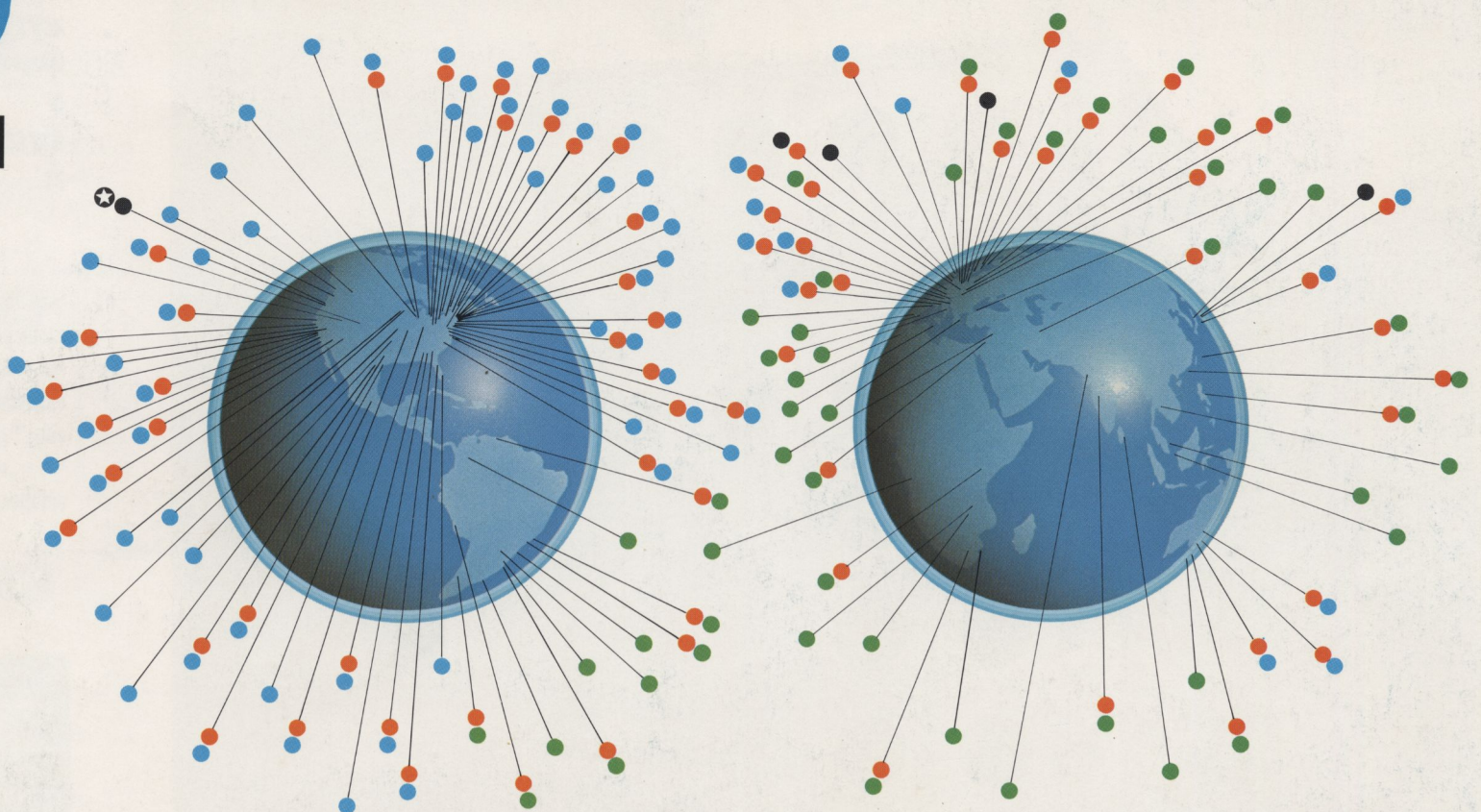




1946-1971

Tektronix, Inc.

## 1971 TEKALENDAR



Sales and Service Available Throughout the Free World

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



1947

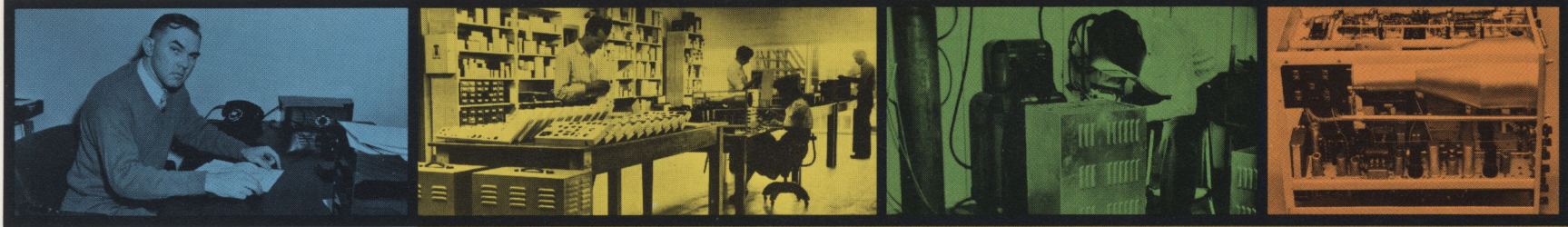
OUR 2nd  
YEAR



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

3

4

5

6

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

7 week 49

8

9

10

11

12

13

14 week 50

15

16

17

18

19

20

21 week 51

22

23

24

25 Christmas Day

26

27

28 week 52

29

30

31

November 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					

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

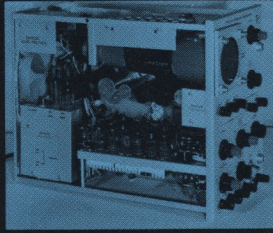
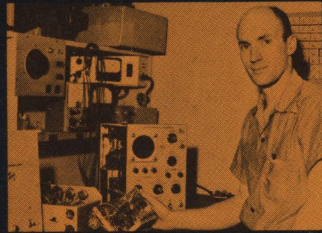
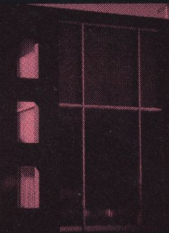
OUR 6th  
YEAR



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

3

9

10

16

17

23

24

30

31

4 week 1

5

6

7

8

11 week 2

12

13

14

15

18 week 3

19

20

21

22

25 week 4

26

27

28

29



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



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

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			



1955

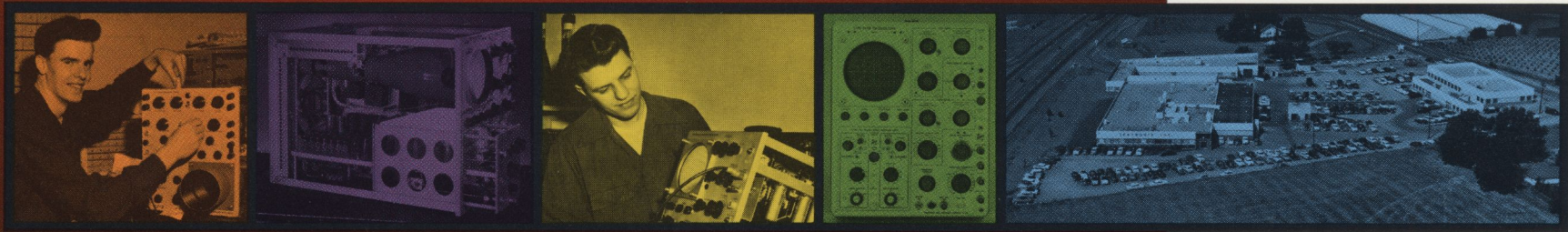
OUR 9th  
YEAR



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
Your new Tektronix instrument catalog will arrive this month.					
15 week 11	16	17	18	19	20
					21
22 week 12	23	24	25	26	27
					28
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	 Total field marketing services ... part of the Tektronix commitment to satisfy customer requirements	February 1971	April 1971
				S M T W T F S	S M T W T F S
				1 2 3 4 5 6	1 2 3
				7 8 9 10 11 12 13	4 5 6 7 8 9 10
				14 15 16 17 18 19 20	11 12 13 14 15 16 17
				21 22 23 24 25 26 27	18 19 20 21 22 23 24
				28	25 26 27 28 29 30
National Association of Broadcasters Convention (NAB), March 28-31, Chicago, Illinois					



1957

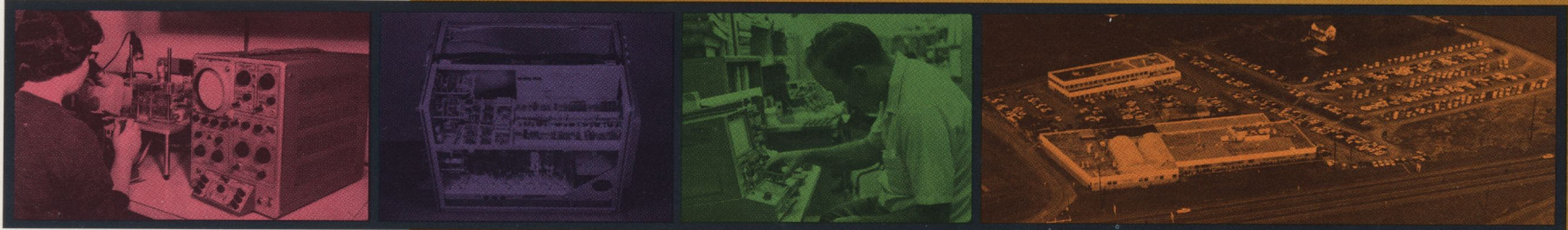
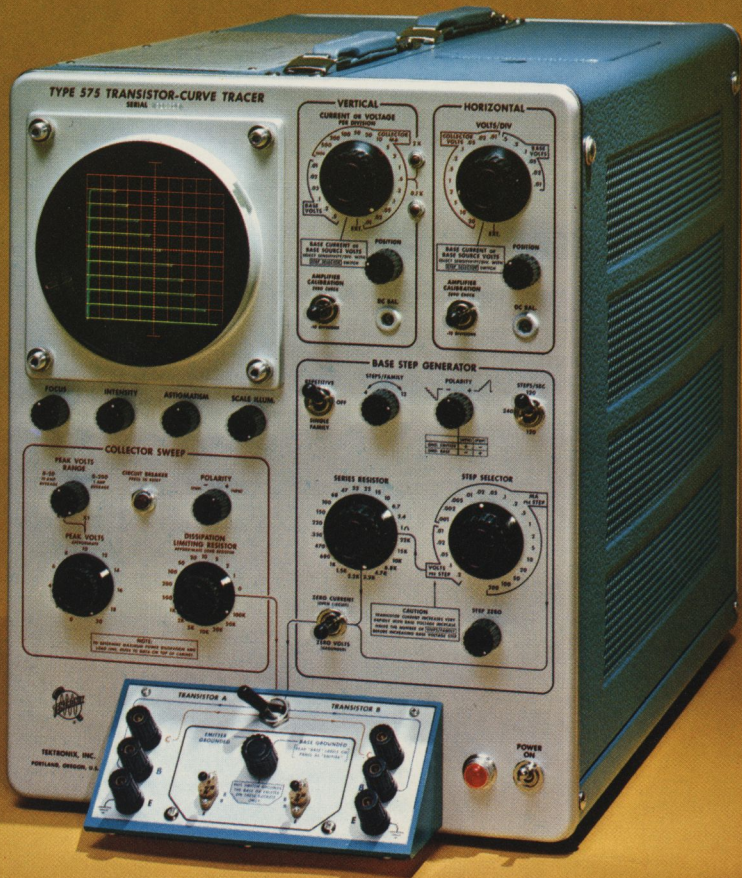
OUR 11th  
YEAR



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

May 1971



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

1 week 13

2

3

4

5 week 14

6

7

8

9

10

11 Easter Sunday

12 week 15

13

14

15

16

17

18

19 week 16

20

21

22

23

24

25

26 week 17

27

28

29

30





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
<b>April 1971</b> 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	<b>June 1971</b> 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		<b>1</b> week 17
					<b>2</b>
<b>3</b> week 18	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>
					<b>9</b>
<b>10</b> week 19	<b>11</b>	<b>12</b>	<b>13</b>	<b>14</b>	<b>15</b>
					<b>16</b>
Instruments, Electronics, and Automation (IEA), May 10-15 (T), London, England					
<b>17</b> week 20	<b>18</b>	<b>19</b>	<b>20</b>	<b>21</b>	<b>22</b>
					<b>23</b>
Spring Joint Computer Conference (SJCC), May 18-20, Atlantic City, New Jersey					
<b>24</b> week 21	<b>25</b>	<b>26</b>	<b>27</b>	<b>28</b>	<b>29</b>
<b>31</b> week 22					<b>30</b> Memorial Day



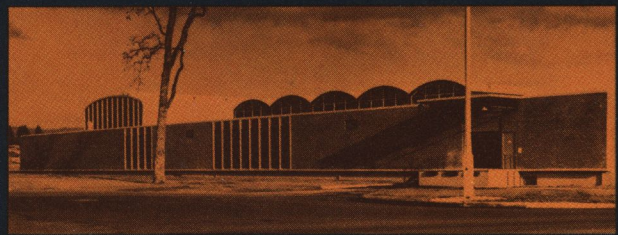
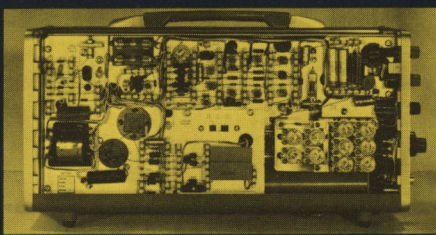
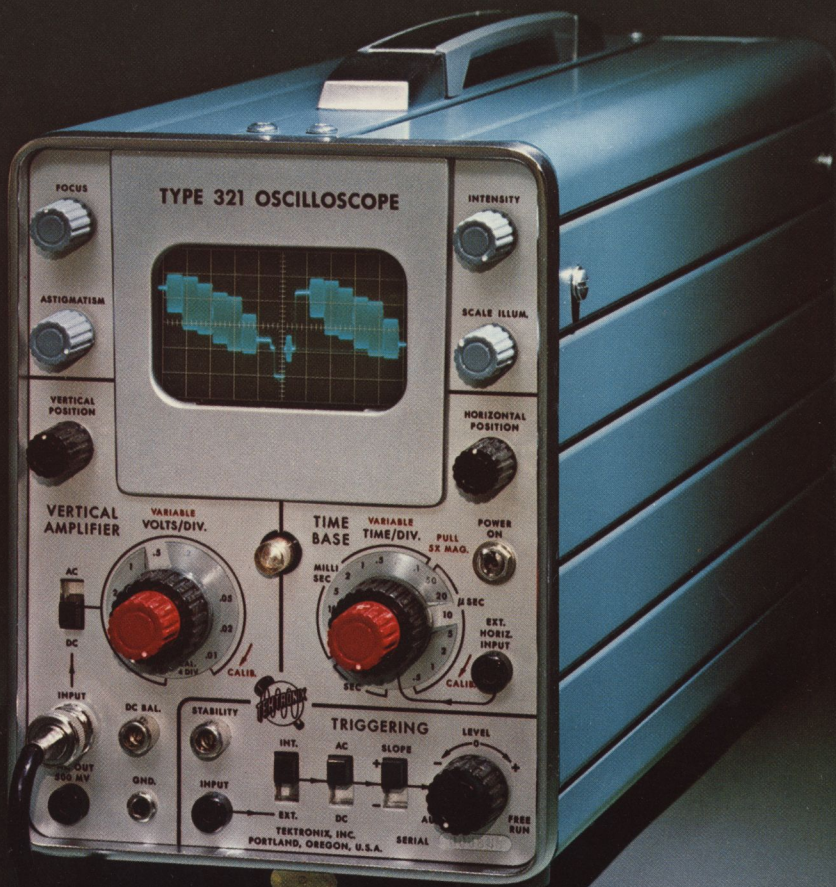
1960  
OUR 14th  
YEAR



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

2

3

4

5

6

7 week 23

8

9

10

11

12

13

14 week 24

15

16

17

18

19

20

21 week 25

22

23

24

25

26

27

28 week 26

29

30

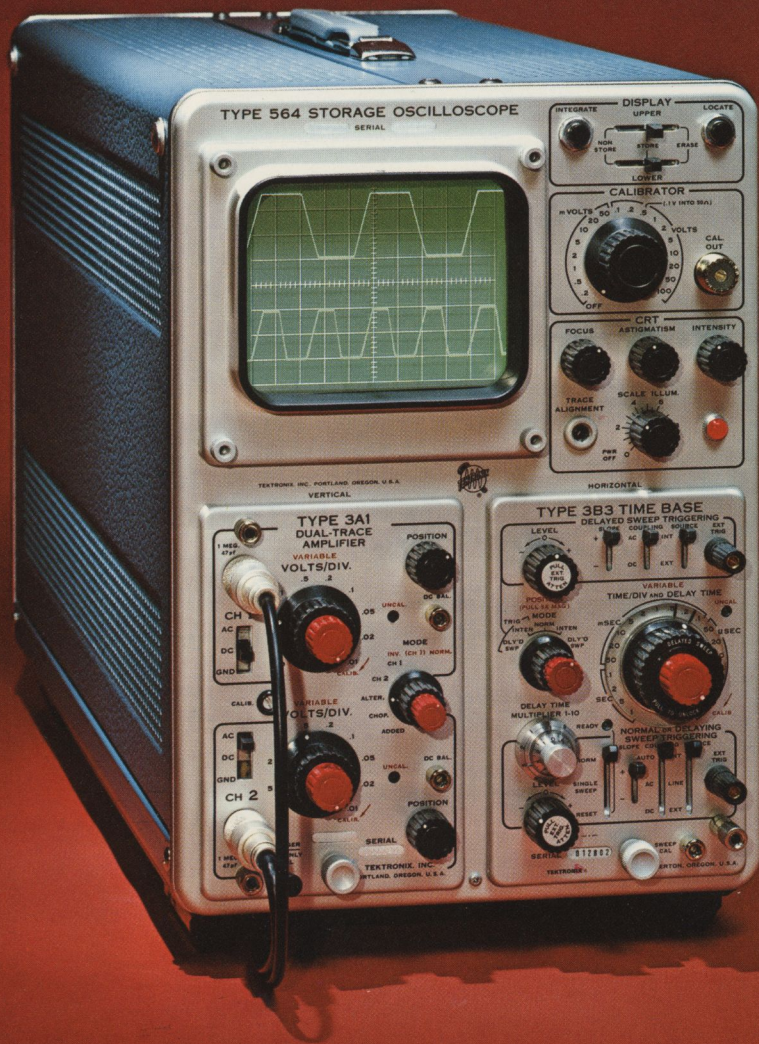
May 1971

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



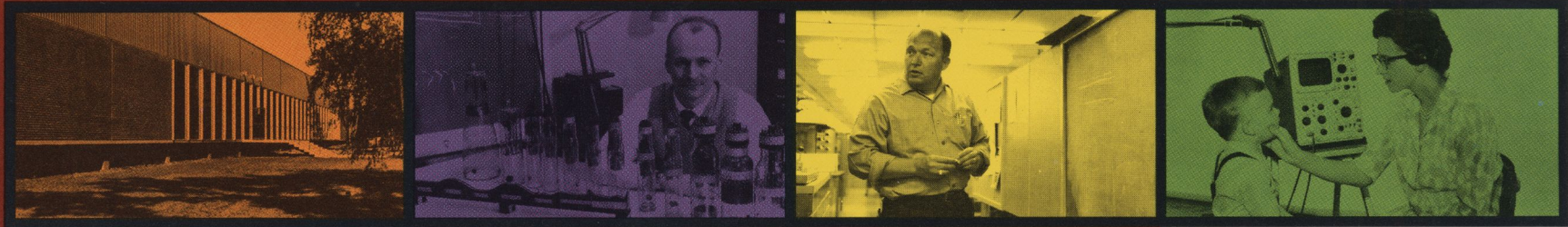


1962  
OUR 16th  
YEAR

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

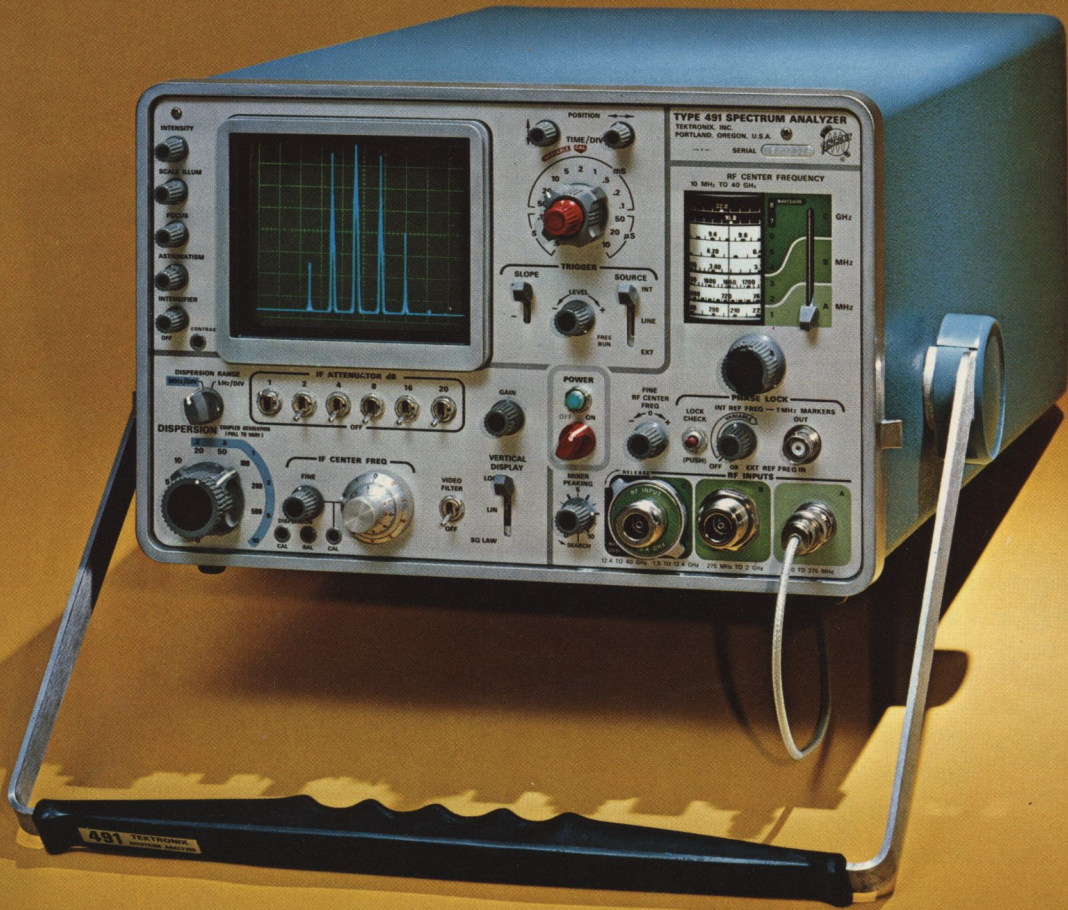
June 1971							August 1971							 Exacting standards of component manufacture ... part of the Tektronix commitment to technical excellence	1 week 26	2	3				
S	M	T	W	T	F	S	S	M	T	W	T	F	S					4 Independence Day			
		1	2	3	4	5	1	2	3	4	5	6	7								
6	7	8	9	10	11	12	8	9	10	11	12	13	14								
13	14	15	16	17	18	19	15	16	17	18	19	20	21								
20	21	22	23	24	25	26	22	23	24	25	26	27	28								
27	28	29	30				29	30	31												
5 week 27							6							7		8		9		10	
																				11	
12 week 28							13							14		15		16		17	
																				18	
19 week 29							20							21		22		23		24	
																				25	
26 week 30							27							28		29		30		31	



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

3

10

17

24

31

4

11

18

25

5

12

19

26

6

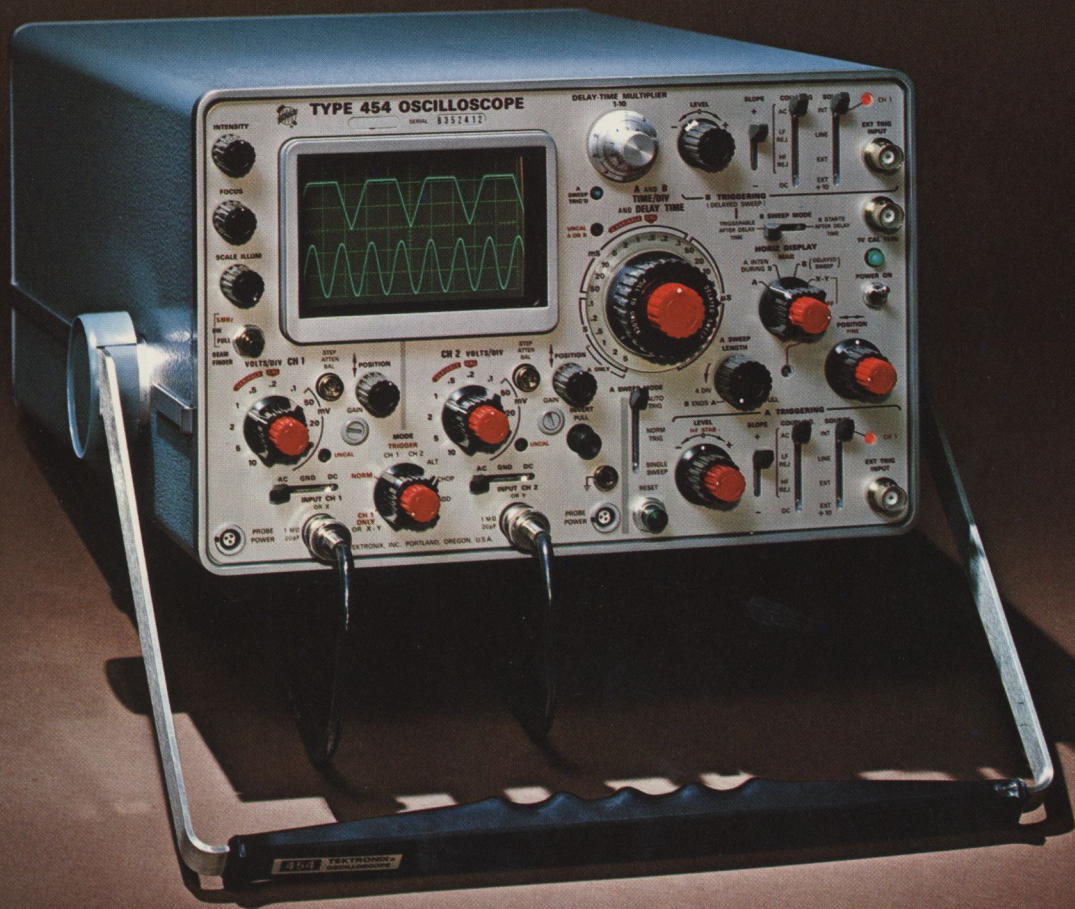
13

20

27

1
7
8
14
15
21
22
28
29





1967

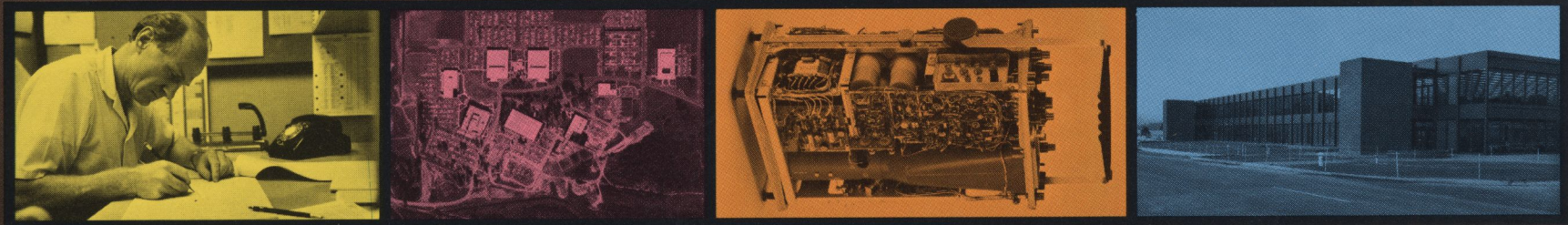
OUR 21<sup>st</sup> YEAR



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

<div>August 1971</div> <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td>1</td><td>2</td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td></tr><tr><td>8</td><td>9</td><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td></tr><tr><td>15</td><td>16</td><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td></tr><tr><td>22</td><td>23</td><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td></tr><tr><td>29</td><td>30</td><td>31</td><td></td><td></td><td></td><td></td></tr></table>	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					<div>October 1971</div> <table><tr><td>S</td><td>M</td><td>T</td><td>W</td><td>T</td><td>F</td><td>S</td></tr><tr><td></td><td></td><td></td><td></td><td></td><td></td><td>1 2</td></tr><tr><td></td><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8 9</td></tr><tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr><tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr><tr><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr><tr><td>31</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>	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							<div>1 week 35</div>	<div>2</div>	<div>3</div>	<div>4</div>
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																																																																																														
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																																																																																																
						<div>5</div>																																																																																										
<div>6 week 36 Labor Day</div>	<div>7</div>	<div>8</div>	<div>9</div>	<div>10</div>	<div>11</div>	<div>12</div>																																																																																										
<div>13 week 37</div>	<div>14</div>	<div>15</div>	<div>16</div>	<div>17</div>	<div>18</div>	<div>19</div>																																																																																										
<div>20 week 38</div>	<div>21</div>	<div>22</div>	<div>23</div>	<div>24</div>	<div>25</div>	<div>26</div>																																																																																										
<div>27 week 39</div>	<div>28</div>	<div>29</div>	<div>30</div>	<div></div>	<div>Exhaustive, life-cycle testing ... part of the Tektronix commitment to quality assurance</div>																																																																																											



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



1968

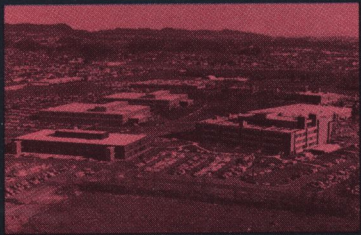
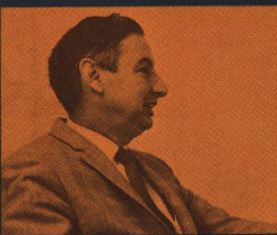
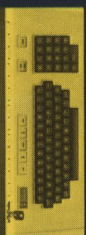
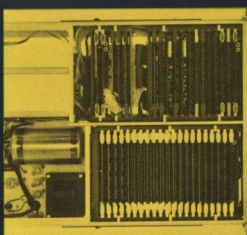
OUR 22nd  
YEAR



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

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		

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			



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

1 week 39

2

3

4 week 40

5

6

7

8

9

10

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

11 week 41

12

13

14

15

16

17

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

18 week 42

19

20

21

22

23

24

25 week 43

26

27

28

29

30

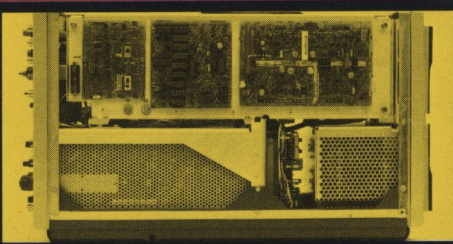
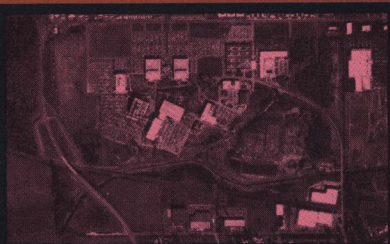
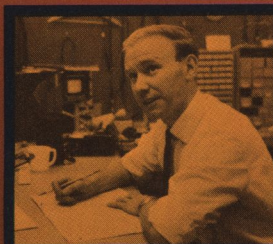
31






... 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.**

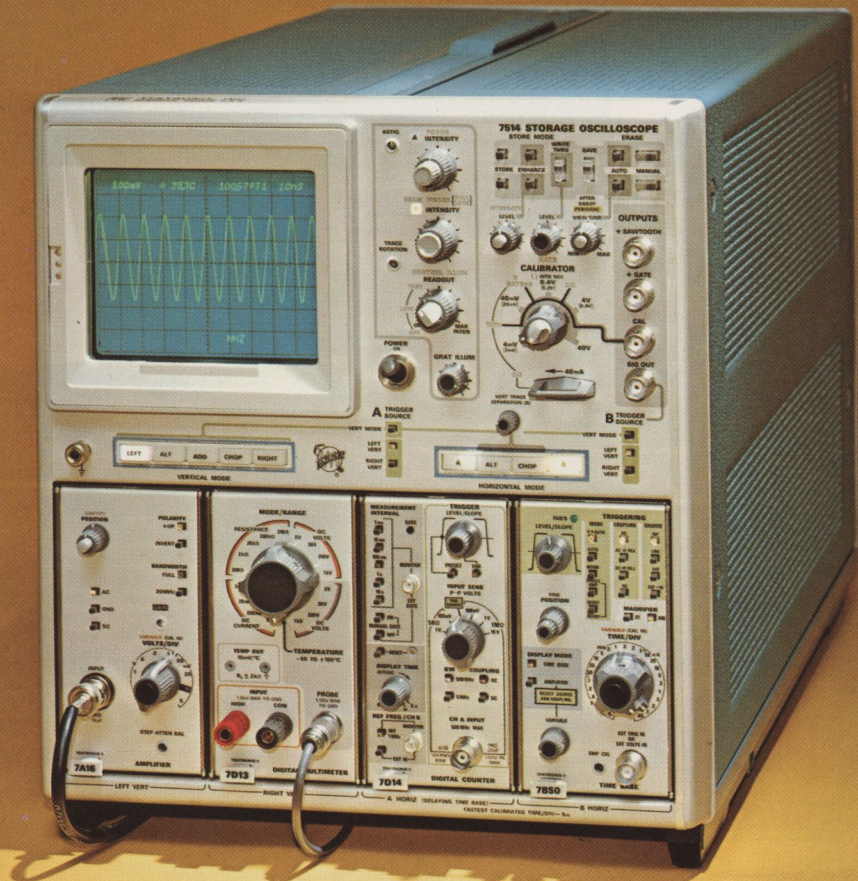
MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY		SAT/SUN																																																																																												
1 week 44		2		3		4		5		6																																																																																												
										7																																																																																												
				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		<div>October 1971</div> <table><tr><th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr><tr><td></td><td></td><td></td><td></td><td></td><td>1</td><td>2</td></tr><tr><td>3</td><td>4</td><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td></tr><tr><td>10</td><td>11</td><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td></tr><tr><td>17</td><td>18</td><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td></tr><tr><td>24</td><td>25</td><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td></tr><tr><td>31</td><td></td><td></td><td></td><td></td><td></td><td></td></tr></table>		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							<div>December 1971</div> <table><tr><th>S</th><th>M</th><th>T</th><th>W</th><th>T</th><th>F</th><th>S</th></tr><tr><td></td><td></td><td></td><td>1</td><td>2</td><td>3</td><td>4</td></tr><tr><td>5</td><td>6</td><td>7</td><td>8</td><td>9</td><td>10</td><td>11</td></tr><tr><td>12</td><td>13</td><td>14</td><td>15</td><td>16</td><td>17</td><td>18</td></tr><tr><td>19</td><td>20</td><td>21</td><td>22</td><td>23</td><td>24</td><td>25</td></tr><tr><td>26</td><td>27</td><td>28</td><td>29</td><td>30</td><td>31</td><td></td></tr></table>		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	
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																																																																																																						
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																																																																																																	




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		January 1972		1 week 48		2		3		4	
S M T W T F S		S M T W T F S								5	
1 2 3 4 5 6		1									
7 8 9 10 11 12 13		2 3 4 5 6 7 8									
14 15 16 17 18 19 20		9 10 11 12 13 14 15									
21 22 23 24 25 26 27		16 17 18 19 20 21 22									
28 29 30		23 24 25 26 27 28 29									
		30 31									
6 week 49		7		8		9		10		11	
										12	
13 week 50		14		15		16		17		18	
										19	
20 week 51		21		22		23		24		25 Christmas Day	
										26	
27 week 52		28		29		30		31		 Research and development ... part of the Tektronix commitment to progress in waveform measurements	