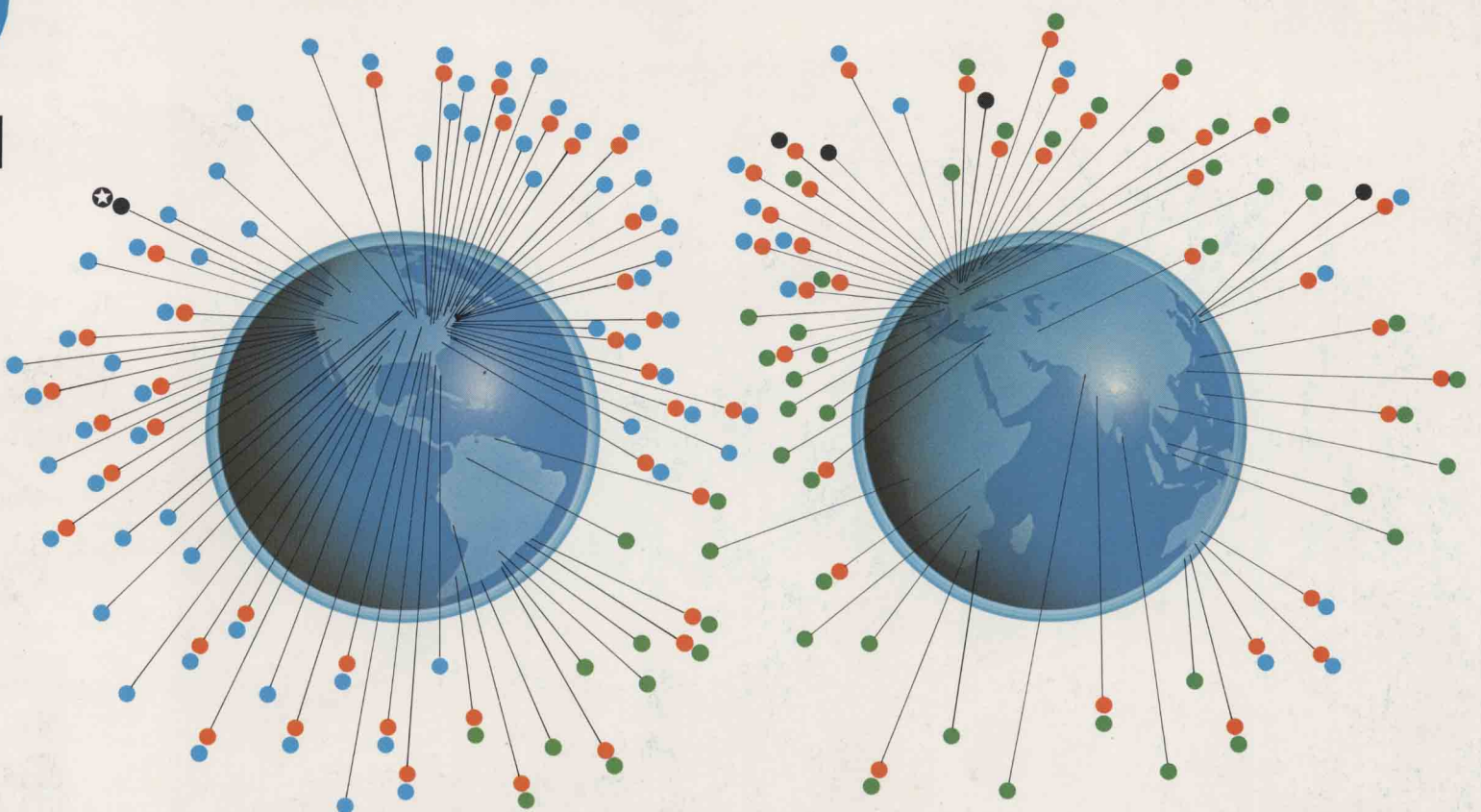




1946-1971

Tektronix, Inc.

1971 TEKALENDAR



Sales and Service Available Throughout the Free World

- Field Office
- Representatives and Distributors
- Service Center
- Manufacturing Facilities

1947

OUR 2nd YEAR



Type 511

... the **first** commercially available "triggered oscilloscope" ... introduced in June, 1947. Time measurements were made possible through the triggered sweep ... accuracy of $\pm 5\%$ was more than adequate in its day.

Employees 12
 Net Sales <\$125,000
 Field Offices 0
 Patents Received No Applications
 Facilities in Sq. Ft. 3,452



DECEMBER 1970

TEKTRONIX, INC.

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SAT/SUN



Depth and breadth of product line ... part of the Tektronix commitment to continuing customer service

1 week 48

2

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National Electronics Conference (NEC), December 5-7, 1970, Chicago, Illinois

7 week 49

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13

14 week 50

15

16

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21 week 51

22

23

24

25 Christmas Day

26

27

28 week 52

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30

31

November 1970

S	M	T	W	T	F	S
	1	2	3	4	5	6
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

January 1971

S	M	T	W	T	F	S
						1
						2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
						31



1952

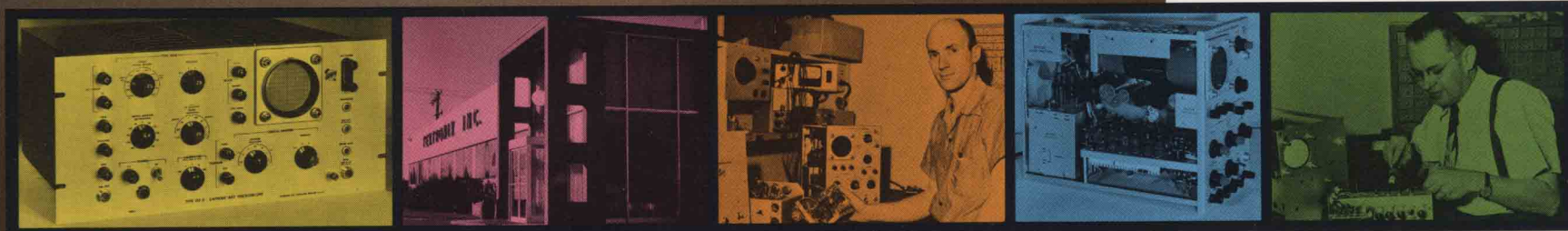
OUR 6th YEAR



Type 315

... the **first** oscilloscope to use a "linear ramp" (known as Miller Integrator/Run-up) to develop sweep ... increased accuracy of time measurements to 3%. Introduced in September, 1952.

Employees	359
Net Sales	\$5,540,000
Field Offices	3
Patents Received	No Applications
Facilities in Sq. Ft.	32,300



JANUARY 1971 *Our 25th Year* **TEKTRONIX, INC.**

MONDAY **TUESDAY** **WEDNESDAY** **THURSDAY** **FRIDAY** **SAT/SUN**

December 1970

S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

February 1971

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						



Worldwide operations serving customers in more than 50 countries ... part of the Tektronix commitment to continuing customer service

1 week 52 New Years Day

2

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4 week 1

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11 week 2

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18 week 3

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25 week 4

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31

1954

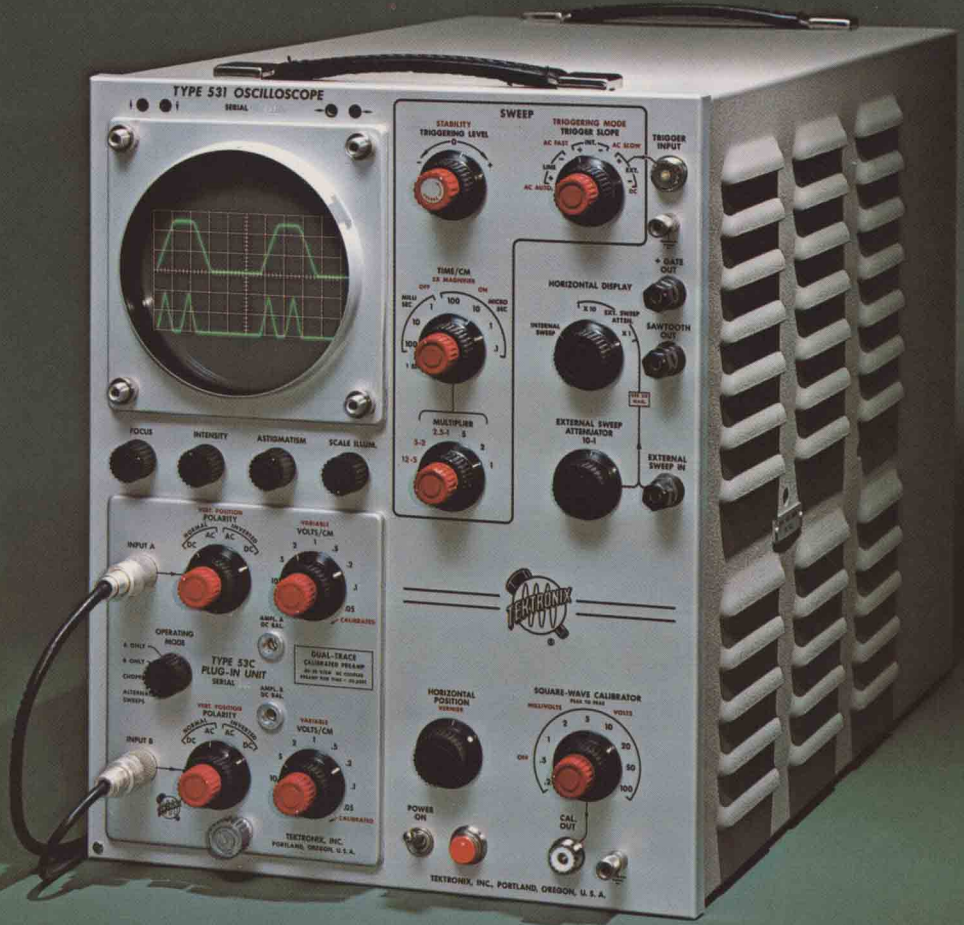
OUR 8th YEAR



Type 531

... the "plug-in" concept **first** introduced. Allowed user to easily and inexpensively change the characteristics of his oscilloscope ... multi-trace, differential, high-gain, or wideband. Bandwidth limited to 15 MHz by mainframe. Introduced in March, 1954.

Employees **501**
 Net Sales **\$7,294,000**
 Field Offices **6**
 Patents Received **No Applications**
 Facilities in Sq. Ft. **67,700**



FEBRUARY 1971 *Our 25th Year* **TEKTRONIX, INC.**

MONDAY **TUESDAY** **WEDNESDAY** **THURSDAY** **FRIDAY** **SAT/SUN**

1 week 5	2	3	4	5	6
					7
8 week 6	9	10	11	12	13
					14
15 week 7	16	17	18	19	20
					21
22 week 8 Washington's Birthday	23	24	25	26	27
					28

International Solid-State Circuits Conference, February 17-19, Philadelphia, Pennsylvania

January 1971

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

March 1971

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			



Multi-trace, differential, sampling, spectrum analysis, digital multimeter, and digital counter ... versatility in Tektronix plug-in oscilloscopes

1955

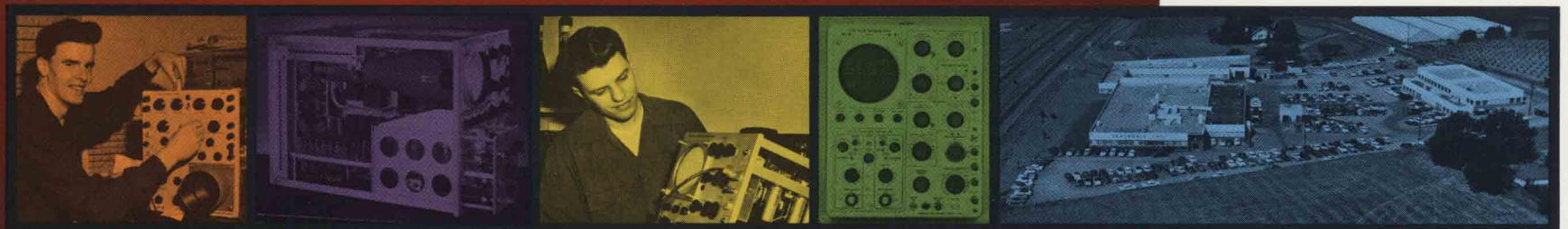
OUR 9th YEAR



Type 545

... the **first** universally recognized general-purpose oscilloscope ... became the "standard of the industry". Introduced February 7, 1955. Has had two model changes and almost total redesign, currently available as a Type 545B. Bandwidth at introduction was 30 MHz, used 14-tube distributed amplifier and "M"-derived delay line. Delay line permitted triggering event to be seen.

Employees	665
Net Sales	\$8,651,000
Field Offices	8
Patents Received	No Applications
Facilities in Sq. Ft.	100,100



MARCH 1971

Our 25th Year

TEKTRONIX, INC.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
1 week 9	2	3	4	5	6
					7
8 week 10	9	10	11	12	13
					14
15 week 11	16	17	18	19	20
					21
22 week 12	23	24	25	26	27
					28

Your new Tektronix instrument catalog will arrive this month.

Institute of Electrical & Electronics Engineers International Convention (IEEE), March 22-25, New York City

Salon International des Composants Electroniques, March 26-31 (T), Paris, France

29 week 13	30	31
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Total field marketing services ... part of the Tektronix commitment to satisfy customer requirements

February 1971

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

April 1971

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

National Association of Broadcasters Convention (NAB), March 28-31, Chicago, Illinois

1957

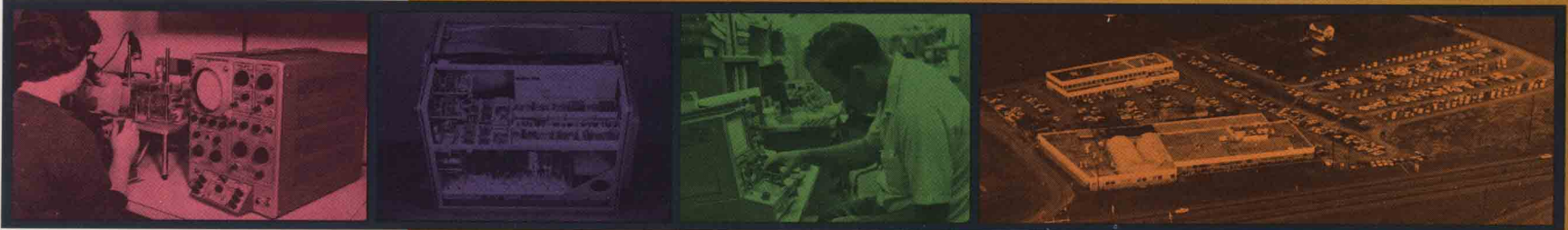
OUR 11th YEAR



Type 575

... the **first** commercially available "transistor curve tracer". Introduced in March, 1957, the Type 575 became the workhorse of the semiconductor industry. Like its successor, the Type 576, it can display the characteristic curves of a wide variety of devices.

Employees	1,387
Net Sales	\$21,939,000
Field Offices	21
Patents Received	6
Facilities in Sq. Ft.	166,300



APRIL 1971

Our 25th Year

TEKTRONIX, INC.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SAT/SUN

March 1971

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

May 1971

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



Coordinated research design and manufacturing
... part of the Tektronix commitment to progress in waveform measurements

1 week 13

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5 week 14

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11 Easter Sunday

12 week 15

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Federation of American Societies for Experimental Biology (FASEB), April 13-17, Chicago, Illinois

19 week 16

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Hanover Fair, April 22-30, Hanover, Germany

26 week 17

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1959

OUR 13th
YEAR



Type 526

... the first "vectorscope" provided the ability to perform precise color signal analysis. Introduced in May, 1959, it was replaced by the advanced Type 520 in October, 1967.

Employees	2,950
Net Sales	\$31,593,000
Field Offices	27
Patents Received	10
Facilities in Sq. Ft.	469,000



MAY 1971

Our 25th Year

TEKTRONIX, INC.

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SAT/SUN

April 1971

June 1971

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



TV instruments compatible with all worldwide standards
... part of the Tektronix commitment to progress in waveform measurements

1 week 17

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3 week 18

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10 week 19

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Instruments, Electronics, and Automation (IEA), May 10-15 (T), London, England

17 week 20

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Spring Joint Computer Conference (SJCC), May 18-20, Atlantic City, New Jersey

24 week 21

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31 week 22

30 Memorial Day

1960

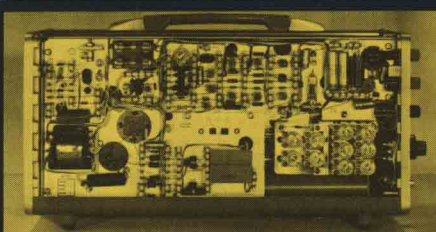
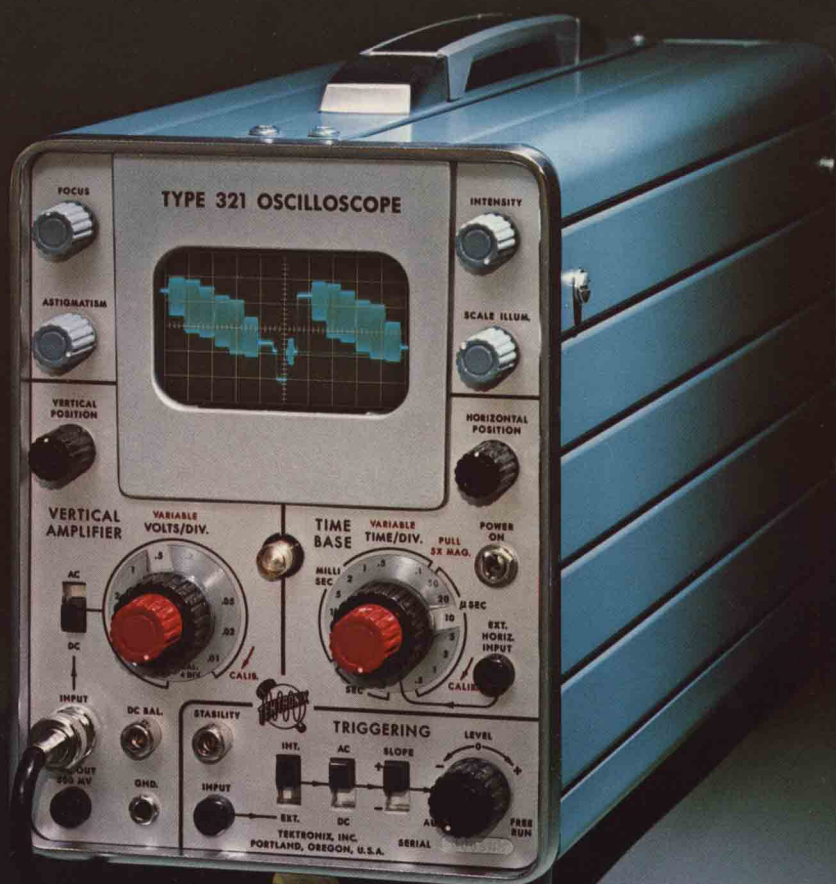
OUR 14th YEAR



Type 321

... the **first** "battery operated" laboratory quality oscilloscope. DC, AC, or self-contained batteries, provide power for operation. Introduced April 8, 1960, later improved, and currently available as "A" model.

Employees 3,515
 Net Sales \$43,006,000
 Field Offices 32
 Patents Received 13
 Facilities in Sq. Ft. 536,000



JUNE 1971

Our 25th Year

TEKTRONIX, INC.

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SAT/SUN



A network of field service centers... part of the Tektronix commitment to continuing customer service

1 week 22

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7 week 23

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14 week 24

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21 week 25

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28 week 26

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May 1971

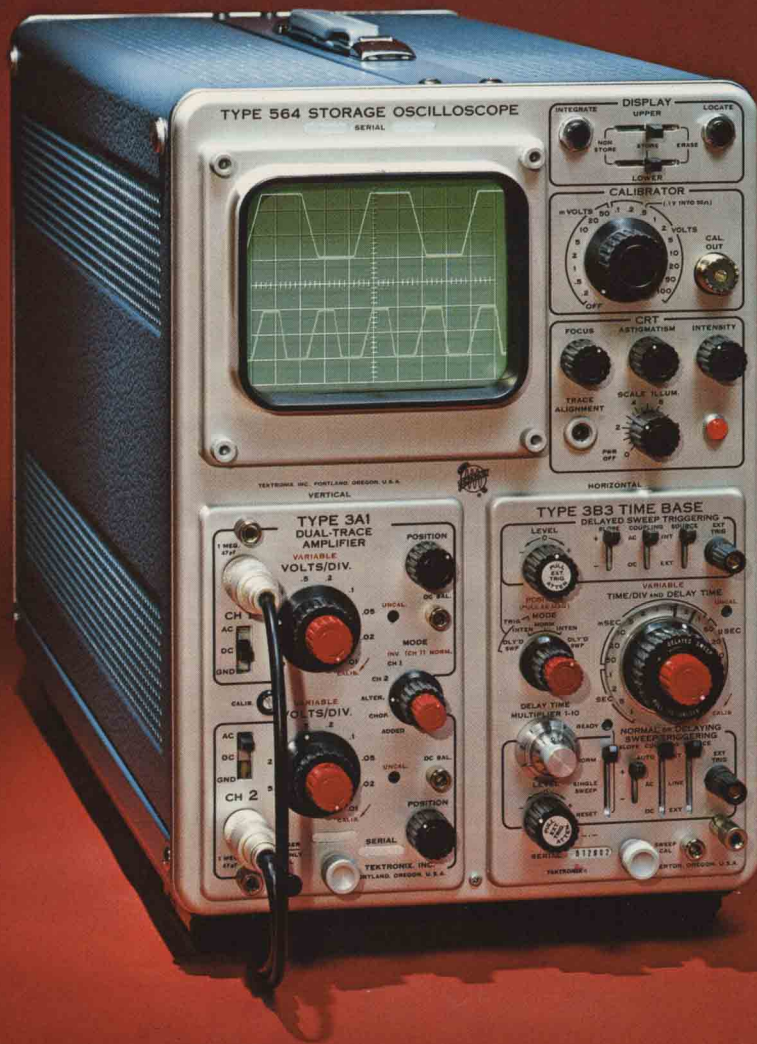
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

July 1971

S	M	T	W	T	F	S
						1 2 3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

1962

OUR 16th
YEAR



Type 564

... the **first** direct-view, bistable "storage" oscilloscope. Introduced in June, 1962, and available today as an improved "B" model, the Type 564 brought a rugged, burn-resistant, low-cost, storage CRT to the market place. . . making many tedious measurements possible with new ease.

Employees	5,285
Net Sales	\$60,136,000
Field Offices	35
Patents Received	19
Facilities in Sq. Ft.	1,092,000



JULY 1971

Our 25th Year

TEKTRONIX, INC.

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SAT/SUN

June 1971

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

August 1971

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Exacting standards of component manufacture
... part of the
Tektronix commitment to technical excellence

1 week 26

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4 Independence Day

5 week 27

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12 week 28

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19 week 29

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26 week 30

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1966

OUR 20th
YEAR



Type 491

... the **first** general-purpose "portable spectrum analyzer" brought mobility to an application area accustomed to bringing signal sources to the analyzer. Laboratory measurements could now be made in the field. Introduced in August, 1966, the Type 491 is currently available.



Employees	6,482
Net Sales	\$101,759,000
Field Offices	39
Patents Received	80
Facilities in Sq. Ft.	1,436,000



AUGUST 1971 *Our 25th Year* **TEKTRONIX, INC.**

MONDAY **TUESDAY** **WEDNESDAY** **THURSDAY** **FRIDAY** **SAT/SUN**

July 1971

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

September 1971

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	



An ultra-modern
Technical Center devoted
to R & D
... part of the
Tektronix commitment
to progress in
the measurement sciences

Your Tektronix new product catalog supplement will arrive this month.

2 week 31

9 week 32

16 week 33

23 week 34

30 week 35

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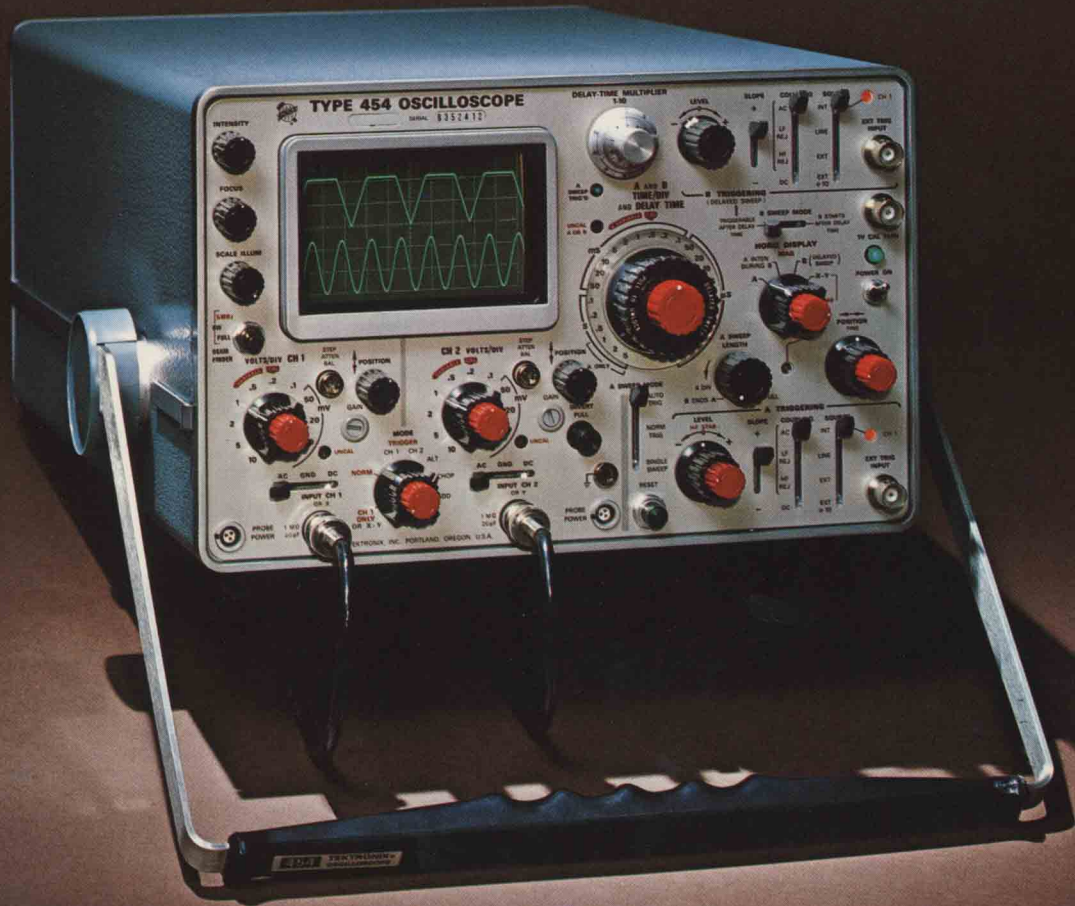
22

28

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1967

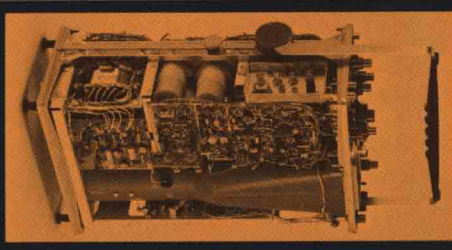
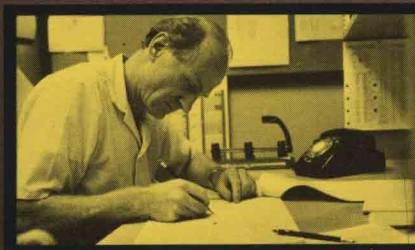
OUR 21st
YEAR



Type 454

... the **first** truly "wide-bandwidth portable" oscilloscope. Introduced in March, 1967, the Type 454 maintains its 2.4-nanosecond risetime at the probe tip, as well as at the input.

Employees	7,270
Net Sales	\$129,031,000
Field Offices	44
Patents Received	105
Facilities in Sq. Ft.	1,588,000



SEPTEMBER 1971 *Our 25th Year* **TEKTRONIX, INC.**

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SAT/SUN

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
August 1971 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	October 1971 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 week 35	2	3	4
6 week 36 Labor Day	7	8	9	10	11
					12
13 week 37	14	15	16	17	18
					19
20 week 38	21	22	23	24	25
					26
27 week 39	28	29	30		



Exhaustive, life-cycle testing
... part of the
Tektronix commitment
to quality assurance

1968

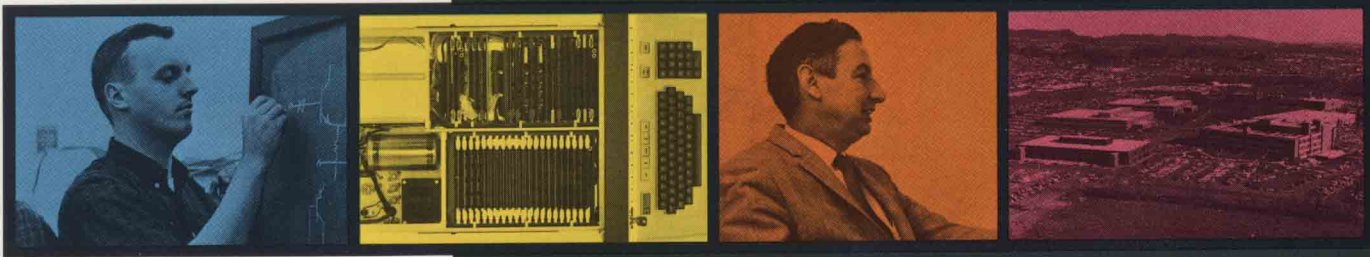
OUR 22nd
YEAR



T4002

... graphic computer terminal uses the Type 611 Storage Display Unit, the **first** "large-screen storage device" suitable for readout of complex graphics and high-density alphanumerics. Introduced in December, 1968, the T4002 is rapidly gaining acceptance in the ever expanding computer time-share market.

Employees	7,852
Net Sales	\$133,656,000
Field Offices	50
Patents Received	133
Facilities in Sq. Ft.	1,698,000



OCTOBER 1971

Our 25th Year

TEKTRONIX, INC.

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SAT/SUN

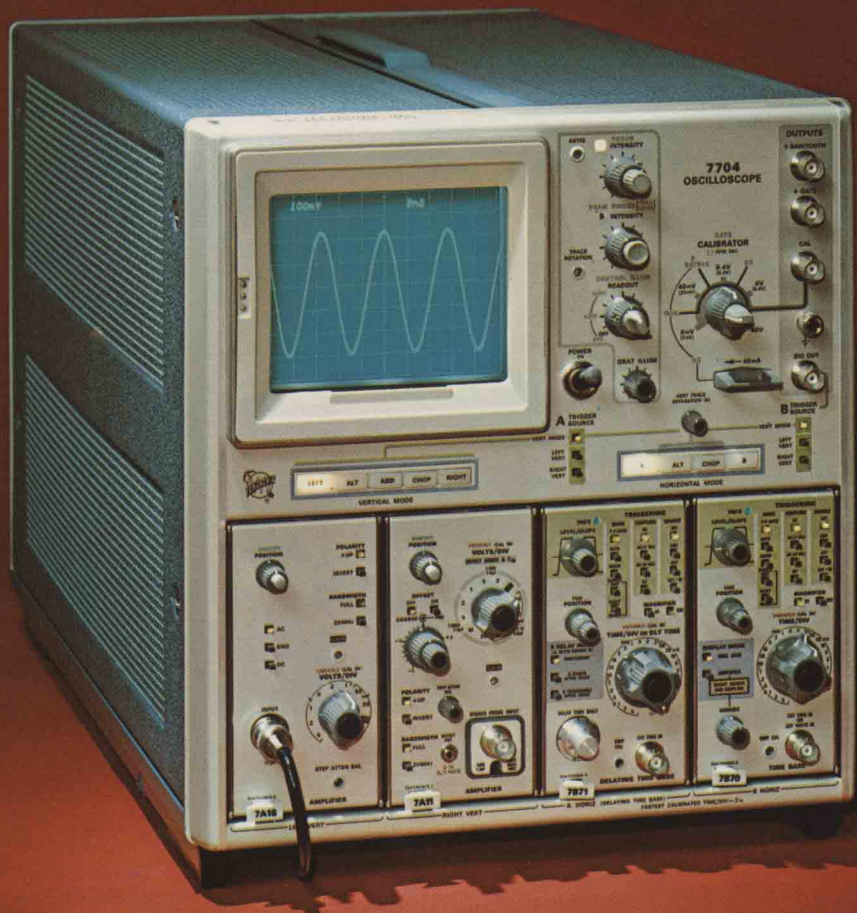
September 1971							November 1971														1 week 39							2																				
S	M	T	W	T	F	S	S	M	T	W	T	F	S	TEKTRONIX							Depth and breadth of product line . . . part of the Tektronix commitment to continuing customer service																											
5	6	7	8	9	10	11	7	8	9	10	11	12	13																																			
12	13	14	15	16	17	18	14	15	16	17	18	19	20																																			
19	20	21	22	23	24	25	21	22	23	24	25	26	27																																			
26	27	28	29	30			28	29	30																																							
4 week 40							5							6							7							8							9													
																																			10													
11 week 41							12							13							14							15							16													
																																										17						
18 week 42							19							20							21							22							23													
																																										24						
25 week 43							26							27							28							29							30													
																																										31						

National Electronics Conference (NEC), October 4-6, Chicago, Illinois

Machine Tool Exhibit, October 14-23, Sydney, Australia

1969

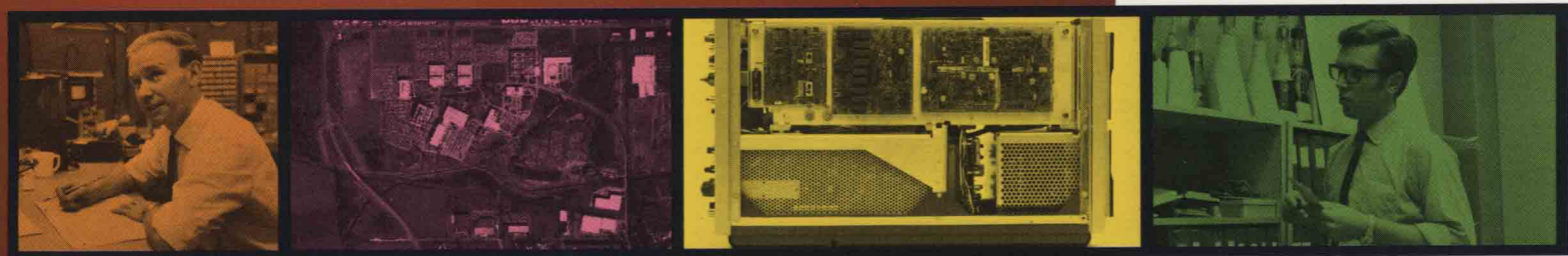
OUR 23rd
YEAR



7704

... the **first** instrument designed to extend the concept of oscillography. It offered "scale-factor readout" and "four-plug-in unit" versatility when introduced in August, 1969. It's now an integrated measurement system with the addition of DMM and counter plug-ins to the already extensive line of plug-ins. Watch for more to come!

Employees	8,752
Net Sales	\$148,857,000
Field Offices	56
Patents Received	145
Facilities in Sq. Ft.	1,800,000



NOVEMBER 1971 *Our 25th Year* **TEKTRONIX, INC.**

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
1 week 44	2	3	4	5	6
					7
Northeast Electronics Research & Engineering Meeting (NEREM), November 3-5, Boston, Massachusetts					
8 week 45	9	10	11 Veterans Day	12	13
					14
15 week 46	16	17	18	19	20
					21
Fall Joint Computer Conference (FJCC), November 16-18, Las Vegas, Nevada					
22 week 47	23	24	25 Thanksgiving Day	26	27
					28
29 week 48	30				



Dual-beam, storage, and general-purpose oscilloscopes with auto scale-factor readout . . . part of the Tektronix commitment to satisfy customer requirements

October 1971

S	M	T	W	T	F	S
				1	2	
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

December 1971

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

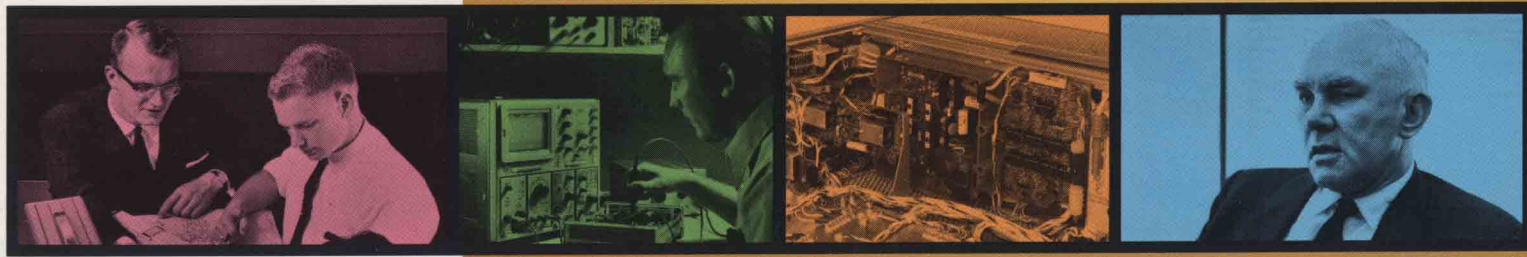
1971
OUR 25th
YEAR



Tektronix

... a company of **firsts** ...
first with a marketing organization
 so unique in policies, practices,
 and people, it has become a
 standard to be copied ... **first**
 with an engineering group that
 develops products which consistently
 contribute to or set the state-of-
 the-art ... **first** with a
 manufacturing unit integrating
 in-house component capabilities
 with trend-setting assembly
 techniques to provide products
 with an economic advantage to
 the customer ...
 and always **first** to consider
 our customers **first!**

Employees ≈10,000
 Net Sales ≈\$180,000,000
 Field Offices ≈60
 Patents Received ≈250
 Facilities in Sq. Ft. 2,081,000



DECEMBER 1971 *Our 25th Year* **TEKTRONIX, INC.**

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
November 1971 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30	January 1972 S M T W T F S 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31	1 week 48	2	3	4
6 week 49	7	8	9	10	11
13 week 50	14	15	16	17	12
20 week 51	21	22	23	24	18
27 week 52	28	29	30	31	19
					25 Christmas Day
					26



Research and development
 ... part of the
 Tektronix commitment
 to progress in waveform
 measurements