



OUR GENIAL GENERAL MANAGER, JACK MURDOCK, has been interested in business and people for a long time. When he graduated from Franklin high school in 1935, he chose to go into business for himself instead of going to college. The fact that he didn't go to college didn't mean he wasn't continuing his education. Jack always has been a keen student in many fields of endeavor. Always interested in radio and electronics, he is very well informed on these subjects. His greatest field of interest, however, is people, their problems and behavior, both as individuals and in society generally.

Jack's first business venture in 1935 was the radio and electrical appliance business at 67th and Foster Road, under the name of M. J. Murdock Co. His friendly personality and honest business policies made the M. J. Murdock Co. a success from the start. The country was just emerging from the depression so that it took real selling to get people to buy such things as electric water heaters and refrigerators.

It was at this time Jack needed someone to take care of the radio service department so that he could put full effort on sales. A mutual friend recommended HOWARD VOLLUM for the job, starting a friendship and business association which eventually was an important factor in starting Tektronix.

In 1939 the 67th Avenue location became too small for Jack's operation. As a result he bought a building at 59th and Foster. After remodeling and painting, this became one of the most complete and attractive appliance stores in the city. The main feature was a G. E. model kitchen, complete with everything necessary to cook and serve meals.

Just as things got going in good style World War II broke out. Appliance manufacture stopped and Jack closed up the appliance business to join the Coast Guard. His knowledge of radio was immediately put to use. First assignment was at the Seattle maintenance base. After a year of this duty, Jack came back to Portland, in charge of a group of radio technicians. His last assignment was as radar and racon installation man, operating out of Seattle.

This Coast Guard service also proved to be important to the formation of Tektronix. It was there Jack met and became friends with MILES TIPPERY, MILT BAVE, BOB DAVIS, KEN WALLING, HOWARD GAULT, PAUL BELLES, SANDY SANFORD, and CHUCK GASSER.

When Tektronix was formed in 1946, the first operation of the new company was in Jack's building at 59th and Foster. As Tektronix grew in size, Jack's problems as Secretary-Treasurer and General Manager grew even faster, but his ready willingness to examine all sides of problems and make rational rather than emotional decisions is in a large measure responsible for the success Tektronix has achieved.

In an effort to understand human behavior, Jack has taken and continues to take a number of courses in psychology and allied subjects. In 1950 he attended a symposium on Job Evaluation at Western Reserve University, Cleveland, Ohio. This was led by some of the most important men in the field of industrial psychology.

In the last few weeks Jack journeyed to Seattle to take part in a panel discussion on Employee Communication. Besides Jack, the panel consisted of the president of Boeing Airplane, the personnel manager of Pillsbury Mills and the general manager of Hyster. The invitation to do this is a result of the reputation Jack has attained from his work in the Personnel Committee of the Chamber of Commerce. He was recently made chairman of that important committee.

As many of you know, Jack is never too busy to take in the sessions of the Portland Figure Skating Club. It was largely through his efforts that the past successful season of skating was made possible. As a result of this fine work, he

was recently elected club president on a nomination from the floor and in opposition to the candidate presented by the nominating committee. We all realize Jack is not outwardly demonstrative in nature, so his enthusiasm for ice skating and the Portland Figure Skating Club certainly indicates his high interest.

In addition to skating, his interests are skiing, hiking (including two trips to the top of Mount Hood), flying and photography. A Leica camera Howard bought for him in New York recently will help retain memories and enliven his descriptions of outdoor recreation.

Jack lives with his mother and grandmother on 56th Avenue near Hawthorne. During the past few years he has completed very successful redecorating and remodeling projects on the house. One result of these projects is a very attractive mahogany paneled study where he can get away from it all "when desired".

In characterizing Jack, we can say he gains the respect and admiration of all who know him by his quiet, sincere and genuine interest in arriving at the most fair, reasonable and considerate solution to an individual's and to Tektronix' problems.

Jack's personal philosophy is of interest to all. He believes that success is available to anyone with ability, initiative, and a willingness to risk personal security. The growth of his own successful appliance business and that of Tektronix is definite proof that Jack "Practices what he preaches".

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