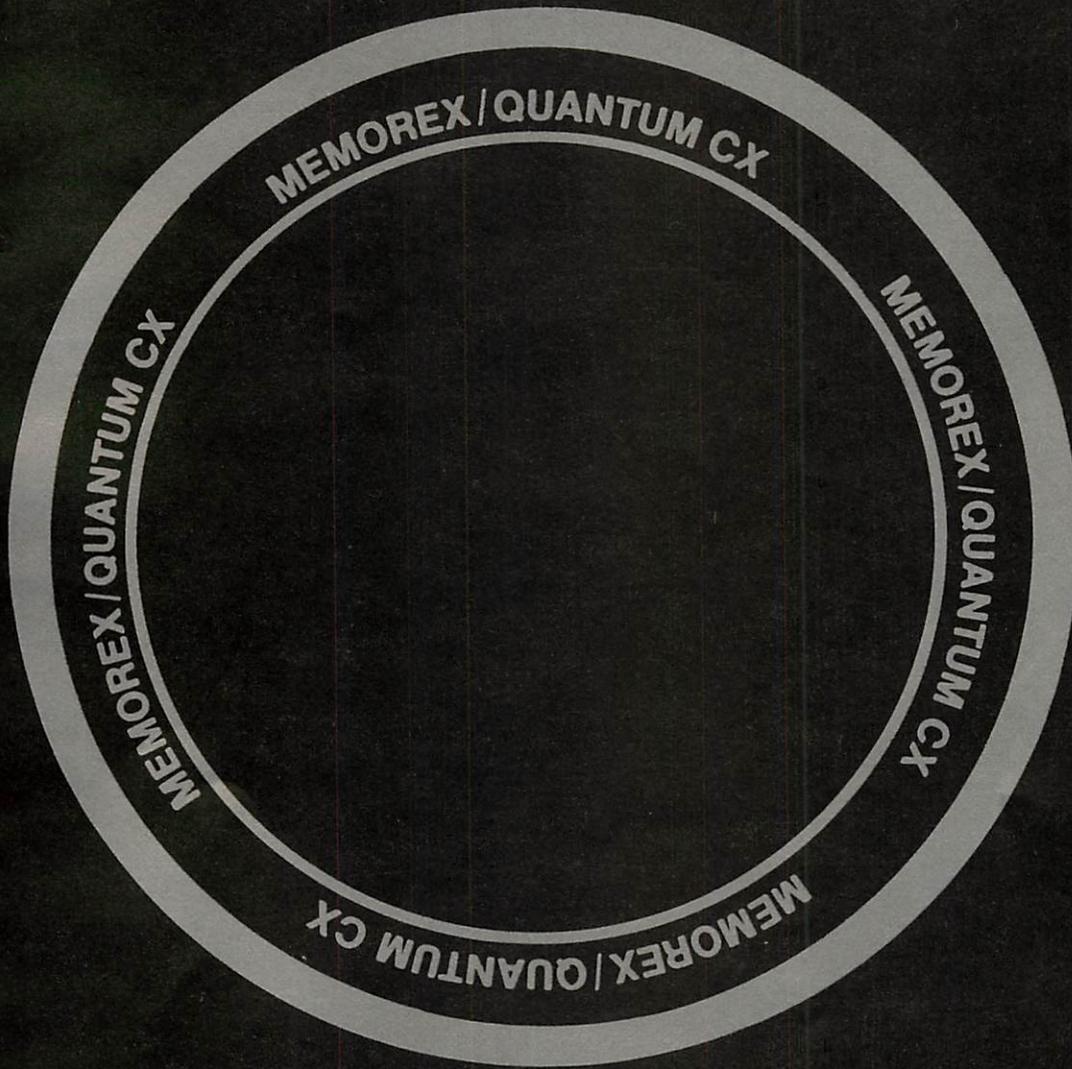


THE COMPUTER HISTORY MUSEUM



1 027 4520 9



# INTERCOM

One of more than 200,000  
labels made by the IMG  
Silk Screen Dept. each month . . . . Page 4

# On The Move

**L. Barton Alexander** has been promoted to director of Corporate Information Services. Bart has been serving as acting director since March, and before that he was manager of Systems Development in Information Services.

He has a BSEE and an MS from the Graduate School of Industrial Administration, Carnegie Mellon University.

**Stan Kemmeter** has been appointed marketing director, Europe, reporting to **William McCalmont**, managing director of European Operations.

Stan joined Memorex as equipment sales manager for European Operations. He is a graduate of the University of Wisconsin, and has worked for RCA, Lenkurt and Control Data before coming to our company.

**Dr. Burton Jacknow** has joined Memorex as director of Special Media Research and Development in the Business Products organization of the Information Media Group.

He is a graduate of College of the City of New York, has a master's degree from Columbia, and a Ph.D. in Organic Chemistry from Columbia. He was formerly employed by Xerox as area manager and senior scientist, in Rochester, New York.

**Yang Hu Tong** has been appointed general manager of Image Products, a subsidiary in the Equipment Group. Yang has an ME degree from Purdue University.

Reporting to him will be **Cliff Akers**, director of Engineering on the 1603 Program; **Dr. J. R. Werning**, manager of System Evaluation; and **Harold Medley**, who has just been promoted to director of Ancillary Equipment. Harold came to our company in October of 1969, from IBM. He has a BSME from Ohio State University.

Also in Equipment, **Richard Cowden** has been promoted to director of Product Assurance, and reports to Vice President of Development **Alan Shugart**. Richard, who was manager of Product Assurance, has a BSEE from the University of California at Berkeley.



Alexander



Kemmeter



Jacknow



Tong



Medley



Cowden

## INTERCOM

An official publication for employees of Memorex Corporation, 1180 Shulman Ave., Santa Clara, Calif. 95050

Editor: Gary Williams

### ABOUT THE COVER:

The circular design is a reproduction of a "ring label," the type of label which is applied to reels of tape we produce. Its use on the cover is to introduce you to the IMG Silk Screen Department, which we talk about on page 4. The name of the label, Quantum CX, is that of Memorex's highest-quality computer tape.

# MAG Board Elects Officers for Next Six Months

Pat (Tumey) Cavender was elected president of MAG at the July 14 MAG Board of Directors meeting. Also elected to office for the next six months are Bill Budisch, vice president; Diane Leszcz, secretary; and Judy O'Brien, treasurer.

Half of the 12 board members are elected by Santa Clara area employees each six months, and the officers are elected at the first board meeting of the new term.

Joining the board were newly elected members Candy Delaney, Diane Leszcz, Steven Palm, Bob Mendonca, Lena Salerno and Julie Nelson.

During the meeting certificates of appreciation for service to MAG were presented to past directors Bill Fullendorf, Irene Yerger, Darlene Williams, Linda Workman, Bill Anderson, Roger Elmstrand, Woody Smith and Frank Haney. A special certificate went to Vic Winebrenner for the many hours he has spent in organizing the MAG Discount Buying Program. Vic has done so well he was asked to continue administering the program.



Pat Cavender



Bill Budisch



Diane Leszcz



Judy O'Brien



Candy Delaney



Julie Nelson



Lena Salerno



Steve Palm



Vic Winebrenner



Bob Mendonca

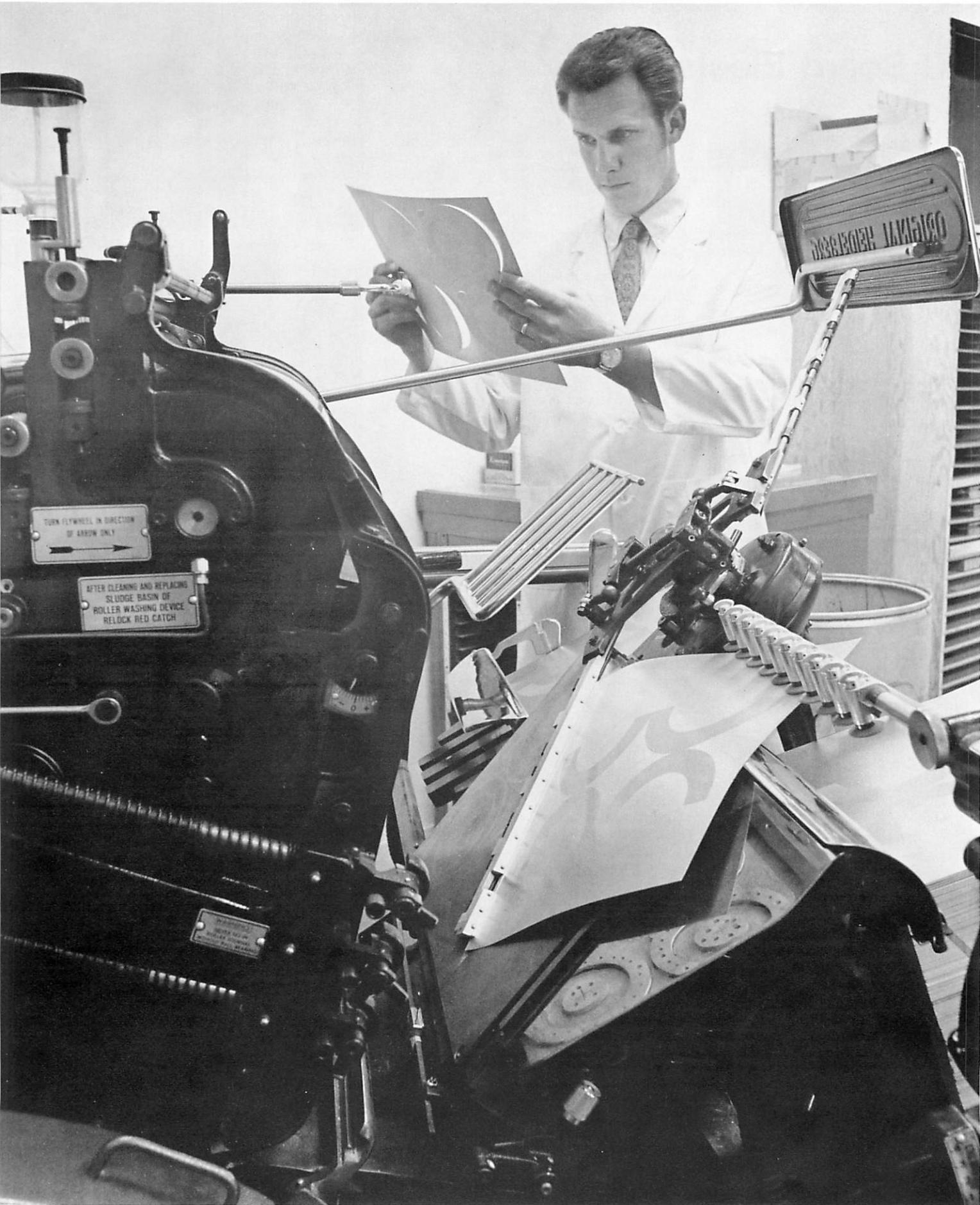
## - - MAG Picnic - -

August 1 • Adobe Creek Lodge • 9 a.m. - 9 p.m.  
(NEW TIME)

FREE TO MEMOREX EMPLOYEES AND THEIR FAMILIES. TICKETS AVAILABLE IN THE MAIN LUNCHROOMS UNTIL JULY 29.

- SWIMMING
- VOLLEYBALL
- SOFTBALL
- PONY RIDES
- CONTESTS
- CHILDREN'S ZOO
- STEAK
- HAMBURGERS
- BEER
- SODA

**BILL BUDISCH, CHRMN. 247-1000, Ex. 487.**



Richard Duerksen inspects labels which have just been die cut on the IMG Silk Screen Department's Heidelberg Press.

# Putting the Company Name Where It's Easily Seen Is Silk Screen's Job

The opening scene of Bullit, a detective thriller starring Steve McQueen, showed a line of tape drive machines in a large computer room. As the camera moved in on a single machine and the reel of tape on it, the Memorex name grew clearer and clearer.

It is not surprising that the name showed up so well—that's the way our logo (or company identification) was designed. Everything we sell has the same style "Memorex" for instant recognition.

The logo is applied to our products by means of "screen process printing," more commonly known as silk screening. Until about a year ago, our silk screen work was done outside the company; but, we were sending out so much work, especially in the Information Media Group, that Jim Cullen was hired in May of 1969 to set up an internal shop to handle the task.

He came to our company from the Lawrence Radiation Laboratory in Berkeley, where he had been designing and fabricating printed circuit boards, using the silk screen process, for the past eight years.

Each of the thousands of reels of tape, plastic reel cases and Disc Packs produced in IMG each month must have the company name silk screened on them. Jim points out that the advantages to having our own silk screen department include better control over quality, quicker delivery, and a lower price per unit. (Continued next page)



**Kathy Cameron places a disc pack bezel in the silk screen press. She's applying black ink to the white circular parts.**

Silk screening is a stencil process in which ink is forced through the open mesh of a screen stencil onto any desired surface. This can be done by hand or by machine. (Jim Cullen's Silk Screen Department in IMG uses its custom made press for nearly all of its jobs.)

The printing screen consists of a piece of open weave silk, nylon, dacron, organdy or metal mesh, stretched very tightly over a wood or metal frame. This mesh serves to hold the portions of the stencil securely in place during printing. Jim uses a metal

screen in a metal frame, because that is the most durable combination for the type of work his department handles.

The design or label to be printed is placed on top of a pre-sensitized gelatin film and placed in a vacuum frame, which is in the department's small darkroom. An intense ultra-violet light exposes the film, which is then developed and laid on a steel mesh screen. When the film dries, it sticks to the mesh, and then it is ready to be placed on the automatic printing press.

Once it is in the press, a squeegee slides across the top surface of the screen forcing the ink through the film stencil and making an impression of the design on the printing surface. An important feature of screen process printing is its ability to print on materials (like reels and cases) which can not be run through a letterpress. It can be used to print on wood, glass, metal, plastic, fabric, cork, etc.—in any shape or design, any thickness, and any size from a postage stamp to a billboard.

A section of the warehouse on Shulman and Ronald was converted to house the new department, and while the construction was taking place, Jim was out looking for equipment. "Some of it came from Germany, where it was specially made to our specifications," says Jim. The silk screen press was purchased closer to home, but it too was custom made. In addition, Jim collaborated with Ernie Bostetter, an engineer in the Industrial Engineering Department, to further modify the press when it arrived.

By August of last year, Jim and the department's second employee, Richard Duerksen, were putting out their first products—orange ring labels which are applied to reels of computer tape. Richard, who had been a warehouseman before transferring into silk screen, was Jim's first on-the-job trainee. He learned quickly and Jim was soon able to hire and train four more people for his crew, two through the Job-Bid System and two new hires.

Now there are eleven people working on three shifts, and together they produce an average of 200,000 labels per month. This figure is rather remarkable when you consider that the department is less than a year old, and Jim is the only person in it with previous silk screen experience. He taught the others about the complicated process as they were hired.

Jim is pleased that "Most of the people in our department have taken a great interest in silk screening." Some are even attending classes at the College of San Mateo, the only nearby college offering an entire program on screen process printing. Jim also keeps them supplied with notices about the most recent developments in their field. "I'm trying to teach them everything I know about this business," he says, "and it probably won't be long until they catch up with me."

Already, Richard is running the swing shift operation and another man, Tom Mock, is

handling the graveyard shift. Tom came to Memorex with considerable printing experience. This is particularly helpful when it comes to running the Heidelberg Printing Press, which is used mainly to die cut labels after they have been silk screened. The press is also used for the department's most recent project, making a new product that is sold by the Business Products organization in IMG. They are die cutting and printing the Memorex logo on rectangular magnetic cards (MAG Cards) used in a type of IBM typewriter.

Silk screened products include ring labels, plastic reel cases, bezels (a piece of trim on the top of disc packs), and magnetic tape reels. The department has also made many of the black and white signs placed around Santa Clara locations by Corporate Facilities, silk screened some labels on electronic equipment built in IMG, and made special posters for MAG activities and the annual Profit Sharing Contest.



Lucy Avalar (left) and Francis Quijas check disc pack bezels as they come out of the dryer on a conveyor belt. The silk screen press and Kathy Cameron (pictured on page 5) are behind Lucy.



Jim Cullen, silk screen supervisor, makes a stencil in the department's darkroom. The stencil will be placed on a wire mesh screen and used on the silk screen press.



## Profit Sharing Winner Collects First Prize

Linda Workman and Memorex helped Linda's parents celebrate their 30th wedding anniversary by treating them to a weekend in San Francisco.

It all came about because Linda won the Profit Sharing Point Value Contest in April. She estimated that the 1969 point value would be 8.2741, and the actual value was 8.2784.

Her prize was an all-expense-paid weekend for two, but since Linda is single and doesn't get to see her parents very often, she wanted to share her good fortune with them—especially since their anniversary was coming up. Profit Sharing Administrator Ron Casentini told Linda that the company would pick up the tab for an extra person, which made the prize an even nicer surprise for her.

The pictures on this page show Linda and her parents, Ben and Donna Workman, as they browsed in the Fairmont Hotel's shops and then headed for dinner at Doro's Restaurant on Friday evening, June 26. On Saturday, they went to Candlestick Park and watched the Giants beat Atlanta 3-0. "Just think," says Linda, "I almost didn't enter the contest because I didn't think I'd have a chance."



# Equipment Group Storage Control Unit Wins Design Award.

Twenty-six outstanding electronic product designs have been chosen for display at the Western Electronic Show and Convention (WESCON) in Los Angeles, August 25-28—one of them is the Memorex 661 Storage Control Unit.

The winning products were selected in WESCON's 12th annual Industrial Design Awards program from among 152 entries in five product categories. Five judges, members of the Industrial Designers Society of America, selected the winning products from photographs, problem-and-solution statements, and other supporting materials.

The award winners will be in a special display area, set apart from the more than 1,000 commercial product displays at the week-long program.

All twenty-six selected products received "awards of merit" and some of them may receive "awards of excellence" at a second judging on August 7.

The 661 Storage Control Unit controls the flow of data between a computer and up to nine Memorex 660 Disc Drives. Together, the 661 and the 660 units make up the 3660 Disc Storage System.

The Memorex employees named for this industrial design award were Richard Davis, senior industrial designer; Ed Lucey, senior industrial designer; Otto Wippich, mechanical designer; and Lee Ingram, senior draftsman.

All of Equipment's products were entered in the judging and although the 661 was the only winner, Richard Davis feels that any of them could have earned an award. "Judging was based mainly on appearance, and we have some of the best looking equipment in the market place."

Richard is in Ron Plescia's Industrial Design Department. While the Engineering team is working on the technical specifications of a new product, Industrial Design is considering such factors as appearance, cost, shipping ease, servicing ease, and human factors (does the operator use it while standing or sitting; does it need a writing surface; where is the most convenient location for controls; etc.).

**Industrial Design Manager Ron Plescia and two of the four men named for the WESCON design award. In the center is Richard**

**Davis and on the right is Ed Lucey. The two others receiving the honor are Otto Wippich and Lee Ingram.**



A project of this nature normally takes about two years, notes Richard, but the Storage Control Unit was completed in eight months. Other projects like the Disc Drives, Microfilm Printer and Communication Terminal have been developed in equally short periods.

For Richard and Ed Lucey, in Industrial Design, the project started with a couple of sketch pads full of "quick roughs," a few of which would be chosen for further work. Then, more complete drawings were made and a quick mock-up of the final selection was built out of cardboard. The next step was to send the mock-up and drawings to the Industrial Design Model Shop, where a full-size model was built.

When all the plans were put together, two working prototypes were built. And once the bugs were worked out of them, Manufacturing was ready to take over the 661 for production. One of the two prototypes is being used at the present time to process payroll checks by the MEG Accounting Department.

"It's important to remember," Richard reminds us, "that all of Industrial Design's efforts would be useless if the engineering team hadn't produced a workable machine. We are a service group, and we provide them with help much as a consultant would."

Equipment Group Manufacturing shipped its first 3660 Disc Storage System last month. Receiving the equipment was Pacific National Life Assurance in San Francisco—our company's insurance carrier. Shown with the system just before it was shipped is Larry Wilson (center), MEG vice president of Manufacturing. On his left is Dick Garlick and on his right is Joe Smith. The 3660 System is comprised of a 661 Storage Control Unit (see the previous page) and up to nine 660 Disc Drives.



**Where is the nearest civil defense shelter to be used by Santa Clara employees in event of a nuclear attack?**

The University of Santa Clara has eleven buildings that will provide for 11,000 people in the event of a civil catastrophe. These buildings are stocked with food and medical supplies, as well as radiological detection equipment.

**Can the Memorex stock price be posted each day?**

With the increased employee participation in Memorex stock ownership through the Savings and Investment Plan, it is likely that more employees will be interested in watching the stock price on a regular basis as you suggest. However, we should emphasize that the Savings and Investment Plan is part of our overall program to provide financial security for employees for their future and is a long-term program rather than one that can be measured by watching the stock price on a short-term basis. The daily fluctuations in the stock price do not correspond to the fundamental long-term value and changing prospects of the company. Daily stock posting by the company would tend to take away from the long-term intent and purpose of the Profit Sharing and Savings and Investment Programs.

The stock price is reviewed daily by the Corporate Treasurer, as it is part of his responsibility to know Memorex stock activity. Those employees who are active in the investment field normally have other means of regularly checking on Memorex and other stock prices. Also, newspapers with stock quote information are available at the major cafeteria locations throughout Memorex facilities.

**Why don't we sponsor a career day at Memorex?**

The Memorex Employment Departments do work with high schools and colleges in providing career guidance and information

about career opportunities. However, sponsoring a career day at Memorex facilities would be difficult, since we do not have the manpower or facilities available which would enable us to adequately cover all the interested schools and students within the Santa Clara area.

We believe that career guidance should primarily rest in the hands of professionals and specialists in our educational institutions, so we will continue to supply them with information and continue to increase our contacts with the educational community.

In addition, we expect to continue to have open houses for employees and their families and we do urge employees' children to visit our plants at these times.

**What can be done to improve mail delivery to the Equipment Group, particularly to members of the MAG Board of Directors?**

At the time your question was submitted, we were experiencing considerable difficulty with the mail service within the Equipment Group. Since that time, the mail service has been reorganized and additional personnel added. A mail stop program now is in effect, with numbered mail stops indicating both building and location for each person within MEG. This will be published in the telephone book and, combined with the additional personnel, should alleviate the problem.

# Selling for Memorex Is Subject of New MEG Program

Training Specialist Suzanne Strid discusses a lesson with class members Hank Nothhaft (left) and Phil Norton.

In the lower photo, the sales trainees are hard at work on a classroom assignment.



The Marketing Education Department of the Equipment Group has started a program to train about ninety men for the equipment sales force in the next six months.

Howard Rathbun, manager of Education, and Suzanne Strid, a training specialist, stress that the program is a difficult one designed to qualify trainees as salesmen in the shortest possible time.

The first class of nineteen began on July 7 and is being managed by Suzanne. The program begins with a four-week course which includes instruction in basic computer systems and concepts, selling techniques, computer programming, applications design, the history of Memorex products, and a detailed study of the Equipment Group product line.

About an hour of class time each day is devoted to guest speakers with varying computer marketing backgrounds. They will talk about methods of selling computer products to specific industries.

After successfully completing the four-week class, the students will spend two-four months working with experienced salesmen at branch offices across the country. When the branch office managers feel the trainees have acquired sufficient field experience, they will return to Santa Clara for an intensive sales school.



**John Robbins (left), a Memorex employee just back from a two-year military leave, talks with Pat McMahon (center) and Ron Shackleford.**



Classes are held daily from 8:30 a.m. to 5:30 p.m., and there are regular evening sessions, as well as homework and weekend assignments. "We expect them to work into the night, so we informed them of this fact before they were hired," says Howard. "To date, everyone has reacted enthusiastically to the demanding schedule."

Suzanne adds, "By the time they finish the program each trainee will have about 100 pounds of manuals, and even these won't include all of the information they will have to know to be good salesmen. They will have to dig out a lot of specialized marketing information for themselves. All we can give them in this first class is a sound technical base for selling computer products."

Challenging classes are not new to these trainees, and their aptitude for selling was carefully checked with a series of tests and interviews. After a thorough screening, Ed Faber, director of MEG Marketing Services, selected only those with the highest ratings.

All of the trainees are college graduates, and most have just recently fulfilled their military obligations. That's why their average age is about 27, higher than the usual age of college graduates starting out in industry.

Some of them also have masters' degrees, including John Robbins, who is already known by many Memorex people. John was working at Memorex when he received his MBA from San Jose State nearly three years ago. He was a personnel specialist, interviewing and hiring job applicants, when Uncle Sam beckoned. Now John is back from his military leave and on his way to becoming a MEG salesman.

These classes aren't the first of their type at Memorex—IMG Marketing has conducted sales training classes on many occasions—however, these are particularly important because they are designed to meet the pressing demand for men in the rapidly expanding MEG sales force. Rather than trying to recruit large numbers of experienced salesmen, we are hiring intelligent and enthusiastic young men and training them to fill our sales needs.

## Surcharge Dropped

You may have noticed a little more pay in your check since the surcharge on your federal income tax faded quietly into history on July 1.

Mike Paradis, IMG payroll supervisor, also reminds us that additional spurts in take-home-pay are expected to continue for the next three years under terms of the Tax Reform Act of 1969.

Graduated increases in the ceilings for personal exemptions, standard deductions and

minimum standard deductions—under the new law—cause changes in the withholding tax tables.

Withholding tax rates changed July 1, and will change again January 1, 1971, January 1, 1972 and January 1, 1973.

The changes are being made automatically, based on withholding statements already on file; however, some employees may wish to adjust their estimated tax payments to take into account the changes made by the new law.

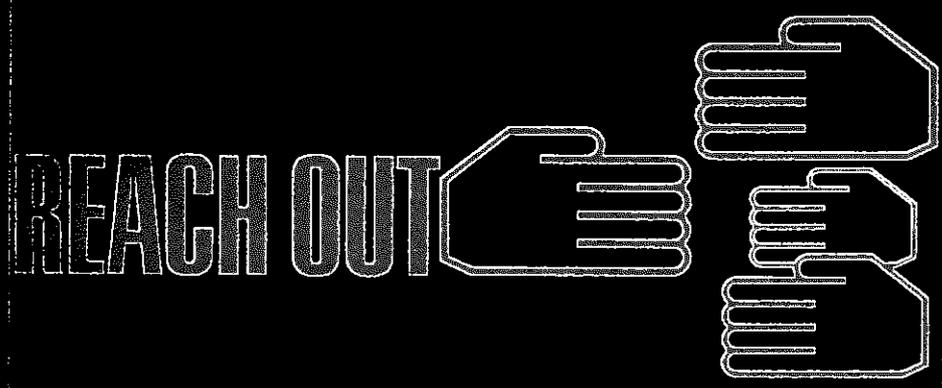
## In Memoriam

Earl Marshall died on Friday, June 28. Earl worked for Storage Products Corporation, reporting to Tom Gardner. He was one of the first employees at Peripheral Systems, the subsidiary which was the forerunner of the Equipment Group, and had been employed by our company since 1965. He is survived by his wife Dorothy and his two children.

**Memorex  
Intercom**

Memorex Corporation  
Santa Clara, Calif. 95050  
Return requested

invest in people  
and we all benefit



through united fund

**First Class  
Mail**