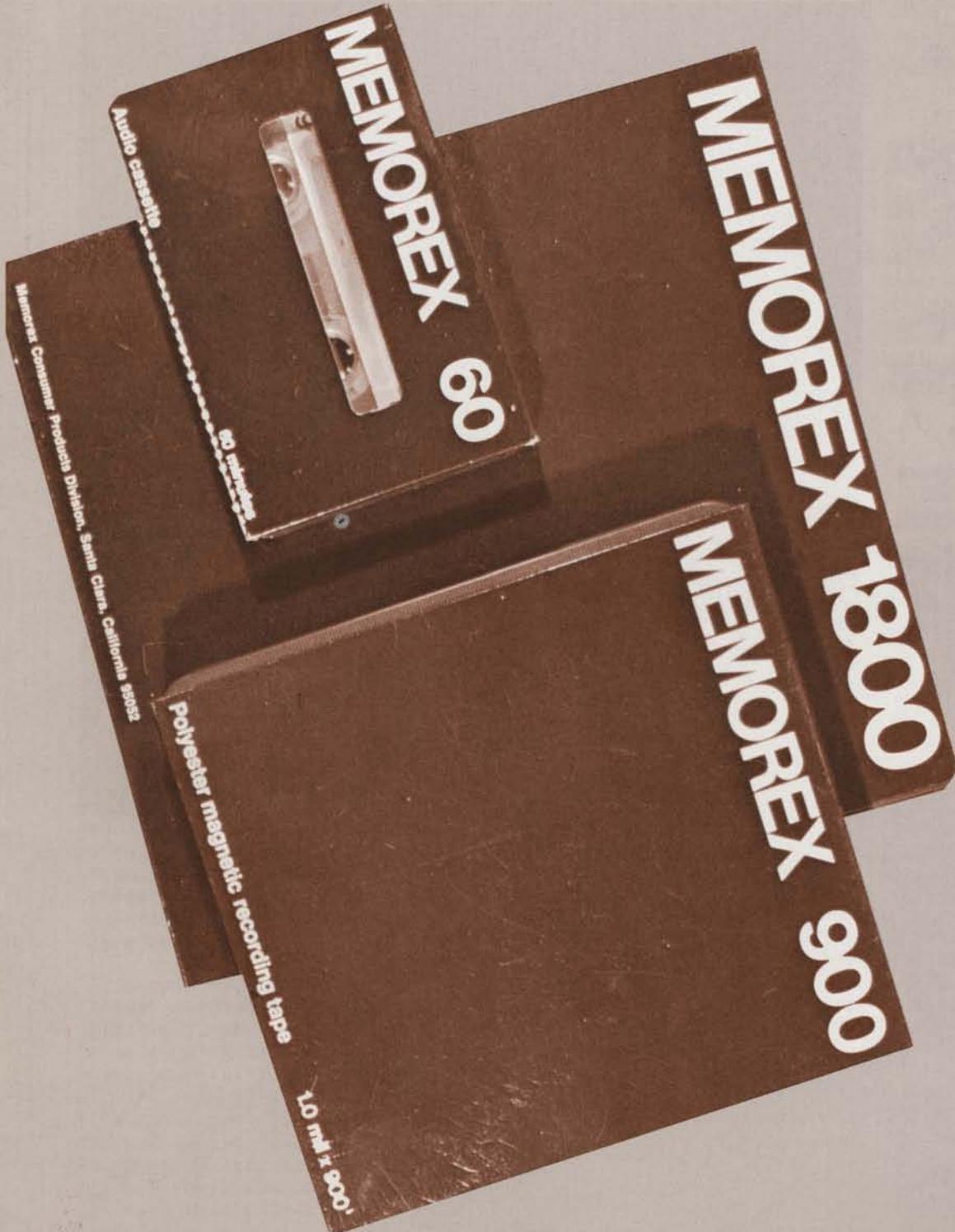


# INTERCOM



Memorex Consumer Products Division, Santa Clara, California 95052

# News In Brief

Pamela Lai, daughter of Dick Lai, (Methods and Standards Engineering, Equipment Group), was selected from among 17 entrants as Miss United Nations of Santa Clara County.

The contest was sponsored by the United Nations Cultural Committee, and the judging took place at San Jose Civic Auditorium on Friday, October 2. Two weeks later, Pam and her two princesses reigned over the United Nations Cultural Festival at the Santa Clara County Fairgrounds.

The festival, which was open to the public, featured a cultural exchange of food, dress, and customs. Mrs. Ronald James, wife of San Jose's mayor, was the official festival hostess.

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The Company's Santa Clara area employees donated more than \$43,000 to the United Fund during last month's annual fund drive.

Memorex, along with several other companies in the area, helped kick off the county-wide U.F. campaign by serving as a pacesetter. The employee contributions came from 1214 Santa Clara area people, and 146 of those were "fair share" givers.

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A new telephone system was put into service at the Memorex Santa Clara operations on October 19 and, as a result, the Company's main phone number has been changed to 987-1000. This is now the main number for Corporate, Equipment, Information Media and International Group locations in Santa Clara.

The Centrex II system is designed to meet the Company's growing telephone service requirements, and should eliminate some past problems with busy lines and switchboards.



Pam Lai, daughter of a Memorex employee, posed for this San Jose News photograph moments after being crowned Miss United Nations of Santa Clara County.

An important feature is that each telephone in the Santa Clara buildings now has its own number and may be dialed directly from the outside. The new individual numbers are listed in a telephone directory which combines all Santa Clara area numbers for the first time. The directory is being distributed this month. Questions about the telephone

changeover may be directed to Mary Rush, 987-0194, Greg Plahn, 987-3543, or Nancy Curtis, 987-3848.

Some buildings in the Sunnyvale and Mountain View areas will retain their old phone numbers, so if you're not sure, please check the new directory before calling.

## INTERCOM

A monthly publication for employees of Memorex Corporation, 1180 Shulman Avenue, Santa Clara, California 95050

Editor: Gary Williams

### ABOUT THE COVER:

These are the new consumer products you will be seeing in your favorite hi-fi stores and music departments. If you can't find them in their distinctive Memorex displays, ask your dealer to order them. See the story on page 4.

The deadline for joining the Savings and Investment Plan (if you previously waived entry in it) or making changes in your participation is only a month away.

In the first case, if you didn't sign up when first eligible, you can start your deposits to the Plan in January. However, you are required to complete an application and return it to your Personnel Office one full month ahead of that time.

**This means all who are eligible and who want to begin making contributions to the Savings and Investment Plan this January must turn in their applications before December 1. In the case of members who want to change the amount of their contributions, they too must complete a form and turn it in before December 1.**

Changes of percentage apply for a minimum of six months and begin January 1. Members

of the Plan can invest 2, 3, 4, or 5% of their gross pay (total pay before taxes, but not including overtime, premiums, or bonuses.)

Members also have their choice of investing in Memorex stock, U. S. Government Securities, or half in stock and half in securities. The Memorex contribution—fifty cents for every dollar contributed by a member—is always invested entirely in Memorex Common Stock. **Members can change the way their contributions are invested. Changes in investment will commence January 1 if forms are turned in to Personnel before December 1.**

If you are already a member of the Plan and you don't submit any changes by the December 1 deadline, your present investment choice and percentage deposit rate will continue to be used.

Antonio Leon died September 7 after a short illness. Antonio, who worked as a store keeper for Storage Products, is survived by his wife, Teresa, and two children.

**Bill Fullendorf** has accepted the position of MAG Coordinator. His job will be to assist Memorex Activity Group officers in planning and coordinating employee social and recreational programs. Bill formerly was inventory control supervisor in the Information Media Group. He has served as Santa Clara MAG's treasurer and was the organization's president in 1969-70.

Bill welcomes comments and ideas concerning MAG and he can be reached on 987-2992.

(continued on page 9)

## IMG Adds New Product

New high-quality magnetic dictating belts, fully compatible with all IBM dictating units (both portable and desk models), this month became available nationwide from the Business Products Division of the Information Media Group.

In making the announcement, Memorex becomes an attractive second source for the buyer of both 3" and 4" IBM dictating belts. The magnetic dictating belts are packaged in flip-top boxes of 10; each box in itself is a modular desk file unit. Included in each box is a free pad of index slips.

The new magnetic dictating belts come with a one-year warranty against incompatibility or defect. Other high-quality business products made by Memorex include the MT/ST magnetic tape cartridge and mag cards for IBM Mag Card Selectric (R) Typewriters.



# Check Your Favorite Hi-Fi Dealer— Company's First Consumer Products Go On Sale This Month

The Consumer Products Division opened a new chapter in the history of Memorex this month when it began limited marketing of the Company's first consumer products.

A trade show held at the San Francisco Airport Hilton on September 21 and 22 introduced Bay Area hi-fidelity dealers to the new Memorex blank audio tape cassettes and ¼" tape on 5" and 7" open reels. The cassettes are available in 30, 60, 90 and 120 minute configurations, while the open reels are each available in three tape lengths.

The unique aspect of Consumer Products is that this introduction marks the first time Memorex products will be sold through hi-fidelity stores, department stores and music departments.

Another unique aspect is that the products will be heavily advertised in consumer magazines like Time, Life, Sports Illustrated, Playboy and U.S. News and World Report;

in specialty magazines like Coast FM and Fine Arts, Saturday Review and High Fidelity; on rock, classical and popular music radio stations; on television sports shows like NCAA Football, NFL Football; on television action shows like Mannix and Mission Impossible; and on talk shows like Johnny Carson, Merv Griffin and David Frost.

At present, marketing will be limited to areas in Northern California, Washington and Oregon, and the advertising campaign will soon begin in those areas. Two of the first ads you can look for are in the November 2 issue of Life and the November 9 issue of Time.

One of the nation's largest advertising agencies, The Leo Burnett Agency in Chicago, is handling the campaign to take the Memorex name into millions of homes. Among the well known accounts held by the agency are General Motors, Kentucky Fried Chicken (Colonel Sanders), United Airlines,

The Pillsbury Company (Muffin Man), Procter and Gamble (Camay Soap), and the Green Giant Company (Jolly Green Giant).

Memorex blank tapes, like our other products, will be sold on the basis of their unusually high quality. Our advertising and merchandising displays will point out features like superior fidelity, reliability and convenience.

**Everyone who buys blank audio tapes has a chance to support the program by asking for our products in hi-fi stores or other outlets where you normally purchase tape. If your dealer does not currently carry our products, be sure to ask him to put them on order.**

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**Bay Area hi-fidelity dealers got their first look at our blank audio tapes at a special September trade show.**



# Board Of Directors Appoints Six Vice Presidents



Eastling



Emmons



Jang



Jaunich



McCalmont



Phillippe

Five employees have been promoted to vice president of Memorex Corporation this month, and a sixth has been hired. They are:

John Eastling, vice president, Equipment Group. Mr. Eastling joined the Company in 1967 after six years at Control Data Corporation. From 1967 until his transfer to the Equipment Group, he was managing director of European Operations, headquartered in Maidenhead, England.

He has an A.B. Degree in Engineering and Applied Physics from Harvard University, and a Master of Business Administration Degree from the Harvard Graduate School of Business Administration.

William Emmons, vice president, Equipment Group. Mr. Emmons came to our Company in September, 1969, as director of Field Sales for the Equipment Group. In the past year he has organized an end-user sales force and directed the opening of more than 30 branch offices in the United States.

He earned a B.S. Degree from Boston College, and then served for four years as an officer in the U.S. Air Force. Before joining Memorex he was vice president of Marketing for Andover Institute of Business. He has also held management positions with IBM and Keydata Corporation.

Roland Jang, vice president, Information Media Group. Mr. Jang came to our Company in 1966 after serving nine years as director of Engineering for International Minerals and Chemicals. He held the same title at Memorex until September of 1969, when he was appointed general manager of Consumer Products. While he was director of Engineering for our Company, Mr. Jang also served as program manager for the European plant project in Liege, Belgium.

He holds a B.S. in Chemistry and an M.S. in Chemical Engineering from the University of California at Berkeley.

Robert Jaunich, vice president, Information Media Group. Mr. Jaunich has been the Consumer Products marketing manager since January of this year. He will direct our Company's entry into consumer products markets. During the previous six years he worked for Procter and Gamble, and most recently was responsible for creating and directing that Company's consumer marketing effort for Gain Detergent. Gain is one of the two largest selling detergent products in the U. S.

Mr. Jaunich holds a B.A. Degree from Wesleyan University and a Master's Degree in Business Administration from the Wharton School of Graduate Business, University of Pennsylvania.

William McCalmont, vice president, International Group. Mr. McCalmont joined the Company in 1969 as managing director of European Operations. He replaced John Eastling, when Mr. Eastling transferred to the Equipment Group.

Mr. McCalmont's responsibilities for European activities include more than 400 employees in our Liege, Belgium, manufacturing plant, and sales and service offices in virtually every country in Western Europe.

He served as manager of Northern European Operations for Control Data Corporation before joining Memorex.

Edward Phillippe, vice president and Controller of Memorex Corporation. Mr. Phillippe is the Company's chief accounting officer, reporting to Gordon Pilcher, vice president of Finance. He will direct all corporate accounting and internal audit activities, as well as provide functional direction to the accounting and control activities for the Company's operating divisions.

Before coming to our Company, Mr. Phillippe was a partner in the accounting firm of Arthur Andersen and Co., and for the past five years headed that firm's San Jose office. He holds a degree in accounting and is a C. P. A.

# Shulman Avenue Opens Doors To Memorex Families



Brightly dressed clowns handed out hundreds of orange and white helium balloons, adding a festive atmosphere to the October 10 Shulman Avenue Open House. Employees and their families were greeted at the Company parking lots by hostesses who gave

them tour maps and, for the ladies, orchids. The tour led visitors along a route through the Tape and Disc Pack plants, to see department displays and ask questions of numerous area spokesmen.



# Current Trends In Profit Sharing

Last month the **Intercom** carried brief descriptions of some of the stocks held by the Profit Sharing Trust portfolio. Although this article concludes the present listing, information relating to companies which may be added later as a result of changes to more attractive investments will appear in the **Intercom** from time to time. If you are interested in getting more detailed information on any of the Trust holdings, contact the Plan Administrator, Ron Casentini, at Shulman Avenue (987-3914).

**GULF OIL** (NYSE) is one of the major international oil companies having a strong position both as a crude oil producer and refiner. Although GULF's most important oil sources are located in Kuwait, Nigeria and Iran, a growing percentage of production is accounted for by Venezuela and Colombia. Presently about 80 percent of GULF's income is derived from Western Hemisphere operations.

Overseas a large portion of the Kuwaiti output is sold to the Royal Dutch/Shell Group under a long term contract. In the United States and Canada GULF has large refining and marketing operations; the latter consists of about 41,000 retail outlets. The company also produces a wide range of specialty chemicals, primarily for industrial use.

**INTERNATIONAL BUSINESS MACHINES** (NYSE) is the world's leading manufacturer of business machines and had revenues of \$7.2 billion in 1969. Reflecting its dominant position in the fast growing computer industry, IBM has achieved a long record of year to year profit gains. Most of its success in the data processing markets is attributed to IBM's highly effective sales and service organization, and product support activities which are provided to customers.

IBM produces data processing equipment, including specialized sorting, tabulating and computing devices, as well as electric typewriters and dictating machines. A subsidiary, Service Bureau Corporation, offers data processing, computer programming and time sharing facilities to customers; the latter has become increasingly important in recent

years. Income derived from sales and rentals of data processing equipment and services in 1969 accounted for 79 percent of IBM's total.

Six years ago IBM introduced its System/360 and has since made regular additions and improvements to it. The 360 series, which ranges from small data processing systems to high-performance models, now represents the company's single most important product line. This year IBM has introduced several models of a new computer line, the System/370, which features greater performance and information storage capabilities at moderate cost increases over older systems. Also announced have been a new line printer which is twice as fast as any of IBM's earlier models and a disc storage device which combines high speed with extensive storage capacity.

With sales of about \$290 million, **MATTEL** (NYSE) is the world's largest toy maker and accounts for 12 percent of all toys sold in the U. S. It has achieved this position through extensive advertising and well-planned product development programs. The company has had an impressive annual earnings growth rate of approximately 40 percent over the past five years. In all aspects of its business, MATTEL has followed the acquisition route to meet its growth objectives.

MATTEL has been diversifying its operations to lessen its dependence upon toys which may be popular for only a single season. Recent additions to its business include hobby-kits, aquarium and pet supplies, and playground equipment. It also has branched out into the family-oriented entertainment market through the acquisition of a recording tape and cassette manufacturer and the formation of a joint venture with a movie producer. For future growth in toys, MATTEL plans to expand primarily from within, as there are few small U.S. toy companies left for acquisition.

To maintain present levels of profitability, the company has strived to keep its product manufacturing costs low. As part of this program, MATTEL has acquired interests in several of its suppliers including a doll-access-

ories company, a Taiwan subcontractor, and a Hong Kong toy maker. Through other acquisitions overseas markets, which now account for 15 percent of sales, are being expanded. MATTEL plans to further increase its share of the foreign markets by increasing manufacturing capacity overseas and by using sales techniques it has developed in the U. S.

**PENNSYLVANIA LIFE COMPANY** (OTC) is a holding company controlling Pennsylvania Life Insurance and Massachusetts Indemnity and Life Insurance. Since its formation in 1963, the company has expanded its activities through several acquisitions. It has shown a record of consistently increasing earnings since 1963. Presently the greatest portion of income is accounted for by accident and health insurance written through the two operating companies. PENNSYLVANIA LIFE operates in practically all parts of the United States through branch offices, although in some areas general agencies are used.

In the last two years PENNSYLVANIA LIFE has diversified in several businesses which complement its insurance selling activities, mutual fund management and sales, and securities brokerage. With H & R Block, a national income-tax service, PENNSYLVANIA LIFE has formed a joint venture company specializing in financial services for consumers. The present emphasis on marketing complete financial packages tailored to individual needs is expected to result in continued growth of the company.

**SKYLINE CORPORATION** (NYSE) is the leading producer of mobile homes in the U. S. It also manufactures and markets recreational vehicles for vacation and weekend use. With a product line covering over 400 models, SKYLINE accounts for about 10 percent of all mobile home sales. Generally mobile homes are sold fully furnished and are ready for occupancy at the time of sale. Although the homes vary in size and equipment the typical arrangement features a living room, dining room, kitchen, one or more bedroom/bath combinations, and other conveniences.

(continued next page)

A large part of SKYLINE's success is credited to its ability to design products which have broad consumer appeal and to merchandise them on a national scale. The company's most popular mobile homes sell in the \$4,000 to \$8,500 price range. Because of strong demand for mobile homes and greater production capacity, sales this year are expected to show a good increase over the record \$211 million for the fiscal year recently ended. In 1970 SKYLINE has added four new mobile home plants to its facilities located throughout the U. S. A recreational vehicle plant was also recently completed.

**STIRLING HOMEX CORPORATION (OTC)** is a fast growing fabricator of modular housing which is produced on an assembly line basis. The company's housing units are manufactured with conventional materials and consist of three or four modules, each of which is a room or multiroom section of a house. All modules are equipped in the assembly process with the necessary plumbing and heating facilities, electrical wiring, appliances and floor covering. When the foundation and preliminary work is completed, the modules for a housing unit are put in place, joined together and ready for occupancy in approximately three hours.

Although the mass production of modular dwelling units is a new industry, the company has a substantial backlog of orders, primarily from local housing authorities for federally financed housing projects. STIRLING HOMEX believes that its assembly line module housing is particularly suited to assist in meeting the aim of the Federal low rent and moderate income housing programs by permitting erection of large numbers of approved units in much less time than is possible with conventional construction methods.

**NYSE—New York Stock Exchange**  
**OTC—Over-the-Counter (unlisted)**

## News In Brief, Cont.

The outstanding salesman of the year in the Equipment Group's Special Products Division is Frank Kearney, (on left) eastern region sales manager. Frank was presented with a special pen set at the Division's first annual sales conference late last month. Making the presentation was Ed Wildanger, the Division's general manager.

Frank works out of Waltham, Massachusetts, in an office shared by the Equipment and Information Media Groups.



Comdata employees recently elected officers to their Orange County MAG Group. The four shown here are (from left) Rosemary Puentes, president; Jim Sharp, vice president; Gayle Wood, secretary; and Elizabeth Armenta, treasurer. One MAG Board member not shown is Jerry Helm, activities chairman.

The photo was taken while the officers were planning the Comdata Christmas Party, which will be held at the Revere House in Santa Ana on December 12. Music for the party will be provided by King Arthur and His Knights, a group well known to at least one Comdata employee—John Castelli. John plays drums for them.



# Reminder... LTD Is Still Your Best Insurance Buy

Most people go for years without ever getting sick—others aren't as lucky. It is for income protection during prolonged sicknesses or injuries that Memorex offers a Long Term Disability Insurance program.

LTD Insurance has been an important part of the Company's benefit package since it was first offered in 1967. Over the past three years, dozens of employees have been helped through periods of disability by monthly LTD checks.

An example is Mrs. M., who was off work for an entire year because of crippling arthritis. Her monthly LTD payments saved her family from financial disaster, since her pay was the major source of her family's income.

In another case, a young man with a wife and two small children injured his back in a fall at home. He has been on LTD for 10 months and may never return to his old job. However, he still looks forward to a challenging career because the LTD rehabilitation program, combined with benefits from the GI Bill, is paying for him to attend college where he's working toward a degree in Business.

The extra payments for college in this case are provided by LTD's MEND Program. MEND is designed to make available every facility throughout the country which might

be of assistance in rehabilitating the employee. This also includes making available a staff of nurses, rehabilitation physicians and clinics, and job counselors. LTD, therefore, can be more than just a means of continuing a disabled employee's income.

No one likes to think about frightening statistics, but it's been well established that 16 out of 1,000 people between the ages of 20 and 65 (the average person's working years) will suffer a serious disability. This is why LTD's low-cost, high-protection coverage is so vital to each employee, especially family breadwinners.

In our plan "total disability," for the first two years of disability, is defined as your inability to perform "the substantial and material duties" of your regular occupation. After two years, total disability means your "inability to engage in any substantially gainful occupation for which you are qualified or may reasonably become qualified." A substantially gainful occupation is one which would provide the income required to support the standard of living reasonably approximating that which you maintained prior to disability.

With LTD, even though you may be disabled for months, or even years, you will still receive two-thirds of your monthly pay. And that same coverage, which begins on the 31st consecutive day of disability, will con-

tinue to provide monthly checks until you reach age 65, or until you are no longer disabled.

LTD payments also receive favorable tax treatment under current Federal Income Tax Laws. Disability income benefits attributable to your contributions are wholly tax-free and employer-provided benefits are tax-free up to \$100 per week.

Something else to think about is that the group rate for this plan is only 20 percent of what you would pay for this type of coverage on an individual basis. In addition, you only pay half of the group rate, because Memorex pays the other half.

Your actual cost is 20¢ per \$100 of monthly pay. That's only \$1.20 per month for an employee earning \$600 per month. If that same employee were disabled, he would collect \$400 per month. If he were permanently disabled at age 25, payments would continue for the next forty years and he would collect a total of \$192,000.

Long term illnesses and injuries can happen to anyone. If you have not elected to take LTD coverage, you may want to review your decision because of the great protection afforded you and your family at minimal cost. Your group Personnel Department can answer any questions you may have.

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## Trade Show Display Honored

Memorex was honored as the company with the best exhibit at last month's Canadian Computer Show, finishing ahead of more than 150 other displays.

Among the exhibitors at the show were Kodak, BASF, IBM, Digital Equipment, Hewlett-Packard, 3M, Varian and Xerox. "The purpose of the award," according to John Greenhough, publisher of Canadian Datasystems (which sponsored the independent panel of expert judges) "is to encourage excellence of marketing communications at the show."

Peter Locascio, Memorex convention/exhibit manager, explains that points were awarded

for visual impact, use of imaginative techniques, product presentation and courtesy of sales staff, and the quality and effectiveness of the informational material being distributed.

This was the first Canadian Computer Show, and early predictions were for a crowd of about 5,000. When the final count came in, exhibitors found that more than 15,000 people had viewed their products. One of the centers of attention was the Memorex display, which included our 1240 Communications Terminal, the complete 1600 Microfilm System, 630 and 620 Disc Drives, Astron, Quantum-CX and MRX-3 computer tapes, and the new Modular Tape Storage System.

# President Of Romania Visits Santa Clara Plants

Romanian President Nicolae Ceausescu and about 20 members of his party visited our Company's Santa Clara facilities on Friday, October 16. He was hosted by Memorex President Larry Spitters and the Corporate officers.

The stop at our Company and a luncheon hosted by FMC Corporation were scheduled because Mr. Ceausescu's country deals with both companies; buying tapes and disc packs from us and working on an agricultural modernization program with FMC.

When the Romanian leader arrived at Shulman Avenue on Friday afternoon, his cars and the others with him were escorted by motorcycle police and the California Highway Patrol. As the cars drew closer to the Education Center, their destination, a secret service agent sent three Santa Clara detectives across the street to keep an eye on the crowd which had gathered there. Security precautions were thorough.

More secret service agents and White House aides accompanying Mr. Ceausescu moved quickly out of their cars and were waiting as the Romanian President's limousine rolled up in front of the Memorex building. Once inside, our guests were shown product displays and then Mr. Spitters (speaking through an interpreter) gave a brief outline and slide presentation about the Company. Then, the Romanian visitors followed Mr. Spitters and several Corporate officers on a whirlwind tour of the tape plant and the Equipment Group's San Tomas facilities.

Earlier in the day, Mr. Ceausescu made an airplane tour of Shasta Dam, the Inland Valley and several irrigation projects. He also

stopped in Fresno for a brief look at some farming facilities and orange orchards.

His visit was part of a two-day (October 16-17) "unofficial tour" of the Bay Area. The following Monday, October 19, he was in New York to address the United Nations General Assembly. Later he was scheduled to meet with President Nixon and top cabinet members in Washington.

While in California, Mr. Ceausescu was the first Communist leader to visit Disneyland which, according to one secret service agent, was a high point of the California tour for both the Romanian Chief of State and the Washington-based agents.

**Below left—Romanian President Nicolae Ceausescu (light suit, center) and Company President Larry Spitters (to right of Mr. Ceausescu) arrive at Shulman Avenue. Around them are (from left) a U.S. Government escort, Equipment Group Vice President**

**and General Manager Jim Guzy, Information Media Group Executive Vice President John Del Favero and another government escort. In the photo below, the Romanian leader thanks Mr. Spitters for hosting him at Memorex.**





**Why, when calling in from the outside during the day, does it take an incredible length of time for one of the operators to answer?**

The level of telephone activity has increased so tremendously that our previous switchboards could not effectively process incoming calls as expeditiously as we would have liked. A solution, however, was initiated on October 19th, when Memorex switched to the Centrex system. This new system has many advantages, but primarily it will allow all incoming calls to come directly to the number being called and the switchboard will no longer be required to process each call.

**Does Memorex provide a counselor for employees to help them with their careers?**

The Personnel Department of each Group provides information on job requirements and job openings. Educational counseling may be obtained by contacting the Manpower Development organizations in Information Media, Equipment, or Corporate (including International) Groups.

**Why doesn't Memorex have a Credit Union?**

Credit Unions are considered as separate legal entities under California law. As such, they are not established or controlled by a business firm, but are established and run by a group of people with a common association, such as place of employment. If a significantly large group of Memorex employees showed a definite need and interest in founding and operating a credit union for the use of their fellow workers, the company would supply aid and advice.

In lieu of a credit union, the Memorex Santa Clara operation presently has a program of loans and deposits to savings and checking accounts (accomplished by payroll deductions) with one of the branches of Bank of America. This has proven very successful for many of our employees.

**Does MAG sponsor a flying club?**

A club proposal of the type you are suggesting for pilots has not been officially recommended to MAG. If several people are interested, as you suggested in your Input/Output, we encourage you to summarize your recommendation either verbally or in writing to the MAG President, Pat Cavender. Anyone else with ideas or suggestions for MAG-sponsored activities should also contact a MAG Board member, their personnel department or MAG coordinator Bill Fullendorf at 987-2992.

**On a Saturday when a large number of the production crew is scheduled to work, why is it necessary to sign in and out at the guard station? (Shulman Avenue).**

The question of signing in and out on weekends when a large number of the production crew is scheduled to work has been reviewed and we determined that this procedure does serve a useful purpose and will, therefore, be continued.

This procedure helps us know who is within the buildings, and can be extremely useful in an emergency. However, every effort will be made to better organize the signing out to alleviate as much inconvenience as possible.

**Why did the Company select the size and design of our employee badge?**

The badge was designed after considering a number of alternatives. A small badge was tried by the Information Media Group; it was easily lost and not large enough for sufficient identification by guards or receptionists, and it did not indicate the company's name, or provide any information that would be of use to the employee. The new badge is similar in size and layout to those used at Fairchild, Varian, Signetics and other companies in the area and is large enough for our guards or receptionists to review.

The picture is placed on the left-hand side of the badge, leaving the right side free for area designations that may be utilized in the event special security clearances or limitations are required in given areas. In addition, this space is used for first aid or safety committee buttons. The employee signature appears with other identifying information so that this card may also be used for employee identification in check cashing or other uses.

**Intercom**

Memorex Corporation  
Santa Clara, Ca. 95050  
Return Requested

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MT. VIEW, CALIF. 94040

**First Class Mail**

