



MEMOREX

# INTERCOM

VOL. 4, NO. 8

AUGUST, 1967

## Peripheral Systems Products Announced



Bob Brumbaugh, President; Dale Hill

Slightly more than a year ago seven Memorex employees left the Santa Clara plant and moved into a Mountain View warehouse. Their job was to research, design and build products that would allow Memorex to branch out and enter the computer peripheral equipment industry.

The company they formed is named Peripheral Systems Corporation and it is a subsidiary of Memorex. Memorex Treasurer Gordon Sheppard explains "Peripheral Systems was set up as a separate company to permit its people to concentrate all their efforts on the new task."

The entire project has been kept so quiet until now that only a few people have even known what they were working on. Mr. Sheppard says Peripheral Systems existence was not announced earlier because part of the new Company's success depended on

getting a good technological jump on its competitors.

Dave Duncan, Peripheral's Marketing Administration Manager credits this secrecy with allowing Peripheral to gain the technological advantage it now holds. He also says the fact that everyone in the new Company was concentrating 100% on the one project had the effect of giving the employees a family spirit that enabled them to produce an extremely complex, high quality product in a relatively short period of time.

Curiosity has been running high among our employees and especially among our competitors as to what the people at Peripheral Systems were doing behind their closed doors.

A newly printed sales brochure describes the product as "The Memorex 630 Series OEM Disc Drive" and says it is the result of an extensive program to develop an all-new disc storage drive unit for today's advanced computer systems."

(Continued on Page 4)

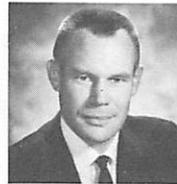


Memorex 630 Series OEM Disc Drive



## PROFIT SHARING POINTERS

By JOHN MORSE



## Smith New Manager of Personnel Admin.

Don Smith has been hired to the position of Manager, Personnel Administration, announces Jack Shannahan, Industrial Relations Manager.

### PROFIT SHARERS AT WORK

Jim Keenan and Bill Enochs work hard at their jobs, and they make substantial contributions to Memorex profits and Profit Sharing. As rate analysts in the Traffic Department, they are responsible for routing all out-bound shipments of Memorex precision magnetic tape to our customers.

Upon receipt of an order, Marketing gives a delivery date to the customer. Then Production Control confirms that the product will be in inventory two days before the delivery date to the customer. Bill and Jim have 48 hours to ship the order from inventory to the customer's hands anywhere in the United States.

Because of the delivery requirements and because there are temperature control requirements for all shipments, Bill and Jim route the majority of shipments by air freight. However, routing shipments is just the beginning of their efforts. To reduce shipping costs and increase profits, they audit all shipping invoices, seek out alternate and less expensive methods of shipment and coordinate their efforts with Marketing and Production Control to make shipments by deferred air freight or surface truck when schedules permit.

Auditing involves checking all shipping invoices billed to the Company to make certain that the rates and charges are correct. Jim and Bill audit all inbound and outbound invoices against the tariff rates and their log of inbound and outbound orders. They also audit the invoices of district office shipments against the possibility of double billings. By discovering and correcting overcharges and double billings by transportation companies, they saved approximately \$12,000 in 1966 and will add considerably more than \$12,000 to 1967 profits.

When delivery dates permit and the product is in inventory, Jim and Bill arrange for shipment by deferred air freight or by temperature-controlled truck. Such shipments can be made at substantially reduced rates and have resulted in cost savings of over \$17,000 in the first six months of this year.

In 1966, traffic cost savings from auditing of freight bills, use of deferred air freight and damage claims amounted to \$23,300. In the first six months of 1967, Bill and Jim have saved Memorex \$25,700. This is a job well done, one that adds not only to Memorex's profits but also to Profit Sharing for all of us.



Jim Keenan works out a traffic problem. Bill Enochs was vacationing when the picture was taken.

## Employees Visit Magic Kingdom

Sunday, July 30, the employees of our three southland subsidiaries, Disc Pack, Comdata and Substrate, will all meet at Disneyland for their first Memorex-sponsored company picnic.

They'll spend the day in the magic kingdom and then regroup for a smorgasbord dinner at the Plaza Inn in the park.

The companies, and no doubt the employees, are hoping everything will go well so they can establish the annual picnic tradition that has become so popular in Santa Clara.

Next month we hope to have some pictures to print of the group at Disneyland, along with those of the Santa Clara people at Frontier Village.



Most of the people at the Santa Clara plant have already met Don indirectly at one of several meetings held recently, including the Champagne party.

His duties will include management development and training; employee benefits and services; and employee relations and personnel policies.

Don comes here from Dymo Industries in Berkeley, where he was Industrial Relations Manager. He has had more than 10 years personnel management and labor relations experience in the electronics industry.

He graduated from Pomona College in Claremont, California, with a degree in economics. After graduation he went into the Army for two years as a Reserve First Lieutenant.

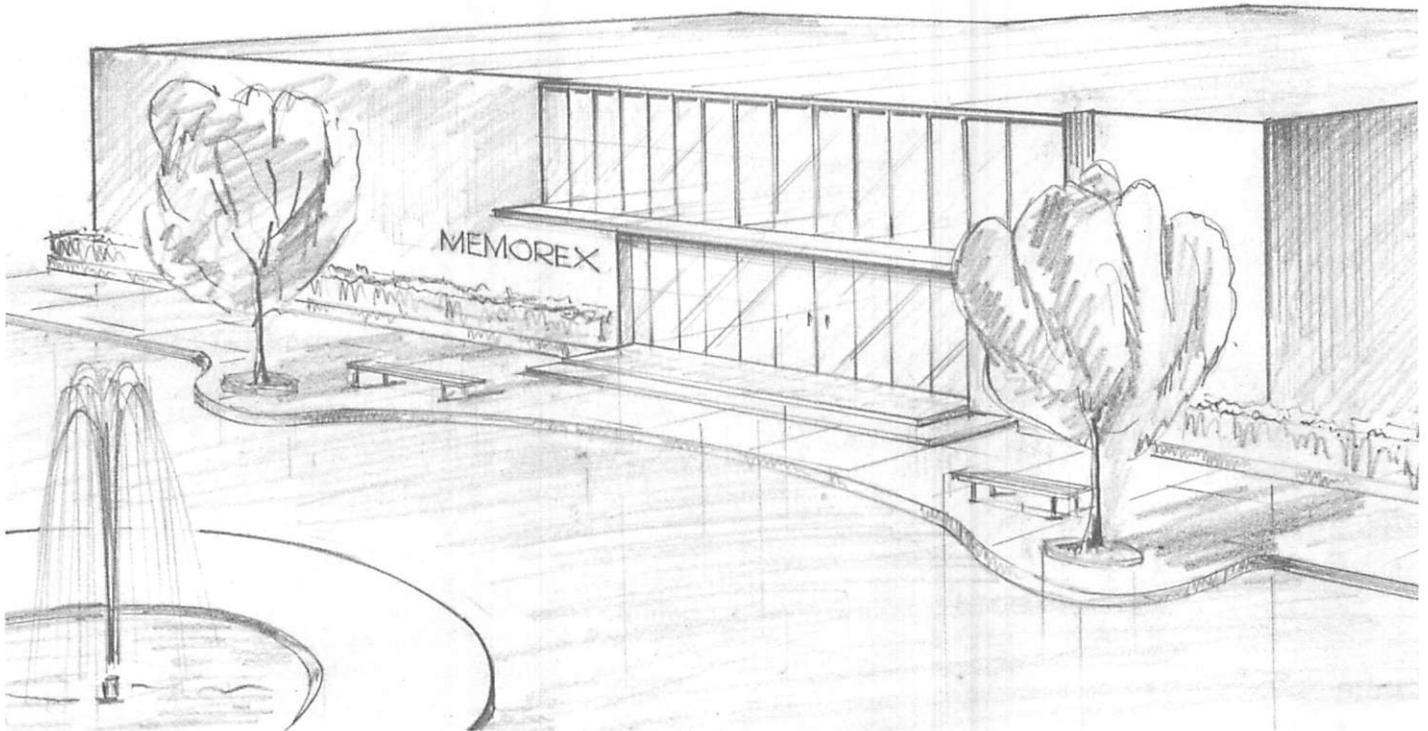
Don is also rapidly becoming an experienced commuter, driving to work every morning from his home in Moraga, nearly 50 miles away.

He and his wife, Lynn, have three boys, David, Mark and Steven. We welcome them and hope they all enjoy being a part of the Memorex family.

## Certification Exhibit Hit of Boston Show

This year Memorex is exhibiting its products in five trade shows that are carefully selected to reach the greatest possible number of potential customers.

The latest show was in Boston from June 20-23. It was sponsored by the International Data Processing Managers Association. Our exhibit stole the show by featuring a live demonstration of actual computer tape certification at 1600 bpi/3200 fci.



Last month we mentioned that the construction work now in progress at the West end of Shulman was for additional production facilities, but we weren't able to say what would be produced.

Present plans call for two buildings, approximately 40,000 square feet in all, most of which will house a Santa Clara Disc Pack plant. The smaller building will be for the facilities main-

tenance groups.

The drawing shown above, done by draftsman Ping Hon Tom, is how the building will look when it is finished. It also shows how Shulman will eventually end in a cul-de-sac, with a fountain in the center.

The Disc Pack building is part of a long range plan to meet the anticipated demand for the packs. This plant will be in addition to the Hawthorne

facilities, where they are now in limited production.

Production in Santa Clara will begin in the first quarter of 1968, when the building is expected to be completed.

The Disc Pack building will initially have a single story, but it is designed so that a second floor can be added when necessary.

## WESCON/67 to Open At S.F. Cow Palace Tuesday, August 22

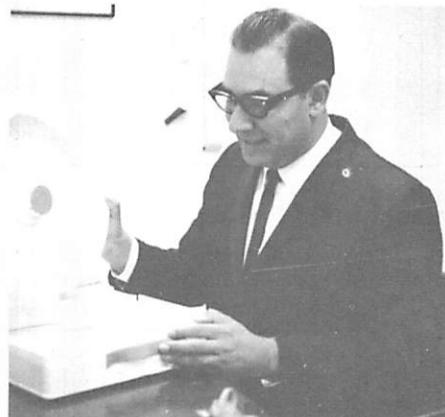
WESCON/67 will open at the Cow Palace in San Francisco Tuesday, August 22 and run through Friday, August 25.

More than 600 companies will display their newest product developments in 1100 exhibits booths. Demonstrations are located in eight interest categories, so that visitors can go directly to areas of immediate interest and make-on-the-spot comparisons of equipment.

A single WESCON registration will be admission to the 20 technical sessions offered during the week. See John Robbins, Industrial Relations, for details, or call Extension 302.

## Conti Named to Succeed Stuart-Williams

Edward A. Conti has been appointed Plant Manager of Disc Pack Corporation, Los Angeles, effective August 1, 1967, announces Stan Meyer, Vice President of Corporate Development.



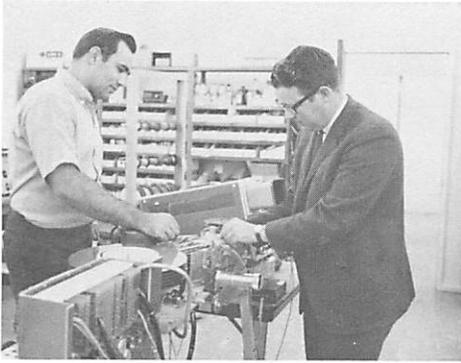
Ed will succeed Raymond Stuart-Williams, who has elected to resign from Disc Pack management now that its development phase has been successfully completed. Mr. Stuart-Williams will continue to serve Disc Pack and Memorex as a consultant.

Ed Conti earned his degree in electrical engineering from Notre Dame University. His professional experience includes seven years in quality control engineering and management with Ampex Corporation and three years in production management with Memorex.

His recent work included management of the department which launched our Company in large-scale production of broadcast video tape and enabled us to capture a very substantial share of the video tape market during the past eighteen months.

# Peripheral Systems Makes Disc Drives

(Continued from Page 1)



Henry Baugher, Joe Moose



Joe Koenig, Earl Marshall,  
Roy Applequist



Carmen Tharp, Virginia Koeberle

This was made possible by hiring into the Company some of the best talent from the computer industry. The addition of these people has brought Peripheral's number of employees to about 30 people, all working on the same project.

The Disc drives are designed to meet the needs of the industry by supplying long-term reliability; total hardware performance compatibility; packaging flexibility; reasonable selling price; service after the sale; and realistic delivery.

The drives were also designed to be consistent with the high quality standards that have made Memorex the world's leading producer of precision magnetic tapes.

Mr. Sheppard says "There is a strong feeling that the potential for disc drives and the future Peripheral Systems products is very large, and in five years time the Company could

become a major part of Memorex."

Dave Duncan says the timing for Peripheral's production of the Disc Drives is "great" and adds that because management foresaw the need for an advanced type of disc drive at a time when it was just developing. "We're now at the right place at the right time" to provide what the industry requires.

Product advertising will begin in the fourth quarter of this year, with advertisements in the October issues of Datamation and Computer Design. Full production is scheduled to begin in the first quarter of 1968.

Peripheral recently moved from Mountain View to Commercial Street in Sunnyvale, to meet its requirements for additional space. The new facility has two buildings, which total about 20,000 square feet of work area. The Company is hoping this will be enough space to hold them for awhile.



Richard Knight, Cliff Akers



Larry Santucci, Lee Mortenson,  
Larry Wilson, George Evans



Allan Jones, Mac Wallace



Tom Afra

## LTD Insurance — Important Notice

Last month we announced the availability of Long Term Disability Insurance. We also said that employees must be United States citizens to be eligible for the plan. The latter statement is only partially true. All employees working in the United States

are eligible, regardless of their citizenship. Only non-U.S. citizens working in foreign countries are not eligible. If you want to sign up for the plan but have not yet done so, you'd better get over to the Personnel Office right away, there may still be time.

## MEMOREX NEWSLETTER FOR EMPLOYEES INTERCOM

EDITOR: Gary Williams

STAFF: Sara Millar, Susan Dunn,  
Roger Cook

## United Fund Campaign Drive Draws Closer

Have you ever sat down and tried to write a letter to someone about an important subject, only to find the correct words won't come?

That's my problem as I try to put into words the urgent need we have for the services of the Santa Clara County United Fund and the 77 health, welfare and character-building agencies it supports.

I have a tendency to get emotional when I write about United Fund agencies. As many of you know, I worked at the United Fund last year for college credit. One of my duties was to take industrial editors on tours of the agencies, and I visited nearly all of them. Some really got to me.

You can't imagine how it feels to walk into a room of mentally retarded youngsters until you actually do it. And I cannot describe the gloom that filled me as I watched men, in ragged clothes and looking old beyond their years, file through a crowded Salvation Army soup kitchen.

I could go on for pages, trying to describe all the things I saw on those tours and not all of them would be sad by any means, but there's just not room.

I don't mean to sound mercenary when I say one of the happiest days of last summer was when we found out the United Fund campaign goal had been reached.

It really shouldn't have been too surprising we made the \$3.5 million goal. Most people realize a good investment like the United Fund when they see it. What could be wiser than building for the future by helping your neighbors?

When you help people become useful members of society, you are helping yourself at the same time. It's like loaning your neighbor money to buy paint for his house. If his house is in bad shape, the value of your house goes down, too. If you help him fix it up, the value of his property goes up and so does yours.

Giving to the United Fund has the same effect as the loan. Your dollars go to assist people build up the value of their lives and in the long run your life is also enriched, because the person you helped will be able to contribute to society.

The yearly United Fund Drive will start soon. When it does, will you be ready to help?

Gary Williams

## Memorex Family Passes Thousand Mark

Memorex recently passed another milestone, as our total employment, including sales offices and subsidiaries, has topped the 1000 mark. More than 800 of that number work in Santa Clara. We welcome our new fellow employees to the growing Memorex family.

Last month's new employees are: Marjorie Edwards, Marketing; William Fullendorf, Manufacturing; Geneva Mullins, Manufacturing; Michael Prince, Manufacturing; Orvill Clark, Maintenance; John Dempsey, Research; Hudson Boué, Data Processing.

Theodore Bernas, Data Processing; Ronald Sims, Manufacturing; Robert Teresi, Purchasing; Mercedes Lopez, Manufacturing; Joanne Hemenway, Manufacturing; Peggy Bridges, Manufacturing; Nancy Tropea, Marketing; Kenneth Johnson, Maintenance; Law-

rence Mak, Manufacturing-Engineering.

Arthur Davies, Maintenance; Margaret Kolberg, Manufacturing; Karl Dahlberg, Quality Control; Harry Roennman, Research; John Studer, Marketing; Dianne Read, Marketing; Louis Perske, Manufacturing; Ernest Montiel, Manufacturing; Ping Hon Tom, Manufacturing-Engineering.

Ignatius Renella, Manufacturing; David Diosi, Research; Laura Arnold, Quality Control; John Woodmansee, Manufacturing; George Burke, Quality Control; Boguslaw Nagorski, Manufacturing-Engineering; Barbara Littlejohn, Industrial Relations; Donald Smith, Industrial Relations.

Jacqueline Sekhon, Industrial Relations; Roberta Hall, Industrial Relations; Harlan Leinberger, Manufacturing.

## New Warning System's Odd Sounding Siren Reaches Entire Plant

The new plant warning system is now in operation, so head for the nearest exit if you hear the ubiquitous notes of an English ambulance—it's the sound of our new emergency siren.

The warning system used to consist of a series of extremely loud horns, but they were too loud in some areas and not loud enough in others.

The new siren reaches every area of the plant by way of special speakers. The system is strictly for plant-wide emergency communications. It is only designed for one-way communications, however, in the near future a special phone number will be used to put emergency messages over it.

## Fats Off, Salute Due Engineers Who're Waging Battle of the Bulge

All four Product Technical Service (PTS) field engineers put the new scale in the nurses office to good use Monday, July 17, during a weigh-in session.

John Lowe, Keith Reynolds, Dick Fodor and Rick LeForge have a friendly wager that one of them can lose the most weight before Labor Day. No one is saying how much the foursome weighed but if the building seems to be lighter in September, this friendly bet may be the answer.



Larry Mullins (standing), Supervisor of Contamination Control, speaks at the first meeting of the Santa Clara Plant Supervisors Club. Nearly 55 foremen and supervisors have already joined the new group.

## Smaller Guest Lectures

Phil Smaller, manager of Magnetics Research, recently spoke to a group of more than 50 engineers and physicists as guest lecturer at a UCLA course on Magnetic Thin Films.

Phil's topic was "Applications of Hard Thin Films to Magnetic Storage." He also has a written text, entitled "High Coercive Force Thin Films", which he has available to people in the Company.

Phil explains magnetic thin films is a field in which Memorex might some day become involved because of its potentially greater information storage capabilities than present day storage methods.

# Intrigue, Adventure Part of Jorgensen's Colorful Past



Finn Jorgensen, this month's featured employee, smiles as he thumbs through a reference book in his office. Maybe he's smiling because this picture was taken on a Friday—or is it a reference book? Beside him is a model of a Viking ship and on the wall is a picture of inventor Valdemar Poulsen.

Finn Jorgensen is Manager of Recording Research. If you met him casually, however, he would probably tell you he was simply "an engineer."

Finn was born on March 10, 1931, in Struer, Denmark, a small fishing town on the west coast of the Jutland peninsula. The first 18 years of his life was spent there attending school, doing farm work to earn extra cash during summer vacation, and dreaming of high adventure. He was only 7 when the desire to come to the U.S. first struck him, an idea that became more than a childhood fantasy.

He was not yet in his teens when the war came and Denmark was occupied by German troops. Gestapo detachments were stationed in Struer to monitor the activities of the Danish underground, which had sprung up all over the country. Many residents of Struer, including Finn's father, a bank president, were active in the underground. In fact, a small island just off the peninsula and near Struer was one of the main training camps in techniques of sabotage and guerrilla warfare. From this island, operated under the cover of a boy scout camp, trained people were sent into all of Jutland to coordinate and conduct subterranean activities against the Germans.

Although too young to be active in the underground himself, Finn often used to accompany his father on secret

meetings with residents of Struer, always keeping several hundred feet behind so that he could not overhear conversations. In occupied Denmark knowledge could be a dangerous possession.

Although there is not conclusive evidence that Finn is descended from the legendary Vikings who once prowled the North Atlantic in their long ships, it is probable that he is. Old Viking ruins may still be seen around the town of Struer and along the Jutland coast. With his blue eyes, blond hair, and powerful stature, it is not difficult to believe it. For certain he enjoys an instinctive love of the outdoors. A camera-buff and adventurer, he loves to get away from it all to where the air is clean and nature is wild. As a boy he used to go kayak sailing in the blue fjords of Jutland. It was a love of sailing, among other things, which prompted him to fulfill one of his boyhood dreams and which led directly to the fulfillment of another.

At 20 Finn joined the merchant marine, and left Copenhagen on a 15,000 ton freighter. For six months he toured half the world—down the coast of Europe, to the many islands of the Pacific, and finally to the west coast of America. He spent only a week in Los Angeles and another in San Francisco—but it was enough. He fell in love with the U.S. and vowed to return.

Upon returning from his world

cruise, Finn worked in Copenhagen for six months and then returned to school. He received his Master's degree in electronic engineering in 1955 from the Technical University of Copenhagen.

While attending school he met his future wife, Bodil. They were married in 1955 and had a one-week honeymoon before Finn joined the Royal Danish Navy. He spent his two-year hitch in Copenhagen as a Lieutenant working with communications and radar equipment.

In March, 1957, he and his wife boarded the Stockholm (the ship which in 1956 accidentally rammmed and sank the Andrea Dora) and sailed to New York, continuing by plane from there to San Francisco.

His first job in this country was in Los Angeles and he worked in that area until coming here last year. At Astro-Science he helped develop the Navy airborne instrumentation recorder used on the Lockheed Orion P-3 picket plane. He also was Research Director for Winston/Fairchild, where he was co-inventor of a new wideband recording technique, which is now coming into wide acceptance.

In 1966 Finn decided to return to the Bay Area. While working in Los Angeles on various types of recorders and recording techniques, he became familiar with Memorex products and people. Both intrigued him. He was impressed, for instance, by the fact that Memorex management was made up of local businessmen instead of being controlled by industrial magnates of some larger, parent company located elsewhere in the country. He was further impressed by the professional attitude of the company, the spirit of inter-departmental cooperation, and by the fact that it was made up of individuals instead of faceless employees. All of these qualities added up to a sound personal investment to Finn and in August, 1966 he joined Memorex.

In addition to his hobbies, Finn is writing a book on magnetic tape recording, a combination handbook and textbook. Scheduled to appear in the fall, it will be published in English and Danish by a Danish publishing house. It is his second book. An earlier, shorter work was previously published in his native country.

Finn's philosophy of life is simple: follow the ten commandments and use good common sense. It is one we might all consider.

by ROGER WILSON COOK

# Champagne Party Celebrates "Best Ever" Month In History



The Company's fourth Champagne Party in our six year history was held last month to celebrate June as our greatest month ever for orders received and shipped. Vice Presidents Ed Seaman, Stan Meyer and Dick Boucher all spoke before passing out champagne to each employee.

Boucher said enough tape was shipped in June "to wrap around the world four times and tie a big bow." Meyer told employees "better than 40% of the tapes shipped in June weren't in production a year ago. Seaman thanked everyone for helping Memorex become the tape industry's quality leader.



## Directors Elect Ellis New MAG President

Jim Ellis of the Quality Control Department was elected president of the Memorex Activity Group at a MAG Board of Directors luncheon held recently.

Chosen to serve with him for the next six months were Bob Mathews, vice president; Sue McCandless, secretary; and Geri Johnson, treasurer. In other business, the new board appointed Lindy Carmack to fill the vacancy created by the resignation of Dan Pevarnick.

Certificates of appreciation were presented to outgoing officers Jeff Deinert, Willy Opp, Pam Carlson and Maria Rascon.

Outgoing president Jeff Deinert had this to say about his term of office: "As a retired MAG board member, I can sit back and realize what a great job the MAG board has done in the past and will do in the future. The coming attractions this year will be the summer picnic and the Christmas Ball. Speaking for myself and the other retiring board members, it has been a great honor to be affiliated with such an organization as MAG. My personal thanks to my fellow officers for all their help and cooperation."

By SARA MILLAR



## DIVOTEER TOURNEY

Wednesday, August 2, is the last day to sign up for the Divoteers Golf Tournament to be played Saturday, August 12 at Aptos.

Don Horn shot at 79, net 64 to win the first flight in last month's tourney. It was Don's best game ever and also the first time he has ever won a trophy for anything.

Lary Nelson finished second with a net 65 and Ben Kimura, who also shot his first game, had a 79, net 66.

Second flight winner was Anne Bassford, who had a 101, net 61. She is the first lady to win in Divoteer Tournament play. Gary Stevens, with a 95, net 64, was second and Frank Wolhart, 101, net 65, was third.



## MAGNETICS BOWLING

Latest Magnetics League bowling results show Minus One leading the standings by two games over second place Marketeers.

Minus One (Frank and Linda Mancini, Gordon Sheppard, Carmel Wilton and Ron Hendel) has won 27 and lost 9, while Marketeers (George and Beverly Wright, Dick, Lu and Joe De Cristofaro) are 25 and 11.

## Scofflaws Take Notice!!

Smokers, have you been careful to observe the posted no smoking areas? A number of people have been observed in the posted areas with lighted cigarettes. If you see anyone smoking in posted areas please politely remind the scofflaw that such careless action could be disastrous.

SATURDAY, AUGUST 5  
 ANNUAL MAG PICNIC  
 10 a.m. to 6 p.m.  
 FRONTIER VILLAGE  
 4885 MONTEREY ROAD  
 SAN JOSE, NEAR IB?



FREE, MUCH FOOD  
 FAMILY FUN, GAMES  
 LOTS OF RIDES  
 BEER, SOFT DRINKS  
 EXCITING AERIAL ACT  
 WESTERN GUNFIGHTS

### WEDNESDAY BOWLING

Guys & Dolls (Bill Sholes, Ray Kodres, Rod Hefner, Masako Lagier) has a four game lead over second place Pin Pals and Maxie & The Boys. Pin Pals are Chuck Rimer, Harry Lombardo, Fred Siau, Dorothy Rickenbacher. Maxie & The Boys are Dave Jensen, Chuck Linen, Maxine Manning and Ed Piasecki. Lenny Mazingo has the highest average so far—a 185 in 27 games.

New MAG President, Jim Ellis, practices his barbequeing skill on a rather tired looking chicken, along with Jeri Johnson (left), treasurer, and Sue McCandless, secretary. Bob Mathews, the new vice president, is not pictured. The three are getting ready for the picnic, their first big activity since taking office. The chicken is courtesy of INTERCOM and bears only a slight resemblance to those that will be served at Frontier Village.

### MAG Committee Forms To Make Decorations

The MAG Board of Directors have formed a Christmas Dance committee, consisting of Hazel Himan, Jeri Johnson, Lindy Carmack, Sue Sheeley and Sue McCandless. They will hold their first meeting Thursday, August 10, to discuss decorations.

This year's dance, which is not as far away as you may think, will be at the Santa Clara County Fairgrounds on December 9. The committee has requested that anyone interested in supplying some talent come and help them plan decorations.

They're going to need a lot of good ideas if they're going to top last year's dance, which was a tremendous success.

### STATEMENT OF RECEIPTS AND EXPENDITURES MEMOREX ACTIVITY GROUP

September 1, 1966 — June 30, 1967

Members' Equity, 9-1-66 .....		\$ 4,560.22
Receipts:		
Member contributions .....	\$ 7,350.22	
Company contributions .....	7,350.22	
Vending operations .....	9,014.49	
Theater tickets .....	947.85	
Reno trip .....	706.70	
Fishing trip .....	339.00	
Miscellaneous .....	169.90	25,878.38
Expenditures:		
Christmas dance .....	\$12,565.55	
Spring dance .....	1,130.66	
Athletic activities .....	1,785.49	
Athletic equipment .....	842.06	
Theater tickets .....	1,153.53	
Reno trip .....	706.70	
Fishing trip .....	472.59	
Flowers and remembrances .....	222.02	
Coca Cola .....	318.92	
Miscellaneous .....	291.45	19,488.97
Members' Equity, 6-30-67 .....		\$10,949.63

### ARCHERY CLUB

The newly formed Archery Club has only met twice, but already it has 25-30 members and is expecting more to join at the next meeting.

The club meets twice a month, on Saturday afternoons. Dates will be announced on the bulletin boards.

Plans for the group include an archery exhibition at the annual picnic, participation in archery workshops, free instruction and meets with other clubs in the area. Contact Mike Hopkins, extension 342, on swing shift, or Chuck Sanders on grave, for further information.