

INTERCOM

NEWSLETTER FOR MEMOREX EMPLOYEES

Vol. 6, No. 8, October, 1969



Reporters and employees examine the circuitry of our new 1603 Microfilm Printer at a demonstration for the press in our Santa Clara Computer Center. See page 3

82 GREAT CHARITIES + ONE YEARLY CAMPAIGN = UNITED FUND

(See page 2)



"People helping people"

How Can You Help Those 82 Great Agencies With One Yearly Gift? Give the United Way!

By Gary Williams

Lately my mind has been pre-occupied with thoughts about my new vocation—that of marching in Uncle Sam's Army—and it's hard to concentrate on the things that must be done as I put together my last issue of Intercom.

Yes, Virginia, I've been drafted. But before I go I'm taking one last crack at writing the annual United Fund story.

Even with first hand experience (I worked at United Fund for a summer), it's difficult to tell about the wonderful work of all 82 health, welfare, research, youth - oriented, rehabilitation and social agencies without going into a great deal of detail.

Likewise, there's no simple way to describe the help given to a typical recipient of UF aid, because the agencies reach so many people. Suffice

it to say that one of every four residents of Santa Clara County was helped directly or indirectly by a United Fund agency last year—that adds up to 250,000 people!

The money to assist all these people came from individuals like you and me, who care enough about the well being of our Santa Clara County neighbors that we willingly donate three or four dollars a month to help them put (or keep) their lives on the right track.

You may never know the joy of personally bringing a mentally disturbed child back to health, or serving on the staff at one of the 82 UF agencies; and maybe that type of work isn't up your alley anyway. But you will be involved in their work just by supporting United Fund.

You will also know that more than 93¢ of every dollar goes directly to people in need, people who would

thank you from the depths of their hearts if they knew your name.

Well, I'm not going to say more. Invariably I'm accused of trying too hard to sell United Fund. It's not that I'm a United Fund zealot. I've had an opportunity for a first hand look at many of the people whose lives are happier and whose prospects for the future are brighter because of the help they've received through United Fund.

United Fund's work speaks for itself, and thousands of your neighbors speak for it too.

Oct. 20 Is the Day Our Campaign Begins

This year's United Fund campaign at Memorex begins Monday, October 20, announces company chairman Don Smith, manager of Personnel Administration.

On that date, division campaign chairmen and their assistants will begin contacting their fellow employees to ask them if they will join the tens of thousands who support the United Fund through payroll deductions.

"Memorex is 100% behind United Fund again this year," says Don Smith "and we encourage each employee to make a thoughtful, well-informed decision regarding a personal contribution."

Assisting Don will be Will Jones, chairman for the International Division; Gerry Miller, chairman for the Supplies Division; and Chuck Zwinger, chairman of the Equipment Division.

Questions may be directed to any of the above men, or to Norma Brown at extension 312.

INTERCOM

NEWSLETTER FOR MEMOREX EMPLOYEES

EDITORS: Gary Williams
Jane Lockwood

STAFF: Judy Bonino (Columnist)
Peter Wilson (Artist)

An official publication for employees of Memorex Corporation. Published monthly by the Industrial Relations Division, 118 Shulman Ave., Santa Clara, Calif. 95050.

Member of:

BASIC
Bay Area Society
of Industrial
Communicators

ICIE
International
Council
of Industrial
Editors

Demonstration 1603 Microfilm Printer



Memorex Introduces Microfilm Printer

Memorex has made a strong move into the computer equipment market with the introduction of a new, low-cost microfilm printer. According to Larry Spitters, Memorex president and chairman of the board, the 1603 Microfilm Printer marks an important new area of emphasis for the Company—commitment to the manufacturer and sales of computer peripheral equipment directly to end users.

The new printer is designed to help solve the "information logistics problem," Mr. Spitters said. "The ability to get information into and out of computer systems has not kept pace with the computer's ability to digest information. The 1603 is a positive step toward improved system output."

Microfilm offers substantial savings in storage and handling in comparison to paper, the usual computer output medium. The 1603's printout rate is *ten thousand* 132-character lines per minute, (nearly ten times the speed of present line printers) with about two percent of paper's bulk.

The Company expects its sales of the printer in the next twelve months to surpass all other Memorex new products in a like period. Marketing directly to users will begin immediately with initial deliveries planned for the first quarter of 1970.

The striking difference in cost between the 1603 and other microfilm printers is possible primarily because

of two innovations. First, the 1603, through its own built-in control unit, provides direct interface with the IBM data channel. This eliminates the need for duplicate equipment functions. Secondly, the 1603 uses a unique application of fiber optics for converting digital signals to alphanumeric characters. The entire fiber optics assembly is aligned and sealed here. It never needs adjustment.

The 1603 also has plug-to-plug compatibility with IBM System/360, Models 25 and above. It operates as a standard IBM peripheral device accepting input directly from the computer or magnetic memories without having to be processed through intermediate storage. Its use requires no hardware modifications or changes in software systems.

Image Products Corporation, a subsidiary of the Equipment Division, developed the original concept. The Equipment Division will offer a complete system which includes not only the printer but also a line of processors, viewers, viewer/printers and duplicators. The Supplies Division will support this total system by providing master print films, copy films and processing chemicals specifically formulated for the new microfilm system. Financial institutions, insurance companies, manufacturers, utilities, and governmental agencies are among the potential users of 1603.



DON ORSBORN (foreground) takes out from his presentation to answer questions about the 1603.



THE PROTECTIVE cover of the printer slides away to reveal some of the machinery. The white disc is a reel of microfilm.



PROFIT SHARING POINTERS

By RON CASENTINI



If you are a regular reader of this column, you will probably notice that the byline is different this month. John Morse, whose name captioned this section of Intercom for many issues, is now Director of Finance and Administration for a new product group and I have succeeded him as Profit Sharing Administrator.

Since arriving on the Memorex scene several weeks ago, I have had the chance to meet some of you in connection with Profit Sharing. In the future, I hope you will continue to feel free to call my office whenever you have questions about the Plan. If we cannot furnish you with an answer immediately, we will get one for you as soon as possible.

Coming to Memorex and this job has brought with it some pleasant "firsts." One occurred this September 30 when 127 Memorex employees became the first group to be 100% vested in the Profit Sharing Plan. Quite an honor for them—especially when we see that in those five years of vesting annual sales have grown from \$13.1 million to \$58.3 million last year, and profits from \$1.3 million to \$4.9 million last year. Because of this growth, the 127 "Profit Sharers" are now fully vested in more than \$660,000. Averaging this out among them, each would have credit to his account an amount somewhat less than \$5,200. Not bad for five years!

From my own standpoint, this little bit of arithmetic proves that Profit Sharing can make a big difference in my future financial needs. Of course, what has happened in the last five years does not really have much effect on my stake in Profit Sharing since I am a newcomer here. But I am very interested in what we do for the next five years and after that to keep profitability high. I am going to do my best to increase that \$5,000 average—I hope you do too!



MARV CURTIS recently collected his prize for winning the 1969 Profit Sharing Point Value Contest, taking his family on a vacation to Disneyland. Also on the trip was a new member to the Curtis family, Ernesto Fensterseifer, who is living with them while attending his senior year at Saratoga High School. Ernesto (on the left) is taking part in the International Christian Youth Exchange. He's a citizen of Brazil and comes from the town of Panambi, in the southern portion of the country. Pictured with him are Mrs. Curtis (Lynn), and Jim and John Curtis.

Photo by Marv Curtis

Annual Report Rated First in Its Class

Memorex has received a first place award for "the most informative stockholder annual report" in the Electronics Industry—Sales Under \$100 Million—category of the 1969 Annual Report Survey, sponsored by Financial World, the nation's oldest business and financial weekly.

The bronze Oscar - of - Industry trophy symbolic of our company's achievement will be presented to Company President Larry Spitters at an awards dinner October 22, in New York.

Congressman Barry Goldwater, Jr., Representative from California's 27th Congressional District, will be keynote speaker at the dinner.

More than 1,200 business, industrial and financial leaders from throughout the United States and Canada are expected to watch as Memorex and winners from other classifications are presented with their awards.

Howard Sherman, director of the Annual Report Survey, said in a letter to Corporate Treasurer Gordon Sheppard, "As the one who has primary responsibility for publication of your corporation's Annual Report, you have every reason to take pride in its selection as an award winner."

Free Aid Offered For Safety Glass Fitting Problems

Employees who have problems with the fitting of their safety glasses will receive free assistance in the Santa Clara plant Dispensary on the third Wednesday of every month.

Senior Nurse Jean French reports that a representative from the Franklin Optical Company will be in the Dispensary on those days between 3 p.m. and 4 p.m.

If you can't visit the Dispensary on those days or at the specified time, call the Medical Department, Ext. 306, to make other arrangements. If you need prescription safety glasses see Jean, or Mary Smith in the Dispensary.

Savings and Investment Plan Sign-Ups Begin This Month

By Ron Casentini

As reported in last month's Intercom, October marks the kickoff of the Memorex Savings and Investment Plan. The Plan is scheduled to start January 1, 1970, subject to Federal government agency approval. A delay in obtaining this approval causes us to reschedule the start of the sign-up period and information meetings for the last week of October.

At the meetings, for which you will receive advance notice, there will be a comprehensive review of the Plan's features. In addition, if some parts of the Plan raise questions, an Executive Committee member will be on hand to field them.

You should start thinking about your participation in the Plan now. One of your decisions will concern how much money you may want to contribute every pay period. This really boils down to how much you are able to invest without upsetting your personal budget. Drawn up, the Plan will give you the chance to invest either 2%, 3%, 4%, or 5% of your "normal base compensation" (defined the same as for Profit Sharing).

Keep in mind that the percentage applied to your earnings before regular deductions like federal income tax, social security and disability insurance are withheld. It is a good idea

to sit down with pencil and paper, and play around with some figures. For instance, an employee earning \$700 a month who chooses the 5% contribution will find that \$17.50 will be deducted from each paycheck. Remember, this Plan is intended to help you save over a long time span, so give this careful consideration.

Another equally important choice to be made is the type of investment you want. There are three:

1. All (100%) Memorex stock
2. All (100%) U.S. Government securities, or
3. 50% Memorex stock and 50% U.S. Government securities

The contribution from the Company—which will put up one dollar for every two of yours—will be invested entirely in Memorex stock regardless where your own funds are directed.

There is much to talk about when weighing the pro's and con's of each of the above choices. Basically you should consider the comparative risks between government securities and stock. Historically, prices of government securities have not shown the wide up and down fluctuations characteristic of some stocks. Changes in the economy and industry often have a significant effect on security prices. So, keep in mind that this Plan is a means of investment, not guaranteed savings.

Having discussed in the last few paragraphs the various ways you will be able to participate, we might again review why the Plan is being established. Of course, we all understand that this is another important benefit. But, how? The Plan is designed to help you begin a long-term savings and investment program through regular contributions to the Plan Trust. This, together with your part in the Profit Sharing Plan, could provide you with a valuable source of funds for retirement.

Also in conjunction with the Profit Sharing Plan, we have become aware that each of us directly influences the future success of Memorex.

The Savings and Investment Plan intends to reinforce that awareness with employee ownership of Company stock. In the past, many Memorex employees have wanted to purchase stock, but have held back because the price of a share was out of reach. This Plan can help overcome that problem. Your regular contributions when directed to stock investments will go to systematic purchase of whole or fractional shares. For example, if your contribution every payday covers only a fraction of the cost of one Memorex share, then over several pay periods you could expect to have a full share credited to your account.

Newman Passes "Go" Collects \$100 Twice

Dr. John Newman passed go and collected \$100 each for two papers recently published in trade magazines. "Go" for John meant completion of doctoral work in Electrical Engineering at the University of Santa Clara last December. The thesis and original work in Magnetism were the basis for the papers which describe his work.

The first paper, "Motions of a Magnetic Particle in a Viscous Medium," (same title as the thesis) was mainly concerned with the theoretical experimental investigation of the motion of magnetic particles. Understanding the mechanics of this motion can be applied to determining their orientation or "lining-up" of magnetic particles which are suspended and stay lined-up to create a signal level output—a valuable feature of all recording tapes.

The first paper of John's to appear



JOHN NEWMAN (center) receives checks totaling \$200 from Eric Daniel, representing the company Technical Publications Committee. Looking on is Don Gaubatz (right).

on this subject was printed in the Journal of Applied Physics (Vol. 39, No. 12) last November. A second paper, "Theory of the Motions of a Fine Magnetic Particle in a Newtonian Fluid," appears in the September issue of the IEEE Transactions on Magnetism (Vol. Mag. 5, No. 3). This particular paper was also presented to Inter-

(International Magnetism Conference) in Amsterdam, Holland in April.

John by no means limits himself to this one field although he has begun to prepare a third paper. He also teaches a class in Network Analysis at SCU, and considers electronics one of his hobbies. If there's time left over, he spends it behind a camera or in the cockpit of a plane with his family.

Memorex People On the Move



KUELLMER



HIEGEL



RENNE



TORRES



SCHLINKE



GEISER



MANFREDI



NAUMANN

Roye Geiser, regional sales manager, announces that **Arnold Schlinke** has been promoted to district manager of the following areas: Shreveport, Louisiana; San Antonio and Houston, Texas.

Arnold joined Memorex in October of 1966, opening the Houston office. In a memo to all salesmen, Roye wrote, "Arnold has contributed significantly to the growth of our business in his region. We look forward with confidence to his continued contributions to the growth of Memorex."

Technical Staff Vice President **Stan Meyer** welcomes **Vern Kuellmer** as assistant to the vice president, Technical Staff.

Vern has been with Memorex for seven years, and was one of our first sales engineers. He has been central region sales manager since 1965.

Vern will primarily be responsible for strengthening the liaison between the Technical Staff and the marketplace, especially for the current product development programs in both the media and equipment areas.

Bill Hiegel, former manager of Purchasing, is now administrative assistant to **Tully Bryant**, director of Materiel.

Over the three years that he has been purchasing manager, Bill has headed the Purchasing Program to reduce Memorex costs on purchased materials and provided effective leadership for the department.

Taking Bill's place as purchasing manager is **Ron Nickbarg**, who brings

19 years of purchasing experience to Memorex. Ron was most recently employed with the Jet Propulsion Laboratory in Pasadena, California.

Gordon Rieske has been promoted to manager of Internal Auditing, replacing **Tom Hamilton**, who was also promoted to controller of the Equipment Division.

Gordon has served for the past eight months as senior auditor on the Corporate Auditing Staff. He is a graduate of the University of Wisconsin and a C. P. A.

Richard Renne has been appointed general manager of Memorex Pacific Corporation in Tokyo and the Far East, announces **John Kramer**, vice president of International Operations.

Richard comes to Memorex from Control Data Corporation, where he spent almost five years as general manager of Control Data Far East, located in Tokyo.

Paul Gamache is the new manager of Cost Accounting in the Equipment Division, and will report to **Tom Hamilton**. Paul comes to our company from IBM in Poughkeepsie, New York, where he managed a large cost department.

Larry Wilson, director of Manufacturing in the Equipment Division, reports that **Neil Jacobs** will be the new director of Material Control. Neil will report to Larry, and be responsible for all aspects of Material Control for Equipment Division Manufacturing.

Neil is a graduate of Portland, with a degree in Engineering, and he holds an MBA from Santa Clara University. He comes to Memorex from IBM.

Lauro Torres has been promoted from chemist to manager of Media Evaluation. Lauro came to the company in August of 1967, and most recently was acting manager in the same area.

Klaus Naumann has transferred into the Consumer Products Organization, and his title has changed from manager of Audio Product Development to manager of Product Evaluation.

Klaus was born and raised in West Germany. In 1966, he joined the Magnetic Tape Division of Badische Anilin & Soda-Fabrik (BASF), in Ludwigshafen, West Germany. And between 1967 and his employment with Memorex, he was assigned to BASF Computron, Inc., in Bedford, Massachusetts.

Manuel Manfredi has moved from field service engineer to technical manager in the International Division. He joined the company in early 1968 after more than three years at DPA, Inc., where he served in a number of management positions.

Manuel has also worked for Management Assistance, Inc. and IBM World Trade Corporation, in Buenos Aires, Argentina (where he was born).

William Dwyer has been in the Memorex sales organization since January of 1967, and he has just been promoted to district manager, working out of the Boston office.

He has a B.S. in business administration from Merrimack College in Massachusetts, and was formerly employed with Burrough's Corporation.



RIESKE



GAMACHE



DWYER



JACOBS

More promotions for the months of August, September and October are: **Jerry Jenkinson**, coating operator to process test technician; **Nicholas Boche**, sales representative to sales engineer; **Judy (Kirk) Moss**, secretary to executive secretary for **Jim McHabb**, vice president of Sales; **Lucy Ballard**, finishing operator to silkscreen operator; **Victor Winebrenner**, engineer to supervisor of Disc Pack Test and Inspection; **Jack Monahan**, associate engineer to senior applications engineer.

Dan Simons, sales service specialist to pricing administration; **Reason Guillevin**, surface treater operator to slitter operator; **Carol Roland**, library clerk to library assistant; **Frank Davis**, senior chemical technician to technical associate; **Bernita Peck**, secretary to executive secretary for **John Kramer**, vice president of International; **Ed Smith**, senior sales service specialist to communications contract administrator; **Mike Hopkins**, electronics technician to sales service specialist.

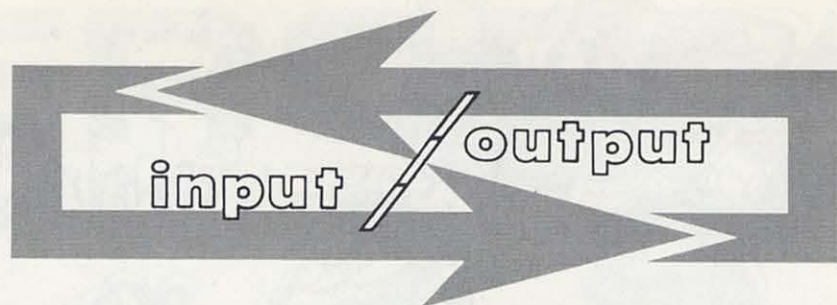
Phil Quigley, technical recruiter to supervisor of Professional Employment; **Devo Katsilometes**, secretary to executive secretary for **Dave Elliott**, vice president of Administration; **Wayne Miller**, associate engineer to engineer; **Gordon McClenaghan**, technician to technical associate; **Paul Ward**, industrial engineer to supervisor, Plant Industrial Engineering; **Bill Pogach**, sales representative to sales engineer.

Jackie Deal, secretary to executive secretary for **Gordon MacBeth**, vice president of Media Research and Development; **Harold Johnston**, associate engineer to engineer; **Robert**, electromechanical maintenance technician to foreman; **Timm Carpen**, junior engineer to foreman.

Eugene Holthouser, surface treater operator; **Jerry Smets**, coating operator to inventory control clerk; **Marisa Balber**, production clerk to counting clerk; **Dave Senif**, junior assistant to property accountant; **Kantz**, sales service specialist to supervisor of Video Sales Service.

Carman, senior sales service specialist to supervisor of Digital Sales Service; **Bruce Bowman**, sales service specialist to supervisor of Customer Service; **John Newman**, engineer to research physicist; **William Skala**, sales representative to sales engineer.

Gerald Newton, project leader to project leader in Engineering; **Howard**, customer engineer to field engineer; **Larry Corrigan**, sales representative to training specialist.



INPUT/OUTPUT is an anonymous channel for employee questions, comments, complaints, or suggestions. INPUT/OUTPUT forms and locked boxes in which to put them are located throughout Memorex. Forms are collected by Employee Relations Supervisor Bill Ramsay, who then forwards the forms to top management for answers. Bill is the only person who ever sees the names of employees who submit INPUT/OUTPUTs and this is only so he can mail the answers to their homes. INPUT/OUTPUTs of general interest are selected for publication, unless the author requests otherwise.

WHY WON'T MEMOREX GUARANTEE THAT A PERSON WILL RECEIVE THE SAME POSITION SHE HELD BEFORE TAKING A MATERNITY LEAVE?

Whenever an employee is placed on a Maternity Leave of Absence, we normally submit an employment requisition to replace her. This is done because the person will usually be gone for an extended period of time, and it's essential that her job be done while she is away.

Because we have to replace each person who goes on a Maternity Leave or Leave of Absence, we cannot guarantee the returning employee a job at the exact time he or she is able to report for work. Therefore, it is our practice to consider such an employee for the first suitable or comparable job for which he or she is qualified.

WHY ISN'T IT POSSIBLE TO HAVE TWO SEPARATE CHRISTMAS PARTIES—ONE FOR PRODUCTION AND ONE FOR ADMINISTRATIVE PERSONNEL?

This question is brought up and the feasibility reviewed every time the MAG Board of Directors begins planning for the coming year's Christmas dance. Having two parties would increase the cost to MAG due to certain duplication of expenditures. This additional spending would curtail other functions due to the lack of funds. If the cost of the two parties were held to that of one, a degradation of the quality would be unavoidable.

The MAG Board, not wanting to discontinue any activity and wanting to uphold the high quality level of the past, elected to have a single party. This one party offers the opportunity for everyone to meet people from all phases of Memorex operations.

Liege Plant Now Assembling Disc Packs

Start-up of the Liege, Belgium, tape plant has progressed so well that the plant has expanded to include the assembly of Mark I disc packs.

By January of 1970, the Belgium plant should begin assembly of the larger Mark VI packs, as well. At the present time, Liege does not coat its own tapes or discs. Instead, coated and surface treated jumbos are shipped from Santa Clara by sea, and coated discs are flown from Santa Clara.

Phil Gahr, the project manager for Belgium disc pack assembly, explains that disc packs finished in Belgium will be used to supply Memorex customers throughout Europe. He adds that disc pack production in Santa

Clara will not be affected by the expansion in Belgium.

Roger Tregear is in charge of implementing the disc pack assembly program. He and Phil have been assisted by numerous people in the company, including John Cusimano, who is responsible for quality control aspects; Ernie Bostetter, who handled requirements for packaging and shipping; Jose Marquet, supervisor of disc pack operations in Liege; and George Lux, who did much of the original equipment design and purchasing.

It's interesting to note that the plant was officially dedicated only four months ago, on June 11, and the clean room has already been enlarged to accommodate disc pack assembly.

There are presently about 250 employees in Belgium, and that number is growing constantly. Only three or four of the 250 are from Santa Clara.

ist, Digital Products; **Robert Hazlett**, sales engineer to training specialist, Video Products; **John Cusimano**, QC auditor to QC engineer.



MAG has proposed a Scholarship Program that would establish a means of giving financial assistance for higher education to children of MAG members. Since the new program will require an amendment to the MAG Constitution, two-thirds of the voting membership will have to approve the plan before it goes into effect. Balloting will begin October 15th and continue through the 31st.

Under the proposed system, a scholarship of \$1,000 will be awarded each year and be placed in a trust fund for the recipient and given at the rate of \$250 per year for four years. A significant factor in the program is that the award will be based primarily on the financial need of the applicant.

Eligibility: All sons and daughters of MAG members who have been in MAG for one year would be eligible to compete for the scholarships. Eligible member's children can be the member's own child, step-child, legally adopted child, and all other children who are:

- 1) Solely dependent upon the member for support and maintenance, and
- 2) Permanently residing in the household of which the member is head, and
- 3) Living with the member in a regular parent-child relationship.

To be eligible for the MAG scholarship, the member's child must submit an application for the scholarship in the calendar year preceding completion of secondary school.

Selection: The applicant must present proof that he or she is qualified for admission to the trade school, Junior College, State College or University of his own choice. Three letters must also be submitted, two from High School teachers and one from a counselor, evaluating the applicant's character, leadership, work habits, grades, and range of interests.

The final selection will be made by the Scholarship Selection Committee made up of five members including three past presidents of MAG, one Memorex Corporation official, and one representative from the field of education outside of Memorex Corporation.

This committee will then select a winner on the basis of need for financial assistance, a personal interview with the applicants, high school teachers' evaluations, and scholastic achievement.

Application forms are available to MAG members in the Personnel Offices.

RETURN REQUESTED

MEMOREX INTERCOM
Memorex Corporation
Santa Clara, Calif. 95050

FIRST CLASS MAIL