

Early Tek days recalled at Will Marsh's retirement

Not many people have been around Tek long enough to recall all of Will Marsh's company career. One old friend, John Mulvey (Advertising), contributed some of his recollections:

by JOHN MULVEY

Will Marsh is a name that goes with Tektronix like Jack Murdock and Howard Vollum. He retired May 31 after nearly 25 years in Marketing.

Those who have known him most of that time are fondly aware of how well he tutored budding new salesmen for many years, and how completely dedicated he was to principles that made the Tektronix marketing force equal to the classic superiority of our products.

His staunch belief that people on the firing line know most about the battle always caused him to listen hard, direct the megaphone where needed, and champion the value of what a salesman had to say...to headquarters.

It is no wonder that he always found himself in the business of supporting our Field Engineers



WILL MARSH recalled hectic early days at Tek when he spoke to friends at his recent retirement party. Seated in background is Bill Webber (vice-president) who, in introducing Will, told of incident in which Will's desk got

with information they needed to do a good job. He started the *Field Engineering News*, still published every other week for our salesmen. He initiated the original product reference books and later replaced them with microfiche.



pre-empted and Will ended up using a discarded packing crate for a while. Since coming to Tek in 1950, Will has worked in various areas of Marketing and was in TM500 Marketing at the time he retired.

But most of what Will has contributed to the success of Tek lives on in the outlook and attitude of people who worked with him closely in Engineering and Manufacturing, as well as Marketing. Those who heard his little farewell talk will remember

how well his good humor and impish wit fit his exceptional wisdom.