



A Thanksgiving Story

Little Socorro Hernandez was only six when she was hit by a truck in a Mexico City street and crippled. An expensive operation might have helped, but Mr. Hernandez stretches his salary as a construction worker for the Mexican government to feed his family of 10.

Later the family moved to Loreto, a nearly isolated town of 3,000 in Baja, California, where they met Dr. Gerald Gill. Dr. Gill is a physician in San Francisco, but he has made frequent visits to help the poor in Baja since 1951.

Dr. Gill examined Socorro (who by now was nearly nine) and he was sure an operation in a well equipped modern hospital could make her walk again, so he determined to help her. Dr. Gill and some friends spent a great deal of time arranging for the University of California Medical School in San Francisco to perform the operation without charge.

Al Green, president of the Lions Club in Loreto, then undertook the involved process of obtaining permission for Socorro to leave the country for her operation. Other friends of Dr. Gill offered to fly her round trip between Loreto and San Francisco, dividing the expenses.

Because these individuals took time (and money) to help, Socorro got her operation. You can see by the pictures that it was successful. She was in the hospital two months and it was another two weeks before Wally Currie, vice president of Currie Machinery, flew her home in his Beech Bonanza.

With him went his brother, Don Currie, president of Currie Machinery; Robert Laub, vice president of Hart-Carter Corporation; and Finn Jorgensen, Instrumentation Development manager at Memorex.

The prints on this page, made from an 8mm movie shot by Finn, show Socorro before boarding the plane for home; the girl in a thoughtful mood as they approach Loreto; the emotional reunion with her mother; and best of all, Socorro without her crutches, wading with Finn in the ocean near Loreto.

Finn spoke for the group when he said, "It's so very rewarding to help a girl like that." Maybe that's why they are now raising money to purchase badly needed X-ray equipment for Loreto—they've found the satisfaction that comes from helping others.



PROFIT SHARING POINTERS

By JOHN MORSE



PROFIT SHARING NEWS BRIEFS

SALES, PROFITS AND PROFIT SHARING—For the nine months ended September 30, Memorex reported record sales of \$39,956,000 and profits of \$3,020,000, substantially above sales of \$23,310,000 and profits of \$2,316,000 in the first nine months of 1967.

Record profits also led to a record amount set aside for the 1968 Profit Sharing Contribution. This figure is \$689,000, a 39% increase over last year's nine months' Profit Sharing figure of \$496,000.

The following figures summarize the quarterly amounts set aside for Profit Sharing contributions since the beginning of the Plan in 1965:

Quarter	Profit Sharing Reserve (Thousands of dollars)			
	1965	1966	1967	1968
1	\$ 57	\$108	\$154	\$166
2	54	149	182	305
3	61	150	160	218
4	108	168	256	—
Total	\$280	\$575	\$752	—

PROFIT SHARING INVESTMENTS—During the three months ended September 30, Memorex's Profit Sharing investments also increased in value by \$2,296. This means that the Participation Statements for the Third Quarter, recently mailed to members of the Plan, showed a slight increase in the value of their accounts over their Second Quarter value.

PROFIT SHARING OUTLOOK

The outlook for Profit Sharing in the Fourth Quarter is still favorable but depends on the continued effort of all of us to curtail operating expenses and improve profits.

Fourth Quarter operating results will have a substantial effect upon the 1968 Profit Sharing Contribution which is one of the determining factors in the annual Point Value.

The Point Value will determine each member's share in the profits of 1968. In January, the annual PROFIT SHARING POINT VALUE CONTEST will provide everyone with the opportunity to estimate the Point Value for 1968. The actual Point Value will be announced in the February Intercom.

One Christmas Card Can Say It All

Here's an idea on how to send a Christmas message to all your friends at Memorex and still have money left to donate to a worthy charity.

Mike Hopkins is organizing a MAG-supported program in which employees can post one Christmas card on a special bulletin board in the plant; then give a deserving charity the money

saved on the cost of additional cards and postage.

It is a simple plan that has been effectively used by many organizations that traditionally make special charitable collections during the Thanksgiving and Christmas seasons.

Watch the bulletin boards for further information.

Major Medical Takes Up Where Basic Plan Ends

When you incur a medical expense that is not payable under the Basic Medical Insurance Plan, you should submit the bill to the Employee Benefits Desk in Personnel.

Then, when you reach the yearly (\$100 per person/or \$300 per family maximum) deductible amount required by the Major Medical Plan, you will be reimbursed 80% of each bill from that point on, until the end of the year.

The deductible provisions of the Major Medical Plan require that separate records be kept for each employee and each of the employee's dependents. The plan also requires that every bill submitted include the date the expense was incurred (not the date of the bill). A bill or cash receipt for prescription drugs must indicate the prescription number and the name of the doctor who issued the prescription.

Expenses covered under the Major Medical deductible provisions are too numerous to mention here, but they are listed on pages 21-23 in the Memorex Group Insurance booklet.

Compensation Man Honored by WEMA

Compensation Administrator Tim Schwarzer was honored at a recent meeting of Western Electronic Manufacturers Association (WEMA). Tim was recognized for his outstanding service to WEMA during the past year, especially for serving as chairman of WEMA's 1968 Wage and Salary survey.

INTERCOM

NEWSLETTER FOR MEMOREX EMPLOYEES

EDITOR: Gary Williams

STAFF: Sara Millar, Roger Cook
Judy Bonino

CORRESPONDENTS:

Jim Boothe (L. A. Subsidiaries)
Virginia Koeberle (PSC)

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New Research Director—An Inventive Man

He holds more than 40 United States patents and has been in research for 22 years, so Les Burns is right at home in his new job as director of Research at Memorex. He replaces Eric Daniel, who moved to director of Research Planning.

Les worked for RCA Laboratories in Princeton, New Jersey, from 1946 until he joined Memorex in April of this year. For the past few months he has been assisting Eric in directing Research activities.

Les has so many inventions to his credit he has a hard time choosing any one as the most important or most exciting. But his recent work at RCA earned him that company's highest honor — the David Sarnoff Award, which consists of a solid gold medal and a cash bonus. Les earned the Sarnoff Award for his leading role in the development of a superconductive memory for computers.

This new product, which RCA expects to market by 1970, can store up to a billion bits of information. Les explains that superconductive memories store more information and cost less than the core memories that are now in use. Les also pioneered the use of core memories, by developing the first ferrite cores back in 1947.

Another of Les's inventions can be found in nearly every home and stuck against the ears of thousands of teenagers. Les says this invention—the ferrite antennas used in transistor radios and other modern radios—is probably his most satisfying achievement.

More recently, color television owners can thank Les for developing the



LES BURNS, new director of Research, shows his secretary, Anne Moat, his solid gold David Sarnoff Award.

color synchronization arrangement that helps make color television possible.

Les would also like to see another of his newest inventions in every house. He developed a way to put designs on the lenses of sunglasses, so that they can be seen when looking at the glasses, but not when looking through them from the inside.

He now owns a third of the company which is in Waltham, Massachusetts, in the factory once occupied by the Waltham Watch Company. The company is just starting to grow and the sunglasses are only distributed in Washington, Boston, and New York, though the market will eventually expand to cover the U.S.

Les took a big step when he left New Jersey after living and working there for so many years, but his wife, Lois, and 11-year-old son, Doug, like California better each day—and Les has a challenging new job with Memorex.

PAC SCHEDULES HOLIDAY DANCE

Peripheral Activity Club's first organized activity will be a Holiday Dinner-Dance at Alpine Lodge in San Jose.

The "dressy-dress" dance will be Saturday, December 28, from 8 p.m. to 1 a.m. Alpine Lodge is at 2300 Canoas Garden Ave., which off of Curtner Ave., between Almaden Expressway and Monterey Highway.

Dinner will be a hot buffet. Tickets are free to PAC members and you can call Jim Ellis or Jim Stubblefield for further information.



MOTORISTS around Santa Clara stare when Don Casto goes by on his motorcycle, carrying his crutches and shifting gears with his plaster cast. Don is off his foot with torn ligaments, so riding a motorcycle is not recommended practice, though Don says the hardest part is carrying his crutches.

Company Receives "Top 20" Award

Memorex and some of the world's largest corporations received "Top 20" Worldwide Marketing Awards from Sales and Marketing Executives International (SME-I) November 11, in New York.

Company President Laurence Spitters accepted the award for Memorex. Marketing Vice President Ed Seaman and Bob Wolfgram, supervisor of International Sales Planning, also represented our company at the awards ceremony.

SME-I is the largest association for sales and marketing executives in the world. It was organized to promote better knowledge of worldwide marketing and one way it does this is by recognizing the 20 best international marketing efforts each year.

SME-I also has the winners help prepare a film and slide program about their international marketing achievements. This program is then shown to more than 10,000 marketers in 27 countries, in addition to 42 showings in the U.S. and Canada.

The "Top 20" corporations honored this year were chosen for their achievements by a "panel of 14 distinguished marketers," explains W. W. Clements, SME-I president. Some of the better known "Top 20" winners for 1968 include Abercrombie and Fitch Co., U.S.A.; Bayerische Motoren Werke (BMW), Germany; E. I. Dupont De Nemours and Company, U.S.A.; Gillette De Mexico; and United Airlines, U.S.A.

The "Top 20" award comes just seven months after our company received the federal government's "E" Award, because of our outstanding International Marketing program.

MAG NOTES

Nominations for four MAG Board of Directors openings will close Sunday evening, December 1. Information on who can be nominated and how to make a nomination is available on the bulletin board in the cafeteria, or by calling a MAG Board member.

* * *

MAG President Don Caselas announces that last month's voting on the group's constitutional amendments was light; however, the amendments were passed by a four to one margin.

The amendments broaden the representative base of each director and make it possible to amend the MAG constitution with a majority vote, rather than a 2/3 vote, as was previously needed.

Badger Meter Signs Contract with PSC

Peripheral Systems has another new contract for its 630 and 660 Disc Drives. The contract, with Badger Meter Manufacturing Company, exceeds \$2 million. Shipments will start early in 1969, continuing through 1971.

Founded in 1905, Badger Meter is a major supplier of a wide variety of meters, controls and control systems for air, water, steam, sewage and industrial fluids.

Bob Brumbaugh, president of Peripheral, also announces that Peripheral has passed the million-dollar mark in shipments of its 630 Disc Drives.

Ex-MAG President Is First PAC Chief

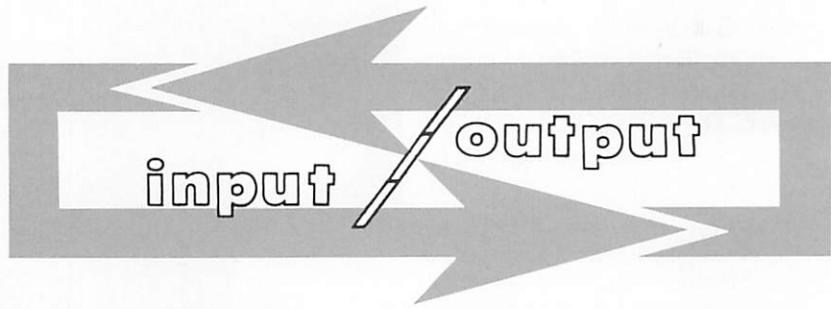
Jim Ellis, MAG president in 1967, has been appointed first president of Peripheral Activity Club (PAC). Mac Wallace is vice president, Jackie Hilton is secretary and Diana Auldridge is treasurer. Other PAC Board of Directors members are Jim Stubblefield and Irene Yerger.

Jim Ellis explains the first officers were appointed to organize PAC and he expects an election to be held in January.

Jim also mentions that PAC is going to sponsor a softball team and he requests that any PAC members who are interested in playing on the team call him or Mac Wallace, extension 22.



SANTA CLARA FIREMAN Bill Gianasio (right) drills two Memorex foremen on the proper method of applying mouth-to-mouth resuscitation, using a Resusci-Anne doll. The men, John Clark (left) and Hank Fujihara (center), took part in a first aid course for foremen, last month.



WHY IS THE CAFETERIA DIRTY LATELY AND WHY IS THE VENDING MACHINE SERVICE POOR ON WEEKENDS?

We are aware of the problems and difficulties in trying to maintain the company lunch room in a clean and orderly manner. It is extremely difficult to police all individuals using the cafeteria to be assured that they remove their lunch debris and containers after each break. However, we are attempting to improve the regularly scheduled maintenance of the cafeteria by increasing the frequency of the clean up operations, especially on swing and graveyard shifts and on weekends. In addition, we have asked our employees to clean up their area after use. Our vendor (Coca Cola) is also upgrading its food supply service and will continue to provide replacement machines when necessary.

AN EMPLOYEE STATES:

"When people working swing and grave shifts lose money in the Coke and food machines, they should not have to come back during the day to catch the Coke man. The money should be sent to your department foreman on your shift. Coming back during the day is usually not worth the money, but this adds up in the long run. It should be the Coke company's obligation to see you are reimbursed for constant losses on these machines."

RESPONSE:

We concur that returning this money to people on the swing and graveyard shifts is a problem and are investigating better, more expeditious ways for handling this. In all likelihood, your suggestion that the money be returned through the respective foreman will be the way that we will handle this problem. We will also provide a place in the cafeteria where you can indicate how much money you lost, on what date and so forth.

WHAT IS THE PROBABILITY OF MEMOREX INSTITUTING THREE WEEK VACATIONS AFTER FIVE YEARS' EMPLOYMENT?

We are continually reviewing fringe benefits and when it is appropriate, increasing our vacation program will be considered as an addition to the Memorex Benefit package. Recently we have found that while certain companies grant three weeks after five years, or even sooner, the vast majority (80%) still adhere to three weeks after ten years.

Many Papers Returned Because of Incorrect Addresses

If you know of any Memorex employees who don't receive their Intercoms in the mail each month, please call the editor at 248-3344, extension 632.

A large number of newsletters have been returned in the past few months, because of incorrect address. When you move, please notify the Employee Benefits Desk in Personnel.

Mailing the Intercom is just one of several reasons we need to know your correct address. Important letters and

Profit Sharing statements also go out in the mail, as well as checks for sick pay and insurance.

REMAINING 1968 HOLIDAYS

Thanksgiving and the day after

November 28, 29

Christmas, December 25

MODEL P CERTIFIERS NOW IN PRODUCTION



Nearly two years of work is paying off for the Computer Tape Product Development staff and the Electronic Fabrication group.

The two groups have been working together to build our newest digital tape certifier; the Model P.

Project Engineer Bill Proctor says the P certifier was designed specifically for production certification of tape. All of the design work was done in-plant and, with the exception of some sub-assemblies, the certifier was entirely constructed by Glen Heaviside's Electronic Fabrication group.

Some of the new certifiers are undergoing production line tests in the clean room and they are easily recognizable by their "Memorex Orange" and grey cabinets.

Bill credits our certifier operators with supplying a number of valuable suggestions when Model P was in the design stage. Questionnaires went out

to the operators and then the design staff followed up by talking to many of them, to find out what features they thought a certifier should have.

The design staff includes Bill Proctor, Ken Ferrin, King Anderson, Ed Wong, Lou Koss, Ed Heally, Jack Drager and Ted Reinke.

When these men completed the design work, Model P prototypes were built and again the certifier operators had a part in helping identify any problems in the new machine.

Now, Model P certifiers are in production. As they are completed by Electronic Fabrication, they will be installed in the clean room for a month long test and break-in period. Later, after minor modifications to meet Belgian needs, they will be sent to our new Liege plant. Modifications are needed because Belgium uses 220 volt, 50 cycle current, while the United States uses 110 volts and 60 cycles.



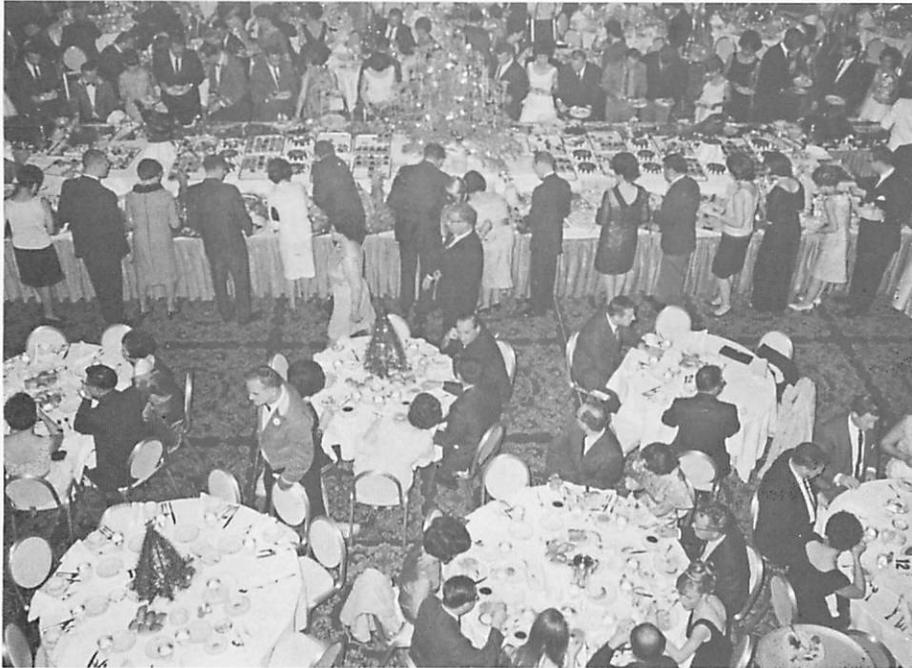
ABOVE TOP—Project Engineer Bill Proctor (right) and Senior Technician Jack Drager test a new P-Certifier in the Building J Electronic Fabrication area. **ABOVE**—One of the certifier's designers, Ed Wong, works alongside Technician Jim Gosnell. **ABOVE CENTER**—The new certifier has undergone hundreds of hours of testing and many of those tests are run by Technician John Desmond. **ABOVE RIGHT**—Senior Technician Ted Reinke wires a new Model P.

RIGHT—A different kind of fabrication is being done in this picture. These are Memorex salesmen, playing the roles of salesmen from competing companies, trying to sell their disc packs to potential customers (other Memorex salesmen). The men are (clockwise around the table) Dick Crain, Jim Callison, Neal Dempsey, Stan Bennatts and Jim Heruska. This was just part of a sales training workshop conducted in Palo Alto by Sales Training Manager Carl Jordan, National Sales Manager Bill Gaskins and Dick Fodor, an engineer for the Technical Service Center.



RETURN REQUESTED

San Francisco Hilton Site of Gala MAG Christmas Dance



THIS IS THE SCENE that greeted Christmas Dance guests at the Fairmont Hotel in San Francisco two years ago. This year's guests can expect the dance at the Hilton to be just as nice.

Bailey Wins Divoteers Tourney of Champions

October 19 was Bob Bailey's day, as he fired a net 70 at Pasatiempo Golf Course to win the Memorex Tournament of Champions and become Golfer of the Year.

The annual championship tournament is open only to golfers who have won other Divoteers tournaments during the year.

Bob, senior buyer at Peripheral Systems, was followed by Howard Earhart, a chemical engineer at the tape plant, who shot a net 74. Close behind Howard came Dave Duncan, manager of Marketing Administration for PSC, with a net 75.

Last year the Tournament of Champions was won by Gary Stevens and it was won by Howard Burkhart in 1966.

The second flight of golfers at Pasatiempo was composed of Divoteers

members who were not eligible for the championship award. The flight was won by Mits Okamoto, with a net 79. Ben Kimura was second with a net 80. Jerry Youngstrom and Fred Valverder were third with net 81's.

Mr. Magoo, in "1001 Arabian Nights," will be featured at the MAG Children's Christmas Party, December 7.

The show will be from 10 a.m. to 12:30 p.m., at the Fox Downtown Theater in San Jose. Admission is free to MAG members and their children.

Santa Claus will also be on hand to welcome the children and pass out candy.

The San Francisco Hilton will open its doors to Memorex Saturday evening, December 21, for MAG's annual Christmas Dinner-Dance.

Cocktail hour begins at 7 p.m., followed by a buffet dinner from 8 to 10. The buffet will include sliced ham, turkey, and tongue; salmon, crab salad, Shrimp Rosita, mixed green salad, assorted whole cheeses decorated with apples and grapes, breads, celery, deserts and coffee. Hot dishes will be Beef Stroganoff, Seafood Newburg, and Rice Pilaf.

The Walt Tolleson Orchestra and a four-piece combo will provide a variety of music for everyone's dining and dancing pleasure.

Free tickets to the semi-formal affair include round-trip bus transportation between Memorex and the Hilton; admission to the dance; and the buffet dinner. Tickets will be available from the new MAG Box Office in the cafeteria, beginning November 25.

Those who want to ride a bus must obtain tickets by December 6. Buses will leave Memorex by 6 p.m. and return from the Hilton by 2 or 3 a.m. The dance will end at 1 a.m.

Discounts are also available to employees who stay at the Hilton overnight, but reservations must be made directly with the hotel and they should be made well in advance. (If you call the Hilton ask for Richard Barnes.) Overnight guests can even request automobile parking on the same level as their rooms.

Computer Facility Construction Begins

Construction has begun on a new computer facility that should be in operation by February. The computer center is now on the third floor of the tape plant, but the new facility will be on the second floor of the Disc Pack Building. Look for a feature story on the center's many new features, when it is completed.