

INTERCOM

A Newsmagazine for Memorex Employees
Vol. 11 / October, 1974 U.S. Edition



THE COMPUTER HISTORY MUSEUM



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President Forms New Operating Group To Provide Future Growth Of Video, Audio And Business Media

The formation of a new Memorex operating organization, the Consumer and Business Media Group, has been announced by **Robert C. Wilson**, President and Chief Executive Officer.

To be headed by Vice President and General Manager **Robert Jaunich**, the new organization was a part of the former Media Group and will report directly to Wilson.

"This change recognizes the growth potential of the new Consumer and Business Media Group. These businesses are now making a major contribution to Memorex and the restructuring provides a better vehicle to capitalize on future opportunities," Wilson said.

The product line of the new Consumer and Business Media Group includes broadcast and closed-circuit video tape, audio tape in

cassette, reel-to-reel, and eight-track formats, and a variety of business supplies, such as toners for copying machines, magnetic cards, recording belts, and typewriter ribbons.

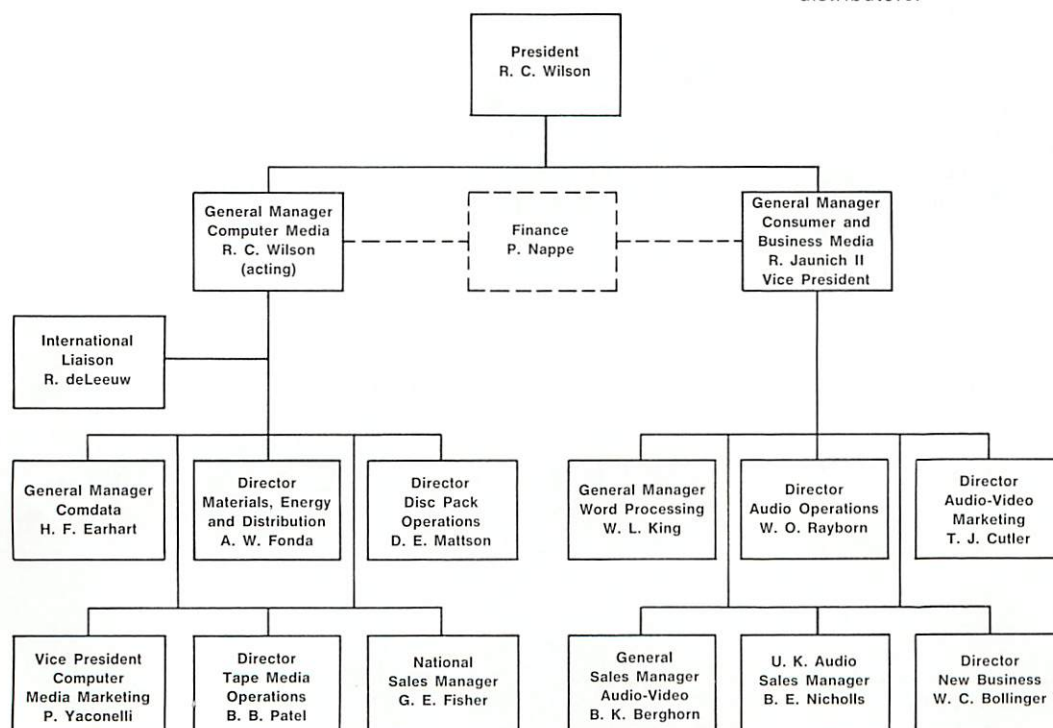
The former Media Group now will be called the "Computer Media Group" in recognition of the fact that its principal products—computer tape and disc packs—serve the computer user market. A Memorex Division, Comdata, which produces plastic and metal components and subassemblies, also is a part of the Computer Media Organization.

Wilson will become acting General Manager of this Group, and **J. Garrett Fitzgibbons** will become Assistant to the President in an advisory capacity for the Computer Media Business and Markets.

The president said that the reorganization results in a more logical grouping of the organization by product line, and a more effective focus into its operations and opportunities to serve its expanding markets here and abroad.

Other advantages of the restructuring cited by Wilson are the removal of one organizational layer that will facilitate communications, and that certain support services, such as finance and development, can be pooled between the Computer Media and Consumer and Business Products Groups.

Also, he explained, the two affected groups are now organized along their different distribution patterns—Computer Media's tapes and disc packs generally are sold to end users, while audio and video tapes and business products are sold principally to distributors.



INTERCOM

Editor: William D. Bellou



On The Cover:

One of the various production operations within Memorex Audio Tape Manufacturing is this confusing-looking, but precisely-controlled, process which slits polyester film coated with a special magnetic oxide into .150 inch strips for placement in cassettes. To find out about Consumer Media's latest advertising campaign, turn to page 9.

New Building To Increase Yields

Construction Begins On Disc Pack Wet-End Facility

The construction of a new wet-end facility for Disc Pack Operations began last month. The new building, which will be located directly behind the Disc Pack Plant on Memorex Drive, will increase yields for all disc operations and is scheduled to be operational next January.

According to **Don Mattson**, Disc Pack General Manager, the wet-end operation (resin mix process) is currently scattered over several locations at the Tape Plant. With the construction of the new facility all the operations will be brought together into one unified area and capacity will increase as well.

The structure will include the following processes: mix prep, milling, final letdown, laboratory analysis and warehousing. The entire plant will be explosion-proof.

The benefits achieved from this facility will be substantial, said Mattson, such as cost reduction from increased yields, improved quality coatings to meet critical requirements of new generation product, better controls, enhanced testing capabilities, and will provide additional space at the Tape Plant for its wet-end improvement program.



Breaking ground for the new wet-end facility at Disc Pack is Warren Kisling, Director of Disc Pack Manufacturing. Joining Kisling (l to r) are: Vice President J. Garrett Fitz-

gibbons, Dr. John Scott, Director of Research and Development, and Dave Perkins, Project Engineer.

Employee Contributions To United Fund Increases 43 Per Cent Over 1973; Average Gift Is \$36.47

Memorex Santa Clara employees pledged \$45,000 to this year's United Fund Campaign.

According to **Roger Stabile**, Employee Relations Manager and Campaign Coordinator, Memorex employee contributions increased 43 per cent over last year's, and Memorex was the first "Pacesetter Firm" to report its contributions to the UF. "Pacesetter" firms are selected to serve as an example for other companies in the area.

Stabile said the people who worked on the campaign, the solicitors and captains, did an excellent job. "Their time and efforts were well spent, because our donations will help more than 100 agencies continue to serve the human care needs of residents in 13 local communities."



Memorex President Robert C. Wilson presents employees' United Fund contributions to Santa Clara County United Fund Central Area Campaign Chairman P. Anthony Ridder (right). Joining in the presentation is Roger Stabile, Employee Relations Manager.

In addition to the 43 per cent increase in donations over 1973, the number of employees contributing increased 39 per cent, and the average pledge was \$36.47, an increase of 15 per cent.

"Many people in our community will be helped by the generous giving of Memorex employees," said President **Robert Wilson**. "The UF campaign not only gives us a chance to help others, but is also an expression of our ability to act as a Company in a voluntary way."

**TOGETHER WE'LL
KEEP IT WORKING**

Equipment Manufacturing Achieves Major Milestone With Shipment Of 2,000th Memorex 3670 Disc Drive

Equipment Manufacturing achieved a major milestone last month when the 2,000th 3670 Disc Storage Subsystem was shipped from Santa Clara. The 3670, a plug-compatible alternative for the IBM 3330 disc storage facility, was shipped to the Government of Venezuela.

The disc drive is being utilized by the Ministerio De Hacienda, which is the Country's treasury and the tax department. The ministry is currently in the process of replacing IBM peripheral equipment on line to its 370/145 computer to Memorex equipment products. Just recently, a Memorex Microfilm System was installed.

"Our recent 2,000th 3670 Disc Drive shipment is a very significant milestone in our disc drive program," said **E. Douglas Larson**, Vice President for Equipment Manufacturing. "The 2,000th unit, which was produced in less than two years, indicates the great dedication of our people," he said.

Larson commented that the drives are consistently produced with the highest possible quality. "This quality excellence has resulted in good customer acceptance worldwide. I commend everyone who contributes to the 3670 drive program for a job well done."



Flanking the 2000th Memorex 3670 Disc Drive are a few members of the production team who made it all possible. Pictured (l to r) are: Jon Kiem, Roy Smith, Tom Quinn,

Adnan Kandah, Pablo Achoa, Jay Degraff, Arnie Drayer, Sharon Mattus, Lonny Walce, Jim Nallan, Darrel Mattila, Becky Stroud, Dick Roseman, and Charles Freeman.

New Four-page Newsletter 'Scan' Introduced For Educational And Professional Users Of Video Tape

The Company is now producing a new four-page, two-color newsletter, "SCAN," for educational and professional users of video tape. Its objective will be to provide information on obtaining the best possible performance from Memorex video tape products.

In his Introduction to the first issue, **Robert Reetz**, National Sales Manager for Professional Products, said, "We at Memorex have consistently worked to market the latest technology distinguished by its high quality. This has resulted from the deeply rooted enthusiasm we have for our industry and for our products. Now, this enthusiasm has prompted us to begin this newsletter, which will hopefully serve as a communications bridge between manufacturer and user."

This first issue provides a general understanding of how video tape works, with explanations made in non-technical terms. There is also an article on video tape storage.

The back page features an advertisement for Memorex's Gamma Ferric reel-to-reel video tape line, MRX-80, which is now offered with a lifetime warranty against defects in workmanship and material.

Copies of the first issue of "SCAN" are being distributed by Memorex sales personnel to dealers and distributors of Memorex video tape, who will give them free to customers.



Memorex First To Offer Disc Drive ISC Attachment To IBM System/370; String Switching Available

Memorex is offering direct attachment of its 3670 (100 million byte) and 3675 (200 million byte) Disc Drive Modules to the Integrated Storage Control (ISC) unit of IBM System/370 models 145, 158, and 168 for the first time. The drives are attached via a Memorex 3673 Disc Controller.

Memorex thus becomes the first and only independent disc drive manufacturer to offer direct attachment to the integrated controllers of large System/370 models. This announcement follows the successful introduction in December last year of direct attachment to System/370-125 Direct Disc Attach (DDA) and 135 Integrated File Adapter (IFA).

Concurrent with the announcement, the Company has developed a unique 3 and 4-Channel String-Switch capability for the Memorex 3673 Disc Controller in response to requests by many of its customers.

"Because IBM presently offers only a 2-Channel String-Switch capability, users of large System/370's can realize significant cost savings, improved reliability and performance, and an advanced systems back-up through utilization of the Memorex 3673," stated **George Dashiell**, Vice President of Equipment Marketing.

With the String-Switch feature, users can dynamically reconfigure to balance controller loads for better systems efficiency, or bypass a controller which requires servicing, reducing the total number of controllers required for a given level of computer availability. "Anytime you can improve system efficiency and output with less subsystem hardware," explained Dashiell, "the user gains more value for his dollar."

For example, a Memorex 3673 Disc Controller and its "String" of up to 8-100 and/or 200 megabyte disc drives can be attached to four different integrated controllers (IFA's and/or ISC's) and/or Memorex 3672 Storage Control Units.

Strings of Memorex 3670/3675 Disc Drives may be shared with Strings of IBM 3330/3340 Disc Drives on separate parts of the same IFA or ISC. Switching of the 3673 String can be accomplished manually or under program control.

To complement the expanded String-Switch capability, Memorex has also introduced a new feature for its 3672 Storage Control Unit which allows for double the disc drive attachment capacity, that is, to 32 drives from the previous 16 per 3672 unit.

Support for the new 32 drive addressing feature may be combined with all previously available features of the 3672, such as flexible disc for loading operating micro-programs and diagnostics, and ultrafast alterable control memory, full internal Error Correction Code (ECC), 2, 3, and 4 multiple channel switching, string switch support, command chaining, and an advanced design emphasizing reliability and maintainability.

"These newly introduced disc drive products offer the user an unprecedented level of system configuration flexibility to maximize both his controller and disc drive availability," Dashiell said. "They demonstrate our continuing leadership in product innovation among independent peripherals manufacturers," he added.

Dashiell summed up Memorex's commitment to innovation this way: "We are currently the only company to offer 3 and 4-String-Switching, the only disc drive manufacturer to have direct DDA and IFA attachment

installations, and the only one offering fully featured advanced technology controllers as evidenced by our Model 3672. And with delivery of the 3675 disc drive scheduled for November, 1974, we are confident we will be the first independent to deliver 200 megabyte disc drives and 32 drive addressing."

Initial customer experience with the new 3672 Storage Control Unit and the 3673 Disc Controller has been outstanding in terms of performance and reliability, said Dashiell.

First customer shipments of Memorex 3673's for attachment to the System 370/145 ISC, 32 drive address feature, and the new 3 and 4-String-Switch feature will begin in the fourth quarter of 1974. First shipment of Memorex 3673's, for attachment to System/370 Models 158 and 168, are scheduled for late first quarter of 1975. Orders for the Direct Attach controllers, 32-drive addressing, and String-Switch feature are currently being accepted.

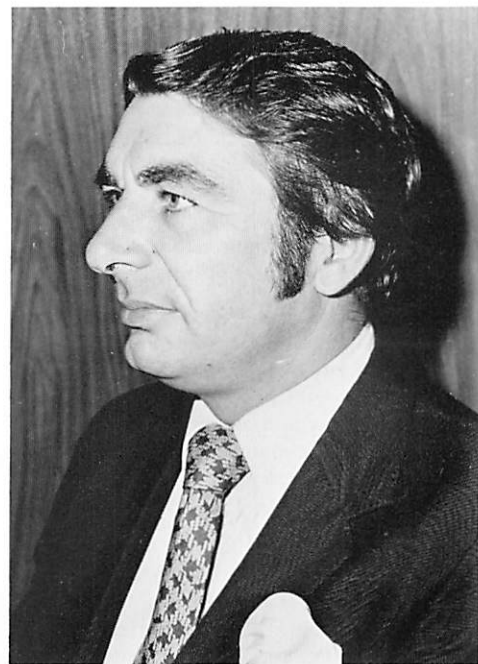
Simpson Named Vice President For Belgium Operations

James Simpson has been named Vice President and General Manager of Memorex Corporation's operations in Liege, Belgium, announced **Robert C. Wilson**, President and Chief Executive Officer.

Simpson will be responsible for all activities at the Liege facility, including the manufacture of Memorex equipment and tape products, technical support, customer services, and industrial relations. He will report to **William McCalmont**, Vice President and General Manager for Europe, Middle East and Africa.

"The creation of this new position with total responsibility for the Liege facility, and the appointment of Simpson to fill it, will result in more efficient internal operations and better service to Memorex's European customers," Wilson said.

Simpson, who was previously Director of Operations Support, joined Memorex in 1970. He formerly was employed by Control Data Corp. and Castrol in various management positions.



Computer Tape Media Operations Sets Objective To Be Number One In Its Industry And In Profitability

Editor's Note: This is the seventh article in a series on the Company's organizations and their contributions to the Memorex "team effort." This month's feature takes a look at the Computer Tape Media Operations Organization which is responsible for computer and video tape products, flexible disc products, and magnetic card products.

"We are going to be number one in our industry, and number one in profit." This aggressive objective has been set by the Computer Media Operations Organization headed by **B. B. Patel**, Director. This "can do" attitude runs strong throughout the organization, which was the very first Memorex operation back in 1961.

The Computer Tape Media Operations Organization includes the following activities: Media Tape Manufacturing, Production Planning and Control, Development, Quality and Reliability Assurance, Manufacturing and Product Engineering, and Technology.

The many production processes required to transform raw materials to the final finished product, with its exacting tolerances, is the job of the tape manufacturing group directed by **Roscoe Moore**. Tape Manufacturing, which is the largest single group within the Computer Tape Media Organization, includes all production activities for computer and video tape, magnetic cards and flexible disc products. These areas work hard to increase production efficiency without sacrificing quality.

Included within the Manufacturing Group is Quality Control and Process Control. Whereas Quality Control's responsibility is to assure that the best product possible is produced by establishing quality standards throughout every manufacturing step, the job of Process Control is to make sure the manufacturing steps are the best possible, help solve manufacturing problems, and make changes when new products are introduced.

The group that provides a communications link between marketing and production to establish factory build schedules is Production Planning and Control managed by **Hank Schleckser**. This group controls raw material throughout the manufacturing process, and assures production is consistent with market requirements.

The people who look to the future are Media Development directed by **Mike Martin**. This group works to invent new products, which the plant is capable of producing, and will have a strong market appeal. Development

is comprised of six technical staffs which include: Advanced Chemical Formulation Development, Electronics Instrumentation and Recording Performance, Analytical Microscope, Process Development, and Magnetics Development.

Monitoring and controlling the overall quality of all media products is the responsibility of Quality and Reliability Assurance directed by **John Lavelle**. This team works to assure the quality of the products we produce. It reflects Memorex's quality policy of superiority to competitors in the eyes of our customers. The quality function is organized along product lines with Quality Assurance managers, engineers and technicians continually checking product quality.

Assuring that equipment used in the manufacturing media products is maintained properly is the work of Manufacturing and Product Engineering directed by **Joe Nussbaum**. This group includes six engineering teams, which provide the technical support required for the constant up-grading of the manufacturing processes. The engineering teams responsible for this important function are: Mechanical, Electronic, Industrial, Component, Project, and Chemical. In addition, these teams work to increase production capabilities whenever possible.

Working as a kind of "technical superintendent" is **William Himmler**, who directs Media Technology. Himmler often cuts across all organizational lines to start and manage project development work where high technology is being applied. While Development invents new products, it is Technology's function to apply existing plant resources, or introduce new ones, in order to produce the product.



B.B. Patel

Computer Tape Media, like many operations organizations throughout the country, has had its ups and downs. Media's "down" came in 1969 when the market was overly penetrated, the plant's output was too high for the amount of product sold, and management's focus was centered on developing a successful equipment business.

The Organization began its big comeback in the latter part of 1972 and the early part of 1973 when the demand for media products began to increase. Money was appropriated for modifying equipment for better efficiency and quality and for the development of new "state-of-the-art" products.

Quality and Output Improved

To improve quality and output of Tape Media products, Patel said many actions have been taken to modernize the plant. For instance, the mix room (where tape oxide and resins are prepared) has been remodeled to assure more consistent material, quality control test techniques have been greatly improved, and effective process controls have been implemented in every step of the manufacturing process.



Roberta Allen



William Himmler



John Lavelle

About five months ago, it was decided to use Building 23's coating line to coat carbon backing which has increased net output. In addition, special products such as flexible disc, magnetic cards, and other word processing magnetic products are being transferred to Building 23 to improve clean room environment and product flow in the Tape Plant as well as to optimize the utilization of Building 23.

These improvements in equipment and process efficiency, have resulted in an approxi-

mate 70 per cent net increase in output.

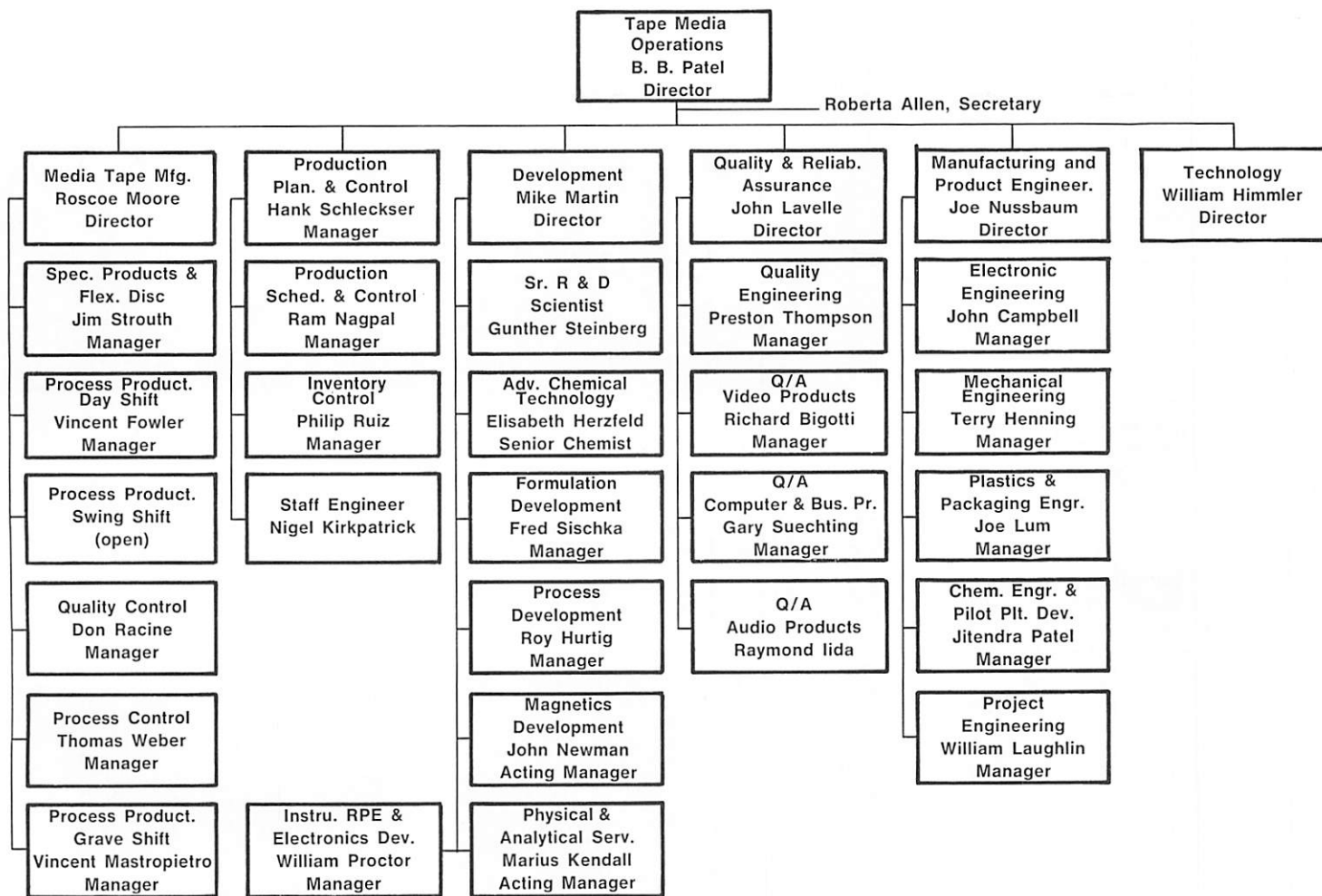
"Quality has also improved steadily, especially this year. This has been accomplished during the time when we have introduced a number of new premium products, which requires increased equipment and labor.

"The accomplishments we are seeing throughout the operation have to be credited to our most valuable resource — people. Without their commitment, the remarkable turn-around in our operation could not have been accomplished in such a short time.

Employees are making a remarkable effort to make Memorex the industry leader, and I have no doubt in my mind that we can do it.

"We have made every effort to improve communications and have reinforced the talent qualities of our people," said Patel. "I am convinced that they are determined to make the business successful, because management is doing its best to give every employee opportunities, challenges, direction, and support."

(Continued on next page.)



Mike Martin



Roscoe Moore



Joe Nussbaum



Hank Schleckser

Media Philosophy: Quality

Although major thrusts are being made for increased production, quality is not being sacrificed, but rather reinforced. This quality philosophy, which is adhered to in every manufacturing process, is posted on the walls throughout the facility. It reads: "We will design, develop, and manufacture the product with the intended criteria, and know that we have done so." (The criteria being that the product should perform better than our competitors, as seen through our customers' eyes.)

The reason for posting the philosophy in the plant," says Patel, "is to emphasize the importance of quality in everything we do. This Company has always produced quality products and it has been our key to success in the marketplace. Rather than produce thousands of units and check the quality at the end of the process, we firmly believe and practice manufacturing quality at every point of the process, and stress that every unit meets our criteria of having excellent quality and performance reliability.

"During the first six months of this year, there has been a dramatic improvement in quality in all production process," said Patel. "In this age of fast-moving automation, it's exciting to see an organization respond to the aspects of good quality and really take pride in its work."

Achieving the Ultimate Goal

Patel believes achieving Tape Media's ultimate goal of being number one in the industry hinges, in part, on the group's success at team work. "We're already seeing the success story being written by the people who pull as a team," commented Patel. "They know that individual efforts affect the entire operation, especially at a time when the plant is operating at full capacity, 24 hours a day. The Media Team has an excellent opportunity for professional and personal growth across all disciplines and at all levels of the operation."

Patel said that in the past people believed their job was separate from the other operation's activities. "This concept is completely false," he stated. "Everyone's job is inter-related in the total framework of Media Operations. It's just like playing football. Each person plays his own position, but the ultimate success of winning depends on the combined efforts of all the players, because everyone here understands that there are no losers on a winning team.

"Our success in the first six months of this year is a good example of 'team effort.' We have seen a remarkable increase in output, quality and profit. Although these kinds of accomplishments are indeed very heart-warming and indicate that we have taken a good start in driving towards our ultimate goal, everyone clearly remembers and understands that the road to success is long and hard, and it will require continuous dedication and team work."

Employees Celebrate Anniversaries

Two employees have recently celebrated their 10th anniversary with Memorex. Each was presented an engraved clock and a letter from their vice president in recognition of their accomplishments and contributions to the Company. (Photo 1) Mike Warren, Department Technician for the Disc Pack Warehouse, accepts the award from Vice



President J. Garrett Fitzgibbons (second from right). Participating in the presentation are Warren's manager, Merle Krueger (left), and his supervisor, Frank Medina. (Photo 2) Art Patlan (left) Department Manager for Salvage and Receiving, accepts the award from E. Douglas Larson, Vice President for Equipment Manufacturing.



Comdata MAG Picnic Reflects 'Old West'



Musical entertainment, volleyball, dancing, and numerous activities reflecting the "Old West" highlighted the annual MAG Picnic held for Comdata employees at Live Oak



Canyon in Orange County, California. More than 350 people attended the event, which was the largest turnout ever recorded for a Comdata picnic.

A Riddle For Riddle: Is It Ella...Or Memorex? In Company's New 30-second Tape Commercial

Is it Ella . . . or is it Memorex?

That's the question posed to Nelson Riddle in a new Memorex audio tape commercial being released this month on national television.

In the 30-second film, Riddle is seated in the audience of an auditorium with his back turned to singer Ella Fitzgerald. The announcer asks the well-known composer and arranger if he can tell if Ella is singing live, or on Memorex tape with MRX₂ Oxide.

Riddle, who has arranged Ella's jazz sound for years, listens, hesitates, then admits he can't tell. When shown that he is listening to a recording of Ella, Riddle remarks, "That sounds live to me."

It is the third national television campaign using Ella Fitzgerald to be created for Memorex by Leo Burnett Company, Chicago. The first, introduced in 1972, showed Ella Fitzgerald shattering a glass both with her live voice, and with her voice as recorded



on a Memorex cassette. The second, shown on network TV during the past year, posed the "Live or Memorex" question to Ella's longtime friend, Count Basie, with similar results.

The commercial is now being aired on network television in selected spot markets.

Memorex is now a leading supplier of consumer audio tape products. The MRX₂ iron oxide formula is found only in Memorex cassettes, and it offers performance quality unsurpassed by any other ferric cassette.

Ella or Memorex? — that's the question posed to Nelson Riddle, well-known composer and arranger and longtime friend of Ella's.

Promotions

Eric Anderson to Molding Technician B
Jose Arriaga to Machine Operator
Inocencio Asuelo to Supervisor
Maintenance
Sharon Baylon to Product Inspector Trainee
Ann Bassford to Supervisor Assembly
Quality Control
Thomas Brannon to Mix Operator B
Pam Brown to Production Inspector
Ronald Bulin to Equipment Branch Sales
Manager—Chicago
Nathan Cammack to Financial Analyst
Albert Ching to Manager—Engineering
Section
Brenda Collier to Associate Inventory
Analyst
Sheryl Cospser to Security Clerk
Mary Croyle to Product Tester
Marie Cusik to Product Inspector Trainee
Pat Davis to Group Leader
Marilyn Depaoli to Associate Programmer
Barry Eaton to Senior Elect. Technician
Millie Edwards to Secretary A

Amanda Eldred to Group Leader
John English to Manager—Engineering
Section
Dana Franzwa to Media Order Administrator
Frances Green to Manufacturing Engineer
Aide II
Kathy Green to Quality Control Inspector
John Halterman to Maintenance Foreman
Lorna Hansan to Group Leader
Mitchell Hartsoch to Electronic
Technician C
Elena Heimzman to Group Leader
Hazel Himan to Inprocess Inspector A
Toni Huang to Associate Accountant
Diane Jackson to Document Control Clerk
Bonnie Johnson to Product Inspector
Trainee
Doreen Kile to Product Inspector Trainee
Richard Lepori to Department Technician
Maintenance
Henning Lindelop to Electronic
Technician A
James Lumabao to Test Lab Technician C
Robert Lunberg to Molding Technician
Trainee
Michael Mann to Manager Systems
Engraving
Pat McMahan to Maintenance Mechanic
Carolyn McMullin to Production Inspector
Trainee
Jodee Messa to Statistical Clerk
Gilbert Montez to Associate Product Test
Technician

Cliff Murphy to Molding Technician A
David Normington to Manager—Systems
Design Group
Judy Palacios to Production Inspector
Peter Palomo, Jr. to Senior Final Assembler
Alice Parmenter to Group Leader
Henrique Parreira to Associate Fab
Specialist
Robert Parsons to Los Angeles District
Sales Manager—Computer Media
James Richardson, Jr. to Test Lab
Technician C
Steven Robertson to Installation Manage-
ment Analyst
Everett Rogers to Senior Systems Engineer
Spencer Rott to Supervisor—Technician
Processing
Betty Sanchez to Department Technician—
Assembly
David Schedler to Department Manager—
II Manufacturing
Melody Schmickrath to Regional
Administrator
John Shepard to Western District Zone
Manager for Consumer Products
Leslie Shingle to Data Processing Control
Clerk B
Arnold Simon to Manager Technical I
James Stratton to Department Supervisor—
Warehouse
Edward Thomas to Graphics Designer
Paula Tiggeman to Group Leader
Darlene Wyatt to Secretary B

Accidents Cost \$1 Million Annually

Employees Can Reduce Accidents By Reporting Unsafe Working Conditions To Supervisors

Did you know that Memorex pays out more than a million dollars annually in hidden and uninsured costs for on-the-job accidents and injuries? Employees can help reduce this cost and improve the accident safety record by reporting unsafe working conditions to their managers or supervisors. Everyone should be on the lookout for unsafe job procedures and improper use of equipment.

Memorex's on-going safety program is emphasizing the importance of safety at work and at home. There are several safety committees now working together to insure that working conditions in every plant are as safe as possible. Each month, committee members tour the facilities noting potential safety hazards. Reports are made so that each problem can be assigned to a supervisor or manager who will correct it.

While the number of injuries varies each month by plant location, last month the Memorex Drive facility reported a significant reduction in accidents. According to **Gene Gilman**, Safety Administrator, the reduction is a result, in part, of people becoming more concerned with safety. "However, a continued safety effort throughout all the plants is needed to reduce our frequency of accidents," stated Gilman.



Corporate Safety Administrator Gene Gilman leads the Memorex Drive Workmen's Safety Committee on a tour of facilities.

Provides Continued CPA Licensing

New Professional Development Program Offered

"The Mystery of Deferred Taxes, Evaluating Inventories, and Consolidation of Tax Returns," are among the upcoming topics to be covered in the new education course called Memorex Professional Development Program (PDP).

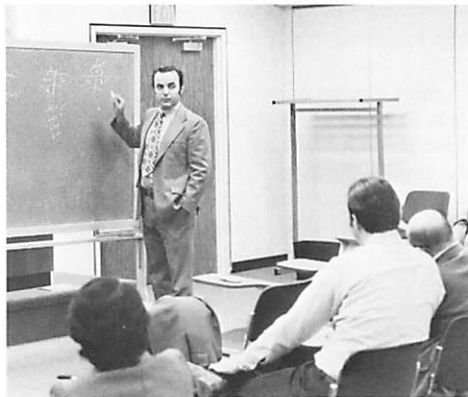
The PDP is designed to meet California State Board of Accountancy requirements for the continued licensing of Memorex's Certified Public Accountants. The program also promotes professional expertise in the individual's job. The State Board has approved Memorex as a qualified program sponsor.

PDP instructors chosen for the presentations are either qualified Memorex people, who have particular excellence in the areas of discussion, or Haskins and Sells personnel,

the Company's independent public accounting firm. Sixty hours of instruction is required for a CPA to be in compliance with 1974 California State regulations.

Although the courses cover accounting and audit control, the PDP is open to anyone in the Company who can benefit from the various topics, according to **Ed Phillippe**, Vice President and Controller. Phillippe, who initiated the new program, said non CPA personnel are finding the presentations informative and challenging. "I consider the PDP a unique opportunity for management and personnel of Memorex to strive for excellence in their jobs."

For class schedule information, call **Wendall Balc**, 7-1650.



General Accounting Director John Roderick discusses "Putting Your Arms Around a Consolidation," in a recent session of the Memorex Professional Development Program.

News In Brief

Scholarships Now Available

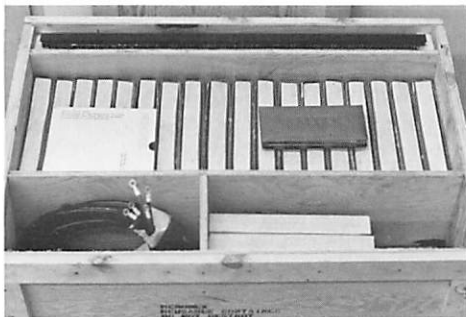
Memorex employees and children of employees, who are either high school seniors or graduates planning to enter college next September, may apply for scholarships in the amount of \$1,000 to \$4,000. The scholarships are being offered by the National Association of Recording Merchandisers (NARM). Memorex is a NARM member through Consumer and Business Media.

Scholarship winners are selected on the basis of academic achievement and ability, and financial need. Applications are reviewed by the NARM Scholarship Committee, under the guidance of William Owen, Secretary of the University of Pennsylvania. Winners are selected by the Scholarship Committee and approved by NARM's Board of Directors. Children of Memorex officers and directors are not eligible to compete for NARM scholarships.

To obtain application forms, call **Don Houk**, Ext. 7-1153 at San Tomas, or **Virginia Anderson**, Ext. 7-3937, at Memorex Drive.

Field Kit Developed For 3671 Conversion To 3672

A special field kit has been developed to convert 3671 Disc Control Units to the new 3672 model. The kit is packaged in a versatile container developed by the Packaging Engineering Department. The container is designed so that the 3672 parts can be safely shipped to the field, and then repackaged with 3671 parts for return to Santa Clara.



The first 3671 conversion kit to be shipped to the field.

New Tester To Save \$20,000

Herb Shaver and **John Mickelson** of Test Engineering are implementing a backpanel wiring test for the 3660 Disc Drive recon program. The new tester will save Memorex approximately \$20,000 during the coming year.

Test Time Reduced For Disc Drives And Control Units

Through the efforts of both Quality Assurance and Test Engineering Departments, final quality assurance acceptance tests for Memorex 3670 Disc Drives and 3671 Storage Control Units products have been reduced by two hours per machine. The reduction of test time was achieved by testing the products via a review of printout from operating the equipment on a Memorex-50 Computer, rather than functional tests run on an IBM-135 Computer.

Less Than 3 Months Remain In Gleap Contest; Two Will Win Free Week In Mexico Sun

Less than three months remain in Equipment Marketing's "Gleap-of-the-Month" Contest. This January, two employees will win a one week, all-expense paid vacation for two in Alcapulco.

Employees are nominated from anywhere in the Company who work beyond the call of duty, promote a spirit of willingness and get the job done with a smile.

Once a month in Santa Clara, Equipment Group Managers nominate individuals within their department or anywhere in the Company; and in the field, salesmen who make quota nominate two people that he believes helped him the most to make quota. A free week in the Mexican sun is a darn good way to say thanks for a great job. Send your nominations to **Barbara Van Gilder**, Mail Stop 10-08B.

Schedler Named PCB Manager

Dave Schedler has been promoted to PCB Assembly Manager, announced **Stan Stegemeyer**, Director of PCB and Head Manufacturing. Schedler will be responsible for managing day and swing shift PCB manufacturing operations in Santa Clara. He has been a part of Memorex's PCB manufacturing since 1970.

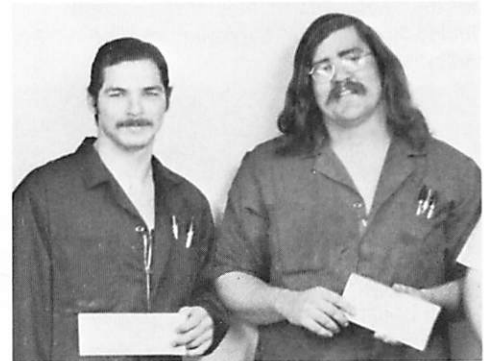
Dave Schedler



Two Employees Save Tape Plant Worker's Life

Gary Hill and John Cordova, of Tape Media, utilized their life saving training to save the life of Michael Phillips when he accidentally hooked his fresh air support system into a nitrogen outlet. Hill and Cordova immediately treated Phillips giving mouth-to-mouth resuscitation.

"Their quick action probably saved Michael's life," said Corporate Safety Administrator, **Gene Gilman**. "The incident points out the importance of Memorex's first aid training," said Gilman.



John Cordova (l) and Gary Hill receive U.S. Savings Bonds for their quick response to an employee in need.

In recognition of their quick action, both Hill and Cordova were presented U.S. Savings Bonds by **J. Garrett Fitzgibbons**, Vice President, and **B. B. Patel**, Director of Computer Media Operations. "While there is no way to put a monetary value on this action, I feel it is appropriate that Gary and John are rewarded for their quick response to a fellow employee in need," said Fitzgibbons.

Memorex Leader In Flexible Disc File Head Contouring

Memorex is now ahead of the industry in flexible disc head contouring with Head Manufacturing Engineering's newly developed lapping process for flexible disc heads used in 651 and 652 Disc Files. The unique proprietary process produces a spherical shape on the head's surface within 1.2 millionths of an inch without imbedding abrasive particles in the head.

News In Brief (cont.)

Company Sells Puerto Rico Office; Buyer To Act As Memorex Distributor

Memorex's Media Sales Office in San Juan, Puerto Rico has been sold to Professional Microfilm, Inc. Although Puerto Rico is a part of the U.S., the office has been managed by the Latin America section of the Company's International Group since first being formed in 1970.

According to **William Maw**, General Manager for Latin American Operations, the purchase proposal was made to Memorex by Rafael Vega, who was formerly Branch Manager for the Puerto Rico Office. Vega recently joined Professional Microfilm as Vice President.



William Maw

"Rafael and his associates not only bought all the assets, but will also act as an independent distributor of Memorex products," said Maw. "This selling strategy will allow Memorex to remain in a potentially profitable market, and at the same time recover an investment that can be used elsewhere in the Company."

Pension Plan Well Received

The new Memorex Pension Plan has been very well received by employees. According to **Jim Pelkey**, Compensation Manager, of those employees eligible for the new benefit, approximately 95 percent have joined. The Plan, which is being instituted this month, provides a qualified retired employee with approximately 55 percent of his average five consecutive years of income when integrated with Social Security payments.

Free Software Made Available To Media Customers

Memorex has begun offering PROCSCAN (Procedure Library Scanning), a time and effort-saving computer media program which automatically converts and upgrades tapes and disc drives.

PROCSCAN is being made available free of charge to those who agree to purchase a year's supply of Memorex tape and disc packs.

Employees Celebrate Fifth Anniversary With Memorex

The following 62 employees have marked their fifth anniversary with Memorex and have received awards in recognition of their contributions to the Company. This is the largest number of Memorex employees marking their fifth anniversary ever recorded in a one-month period.

**Margaret Elvarez
Bruce Arnold
John Beck
Robert Berry
Clarke Carey
Jewel Chappell
Esther Cortez
John Cox
Hugh Dodge
William Emmons
George Evans
Nicholas Gaetani
Carol Gallizioli
Paul Gamache
Jose Gonzalez
Margaret Gonzalez
Fred Gorton
Kathy Green
Laura Guttadauria
Anita Herbst
Neil Jacobs
William Johnson
Claudine Jones
Patricia Jones
Ronald Kehl
Russell Larson
Richard Leonard
Robert Lloyd
Maud Lockwood
James Lumabao
Arlene Mariant**

**Marjorie Martinez
Virginia Martinez
Robert McClure
Robert McKenzie
John Mickelson
Bonnie Minter
Lorna Mortensen
Dorothy Moya
Jack Olgardt
Nancy Otis
Eugene Ott
Inge Poso
Ernest Purdy
Howard Rathbun
Richard Renne
Evelyn Romanshek
Sharon Rondone
Marline Saucerman
Donna Smith
James Smith
Gordon Stoufer
Bettye Thompson
Rose Toledo
Gerrie Torres
Robert Townsend
James Tyson
Connie Velasco
Stanley Wang
John Weathers
Alice White
Virginia Yeilding**

INTERCOM

MEMOREX Corporation
San Tomas at Central Expressway
Santa Clara, Calif. 95052

Office Rules Of Yesterday

Although business and industry workday guidelines haven't necessarily declined in quantity over the years, today's rules are not so tough in comparison to the ones listed in the following reprint of a memo dated 1852.

- "This firm has reduced the hours of work and the Clerical Staff will now only have to be present between the hours of 7 a.m. and 6 p.m. on weekdays.
- "Daily prayers will be held each morning in the Main Office. The Clerical Staff will be present.
- "Clothing must be of a sober nature. The Clerical Staff will not disport themselves in raiment of bright colours, nor will they wear hose unless in good repair.
- "Overshoes and top-coats may not be worn in the office, but neck scarves and headwear may be worn in inclement weather.
- "A stove is provided for the benefit of the Clerical Staff. It is recommended that each member of the Clerical Staff bring four pounds of coal each day, during the cold weather.
- "No member of the Clerical Staff may leave the room without permission from Mr. Rogers. The calls of nature are permitted and Clerical Staff may use the garden below the second gate. This area must be kept in good order.
- "No talking is allowed during business hours.
- "The craving of tobacco or spirits is a human weakness and, as such, is forbidden to all members of the Clerical Staff.
- "Now that the hours of business have been reduced, the partaking of food is allowed between 11:30 a.m. and noon, but work will not, on any account, cease.
- "Members of the Clerical Staff will provide their own pens. A new sharpener is available, on application to Mr. Rogers.
- "Mr. Rogers will nominate a senior clerk to be responsible for the cleanliness of the main office and the private office, and all Boys and Juniors will report to him 40 minutes before Prayers and will remain after closing hours for similar work. Brushes, brooms, scrubbers and soap are provided by the owners.
- "The owners recognize the generosity of the new Labour Laws, but expect a great rise in output of work to compensate for these near Utopian conditions."