

INTERCOM

A Newsmagazine for Memorex Employees
Volume 11/March 1974 U.S. Edition



THE COMPUTER HISTORY MUSEUM
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**Cubic Computer Tape Arrives...Virtually Eliminates
Edge Damage—The Major Cause Of Tape Failure**

Spitters Resigns As President Of Memorex Citing Personal Reasons; Headed Company For 13 Years

Memorex announced that **Laurence L. Spitters** has submitted his resignation as President, Chief Executive Officer, and as a Director of the Company, to be effective April 26, 1974, date of the Annual Meeting.

The Memorex Board of Directors accepted Spitters' resignation with regret and is proceeding to take action to employ a new chief executive.

In his letter to the Board, Spitters said he reached "this decision after 13 years at the helm of Memorex because of the personal reasons which I have discussed with you but which serve no purpose to elaborate and because I do not wish any on-going partial involvement in Memorex's business.

"I wish to stress my reasons in no way relate to the progress of the business since its debt restructuring and rescaling operations in 1973, which progress has been excellent. Nor should my decision reflect adversely upon the good outlook which the business enjoys in 1974. Our business is under control and our management organization is effective," Spitters stated. "I considered the invitation of the Board of Directors to continue on as chairman, but after long and careful deliberation I decided as well to completely break-off from the Company. But the break-off from Memorex had nothing to do with the condition of the Company, with people with whom I work, our creditors, or the Board of Directors."

Memorex was cofounded by Spitters in 1961 to develop and manufacture computer tape. In a year's time, a manufacturing plant was built, an innovative production line was put into operation, a sales organization was established, and the first Memorex product—precision computer tape—was launched on the market. All of this was accomplished in one-third the time normally required in the computer tape industry for new plant start up.

By 1963, now a leader in the industry, Memorex had expanded its magnetic tape markets to include video tape for closed circuit and broadcast television.



From 1965 to 1967, under Spitters' direction, Memorex concentrated upon both new product development and enhancement of its tape product line, and the organization began to expand to overseas markets. In 1967, Memorex developed its first disc pack product, and by the end of the next year, the company's net annual sales had surpassed the \$50 million mark.

Late in 1969, Memorex entered the computer equipment business with the introduction of a Computer Output Microfilm (COM) Printer System. The following year, the product line was broadened again with the marketing of disc storage and data communications equipment.

Spitters led the company into further diversification in 1970 by moving into the consumer field with high-fidelity audio tape and a number of business related products.

At the end of its first decade of operations, the company had grown to a volume of shipments totaling about \$120 million annually, with more than 5,000 employees doing business throughout the United States and the world.

In the period of 1971 to 1972, Memorex continued to enlarge its equipment-for-lease business, as well as its media business, to the point where it had become the number one independent computer storage equipment supplier. Its leasing revenues in 1973 approached the \$100,000,000-a-year mark.

In 1973, Memorex was required to rescale its operations and reached new credit arrangements with its lenders which assured its continuation as an independent, viable organization.

"Indeed, our current operating plan indicates that we will be able to meet all our obligations with some margin to spare while continuing to make substantial investments in new equipment-for-lease to grow the business during 1974. We should also, if our plan results are achieved, report a recovery to net profit during the first half of 1974," Spitters told the Board.

"I am profoundly grateful for the opportunity which I have had to work for Memorex in association with so many dedicated and talented people at every rank in the organization. I am proud of our record and especially the resilience of our organization and the renewal of our business which is now occurring," he said.

Spitters Enters Primary In 12th Congressional District

In a surprise move to a new field of endeavor, Laurence L. Spitters has filed to enter the 12th Congressional District's Democratic primary. Spitters will try for the House of Representatives seat currently held by Rep. Paul McCloskey, (R-Menlo Park).

INTERCOM

Editor: William D. Bellou

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On The Cover:

Cubic, a new computer tape which virtually eliminates edge damage, is featured this month on page 5. A miniature beam (foreground) is used to measure the cross-sectional strength, with the help of a stack of quarters. Cubic stands firm under the load of 2-3 times as many quarters as conventional tape. Photo Credit: Sam Geraci.

More Effective Use Of Memorex's Computer Center Saves More Than \$1 Million In Last Two Years

A more effective use of the Company's computer timesharing operations over the past two years has resulted in savings of more than \$1,000,000 in charges for external timesharing services.

The reductions were made after a centralized group from the Company's Information Systems Department began organizing all timeshare activities. "This group assumed full responsibility for all contracts, conversions, support and resources," said **Glenn Hammer**, Manager of On-Line Systems.

The group found that the timesharing expenditures were difficult to control as many employees had a limited understanding of the costs involved in a timesharing system. "A major problem is that the control and usage of a particular application is usually within a single department with the expenditures in various accounts and budgets," explained Hammer.

To correct this problem, the group reviewed all timeshare applications for economic justification. According to the justification,

the applications were cancelled, converted to an internal batch system, converted to an internal timeshare system, or processed externally.

In order to help users make more effective use of timesharing resources and reduce costs, feedback reports and procedures were provided. "We found that users were eager to save money when we could show them where and how," said Hammer. "Through their cooperation and the work of the special group, monthly expenditures have been reduced by more than \$70,000."

First 'Writable Surface' Magnetic Card Made By An Independent For Use In IBM's Second Generation MAG Card II Typewriter

Memorex has announced a new "writable surface" magnetic card for IBM's second generation Mag Card II®, Mag Card Selectric®, and Mag Card Executive® typewriters.

The first second generation mag card made by an independent, it allows for greater identification and filing flexibility, and is the only mag card that can be written on.

Consequently, card coding can be expanded beyond serial numbers and tailored to fit individual work requirements by using marking pens for special and quick identification.

Another no-extra-cost feature of these high quality magnetic cards is the unique package, which serves as an attractive and very handy filing unit itself.



Memorex Expands Its Line Of Imaging Materials With Introduction Of New Toner For Xerox 3100 Copier

The Company is now offering a toner for the Xerox 3100 desk copier, expanding its quality line of imaging materials for Xerox and IBM copiers.

The new product, the Memorex 3100 toner, is manufactured to a precise, uniform

particle size with unique mix properties especially formulated for this copier and to specifications that exceed the copier's manufacturer's specifications. The result is clearer, sharper, and more copies per pound of toner.



Personnel Continues Work On Employee Requests And Concerns Brought Out In Attitude Survey

The Personnel Department has been working on a number of programs in response to employee requests and concerns brought out in the April 1973 Attitude Survey, and employee meetings. The purpose of this article is to give you a report on the status of these various programs:

Vacation Policy: This benefit was recently improved so that employees begin earning three weeks of vacation each year following five years of service with Memorex. Personnel Policy Number 520 was updated and simplified at the same time that the benefit was improved. While the former policy was based on a June 1 vacation year, with accrued vacation time not available to be taken until then, the new policy credits vacation each month after the first six months of employment, and permits it to be taken with your manager's approval, as soon as credited.

Dental Insurance: Second to the vacation improvement, the most employee requests have been for dental insurance. The Personnel Department has worked with our insurance broker on a number of approaches to this coverage, but a meaningful plan is too costly for implementation at this time. The most attractive plan is one that would integrate with our existing major medical, with the insurance paying for 80% of covered expenses after satisfying a combined \$100 medical/dental deductible. "We hope that such a plan can be started in January, 1975 when the Company will be in a better position to finance it, probably with employees who wish the dental coverage paying a portion of the added premium," said **John Pew**, Director of Administration. "This will be a departure from our current approach, where Memorex pays the total premium for Medical and Basic Life Insurance," he said. This current approach, coupled with the extensive coverages provided, places our Medical and Life Insurance Plan among the best offered by any company.

Profit Sharing Plan: Many employees expressed dissatisfaction with the Plan, because it had not been meaningful during the past few years with no Company contributions, and because poor management by our outside trust advisor coupled with the decline in Memorex stock caused individual employee's account balances to decline. Therefore, the Board of Directors was asked to terminate the Plan, which they did effective December 31, 1973. This termination must be approved by the Internal Revenue Service, following which the funds in the trust will be distributed. We expect that I.R.S. approval will be received in time for funds to be distributed in June of 1974.

Savings and Investment Plan: This new plan, approved by shareholders last Spring, has been delayed by financial and legal questions. It now appears that these issues will be settled soon, and the plan is expected to be implemented by July 1, 1974. This will provide an opportunity for permanent employees to invest in U.S. Government Securities through regular payroll deductions. Memorex will make significant contributions to the plan by matching 50% of the employee contributions. This Company contribution will be invested in Memorex Stock through open market stock purchase (in accordance with pertinent SEC restrictions) or authorized but unissued treasury stock (maximum to be set by our Board of Directors) and in U.S. Government Securities if the total Company contribution exceeds the limits set for Memorex Stock. Further, this plan will distribute one-third of the balance in each employee's account (includes both employee and Company contributions) to the employee at the end of each plan year. Should the employee terminate from Memorex or choose to withdraw his funds from this plan, all amounts in the employee portion of the account will be paid to him.

Communications Programs: The Attitude Survey responses indicated that employees were very concerned about communications. Of course, at the time of the survey we were involved in acquisition discussions with other companies which caused feelings of uncertainty. Employees felt a need for information which could not be immediately satisfied simply because the information was not then available. Nevertheless, communications of Corporate objectives, programs, and results needed to be improved. To this end, a number of programs to improve communications have been implemented.

Intercom: The Company magazine has been expanded in size and contents, to better reflect the pulse-beat of the Company. It is currently featuring articles describing Memorex organizations, their people and activities.

Management Communications: To supplement INTERCOM news, and provide a two-way channel, executive management has committed to participation in periodic meetings of employees. This will probably be done on an organization basis, and the details are now being worked out by Personnel.

Input/Output: This question and suggestion program has recently been modified to improve its usefulness. It has been converted from a lock-box mailing system to a self-mailer, which will make it easier to use for Santa Clara employees and expand its availability to include field locations.

Employee Handbook: A revised Handbook is presently in draft form, and should be published in April. It includes information on benefits, pay, safety, rules of conduct, and other areas of interest to all employees.

Employees who have questions or suggestions relating to these or other items are encouraged to communicate those concerns, either through Input/Output, your management or directly to the Personnel Department.

Memorex Awarded \$2 Million Disc File Contract

The Company has been awarded a contract worth approximately \$2 million to provide Wang Laboratories with 651 Flexible Disc Drives and accessory products over a 12-month period.

Wang Laboratories, of Tewksbury, Massachusetts, is a leading manufacturer of

programmable calculators and small computers, and plans to incorporate the 651's into its series of calculators and computers.

Memorex is the leading independent vendor of flexible disc files and the only independent manufacturer of magnetic storage devices who makes both the read/write heads and

the Flexible Disc media. The 651 is the non-IBM compatible version of the Flexible Disc Drive.

Wang Laboratories plans to use the 651 Flexible Disc File in its System 2200 computers and series 600 and 700 programmable calculators.

Cubic, New, Thicker Computer Tape, Provides Twice The Resistance To Tape Edge Damage—A Major Cause Of Tape Failure; Offers Many User Benefits

"It's A New Ball Game"

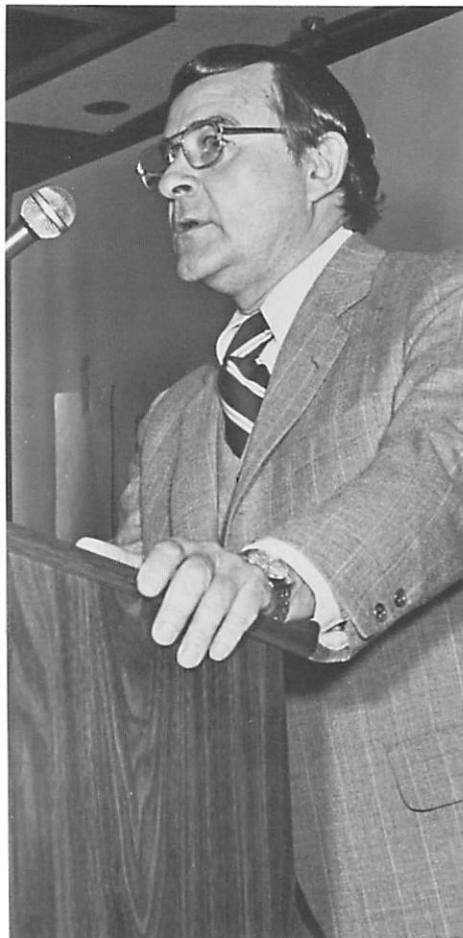
Confidence And Re-motivation Sweeps Market Force At North American Equipment Sales Conference

Memorex equipment salesmen from all over the country returned to their offices early this month with a fresh start and a feeling of re-motivation after attending a three-day North American Sales Conference held in Palo Alto, California. The conference, which carried the theme "It's a new ball game," was the first equipment sales rally since 1971.

George Dashiell, the Company's new Vice President and General Manager of North American Equipment Marketing, led the meeting with a sense of renewed spirit and self-confidence directed not only to those attending the meeting, but to all Memorex employees.

"I want everyone to understand that you are better than your competition, your Company is better, your products are better, your associates are better, and you're not only better . . . you're great," said Dashiell during a final address at the meeting. "I know achieving our operation objectives will be difficult, but I know you can do it, and I know that everyone at Memorex Santa Clara will help you do it," he said.

"We must take care not to lose confidence, for a loss of confidence in our Company would inevitably be mirrored in our effectiveness. Where once we ran the risk of thinking we were too good, we may now swing to believing we are not good enough. Where once soaring optimism tempted us to dare too much, a shrinking spirit could lead us to attempt too little."



George Dashiell

"Memorex is resilient," said Dashiell. "The dynamism of this Company is irrepressible. Whatever our mistakes we can rally to the prospects of building a business in an important market place. One that is responsive to the individual aspirations of our people. In doing so we can re-establish and continue the reservoir of faith that took us through 1973, and that faith will assure our success in the future."

An array of new product announcements, informative technical sessions, and a Recognition dinner were just a few of the many highlights of the fast-moving rally.

Recognition Dinner Honors Salesmen, SE's

Twenty salesmen who achieved 100 percent or more of sales quota and four systems engineers cited for special achievement were honored at a recognition dinner at the rally. Those receiving awards were:

First Year Awards

Willis Beale
James LaTorre
William Roch
Jeffrey Francis
Richard Eger
Ralph Casale
Timothy Connors
Alton Hortman
Gerald Minsky
Tony Gault
William Etheredge

Third Year Awards

Joseph McAluney
John Adams
Philip Norton
Robert Lehman

Fourth Year Awards

Robert Farmery
Edward Halligan

Second Year Awards

Leo Miller
Jerry Eaves
Sam Patterson



Robert Farmery (l), is presented the "Outstanding Sales Representative Award for 1973" by John J. Kramer (center), Vice President and General Manager for Equipment Products, and congratulated by Memorex President Laurence L. Spitters at a recognition dinner honoring salesmen and systems engineers.

Coaches Lead Tech Sessions

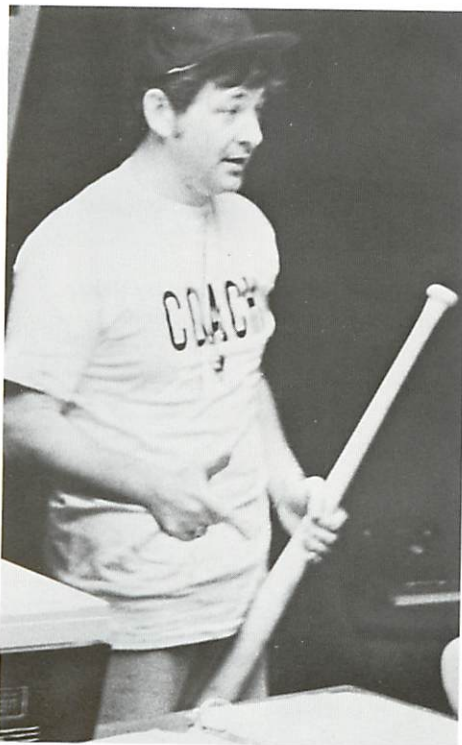
Dressed in uniforms, Memorex product managers and system engineers coached their teams on the technical aspects of our new products, discussed the market areas in which they will compete, and also introduced new marketing programs for our existing equipment products.

Carl Hansen, Product Sales Manager for the 3670 Disc Storage Series, introduced new enhanced disc storage products which will join our 3670 storage family; **Frank Kirchhoff**, Communications Product Sales Manager, and **Pat Kareiva**, Communications Product Manager, presented three terminal control units, Models 4, 5, and 6; and **Gordon Orsborn**, Manager of Custom Systems Planning; **Harry Orendorff**, Terminal Product Planner, and **Dennis Palmerston**, Senior Systems Engineer, unveiled a new advance communications terminal which is scheduled for market introduction in July.

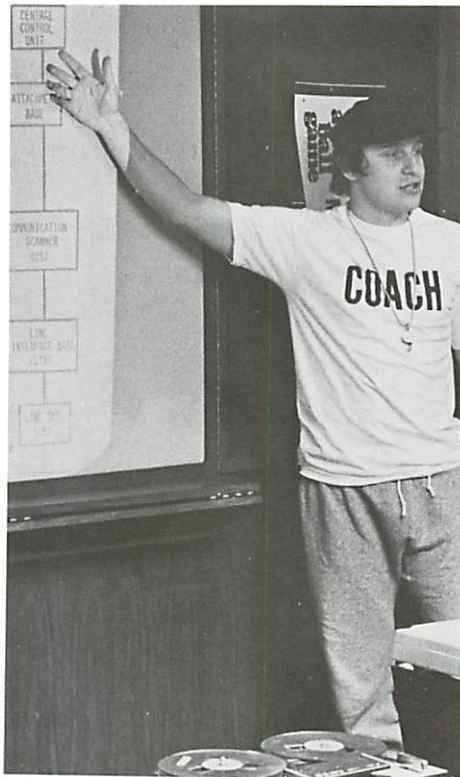
James Allen, Product Sales Manager for 3660 and Small Disc Systems, announced a new sales program for existing disc products; **Mike Mann**, Senior Systems Engineer, talked

about competitive techniques for Small System users considering the System 3340; and **Don Kelley**, COM Product Sales Manager, **Joe Werning**, COM Program Manager, and **Marty Jenkins**, Microfilm Product Manager, focused on Computer-Output-Microfilm.

In addition, the long range plan of the disc storage market was discussed by **Dan O'Brien**, Director of Product Management, and Purchase Program Manager **Mike Mauldin** covered the equipment purchase objectives for 1974.



Frank Kirchhoff, Sales Manager for Communication Products, promotes team enthusiasm at a tech session in which he introduced three new terminal control units.



"Offensive coach" **Pat Kareiva**, Communications Product Manager, discusses Memorex vs IBM Terminal Control Unit configurator.



"Tackle the competition," shouts **Mike Mann**, Systems Engineer "coach" during a presentation of new competitive selling techniques for small system users considering the system 3340.



Ed Dunn (l), 3670 Department Technician, discusses the 3670 Disc Storage test pro-

cess with Memorex equipment salesmen during a plant tour in Santa Clara.

Shipments Of New Markette I Underway; Orders 350 Percent Above Predicted 1974 Forecast

Customer shipments of the new Memorex Diskette, the Markette I, are currently underway from Santa Clara. The new product, similar in size to a 45 rpm record, is the media used in flexible disc files, which replaces the punched card deck as the input/output device to computers.

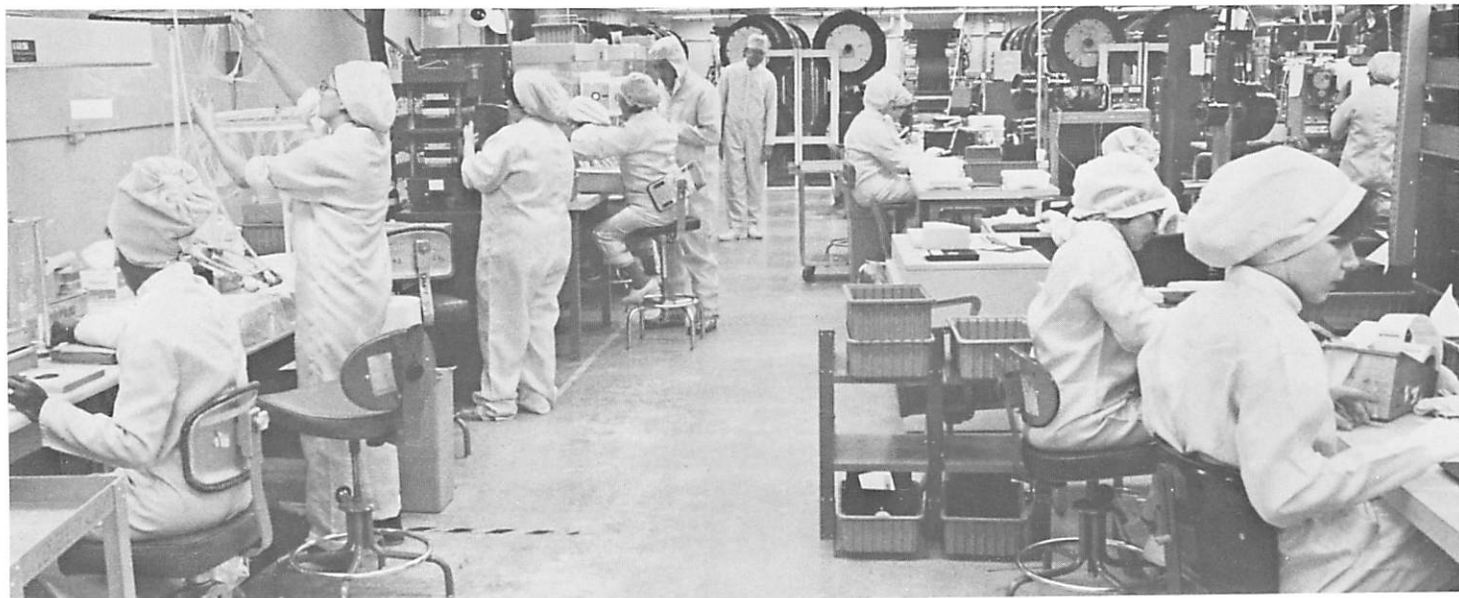
The Markette I functions at 360 revolutions per minute with a nominal storage capacity of 1.9 million bits of information. It has an advanced oxide formulation and smoother surface which reduces both head and surface wear.

"Customer order rates for the new product are now more than 350 percent above the originally predicted forecast for 1974," said Disc Pack Product Manager **Hal Sowle**, "and we're only three months into the year. I believe the product has excellent market potential."

A major reason for the Markette's tremendous customer reception can be attributed to the superiority of flexible disc files over punched cards. One Markette replaces 3,000 punched cards and thus conserves paper and allows for easier storage. The Markette

is also much easier to transport than say a box of cards, such as making it convenient and less expensive to mail. It is also reusable, quiet in its operation and clean to use.

Due to the increasing order rates for the new Markette I, a transition to fully automated production will begin during the second quarter of this year. In addition, employment of personnel involved in the manufacture of the product will be increased.



Kris Peterson operates a folding machine which forms the protective and reusable envelopes in which the Markette I is contained.



Quality control standards in the production of the Markette I are very stringent. Below, Kay Morris tests each disc prior to initialization.



Final inspection is performed by Natsu Furuta during finishing operations.



Newly Introduced 652 Flexible Disc File Now Being Shipped To Customers For Evaluation; Memorex Now Largest Independent OEM Supplier Of Disc Files

Shipments of Memorex's new 652 Flexible Disc File are now being made to customers for operational evaluation. The disc file reads and writes data on flexible disc cartridges.

The 652 is marketed to original equipment manufacturers of devices who have a requirement for a disc file capable of media and/or data interchangeability with the 3740 Data Entry System.

"The flexible disc file offers many advantages to customers over tape cassettes or cartridges, such as its data handling simplicity, minimum maintainability and significantly improved reliability," said Keith Plant, Director of OEM Marketing.

Currently the Company's Engineering and Development and Manufacturing groups are working together in the building and testing

Bill Krajewski (l), Principal Engineer, and Mike Indihar, Electronic Technician, review the 652's printed circuit board.



of pre-production units. However, after the customer evaluation units have been shipped, manufacturing will assume the pre-production assembly operations and full production will begin during the second quarter of this year.

The 652 production line, now being formalized, will be separate but adjacent to our 651 Disc File production area, according to **Wayne Lettiere**, Manager of Disc File Manufacturing. "Having both products assembled in proximity to one another will give us good production efficiency and provide the best utilization of resources," said Lettiere. "Employees involved in the 651 and 652 Disc File programs are doing a tremendous

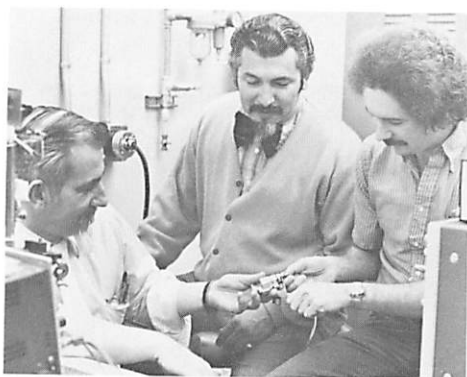
Jim Fortin, Senior Engineer, discusses the unique features of the 652 Disc File with associates Geoff Lee, Senior Engineer, Dave Planer, Electronic Technician and Don Monahan, Senior Engineer.



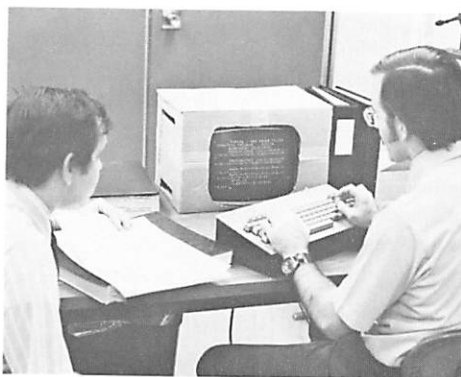
job and are contributing greatly to their success."

As of February more than 3,000 units of the 651 Disc File have been sold, making Memorex the largest independent OEM supplier of flexible disc files. In addition, we are the only manufacturer of both the disc files and their media, and read/write heads.

Testing a 652 Flexible Disc File to assure IBM compatibility in conjunction with the 3741 System is Nallicheri Viswanathan (l), Senior Engineer and Staff Engineer Ken Hee. The key objective in the development of the 652 Flexible Disc File was to achieve 3740 System compatibility, and at the same time utilize our manufacturing engineering experience gained in the development of the Memorex 651 Flexible Disc File, according to Don Johnson, Director of Flexible Disc File Development.



(l to r) Jim Rusczyk, Senior Engineer, Ernie Bustamante, Technical Associate and Roger Travagli, Chemical Technician, all of the magnetic head development support group, carefully examine a 652 recording head, an important key element in the development of the file.



Bill Krajewski (l), Principal Engineer, and Pat Mercer, Senior Engineer, use a CRT display to interrogate the Data Acquisition Systems computer as they simulate a filter design for the 652 magnetic recording channel.



Discussing the design of the 652's base casting are (l to r) Chuck Carey, Manager of Mechanical Development for Flexible Disc Files, Bob McClure, Senior Engineer, and Bob Quiring, Engineer.

News In Brief

Quality Control And Manufacturing Integrated For Tape Plant

To improve the efficiency and effectiveness of the Memorex tape plant operations, the quality control function and the manufacturing organization have been integrated. In this realignment, **Don Racine** will assume the responsibility of all quality control functions. Racine will report to **Roscoe Moore**, Director of Tape Media Manufacturing. **Dick Bigotti** will assume the Media Quality Assurance responsibility and will report to **B. B. Patal**, Director of Tape Media Operations.

Michalene Wojtaszek Named Supervisor Of Order Administration For Computer Media

Michalene Wojtaszek has been named Supervisor of Order Administration for Computer Media. In her new position Mrs. Wojtaszek will be directly responsible for supervision and administration of the Computer Media Order Entry System. In addition to this new responsibility she will also handle all Computer Media Contract Administration. Mrs. Wojtaszek has held numerous and varied positions within Media Marketing. She joined Memorex in 1968.

Employees Celebrate 5 Years Of Service

The following employees have marked their fifth anniversary with Memorex and will receive five year awards in recognition of their contributions to the Company.

Donald Baumann
Richard Bigotti
William Black
Sandra Boothe
James Bowles
Ronald Breshears
Phyllis Cintas
Marylou Colson
Carol Ehrsam
Ross Foulk
Kenneth Francis
Tom Gift
Royal Goetz
Merle Hackett
Linda Halbert
Rosie Hamilton
Michael Hammond
James Hargis
James Holm

M. Nile Jones
Frank Kelm
Sandra Krzyzanowski
Anne Lear
Terrance Levesque
Arlene Levy
Steve McKinley
Rafael Morales
David Otto
Jitendra Patel
Robert Patterson
Frank Peralta
Josefine Quintero
Darlene Randall
Donald Stevenson
Stephen Trovato
Timothy Weeks
Dennis Zanone
Elvira Zarate

New Ella Fitzgerald/Count Basie TV Commercial To Be Featured Throughout 1974

Memorex's new Ella Fitzgerald/Count Basie TV commercial featuring MRX₂ Oxide Tape will be shown on major sports, and late night movie and entertainment telecasts throughout the year. The new commercial was previewed by visitors at the Winter Consumer Electronics Show held recently in Chicago and was well received by the trade. The ad was shown on Memorex's new Video Cassettes which were displayed for the first time at the show.

Reproduction Services Now Part Of Tech Publications

Reproduction Services, comprising the Memorex in-plant printing capability, is now a part of the Technical Publications Department managed by **Keith Hanlon**. The realignment combines the functions concerned with creating technical manuals into one organization.

Series Of Training And Testing Programs For Fork Lift Drivers Conducted

In an on-going program to highlight safety rules appearing in the revised Memorex Safety Manual, a series of training and testing programs for fork lift operators was conducted at both San Tomas and Memorex Drive plants. The program included training, a film review of rules of operation, a written test, and an obstacle course. Upon completion of this series qualified operators will be licensed, and operators not yet properly qualified will be provided additional training to upgrade their level of competence. "Fork lift operators are valuable to manufacturing, assembling, shipping, customer satisfaction, etc.," said **Gene Gilman**, Safety Engineer.

Joiner Appointed Atlanta Branch Service Manager

John Joiner has been appointed Manager of the Atlanta Branch Field Service Office, announced Doug Speed, Field Support Regional Manager. Joiner's previous position was territory supervisor for the Jacksonville Office. He joined Memorex in October of 1972.

New Data Retrieval Program Provides Timely Reporting

INQUIRY, a new general purpose data retrieval program is providing timely reporting by the use of on-line access to the Company's computer files. Reports obtained from the program may be as general or specific as desired, and are produced from the most current information available. The advantages of **INQUIRY** are its flexibility in reporting and timeliness. Employees interested in using **INQUIRY** must obtain authorization from the Information Systems Department.

Ching Earns BSEE Degree While Holding Down Full-Time Job At Tape Plant

Earning a Bachelor of Science Degree in Electrical Engineering can be a challenging experience, and even more challenging while holding down a full-time job. For **Al Ching**, doing both has been a way of life for the past five years. Ching, who began the BS degree about a year after joining Memorex in 1967, continued his full work schedule at the tape plant while attending San Jose State University at night. Ching worked just as hard towards his degree as he did at Memorex, and subsequently earned five promotions since joining the Company. Ching is now re-designing, testing and constructing tape certifiers used in the quality control of our computer tape products. According to Ching there are very few certifiers that can perform the very demanding and stringent tests that are needed in the quality control operation of our computer tape.



Six Employees Celebrate Decade Of Service

Six employees have recently reached their 10th anniversary with Memorex. Each was honored with an engraved clock in appreciation of his or her contributions to the Company. (Photo 1) Memorex President Laurence L. Spitters (l), presents the award to Jim Chatman, Personnel Placement Specialist. (Photo 2) Carl Anderson, Corporate Secretary, awards Joyce Lopez,

Executive Secretary. (Photo 3) Eugene Holthouser (l), Slitter Operator, is congratulated by Vince Mastropietro, Manager of Technical Processes. (Photo 4) Robert Mitchell (l), Senior Quality Engineer, accepts the award from E. Douglas Larson, Vice President of Manufacturing for Equipment Operations. (Photo 5) John Whitehead (l),

Manager of Plant Engineering and Maintenance, receives his award from Terry Henning, Mechanical Engineering Manager for Tape Plant Operations. (Photo 6) Merle Krueger (l), Manager of Material for Disc Pack Operations, is congratulated by Don Mattson, General Manager of Disc Pack Operations.



Promotions

Peter Anzellotti to Process Test Technician
Carroll Barber to Engineering Specialist
Jim Brashers to Manager-Test and Inspection
William Britton to Process Test Technician
Bucky Buckley to Branch Sales Manager
Barton Byron to Territory Supervisor
Ralph Casale to Senior Sales Representative
Merrill Chaffin to Department Technician-Fabrication/Test
Lloyd Clark to Supervisor-Office Services
John Connor to Service Planning Representative
John Davis to Branch Sales Manager

Leroy DeLappe to Manager-Billing
John Esau to Engineer I-Test
Arthur Gohmann to Production Control Clerk A
John Joiner to Field Support-Field Manager
Thomas Koch to Senior Sales Representative
Janis Kreibich to Secretary B
Judy Larkins to Commission Specialist B
Richard Larsen to Field Support Engineer
Elizabeth McCormick to Secretary A
Deborah Merritt to Personnel Clerk B
Yvette Namek to Accountant
Carol Nash to Senior Head Assembler
Laurence Nelson to Supervisor-Reproduction
Robert Nielson to Field Support Branch Manager
David Pearson to Senior Engineer-Quality Control

Roy Pedersen to Senior Electronic Technician
Michele Pray to Video Test Operator B
Marion Qualls to Senior Engineer
James Richardson Jr. to Inprocess Inspector C
Thomas Rogers to Department Manager-IT Manufacturing
Maryann Savino to Video Test Operator B
John Sedgwick Jr. to Field Support Specialist
James Smith to Production Control Expediter/Dispatcher
Ronald Stanley to Production Control Analyst
William Stark to Manager-Accounting
Ron Steen to Field Support-Regional Manager
Douglass Webster to Department Manager-Engineering
Jerry Williamson to Engineering Specialist
Jeff Winters to Associate Programmer

INTERCOM

MEMOREX CORPORATION
SAN TOMAS AT CENTRAL EXPRESSWAY
SANTA CLARA, CA 95052

First Class
Permit No.
580
Santa Clara,
California

Editor's Note: The series of articles describing Memorex's Organizations will be continued next month.

First Class Mail

Is it live or is it Memorex?



Ella sings.



Memorex sings.



Count listens.



Count can't tell!

If anybody knows what Ella Fitzgerald sounds like, it's her old friend Count Basie.

So we set up a test. First, we put Ella in a soundproof booth and recorded her singing on Memorex with **MRX₂ Oxide**. Then we invited the Count into the studio.

He listened, but didn't look, as we alternated between Ella singing live and Ella recorded on Memorex with **MRX₂ Oxide**.

After switching back and forth a number of times, we asked the Count which was Ella live and which was Ella on Memorex.

His answer: "You gotta be kidding, I can't tell."

Now it just stands to reason that if an expert like Count Basie can't tell the difference between "live" and Memorex, you probably can't either.

But, why not buy a Memorex **MRX₂ Oxide** Cassette and listen for yourself?



MEMOREX Recording Tape.

©1974, Memorex Corporation, Santa Clara, California 95052

This new Consumer Products ad is one of a series which will be appearing in numerous consumer and trade publications during 1974.