to 5000 during the same period.

Another aspect of expansion is the recent acquisition of two companies; Vertek in the U.S.A. and Hoope and Busch in Germany. The addition of the Vertek range of instruments enables HP to extend the Medical product disciplines' interests into the field of pulmonary testing and diagnostic equipment. By acquiring Hoope and Busch HP extends its Analytical interests and offers a new product, a liquid chromatograph, to its analytical customers.

NEW FACES

Mary Lyster

Madeleine Popper

Dianne Lechte and Roger Bailey

Peter Van Schilt and Bruce Thompson

Tony Hall

John Rossi

COMPUTERS AND SOCIETY

The special interest group of the Australian Computer Society will be reforming in 1973 with Hewlett-Packard's Senior Systems Analyst, Dr. Bill Caelli as the convenor elect.

In the past, these groups have been involved in two major issues confronting the computing world and society in general. They are:
1) the issue of the privacy of the citizen, particularly in relation to integrated data base systems, and,
2) the effects of automation and industrial control systems on industrial relations.

These are particular examples of changes happening in society as a result of increasingly sophisticated technology. This general problem has already been discussed by many well-recognised people in the computer business, such as Paul Armer at Stanford University. The aims of the Australian groups are usually related to these problems as they affect the Australian stiuation, i.e. a smaller yet strongly urbanized country.

The privacy issue has been a popular topic of discussion in the past, but is, of late, becoming of note as Government agencies develop larger integrated data base systems. Legal and psychological principles are involved in such studies since essentially we have no real definition of a "private" man yet psychologically the concept of "privacy" is common to us all. Whether we regard our home, salary, age, etc. as being private information depends not only on ourselves, but, also upon our existence in a complex organization called "society". This relationship of man and society causes pressures on what may be individually held views of privacy. For example, our car licence plate number (being prominently displayed on our car) is normally held as being public. It is only when we get to the relation of this number of our "private", as we consider it, identity that problems occur.

In the area of industrial relations, significant changes have occurred over very recent years. These have a bearing on the influence of technology in these areas as well as the reverse situation applying. Such developments as group work on production lines, the concept of "core" hours of work (i.e. you work a 160 hour month but choose those hours within certain defined "core" hours when you must be on the job) and indeed pressure for a 35 hour week with 4 weeks annual leave, all present a reverse challenge to the usual problem of automation and industrial relations. It will be only through regulated automation that such changes can be afforded by the community by the maintenance or even increase, of productivity.

These, then, are the two major themes that have involved the time of groups within the Australian Computer Society.

It may be that the Victorian group could depart from these areas and investigate new problems such as computers and the creative arts, computer systems in education, computers and their integration into the media, and so on. These latter two topics may well be intimately related as cassette video systems enter the consumer market-place, and computer aided instruction systems are coupled to local or State-wide TV networks.

HP'S POINT OF VIEW — WHERE DO YOU STAND?

Most of us when we initially join a company make too little effort to familiarise ourselves with the individuality of that company. Companies, like people, have individual sets of characteristics which set them apart and make them unique in much the same way as the individual characteristics or "personality" of each human being makes him or her unique. Thus companies and people both can be of several types — successful, unsuccessful, hard, grasping, generous, efficient or inefficient.

As employees of a company it is wise to occasionally reflect on what type of individuality the company we have joined possesses. Such reflection can lead us to a better understanding of the purpose of our working lives (from both a personal and corporate viewpoint), a more meaningful direction of our energies and a clearer understanding of the opportunities surrounding us. If, when we evaluate a company on this basis, we find that it falls short of our requirements, we at least have a sense of direction and can leave with a clearer idea of what it is we seek. Conversely, if we find that a company is suitable to our needs we are then able to make a deeper and more definite commitment and are rewarded with greater personal satisfaction.

How, then, can we evaluate Hewlett-Packard, the company we all work in? Superficial enquiry reveals that it is an American-based electronics company with a wide and versatile range. We find that its history is one of enormous and rapid growth and that it has representation in practically every nation of the globe. All this is indicative that HP's (and hence our own) future looks bright and secure. But to what goals is all this activity directed and moreover are these goals worthwhile? The answer to this question is to be found by analysis and evaluation of the "Hewlett-Packard Statement of Corporate Objectives".

The conclusion we reach as a result of this evaluation is of utmost importance. It reveals the "personality" of the company we work for and determines whether the company's policies in pursuing its goals are acceptable to us. These policies are going to directly and indirectly influence every working day we spend with the company and unless we find we are in agreement with them we cannot be entirely sure of the direction in which our own lives are heading.

The "Hewlett-Packard Statement of Corporate Objectives" is listed below. Let us examine what each one means.

OBJECTIVE. "To generate the highest level of profit consistent with our other objectives." Profit, which is the difference between product price to the customer and the total cost of providing that product, is essential to survival in the business world. Without profit we have no funds to carry out product research, intra-company training or any of the many other responsibilities corporate bodies accrue. It is not the only goal but is essential to the carrying out of all other objectives. It is necessary for each employee to strive for highest efficiency at lowest cost to ensure that profit margins are adequate to meet the demands made on them.

OBJECTIVE. "To provide products and services of the greatest possible value to our customers." Customer confidence and satisfaction are the cornerstone of commerce. Unless we are ethical in the conduct of our business and provide products and services which satisfy real needs, and unless our products excel all others, we shall ultimately be overwhelmed by our competitors. If we fail to fulfil our responsibilities to our customers we have no future and therefore no security.

OBJECTIVE. "To enter new fields when the ideas we have, together with our technical manufacturing and marketing skills, assure that we can make a needed and profitable contribution to the field." Company growth and development is the result of our diversified interests utilizing our accumulated resources and skills. Thus experience gained producing minicomputers finds an application in the production of a calculator, and so our product range widens. In this way we ensure that to each new field we enter, we bring a necessary and meaningful contribution. We endeavour to give, not only to take.

OBJECTIVE. "To let our growth be limited only by our ability to develop and produce technical products that satisfy real customer needs." Growth of the company is not merely for the sake of achieving bigness. We grow only to make ourselves adequate to service expanding markets where real needs, not "fads", exist. To do otherwise would be to fail our customers. An advantage of being a growing company is that the best type of employees are attracted. Growth of a company means opportunity for personal progress — a fact well known by higher calibre people.

OBJECTIVE. "To help HP people share in the company's success, which they make possible; to provide job security based on their performance; to recognize their individual achievements; and to insure the personal satisfaction that comes from a sense of accomplishment in their work." The HP company states that its human resources are its most valuable asset and consequently the company structures itself around the individual, his personal dignity, his achievements and potential. The company backs this statement with attractive salary rates and a generous benefits scheme. Promotion, whenever possible, is made within the company. Because we have grown used to enjoying these benefits it is easy to ignore them or to dismiss discussion about them as being "trite". Comparison of our benefits scheme with those available elsewhere soon highlights the fact that the company backs its stated objective with meaningful action.

OBJECTIVE. "To foster initiative and creativity by allowing the individual great freedom of action in attaining well-defined objectives." Simply stated this means that the company is prepared to let each of us determine our own career by our own methods providing that our objectives correspond with the corporate goals. Thus our personal qualities and vices determine to a great extent our career limitations.

OBJECTIVE. "To honour our obligations to society by being an economic, intellectual and social asset to each nation and each community in which we operate." This objective is self-explanatory and as much a personal responsibility as a corporate one. Hewlett-Packard has long been renowned for providing assistance both financial and otherwise for underpriviledged groups.

These then, are the goals and policies of our company. If we believe in them and are prepared to work for their continued attainment the company can be classified as being a "successful" one. If in evaluating the corporate "personality" we decide these goals are unsuitable to us as individuals then our image of HP may be different. Whatever our views, the publishing of its objectives and acceptance of each of us as an employee implies the vital and inescapable question: "Where do you stand?"

Geoff Gaylard.

NEW FACES

Miriam Higgs (seated) and Christine Howard

John Biggins, Tony Cookes, John Antonello, Ron Hodgson and Bruce Ibbotson.

Mike Stevens   *Annette Morgan*