

? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ?
 ? WIN A \$79.50 WALTHAM WATCH! ! ! ?
 ? SUBMIT YOUR ENTRY FOR THE NAME ?
 ? AND DESIGN FOR THE FRONT PAGE OF ?
 ? OUR MONTHLY PAPER - - ENTRIES MUST ?
 ? NOT EXCEED 8" IN LENGTH - DEADLINE ?
 ? IS JULY 1ST - TURN IN ENTRIES TO ?
 ? THE M.A.G. SUGGESTION BOX. ?
 ? ?

JUNE EDITION

VOL. 1, NO. 1

THE PEP TALK

MEMOREX ORGANIZATIONS AND DEPARTMENTS

Memorex Activities Group

A most able and energetic person is Charlie Gill. He's an outstanding person in many respects, and yet he's fairly typical of many Memorex people.

This paper along with the many other activities is sponsored by the "Memorex Activities Group" (better known as M.A.G.). The purposes of the M.A.G. are many. Some of these are:

Charlie is a hard-working member of the CS&D laboratory staff. He's also a student at San Jose State working on a degree in Chemistry. He has a charming wife and two little children to whom he obviously devotes a great deal of time. Charlie was the prime mover in organizing the Memorex basketball team and played as its captain--he also promoting other Memorex athletic activities. And, he's a member of the M.A.G. committee.

1. Organize social events that involve the entire plant, such as summer picnics, Christmas parties, etc.
2. Plant athletic activities.
3. Special condolences to employees who are hospitalized, etc.
4. Special discount purchasing privileges.
5. All special events that the employees might consider necessary to improve the well-being of Memorex.

So, when the idea of a Memorex newspaper was suggested, it wasn't surprising that Charlie would volunteer to do the work of organizing and editing !

By now you may be wondering where all the money is coming from to finance this. In the past, the company has picked up the tab. Now we are sharing this expense through M.A.G. along with the company, and we have extended our sphere of activities. Membership in the M.A.G. is 25¢ per week and the company has gone along with M.A.G. and matched dollar for dollar the amount the employees have contributed. This, however, is not the only source of income of M.A.G., but all profit received from the food vending machines goes to M.A.G., also.

Good luck to Charlie and his newspaper associates who will keep us up to date on what's happening at Memorex. No doubt they'll have success and the newspaper will soon become a vital part of life at the company.

If you didn't see or haven't seen a deduction to M.A.G. on your check stub, then you are not officially a member of M.A.G. Contact your nearest M.A.G. committee member or drop a note into the M.A.G. box located in the hallway near the coffee machines down stairs for membership forms.

Memorex has people of ability and energy at every echelon and in every facet of our business. We couldn't compete successfully if we didn't, because it's people who determine the quality of our products. Memorex is successful because our products are error-free, dirt-free, perfectly manufactured and carefully handled and packaged, and sold with integrity. While good machinery and facilities contribute to the result, they are only tools. It's people who make the difference.

I believe all of us are very fortunate in being a part of an organization with Charlie Gill and so many other Memorex people of ability and character. It's like playing for the Yankees--or maybe even the Giants in 1964.

Larry Spitters

THE ROVING REPORTER

"It's a woman's world" is slowly becoming a reality as more and more women are infiltrating into the ranks of big business. There's even the story going around that a Memorex employee's wife called up the accounting department and asked that her husband's check be sent directly to her She said she wanted to eliminate the middle man. As remote as it might seem there exist a possibility of our having a woman president in Senator Margaret Chase Smith. Speaking of politics, saw an article which sums up the results of the New Hampshire primary.... AuH2O displaced by HCl (Henry Cabot Lodge). At long last the 1963 award was received for the fine showing Memorex employees made in the United Fund Drive. There was a seventy-eight percent participation for a total of \$2,592.00 dollars, which is probably still being taken out via payroll deduction. The new lunch room is officially open for business. Vending machines plus some new innovations such as the Raytheon oven have been installed. The vendor ardently recommend that the employees do not use the oven for heating lunches brought from home, in that materials other than the ones provided will blow out the unit.

SALES AND MARKETING REPORT

Sales for 1964 will substantially exceed 1963. We are off to a great start. Sales for the first four months are running well ahead of the planned level and we are in a backorder position on all product lines.

As a result of our rapid growth, we now estimate that Memorex is one of the largest manufacturer of computer and broadband tapes.

Due to the overwhelming customer acceptance of our products, we are rapidly outgrowing our present plant capacity and are anxiously awaiting completion of the new plant. The increased capacity will give us an opportunity to satisfy the growing markets for our present products, plus enter attractive new market areas.

Our present sales force is made up of sales engineers operating from Santa Clara and five strategically located district offices in New York, Chicago, Washington, Atlanta, and Los Angeles. In line with the expansion of the plant, we are planning to add additional sales engineers during the year.

In January we introduced a complete advertising sales promotion program for the year. We have been somewhat overwhelmed by the sales force and customer acceptance to the program. Many of the ads, brochures and sales aids are now on display in the lunch room. Our advertising and Sales Promotion efforts to date have definitely assisted the Marketing Division in establishing Memorex as a quality leader in precision magnetic tape.

Gerald Miller

BULLETIN BOARD

Initially the M.A.G. newspaper will carry a bulletin board section which will be used for advertising various items for sale, trade or what have you: Please drop a card into the M.A.G. box with the name of the item, whether for sale, trade or other. Include price, name and telephone number of person offering item. The success of the M.A.G. in covering all news worthy items occurring at Memorex is dependent upon the help of all Memorex employees, if you hear or know about any special personal achievements, awards, or incidents of humor, contact Bob Bendit, Lary Lindsey or Charlie Gill and give them the story, or just drop a card with the information scribbled on it into the M.A.G. box so that these news worthy items can appear in the paper for all Memorex employees to read. Extra.....there's lots of top soil in back of the building free for the asking, contact Chuck Schmacher.

SPORTS & ACTIVITIES

With the basketball season behind us after capturing the second place trophy in the Tri-City Invitational Tournament (the trophy is located in the new lunch room), it's time to concern ourselves with some of the summer activities in process and coming up soon. For those of you interested in bowling it's not too late to contact Lary Lindsey to get in on the summer bowling league. For all tennis players, the time is nearing for the Memorex tennis tournament. The top seeded players to beat are Eric Daniels, a polished consistent player and runner up from last year's tournament; Ed Seaman Sr., an all-around scrapper from last year; and Hillard Tavrow, this year's sleeper.

M.A.G. CALENDAR

JUNE 9 ----- 3RD WEEK OF BOWLING LEAGUE
JUNE 20 ----- DEEP SEA FISHING TRIP
JUNE 30 ----- SIGN-UP FOR SOFTBALL
JULY 1 ----- SIGN-UP FOR TENNIS TOURNAMENT
JULY 1 ----- NEW M.A.G. OFFICER INAUGURATION
AUGUST 30 --- MEMOREX PICNIC

NOON ACTIVITIES

Half hour noontime chess games are being played in the Quality Control Department and they're looking for new blood. Call Norval Denny, Don Anderson, Al Carman or Joe Stewart at extension 75. The ping pong tables are back in action in the new game room next to the new lunch room. Earl Bartel is looking into the possibility of setting up horse shoe pits, an archery range, a volley ball net and putting green (for old golfers who never say die).

DEEP SEA FISHING TRIP

A deep sea fishing trip to New Years Island is scheduled for Saturday June 20th. The trip will be on Stagnaro's Boat from Santa Cruz.

Cost M.A.G. members & spouses - \$7.00/person
Cost non M.A.G. members & spouses - \$10.50/person
Tackle rental if desired - \$ 1.50/person

M.A.G. will supply the beer, soft drinks and trophies. Bring your own lunch. For any details and tickets contact Dick Bangham. Only 40 tickets available for this trip.

M.A.G. COMMITTEE ELECTION

The election of four new M.A.G. members to the M.A.G. Committee was held June 2, 1964. The results are as follows:

Production/Manufacturing

Bob Wallin
Lary Lindsey
Management
Peter Aye
Research
Don Horn

The four new M.A.G. members who have been elected will take office July 1st, and have a term of office of one year. Elections will be held every six months (June & December) to elect four of the eight committee members. Present remaining M.A.G. members are as follows: Earl Bartel, Virginia Trotter, Ann Bassford and Kaye Wright.

Congratulations to our new members and we wish them the best of luck in the coming year.

THINK YOUR JOB IS TOUGH? READ THIS!

If anyone feels that his working conditions are not ideal, possibly the following will offer some consolation. They are the rules, written some 80 years ago, by the original Carson, Pirie Scott & Company of Chicago.

"Store must be open from six in the morning until nine at night the year around."

"Store must be swept; counters, base shelves and showcases dusted; lamps trimmed, filled and chimneys cleaned; pens made; windows and doors opened; a pail of water and a bucket of coal brought in before breakfast (if there is time to do so) and attend to the customers who call."

"The employee who is in the habit of smoking Spanish cigars, getting shaved at the barber shop, going to dances and other places of amusement, will surely give his employee reason to be suspicious of his integrity and honesty."

"Each employee must pay not less than \$5.00 a year to the church and must attend Sunday school regularly."

"Men employees are given one evening a week for courting and two if they attend prayer meetings."

After fourteen hours of work in the store the leisure hours should be spent mostly in reading.

TO ALL M.A.G. MEMBERS:

The items set forth below represent activities sponsored by M.A.G. and the applicable cost for the first 3 months of 1964:

ATHLETIC EVENTS:

| | | |
|------------|--------------|----------|
| Bowling | \$ 66.00 | |
| Basketball | 14.00 | |
| Trophies | <u>58.00</u> | \$138.00 |

| | | |
|---------------------------|--------------|--|
| Spring Dance | \$255.00 | |
| Flowers, Gifts & Misc. | <u>45.00</u> | |

| | | |
|------------|--|----------|
| TOTAL COST | | \$438.00 |
|------------|--|----------|

Estimated expenditures for the period of 6/1/64-12/31/64: \$2,400.00

The events for the next six months are subject to change with our financial status. The outlook for more and better events in the future is excellent.

THE M.A.G. COMMITTEE

RUSS JOHNSON
EARL BARTEL
DICK BANGHAM
KAYE WRIGHT
GINNY TROTTER
NIMA LUTTRELL
ANN BASSFORD
CHARLIE GILL

Q.A. LAB
PRODUCTION
PURCHASING & RECEIVING
Q.C. LAB
MARKETING
Q.C. LAB
PRODUCTION
P.T.S. LAB

PRESIDENT
VICE-PRESIDENT
TREASURER
SECRETARY
WELFARE CO-ORDINATOR
SOCIAL EVENT CO-ORDINATOR
ATHLETIC CO-ORDINATOR
NEWS EDITOR