



MEMOREX

INTERCOM

VOL. 4, NO. 4

APRIL, 1967



Admiring the posters advertising the April 29 MAG Spring Dance are, from left, Sue Dunn, Personnel Department; Pat Kostelnik, Personnel; and Maria Rascon, from Accounting. The two beautifully done posters are the work of Mrs. Paul Kurth.

Free Tickets Still Being Offered For MAG Dance

Dancers, here's your chance for an evening of fun and fellowship with your friends from work.

Free tickets are still available in the Personnel Lobby for MAG members who plan to attend the Spring Dance, which is little more than a week away.

It will be Saturday, April 29, at the Little New Yorker on Martin Avenue. MAG members and their guests will dance from 9 p.m. to 1 a.m. to the music of Don Jay and his 11 piece orchestra.

Suggested dress is suits or sport coats for the men and cocktail or "dresy dresses" for the ladies.

Dinner will not be served at the dance, but if you're hungry from all the evening's exercise there will be hors d'oeuvres, served free of charge during the evening. Drinks will be sixty cents each.

MAG board members have arranged for the Company to have two large rooms at the Little New Yorker and they say there will be plenty of room for dancing. More than 800 people are expected to attend.

A final reminder — Don't forget your tickets. You can't get in without them.

New Savings, Loan Plan Started For Santa Clara Area Employees

A convenient new service is now available for Memorex employees in the Santa Clara Area.

It is a savings and loan plan that will simplify the process of making savings deposits and getting loans. Savings deposits, loan applications and checking account transactions can now be taken care of without having to ever step foot inside the bank.

You can place money in a savings account by merely filling out the appropriate form, which is obtainable in the Personnel Office. The assigned amount can then be automatically deducted from your paycheck.

This will save you time and will save time for the bank, since the bank also issues the Company paychecks.

Another important advantage of the new banking plan is that loans will be available at preferred interest rates.

Since the loan plan is administered by a bank with assets of more than \$18 billion there is little chance that loan money for qualified applicants will not be available.

This is an advantage over other employee loan plans, which sometimes have to limit the amount of money that is made available for loans, as well as limiting the number of loans that can be made at any time.

Our program provides loans for personal needs, home improvement, and

cars. Up to \$2500 can be borrowed on a personal loan, with 30 months to pay it back. Home improvement loans can be up to \$3500, paid back over 36 months. The amount loaned for cars depends on the car's age and value. There is a \$100 minimum for all types of loans.

The steps for obtaining a loan are quick and easy. First go to Personnel and ask to see the Self Service Loan Portfolio. Choose the type of loan you want. Check the repayment plan and interest rate; then fill out a loan application at your convenience.

You mail the application to the bank. At the same time the Company sends the bank verification that you are an employee.

The fact that you are seeking a loan and all other information pertaining to it are strictly between you and the bank.

There is no time consuming trip to the bank and there is no personal interview.

(Continued on Page 3)

Blood Drive Starts Here Friday, May 12

Roll up your sleeves and follow your friends to the Red Cross tables Friday, May 12. It's time for the Red Cross Blood Drive at Memorex.

Giving blood doesn't take much of your time, but each pint you donate can do a world of good for someone who really needs it.

(Continued on Page 2)



These three ladies from the Personnel Office will gladly answer any questions you may have about the new Banking Program. They are, from left, Jan Bigelow, Karen Callaway and Judy Bonino.



PROFIT SHARING POINTERS

By JOHN MORSE



On Monday, April 10, Memorex telephone service was placed on a QZ Billing System. Through this system all message unit and long distance toll charges can be itemized and attributed to the person and department making the telephone call.

Memorex's monthly telephone bill amounts to almost \$15,000. When an expense reaches the \$150,000 or more mark each year, it represents an area where significant cost savings may be achievable.

The first step in controlling or reducing any cost is to determine for each manager and department head what his share of that cost is. The QZ Billing System will make it possible for Accounting to show all department heads exactly what their telephone costs are each month.

Then analysis of these costs will lead to economies and cost reductions which will increase both profits and Profit Sharing.

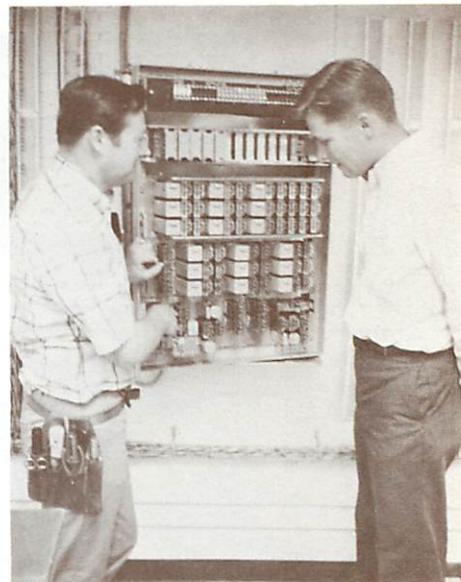
When a number is called outside the

"free call" area, a telephone operator will cut in on the line and ask the Memorex employee placing the call for this QZ number. After giving the QZ number, the call will be connected.

The QZ numbers are confidential and have been assigned to individual employees. These numbers allow Pacific Telephone to itemize their monthly bill.

Jack Helms, Systems and Procedure analyst, researched the problem regarding telephone expenses and recommended the QZ Billing System. Don Minke, Office Services Supervisor, set up the system and put it in action earlier this month. Pacific Telephone Company paid for the cost of installing the system.

Memorex has a cost reduction program underway with a goal of saving \$500,000 in 1967. If this is achieved, it will add \$50,000 to our Profit Sharing for the year. The QZ Billing System is one step forward toward the achievement of this goal.



Mail Engineer Rand Baldinger, right, listens as a telephone man explains the new QZ Billing System. The Company initiated the QZ System to help cut the cost of message unit and long distance phone calls. Individual calls can now be analyzed by each manager and department head.

Red Cross Drive At Company Soon

(Continued from Page 1)

Last November the Company drive netted slightly more than 100 pints. This time we need as much or more blood to meet the nation's growing requirement.

The pint you give will insure every member of your family against the possibility of not being able to get blood should the need arise.

If enough people give on the 12th, all employees and their immediate family members will also be protected.

The Red Cross Blood Program has a big job to do and it needs the help of all of us to be successful. Red Cross supplies nearly 2.5 million units of blood each year to treat the ill and injured.

Take a few minutes to insure your family's safety and the safety of those in your community — give blood.

MEMOREX INTERCOM

Gary Williams
EDITOR
STAFF:
Sara Millar
Susan Dunn
Roger Cook



Memorex President Laurence Spitters, center, signs a \$575,479 check, which is the Company and its subsidiaries' contribution to Profit Sharing for the year ended December 31, 1966. Watching Mr. Spitters are John Morse, Financial Public Relations Man, on the left, and Gordon Shepard, Company Treasurer. The contribution is more than twice as great as last year's.

Stockholders Meet In Lunch Room

The employee center (cafeteria) was the site of the annual stockholders' meeting, Friday, April 21. It began at 2 p.m.

The meet was video taped and will be replayed in the employee center at a later time, so that employees can watch the meeting at break and lunch times.

Margaret Fisher Thanks Friends

Margaret Fisher, who works in the clean room in Hig Tavrow's group, sends thanks to her fellow employees for the many "gracious" cards and gifts she has received.

Mrs. Fisher is in the Santa Clara County Hospital and will probably be there for some time. She has called Carmel Wilton, Company nurse, and says she is getting along well.

Anyone who wishes to write Mrs. Fisher can address their correspondence to Margaret Fisher, Santa Clara County Hospital, 751 South Bascom, San Jose.

New Savings, Loan Plan Offered For Santa Clara Area Employees

(Continued from Page 1)

If your credit references are local you will be mailed the money within 24 hours after the application gets to the bank providing, of course, that your credit is good.

Loan payments are automatically deducted from each paycheck, until they are paid off. This again is a time and accident saving feature of the plan. You don't have to spend time going to the bank to make payments. It saves accidents because you can't forget to make payments, thereby guaranteeing your future line of credit rating.

Money can also be credited to checking accounts through payroll deductions.

The idea to establish some sort of savings and loan plan originated with the MAG Board of Directors some time ago. After a careful study of different types of savings and loan programs it was decided that the one now

offered has the best features for our employees.

The nearly limitless supply of funds, the availability of a nearly limitless number of loans at any one time, the convenience of doing bank business without going to the bank, and other features sold the MAG board on this plan.

It is now in operation for your convenience. All necessary banking forms and applications are available in the Personnel Office between 8 a.m. and 5 p.m. If you have any questions concerning the banking plan please call extension 209.

Security Analysts To Visit Here, Listen To Talks

Approximately 70 security analysts from securities firms throughout the nation will visit the Company Wednesday, May 17.

They will be in San Francisco for the twentieth annual Financial Analysts Federation Conference, which runs May 14-18.

The analysts, most of whom will be from the East Coast, will be greeted at Memorex by Laurence Spitters, Company president, and other Company officers. Then they will tour the plant.

Product line managers will outline current and future applications of our various types of tapes. They will also discuss disc packs and tell some of the plans for marketing our products.

The analysts will listen to brief talks by managers of our three research departments.

Mr. Spitters will probably give a final talk about our long term objectives and corporate strategy.

WEMA Sponsors Bill To Amend State Law

The Western Electronics Manufacturers Association (WEMA) is sponsoring legislation to amend California's restrictive 8-Hour-Law for women workers.

The Association's proposal — one of several being presented to legislators — is being introduced this month. First hearing on the bills should be in late April.

Smokers Warned To Obey Signs For Own Safety

Caution !! Smoking may be hazardous to your health.

This is the warning on cigarette packages which is supposed to save people from ruining their health.

The message also has a great deal of significance for smokers who insist on ignoring "No Smoking" signs around the plant.

Smoking in areas where it is prohibited can lead to fires and accidents, which could cause serious injuries.

One man was seen smoking near where solvents were being unloaded from a truck. If any solvent had spilled he and the men around him wouldn't be around to check on their Profit Sharing Point value.

Chemical research lab, solvent storage and warehouse areas are the most dangerous places for smokers. If you see anyone disregarding the warning signs in these areas don't be afraid to tell them of the danger.

If you're close enough to see someone smoking in a prohibited area the injury you save could be your own.

Revised smoking area regulations have been posted in the plant and a memo is available from Plant Engineering. These notices should answer any questions you may have about smoking regulations.

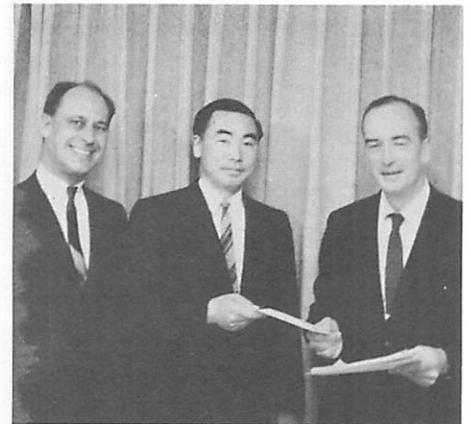
Stevenson Becomes Sales Engineer

Edgar Stevenson has been appointed sales engineer, according to M. George Kulper, Northeast Regional Manager.



Stevenson will service Memorex accounts in lower Manhattan, Brooklyn, Queens and Staten Island, from our Regional Office at 225 Route #46, Totowa, New Jersey.

Prior to joining the Company, Stevenson was employed as a sales trainer with Victor Comptometer Corporation and was also a regional sales manager with TelAutograph Corporation.



Lou Higashi, center, receives his third \$100 check for a patent disclosure in the last two years. This means he has applied to the United States Patent Attorney for a total of three patents during that time. With the Senior Research Chemist are Dr. Peter Wyman, left, Manager of Chemical Research, and Eric Daniel, Research Director. Lou's latest award is for a disc pack coating formulation. The other two were for a heat resistant tape coating and a polyurethane coating.

❖ Easter Egg Hunt Enjoyned By About 600 Children ❖



Questions, Answers About Employee Benefits, Rules

(Editor's note: This is the first of a continuing series of articles that will answer many of the commonly asked questions about fringe benefits and company rules. If any of the answers are not clear to you, or if you have any other questions on these two topics please call the Personnel Office at extension 214, or 209 and ask for Karen Callaway.)

I HAVE TO VISIT THE DOCTOR, WILL MY INSURANCE PAY FOR IT?

The reason for your visit determines your coverage. If you go for a real emergency, or as the result of an accident, you are fully covered. Whether or not other types of visits are covered depends on why you go and how many times you go for the same illness. If you go to a Foundation for Medical Care of Santa Clara County doctor more than two times for the same illness you receive full coverage for all visits after the first two. If you don't go to a foundation doctor you are still covered, but only for the amount a foundation doctor would receive. If your doctor charges more than the foundation rate you must pay the difference. This answer applies only to employees and does not include their dependents.

ARE MY CHILDREN'S DOCTOR VISITS COVERED BY THE MEDICAL PLAN?

Yes and no. The major medical plan provides \$100 deductible insurance for dependents of employees. You can use your insurance if the bills for each dependent total more than \$100 during the same year. You should retain all bills for doctor visits and prescriptions for each dependent so you can show proof of your expenditures. The plan pays 80% of expenses for doctor visits and prescriptions after \$100 has been spent. Dependents are fully covered if the visit is the result of an accident or is a real emergency.

HOSPITAL ROOM RATES HAVE RECENTLY GONE WAY UP. HAS MEMOREX DONE ANYTHING TO ADJUST FOR THIS?

As of January 1 we have increased our hospital daily rate for room and board from \$30 to \$50. This applies to employees and their dependents.

IS THE INSURANCE PLAN USED MUCH EACH YEAR?

It sure is. Last year's claims amounted to nearly \$160,000. Nearly \$50,000 has been paid out to employees and their dependents during the first 3 months of this year.

Employee Spotlight Shines on Ev Jensen One of Swing Shift's "Friendly People"

After a brief absence the employee spotlight returns to illuminate swing shifter Ev Jensen, who is a friendly and popular video rewind operator.

Ev was born in Virginia, Minnesota, not far from Minneapolis. She spent her girlhood there and graduated from Virginia Roosevelt High School.

Ev's graduation gift from her family was a trip to Culver City, in Southern

California. She stayed with her aunt and uncle for a while, then decided to make the Golden State her permanent home.

Ev and her husband, Arthur, have two children: their 24-year-old son, who is also named Arthur, and 18-year-old Christie.

The younger Arthur is attending San Jose State, studying architecture and electronics. Christie is also a student.

The Jensens moved to San Jose 5 years ago. Ev joined Memorex in February of 1963. She worked as a packager for a year, then became a rewind operator.

Ev works the swing shift, but when she's not at Memorex she likes to put her time to good use. She and her husband are both active hobbyists.

They were members of the Swing Shift Bowling League for 3 years in a row. During that time Arthur won a high game trophy and a trophy for rolling a 200 plus game. In 1964 their squad won the team trophy.

One of the family's favorite hobbies, says Ev, is buying and renovating houses. They then resell the houses—hopefully at a profit.

Husband Arthur is handy with tools and Ev likes to decorate, so this unusual hobby blends in well with their interests.

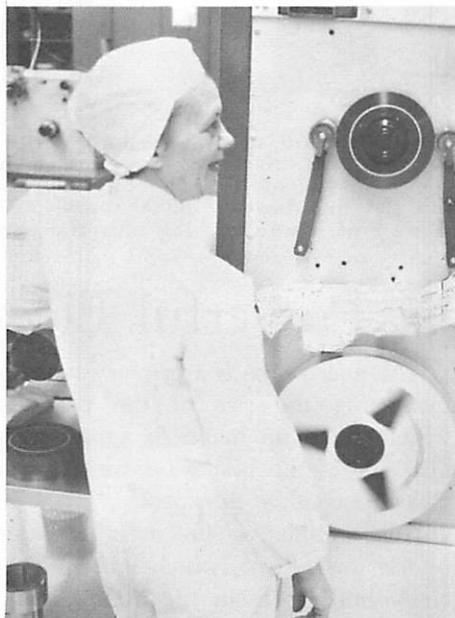
Another business venture found Ev and Arthur the owners of a small variety store in Cupertino. They have since sold the store.

Ev is an avid reader. She says the country would be better off if more people, particularly the young ones, read more.

She has also found time to work as an assistant Brownie leader and later as an assistant Girl Scout leader.

Ev reports that she likes working at Memorex. She has seen much change since she has been here and says she looks forward to the future with a great deal of interest.

By ROGER WILSON COOK

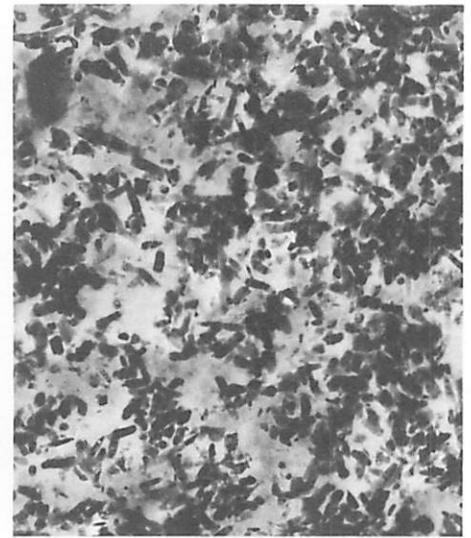
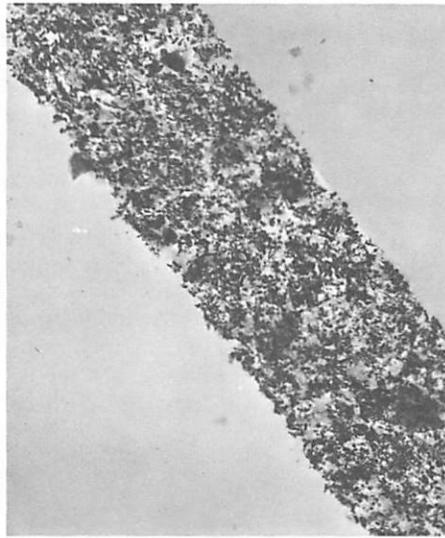
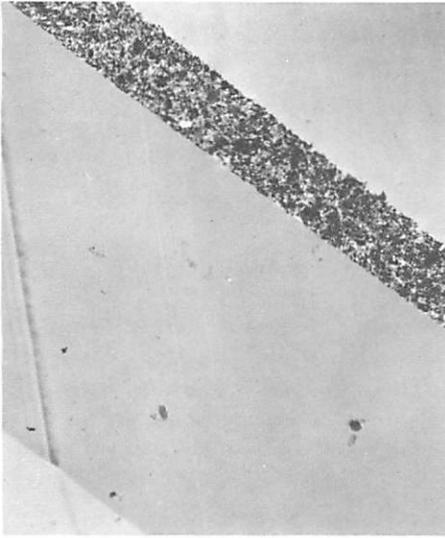


EV JENSEN



John Morse, Financial Public Relations Man, shows Mary Madigan, secretary to Treasurer Gordon Shepard, the award he received from the United Shareowners of America. The honor was for his and the Company's efforts toward "improving management-shareholder relations."

**THE RED CROSS
BLOOD DRIVE
NEEDS YOU!**



Pictured above are three side views showing the thickness of the same layer of magnetic tape. They were taken at different levels of magnification by the new electron microscope. The tape is at about a 45° angle in the first two pictures. It is encased in a small cylindrical piece of plastic

to make it easier to handle. The darkest part of each picture is the coating; the bottom part is the base. The first picture shows a 2000 power magnification. The second is magnified 6,000 times. And the third is magnified 20,000 times, showing only the particles which make up the coating.

Memorex Buys New, Powerful Electron Microscope

Memorex has become the proud possessor of one of the newest and most powerful types of electron microscopes in the United States.

The microscope, made by Siemens in Berlin, West Germany, is the first of its type on the West Coast and only the fourth in the country.

Its \$75,000 price tag will be more than repayed by the important role it will play in the development of new and better products.

The electron microscope's main uses will be to look at magnetic particles, cross sections and surface replicas of magnetic tapes.

The microscope has a direct magnification of up to 160,000 times. This would be equivalent to taking an ordinary dime, which is about 3/64ths of an inch thick, and increasing its size so that it is about 1/8th of a mile thick, or approximately the distance from Shulman to the railroad tracks behind the Company.

The Siemens Elmiskop 1A-125, as the microscope is officially known, has a number of advantages. It allows materials to be observed and photographed while being subjected to temperature changes.

It also can be used to observe materials as they are subjected to a stress, while in the microscope.

The microscope is a primary tool for measuring the size of the particles which make up magnetic tapes. It is also one of the best ways we have to measure coating thickness.

Don Stellman is the main operator of the instrument, which is in a specially built room in the Micrographic Lab.

From a chair at the microscope Don can control its entire operation, including photography and room lighting.

In a room next to the new instrument is the Akashi TR50, a 30,000

power electron microscope, which has been in use for nearly 5 years. However, it normally is not used to magnify objects more than 10,000 times.

A dark room is next to the Akashi microscope. There photos can be developed, printed and enlarged to as much as 10 times their size, though 5 times is normally as much as they are enlarged.

The new microscope and enlarger together can magnify a particle up to 1,600,000 times. That dime we mentioned before would be more than a mile thick, according to rough and hurried calculations by Don Gaubatz, Physical Research Department Manager.

The electron microscopes are extremely complex and delicate instruments. In order to get full use out of them they require several pieces of supporting instruments.

One such piece of equipment is the Ultramicrotome, which is used to cut and prepare tiny pieces of magnetic tape for study in the microscope.

A small piece of tape is cast in plastic, then mounted on an arm of the Ultramicrotome. Then the arm moves up or down to force the tape sample against a diamond knife. Cuts as small as one or two micro inches can be made.



Only Clumsy Drivers Make Tire-Torturing Sounds

Our four-wheeled life is punctuated by "squeel" and "skreee" and "shriiil"—tire-torturing sounds of cars being started, stopped and cornered with amateur clumsiness.

Any tire—whether premium or third-line—wails a high-pitched death-song when it is being murdered in its prime. There are the sounds of "squealing out," or of "laying a patch." There are the sounds of the mind-wandering motorist in a desperate stop. There are the sounds of the stare-down-the-center-line driver, swerving from danger that he should have seen seconds sooner, and avoided by non-frantic, non-tire-screeching action. All of these are *sounds of stupidity*.

If a driver has proper air pressure in his tires and proper brain pressure in his mental combustion system, he will probably never have cause to generate the tread-obliterating shriek. A real pro will claim that if your behind-the-wheel performance has invoked just one full-volume tire-scream in the last

five years, you are an inexpert driver! Defensive, smooth, silent-tired driving is what separates the men from the boys.

The sounds of stupidity mean that countless dollars and countless miles of travel are dissolving away into rubbery scorches on the concrete. They mean that many clumsy motorists are blundering through our daily traffic. They mean that many immature and imperceptive drivers should be unharnessed from their horsepower.

Let's spread an attitude around! Let's come to hear the tire-squeal as the verbal drooling of the moronic motorist; as the squeaks and squalls of driver-in-diapers performance; as the soprano scream of the deficient and the maladjusted.

Let's come to see the tire-burn on the pavement as the scuff-mark of the stumble-bum driver; as the black minus sign that signifies the vacant mind; as the pathetically unimaginative attempt by the juvenile to make some kind of mark in the world.

Let's equate the rubber-shedding screech with the crudest of social errors: with the burp that explodes the silence just when the bride is expected to say, "I do"; with the upward-spiraling snore that trespasses upon the sermon's climactic pause.

Let's look upon the tires-in-agony yelp as the most amateurish of bloopers: like the dropping of the perfect pass in the end zone . . . the bobbled infield popup . . . the flubbed four-inch putt . . . the sprawling belly-flop . . . the gutter-ball . . . the muffed setup shot . . . the double-fault at match point.

Let's detect the other sounds that are mingled with the tread-destroying quaver: the clatter of the scatter-brain . . . the guffaw of the rude-and-crude . . . the shrilling of the undisciplined and the irresponsible . . . the stumbling shuffle of the eternal bench-warmer . . . the sired warning that a non-thinking, non-skilled driver is within striking distance.

If we succeed in getting "squeel" and "skreee" and "shriiil" universally interpreted as symbols of four-thumb-ed, fourth-class, fourth-witted performance behind the wheel, it will help add quietude to our world, professionalism to our driving, abundant mileage to our tire life . . . and to human life!



Pictured at the National Association of Broadcasters Convention in Chicago the first of this month are Skip Higdon, St. Louis Representative, seated at left with a customer; Keith Reynolds, from Santa Clara; a potential customer; and Bruce Gilloway, Washington Representative, facing camera on the right. More than 5300 visitors saw our new booth and demonstrations of our new 78V tape. A Company record of 400 inquiry cards were filled out by potential video tape customers.

Santa Clara County Gives Chest X-Rays

Free chest screening X-ray services are being offered in Santa Clara County.

There are three X-ray locations. One is at the San Jose City Health Center, 151 W. Mission St., San Jose. It is open Monday through Friday, from 10-11 a.m. and 4-6 p.m. The unit will be closed on all Civic Center holidays.

Another unit is at Santa Clara County Hospital, on San Jose-Los Gatos Road. It is open Monday through Friday, from 8 a.m.-12 noon and 1-4:30 p.m.

The third unit is the Chestmobile X-ray van. It will be at the Purity Store, on McKinley and Mathilda, Sunnyvale, the third Tuesday of every month. It will be open from 2-6 p.m.

The Chestmobile will be closed during the month of July and on all national holidays.

All minors must be accompanied by a parent or guardian, or must present a signed consent slip for a chest X-ray.

★ ★ ★ MAG SHORTS ★ ★ ★



These are the volleyball champs mentioned in the story below. From left are John Raczynski, Bob Mathews, Tom Koon, Ed Horn and Rosey Jones. Missing are Phil Conley and Kit Weaver. John Brouillet sponsored the team, when MAG lacked money to do so.

VOLLEYBALL

The volleyball team walked off with a league championship in Santa Clara Parks and Recreation Department play.

The squad finished its season with a 5 and 1 record. The single loss was the result of a forfeit. Team members decided to go to softball practice rather than play the final game.

Individual trophies were passed out to the players at work, instead of waiting to do it at the Spring Dance as had been announced.

BOWLING

Summer bowling leagues begin action Friday, May 5 and Wednesday, May 10. Howard Burkhart, extension 244, and Sue Sheely, extension 232 can provide further details.

The Grave-Wings League nears the end of its winter season and it looks like Guys and Dolls will finish first, unless something drastic happens in the last few games.

The team leads second place Tea Totalers by 7 games with a 38-14 record, versus a 31-21. Night Owls have moved up from the middle of the 14 team pack into a tie with Tea Totalers for second place.

Who Knows? ?, Four Ace's and Hard Times are tied for third.

Gary Chambers, who has a 140 average, rolled a 215 game in her last outing, giving her a high handicap game of 256. Virginia Jennings raised her average quite a bit by bowling a 165. Carl Cheadle, who has a 134 average has a high game of 227.

TOASTMASTERS

Dr. H. Brechna, one of the world's leading experts in the field of magnetism and cibernetics, will give a short talk to members of the Toastmasters Club in the near future.

Dr. Brechna will discuss the history and uses of the 2 mile long Stanford Linear Accelerator, which is where he works.

Ward Nolan, club president, will soon announce the exact date of Dr. Brechna's talk to club members. Other interested men can contact Ward at extension 422 for information.

GIRLS' SOFTBALL

Good news girls! There is definitely going to be a softball team for you.

The first and only practice session thus far was encouraging, though only seven girls were there. There is room for 15 girls on the team.

As of yet the starting date for the league has not been set, but it probably won't be until late May or the first of June.

MENS' SOFTBALL

Rain has washed out all but one of the scheduled practice sessions for the men's softball team.

The league starts May 5th. Bob Mathews has the time and place for the game if you would like to watch the action.

The team is not completely filled out yet, but some of the prospective members are Kit Weaver, Jim Ferreira, Rosey Jones, Billy Joe Artery, Tully Bryant, Bob Larsen and Triny Fabela.



DIVOTEERS

The Divoteers Golf Club has invited Warren "Tex" Smith, a member of the P.G.A. and professional golfer for more than 20 years, to show an hour long film on the fundamentals of golf Thursday, April 27.

The film will be shown at 7 p.m., probably in the Quality Control Production Training Room. If there are too many people for the size of the room the meeting will be moved to a more suitable place. To avoid last minute confusion, Don Horn asks that those who would like to attend call and tell him they're coming.

Tex is regarded by many as one of the top 7 golfers in the Northwest and has won 2 state open championships.

If enough people attend the film, which covers such things as golf stance, basic motions and rules, the club may be able to arrange for group rates for instruction with Tex. Details will be discussed after the film.

GOLFING RESULTS

Mitsuru Okamoto shot a net 68 to finish first in the First Flight at the Sunday, April 16, tournament at Riverside Golf Course.

Kit Weaver carded a 75 to come in second. Ben Kimura finished a close third, with a 76.

Winner of the Second Flight was Paul Spetoskey, who had a 79. Ray Kodres was one behind Paul, with an 80. And only one behind Ray was Dennis Maruyama, who shot an 81.

This was the second tournament of the new year. The next one will be Saturday, May 20 at Oak Ridge. It will start at 6:45 a.m.

Ben Kimura and Willie Opp tied for first at the initial tourney of the new year. They played off the tie at Riverside and Ben won by three strokes, 76 to 79.



Paul Waterman displays his whopper, caught on the recent MAG fishing trip.