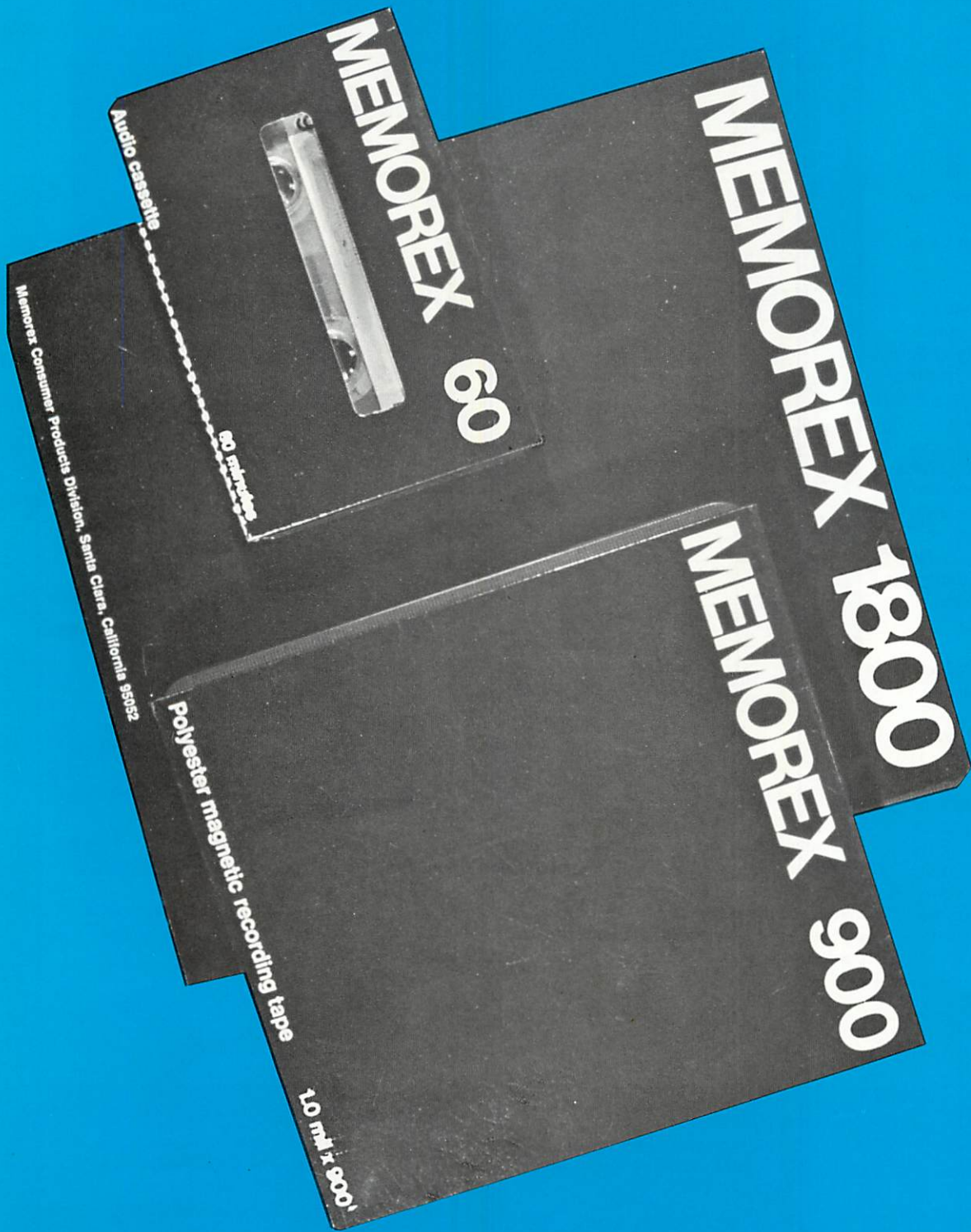




INTERCOM



News In Brief

Pamela Lai, daughter of Dick Lai, (Methods and Standards Engineering, Equipment Group), was selected from among 17 entrants as Miss United Nations of Santa Clara County.

The contest was sponsored by the United Nations Cultural Committee, and the judging took place at San Jose Civic Auditorium on Friday, October 2. Two weeks later, Pam and her two princesses reigned over the United Nations Cultural Festival at the Santa Clara County Fairgrounds.

The festival, which was open to the public, featured a cultural exchange of food, dress, and customs. Mrs. Ronald James, wife of San Jose's mayor, was the official festival hostess.

A new telephone system was put into service at the Memorex Santa Clara operations on October 19 and, as a result, the Company's main phone number has been changed to 987-1000. This is now the main number for Corporate, Equipment, Information Media and International Group locations in Santa Clara.

The Centrex II system is designed to meet the Company's growing telephone service requirements, and should eliminate some past problems with busy lines and switchboards.

An important feature is that each telephone in the Santa Clara buildings now has its own number and may be dialed directly from the outside. The new individual numbers are listed in a telephone directory which combines all Santa Clara area numbers for the first time.

Pam Lai, daughter of a Memorex employee, posed for this San Jose News photograph moments after being crowned Miss United Nations of Santa Clara County.



The outstanding salesman of the year in the Equipment Group's Special Products Division is Frank Kearney, eastern region sales manager. Frank was presented with a special pen set at the Division's first annual sales conference late last month. Making the

presentation was Ed Wildanger, the Division's general manager.

Frank works out of Waltham, Massachusetts, in an office shared by the Equipment and Information Media Groups.

INTERCOM

A monthly publication for International Group employees of Memorex Corporation, headquarters at 1180 Shulman Avenue, Santa Clara, California, 95052

Editor: Gary Williams

ABOUT THE COVER:

This month's cover shows Memorex's first consumer products. The blank audio tape cassettes and 5" and 7" reels are now being sold in some areas of the United States. Story on page 4.

Board Of Directors Appoints Six Vice Presidents



Eastling



Emmons



Jang



Jaunich



McCalmont



Phillippe

Five employees have been promoted to vice president of Memorex Corporation this month, and a sixth has been hired. They are:

John Eastling, vice president, Equipment Group. Mr. Eastling joined the Company in 1967 after six years at Control Data Corporation. From 1967 until his transfer to the Equipment Group, he was managing director of European Operations, headquartered in Maidenhead, England.

He has an A.B. Degree in Engineering and Applied Physics from Harvard University, and a Master of Business Administration Degree from the Harvard Graduate School of Business Administration.

William Emmons, vice president, Equipment Group. Mr. Emmons came to our Company in September, 1969, as director of Field Sales for the Equipment Group. In the past year he has organized an end-user sales force and directed the opening of more than 30 branch offices in the United States.

He earned a B.S. Degree from Boston College, and then served for four years as an officer in the U.S. Air Force. Before joining Memorex he was vice president of Marketing for Andover Institute of Business. He has also held management positions with IBM and Keydata Corporation.

Roland Jang, vice president, Information Media Group. Mr. Jang came to our Company in 1966 after serving nine years as director of Engineering for International Minerals and Chemicals. He held the same title at Memorex until September of 1969, when he was appointed general manager of Consumer Products. While he was director of Engineering for our Company, Mr. Jang also served as program manager for the European plant project in Liege, Belgium.

He holds a B.S. in Chemistry and an M.S. in Chemical Engineering from the University of California at Berkeley.

Robert Jaunich, vice president, Information Media Group. Mr. Jaunich has been the Consumer Products marketing manager since January of this year. He will direct our Company's entry into consumer products markets. During the previous six years he worked for Procter and Gamble, and most recently was responsible for creating and directing that Company's consumer marketing effort for Gain Detergent. Gain is one of the two largest selling detergent products in the U. S.

Mr. Jaunich holds a B.A. Degree from Wesleyan University and a Master's Degree in Business Administration from the Wharton School of Graduate Business, University of Pennsylvania.

William McCalmont, vice president, International Group. Mr. McCalmont joined the Company in 1969 as managing director of European Operations. He replaced John Eastling, when Mr. Eastling transferred to the Equipment Group.

Mr. McCalmont's responsibilities for European activities include more than 400 employees in our Liege, Belgium, manufacturing plant, and sales and service offices in virtually every country in Western Europe.

He served as manager of Northern European Operations for Control Data Corporation before joining Memorex.

Edward Phillippe, vice president and Controller of Memorex Corporation. Mr. Phillippe is the Company's chief accounting officer, reporting to Gordon Pilcher, vice president of Finance. He will direct all corporate accounting and internal audit activities, as well as provide functional direction to the accounting and control activities for the Company's operating divisions.

Before coming to our Company, Mr. Phillippe was a partner in the accounting firm of Arthur Andersen and Co., and for the past five years headed that firm's San Jose office. He holds a degree in accounting and is a C. P. A.

A REMINDER . . .

The response to this new publication for International Group employees has been good, but we can still use more information for coming issues. You can help us make this a more interesting publication by sending us news about your office, new employees, outstanding sales achievements and other newsworthy items. You don't have to write

an article, just send the basic facts, covering such questions as who is involved, what happened, why did it occur, where and when. Information should be sent to Phil Davis, director of International Operations, in Santa Clara. He will forward the items to the Intercom editor.

Company's First Consumer Products Go On Sale This Month

The Consumer Products Division opened a new chapter in the history of Memorex this month when it began limited marketing of the Company's first consumer products.

A trade show held at the San Francisco Airport Hilton on September 21 and 22 introduced Bay Area hi-fidelity dealers to the new Memorex blank audio tape cassettes and 1/4" tape on 5" and 7" open reels. The cassettes are available in 30, 60, 90 and 120 minute configurations, while the open reels are each available in three tape lengths.

The unique aspect of Consumer Products is that this introduction marks the first time Memorex products will be sold through hi-fidelity stores, department stores and music departments.

Another unique aspect is that the products will be heavily advertised in consumer magazines like Time, Life, Sports Illustrated, Playboy and U.S. News and World Report;

in specialty magazines like Coast FM and Fine Arts, Saturday Review and High Fidelity; on rock, classical and popular music radio stations; on television sports shows like NCAA Football, NFL Football; on television action shows like Mannix and Mission Impossible; and on talk shows like Johnny Carson, Merv Griffin and David Frost.

At present, marketing will be limited to areas in Northern California, Washington and Oregon, and the advertising campaign will soon begin in those areas. Two of the first ads to appear are in the November 2 issue of Life and the November 9 issue of Time.

One of the nation's largest advertising agencies, The Leo Burnett Agency in Chicago, is handling the campaign to take the Memorex name into millions of homes. Among the well known accounts held by the agency are General Motors, Kentucky Fried Chicken (Colonel Sanders), United Airlines,

The Pillsbury Company (Muffin Man), Procter and Gamble (Camay Soap), and the Green Giant Company (Jolly Green Giant).

Memorex blank tapes, like our other products, will be sold on the basis of their unusually high quality. Our advertising and merchandising displays will point out features like superior fidelity, reliability and convenience.

Bay Area hi-fidelity dealers got their first look at our blank audio tapes at a special September trade show.



President Of Romania Visits Santa Clara Plants

Romanian President Nicolae Ceausescu and about 20 members of his party visited our Company's Santa Clara facilities on Friday, October 16. He was hosted by Memorex President Larry Spitters and International Group Vice President Jack Kramer.

The stop at our Company and a luncheon hosted by FMC Corporation were scheduled because Mr. Ceausescu's country deals with both companies; buying tapes and disc packs from us and working on an agricultural modernization program with FMC.

When the Romanian leader arrived at Shulman Avenue on Friday afternoon, his cars and the others with him were escorted by motorcycle police and the California Highway Patrol. As the cars drew closer to the Education Center, their destination, a secret service agent sent three Santa Clara detectives across the street to keep an eye on the crowd which had gathered there. Security precautions were thorough.

More secret service agents and White House aides accompanying Mr. Ceausescu moved quickly out of their cars and were waiting as the Romanian President's limousine rolled up in front of the Memorex building. Once inside, our guests were shown product displays and then Mr. Spitters (speaking through an interpreter) gave a brief outline and slide presentation about the Company. Then, the Romanian visitors followed Mr. Spitters and several Corporate officers on a whirlwind tour of the tape plant and the Equipment Group's San Tomas facilities.

Earlier in the day, Mr. Ceausescu made an airplane tour of Shasta Dam, the Inland Valley and several irrigation projects. He also

stopped in Fresno for a brief look at some farming facilities and orange orchards.

His visit was part of a two-day (October 16-17) "unofficial tour" of the Bay Area. The following Monday, October 19, he was in New York to address the United Nations General Assembly. Later he was scheduled to meet with President Nixon and top cabinet members in Washington.

While in California, Mr. Ceausescu was the first Communist leader to visit Disneyland which, according to one secret service agent, was a high point of the California tour for both the Romanian Chief of State and the Washington-based agents.

Below left—Romanian President Nicolae Ceausescu (light suit, center) and Company President Larry Spitters (to right of Mr. Ceausescu) arrive at Shulman Avenue. Around them are (from left) a U.S. Government escort, Equipment Group Vice President

and General Manager Jim Guzy, Information Media Group Executive Vice President John Del Favero and another government escort. In the photo below, the Romanian leader thanks Mr. Spitters for hosting him at Memorex.

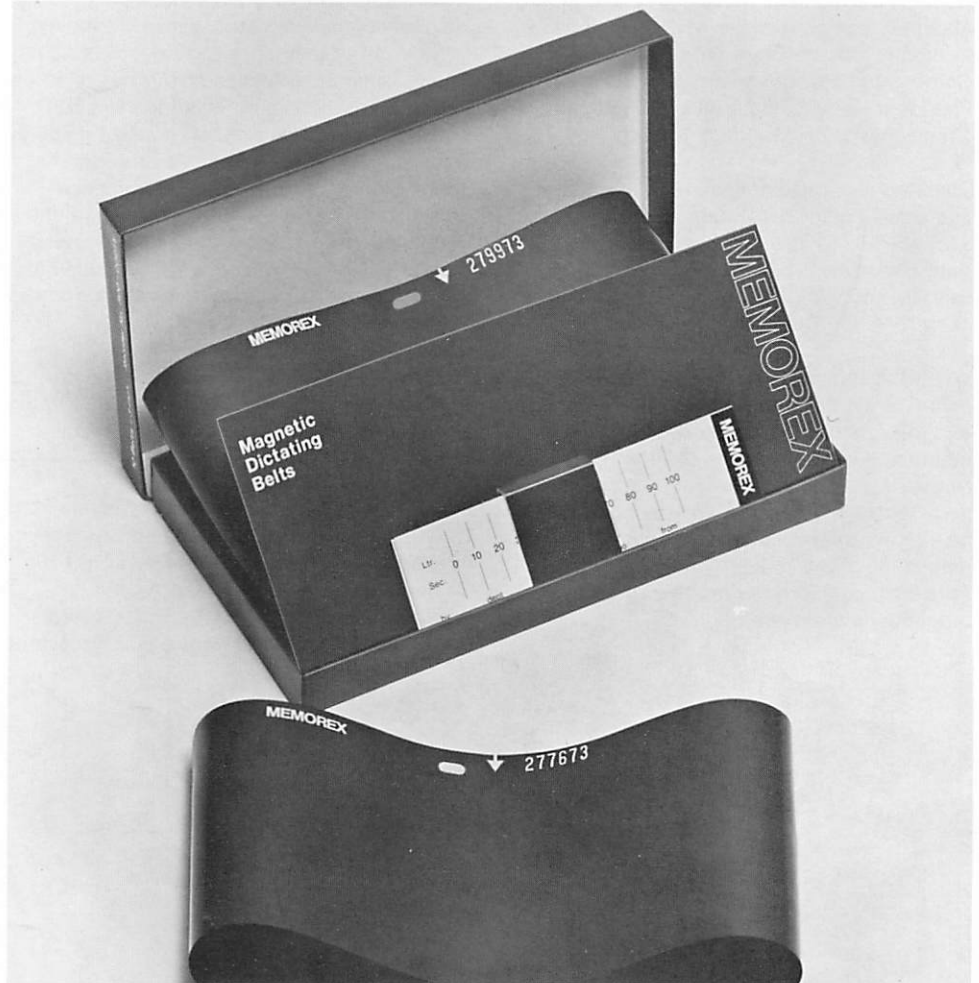


IMG Adds New Product

New high-quality magnetic dictating belts, fully compatible with all IBM dictating units (both portable and desk models), this month became available nationwide from the Business Products Division of the Information Media Group.

In making the announcement, Memorex becomes an attractive second source for the buyer of both 3" and 4" IBM dictating belts. The magnetic dictating belts are packaged in flip-top boxes of 10; each box in itself is a modular desk file unit. Included in each box is a free pad of index slips.

The new magnetic dictating belts come with a one-year warranty against incompatibility or defect. Other high-quality business products made by Memorex include the MT/ST magnetic tape cartridge and mag cards for IBM Mag Card Selectric (R) Typewriters.



Trade Show Display Honored

Memorex was honored as the company with the best exhibit at last month's Canadian Computer Show, finishing ahead of more than 150 other displays.

Among the exhibitors at the show were Kodak, BASF, IBM, Digital Equipment, Hewlett-Packard, 3M, Varian and Xerox. "The purpose of the award," according to John Greenhough, publisher of Canadian Datasystems (which sponsored the independent panel of expert judges) "is to encourage excellence of marketing communications at the show."

Peter Locascio, Memorex convention/exhibit manager, explains that points were awarded

for visual impact, use of imaginative techniques, product presentation and courtesy of sales staff, and the quality and effectiveness of the informational material being distributed.

This was the first Canadian Computer Show, and early predictions were for a crowd of about 5,000. When the final count came in, exhibitors found that more than 15,000 people had viewed their products. One of the centers of attention was the Memorex display, which included our 1240 Communications Terminal, the complete 1600 Microfilm System, 630 and 620 Disc Drives, Astron, Quantum-CX and MRX-3 computer tapes, and the new Modular Tape Storage System.