

HAPPY 20th ANNIVERSARY

INTERCOM

MEMOREX

A newspaper for Memorex people everywhere



Volume 18 #2 February 1981



Fifteen Memorex pioneers assembled in front of this early company facility for a group photograph in 1961. The prototype for Memorex's first precision tape coating line was built in this building in Mountain View while the company's first plant was being built in Santa Clara.

Memorex marks 20 years of excellence

Memorex employees around the world will celebrate the company's 20th corporate birthday Feb. 9.

The two-decade milestone in the company's history will be celebrated with special observances and programs throughout 1981, according to C.W. Spangle, chairman and chief executive officer.

Memorex, now a worldwide, high-technology information storage and communications company, was founded in a leased garage in Mountain View, California, in 1961. The founders—Laurence L. Spitters, Arnold T. Challman, Donald F. Eldridge and W. Lawrence Noon—had resigned during the previous December from Ampex Corporation in Redwood City, California.

The four founders were dedicated to the pursuit of excellence—a concept which continues as the core of the company's philosophy today. When they established the company to produce precision magnetic tape, they named it "Memorex," a contraction of the words "memory" and "excellence."

Memorex started with only 24 employees in addition to the four founders. Less than two years after incorporation, the company built its first plant at 1180 Shulman Ave. in Santa Clara, California. That street, then surrounded by the hayfields of an area destined to become known as "Silicon Valley," was later renamed Memorex Drive. That same year, Memorex introduced its first precision magnetic tape for computer use.

Having mastered the exacting processes involved in producing precision magnetic computer, instrumentation and video tapes, Memorex began to apply its

expertise in a new product field, the design and manufacture of disc packs. Memorex's first disc packs were introduced in 1967, the first year in which discs outdistanced computer tape in dollar sales volume.

Memorex's enterprise in disc pack technology was one of several factors which spurred the company's first entry into the equipment manufacturing field. Another factor was the company's need for a disc drive to serve as a super-accurate testing device to detect the slightest flaws in our media. The innovative drive designed to fit the bill was marketed shortly thereafter to OEM customers as the Model 610. In 1969 the Model 630 was marketed to IBM 360 users.

It was not long before the company was as heavily involved in peripherals as in media. Memorex could exercise far more control over its destiny in the marketplace because it manufactured its own media, heads, test equipment, mechanical assemblies and plastic components. It could also react quickly to potential shortages and production bottlenecks, allowing the company to anticipate and manage change.

The manufacturing of disc drives provided the foundation upon which Memorex built several other, major equipment businesses.

In 1969, Memorex entered the computer subsystems market with the 1600 Computer-Output-Microfilm printer system, and began manufacturing data communications equipment on a large scale, starting with the Model 1270 communications terminal control unit.

While Memorex is best known to the general public for its consumer products,

it is interesting to note that the company did not even enter that field until 1970, nearly a full decade after the founding of the corporation. That year, Memorex introduced MRX, its first high-fidelity audio tape for cassette and open-reel recorders.

In November, 1970, Memorex began using the "shattering glass" advertising campaign which remains basically unchanged to this day. Ella Fitzgerald, the "first lady of jazz," first appeared as a spokesperson for Memorex in 1973. Those advertisements helped make Memorex a "household word."

Memorex decided to enter the international marketplace in 1964, quite early in the company's history. When one considers the scope and significance of Memorex's international operations today, the importance of that decision is readily evident. The initial thrust abroad was a modest one. At first, the company exported products directly from California. The first Memorex employee to work overseas operated out of his home in England. He secured the first European customers for Memorex magnetic tape—the British Broadcasting System and ICL, a major computer manufacturer in Europe—in 1965.

Memorex, unlike many American companies which do business outside of the United States, relies heavily on host-country nationals to lead and carry out its international operations. In fact, fewer than 50 of the 2500 people employed by Memorex outside the United States are U.S. citizens.

Today, the company has production facilities abroad in Liege, Belgium; in Clondalkin, Republic of Ireland; Nogales,
Continued on page 4

"Pioneers" recall the early days

The pioneers of today's Memorex Corporation were skilled, determined and resourceful people who joined forces to undertake an exciting and demanding task.

Eric Daniel was Memorex's original director of research, and is now manager of Consumer Products Group Research and Development. He managed the Magnetic and Chemical Technology Center from its inception in 1978 until his promotion this year to his current position. Daniel is one of two employees who have the title of Memorex Fellow, the highest distinction the company can bestow upon technical personnel.

"The early years of the company were very exciting," according to Daniel. "Everyone was involved with everything then—the group was so small."

Memorex was "like a small family at the start," Carl A. Anderson said.

Anderson, a certified public accountant who was Memorex's first controller, retired from the company in 1974, but continues to serve Memorex as a part-time consultant.

In its earliest days, Memorex occupied temporary office space in a building on Scott Boulevard in Santa Clara, and over a furniture store in Mountain View. While awaiting development of its first plant at 1180 Shulman Ave. (later renamed Memorex Drive) in Santa Clara, Memorex occupied temporary quarters at 2000 El Camino Real, Mountain View.

It was in the building at 2000 El Camino that the company built its prototype magnetic tape coating line. The juxtaposition of that early coating line and the office space in those close quarters had some memorable results, Anderson recalled.

"We all had red dust on our shoes from the magnetic coating material," he said, "but nobody minded."

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Memorex reduces quarterly loss

For the first time in its twenty-year history, Memorex Corporation recorded revenues in excess of \$200 million for one quarter, reporting revenues of \$208.2 million in the fourth quarter of 1980.

This record revenue notwithstanding, the company reported a net loss of \$2.8 million (48 cents per share) for the quarter.

C.W. Spangle, chairman and chief executive officer, said, "While the company reported a loss, the fourth quarter results do reflect the second consecutive quarter of improved performance.

"We have made substantial progress in asset management," he continued. "Most encouraging was the approximately \$20 million reduction in gross inventories and approximately \$6 million increase in cash, net of new borrowings," during the quarter.

This was Memorex's first positive quarterly cash flow from operations since late 1977.



Charter members of the Memorex Speechmasters hold their second meeting at the Education Center in Building W. Toastmaster of the day Dan Scott, supervising senior auditor, Corporate Audit, acknowledges a comment from the table during Table Topics. The group is generating a lot of interest among employees.

Speechmasters sharpen communication skills

Toastmasters International is enjoying a surge of interest in the Santa Clara Valley recently, and Memorex employees interested in building better communication skills are forming a charter group, the "Memorex Speechmasters."

Toastmasters International is a nonprofit, educational organization, with 4,000 clubs around the world. It provides members with a professionally designed program to improve self-expression and develop leadership qualities.

"In today's business and in the community, the effectiveness of our communication depends upon how well we listen, think and speak," says Ethel Curtis, Lt. Governor of District 4 Toastmasters. "The level of communication and leadership development among managers and employees affects an organization's success in a very significant way." Curtis has been providing guidance to the new Memorex group while it is getting started.

Guests are not only welcome, they are encouraged. Meetings serve as demonstrations.

Twenty members are required to have a charter and begin operations. The ideal size for a club would be about 30 members. This would require each member to give a prepared speech only once each 10-12 weeks, according to Leigh Mateas, manager, Corporate Security. A former Toastmasters member, Mateas is pleased to see the Memorex Speechmasters get off the ground.

"Table Topics" is the impromptu part of each meeting, and when random

Memorex completes San Tomas purchase

Memorex Corporation has completed the repurchase of its San Tomas site and sold the 24½-acre site across San Tomas Expressway to McCandless Companies of Sunnyvale.

McCandless plans to develop a \$42 million office/R&D park on the site fronting San Tomas, between Walsh Avenue and Central Expressway. If its plans are approved by the city of Santa Clara, McCandless will begin construction in May.

Plans call for the construction of five two-story buildings in a campus-like setting which will complement the Memorex "campus" on San Tomas.

Gary Alfson, real estate manager for Memorex, said the Company selected McCandless from among more than 40 prospective purchasers.

Now the sixth largest employer in Santa Clara County, Memorex moved onto the San Tomas site in 1971, ten years after the Company began in a leased garage in Mountain View. In 1972, Memorex sold this 50-acre site, including four buildings totaling 702,000 square feet, to EIC, a limited partnership. Memorex repurchased the land in 1976.

With the current transaction, Memorex now holds fee ownership of its San Tomas site, land and buildings.

members are called upon, they need not know the facts on a particular issue. They can invent statistics. "It's not what you're saying, but how well it's organized and brought across," says Mateas.

The Memorex Speechmasters will be meeting every Monday at noon at the Educational Center in Building W Memorex Drive, with the exception of March 2 and 9, when they will meet in the Conference Room of Building 12.

For more information, call Steve Solomon, ext. 2672.

Sales program provides leads

As of January 15, 1181 sales referrals had been turned in for the Memorex Prospects for Profit program, leading to actual sales totaling nearly \$400,000.

Referrals will come in through February 9, and then a one month extension will be allowed for sales-in-progress to be concluded.

At the end of that time, 16 winners will be announced. Each will win one-week for two in America's most enchanting state, Hawaii. Winners will spend three nights on Oahu at the Hyatt Regency Waikiki, and then spend the next three nights on either the island of Hawaii or on Kauai.

The Prospects for Profit program includes Memorex employees from the Storage Systems Group, Communications, Computer Media, Peripheral Equipment Group OEM Sales, Business Systems Division, Customer Engineering and Systems Engineering.

Promotions top Eau Claire news

Memorex's Eau Claire, Wisconsin plant announced key management changes in January.

Paul Ryan has been named manager, Industrial Engineering and Facilities, a new position. Formerly Production manager, Ryan came to Memorex in October 1977 as a senior industrial engineer.

Charles Pinkerton has been named the new Production manager, stepping up from his post as Production Control manager. He joined Memorex in September, 1979.

Jim Berry replaces Pinkerton as Production Control manager. The former sales manager started with Memorex in August 1970 as Production Control manager, and held that position for eight years before moving into sales.

Donald Sidner joined Memorex in Eau Claire on January 5, filling the sales manager slot. Sidner most recently served as the senior sales representative for a four-state area for E.I. DuPont de Nemour & Co.

Computer Media Group forms new organization

Memorex's Computer Media Group has formed a Field Training and Marketing Programs Department under the direction of Jim Coccara. Coccara will report to Harry Fekkes, vice president of CMG Marketing.

Coccara started with Memorex as a sales representative in the Los Angeles region, and was most recently region manager for CMG End-user/Distributor organization. In 1979, he was named CMG national sales Manager of the Year.

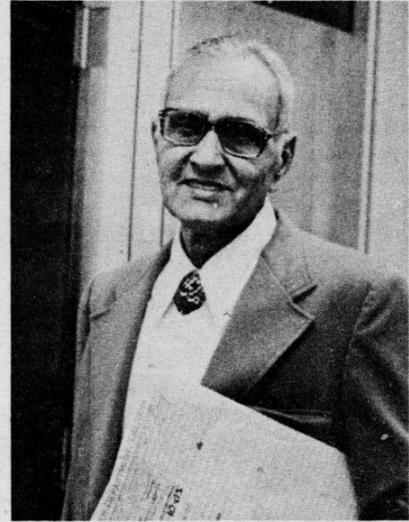
Joining Coccara in the new department will be Jim McLeaster, Fred Peterson and Bob Stroebel, who will serve as Field Training and Marketing Programs managers for the central, western and eastern areas respectively.

McLeaster joined Memorex as a senior account representative and was named

CMG sales Rookie of the Year in 1979.

Peterson joined Memorex as a sales representative but was most recently manager of Sales Development and Training.

Stroebel also comes from the CMG sales force, beginning as a sales representative and recently promoted to senior account representative. He was recently named 1980 CMG Salesperson of the Year.



Mody discovers niche in Legal

A new face in the corporate legal department, but definitely not in building 12, is Kunwar Mody.

A Memorex employee since September 1979, Mody took the roundabout way to his new position as a legal secretary, starting work in the Memorex mail room. Mody is abundantly qualified in the legal area, holding a master's and a law degree from Agra University in his native India.

In addition to a private law practice, Mody has held posts as college professor of history in Delhi, and with the Indian government. He also ran his own wholesale and export business, dabbling in the Bombay stock exchange. His varied career in India was capped by a 23-year stint as a civil and mechanical contractor for Hindustan Steel, the largest steel plant in Asia.

He emigrated to the States in 1977 with his wife of 40 years, Vimla, because all three of their children were already living here, and the couple missed them. Coming directly to California, Mody held a number of jobs, such as managing and selling at a drive-in dairy store and working at a drug store post office and a hardware store. Retirement Jobs, Inc. led him to Memorex, where Dan Deckman put him to work in the mail room sorting, distributing, registering, and sending parcels abroad.

"I have always liked my work, no matter in what capacity," claims Mody. "I couldn't sit idle, waiting for the right job. I have no inhibitions in that regard."

Born in 1916, Mody attributes his excellent health to the practice of yoga, and beats his sons at wrestling regularly.

Whether the contentment and peace of mind he expresses are attributable to Memorex or his daily yogic practices is a matter of debate. "A little of both, I'm sure," he says. "I have had excellent co-operation here. It's a fine place to work."

Mercantile slashes prices during sale

The Memorex Activities Group (MAG) Mercantile is reducing its employee discount prices even lower in a special sale through February 24.

As an example, 45-minute MRX₃ cassettes which sell in stores for \$2.99 are usually \$2.10 through the MAG mercantile, but for this special sale they are just \$1.55 each. And, 90-minute high bias tapes sell for \$5.99 in stores, are usually \$4.30 through MAG mercantile, but are just \$3.29 during the sale. And, 45-minute 8-track cassettes retailing for \$2.99 usually sell for \$2.20 through the mercantile and are \$1.77 through February.

In addition, Memorex rainbow T-shirts, usually \$4.20 or \$5.15, are selling for just \$2.50 during this sale.

The MAG mercantile, located in building 10 at the San Tomas at Central Expressway site in Santa Clara, is open Tuesdays from 11:30 a.m. through 4 p.m. Out-of-county employees can order Memorex products through the mercantile and they will be mailed to them. MAG offices should have MAG mercantile order forms. For further information, call Kathleen Laney, 408/987-2357.

German employees aid quake victims

Memorex's international family demonstrated its concern for all once again in December when employees of Memorex Germany raised funds at their Christmas party to send to quake victims in Italy.

Through a raffle held at their December 12 party, employees of Memorex Germany raised \$1350 for the unfortunate quake victims. Memorex Germany added to this to bring the total contribution to \$1750.

The event was attended by some 90 Memorex employees who contributed an average of \$15 per person to the quake victims' fund.

Working through Memorex Italy, the German employees were assured that the funds would reach the right people and be put to the best use possible.

"Spirit of '81" tops goal

To say that the first phase of the "Spirit of '81" was a success would be an understatement.

Results from the Corporate cost-reduction program Phase I showed that ideas totaling a cost savings of \$3,310,000 were implemented through the program in its first four months. The goal for this period was \$1,290,000.

Larry Nelson of the corporate Industrial Relations department won the \$1000 grand prize for Phase I. His name was drawn from all those individuals who had cost-reduction ideas implemented during Phase I.

Monthly winners for December were Carol Goudey (the second time for her) of Finance and Mike Paradis of Industrial Relations. They pooled their talents to come up with a plan to restructure the actuarial assumptions for the pension fund which will save the company \$1.2 million annually.

Top function for Phase I was Finance, which achieved 521 percent of its goal.

Phase II, which began January 1, has an overall goal of \$2 million in cost savings. The second phase will continue through June 26, 1981.

NEWSMAKERS

Silverberg named Tax manager

Jack Silverberg has joined Memorex as Corporate Tax manager, reporting to James Unruh, vice president, Finance.

Silverberg comes to Memorex from Levi Strauss & Co. where he held the position of assistant director of Corporate Taxes. Prior to joining Levi Strauss, Silverberg held various tax positions with firms in private industry and in public accounting. He brings eighteen years of experience in the tax area to Memorex.

Silverberg holds a Jurisprudence degree from Brooklyn Law School.

Schuler heads Marketing Services

Laurie Schuler has been appointed manager, Marketing Services for the Communications Group, and assumes responsibility for all group advertising, public relations, sales promotion, sales training support, and product literature. She reports directly to Paul Klein, vice president of Marketing.

Schuler joined Memorex in 1979 as a promotional writer. Prior to this, she worked as a free-lance writer and a writer for local radio stations and the San Jose Mercury News.

Iguchi joins Communications Group

Bob Iguchi has been named manager, Inventory Control for the Communications Group. He assumes responsibility for material planning, warehousing, receiving, inventory analysis and management, reporting to Tom Dillon, Materials manager for the Communications Group.

Prior to joining Memorex, Iguchi was the Spares Planning manager for Four Phase of Cupertino.

Storage Systems names ISD manager

John J. Huelbig, Jr., has been named manager ISD for the Storage Systems Group, reporting to Ralph A. Walch, Finance manager, SSG. Huelbig is responsible for all operational and planning activities as they relate to systems development, data center, systems and procedures and data base management functions.

Huelbig's most recent position was as manager of the Corporate Data Center.

Prior to joining Memorex, he held various MIS positions at Reynolds Metals, his last being director of MIS.

Chang joins SSG Finance department

Jim B. Chang has been appointed manager, Sales Accounting, reporting to Wayne M. Bridges, manager, Financial Accounting, SSG. He will assume responsibility for field asset tracking and billing, sales and cost accounting, and commission accounting.

Chang was with Kaiser Aluminum and Chemical for the past seven years in various financial management positions which included plant controllership, internal audit, international accounting, and inventory accounting.

Bertler assumes new responsibilities

Memorex International has announced the appointment of Rolf Bertler as manager, Liaison Customer Service and Administration.

Bertler will see that Memorex International entities receive required customer service support from Memorex U.S. manufacturing/operating groups. Bertler will also manage the Administrative Support activities for the International Liaison operation in Santa Clara.

Bertler joined Memorex Germany in May, 1977 as a Customer Engineering manager. He moved to Santa Clara in January 1979 to assume the position of U.S. Relations manager for EUMEA. Prior to joining Memorex, he held various customer engineering specialist and management positions with IBM, Honeywell-Bull and Rank Xerox in Germany.

Computer Tape promotes Campbell

Alan Campbell has been appointed manager, Manufacturing Reporting and Analysis, a newly created position, reporting to Computer Tape Division finance manager, Jay Swent. Campbell joined Memorex in 1978 as manager, Budgets and Measurements for the Computer Tape Division.

Prior to joining Memorex, Campbell held engineering and program manager positions with Berkeley Scientific Laboratories and worked for IBM as a senior financial analyst.

First circuit class graduates

The Recording Technology Center recently sponsored a 17-week course in magnetic recording circuits. Well-received and well-attended, the course is to be repeated beginning February 17.

Graduates of the first class in magnetic recording circuits are: Don Adams, Richard Anderson, Bill Baker, Ed Barba, Rich Brown, Y.M. Chu, Warren Chun, Bill Corbett, Massoud Dabir, Malini Gowrish, Mark Koziol, Mark Kapzynski, Dan Kujaneck, Robert Kost, Carl Labmeier, Dick Larkham, Don Lee, Geza Medveczky, Frank Mo, Reggie Murray, John Newman, N.N. Patel, Duc Phan, Dan Pike, Arno Rohloff, Al Tabeek, Paul Ting, Roger Travagli, Ron Wagner, Kern Wong, and Siltex Yuen.

Course material will cover: history, head structure, disc structure, head circuit, head performance, write circuits, read circuits, multi-head circuits, safety considerations, detectors, linear amplifiers and filters, phase locked loops and codes.

Course Instructor Ian Graham, RTC senior staff scientist, has prepared all course materials himself as there are no existing texts that would be adequate.

Applications can be made through your Industrial Relations representative and forwarded to the RTC before the class start date. The class meets twice weekly, on Tuesday and Friday, from 8:30 to 9:30 a.m. in Conference Room 1 of Building 12.

Credit Union sets annual meeting

Each year the members of the Memorex Employees' Federal Credit Union elect individuals to fill vacancies in two functions: the Board of Directors and the Credit Committee. The election of these officials is conducted by mail ballot rather than during the Annual Meeting to allow for greater participation in our election process. Credit Union members will be receiving their ballots shortly.

Memorex, CDC sign thin-film agreement

Memorex has entered into a technical information exchange agreement with Control Data Corporation (CDC) of Minneapolis, Minnesota, covering the research and development of thin-film recording heads and thin-film head-arm assemblies.

According to Clancy Spangle, chairman and chief executive officer of Memorex, "the agreement should benefit users of large computer systems by further enhancing the capability of Memorex and CDC to more quickly bring to market advanced, cost-effective data storage products using thin-film technology."

In addition to an exchange of technical information, the agreement calls for CDC to make a one-time payment of \$750,000 to Memorex, and for both companies to continue to maintain their own thin-film research and development programs.

In September of 1980, Memorex announced that it was developing a high-performance, high-capacity, thin-film-technology disc storage subsystem to compete with IBM's 3380 direct access storage device and 3880 models 2 and 3 storage control.

To match the performance of its planned thin-film-technology disc drives, Memorex announced at the same time that it was also developing an all-new, advanced storage control unit.



Reed heads new support group

Howard B. Reed has been named Memorex operations support manager, reporting to Charles Strauch, president and chief operating officer.

Reed comes to Memorex from Phoenix, Arizona, where he was most recently a self-employed consultant working primarily for ITT Courier Terminal Systems Inc.

According to Strauch, "The operations support department will devote its entire effort to supporting our operating groups—with its principal focus being the planning and organization of corporate-wide manufacturing productivity and quality programs."

In addition, Reed has responsibility for: worldwide distribution of Memorex's finished products; construction, furnishing and maintenance of facilities shared by several company functions; purchase, sale or lease of all domestic company property, and corporate purchasing coordination.

Prior to operating his consulting service, Reed spent nine years with Digital Equipment Corporation in a number of manufacturing management positions. He has also held management positions with General Electric, McGraw-Edison and Sundstrand Corporation.

Memorex's thin-film development program is centered in the Company's Recording Technology Center (RTC) under the direction of RTC manager Frank Sordello.

Recording heads are the devices which write data onto, or read data from, the discs inside disc drives.

Most disc drives being shipped today use ferrite recording heads for writing and reading data. Thin-film heads, however, are expected to displace the ferrite heads on newer generation disc drives because they offer improved performance and reliability characteristics.

Unlike ferrite heads, which require a number of individual manufacturing steps, thin-film heads are batch-produced by semiconductor processes and require fewer individual manufacturing steps.

The scientific and engineering skills required to produce a complete thin-film head-arm assembly (HDA) are significantly greater, however, due to higher technologies involved.

Thin-film heads, for instance, can write data onto, and read data from, recording discs which have more than 25,000 bits (of information) per inch and 1000 tracks per inch. For size reference, more than 75 bits could be recorded in an area the size of a cross-section diameter of human hair.

Two media groups reorganize R&D

Memorex restructured its research and development operations associated with its Consumer and Computer Media groups in January in order to place greater emphasis on future technological needs.

Separate research centers have been formed by Memorex's Computer Media Group and Consumer Products Group. Previously research needs for both groups were served by the Magnetic and Chemical Technology Center (MCTC).

Eric Daniel, who has headed MCTC since its formation in 1978, has been promoted to the position of manager of Consumer Products Group Research and Development. He will continue reporting to Howard Earhart, president of Consumer Products Group.

Daniel will additionally serve as chairman of the new Memorex Media Technical Council comprised of technical and scientific personnel throughout the company.

The Computer Media Group Technology Center will consist initially of Donald Stellman, manager of Analytical Services; Sikande Iqbal, project manager, water-borne systems; and Dennis Karle, project manager, electron beam cured systems. All will report to Jack King, president of the Computer Media Group.

According to Daniel, "Many of the projects undertaken by MCTC are now ready to be turned over to business teams to be implemented into advanced new products. The new organization will accelerate the implementations of these products."

"More importantly," he continued, "the new organization will ensure that new projects are undertaken which specifically reflect the future needs of the Computer Media and Consumer Products Groups."

INTERCOM

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Intercom is published monthly by
Corporate Public Relations
Mail Stop 12-38, San Tomas at
Central Expressway,
Santa Clara, Calif. 95052,
Telephone: (408)987-3593
Telex: 334-492



Ella Fitzgerald, the "first lady of jazz," teams up with C.W. Spangle, Memorex chairman and chief executive officer, to serve a cake in honor of the company's 20th anniversary. A "shattering glass" symbol topped the cake enjoyed by those attending a reception which preceded Miss Fitzgerald's Jan. 11 concert at the University of Santa Clara.

Memorex celebrates anniversary

Continued from page 1

Mexico; and in Mihara, Japan, where Memorex is involved in a joint venture with Teijin, a leading industrial firm.

On Jan. 23, Memorex was presented the coveted "E Star" flag awarded through the offices of the President of the United States for "outstanding contributions to the increase of U.S. trade abroad." The company received the award, which is won by relatively few companies, because it increased its exports nearly 50 percent per year during 1976-1978.

Memorex's international operations account for approximately half of the total revenues of the corporation.

Laurence Spitters, one of the four founders, served as president of Memorex until May, 1974. He was followed by Robert C. Wilson, former president of Collins Radio (a Rockwell International subsidiary). Wilson served as chairman, president and chief executive officer of Memorex until last year, and he continues as a Director.

C.W. Spangle, the current chairman and chief executive officer, formerly was president of Honeywell Information Systems. Charles S. Strauch, now president and chief operating officer, came to Memorex as executive vice president from Gould, Inc. in 1979.

Beginning in the mid-1960s and continuing throughout the 1970s, Memorex underwent a period of rapid growth as the result of new product developments and acquisitions. The firms acquired included CFI Memories, Business Systems Technology, ILC Peripherals Leasing Corp., and Telex Europe.

Memorex's concentration on precision products gave the company a distinct advantage over established competitors which had developed their technologies during the 1950s in the manufacture of nonprecision audio tapes. Despite the risk inherent in that high-technology strategy, Memorex's performance brought immediate technological distinction to the company.

Memorex's involvement in the U.S. space program dates back to 1965, when the company's instrumentation tape was employed in the Gemini V mission. Our company's products were utilized by NASA in the Apollo flights and other key missions, and they continue to play an important role in the U.S. space exploration today.

That continued contribution is evident, for example, in the use of Memorex disc drives and disc packs at the Jet Propulsion Laboratory in Pasadena to store the data base of images from the Voyager I missions.

Memorex's common stock was first listed on the New York Stock Exchange in 1968. The company was numbered among the Fortune 500 companies for the first time in 1977.

Memorex moved its headquarters to a site at San Tomas and Central Expressway, Santa Clara, in 1971. There, the company became the first high-technology firm in the valley to place itself in a campus-like setting, a practice soon emulated by many others. That same year, Memorex's San Tomas complex received a McGraw-Hill Top Ten Plant award as one of the ten best-designed industrial facilities in the United States.

Memorex now employs approximately 11,000 people worldwide. The company ranks as the sixth-largest employer in Silicon Valley.

Within California, Memorex manufacturing plants are located in San Jose, Cupertino, Santa Ana, Fullerton, and Irvine, in addition to those in Santa Clara. Elsewhere in the United States, Memorex has manufacturing facilities in Eau Claire, Wisconsin; Summerville, South Carolina; and Chicago, Illinois. The company's manufacturing operations include joint ventures with Kores of Britain, and with Bell & Howell Co.

Memorex also is involved in joint ventures with companies like Olivetti and Fujitsu.

Memorex sales, service and administrative facilities are located in 33 states and the District of Columbia, and in more than 60 major cities in 22 countries abroad. The company's sales and service activities outside the United States are managed by Memorex International, headquartered in London.

Computer Tape earns award

Memorex's Computer Tape Division recently was honored by the Electronics Industries Foundation for outstanding effort in the local area in supporting the employment of the handicapped and providing them proper accommodations.

Pamela Pride accepted the award for the Division.

Pride was recently elected vice chairperson for the Santa Clara County Chapter of the Governor's Committee for Employment of the Handicapped. This committee is dedicated to promoting employment of the handicapped in the private industry sector.

In addition, Pride and Sue Lipnick will both participate in an upcoming Job Fair for the Handicapped.

JANUARY ANNIVERSARIES

FIFTEEN-YEAR

Miriam Bakker, Consumer Products

Martin Jenkins, Computer Media, Computer Tape Division

Morris Matthews, Consumer Products

Fred Siau, Computer Media, Computer Tape Division

TEN-YEAR

CONSUMER PRODUCTS

Marvin Gleiser
Christine Martino
Tom Mitchko
Phil Ostrum
George Travers

COMPUTER MEDIA

WORD PROCESSING

Ed Auty
Jerry Patchman
Richard Wolk

PRECISION PLASTICS

Robert Burns
Ruth Gomez
Emilio Morones

PERIPHERAL EQUIPMENT

James Little
Vernon Pedro

EAU CLAIRE

Dave Fisher

STORAGE SYSTEMS

Charles Anderson
William Brewer
Andrew De Rose
Rogelio Holder
Thomas Kottman
James McGovern
Peter Rippert
Paul Sheffield
Wendal Williams
Louis Yangone

MEMOREX INTERNATIONAL

ITALY

Giuseppe Albani
Giovanni Cattaneo

BELGIUM

H. Scalais

GERMANY

Uwe Mayer

Early employees reminisce

Continued from page 1

Everyone was eager to roll up his sleeves and pitch in, doing whatever task was necessary. It was not unusual, Anderson said, to see one of the company's four founders working on the original coating line, "the framework of which looked like a giant Erector Set." Nor was it unusual to see one of them pushing a broom, he said.

"I painted the sign over the front door of that building," Daniel said, "and I wrote the copy for our first magazine advertisement. It was an ad for our instrumentation tape—which was very much better than anyone else's—and it was published in various trade magazines. It was not a 'glamorous' ad."

Being part of the start-up team, Daniel said, "meant that, besides doing my specific job, I was involved in every product that we made. It gave me the opportunity to be aware of, and involved in, all sorts of nontechnical aspects of the company."

Anderson, like all the Memorex pioneers, saw the tremendous opportunity offered those involved in starting a company in a field which appeared certain to grow by leaps and bounds in the decades to come.

"It was a chance to be involved with a company just starting out, and it didn't take an MBA to figure out what was happening in the computer industry and how that would affect companies like ours. For me, it also represented a chance to set up the records right from

the start—a rare opportunity for a C.P.A. I was the controller, but I also was responsible for personnel, taxes, insurance, security—I certainly kept busy."

Versatility was a prime characteristic of the start-up team.

Among the founders, Spitters was the one primarily responsible for financial matters, Daniel noted, but he also "was the carpenter—he put up the interior walls in that Mountain View building."

Some of the key technical personnel at the outset were Gordon MacBeth, the chemical engineer primarily responsible for developing the coating formulation; Elisabeth Herzfeld, a chemist who is continuing her work today as Memorex's most-senior employee; and Bob Brumbaugh, the mechanical engineer primarily responsible for the design of the prototype coating line, Daniel said.

The location of the Mountain View building was far from ideal, Anderson recalled. "The chemicals and mixer were kept outside, at the rear of the building. Larry Noon was concerned about preventing any disturbance to the neighbors across the back alley. It was all residential out back there," he said.

Daniel does not harbor fond, nostalgic memories of the interim facility at 2000 El Camino. "That building was cheaply constructed in the first place, and ill looked after. Various tenants, including us, beat it up quite a lot. It no longer exists. I understand that, sometime after we left, it was used to sell used tires—an appropriate function for that bloody building."

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