

# MEMOREX

NEWSLETTER FOR EMPLOYEES

# INTERCOM

Saturday, June 12, 1965

Volume II, No. 5

## First Memorex Open House Today

A Greeting From...

**LAURENCE SPITTERS**

President Memorex Corporation



You and your family and friends are warmly welcomed at our first Open House in Santa Clara. In the tours of Memorex Corporation's facilities you will see some of the laboratories in which our products are researched and developed, the manufacturing operations which produce the finished products, and demonstrations of their use.

You may find especially interesting a demonstration in which some of our guests at some point during the tours will be recorded on television tape. The tape will then be replayed immediately, and you will be able to see the recording.

Memorex's Open House has been planned to enable you to better acquaint your family with your place of work. It will also be a good opportunity for you to meet the families of fellow employees. To add to the sociability of the day, refreshments will be served in our lunchroom.

I am certain that the good planning and effort by the Open House Committee will assure that your visit today is interesting and worthwhile. Please accept our invitation for an enjoyable day.

*Laurence L. Spitters*

## FAMILIES, FRIENDS HERE

Welcome to Memorex!

On behalf of all of us here at Memorex, Intercom would like to welcome friends and families of employees here, to the First Memorex Family Day Open House.

This is truly a day for the whole family. Not only will wives or husbands be able to show the family their working area, but can also visit areas of the plant they have not previously seen, and meet and talk with fellow employees and their families.

Family Day will be capped off with "Spring Fantasy", the annual Memorex Spring dance. It will be held tonight, at the Los Altos Hills Country Club, from 9 p.m. to 2 a.m. It's a semi-formal affair, with admittance free to MAG members, and only \$6 a couple for non-members.

Family Day is for the kids too. In the main lobby, there will be a surprise for each one, plus many interesting and informative stops along the tour, designed to appeal to the younger set.

For instance, they'll be surprised to learn that those who work in the clean room area need to have a bath first, even if it is an air bath. Slightly later in the tour, kids'll be able to see a microscope that has power enough to enlarge an object nearly 300,000 times! In the Video Tape Center, color television programs will be shown on video tape, and still further on, the filmed story of Memorex will be shown via special cable TV hook-up from the Video Tape Center.

As an added feature, they'll learn what it's like to be on television, through the use of closed circuit TV in the Research Center.

Of course, no tour is complete without a soft-drink and hand-full of cookies. Both will be in abundance when the tour finishes in the lunchroom.

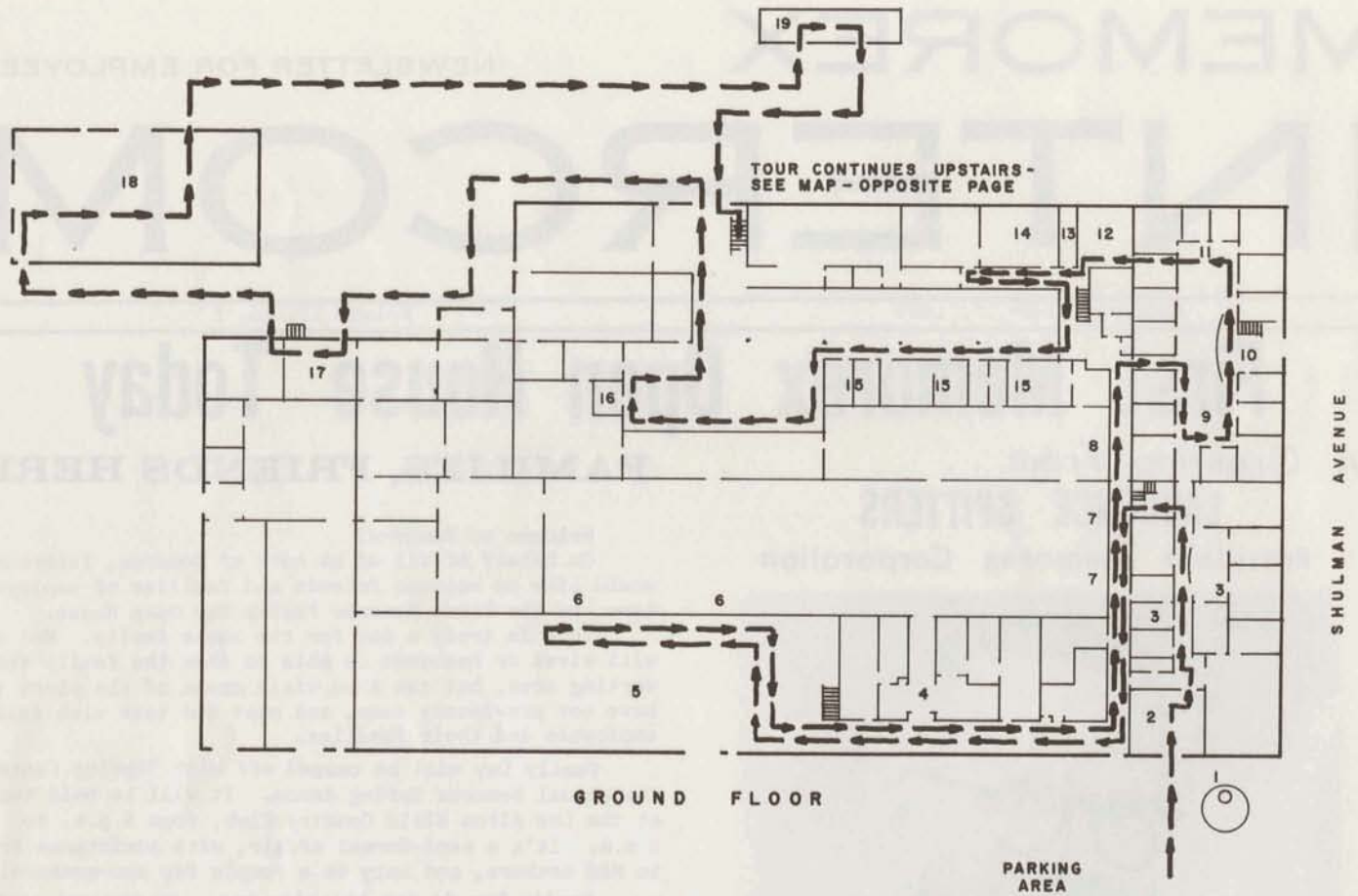
For the older folks, special production demonstrations have been arranged to graphically tell the story of the Memorex product, as it happens, on the long road to perfection and final distribution.

There'll be clean room demonstrations, where visitors can actually see finished tape being rolled onto the giant rolls, which then await the slitting operation, dividing the tape into specified widths. Finally, each inch of tape is checked for any imperfection. This step, known as certification, will also be demonstrated.

The uses of Memorex tapes will be just as completely shown, with demonstrations at the Video Tape Center and later in the Research Center.

While touring, though, it should be remembered that Memorex isn't just a production line or a video tape

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DON'T FORGET - "SPRING FANTASY" TONIGHT  
For details see page one

## Eugene Rogers Appointed Dir. of Corporate Planning

Memorex Intercom would like to extend a hearty welcome aboard to Eugene L. Rogers, newly appointed Director of Corporate Planning.

Mr. Rogers, whose official starting date was June 1, will have as primary responsibility a continuing assessment program of Memorex corporate opportunities and the preparation of long term plans to exploit them, and integration of divisional plans into the annual corporate operating plan, in addition to organizing a Memorex market research function to provide the basis for planning.

Past working experience includes management experience in the Instrument Division of Ampex, where he worked in market research, product planning and advertising. Most recently, Mr. Rogers was Vice President, Microwave Electronics Corporation in Palo Alto.

Mr. Rogers holds an Electrical Engineering degree from Ohio Northern University, and is a graduate of the Law School of Georgetown University.

The Rogers family, wife Eleanor and two daughters, Karin, 20, and Charlotte, 12, live in Los Altos.

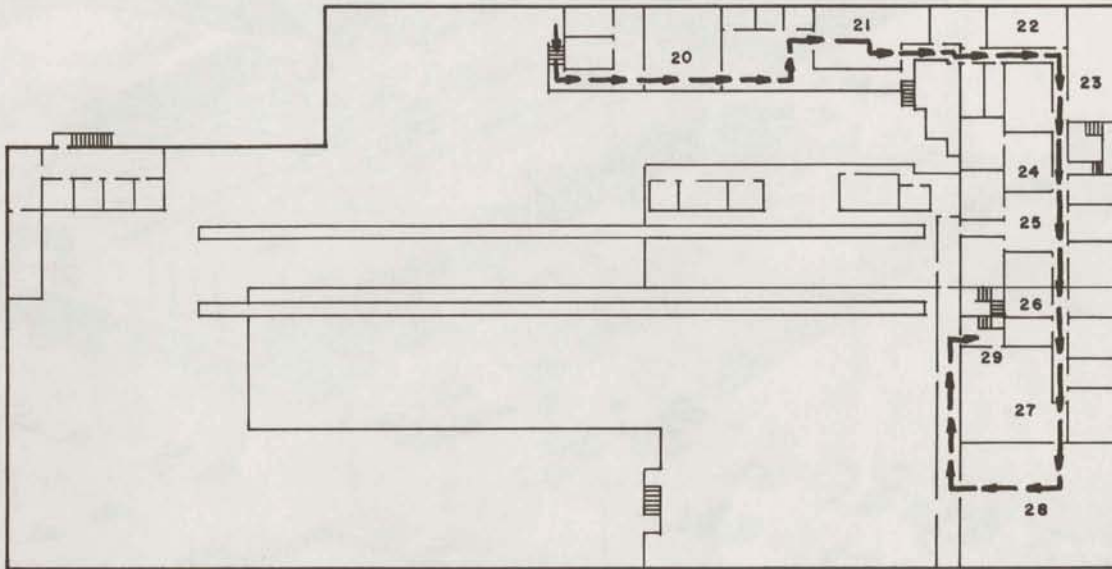
EDITOR: Jim Quick  
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PRINTING & CIRCULATION: Colleen Curry

## MAP INDEX

To assist visitors on the Memorex Family Day tour, here is a list of stops and demonstrations scheduled. Numerical points listed below correspond to numbers on maps (top pages two and three).

1. Fountain and entrance to main lobby and start of tour.
2. MAIN LOBBY - special edition of Intercom, orchids for the ladies and surprises for the children may be picked up here.
3. GENERAL ADMINISTRATIVE OFFICES
4. ENTRANCE TO CLEAN ROOM
5. PRODUCT PACKAGING, SHIPPING AND RECEIVING
6. CLEAN ROOM - step-by-step production display
7. CLEAN ROOM - tape certification and take-up display
8. CLEAN ROOM - slitting demonstration
9. SALES DIVISION OFFICES
10. LOBBY - telephone communications center
11. RESEARCH DIVISION OFFICES
12. PHYSICS LAB
13. ELECTRON MICROSCOPE
14. RESEARCH CHEM LABS
15. MANUFACTURING OFFICES - see-through to production operations
16. QUALITY CONTROL - video tape certification
17. ENGINEERING LABORATORIES
18. MAINTENANCE BUILDING
19. VIDEO TAPE CENTER - demonstration of color and black and white video tape processes

(Continued on next page)



SECOND FLOOR

(Continued from preceeding page)

- 20. QUALITY CONTROL OFFICES - demonstration of tape wear test
- 21. RESEARCH CENTER - demonstrations of computer tape transport and closed circuit TV
- 22. MEMOREX STORY - shown throughout day, via cable TV from Video Center, pre-recorded on video tape.
- 23. DRAFTING ROOM
- 24. MAINTENANCE AND INDUSTRIAL ENGINEERING OFFICES
- 25. MANUFACTURING OFFICES
- 26. MANUFACTURING ENGINEERING OFFICES
- 27. MANUFACTURING ENGINEERING LABORATORIES
- 28. LUNCHROOM - static displays and refreshments
- 29. EXIT - down stairway indicated on map, to ground floor, and out through main lobby.

(Continued from page one)

machine. It is a corporation whose successes are based on the fine work done by all employees here, wether working at a typewriter or calculating an advanced theory in the magnetic properties of a certain oxide coating for tape.

A warm welcome, then, for the families and friends of employees of Memorex Corporation, and we hope your visit here is a pleasant one.

\*\*\*\*\*  
\* **REFRESHMENTS** \*

- \*Will be served throughout the day in the lunchroom.\*
  - \* (Point 28 on the map) \*
  - \* Coffee & Tea \*
  - \* Cold Drinks \*
  - \* Chocolate Milk \*
  - \* Free from vending machines \*
  - \* Plus \*
  - \* Dozens of Cookies \*
- \*\*\*\*\*

*~ ~ ~*  
**FOUR PRETTY HOSTESSES**



PRETTY HOSTESSES----These four young ladies will be the official Family Day Hostesses, on hand all day to make certain that visitors will have a complete and interesting day here. They are, from left, Colleen Curry, Dorothy Pace, Shirley Woodruff and Sharon Shelton, all from the personnel department.

# Memorex Expansion Story Told

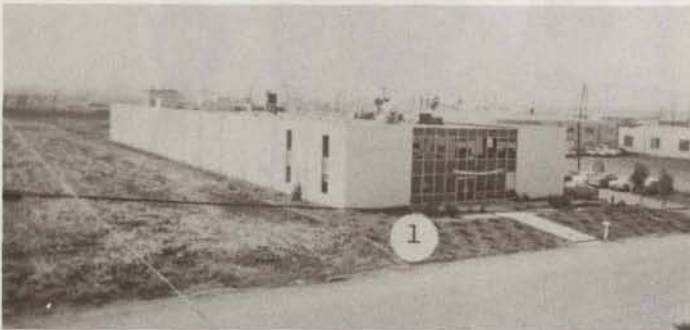


THIS AERIAL PHOTOGRAPH SHOWS MEMOREX MUCH AS IT IS TODAY. SEE STORY BELOW FOR EXPANSION HISTORY

Over the past four years, Memorex Corporation has enjoyed a very impressive growth rate, which has included expansion to new facilities, acquisition of land around the present location, purchase of existing buildings and renting of additional space needed for operations.

Following numerical pointers in photograph above:

Point 1 represents the first building on the original 4.8 acre plant-site, at 1180 Shulman Avenue. It is also pictured below, as it appeared shortly after completion in November, 1961.



Point 2 is a 30,000 square foot addition to the existing plant, which approximately doubled the original facility. Upon completion in October, 1964, Memorex had a second production line which doubled the existing production capacity.

Point 3 is the present employee parking lot, which will soon be the site of a three-story addition to the existing plant.

Points 4 and 5 are rented buildings, used for warehousing and offices, respectively.

Point 6 is building and property purchased in October, 1964, to be used for expanding warehousing needs.

Point 7 indicates the approximate location of 16

acres of land acquired in April of this year, to be used for future plant expansion.

Point 8 is now paved employee parking. Just to the left of 8 but out of the picture, is a two acre plot which will be used for parking when expansion plans are complete. Also to the left of 8 is the Ronald street building, which is rented and used for research.

Point 9 is property acquired in late May, 1965, which is also to be used as additional employee parking.

## THREE FIELD SALES ENGINEERS GIVEN PROMOTIONS IN MAY

It was officially announced Tuesday, May 11, that three members of the Memorex sales staff in district sales offices, have achieved promotions. They are: Vern Kuellmer, to Central Regional Sales Manager; Jim Cantrell, to Southern Regional Sales Manager; and George Kulper to Corporate Contract Manager.

Mr. Kuellmer is now manager of sales operations over a thirteen-state area, encompassing Ohio, Illinois, Indiana, Kentucky, Michigan, Iowa, Minnesota, Wisconsin, Kansas, Missouri, Nebraska, and North and South Dakota. He will also supervise activities in district offices soon to be established in the central region.

Jim Cantrell, as Southern Regional Sales Manager, will supervise operations in eleven states, North Carolina, South Carolina, Georgia, Florida, Tennessee, Alabama, Mississippi, Arkansas, Louisiana, Oklahoma and Texas. He will also supervise future offices in the southern region.

George Kulper, as Corporate Contract Manager, will concentrate on the sale of magnetic tape to many of the major corporations.

All three men were promoted from Sales Engineers, positions which they held since June, 1962.