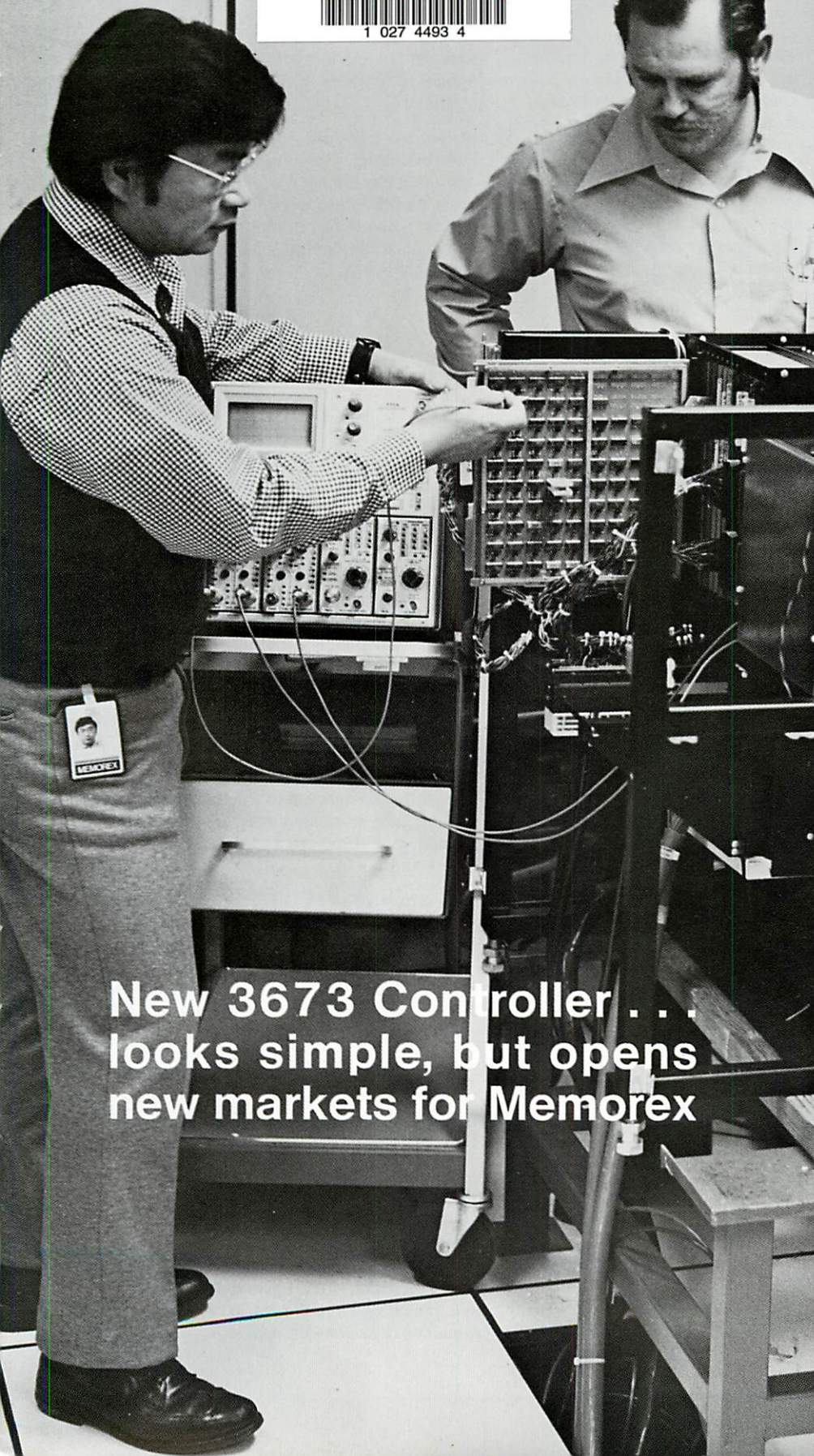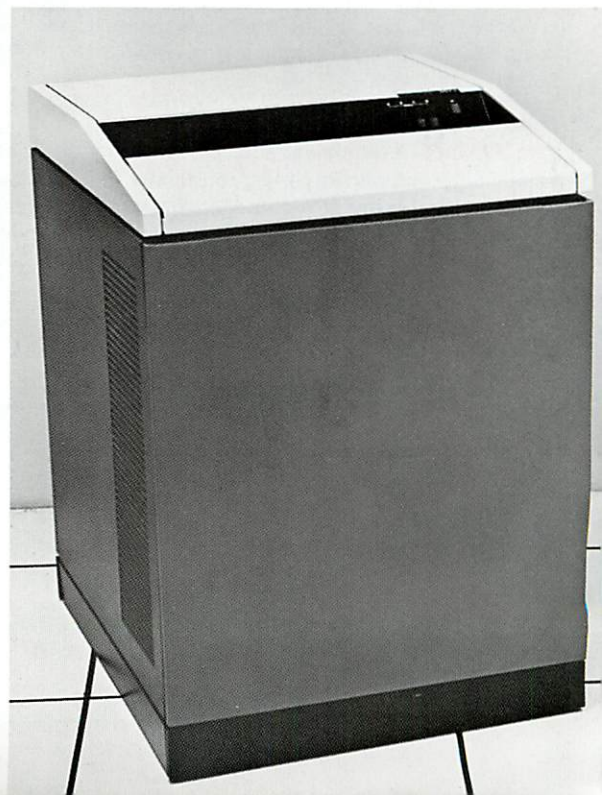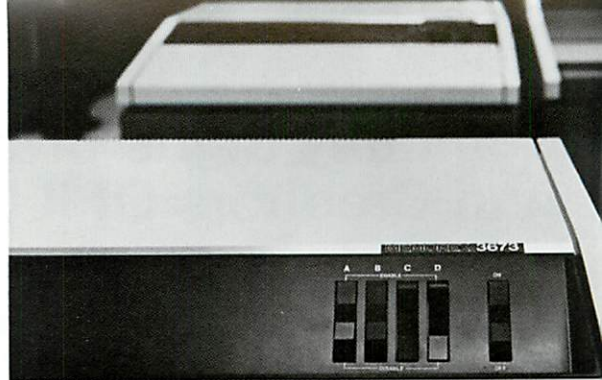# INTERCOM

A Magazine for Memorex Employees
Vol. 11/February 1974
U. S. Edition

New 3673 Controller . . . looks simple, but opens new markets for Memorex

Company Signs Credit Agreements With B of A And Creditors Of ILC Peripherals Leasing Corp.

Memorex has announced that it has signed detailed credit agreements with Bank of America and the creditors of ILC Peripherals Leasing Corporation, Memorex's wholly-owned leasing subsidiary.

The agreements provide for extensions of credit through 1979, and conform to the terms of the September 28, 1973, agreements described in earlier announcements. In addition, Memorex has signed a new agreement with First National City Bank (International—San Francisco), converting an existing revolving credit to a term loan with interest and repayment terms substantially equivalent to those agreed to by the creditors of ILC.

Monthly principal repayments begin in January, and are scheduled to aggregate approximately $33 million in 1974. The agreements provide for scheduled principal repayments which will not require other external funding through 1976, assuming that Memorex achieves its projected results in operations.

Memorex's long-term and quarterly projections of internally generated cash and operating income have been used as the basis for provisions of the loan agreements, and for a continuing program of developing and manufacturing new equipment-for-lease at current levels.

New Organization Realignment For Equipment Products Business

An organization realignment for the Company's Equipment Products Business has been made to reflect the needs of Memorex's current operations, announced Memorex President **Laurence L. Spitters.**

John J. Kramer, Vice President, is promoted to General Manager of Equipment Products Business and International Operations. Kramer was previously responsible for marketing, sales, and customer service for Equipment Products, and for International Operations. Kramer reports directly to President Spitters.

Robert C. Stender is promoted to Vice President, Product Development and Planning for Equipment Products. Reporting to Stender in addition to his current Product Management and Business Planning staff will be the managers of Storage Products Development, Communications Products Development, Customer Systems and Development Product Support. Stender reports to Kramer.

Robert Stender

George Dashiell

George Dashiell joins Memorex as Vice President and General Manager of Marketing for Equipment Products, in North America. Dashiell's immediate prior experience was Vice President, Wabash Magnetics Incorporated, where he was General Manager of Wabash Computer Corporation. **William Emmons,** formerly VP of Equipment Marketing assumes responsibility for a new function, Market Development, and is engaged in specific projects relative to new program marketing and sales. Emmons and Dashiell both report to Kramer.

"The organization structure for Equipment Products which was in place during 1973 served Memorex well," said Spitters. "I believe that the new organization will now help us to advance the business in 1974, and, with the best performance from all of us, net profit can be achieved."

INTERCOM

On The Cover:
This month's cover spotlights the recently announced Memorex 3673 Disc Control Unit. The 3673 looks simple, but it will enable for the first time, the attachment of our disc drives on smaller IBM System/370 computers, thus providing a greater market for our products. (See story on page 6.)

President Asks Employees To Conserve Energy

The serious energy crisis which exists in our country has imposed some electric power conservation goals upon Memorex which can only be achieved by the cooperation of all employees. A great amount of conservation will occur here, and we shall be able to sustain Memorex's operations, if a multitude of small power savings are effected by all of Memorex's employees.

Our program of conservation is in response to the request of the California Public Utilities Commission that all users of electric power reduce their consumption to a level 10% below last year's actuals. In the event this goal cannot be realized, the utility companies are to formulate alternate plans for periodic blackouts. Blackouts would result in serious damage to certain critical process equipment and have the potential of shutting down all manufacturing operations. Hence, we must achieve our conservation goals and avoid this frightening alternative.

Memorex has an initial goal of reducing our power consumption in the Santa Clara facilities by a minimum of 900,000 kilowatt hours per month. **Among other measures we must take, it will be necessary to turn off lights and equipment when not in use, reduce lighting levels wherever possible and permanently turn off all outside lighting consistent with safety and security. The temperature level must also be lowered for the heating season and raised for the cooling season.**

Our energy conservation program will create some inconvenience and discomfort at times, particularly during "off hours" when the lighting and air conditioning in the plant are turned off or when trying to find one's car in an unlighted parking lot after dark. In this regard, the cooperation of all employees is needed in conserving energy here as well as at home. If you have any special problems resulting from our program or have any suggestions on how it can be made more effective, please advise the Manager of Plant Operations for your plant.

Sincerely,

Laurence L. Spitters

Laurence L. Spitters
President

Car Pool Locator Service Available

Through the combined efforts of the company's Personnel and Information Systems departments, a computer-based car pool locator service is now available to Memorex employees.

The new service will bring together Memorex commuters with common transportation needs from the same residential locality. This information has been compiled through car pool locator forms which were filled out by those interested in the program.

Participating employees will be sent a list of co-workers who live in their zip code area and who have signed up for the car pool service. Each employee will then contact individuals who live nearby after analyzing their street locations, work hours, desired driving schedules, etc. (The information obtained from the locator information forms will not be used for any purpose except the locator service.)

This car pool service will be a valuable asset to employees because of the possibility of gas rationing being implemented in the near future, the tremendous increases in fuel costs, and the proposed regulations by the Environmental Protection Agency.

If you have not yet signed up for the car pool locator service, you may obtain locator forms at all communication centers located at all building entrances. Memorex personnel at remote locations are encouraged to implement their own car pool program.

Sharing the ride are (l to r) Linda Troche, Jim Bradshaw and Bob Benson, who formed their car pool in December.

Promotions

Odis Adcock to Department Technician-Fabrication Test
Robert Aird to Department Supervisor-Test Inspection
Jay Bailey to Engineer II
Donald Burke to Department Manager-Purchasing
Greg Brilovich to Staff Mechanical Engineer
Donald Carlson to Senior Accountant
Lyndia Chandler to Supervisor-Data Entry
Foke Chew to Engineer I-Electronic
Darlene Crook to Technical Librarian
James Fluter to Production Control Analyst
Jerry Fong to Engineer I
Lloyd Friend to Technical Associate
Frederick Giordano to Sales Representative I
Leslie Gravatt to Engineer I-Test
Erna Guagliardo to Senior Final Assembler
Wendy Howe to Secretary A
Evan Howells to Associate Programmer
Dennis Jacobson to Electronic Technician A
Curtis Kendall to Manager-Data Center Control
Janice Larsen to Telecommunications Coordinator
Robert Leonard to Engineer I-Test
Richard Lennell to Engineer I-Electronic
Michael Lyddane to Systems Programmer
Vicki McVey to Associate Asset Control Analyst
Robert Nicholas to Associate Engineer
Annmarie Olsen to Order Correspondent B
Judy Palacios to Production Inspector Trainee
Leonard Paulson to Sales Representative I
John Pizzola to Production Control Analyst
Lee Potts to Traffic Coordinator
Edith Rezentes to Associate Programmer
Marianne Rosas to Production Inspector Trainee
Sandra Rose to Purchasing Clerk A
Juan Salgado to Territory Supervisor
Leslie Schaub to Territory Supervisor
Wayne Smith to Department Technician-Maintenance
Richard Snow to Manager-Insurance and Real Estate
Duncan Sprinkle to Maintenance Technician I
Kathleen Still to Administrative Services Specialist
Gary Stone to Lead Fabrication Machine Operator
Eula Thompson to Senior Final Assembler
Lonnie Wallace to Electronic Technician A
Richard Walsh to Department Technician Maintenance
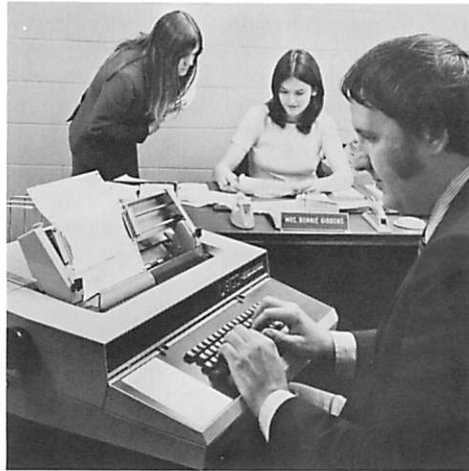**Robert Zigman** to Branch Sales Manager-Computer Media

Student Registration At Burlington College Made Easy With Memorex 1240 Terminals

Student registration, normally a massive headache for most U.S. colleges and universities, is a quick and efficient procedure for Burlington County College, Pemberton, N. J.

The reason, according to Stephen L. Fullum, dean of the college's Department of Research, Planning and Information Systems, is largely the work of a pair of Memorex 1240 Communication Terminals.

So fast does the system record the student scheduling that students often carry their class schedules with them as they leave the registration line. The Memorex 1240 has been used for student registration at Burlington County College for the past three semesters, each time with impressive results.

Dean Fullum said that while the high speed of the Memorex terminals was the major factor in the purchase decision, the capacity of the 1240 terminals to handle a

Stephen Fullum, Dean of the Department of Research, Planning and Information Services at Burlington County College, Pemberton, N.J., checks out data through the Memorex 1240 Terminal located in the office of the college register.

wide variety of computer forms was also considered a vital contribution.

Each student, explained Dean Fullum, has the courses he is seeking for the semester entered into the computer from the Memorex terminal. The computer determines the student's schedule, deducts the number of seats remaining in each class requested, then prints out the student's schedule. The printout usually arrives while the student is still at the registration desk.

"Because so many students go through the registration process in such a short time," the dean explained, "it became vital that we have a method for printing schedules promptly."

In addition to the vital student registration program, Memorex functions generally by providing prompt data for the 22 widely-separated Burlington County College departments, including the institution's fully-computerized 30,000-volume library.

Employees Celebrate Ten Years 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 valuable contributions to the Company. (Photo 1) Mary Juliano, Executive Secretary is presented her 10-year award by Philippe Yaconelli, Vice President for Media Marketing. (Photo 2) Jane Jordon, Packager for Tape Plant Operations, is presented the award from Don Mercer, Tape Plant Finishing Operations. (Photo 3) Ann Bassford, Lead Technician, receives the award from Dick Bigotti, Manager of Quality Assurance for Tape Plant Operations. (Photo 4) Mellie Boyce, Consumer Products Assembler, accepts her award from Ron Grindstaff, Consumer Products Manufacturing Manager. (Photo 5) Helen Lira, Inprocess Inspector, receives her award from Don Mattson, Director of Disc Pack Operations. (Photo 6) Roger Cook (l), Supervisor for Tape Plant Technical Operations, is congratulated by Pat O'Donnell, Tape Plant Operations.

Photo 1

Photo 2

Photo 3

Photo 4

Photo 5

Photo 6

Memorex Ships 1000th 1270 Terminal Control Unit And 3670 Disc Storage Subsystem From Santa Clara

Two major milestones were achieved recently at Memorex when our 1000th 1270 Terminal Control Unit and 3670 Disc Storage Subsystem were shipped from Santa Clara. The 1270 enables the interfacing of a variety of local and remote communication terminals to IBM computers, and the 3670 is a plug-compatible alternative for the IBM 3330 Disc Storage Facility.

The 1270 Terminal Control Unit is one of Memorex's most successful equipment products in terms of revenue and market penetration, according to **Frank Kirchhoff,** Terminal Product Sales Manager. "In the IBM 2702-03 product area, Memorex now has more than 25 percent of the business."

The 3670 Disc Storage Subsystem is a superior product in the market and is the most reliable, according to **Carl Hansen,** Product Sales Manager. "The 3670's great advantage is its price/performance superiority over competitive disc drives, including IBM," he said. "We met all of our sales targets in 1973," said Hansen, "and our order rates for the product continue to increase substantially over the same period last year."

Members of the Disc Storage group flank the 1000th 3670 Drive manufactured in Santa Clara. Below, Robert Lloyd, Manager of Final Test, cuts the first piece of cake at ceremonies marking the 1000th shipment.

The Terminal Control Unit Group gather around the 1000th 1270 produced in Santa Clara. The Controller now has 25 percent of the IBM 2702-03 market. Below, a picture of the 1000th celebration cake.

New 3673 Controller Allows First Independent Disc Drive For Use With IBM 370/125 And 135 IFA

Memorex has introduced the 3673 Disc Controller, an interface device for its 3670-series Disc Storage Subsystem which enables direct attachment to the IBM System/370 model 125 and System/370 model 135 Integrated File Adapter.

The 3673 will provide greater market for Memorex products because it will enable, for the first time, the attachment of our disc drives on smaller System/370 computers. It also presents a logical growth path for Memorex customers who are upgrading to System/370.

Each 3673 will control up to four disc drive modules (eight spindles) with intermix of both our 3670 and the recently announced 3675 'double density' module.
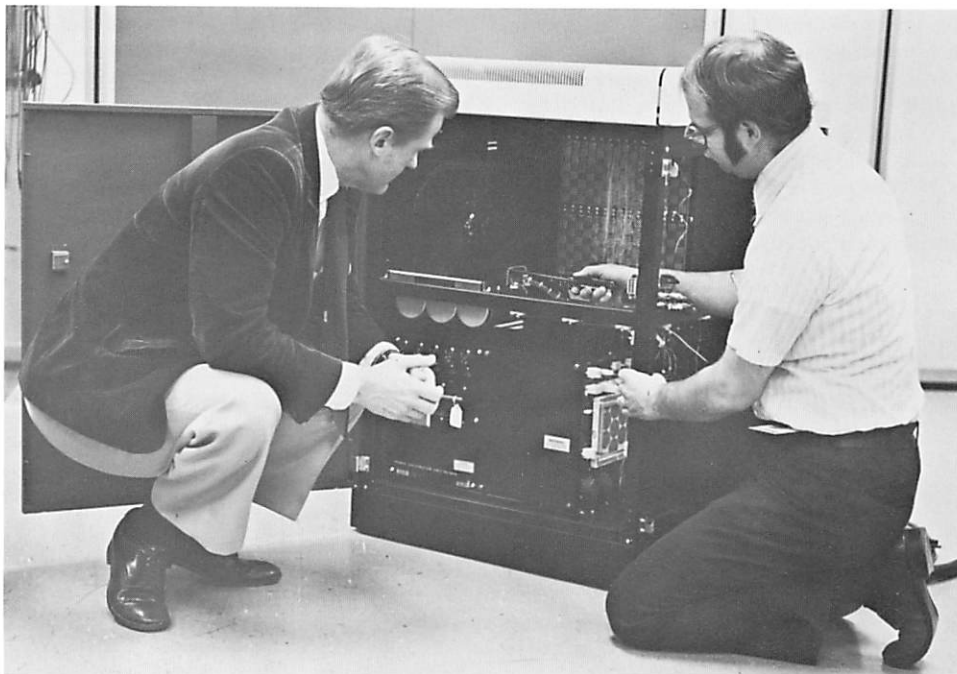
"The significance of the 3673 to users of the 370/125 is that now they have a choice of vendors for their disc storage requirements, instead of being limited to IBM, which is heavily promoting the Winchester file (3340)," said **John Kramer,** Vice President for Equipment Products.

"We believe the Memorex 3670 Disc Subsystem to be a superior alternative to the IBM Winchester for users of the 370/125 and 135," said Kramer. "Among the 3670's many advantages are much lower disc pack costs, up to 25 percent lower total monthly rentals, disc pack interchangeability with larger System/370's, field upgrade capability to the enhanced price/performance of the 'double density' 3675, intermix of 'single' and 'double density' drives on a single 3673-controlled 'string', and proven reliable technology."
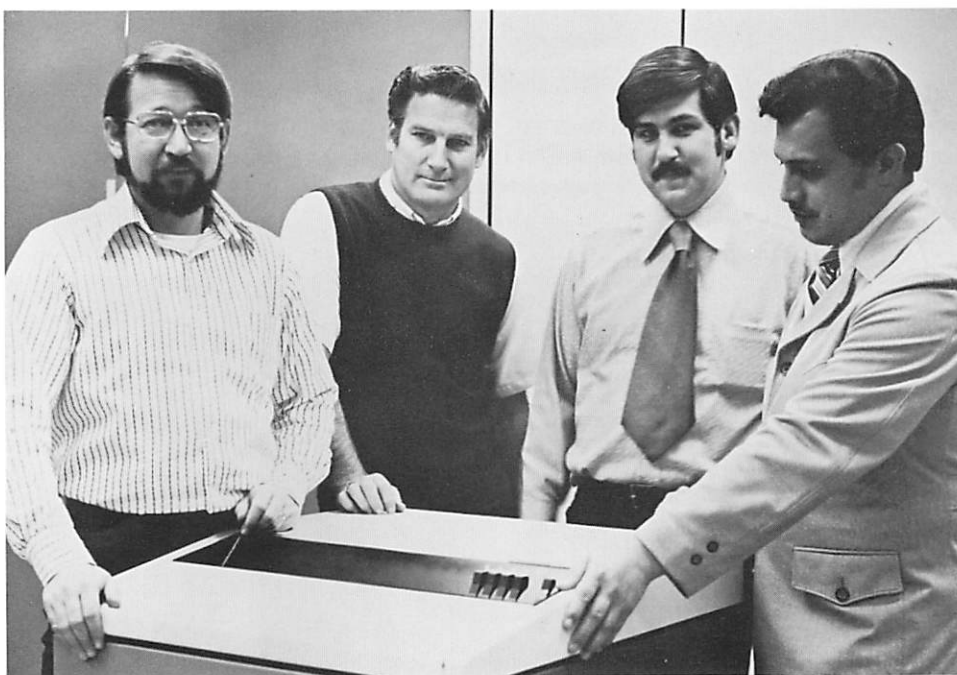
The Memorex 3673 Disc Controller is plug-compatible with the IBM 3333 models I and II, and provides drive-associated control functions for both the Memorex 3670 and 3675 disc drive modules. However, unlike the IBM 3333, the 3673 contains no disc spindles, only control electronics.

Our new controller also provides an optional string switch capability, allowing the 3673 and attached drives to be switched either manually or under program control between the integrated attachments on two different computers.

Prototypes of the 3673 are now operating at Memorex's Santa Clara headquarters and customer demonstrations are underway. Customer deliveries will be made within six months and there is expected to be a significant number of installations on both the 370/125 and 370/135 during the second quarter of 1974.
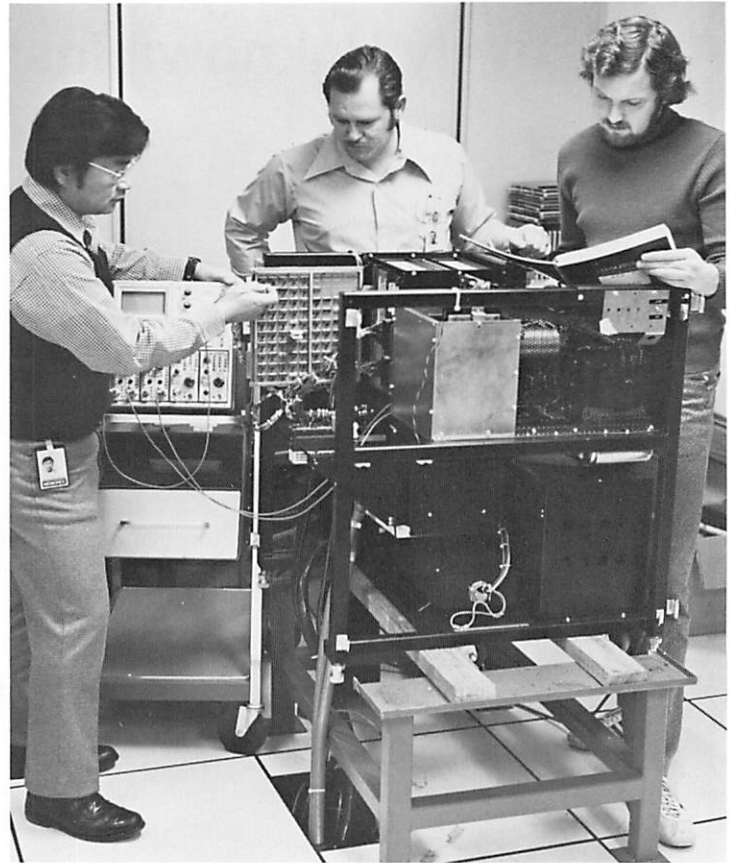

Ken Erdman (l), Staff Engineer, and Hugh Hagel, Senior Tech, make final checks on the 3673's power supply. Each 3673 will control up to four disc drive modules (eight spindles).

The group responsible for the 3673's exterior design and packaging of internal electronic components are (l to r) Jay Bailey, Engineer; Earl Bailey, Engineer; John Guerini, Designer; and William Montero, Manager. (Not present is Tom Carroll, Engineer.)
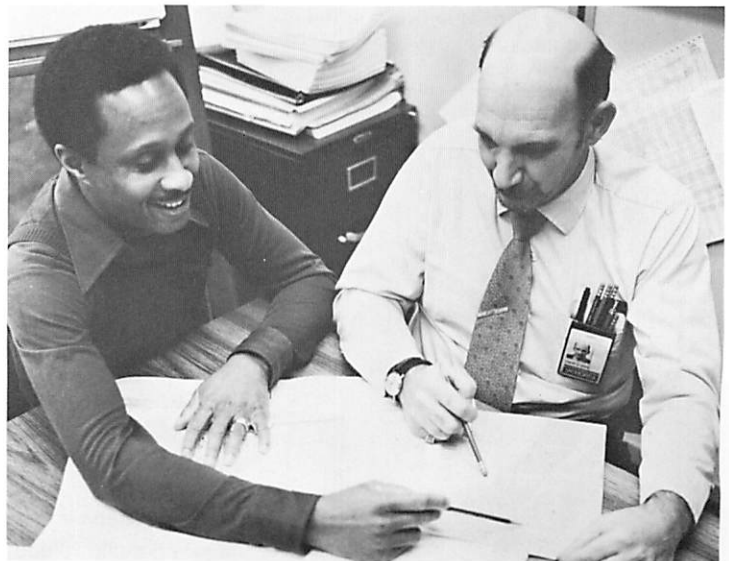
Debugging of the 3673 is performed day and night. Day shift personnel (l to r) Ron Yamada, Logic Design Engineer; Bart Raudebaugh, Electronic Tech; and Tom Hong, Manager, analyze error conditions.

(l to r) Roy Kozen, Senior Engineer; Bill Castor, Technician; and Ulf Peter Motzfeldt, Senior Engineer, continue debug operations during the night.

Engineering changes for the 3673 are evaluated for accuracy by Gene Scott (l), Senior Engineer, and Vince Mirko, Manager for Storage Product Support, during an analysis meeting. The evaluations are made via computer print-outs, which allows for greater efficiency and accuracy.

Manufacturing Engineer Kleist Builds And Plays A Relatively Unknown Instrument, The Dulcimer

Manufacturing Engineer **Paul Kleist** has mastered the art of building and playing one of the most interesting and relatively unknown instruments in the world, the dulcimer.

The dulcimer is made entirely of wood shaped with double curves rather like a violin, and has a short scrolled neck inset with a maple cloverleaf design. Kleist designed his dulcimer with a scroll resembling that of a Stradivarious.

Kleist, a self-taught guitar player, decided to build his dulcimer after reading about its history and origins. "I thought it would be interesting as well as exciting to build the instrument, even though I couldn't play it," he explained.

"As it turned out, the dulcimer is not difficult to play," says Kleist. "However, it's unusual with its keyed ditonic scale (no sharps or flats). It's played with a wooden stick, called a 'noter,' moving over the strings and a turkey quill for plucking them. Two of the strings are 'drones' and are never touched. They vibrate as a background to the melody."

The dulcimer's musical sounds resemble that of a bagpipe but is far more melodious and pleasant to the ear. "The instrument is played softly and sweetly like the mandolin," he said. "However, unlike the mandolin, the dulcimer is played lying flat across your knees."

Kleist discovered in his research that until recently the dulcimer was played in America almost exclusively by people living in the Appalachian mountains.

Paul Kleist displays one of the most interesting instruments in the world, the dulcimer. He built the instrument himself, and designed its short scrolled neck inset to resemble that of a Stradivarious.

Kleist demonstrates the correct way to play the dulcimer. "The instrument is played softly and sweetly like a mandolin," he said.

Tahoe Ski Trip Planned Feb. 22-24

A Memorex ski trip sponsored by the Memorex Activities Group, is planned for February 22-24. The cost of the three-day excursion is $36.00 per person for either double or twin occupancy.

The total package includes transportation, accommodations, discounted lift tickets, and a seven dollar refund from the Sahara Tahoe.

A chartered bus will leave the Company's building 10 entrance near the fountain at seven p.m. on Friday, February 22 and return Sunday evening. Guests need not be Memorex employees.

Reservations may be made by sending a 15 dollar deposit to the Memorex Activities group, M/S 10-13. Final payment must be made no later than February 15.

Drive To Make Memorex The Industry Leader In Audio And Video Tape Kicked Off At Sales Meeting

"Only The Beginning" was the theme of the Audio-Video Group's National Sales Meeting held January in Coronado, California The organization's accomplishments during 1973, the goals for the future, and the need to bring the group closer together for greater teamwork, were just a few of many topics discussed.

General Sales Manager Barry Berghorn, who conducted the 3-day meeting, presented the group's goals for the new year which included establishing Memorex as the industry leader in audio and video tape, and to make all Memorex tape product lines the premium quality products in their field.

In a talk on the relationship of attitudes and effectiveness, Berghorn said that the attitudes of customers, management, and how each employee perceives himself is highly important to achieving business objectives.

"Our customer's attitudes toward our products, our corporation and ourselves is the difference between being the leader or a passing reference in the day to day business world. We must have our customers believe our commitment. Commitment to our products, our Company, and ourselves. This will set us apart from our competition and allow us to direct the business in the best interests of all," explained Berghorn.

In regard to management, Berghorn said, "Does management believe we are committed to our products, our corporation, and ourselves? Do they believe that we have accepted our responsibilities, that our dedication is real, that our objectives are worthwhile? Do they believe that our attitude and work habits are such that they have the confidence in knowing that we indeed can achieve our objectives? Do we want management to perceive us as we really are? If so, then we deserve the confidence of the Company.

"How we perceive ourselves is the most important perception of all. Do we believe that we are committed to our goals? I am not aware of any great accomplishment, any great victory that has been accomplished without the help of others. If we asked ourselves about our contributions can we say that they have been all that they should? Are we honest with ourselves or do we delude ourselves?

"Goals can be achieved and we can pass forward greater challenges if we are honest with ourselves," said Berghorn. "I think of no greater satisfaction, no greater reward in knowing that others perceive us as we perceive ourselves."

Programmer Presented 'Extra Measure Award' For Contributions To Field Support Reporting System

Betsy Olson, a senior Analyst Programmer, has been awarded the "Extra Measure Award" by the Company's Field Support Organization for her outstanding contributions to the Field Support Management Information Reporting System. The "Extra Measure Award" program was developed by Field Support for employee excellence.

The special reporting system gives management detailed information concerning the operations of each of our Field Support Branch Offices. The report details costs, parts usage, machine performance, etc. This information provides important performance and operational characteristics which can be compared to the national average.

"Betsy's valuable work on the design and modification of our reporting system has contributed significantly to making it the best reporting system in the industry," said Jack Kelly, VP of Marketing Services. "For the past three years she has demonstrated her willingness to give the 'Extra Effort' not only to our organization, but also to others throughout the Company."

Betsy Olson is presented the "Extra Measure Award" from Harold Stanley (l), Manager of Marketing Systems and Jack Kelly, Vice President Of Marketing Services.

New Gamma Ferric Oxide Tape Cassette Launched On Geographical Test Basis

For the economy-minded consumer, the Company is now offering a new low-noise, high output Gamma Ferric Oxide audio cassette at popular prices. The product is being launched on a geographical test basis in several large market areas of the United States.

The new Memorex oxide cassette tape is targetted against a portion of the tape market representing 70 percent of the total units sold and 60 percent of the total dollar volume, according to **Barry Berghorn,** CPD's Director of Sales. "The introduction will benefit consumers who do not want to pay a premium price, but want excellent results," said Berghorn.

Average retail price for the new cassette tape in the 60 minute configuration is $1.49. "The average price of competitive tape

cassettes in this market is $1.91," explained Berghorn. "This gives us a significant price advantage."

The new ferric tape's overwrap, album and cassette is identical to the current MRX_2 Cassette but is packaged in white. The use of a white package provides a clear differentiation from the MRX_2 Cassette product, yet maintains the distinct Memorex cassette package visibility.

With the addition of the gamma ferric oxide tape, the Company now offers consumers a "step-up" program in tape products. Cromium Dioxide for the audiophile who has specially designed equipment; MRX_2 Oxide, Memorex's finest tape for use on all equipment; and the new Gamma Ferric Oxide which provides excellent reproduction and reliability at a popular price.

Memorex Introduces Fourth Generation Tape For High Speed, High Density Computers

A fourth generation computer tape, Memorex IV, for high speed, high density computers, is now available to customers after a year of development and testing.

The new tape replaces the "workhorse" MRX III, the most popularly used tape throughout the world for the past several years.

Memorex IV has a significantly improved oxide coating formulation that makes it even more durable and reliable than its predecessor, according to **Philippe Yaconelli,** Vice President for Media Marketing.

"The special contents of the coating result in a smoother surface which improves recording performance with today's higher density and higher speed systems. Further,

the improved coating of Memorex IV offers more resistance to potential damage from handling, storing and shipping," Yaconelli said.

Memorex IV is available in 1600 and 6250 BPI, and also with back coating which virtually eliminates scratching and drains off static charges as they occur to prevent debris attraction.

Company's Input/Output Program To Be Revised

A change in the Input/Output Program to incorporate all field offices and non-Santa Clara locations will go into effect February 1. Input/Output forms and new prepaid mailers will be located in readily accessible areas, for employee use, in field offices and at remote sites. In Santa Clara, they will be placed in the news stands located at building entrances.

The Input/Output Program is designed to provide a confidential channel of communication between employees and management. Through the program, employees can obtain responses to questions or comments concerning work procedures, rules of conduct, benefits, products or other business topics. This program gives management an opportunity to review policies and procedures, correct misunderstandings, and make improvements.

The program works as follows: employees write their question, place it in the mailer for either the Company's or U.S. Mail Service. The Corporate Input/Output Coordinator forwards the question to the appropriate management member for a reply. The individual's name is known only to the Coordinator and is not revealed under any circumstances. The final reply is then forwarded to the employee's home.

News In Brief

New Support Package For MRX 3670-IBM System 360 Special Attachment Feature

Release 3.0 of the software support package for the special Memorex 3670 Disc Storage Subsystem attachment to IBM's System/360 is now available. This special support allows System/360 users to utilize IBM 3330-type disc packs. This feature is not available from any of Memorex's competitors.

Gibbons Appointed Manager For Ohio Branch Office

Jack Gibbons has been appointed to the position of Manager for the Columbus, Ohio Branch Office. He joined Memorex in 1970 as a sales representative and has subsequently held the positions of special representative microfilm and senior sales representative.

MRX Terminals Demonstrated At American Trucking Assoc. Teleprocessing Convention

Memorex participated at the American Trucking Association (A.T.A.) Management Systems Committee Teleprocessing Users Convention held recently in Denver, Colorado. The A.T.A. invited 23 terminal equipment manufacturers to make presentations in response to specific requirements for motor carrier data communications terminals. Of the 23 manufacturers, Memorex and seven others responded positively in meeting their specifications. At the convention Memorex presented its 1280 terminal for the small user and the 1242 for the large user. According to **Frank Kirchoff,** Terminal Product Manager, Memorex was the only manufacturer who demonstrated its equipment, and both our 1242 and 1280 terminals are now recognized as "state of the art" for impact printing terminals by the A.T.A.

Murray Bevitz To Service CMX Eastern Account Sales

Appointment of **Murray Bevitz** to service Eastern major account sales - CMX Systems, was announced recently by **Richard Boucher,** General Manager. CMX Systems makes and markets computer-controlled video tape editing systems. Previously, Bevitz was product manager for Dynasciences Corporation, manufacturers of video equipment.

Employees Mark Fifth Anniversaries

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

William B. Conger	Albert M. Koshinz
Maryan Conti	Donald L. McGee
John M. Ethier	Eloy M. Molina
Robert M. Finucane	Donald R. Reichel
Charles H. Harris	Frederic J. Sischka
Bonnie L. Heath	Claude Sterchele
Samuel Hilton	John M. Uebel
Allen L. King	Robert C. Zigman

Robert Brown Named New Product Manager For The Business Products Division

Robert Brown has been named Product Manager of Business Products, announced **Warren King,** General Manager. He replaces **Barry Carpenter** who has accepted a new position as Manager of Computer Media Marketing, Order Entry. Brown has been Regional Manager for Business Products for the past two years.

New 3670 Single Spindle Disc Drive Announced

The Company is introducing a new model of its 3670 Disc Drive Module (model 2) which provides a single spindle of 100 megabyte capacity, which will be a lower cost alternative to the standard twin-spindle module (model 1).

Advanced 4-channel Switch Feature Allows MRX 3671 Controller Attachment To IBM System 360 and 370

The successful attachment of a Memorex 3671 Terminal Control Unit to an IBM System/360 model 65 and a 370 model 155 has been accomplished at Pacific Telephone and Telegraph for on-line inventory control and program testing, according to Larry Bradner, San Francisco Branch Sales Manager. The attachment was made possible via a new advanced 4-channel switch feature designed by our Development Engineering Group and through the support and assistance of the San Francisco Branch Office.

Newly Designed Stands To Hold Employee Information

In order to provide Memorex employees with information which is easily accessible, news stands have been placed at all entrances of the Company's buildings in Santa Clara. The stands, designed by Advertising and Promotion Manager **Robert Murray,** will contain issues of the Memorex Activities Group (MAG) Newsletter and INTERCOM Magazine, Company announcements, and some product information. The news stands are financed by MAG.

Sue Johnston, Receptionist, takes a copy of a new Memorex disc pack brochure from a news stand located at Building 12.

Heffernan Named General Accounting Report Manager

Pat Heffernan has returned to Memorex and has joined the General Accounting Staff as Manager of Reporting, announced **John Roderick,** Director of General Accounting. Heffernan first came to Memorex in 1969 as a Systems Accountant and later became manager of accounts receivable/payable, payroll and property accounting. In 1971, he assumed general responsibility for budgetary input to the Project Cost Reporting System (MARS) as well as other specific assignments.

Traffic Dept. Reorganization

The Company's Traffic Department has been formed into two separate organizations in order to better meet internal needs and to match the functional alignment of Memorex operations. All traffic functions relating to media products have been transferred to **Roy Wright,** and all equipment-related traffic has been assumed by **Phil Davis.**

Introducing fourth-generation Memorex IV computer tape.

New Memorex IV. The fourth-generation computer tape from Memorex for fourth-generation high speed, high density computers. Available now at both 3200 FCI and 6250 BPI.

Memorex IV is a lot more than just an announcement of 6250 BPI computer tape.

For instance, we've given Memorex IV a whole new formulation that makes it the most durable daily work tape on the market. We've also given it a unique smooth oxide coating that means better recording performance at high speeds and high densities. And means less head wear, too.

Memorex IV is also available with a tough back coating to reduce scratching and debris. It also minimizes chances of permanent damage from cinching, ridging or spoking.

So if you're ready for 6250 BPI now—or just ready for a new generation of tape for the new generation of computers—ask your Memorex representative about new Memorex IV. Or write for additional information.

Memorex IV. It's ready and waiting.

Memorex Corporation M.S./0064
1125 Memorex Drive
Santa Clara, CA 95052

MEMOREX

This computer media ad is one of a series which have recently been appearing in "Computer World Magazine."