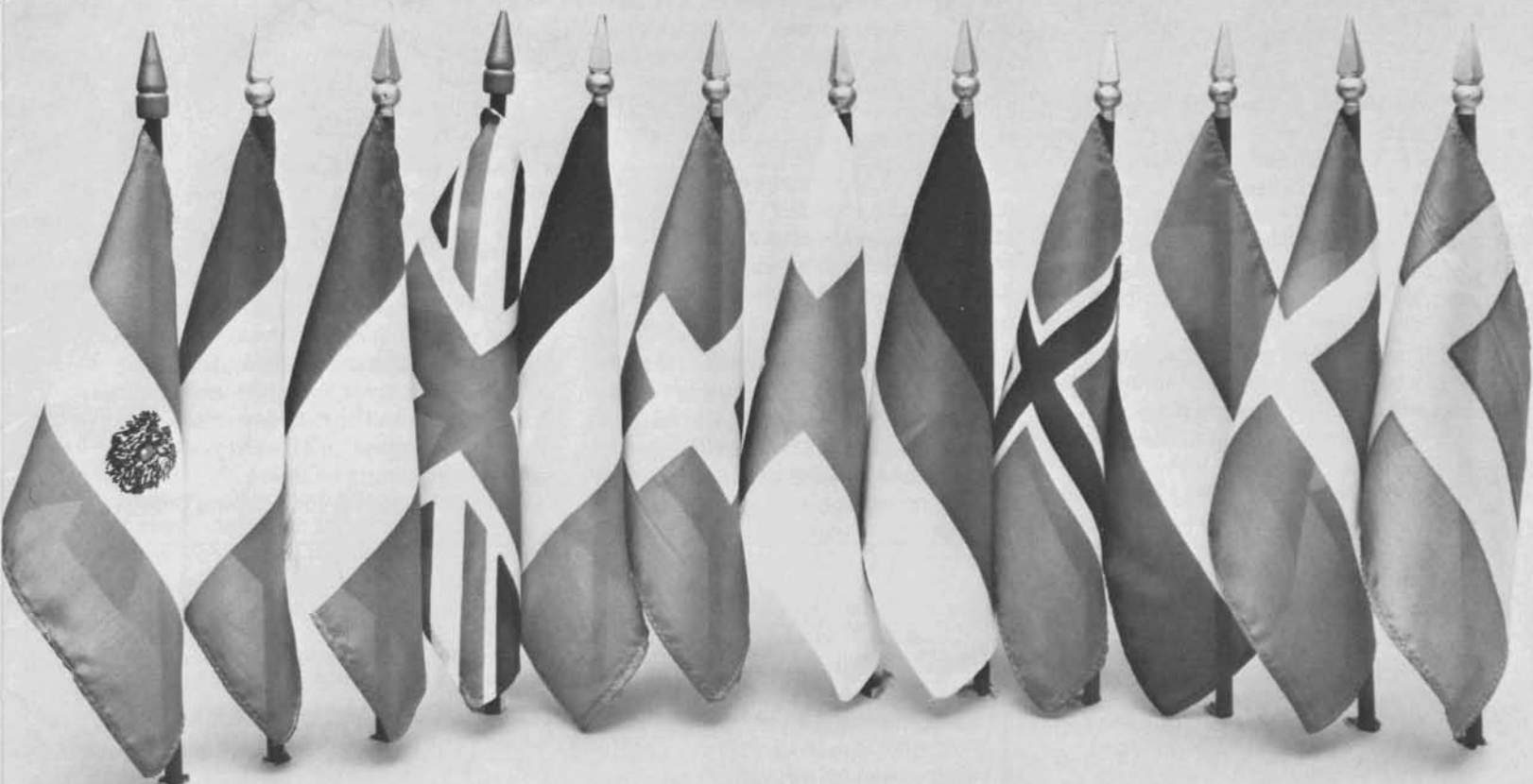


INTERCOM

Newsmagazine for Memorex Employees Worldwide

Volume Number 12/August, 1975



Company Makes Major Gains in Profit, Cash and Growth; Results Made Possible by Employee Efforts

Memorex made significant gains in profit, cash and growth during the second quarter, and the improved results were made possible by employees making good things happen, such as reducing costs, producing quality products and managing assets.

These actions contributed to second quarter earnings of \$6.2 million, compared to a loss of \$5.3 million a year earlier. And, of course, employees benefit from the improved profits through greater job security and possible future improvements in the employee benefit program.

The improvements in cash generation and conservation are important to Memorex because they give the Company greater freedom of action to build for the future, and because everyone in the Corporation controls cash by eliminating waste and non-productive expenditures, by increasing productivity, and by improving quality workmanship, employees have a large role in shaping Memorex's future and its ability to build long-term profitability.

Improved cash liberation during the first and second quarter of 1975 provided Memorex with the opportunity to purchase its own debentures (bonds). The advantage of the purchase was a reduction of senior debt three dollars for every dollar spent to buy the bonds. The purchase will not only reduce debt by about \$7 million, but it will also increase net worth correspondingly, and decrease interest expense by \$625,000. These results will add to future profitability.

Even though Memorex spent \$2.5 million to buy the debentures and \$10.1 million in cash repayments of senior debt during the quarter, cash-on-hand improved to \$20.5 million, a significant increase of \$4.6 million. However, President **Robert C. Wilson** has stated that Memorex has more opportunities than it has available cash, so continued cash conservation is needed.

Cash and profitability not only improved during the quarter, but Memorex's revenues grew 24 per cent over last year—\$65.6 million for this second period compared to \$53 million during the same period in 1974.

How does this quarterly growth rate compare with the Company's competitors? Well, IBM grew seven per cent, less than a third of Memorex's growth, and 3M grew only 2.6 per cent, or about one-eighth as fast.

Let's look at the Company's productivity rate compared to its competitors' rate. One way to measure productivity is to divide the revenues by the number of employees. For the second quarter, Memorex's revenues-per-employee are about \$14,018. IBM's second quarter productivity rate is \$11,164, about \$4,000 less than Memorex's, and 3M's is \$8,144, about \$6,000 less. At the current rate of productivity, each Memorex employee generates about \$56,000 annually.

Although the Company's growth and productivity rates compare favorably to competition, competitive actions are being strengthened and the economic environment continues to be difficult. However, the Company's operating performance should continue to improve through a summation of individual efforts throughout the organization, from the turning out of lights, to obtaining orders.

	Three Months Ended June 30		Six Months Ended June 30	
SECOND QUARTER RESULTS	1975	1974	1975	1974
Total Revenues	\$65,620,000	\$53,081,000	\$127,245,000	\$101,884,000
Income (Loss) before Taxes and Extraordinary Credits ..	\$ 2,700,000	\$(5,345,000)	\$ 4,743,000	\$(6,952,000)
Income Taxes	1,365,000	—	2,400,000	—
Income (Loss) before Extraordinary Credits	1,335,000	(5,345,000)	2,343,000	(6,952,000)
Extraordinary Credits:				
Gain on Purchase of Debentures (net of tax of \$2,214,000)	2,031,000	—	2,031,000	—
Income Tax Benefit from Utilizing Loss Carryforwards (Includes \$1,875,000 relating to gain on purchase of debentures)	2,850,000	—	3,425,000	—
Net Income (Loss)	\$ 6,216,000	\$(5,345,000)	\$ 7,799,000	\$(6,952,000)

INTERCOM

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Published by the Corporate
Public Relations Department
San Tomas at Central Expressway
Santa Clara, California 95052
Telephone: 987-2203



On The Cover:

Country Flags and photos highlight the world of EUMEA, the Memorex organization which markets products in Europe, the Middle East and Africa. (See story on page 4.)



Disc Pack Research & Development and Manufacturing teams gather around the first production units of the new Data Mark module.

First Customer Shipments of Data Mark On Schedule

Unique Device Combines Disc Pack Technology with Disc Drive Engineering

First customer shipments of the new Data Mark 70F module were made on schedule June 30th, just three months after the product was first announced.

"The on-schedule deliveries were made possible by the team efforts of our Research and Development (R&D) and Manufacturing organizations," said **Don Mattson**, General Manager for Disc Pack Operations.

He said both groups made the commitment to make the first shipments by July 1, and they accomplished their goal through a tremendous team effort.

The new, futuristic-looking module, which stores 70 million bytes of data (approximately 12 million words), is unique in that it combines disc pack technology with disc drive engineering. The module houses disc recording surfaces, recording heads, spindle, head carriage, base plate, and electronic circuitry, in a completely self-contained unit.

A lot of innovative technology was designed into the Data Mark. A proprietary disc coating process and surface shield were specially developed; recording heads, lighter and closer flying than conventional heads, were incorporated into the unit; and an ultra modern clean room was constructed for Data Mark manufacturing.

Mattson says the production of the new Data Mark covers a wide spectrum of engineering disciplines, all of which

Memorex has mastered through its expertise in chemical resin technology, metal working, assembly and electronic testing required for disc pack manufacturing; in processing and coating disc packs and tape; and in the production of disc drives, recording heads, and other magnetic media.

Noah Anglin, Development Program Manager, said that development personnel are initially handling the manufacture of the product, but he explained that the Manufacturing organization, directed by **Warren Kisling**, will soon take over the operation.

Anglin mentioned that test equipment for the Data Mark had to be designed and built by the R&D staff. "We had to build the testers because there aren't any testers on the market that can meet the stringent testing requirements of the module." (The recording tracks of the disc, for example, are so narrow and close together that two of them could be contained on the edge of a data processing card).

"Customer reaction to our new Data Mark has been fantastic," said **Steve Stone**, Data Mark Product Manager. "Orders are coming in at an increasing rate from around the world. We already have a three month backlog of orders."

Stone also said that repeat orders from customers are running 30 percent above expectations. "One such repeat order resulted in an exclusive contract to

supply modules for the State of Alaska," he said.

"What impresses me most about the high order rate for the new product is the fact that it's being offered on a sale-only-basis," said Stone. That tells me we've got a darn good product when customers would rather purchase ours than lease from our competitors."

As for advertising, Stone explained that "we've got an excellent ad which has appeared in 'Computerworld Magazine.' Other ads will run later this year when Data Mark production is expected to be in high gear."

Common Stock Listed on Pacific Exchange

The Company's common stock is now listed on the Pacific Stock Exchange; its trading symbol is 'MRX'.

The advantage of being listed on the Exchange is that it provides a convenient and orderly market for the trading of Memorex securities. Investors in the Company and the public in general also will now find it easier to obtain timely price quotations.

Memorex's stock has been traded over-the-counter where its 5¼ percent Convertible Subordinate Debentures will continue to be traded. The Company's stock was once traded over the New York Stock Exchange, but was delisted two years ago due to previous financial difficulties.

The World of EUMEA

*This Dynamic Group
Markets the Company's
Products from Madrid
to Tehran, and from
Capetown to Helsinki*

This is the 12th article on the Company's organizations and their contributions to the Memorex "team effort." This month's feature looks at the international team which markets Memorex products throughout Europe, the Middle East and Africa—the EUMEA Organization.

Memorex's European operations began ten years ago in Maidenhead, Berkshire, England, when three employees began selling computer tape to local computer users.

Today, the EUMEA Organization is made up of 750 people who market Memorex products in 20 countries from Madrid, Spain to Tehran, Iran, and from Capetown, South Africa to Helsinki, Finland. This dynamic organization is directed by **William S. McCalmont**, Vice President and General Manager.

EUMEA has grown rapidly since it began in 1965. In the past five years alone, the organization's revenues have increased 300 per cent—a growth rate matched by few companies.

But EUMEA's success hasn't come easy. A lot of hard work by dedicated people made EUMEA the strong organization it is today.

McCalmont says the group's accomplishments have been attained by the marketing expertise of the country organizations, and the effective support provided by manufacturing, customer and technical services, finance, and administrative groups.

"Together as a team, the organization is posturing for maximum profit and

efficiency, aggressively entering new markets, and meeting inflation and currency fluctuations head-on. These factors are becoming increasingly important in meeting today's challenges: political changes, economies slowing or overheating, and rampant inflation in some countries," said McCalmont.

But he said, even with these obstacles, EUMEA continues to show strengths in its ability to cope with economic problems and continues to grow at a rapid rate.

The Marketing Organization

EUMEA is made up of 12 country organizations, each with its own sales, service, administrative and accounting personnel who are nationals of the country. The group also includes an export organization which sells products to the Middle East, Africa and Eastern Bloc countries.

Each country organization operates on a basis of mutual cooperation and coordination with the other country organizations. However, each manager has developed his own management and marketing style suiting the conditions and traditions of the country—yet remaining essentially Memorex.

Heading the marketing teams are five area managers. Each has worked more than five years to help establish Memorex as a leader in the field information storage and retrieval business internationally.

Area managers include **Magnus Ambjorn**—United Kingdom and Scandinavia; **Hermann Becker**—Germany, Austria and Switzerland; **Alain de Forges**—France; **Johann Klingen**—Benelux and exports; and **Georgio Ronchi**—Italy.

All country managers operate their operations on a positive cash flow basis. For example, if Hermann Becker's group orders a 3670 Disc Drive from Santa Clara, the unit is paid for in cash, even if the machine is leased.

EUMEA Headquarters

Supporting the work of the country groups is EUMEA Headquarters and Operations Center located in Liege, Belgium. The facility is home base for about 300 people involved in manufacturing, servicing and financial functions. It's located in the 400-acre Hauts-Sarts Industrial Park in the small community of Herstal in the province of Liege.

Prior to 1975, EUMEA Headquarters was located in London, while the manufacturing, technical support-customer services functions were handled in Liege.

According to McCalmont, the move to Liege has improved customer service, reduced overhead and provided faster communications.

An example of how communications have speeded up is put into personal perspective by McCalmont: "Sometimes I'd have to wait hours or days to obtain specific information about the operations. Now I just walk down the hall and find out from the 'man in charge.' Hence, communications have not only become a lot easier, but more effective as well. Additionally, the move of our management and support people to Liege has allowed greater face-to-face structured communications on a consistent basis . . . that was impractical in London due to the geographical distance."

The Liege Operations Team

Vice President and General Manager **James Simpson** manages the Liege Operations Center where the careful process of finishing jumbo reels of coated computer and video tape and disc packs, shipped from Santa Clara, is performed. In addition, equipment products are reconditioned.

Why aren't the reels of tape shipped to Liege finished rather than unfinished? The reason is twofold. First, by supplying Liege with unfinished rather than finished product, Memorex pays less duties and taxes. And second, video tape must be manufactured to suit the special requirements of broadcasters, as a number of countries are using a somewhat different transmitting signal.

American Investment Overseas Stimulates U.S. Economy

When a U.S. based company, such as Memorex, builds a plant and markets products overseas, what happens to employment and investment at home?

Some groups claim that foreign operations reduce jobs at home. To test this theory, a worldwide research and counseling organization made a recent study of 133 U.S. multinational manufacturing firms, tracing their employment and investment experience since 1960.

The study found that the firms with the heaviest international investments hired and invested at home at a greater rate than U.S. manufacturers as a whole. This resulted in part from their ability to avoid the fluctuations of one economy, and because overseas activities require increased domestic support.

Another complex task performed by the Operations Center is the normal scheduling of raw material to be shipped to Liege. The task is critical due to the six-week time lag between the time the product leaves Santa Clara and the time it reaches Liege by ship. Without proper scheduling, the manufacturing operation could be stacked up with excessive inventory, or without enough product, would be unable to properly service customer needs.

Heading up the manufacturing organization are: **Joe Renard**, Director of Manufacturing; **Guy Francis**, Director of Customer Service; **Stefan Szmaj**, Director of Accounting; **Ted Price**, who's in charge of Technical Services (field engineering); and **Ferdinand Kerkoff**, Manager of Industrial Relations.

Two Greatest Challenges

There are two areas that provide a major challenge to the EUMEA Organization: different languages and different currencies.

Essential to a company's existence is the establishment of a number of plans and goals, but what complicates life for Liege is its ability to communicate them across borders and among different nationalities. The key to this problem is the country manager who must clearly communicate these objectives to his people.

Each manager speaks the language of the country organization they manage as well as English. For example, **Magnus Ambjorn** speaks English and Swedish. And **Johan Klingen**, in addition to speaking Dutch, English, French, and Italian, also speaks Swahili!

About the middle of each month the country managers hop on planes or trains destined for Liege Headquarters. There the managers meet with McCalmont and the EUMEA staff to plan strategies and long-range goals, as well as review current progress.

The entire management function is represented at the meeting. In addition to Simpson, members include **Gian Cilento**, Director of Marketing; **Tom Stevens**, Finance Director; and **Art Rubino**, Marketing Director for EUMEA OEM Operations; each reports to McCalmont. However, Stevens and Rubino report on a functional basis to **Henry Montgomery**, Vice President, Finance, and **Keith Plant**, Director of the OEM Division, respectively.

Cash, EUMEA's second greatest challenge, is one of the thorniest management problems due to inflation, floating currencies and fluctuating exchange rates.

While American business is done totally on the basis of the U.S. dollar, in Europe

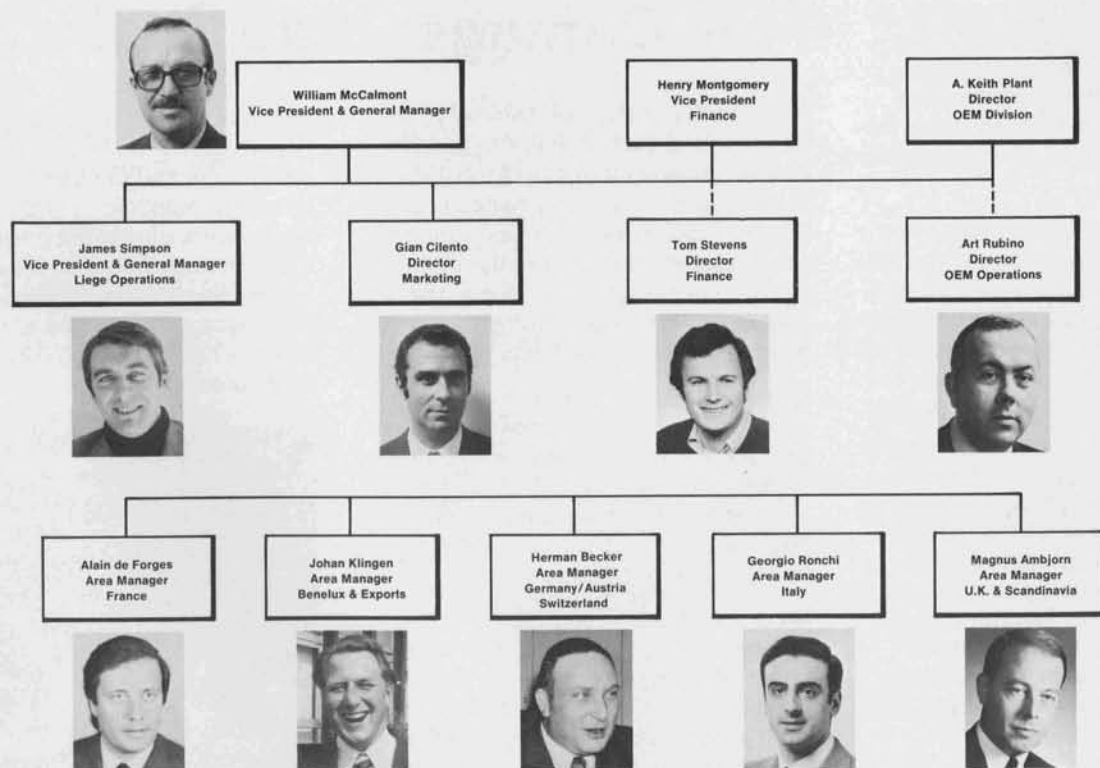
there are as many currencies as there are countries. And, because many of them are in constant change, the EUMEA Organization must keep track of the currency on an almost daily basis.

McCalmont said that it has always been the group's philosophy to be prudent and conservative in the management of cash. "We've got to stay on top of the money situation," he explained. "Memorex is an American-based company doing business in places where there's considerable fluctuations in currency values relative to the dollar. Since money rates can seriously affect our profitability, there has to be a considerable amount of teamwork by everyone to optimize cash."

New Markets

EUMEA has recently made inroads into new markets. Johann Klingen reports that Memorex video tape is now being sold in South Africa for the first time due to the start-up of a new television station. EUMEA is also exporting to Eastern Bloc Countries, the Middle East and Iran.

Establishing new export markets is developing EUMEA's third greatest challenge. While it will take a serious effort to do well in these countries, the rapid progress that EUMEA has made is reason enough to be confident that the ventures will be successful. Viel Glück!



EUMEA Organization

Cash-Conscious Team Monthly Turns \$113,000 Worth of Scrap Circuit Boards Into 'Like New' Components

Nine employees of a department known as Component Returns know that by the end of every month each member of the group has saved the Company more than \$14,000 by turning scrap into usable material.

The cash-conscious team repairs printed circuit boards (PCB's) that have malfunctioned, suffered damage, or are obsolete.

According to **William Yee**, Manager for Recon, and PCB Manufacturing/Engineering, the project began about 18 months ago, and so far, \$1.6 million worth of PCB's have been reconditioned by the department.

Yee said a similar program was launched several years ago but had to be cancelled due to numerous production problems. "Consequently, the boards had been accumulating in inventory from the middle of 1970 to January, 1974, the start of our current program."

Component Returns Department Manager **Mike Carney** says the group's success is attributable to the dedication of experienced people who realize they're making significant profit contributions to the Company. "Their understanding of the importance of their work has been a contributing factor to the development of an atmosphere of teamwork."

Carney explained that his people not only make PCB's usable again, but they also update them to the most current engineering standards. He emphasized that the repaired boards go through the same stringent quality inspection procedures required for newly-fabricated boards.

"Our work is challenging," says Carney. "Each member of the team must determine if the board is repairable, and if so, if the cost of fixing it is greater than the cost of manufacturing a new board." But he said that even those boards which cannot be reconditioned are sold to suppliers for an additional source of cash.

How do employees like working in such a challenging department? Well, veteran of the group **Addy Thorsteins-**

son says although the work is both tedious and challenging at times due to its complexities, "I get tremendous satisfaction knowing that I'm involved

in a project which saves Memorex more than \$113,000 a month; and I know others in the department feel the same way."



The cost-saving Component Returns Department.

Fire Damages Eau Claire Plant

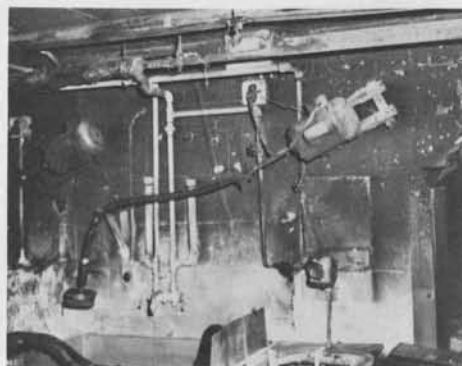
A recent fire at the Company's printed circuit board plant in Eau Claire, Wisconsin, caused more than \$100,000 damage and temporarily halted production for three weeks. But, according to **Joe Rizzo**, Plant Manager, the plant was restored to full operation due to the fine efforts and cooperation of employees who worked to clean things up.

The fire started at 3:30 a.m. on July 30, and caused extensive smoke and steam damage to the "wet area" where printed circuit boards are plated, said Rizzo. "Fortunately there were no injuries as no production was scheduled during that time."

Rizzo said the probable cause of the fire was a quartz heater in a cleaning tank that either was left on, or came on prematurely. Other areas of the plant, such as laminating, printing and the drilling operations, were not affected.

"We were able to resume operations so quickly due to the tremendous efforts

and cooperation of employees," states Rizzo. "Everyone helped repair floors, clean walls and documents, and remove damaged equipment, and they had to do the work during the evening and early morning hours so they wouldn't be in the way of the plumbing and electrical contractors. This meant that the employees had to change their regular schedules."



Smoke damage to the "wet end" operation at Eau Claire was extensive.

Gumucio Appointed VP for Americas and Asia Group

Marcelo Gumucio has been appointed Vice President and General Manager of Memorex's Americas and Asia Group, announced **Robert C. Wilson**, Chief Executive Officer and President.

The Americas and Asia Group is one of two Memorex international marketing organizations and is responsible for sales and service activities in Canada, Latin America and the Far East.

Gumucio formerly was General Manager, Latin America and South Africa for Hewlett-Packard. He joined Hewlett-Packard in 1966 and served in a number of increasingly important marketing



Marcelo Gumucio

positions, including Computer Product Manager, Computer Products Division Marketing Manager, and Market Planning Manager.

Prior to Hewlett-Packard, Gumucio was with General Electric from 1963 to 1966 where he participated in the firm's manufacturing training program.

A native of Bolivia, Gumucio came to the United States in 1957 and studied at the University of San Francisco, where he earned a degree in mathematics in 1961, followed by a Master's in mathematics in 1963 from the University of Idaho.

Industrial Relations Functions Realigned to Increase Responsiveness

Each Operating Group to have IR representative

A realignment of responsibilities within the Industrial Relations Organization has been announced by Group Vice President **Robert L. Malcolm**. The changes are being made to improve the coordination between U. S. and International Groups with IR to achieve more responsiveness to the needs of employees.

An IR representative is now assigned to each of the Company's groups to provide IR service to employees.

Roger M. Stabile continues as Manager for Employee Relations, but now also serves as the principal industrial relations representative for all employees of the Equipment Products Group,

including the San Tomas, Eau Claire and Nogales Manufacturing Plants, as well as Field Sales and Service personnel.

Kenneth K. Kindt carries on as Manager for Organization Planning and Manpower Development and is the IR rep for all Computer Media Group employees, including Disc Pack, the Computer Tape Division, and other Memorex Drive Plant Facilities employees related to Computer Media, as well as the Sales and Service group.

Keith A. Rosheim, in addition to being Manager of Employment, assumes the role of IR rep for employees of the

Consumer and Business Media Group, including the Word Processing Division, Audio and Video Tape Operations, as well as Sales and Service people.

Managing IR for the Americas and Asia Organization is **Philip J. Davis**. Davis assumes the position in addition to his responsibilities within A&A.

Also, an IR Manager position has been established for the EUMEA (Europe, Middle East and Africa) Organization in Liege. **John G. Pew**, Director for IR, is currently on assignment there.

Don Kelley Named COM Manager

COM Group Restructured to Provide Greater Focus on Product Line

The Computer-Output-Microfilm Organization is being restructured to provide better management visibility and focus on the COM product line, to allow greater marketing responsiveness and provide a structure for long range business and product planning announced **Roger Johnson**, Vice President for the Equipment Products Group.

Donald W. Kelley has been appointed to the newly-created position of Manager, COM Products. Kelley, who reports to Johnson, was previously marketing manager for COM and had been based in Philadelphia. He's now headquartered

in Santa Clara where he'll direct the planning, engineering, marketing and customer service functions for the COM Product Line and related micrographic supplies.



Don Kelley

In addition, product planning, marketing support and customer service activities have been expanded and strengthened, and all micrographic activities consolidated in Santa Clara. This action was taken due to the growing demand for the Company's COM system and micrographic supplies throughout the world.

"These changes will permit Memorex to respond more rapidly to the needs of our COM customers," explained Johnson. It will also allow the group to more aggressively pursue current opportunities and provide a structure for future planning.

Accident Prevention Emphasized in Training Program; Improper Use of Equipment, Bad Lifting, and Lack of Safety Knowledge Are Prime Causes of Accidents

A small investment in the development and implementation of an effective accident prevention program can pay sizeable dividends in preventing personal hardship and reducing costs as well—and that's exactly what's happening at Memorex.

According to **Gene Gilman**, Manager for Corporate Safety and Health Services, accident prevention programs are expanding at Memorex with in-depth training programs now being conducted. The program includes guest speaker presentations, movies and employee discussions for several of the production units.

Gilman said a new program, involving the training of an individual from each of the Company's Divisions, is now underway. "These employees (Area Safety Coordinators) will review plans and specifications for new equipment to insure the machines meet all safety requirements. They'll also handle accident investigations and assist in department safety meetings." He said this new program is an important step toward insuring that each division has a strong and effective safety program.

These new safety programs are in addition to the work being done by three safety committees: Worker's, Supervisor's and General Safety. These groups meet regularly to help maintain safe working conditions throughout the Company.

"Accident prevention is a serious business," says Gilman "At the current accident rate, more than 300 Memorex employees will sustain injuries on the job during 1975."

What can employees do to help reduce the accident rate? Well, the major causes of accidents at Memorex are improper use of tools, equipment, and materials; lack of knowledge of job hazards; and improper lifting. These factors contribute greatly to injuries sustained to the hands, eyes and backs of employees, which are the most common at Memorex.

But did you know that more than 90 percent of all accidents can be pre-

vented if the victims had been "safety conscious"? Gilman explained this is true because less than 10 percent of all accidents are caused by mechanical failures.

Accidents not only cause personal hardship, but they cause injury to profits as well. Last year, for example, Memorex paid out more than \$700,000 due to industrial accidents, not including a large insurance premium. "Unfortunately, only one-seventh of accident related costs are paid by insurance, which includes lost time, doctor bills, paying replacements, preparing paperwork, and accident investigations," said Gilman.

In other words, a minor \$250 accident can cost Memorex \$1,500, or about a month's rent on a 3670 Disc Drive, 23 cases of cassettes, or 100 reels of computer tape.

Corporate Safety Manager Gene Gilman (left) awards cash prizes to safety contest winners (l to r) Dave Conway, Mary Jo Scelzi and Alan Burgess. Other winners, Vince Marine and Suzanne Hernandez, could not be present.



Cartoon by Vince Marine

Safety Winners Announced

"A good safety attitude saves spending cash thus improving profit" is one of the slogans recently submitted by employees to a Company-wide safety awareness campaign.

The contest ideas entered included safety slogans, campaign themes, cartoons and safety symbols and logos. Many of the ideas will be incorporated into an up-coming safety poster campaign.

Winners were **Mary Jo Schelzi** who won the top prize of \$65, with **Vince Marine, Suzanne Hernandez, Dave Conway, and Alan Burgess**, each winning \$15.00



Test Your Safety Sense

1. How quickly can a person bleed to death if a large blood vessel is cut?
 - a. in 4 to 6 minutes
 - b. in one minute or less
 - c. in 10 to 12 minutes
2. Shock occurs in any badly injured person and is serious enough to cause death, even though the injury itself would not be fatal. The important symptoms of shock are:
 - a. pale, cool, clammy skin
 - b. weak and rapid pulse
 - c. general body weakness
3. Artificial respiration should be given to a person who has stopped breathing because of electric shock. To give artificial respiration you should:
 - a. tilt the victim's head and clear his airway of foreign matter
 - b. jut the jaw forward to keep the airway open
 - c. breathe into his mouth once every 5 seconds
4. The objectives in first aid care for burns are:
 - a. to relieve pain
 - b. to prevent contamination of the injury
 - c. to give care for shock
5. Burns are classified according to degree of skin damage: first degree—the skin is reddened; second degree—blisters develop; third degree—deep tissue damage occurs. Shock is a major hazard in burn injuries when:
 - a. burns cover more than 10 percent of the body
 - b. the person has a sunburn
 - c. the victim has a small but very serious burn
6. The first step in treating a chemical burn of the skin is:
 - a. call for medical help
 - b. wash away the chemical completely with water
 - c. apply the suggested treatment
7. An acid burn of the eye should be treated in three steps. List the order of procedure:
 - a. call for medical help
 - b. have victim close the eye, place an eye pad over the lid, and bandage
 - c. wash the eye thoroughly with water or a solution of baking soda and water for 10 to 15 minutes
8. Head injuries are the most common cause of death resulting from falls. If you observe signs of a head injury (swelling or wound of the head, headache, dizziness, immediate or delayed unconsciousness)—you should **NOT**:
 - a. keep the victim lying flat
 - b. raise his feet 6 to 8 inches
 - c. give stimulants, such as coffee
9. Any wound that involves a break in the skin can become infected. Signs of infection are: wound area is red, tender, warm and swollen; pus may appear; fever and headache may develop. These signs appear:
 - a. two hours after injury
 - b. two to seven days after injury
 - c. twenty-four hours after injury
10. Loose foreign objects in the eye usually lodge on the inner surface of the upper lid. To remove the object you should:
 - a. have the victim look down as you turn the eyelid outward
 - b. remove the object with the corner of a clean handkerchief
 - c. rub or touch the eye to remove the object
11. You are alone with a person who has been under medical care for a heart condition. The person has a heart attack, but is breathing adequately. What should you do in order of importance?
 - a. give the victim the prescribed medicine
 - b. keep victim lying down
 - c. get medical help

ANSWERS
1 - b; 2 - a, b, c; 3 - a, b, c; 4 - a, b, c; 5 - a, c; 6 - b; 7 - c; 8 - b; 9 - b; 10 a, b; 11 - b, a, c.

Six Decades of Service Marked

Six employees of the Computer Media Group recently celebrated their 10th anniversary with Memorex and were awarded gold clocks by **James Dobbie**, Group Vice President and General Manager, in recognition of their contributions to the Company.

(Photo 1) **Jim Brashers**, Manager for Video Manufacturing and **Dorothy Daniells**, Video Finishing Operator, are presented the award from Dobbie (right).



(Photo 2) **Dick Hale** (center) Swing-shift Finishing Operations Manager, is joined by (l to r) **Dusty Rhodes**, General Manager for the Computer Tape Division; **Dobbie**; **Charles Leader**, Director for Computer Tape Operations; and **Roscoe Moore**, Manager for Computer Tape Manufacturing.



(Photo 3) Ten-year recipients meeting with Dobbie (l to r) are: **Lovana Stewart**, Production Finisher for Computer Tape; **Leonard Lively**, Department Maintenance Technician; **Aaron Kirkham**, Senior Technician for Gage and Mechanical Calibration Lab; and **Calvin Gafford**, Maintenance Technician.



News in Brief

Audio and Video Tape Line Displayed at Consumer Show

Memorex audio and video tape products were on display at the Summer Consumer Electronics Show held in Chicago. The convention is held twice a year to introduce home entertainment products, merchandising programs and promotional campaigns to thousands of retailers and consumers.

Date Set for Antitrust Suit

The trial date of the Company's antitrust suit against IBM has been tentatively set for March, 1977. The case will be heard by Judge Ray McNichols in Federal District Court in San Francisco.

Bridge to Speak at WESCON

William Bridge, General Manager for Communication Products, will speak at the 24th annual Western Electronic Show and Convention, Sept. 16-19 at Brooks Hall and Civic Auditorium in San Francisco.



Bridge will participate in a session on Synchronous Data Link Control, an effective and efficient data communication control procedure that will become the major control system for data transmission in the near future. The Data Link Control Session will be held Sept. 17 at 1:30 p.m. in Room 106 at the convention center.

Haladwala Named Controller, Equipment Products Group

Nozer Haladwala has been named Controller, Manufacturing and Development Engineering Operations for the Equipment Products Group, announced **Hal Krauter**, Director for EPG Finance.

Nozer comes from Singer Business Machines Division, San Leandro, where he was Assistant Division Controller for its Manufacturing Operations. Previously he was with Hewlett-Packard, Data Products Division, as Manager for Cost Accounting.

In his capacity as controller, he's in charge of all financial responsibilities for Manufacturing and Development Engineering. Operations in Eau Claire, Wisconsin, and Nogales, Mexico, report to him indirectly.

Nozer earned a Masters Degree in Business Administration from Temple University, Philadelphia, and received a Bachelor of Science Degree from



M.S. University, Baroda, India. He's currently attending law school in San Jose, California.

Nozer is President of the Children's Orthopedic Foundation, Inc., a non-profit organization, and is also a member of the Attorney General's Voluntary Advisory Council in California.

Company Safety Record Set

Memorex's Printed Circuit Board Plant in Eau Claire, Wisconsin, has set a new Company's safety record by not having any accidents over the past year and a half. Plant Manager **Joe Rizzo** says the record is the result of employees paying attention to business and being safety conscious.

Johnson Appointed Director For Accounting Services

Victor Johnson has been appointed Director of Accounting Services.

Johnson has held the position of Manager of Internal Audit since joining the Company in January, 1974. He formerly was Internal Auditor for Western Electric Company.



Johnson earned a Bachelor of Arts Degree in Business Administration from Indianola College, Iowa. He will report to **Ed Phillippe**, Vice President and Controller.

Long Named Finance Director, Consumer & Business Media

Walter Long has been named Director of Finance for Consumer and Business Media. He's responsible for providing financial support for the Group's Operations and will report to **Henry Montgomery**, Vice President, Finance.



Long most recently served as Assistant Corporate Controller for E. & J. Gallo Winery and has held various financial management positions with Texas Instruments and Fairchild Semiconductor.

He received a Bachelor of Arts Degree in Business Administration from the University of Texas and is a Certified Public Accountant.

Government Awards Memorex \$3M Computer Tape Contract

The Computer Tape Division has been awarded a contract for more than \$3 million for the General Services Administration for GSA-specification computer tape, announced **James Dobbie**, Group Vice President and General Manager.

Dobbie said the six-month contract, effective on Sept. 1, 1975, calls for Memorex to supply computer tape to federal agencies within specified federal geographic zones.

"The computer tape we'll be supplying will be manufactured to meet or exceed all GSA requirements," Dobbie said.

He said computer tape produced under government specification are the most demanding to obtain because it requires manufacturers to maintain extremely high quality over exceptionally long production runs.

Consumer Division Expands Tape Accessories Line

The Consumer Products Division is expanding its tape accessories line and has added two new record care products. In introducing the record accessories, Memorex has, for the first time, expanded its consumer line beyond audio tape and tape-related products.



The new accessories, which range in retail price from \$3 to \$11, include an 8-track head cleaner, a cassette cleaning kit, a professional head demagnetizer, a record care kit, and a record cleaner.

"Because the current worldwide accessories market is fragmented, Memorex will capitalize on its good sales distribution network, along with its name identification with quality," says **Ted Cutler**, Marketing Director for Consumer and Business Media. He said the Memorex name will insure that the accessory products offer the same high quality maintained in the Company's magnetic tape lines.

Printing, Office, Safety and Medical Departments Combined Into Two Groups

Four service functions at Memorex are being consolidated into two operating groups, reports **Ernest Tydell**, Manager for Personnel Services. Tydell said the printing and office services functions are being combined into a new group



Ernest Tydell

called Corporate Reproduction and Office Services, managed by **Larry Nelson**, and the medical and safety functions are joining together to establish a Corporate Safety and Health Services group, managed by **Gene Gilman**. According to Tydell, printing and office consolidation provides more efficient use of available resources and provide the highest possible standards of excellence in performance, service and cost effectiveness, and the safety and health team further enhances continuing efforts to ensure a safe and healthful work environment for employees.

Anniversaries

The following employees are celebrating their fifth anniversary with Memorex and will receive five-year awards in recognition of their contributions to the Company.

Rosema Adams	Howell Lowe
Gene Ahlquist	Peter Madsen
Gregory Anderson	Kenneth Masco
James Baldo	Robert Mason
Juanita Bond	Newton Montgomery
Charles Bowman	Berry Morris
Ruth Branch	Philip Norton
Ernest Brieger	Joanne Olsen
James Brown	Steven Orsua
Theresa Buters	Richard Perez
Lyndia Chandler	Louis Perkins
John Connolly	David Schedler
James Coulter	John Schneck
France Danne	Ed Schnee
William Donald	Rudolph Scopetani
Nancy Donnelly	Charles Splaine
Ann Eder	Robert Stanley
Isabel Espiritu	James Steinwinder
Gary Fisher	Carolyn Straaberg
Gail Francis	Betty Thompson
Maureen Fratis	Eula Thompson
Thomas Galli	Eva Tietze
Deloris Green	Gerald Tisue
Maurice Gregoire	Gaspar Torres
Claudine Grolitaer	Erwin Vangilder
Ralph Hoffman	Ruth Willis
Roger Holen	Margaret Wills
Merlin Hoyt	Betty Wood
John Jackson	Joyce Zelinsky
Joseph Kenik	Nancy Zumini
Richard Kline	

Promotions

Susan Alberti to Secretary B
Jean Albrecht to Secretary A
Rex Benedict to Area Manager Professional Products
Wendy Burns to Order Correspondent B
James Censky to Branch Sales Manager, Ohio
Kenneth Chiara to Branch Sales Manager, Minnesota
Carol Decker to Accounting Associate
Frederick Fassbender to Zone Manager Consumer Products Division, Louisiana
James Fortin to Senior Staff Engineer
Claudia Grolitzer to Secretary A
Carol Gunderson to Order Administrator
Richard Harris to Electronic Technician C
Mercy Herrera to Finish Material Handler
Alton Hortman to Branch Sales Manager, Texas
Merry Jensen to Order Correspondent B
Donald Kelley to Product Manager

William Laughlin to Manager—Technical II
Stephen Marks to Manufacturing Engineering Aide I
Beatrice McCardle to Scheduler Controller
Mary Medford to Accounting Specialist B
Dianne Miller to Regional Administrative Manager, Michigan
Richard Morrow to Zone Manager Consumer Products Division, Michigan
Marilyn Nicholas to Accounting Specialist A
Rodney Pattillo to National Field Service Engineering Manager
Rosalee Perez to Coating Operator B
Jack Pinch to Senior Designer
Steven Simone to Field Engineering Specialist, Connecticut
Carolyn Straaberg to Real Estate and Insurance Administrator
Craig Thomas to Department Manager—II Manufacturing
Emerson Thwing to Engineering Specialist
Kenneth Zin to Engineering Specialist

Employees to Make TV Debut on New 'Videoguard' System in Sept.

Memorex employees will soon be on TV to coincide with the new fall shows. Beginning next month, construction will begin at the southwest lobby door of Building 14 in Santa Clara for a system called "Videoguard," and employees will appear on it. The equipment is part of a new security system which is being installed to assure only Memorex employees enter the building via closed circuit TV.

"The system will reduce operating costs while providing greater flexibility and

convenience for employees," explains **Gene Robles**, Manager for Corporate Security. He said the video equipment will provide a cost savings of \$170,000 over the next five years.

An advantage of the system is that employees will be able to enter the building at any hour. Now, entrance at the door can be made only between 8:30 a.m. and 4:30 p.m. when a guard is on duty.

With "Videoguard" an individual simply pushes an entry request button and the

door opens to a small booth. Once inside, the employee displays his or her identification badge.

The images of the badge and the employee are transmitted by closed circuit television to the security officer who monitors the booth at a console at the east entrance of Building 10. Here, the officer unlocks the door to the building.



Pretty *Donna Paoletti* demonstrates the new "Videoguard" system. In photos (left to right), she enters the booth, places her badge in the pocket and looks toward the mirror, and her picture is displayed on the closed circuit TV screen for identification by the officer.



New Computer Media Marketing Representatives, who will sell Memorex computer Media products throughout the United States and Canada, gather around the Company's 3675 Disc Drive and 3673 Controller for a 'class picture' during a recent tour of the Equipment Manufacturing Facilities. The class, which is made up of diverse marketing backgrounds, from insurance to computers, was instructed by *Ray Gaddis*, Sales Rep for the Northeast Region (U.S.).