



“Peter Toft-Nielsen’s Mechanical Sculptures”

THE COMPUTER HISTORY MUSEUM



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Memorex Reports 35% Revenue Increase Over Last Year



Laurence L. Spitters

Memorex Corporation had combined revenues of \$69,500,000 in the six months ended June 30, 1972, or a 35% increase over the \$51,600,000 revenue for the First Half of 1971, according to **Laurence L. Spitters**, president and chairman of the board.

Combined income from operations before interest and taxes in the First Half amounted to \$10,428,000, compared to a loss of \$1,076,000 for the First Half of 1971. Combined net earnings, after interest expenses of Memorex's combined debt, were \$334,000, or \$0.09 per share, compared to a net loss of \$3,811,000, or \$0.98 per share in the First Half of 1971.

Spitters pointed out that "the Memorex operating results continued to be satisfactory during a period of reduced shipments during the current transition in Memorex's equipment manufacturing to next generation

products." Second Quarter revenues and income from operations were "approximately equal to the First Quarter levels," he stated, "which evidences the size and stability of Memorex's established leasing business.

"First shipments of the Memorex 3670 Disc Storage System will commence early in the Fourth Quarter as planned," Spitters said. "Based on successful order experience to date, Memorex will be a leading independent supplier of 3330-type disc file equipment to users of IBM System/370 computers."

Commenting on the recent IBM product announcement, Spitters said, "This has not changed Memorex's current programs for this product. We shall study the IBM an-

nouncements in detail to determine the effect upon longer term product developments and marketing programs, but any change in Memorex strategy will not be immediate." He added, "Memorex will make its own announcements relative to our disc file subsystems which will be competitive to the new disc file products which IBM has announced."

Spitters said Memorex anticipates the achievement of a major milestone in corporate development in the current quarter. "Based upon the results of manufacturing programs relative to the MRX/40 and 50 Systems, we have recently confirmed our originally scheduled first shipment in September of Memorex's small commercial computer system software support."

SIX MONTHS ENDED					
June 30					
	1972		1971		
Memorex Corporation & Majority-Owned Subsidiaries	ILC	Peripherals Leasing Corporation	Combined	Combined	Combined
Net Sales and Revenues (excluding \$21,697,000 billed to ILC in 1972)	\$67,370,000	\$19,996,000	\$69,541,000	\$51,590,000	
Net Income (Loss)	\$ 334,000	\$ (470,000)	\$ 334,000	\$ (3,811,000)	
Earnings (Loss) per share			\$ 9¢	\$ (98¢)	

Results for the six months ended June 30, 1972 are unaudited and are not necessarily indicative of results to be expected for the year.

Intercom

Editor: Dave Williams
Associate Editor: Bill Bellou

ABOUT THE COVER

Creating a mechanical sculpture that looks like it came from the pages of a Jules Verne novel is Memorex manufacturing engineer Peter Toft-Nielson. Story on page 4.

Memorex Employees Celebrate Anniversaries

5 Year Anniversaries

These men and women have joined the ever-growing group of veteran Memorex employees. Each has marked his or her fifth anniversary with the company. The contributions of experienced employees such as these helps form the basis for Memorex's continued growth.

Patricia Allard
Ellinor Anderson
Leslie A. Bruntz
Jackie L. Carpenter
Sharon Garcia
Patricia Hesselgrave
Donna Kolstad

Lionel McMaken
John Parker
Nancy Prosser
Daniel L. Salewsky
David N. Sutherland
Petros Stratton
Lauro Torres, Jr.

10 Year Anniversaries

Slicing the first piece of chocolate cake marking his 10th year with Memorex is **Tom Weber**, process engineer, at a surprise presentation recently. Weber, who joined the company July 11, 1962, helped develop full width coating of computer tape and worked with quality control operations. He was presented with an engraved clock by **Don Mattson**, director of tape manufacturing.



Gloria Pitta, consumer products assembler, was presented with an engraved clock honoring her 10th anniversary with Memorex at ceremonies held recently. **Art Fonda** (r), director of CP operations, and **William Christie**, manufacturing manager, made the presentation. Mrs. Pitta joined the company August 3, 1962 as a computer tape certifier.

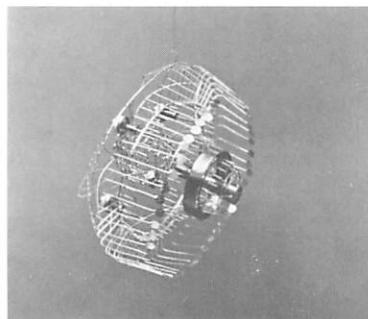
Portrait of a Creative Memorex Engineer

A jet-powered bicycle, an orbiting space station, and a steam-powered dune buggy are just a few of the whimsical, Jules Verne-like sculptures of Memorex manufacturing engineer Peter Toft-Nielson.

Using silver, brass, copper, scrap electronics parts and solder, Nielson creates what he terms "mechanical sculptures." On any weekend around 4 a.m. you'll likely find Nielson seated at his workbench with his headphones on listening to a radio station which plays old 78 r.p.m. records and working on his latest exotic creation. "I find the best time to create my sculptures is early in the morning or very late at night," said Nielson, "and the music helps keep me relaxed."

"I became involved with this art form about four years ago," he said. "At the outset I began my sculptures with no major objective in mind and created as I went along. Now, however, I have become more design conscious and use photo etchings of precision machine parts to supplement my work."

Nielson's work became very popular when he built ten motorcycle sculptures for The Cannery in San Francisco and sold them all within one week. The Cannery pressured him to build more, but he refused. "They promised me a greater share of the profits and special exhibits, but I felt that building sculptures on an assembly-line basis would



Toft-Nielson's orbiting space station.

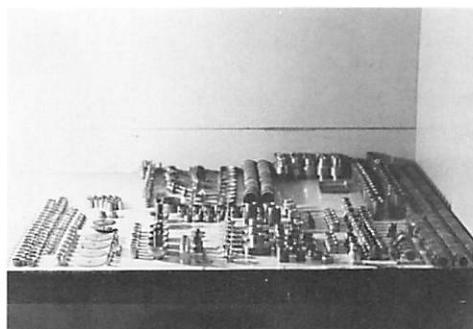
not be much fun," he explained. At first he couldn't think of any particular name to call his objects so he started to number them but recently decided to leave them untitled.

"Working with this medium of expression is really good therapy for me," said Nielson. "At work everything is very exacting and concise. I can go home and start throwing my sculptures together and not worry about them passing inspection. It can be very rewarding and relaxing when everything goes just right; but I can back myself into a corner sometimes, like when I run out of usable parts."

It took Nielson several months to locate companies which had interesting parts that would complement his work. A vast majority of the parts he uses are electronic rejects

and obsolete material. "I'll sometimes spend as much as \$50 for just a few pounds of scrap parts and may be unable to use all of them for my sculptures," he said.

The average amount Nielson receives for a sculpture runs \$80-\$400. He has built approximately 90 sculptures within the last four years, a few of which he donated to the KQED auction. Nielson's "mechanical



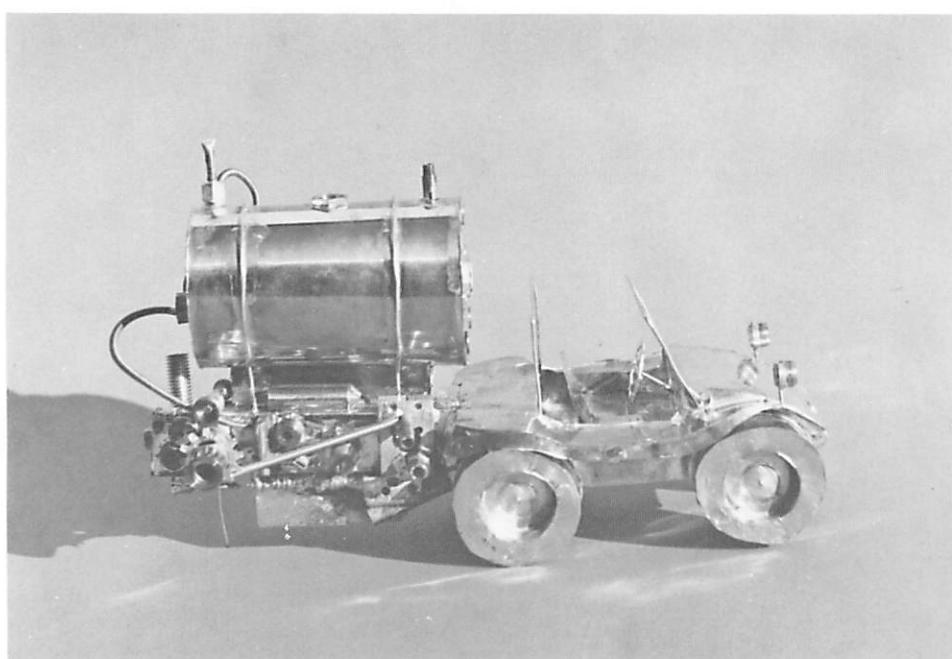
Electronic reject parts and obsolete materials are used to create Toft-Nielson's mechanical sculptures.

sculptures" on the average are a foot long and approximately six inches wide. Most weigh no more than a pound.

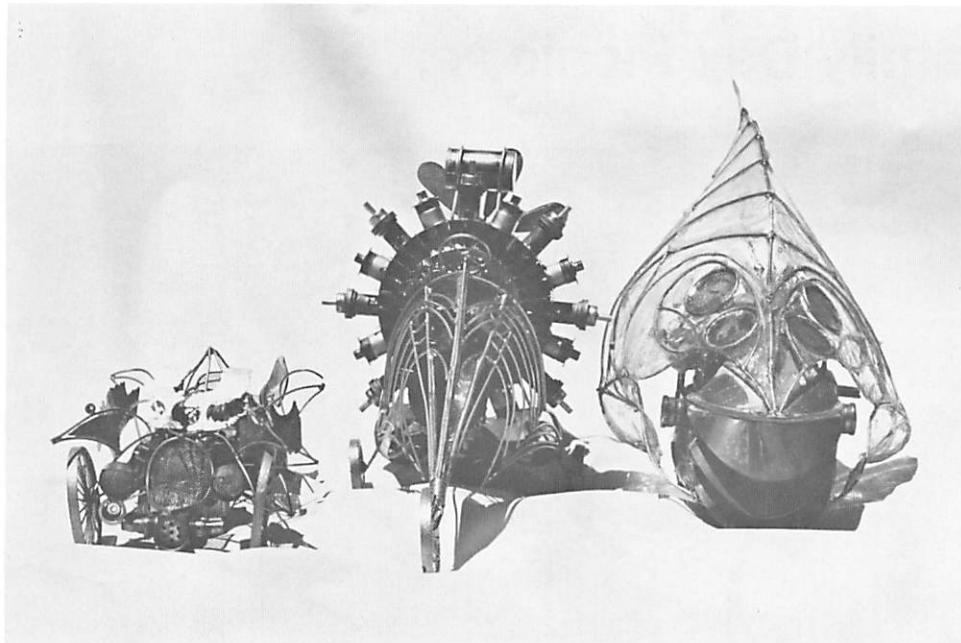
Nielson's most unusual and favorite sculpture is a Flash Gordon-like spacecraft. This sculpture has a seashell-like structural design with simulated solar cells and an oversize jet engine. "There are a few objects, like this one, I just will not sell," he said.



Soldering a centrifugal widget to the vertical intake chamber of his latest mechanical sculpture is Peter Toft-Nielson, who, in real-life, is a manufacturing engineer.

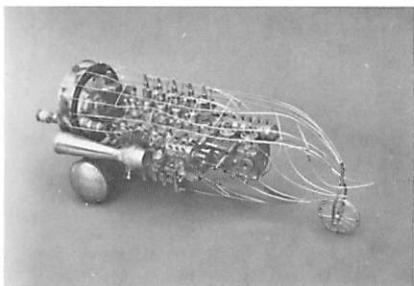


A steam-powered dune buggy.



Toft-Nielson's favorite sculptures include (l to r): a rendition of a Jaguar SS-100, a propeller-driven dragster and a Flash Gordon-like spacecraft.

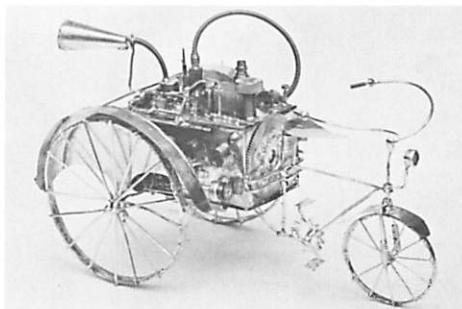
Making a profit is not his objective. He makes his sculptures strictly for fun and enjoys giving them away as gifts to close friends. "A friend of mine bought a dune buggy shop, so I decided to build a fictitious steam-powered dune buggy for the grand opening," he explained. "I stayed up all night to get it done in time for the opening." His friend was extremely pleased with the sculpture and it was a great attraction at the grand opening.



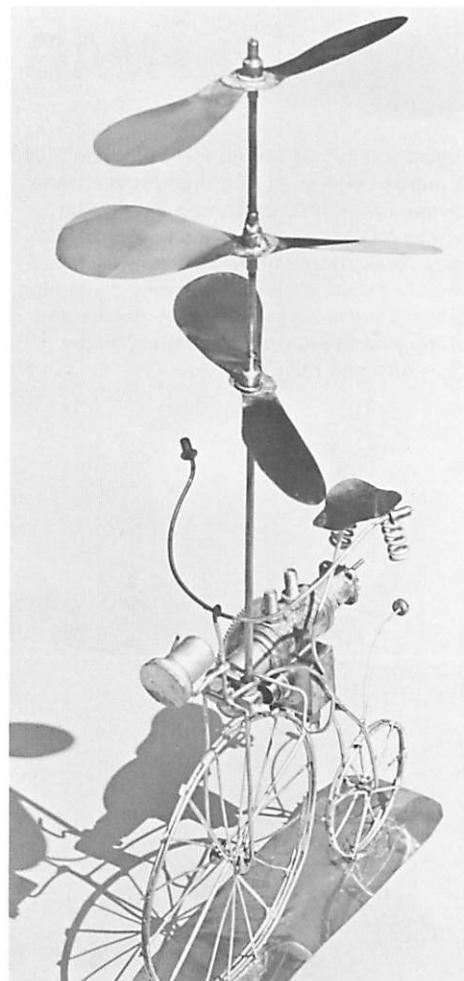
Toft-Nielson's unusual land vehicle.

Nielson has exhibited his sculptures at Stanford University, San Jose State University and at the Varian Central Research Building. He plans to exhibit his work at Memorex in the near future.

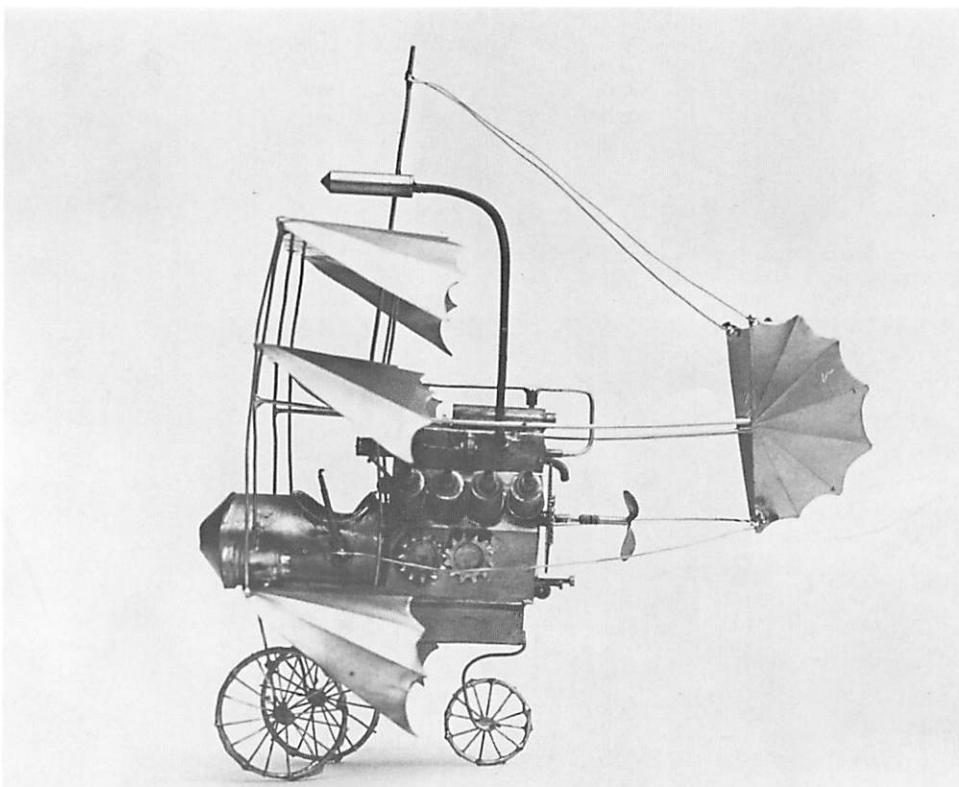
Born in Denmark, Nielson became interested in mechanical devices when he took an instrument makers apprenticeship course and later entered Denmark's School of Engineering. He joined the Merchant Marine after completing school and sailed between Copenhagen and Hong Kong. Two years later he came to Canada, where he met his wife Maggie. The Nielsons later decided to move to California after taking a vacation here. He joined Memorex in 1968, and now resides in Palo Alto.



A whimsical jet-powered bicycle by Nielson.



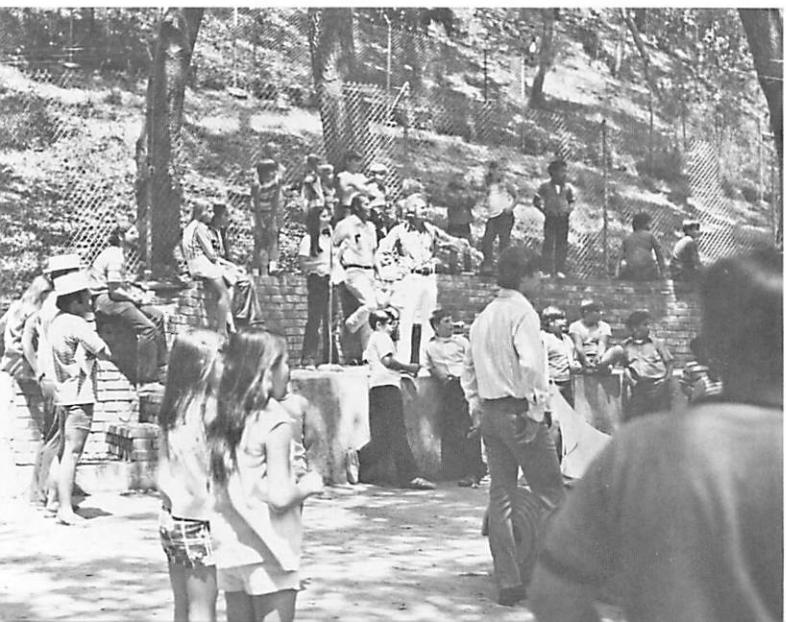
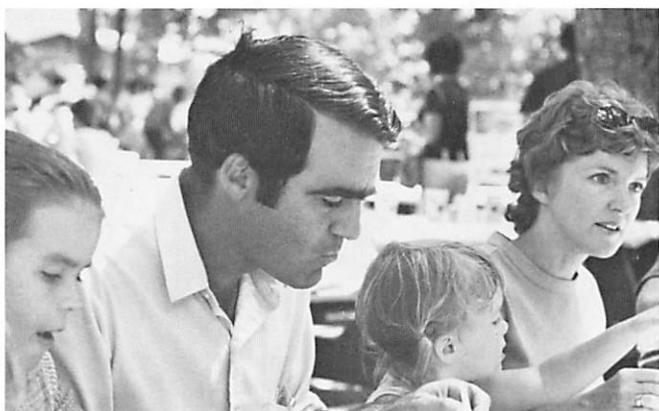
A Jules Verne-like bicycle.



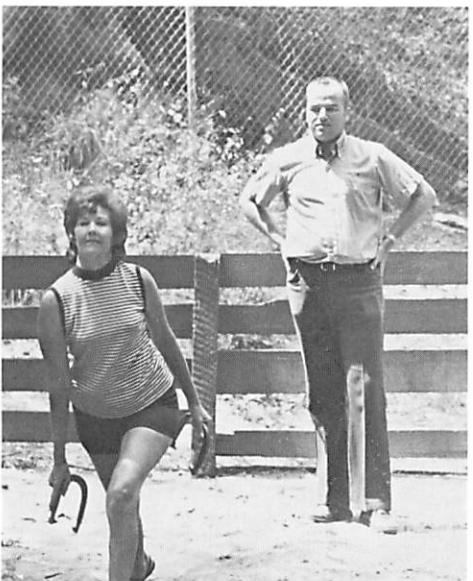
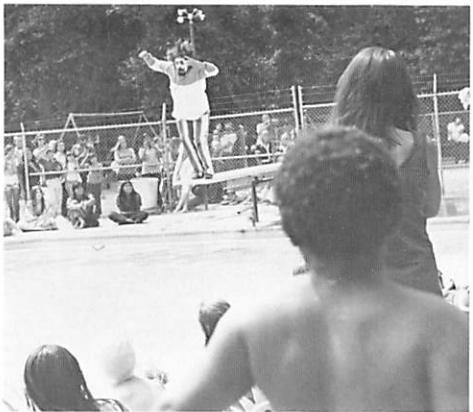
Typical of Toft-Nielson's work is this airplane measuring 14" long.

MAG Family Day Picnic

August was picnic month for more than 5,000 Memorex employees and their families who attended the MAG sponsored Family Day picnics on July 22 and August 12 at Blackberry Farm. Some of the activities included an early morning golf tournament, swimming, raffles, banana-eating contests, games and relays, Harold's Club and auction, water volleyball, and belly dancers.



..... at Blackberry Farm



Memorex Intercom

MAG Calendar

Adult Bowling League. The 1972-73 bowling season will be starting soon. MAG gives partial funding to Memorex leagues for trophies, shirts, and banquets. If you'd like to inquire about the winter leagues, contact:

Chuck Linen

Memorex Mixed Fives—Tuesdays, 6:15 p.m.
Moonlite Lanes—35 weeks

7-0921

Joanne Gerry

268-9593

Memorex Mixed—Wednesdays, 6:30 p.m.
Moonlite Lanes—34 weeks

245-8450

Willard Pearson

Memorex Magnetics—Fridays, 6:15 p.m.
Moonlite Lanes—34 weeks

7-3074

Jim Grammatico

The Oddballs—no definite plans yet
Moonlite Lanes

Larry Smyth

7-1974

Swing Shift League—Midweek, 12:45 a.m.
Fiesta Lanes—34 weeks

Children Bowling. Mini-MAGs is a Saturday morning bowling league for employees' children 8 to 18 years old. Generous employees have donated their time to coach the children in Mini-MAGs, and **Tony Van Gestel** has volunteered again this year to organize the group. There is still lots of room for new bowlers and adults who would like to help coach. The 36-week league starts September 16 at 8:30 a.m. at Moonlite Lanes. Cost is \$1.50 each Saturday for three lanes. Call Tony at 7-2163 or **Gene Scott** at 7-3409 for further information.

Fall Sports and Clubs. Fall sports will be starting soon. If you want to request MAG funds for fall intramural or industrial sports or any other club, please submit your budget request to **Dick Holdren** before the September 12th MAG Board Meeting.

Special Event Discounts. For discount coupons and information on the following events, contact **Celia Moyle**, 7-2292, **Sandi**

Gallo, 7-2770, **Ed Sutter**, 7-2815, or **Bette Binford**, 7-1044.

Circus. The circus is coming to town, to the Oakland Coliseum and S.F. Cow Palace, that is. Ringling Bros. and Barnum and Bailey Circus is offering a \$1 discount to Memorex employees on \$5.50 and \$5.00 adult tickets for six performances. In Oakland, the times are August 24 at 2:30 p.m.

and August 25 at 2:30 p.m. In S.F., the times are August 31 at 2:30 p.m. and 8 p.m. and September 1 at 2:30 p.m. To obtain discount tickets, pick up coupons at work and order your tickets by mail. Non-discounted seats at the door cost \$5.50, \$5.00, \$4.00 and \$3.50.

Frontier Village Fun Night. On Saturday, September 9 all Memorex employees and their families are invited to Frontier Village in San Jose for a Fun Night. For \$1.50 each, you can go on unlimited rides and enjoy a live band and music. This offer is good for that night only between 5 and 10 p.m. Simply pick up your coupon at work and present it at the gate.

Intramural Softball. Softball season is over and the Production Control team won undefeated.

Photo Contest. Entries are coming in slowly so your chances of winning are good.

Audio Tape Discounts. All Memorex employees are eligible to receive up to 12 discount coupons each calendar year, good for 50¢ each toward the purchase of any Memorex cassette or open reel tape. You must be employed by Memorex for three months before you can get the coupons, however. Field and non-Memorex Santa Clara employees are required to complete and return a "request for tape discount" form available from **Celia Moyle**, M/S 10-08, San Tomas at Central, Santa Clara, Calif. 95052. Memorex Santa Clara employees can get coupons from either **Celia** or **Doris Wilcox** at the tape plant.

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

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