



# INTERCOM

NEWSLETTER FOR MEMOREX EMPLOYEES

VOLUMN 6, NUMBER 4

MAY, 1969

***"I USED TO SAY THE WORLD WAS A MISERABLE PLACE,  
THEN I WOULD SIT DOWN AND DO NOTHING ABOUT IT"***

Let's face it; all is not perfect in this land of ours. But maybe we should step back and take a long hard look at America.

And maybe we'll come out thinking this country's good side far overshadows its bad. Then maybe we'll start to do something to make it better.

What can you do? How can one individual help? For one thing, you might think about investing in your country. That's exactly what you do when you sign up to buy U. S. Savings Bonds.

You're also socking away some money for yourself at a guaranteed rate. \$4 at maturity for every \$3 you've saved.

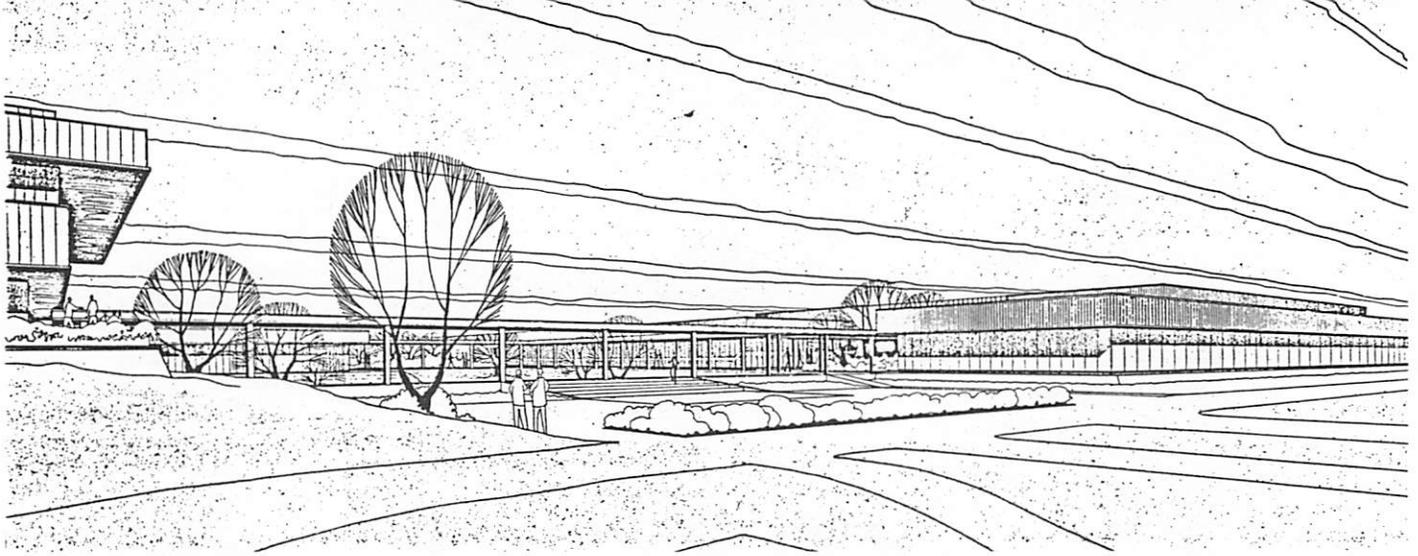
Of course, Savings Bonds are not going to cure all our headaches. But they'll help to provide the economic strength we'll need for the job.

Any way you look at it, they make good sense. And that's what we need right now.



THIS MAN used to do nothing for his country, now he's carrying his share of the load by purchasing U. S. Savings Bonds and Freedom Shares. You can help carry part of the load too. Savings Bond information and sign-up cards are being mailed to the homes of all employees in the United States. For further information contact your Personnel office.





**CONSTRUCTION** of 200,000 square feet of new buildings on a 54-acre site just blocks from the Santa Clara tape plant will bring the total size of our Mission City facilities to approximately 570,000 square feet.

## Memorex to Expand on New 54-Acre Santa Clara Site

Construction will begin early this summer on about 200,000 square feet of new offices and manufacturing facilities, at our recently purchased 54-acre site near the Santa Clara tape plant.

The property, which more than doubles Memorex's total land holdings, is bounded by the Central Expressway on the north, San Tomas Expressway on the west, Walsh on the south, and Scott on the east.

Initially, two buildings will be constructed at the new site and both are scheduled for completion in about a year. One will house corporate and other offices. The second will be the permanent office, engineering and man-

ufacturing facilities for Peripheral Systems, Image Products, and Information Printing Systems Corporation, all Memorex subsidiaries.

Included in the project will be a 10,000 square foot cafeteria and employee center.

Peripheral Systems is presently leasing buildings near Lawrence Expressway in Sunnyvale. Image Products is now engaged in research and development activities in a leased building in Santa Clara.

The new property is located in the San Tomas Industrial Park, which is an Aetna Life Insurance Company Project.

"This expenditure is evidence of our

intention to be a major factor in the computer peripheral equipment business," says Company Treasurer Gordon Sheppard.

He adds, "It is also a major commitment by Memorex to continue activities in Santa Clara, where the business climate is attractive. We feel Santa Clara is a good place to be located. It's close to the San Francisco and San Jose airports; has quick access to the major freeways; and most important to our employees, the new site is only two or three blocks from our tape and disc pack plants, so no one will be inconvenienced by having to drive to a new and distant location."

## Shulman Ave. Improvement Project Starts

Work has started on the Shulman Ave. improvement project and it should be completed by late June or early July.

A major feature of the City of Santa Clara project is that Shulman will run straight out to Lafayette, through the location previously occupied by the Neet Awning Company.

Other features will include signals at the new Shulman-Lafayette intersection; sidewalks along the entire length of Shulman; a cul-de-sac at the Disc Pack end of Shulman; improved street lighting; landscaping; storm drains; and underground electricity.

Because traffic on Shulman may be impaired by street work, the City is putting a temporary street from the Disc Pack end of Shulman to Richard Ave. This will make it possible for cars to enter Shulman from Martin Ave., which connects with Richard.

The improvements to Shulman will cost about \$600,000 and Memorex has contributed more than \$200,000 of that

money. "These improvements will benefit all landowners and tenants in our area by improving the appearance of this industrial area, providing smoother traffic flow to and from Shulman, and making the street safer for everyone who uses it," says Gordon Sheppard, company treasurer.

Other businesses in our assessment district will pay \$44,000 toward the improvements, while the city will supply the rest.

## Jack Marzluff Hired as Finance Director

Jack Marzluff has been appointed to the new position of director of finance, Supplies Division, reporting to Executive Vice President John Del Favero.

Jack is responsible for all financial activities which relate to the Supplies Division, including accounting, credit, profit planning and reporting, and capital expenditures analysis.

Most recently he was vice president of finance for Aristocrat Travel Prod-

## AKIO NISHINO PROMOTED

Akio Nishino has been promoted to senior development chemist, according to Dr. Orville McCurdy, materials development manager.

Akio has been with our company since 1965 and has made "significant contributions to the development of new magnetic tape products and in furthering our understanding of magnetic tape technology," says Dr. McCurdy.

ucts, and prior to that he was director of finance for the City of San Jose.

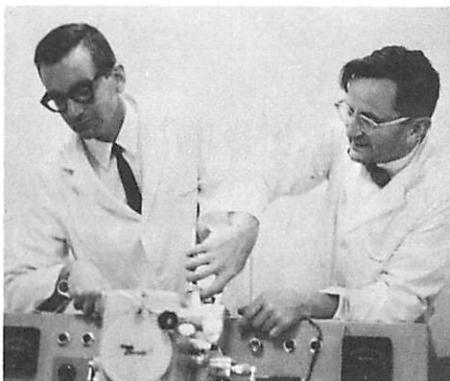
He has been a certified public accountant since 1960, having had three years public accounting and tax experience with Arthur Anderson & Co. Jack is a graduate in accounting of the University of California and has completed graduate studies in finance at the same school.

## Electron Microscope Presented to SCU

An Akashi electron microscope which can magnify an object 100,000 times has been donated to the University of Santa Clara by our company.

The Akashi was Memorex's first electron microscope and it played an important role in the development of our tapes from early 1963 until a more advanced Sieman's electron microscope was purchased in 1967. The Siemans has a magnification of more than a million times.

The donation makes SCU one of the few private universities in this country to have an Akashi electron microscope.



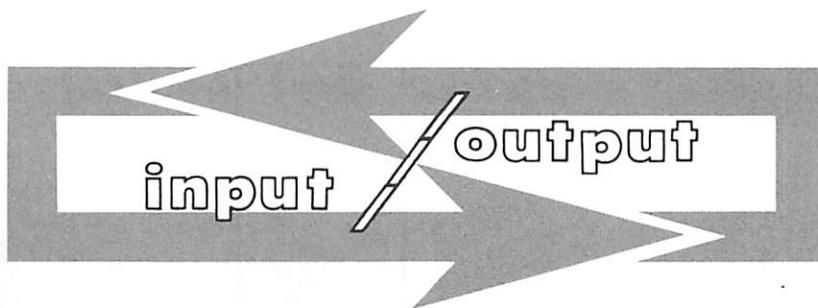
DISMANTLING the Akashi electron microscope in the Memorex Micrographics Lab are Don Stellman (left), lab supervisor and Eugene Fisher, from the University of Santa Clara.

Dr. Raymond Yarbrough, assistant professor in the SCU Electrical Engineering Department, said, "With this piece of equipment we'll be able to do many things in the field of magnetics which were previously impossible." He added, "We would never have been able to obtain such a fine instrument through the regular channels, so we are deeply grateful to Memorex."

Dr. Yarbrough and Eugene Fisher, assistant professor of mechanical engineering, have been studying operating techniques of the microscope with Memorex's Micrographics Lab Supervisor Don Stellman since the beginning of the year.

The company also provided the university with the necessary equipment to prepare samples for the Akashi.

Our donation is but one part of the company's support of SCU's program for research and study in the field of magnetic recording and related materials. Last year Memorex donated a Honeywell instrumentation recorder to the university.



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 DOESN'T MEMOREX TAKE A MORE ACTIVE INTEREST IN THE COMMUNITY IN WHICH IT OPERATES?

Memorex participates in community affairs as an active, first class industrial citizen. The Company's responsibilities are not those of a private citizen. Nor are they necessarily those of a locally-owned business which serves the people of the community as, for example, a department store or laundry company.

Our responsibilities as an industrial citizen are to assist the community in its development of an industrial tax base by improving the industrial environment and to perform other community services which a manufacturing company can best perform. We have performed these services during our seven years in Santa Clara by:

- Improving communications between city government and industry.
- Improving the appearance and conditions of the industrial neighborhood.
- Promoting Santa Clara to other businesses as a good place to locate.
- Expanding the size of our company locally—in 1968, Memorex paid local taxes of \$420,000.
- Cooperating with the City of Santa Clara in its efforts to stimulate economic growth by participating on the Santa Clara Industrial Citizens Board, (two employees are board members).
- Sponsoring the activities of the Opportunity Industrialization Center (OIC) for job training for the disadvantaged people of the community.
- Generously contributing to educational and other institutions in Santa Clara and elsewhere—in 1968, Memorex's contributions amounted to more than \$270,000.

These activities have been undertaken quietly. Memorex seeks no publicity for them, and we mention them now only to assure our employees that our policy is to be a first class industrial citizen.

Some newspaper publicity regarding the improvements to be made to Shulman Avenue was ill-informed and unfortunate. We chose, however, not to counter with other publicity of the facts of our cooperation with the City in our mutual desire to improve the conditions of the industrial neighborhood. When our cooperation was solicited, Memorex personnel were given the assignment to contact every other business in the neighborhood to explain what the improvement program involved, how it would benefit members of the neighborhood and the industrial community generally. No attempt was ever made at persuasion. The program was very meritorious and would sell itself, we believed, and if the community did not desire it, neither did we. The community did desire it, as evidenced by the unanimous vote of the City Council in its favor. Finally, Memorex has provided \$200,000 to the City to perform the work of improvements. When this work is completed, later this year, the project will be regarded as no less successful than the other improvement project of four years ago in which paving, curbs, and street lights were added to our streets.

Many of our employees reside in the City of Santa Clara. We encourage them, as we do all employees, to demonstrate a sense of civic pride and responsibility, as individual citizens, by participating in all organizations for community betterment.

### WHAT CAN BE DONE ABOUT THE SAFETY HAZARD CREATED BY THROW RUGS IN THE CAFETERIA AND RECEPTION LOBBIES?

As a result of your INPUT/OUTPUT question, we have requested that our supplier provide more firmly-based backing on these rugs or a suitable adhesive to maintain them in a flat position. These new rugs should already be in use by the time you read this answer.

# BELMONT PULLS BAT CAPER; HONORS BESTOWED;



## MAG PICTORIAL ROUND UP

A KITE FLYING challenge from the Northwest Regional Sales Office in Belmont (about 40 miles north of Santa Clara), was met by determined Santa Clara plant MAG members who won two of three kite flying contest categories. However, Belmont's bat kite took a convincing first place as the day's highest flyer. The powerful black kite was designed by Sixth Region Customer Engineer Bob Lahde and flown by Steve Walsh, a Belmont sales engineer. Steve (kneeling) and Northwest Regional Sales Manager Dick Crain are shown with the kite in the TOP LEFT picture. Other contest winners were Ben French, smallest kite, and Michael Limprecht, most unusual kite.

To the LEFT, readying a kite for the highest flying contest is the Chuck Limprecht family and ABOVE RIGHT, among those watching the high flyers was Ben French (notice his miniature box kite).

BELOW LEFT—In another MAG-sponsored activity, Red Cross Nurse Jewel Leontos thanks two-gallon donor Steve Nemeth (right) and one-gallon donor Roy Hurtig for helping make the recent blood drive a success. Roy is project manager and Steve is manager of Engineering Documentation, both at Image Products Corporation, a wholly owned subsidiary.

BELOW RIGHT—Bill Ramsay, employee relations supervisor (standing left) was "astonished and excited" when MAG President Joe Richards (standing right) presented him with a desk set and certificate in appreciation for "service over and above the call of duty as management representative to MAG." All of the group's board members were present for the occasion, but those pictured are (seated from left) Sue Larmer, Mel McPherson, Pat Kostelnik and Gary Toms.



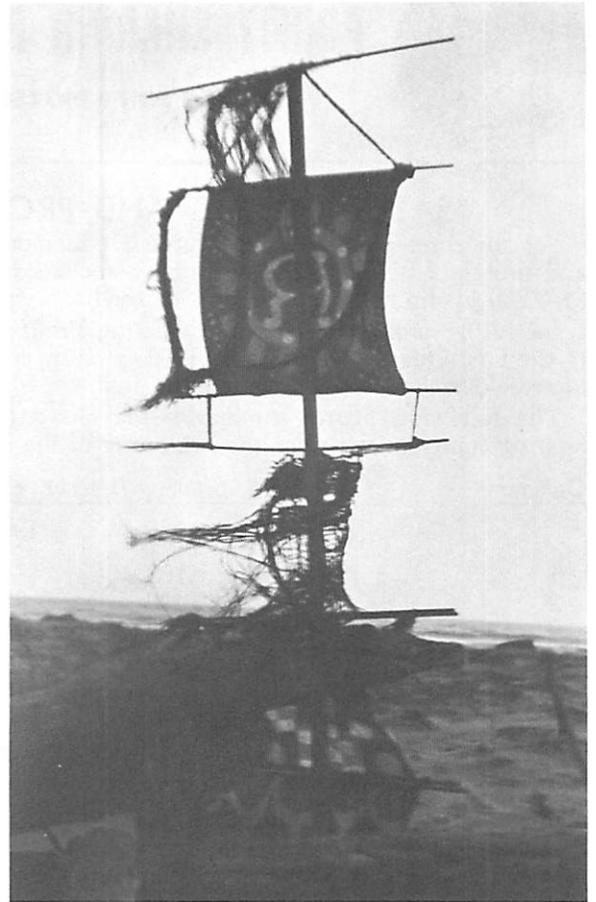
# S.C. PLANT PHOTO CONTEST WINNERS ANNOUNCED



TOP—First Prize Color, Sue McCandless.

RIGHT—First Prize Human Interest, Martin Mieger.

BELOW—First Prize General Black and White, Saul Chaikin.



## Results of MAG's First Photo Contest

### GENERAL BLACK AND WHITE

First.....Saul Chaikin, \$50 Savings Bond  
Second .....Judy Kirk, \$25 Savings Bond  
Third .....Dale Young, Honorable Mention

### COLOR

First .....Sue McCandless, \$50 Savings Bond  
Second .....Don Caselas, \$25 Savings Bond  
Third .....Vernon Pedro, Honorable Mention

### HUMAN INTEREST

First .....Martin Mieger, \$50 Savings Bond  
Second .....Judy Kirk, \$25 Savings Bond  
Third ..Sue McCandless, Honorable Mention

### NATURE

First .....Martin Mieger, \$50 Savings Bond  
Second..Jerry Youngstrom, \$25 Savings Bond  
Third .....Judy Kirk, Honorable Mention





# PROFIT SHARING POINTERS

By JOHN MORSE



## SALES, PROFITS AND PROFIT SHARING

For the three months ended March 31, Memorex reported sales of \$18,152,000 and profits of \$1,397,000, substantially above sales of \$11,106,000 and profits of \$793,000 in the first three months of 1968.

Increasing profits also led to increasing Profit Sharing. The amount set aside in the First Quarter for the 1969 Profit Sharing contribution was \$326,000, a 96% increase over last year's three months' figure of \$166,000.

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	1969
1	\$ 57	\$108	\$154	\$166	\$326
2	54	149	182	305	?
3	61	150	160	218	?
4	108	168	256	431	?
TOTAL	\$280	\$575	\$752	\$1,120	?

## PROFIT SHARING INVESTMENTS

During the three months ended March 31, Memorex's Profit Sharing investments also increased in value by \$63,544. This means that the Participation Statements for the First Quarter, recently mailed to members of the Plan, showed a 4% increase in the value of their accounts over their year-end value.

## PROFIT SHARING OUTLOOK

The outlook for Profit Sharing during the balance of 1969 depends upon each one of us and our continued efforts to curtail operating expenses and improve profits.

Occasionally, Profit Sharers ask "what can any one person do to increase Profit Sharing?" The answer is straightforward. If every Profit Sharing member either reduced operating costs in his work area by \$1 per day or increased his work productivity by approximately 3% each day, Memorex's profits would be increased by \$500,000 per year. Profit Sharing would then be increased by \$50,000.

However, it is difficult to talk about Profit Sharing as an individual incentive. It is really a group incentive, and if it makes all of us a little more aware of profits and what profits mean to the Company and to us, it will be worthwhile. Memorex's history of increasing profits has not only increased the amount in our Profit Sharing accounts but also has made Memorex a stronger company with better job security and opportunities for all the employees who have produced those profits.

## Don Prather to Head Tech Service Center

Donald Prather has been appointed manager of the Technical Service Center in Santa Clara by Quality Control Director Carl Moyer.

Don recently joined Memorex as a staff engineer in Quality Control. He came to our company from Ampex, where he worked for 10 years.

He replaces Norval Denny, who left Memorex to become a partner in a new Mountain View company, Mobark Instruments, Inc.

## S.J. Family Camp

The City of San Jose owns and operates San Jose Family Camp, located on the middle fork of the Tuolumne River near Yosemite National Park in the Sierras.

This year's camping season opens Monday, June 23 and runs through Friday, August 29. Tent-cabins are provided, and are furnished to accommodate from two to five persons.

You can obtain further information from the Parks and Recreation Department.

## Two Products Added To Magnetic Tape Line

A closed-circuit video tape and a magnetic tape cartridge, Memorex's two newest products, are being announced to the public this month.

Cy Kersh, senior industrial engineer, was responsible for developing the cartridge, though it was Product Manager Bob Erdman who first proposed that such a product be made.

Our cartridge is fully compatible with the IBM Magnetic Tape/Selectric Typewriter, the Magnetic Tape/Selectric Composer and Model 50 Data Inscrber.

It is the first available alternate to IBM's own cartridge and ours will be offered at prices which will "provide attractive savings to buyers," says Jim Porter, program manager in Product Management.

Extensive tests have found the cartridge to be so reliable and durable that we offer a one year warranty against manufacturing defects. In one test, Cy Kersh proved the strength of the cartridge's plastic case by running a forklift over one on a concrete floor—it came through without a crack.

The second new product, our closed-circuit video tape, is named "Chroma,"™ a word which refers to the intensity of colors.

Bob Funk, video product sales manager, explains, "We felt a new tape was needed for the latest recorders, so we set a goal to make a product that could be demonstrated superior to any of our competitors' tapes. I am happy to say our goal was met with Chroma."

Mike Martin, video product development manager in Ken Taylor's Product Development Division, headed the team which developed Chroma.

The first advertisement for our new tape is in the May issue of Educational Television Magazine, the same issue whose cover features a full color picture of Chroma.

™ Registered Memorex Trademark

## DIVOTEERS GOLF

The next Divoteers golf tournament is June 21 at the Palm Course in Sunol. Starting time is 6 a.m.

Mel McPherson had a low net score of 66 in the First Flight at the Fairway Glen tourney in April, to lead second place Don Horn by three strokes. Bob Wallin was third with a net 70.

Bill Krum led the Second Flight with a low net of 62. He was followed by Keith Gerry (net 65) and Jack Hounslow (net 69).

## Keep Those Cards And Letters Coming

"Dear Sir, I would like anything you can send me," signed Billy.

Most letters and inquiries that come to the Advertising/Promotion Department in Santa Clara are a little more specific than this one that was received last month, but they are all handled in a quick and courteous manner.

Letters have to be handled quickly because Advertising/Promotion receives an average of 30 per day. In addition, 10,000 inquiries per year are generated by Memorex advertising and news releases; and 3600 per year are collected at the four major trade shows in which our company exhibits products.

Inquiries are nearly always from customers and potential customers who want information about our products, but occasionally a Billy writes to ask for "anything you can send me."

## How's Your Retention?

Dr. Ralph Nichols, of the University of Minnesota, heard of a listening experiment using ten-minute talks. The results showed that people retained 50 percent of what they heard immediately after listening to the talk, and that two weeks later they had forgotten half of that.

Dr. Nichols ran similar tests and confirmed the findings: Even on a ten-minute talk, we listen at 25 percent efficiency—no matter how good we think we are.

## EMPLOYEES ON THE MOVE

Promotions for the Month of March:

**Douglas Harrison**—slitter operator to draftsman; **Susan Smith**—records clerk to receptionist; **Bob Teresi**—buyer; **William Sholes**—mix operator to chemical technician; **David Koloze**—coating operator to electronic technician.

**Hendrik Brandt**—video test operator to electro-mechanical maintenance technician; **Victor Winebrenner**—q.c. auditor to q.c. engineer; **John Cantwell**—reclaim operator to production set-up operator; **Gunar Berlings**—mix utility operator to mix operator; **Richard Pisano**—mix utility operator to mix operator.

Promotions for the month of April:

**Dennis Muth**—warehouseman to test lab technician; **Bob De Jesus**—mail clerk to rate analyst; **Ron Hig-**

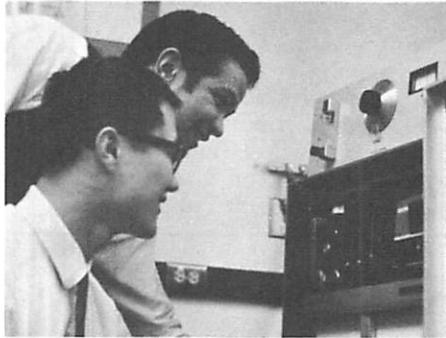
## JOHN MORRISON—A REAL "GO-GETTER"

"I worked with two of the world's top magnetic recording experts at my first job after graduating from college, so some of their skills were bound to rub off," says John Morrison.

John is now manager of Applied Research and he is recognized as an expert in his own right. He was working with Dr. Geoff Bate and Dr. Dennis Speliotis at IBM in New York, where he went after earning his B.S. in Physics from Marist College.

After six years at IBM, 17 patents in magnetic recording and large storage memory devices, and 35 patent publications, John joined Memorex.

"I came to work with Research Manager Eric Daniel, whom I knew because of his reputation as a leader in the field and from attending the same technical society meetings and conferences," explains John. "It was an honor to come and work with Eric."



**JOHN MORRISON**, manager of Applied Research, and **Yoon Paek** (foreground), a research technician, check a graph on test equipment in a research lab. Photo by Bob Mendonea

**gins**—associate engineer to mechanical engineer; **James Taylor**—sales engineer to district sales manager; **Martin Dasher**—sales representative to sales engineer; **James Bellah**—sales engineer to district sales manager; **Allen Kline**—sales representative to sales engineer.

**Donald Casto**—warehouseman to production set-up operator; **Sharon Shelton**—offset press operator to reproduction services coordinator; **Leroy Rodrigues**—slitter operator to in-process inspector; **Diane Leszcz**—accounting clerk to statistical clerk.

Promotions not included last month:

**Liz Steele**—to export specialist in International Marketing; **Paul Kuehling**—reclaim operator to storekeeper; **Ed McNeill**—to chemical lab assistant; and **Gary Toms**—to quality control engineer.

John, by his own admission, is a "go-getter" and that fact is evident when you look at his schedule. Besides his managerial position, he was on the committee for the International Magnetism Conference (in Amsterdam, Holland, April 15-18), where he was a session chairman and presented three of his own papers.

In addition, he is studying for a Ph.D. in Electrical Engineering at Santa Clara University. Because of his work record and graduate credits from two other schools, he is the first person to be admitted to SCU's Ph.D. program without a master's degree.

He has also recently published the 45th paper of his eight-year career; been elected to the MAG Board of Directors; been elected president of the Memorex Divoteers; and chosen to head the Research Division Technical Seminar Series.

He is past president of the Friday night bowling league; third baseman on the fast-pitch softball team; a regular on last year's basketball squad; a member of four technical societies; and is serving a three-year term on the Santa Clara County United Fund Budget Committee.

John has also found time to teach a graduate class on magnetic recording theory at SCU; the Memorex Foreman's Training classes on magnetic recording theory; and similar classes for our customer engineers.

With John's hectic schedule, you probably wonder if he is married and, if he is, how he found the time. The answer to the first part is yes. His wife's name is Milly and they have three children: Mike, 10; Geoff, 8; and Marcella, 5. As for the second part of that question, you'll have to ask John, if you can catch him.

## INTERCOM

NEWSLETTER FOR MEMOREX EMPLOYEES

EDITOR: .....Gary Williams

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

An official publication for employees of Memorex Corporation. Published monthly by the Industrial Relations Division, 1180 Shulman Ave., Santa Clara, Calif. 95050.

Member of:

**BASIC**  
Bay Area Society  
of Industrial  
Communicators

**ICIE**  
International  
Council  
of Industrial  
Editors



The third annual MAG Spring Fling will be at the Cabaña Motor Hotel, on El Camino Real in Palo Alto, Saturday evening at 9, May 24.

The Walt Tolleson Orchestra and the Chain of Friends rock band will alternate so that dancers will have a wide choice of popular and rock music.

**The dance is FREE to MAG members, but tickets and badges will be required to enter the dance.** Tickets for the semi-formal affair are available in the MAG Box Office in the main cafeteria at lunch hours.

## MAG FAMILY PICNIC JUNE 14

A day of food, fun and sun is planned for the entire family at the MAG picnic June 14 at Adobe Creek Lodge. Beginning at 9 a.m., there will be a whole host of activities for all age groups. Events include tug-of-war; volleyball; donkey game (you'll have to see it or be in it to find out what it is); bag race; water balloon contest; horse shoes; races; ping pong; and unlimited children's rides.

A dance combo will play in the early evening and food and liquid refreshments (for kids and adults) will be served. Any group wishing to challenge another group at one of the planned activities is encouraged to contact one of the MAG board members.

Tickets and further information is available from the MAG Box Office at lunch time. The picnic is FREE to MAG members.

A second picnic is planned for August 9, at Frontier Village and more information will be available next month.

## MINI-MAGS CLOSE WITH DOUBLE PLAY-OFF

The Mini-Mags, MAG's first bowling league for children, was such a success that the kids didn't want to quit—the playoff to determine the league's championship ended in a tie and it took a two frame playoff to determine the playoff winner.

The eventual winners were Jim Horn, Chris Morgan, Harold Morgan and Moki Smith. Second place went to Tony Hefner, Veronica Patlan, Rich EveLand and Bill Richard.

The well run league was set up and

administered by Mel McPherson, who had scorekeeping help from Don Horn, Pete Aye, Gwen Hefner and Bud Oliver.

High Scratch Series honors in the Bantam Division (9-12 years) went to Harold Morgan who rolled a two game total of 252. The same category in the Pee Wee Division (6-8 years) went to Jim Horn who had a two game total of 238. Veronica led the Girls' Division with a 181 total.

MEMOREX INTERCOM  
Memorex Corporation  
Santa Clara, Calif. 95050  
RETURN REQUESTED