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INTERCOM



Consumer Products Exhibits
At Trade Show

A Report On Consumer Products



By Robert Jaunich II
VP and General Manager
Consumer Products Division

Memorex has become the second most widely distributed cassette brand in just one year of national marketing.

During the first full year of national marketing which ended in April, Memorex gained a substantial share of the quality cassette market, established very broad distribution to the point where Memorex consumer products are now sold in approximately 10,000 outlets, developed a quality reputation and established the organizational base for significant future growth on a national basis.

One of the primary reasons for the success of the Memorex cassette, open reel and 8-track product line is its very high quality—as confirmed by blind test experience.

In addition, there has been an aggressive program to build distribution and rapid consumer movement. In consumer marketing, distribution and rapid turnover at the store level go hand-in-hand. In both of these areas, there are very encouraging signs which indicate that the merchandising program has been successful. The most conspicuous part of this program is the shattering glass featured in all media advertising and on all display material.

Memorex can be proud that the first television commercial ever produced for the company was awarded recognition as one of the top 100 television commercials produced by any company in this country in 1971. In this competition, Memorex competes with such giants as General Motors, General Foods, Procter & Gamble and many companies with substantially greater advertising experience. An indication that there is an industry-wide recognition of this shattering glass symbol is that at least six competitors virtually copied or used shattering glass advertising following Memorex's example.

There are other signs that Memorex's quality reputation has been sustained through the execution of the Consumer Products program. The Memorex cassette won the President's Award in the National Flexible Packaging Show. This is the top award and only one is awarded in the show, so it is especially significant that Memorex was the recipient. Memorex has also won the Award for Excellence from the Variety Annual Sales Promotion Judging sponsored by **Chain Store Age**. The Division believes this award significant because the judges were selected from some of the largest chain variety-general merchandise stores in the country, including F. W. Woolworth, G. C. Murphy, J. J. Newberry and S. S. Kresge.

While the management of the division is encouraged by the marketing success achieved to date, it should be pointed out that the



With imaginative advertising and merchandising methods like our shatter glass theme, Memorex continues to shatter growth records in the highly competitive audio cassette industry.

total program would not have succeeded without truly superior products. The credit for these must go to the technical and manufacturing people who labored through the start-up to deliver in very high volume the high quality product required to justify the premium pricing. Division management also recognizes that the significant marketing investment required to successfully launch a brand on a national basis would not be warranted if the products did not have the quality necessary to fulfill consumer expectations on a continuing basis. To sum up, credit for the overall fast start belongs to every employee in the Consumer Products Division.

Intercom

ABOUT THE COVER

The Memorex booth at the Consumer Electronics Show this month drew large crowds. The tall, striking booth carried the Memorex name and shattering glass symbol to the more than 35,000 people who attended the show.

Editor: Dave Williams
Associate Editor: Bill Bellou

Promotions Happen With Job Bidding Program

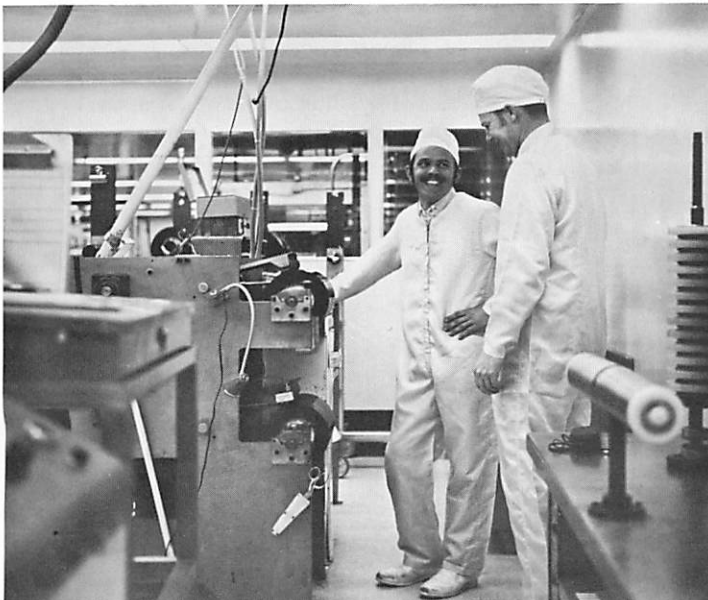
In a little over three months there have been more than 60 promotions within Memorex Santa Clara due to a new job bidding system, according to **Robert Biddinger**, manager of employment and manpower development.

"The job bidding program is designed to encourage promotion from within Memorex and to provide non-exempt employees growth opportunities within the company," said Biddinger. "The program helps provide a mechanism for promotional consideration for Memorex employees in all Santa Clara locations."

"Whenever a permanent job opening occurs, the employment department first reviews reduction in force lists for persons with skills appropriate to the job openings," he said.

"Qualified candidates who are on layoff status are contacted before any job is placed on the job-bid board or before we hire new employees," Biddinger said. "We have brought back a significant number of Memorex employees on this status."

"The requesting manager is notified of appropriate candidates on layoff status. In the event efforts to recall persons on layoff are unsuccessful, the job with appropriate specifications are posted on job-bid boards located throughout the plant. Employees wishing to bid on a posted job fill out a job bidding application blank found at each board. Bids are accepted only while the job is posted. If qualified candidates are not available within the company, we then have to recruit persons outside of Memorex."



Biddinger said job bids are screened by the employment department according to the following criteria:

1. Employees must have worked a minimum of six months at their current job.
2. The employee's qualifications must fit the job specifications.
3. The employee must have an excellent or high-satisfactory job performance record in his current position.
4. The job the employee bids on must be a promotion.

Jim Chatman (l) and Bob Biddinger discuss the number of promotion opportunities available through job bidding.

Successful candidates are then interviewed by the requesting manager.

"The program has been well received because it allows employees to take advantage of internal growth opportunities before the public is allowed to apply," said **Jim Chatman**, placement specialist in the employment department.

Mike Galata, who advanced under the program from an assembler to a slitter operator at the tape plant, praises the job-bidding program. "It's really a good system for the employees," said Galata. "I spotted a job opening at the tape plant and decided to apply. I'm glad they started this very beneficial program. The system is there for our use and all we have to do is take advantage of it," he said.

Job bid boards and boxes for the San Tomas complex are located in the main cafeteria and the hallway facing the cafeteria entrance in Building 10. For the Memorex Drive complex, boards are in the main cafeteria, Disc Pack cafeteria and the Consumer Products cafeteria. For further information contact **Jim Chatman** at 7-0745.

Mike Galata (l), who recently advanced under the job bidding system, discusses his new responsibilities with supervisor Jim Brashers.

Consumer Products Draws Customers To Chicago CES Trade Show

Memorex's Consumer Products Division put on a display of consumer salesmanship at the Consumer Electronics Show in Chicago this month. Playboy magazine's July Playmate drew customers into the Memorex booth and a red-hot merchandising program produced sales orders.

"I'm really pleased with the performance we turned in at the CES," said **Barry Berghorn**, CPD's director of sales. "The number of new orders we were able to get right in the booth was outstanding."

With Carol O'Neal, the July Playmate, handing out promotional literature, a steady stream of customers, prospects and just plain spectators moved through the striking Memorex booth. Consumer Products Division salesmen from central region headquarters in Chicago staffed the booth and wrote the orders.

More than 35,000 show visitors saw more than 25,000 products on display at the four-day show. The huge show filled two floors of Chicago's new McCormick Place exhibit hall, occupying 300,000 square feet of space.

Once the customers and prospects stopped at the Memorex booth, the Consumer Products Division sales force took over. Here, National Sales Manager **Barry Berghorn** (center) makes a point to a prospective customer as **Ward Griel**, manager of sales merchandising, looks on.



Customers and prospects flock to the Memorex Consumer Products Division booth at the Consumer Electronics Show held early this month in Chicago. Memorex salesman **Bill Procop** (center, light jacket) handed out sales literature, answered questions and wrote up orders.



Carol O'Neal (in photo at left) Playboy Magazine's Playmate of the Month for July, was hostess at the Consumer Products Division booth. Carol's winning ways attracted large numbers of customers, prospects and just plain spectators.

Memorex Employees Celebrate 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 help form the basis for Memorex's continued growth.

Kazuko Cochran
Elisabeth Crum
John Coyle
Gary W. Meredith
Willard C. Pearson
Charles C. Jones
Edith P. Wydra
Marion F. McBride
Lynn E. Sorenson
Lillian R. Grant
Robert S. O'Brien
Nora A. Bucks
Joseph A. Nussbaum
Frank C. Buller
Bessie A. Nicosia
Grace Abate
Beatha K. Egan
Yasue Enyeart

Turner Becomes Citizen

Congratulating Maurice Turner (r), senior technician in test engineering, on receiving U. S. citizenship is Richard Larkham, manufacturing engineer, who witnessed Turner's swearing-in ceremony recently. Both Turner and Larkham are naturalized U. S. citizens from England.



Savings Bonds Available Through Payroll Deductions



All Memorex employees are eligible to sign up or increase their payroll deduction for U. S. Savings Bonds, according to Personnel Accounting.

Through the payroll deduction program, you may specify any amount from 25¢ on up per pay period to be set aside toward the purchase of a bond. Once the amount saved reaches the figure needed to purchase whichever bond denomination you have specified, a bond is sent to you automatically.

According to the U. S. Treasury Department, Series E Bonds pay 5½% interest, compounded semi-annually when held to maturity of five years, and can be redeemed for cash at any time after being held for two months. The Treasury Department also points out there are no state or local income taxes on bonds, and Federal tax on Series E Bonds may be declared annually or deferred, whichever is most advantageous to you.

Bonds may be purchased for the following prices:

- \$ 25 Savings Bond—\$18.75
- \$ 50 Savings Bond—\$37.50
- \$ 75 Savings Bond—\$56.25
- \$100 Savings Bond—\$75.00

Complete details and payroll deduction forms are available through your supervisor or from Personnel Accounting, Memorex Santa Clara.

New Products

45-Minute Cassettes

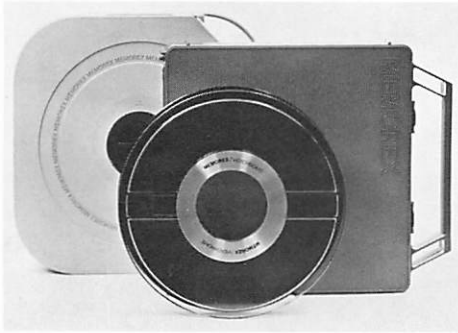


The addition of a 45-minute cassette to our quality line of low noise, high output audio tape cassettes and reels was announced recently.

"We introduced 45-minute cassettes primarily because they are the ideal length for record album recording," said **Robert Januich II**, vice president and general manager of Consumer Products Division.

The new 45-minute Memorex Cassettes are available in both ferric and chromium dioxide cassettes. Memorex low noise, high output cassettes also come in 30, 60, 90 and 120 minute lengths. In addition, Memorex offers eight-track audio tape cartridges in 40, 64 and 80 minute lengths and five, seven and ten-inch reels ranging from 600 to 3000 feet. Memorex Chromium Dioxide Cassettes also come in 60 and 90 minute cassettes.

New Video Tape



New Vidichrome video tape, which offers substantial noise-resistance and an extremely low dropout rate for one-inch Ampex helical recorders, was introduced this month.

"Vidichrome has a dropout rate of less than 10 per minute on an Ampex VR 500, as well as the industry's highest signal to noise ratio of over 42 dB," said **Russ Parker**, video product manager.

"The tape has an extremely high resistance to the detrimental effects of heat and humidity because it is made using a unique binder formula," said Parker. "It also reduces head wear and cinching, extending tape life to more than 500 passes."

Capable of recording both color and black and white values, Vidichrome is available in lengths of 1500 feet ($\frac{1}{2}$ hour) and 3000 feet (1 hour).

New Features For 3670

Two new features have been announced for our 3670 Disc Storage System. The new features permit users of IBM System/360 Model 65's and above for the first time to attach System/370-generation disc storage facilities, and to share that increased capability between 360 and 370 computers.

The 2860 Selector Channel Attachment Feature allows users of System/360 Model 65's and above to attach the Memorex 3670. In so doing, the computer user obtains the disc file capability and capacity designed for IBM's System/370 without the expense of converting to a System/370 computer.

The second feature is a three and four-channel switching capability for the 3670, which when combined with the 2860 Selector Channel Attachment Feature allows sharing of the 3670 between 360 and 370 computers in any combination.

The Memorex 3670 was initially introduced in October, 1971, as a plug compatible replacement for the IBM 3330 disc storage system for System/370. First shipments of the Memorex 3670 for attachment of 370 computers are scheduled for the fourth quarter of 1972.

If You Don't Know Cal WATS You're Wasting Money

There is an estimated \$1,500 a month in unnecessary phone charges, simply because many Memorex Santa Clara employees are not using Cal WATS, which is short for California Wide Area Telephone Service.

"Our Southern California WATS line saves us as much as one-half the cost of direct dial calls to areas in Southern California," said **Greg Plahn**, corporate telecommunications manager. "This direct line to area codes 805, 714 and 213 is leased from the phone company. We pay a flat rate for the line. But the only way to make it work to our

advantage is if people use the line rather than dial direct."

Many people, however, are still not aware that the line exists, explained Plahn, which accounts for the needless \$1,500 additional telephone expense. "Instructions on how to use it are in the front of the Memorex phone book," he said. "All anyone has to do is to dial 'O' and ask the Memorex operator for the WATS line. The operator will plug your line into the WATS line, then you simply dial the right area code and number. It takes no more time than direct dialing, and it means some significant savings to Memorex."

MAG Calendar

MAG Family Picnics—Memorex families are in for "A Happy Time" July 22 and August 12. Manufacturing departments at all levels are invited to attend July 22 and all other employees on August 12.

Activities will include something for everyone. There'll be a Kiddie Korral under the supervision of a credentialed teacher for those 2½ to 5 years. For the older children there will be swimfests, crafts, relays, games, frisbee, balloons, clowns, teen band, special demonstrations, and much more. Children may bring a shirt to have silk screened as a picnic memento. Activities for adults include golf, horseshoes, swimming, volleyball, bingo, and a 4 p.m. auction. Activities will 6 p.m.

For the golfers, a 9-hole Callaway golf tournament will begin at 8 a.m. at the Blackberry Farm course for the first 40 people registering.

Awards will be presented at the noon opening ceremonies. Those interested should register with **Chuck Michielsen** (7-1540) or **Don Monahan** (7-2057) by paying the \$2.50 green fee before July 13 and August 3.

A family car rally is being organized by **Vince Marine**. He is planning a simple sign course starting from Memorex at 9 a.m. and finishing at Blackberry Farm. For further information call Vince at 7-0961.

Hal Canion is organizing volleyball tournaments throughout the day. If you'd like to enter a team, contact Hal at 7-0160.

Food will be served between 12:30 and 2 p.m. The menu includes one-half a barbecued chicken, chili beans, tossed green salad, garlic bread, ice cream, coffee, milk, soft drinks and, of course, beer.

Tickets will be distributed through department managers the week before the picnic. You are invited to bring your family. Single employees may bring a guest.

Modern Dance—**Hyale Smith** is now taking sign-ups for women who are interested in modern, African, and interpretive dance. Please call her at 7-1350 for further information.

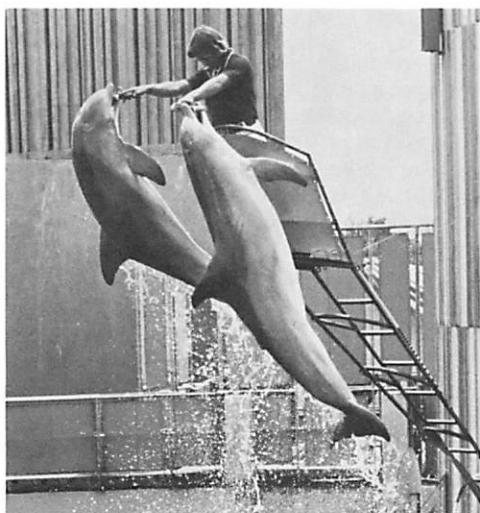
Photo Contest—Entries are now being accepted for this year's photography contest.

The theme is "People, Places, and Things." You may enter your black and white, color, polaroid prints, or color slides. If you have two pictures which you think are good, you may enter them both, up to two in each class. The type of awards will be announced in July. Displays will be set up in the cafeterias during August. Winners will be announced in early September. All Memorex employees (including field employees) and members of their immediate family are eligible to enter as long as the entrant does not make a major percent of his income from photography. Rules and entry blanks may be picked up from both Personnel offices. For further information call **Jim Smith** at 7-0961.

Car Rally—Saturday, July 8 will be the next car rally and will be held between 6 and 9 p.m. Car plaques will be awarded to all entrants. Entry fee is \$3.00 per car. Call Bob at 262-6722 for further information.

Belly Dancing—Another session of belly dancing classes will be starting July 10 through August 28. Classes are Monday nights from 6:30 to 8 p.m. The price is only \$12 (normally \$24) for eight lessons to Memorex employees and employee's wives. Call Margie Whitnah at 7-2357 for further information. Due to the large number of men who have been curious about the classes, we are trying to get the teacher and another dancer to give a show at the picnics this summer.

MAG Family Day At Marine World



MARINE WORLD MAG FAMILY DAY
Memorex families and friends were treated to a preview weekend at Marine World in Redwood City, helping inaugurate the opening of Africa USA which featured numerous wild animals in addition to exciting marine and aquatic shows. Over 800 Memortx people attended during the two-day event.



Albert Blancaflor family



Ron Wilcox Family

Joe and Jackie Smith and family



INTERCOM COM-LINE

COM-LINE is an open and anonymous communications channel available to all Memorex employees. Every legitimate question received along with an authoritative answer will appear in INTERCOM every month. Questions are limited only to those regarding company policy and practices, and must be within the bounds of good taste. Other questions of limited or special interest should be directed to INPUT/OUTPUT. INTERCOM reserves the right to edit questions in conformance with our editorial style and for readability, however, the basic intent of questions received will not be changed.

To participate in COM-LINE, simply write or type your questions and send it via inter-office mail to Editor, INTERCOM, mail stop 12-33. There is no need to identify yourself. Your question, along with an authoritative and complete answer will then be published in a succeeding issue. If you have any questions, you can call the Editor at 7-2200.

In light of the fact that Channel 9 is an educational station depending solely upon donations, does Memorex donate funds or video tape to them?

Yes, Memorex has donated tape to Channel 9 in the past and we have supported their auction. However, Channel 9 is also a customer of ours and tape donations direct from the Company to stations can cause conflict with our distributors and salesmen who sell to such customers.

With the reduction in numbers of security guards, and with fewer employees now working at the Memorex Drive Tape Plant, why does the Security Department have two (2) reserved parking places by post #2? I can understand the need for one reserved place in case of emergency. However, two reserved places seem to be more for the convenience of the guards (who are not Memorex employees) than for the welfare of the company and its employees.

It is agreed that one reserved parking space is sufficient. Action has already been taken to remove the sign designating a second reserved space.

Does Memorex use recycled paper for office supplies and printed material. If not, why?

Memorex has its own print shop which is currently printing manuals, and the like, on recycled paper. However, routine orders (those which require 20 pound paper) are not printed on recycled paper, because of its greater cost. We are continually investigating and testing recycled sheets and expect to print more orders on recycled stock this year.

The company's office supplies are obtained from outside suppliers. In determining which products to buy, price has been a primary consideration. Some of the paper supplies are of recycled material, but many are not. We anticipate that there will be an increasing number of paper products available on recycled paper, which Memorex will purchase and use if the prices are competitive.

(Editor's note: The November, 1971 edition of Intercom reported that the Reproduction Services department is printing all appropriate documents on recycled paper. At that time, Intercom also began an investigation of recycled papers suitable for Intercom. To date, we have been unable to find a recycled paper stock comparable in quality or cost to that currently used; however, we are continuing our evaluation and expect to use recycled paper as soon as is practical.)

Why is it that a half-pint of milk costs 15¢ (or 60¢ a quart) in the Tape Plant cafeteria while 1/3 quart of milk sells for 15¢ (or 45¢ a quart) from vending machines in buildings 10 and 14?

We discussed your question with the contractors which supply milk for both areas. Each reported that milk is a fair trade item with base prices established and regulated by the Bureau of Milk Stabilization, California State Department of Agriculture. The base price contractors pay for milk is determined by law according to the manner in which it is to be retailed. In the case of milk offered for sale in buildings 10 and 14, the contractor buys milk at a distributor's price since the milk will be offered for retail sale exclusively through vending machines. The milk sold at the Tape Plant cafeteria, however, is sold from both vending machines and over-the-counter, which means the contractor for this operation must, by law, buy milk at an over-the-counter price, which is a slightly higher rate established by the State. It is because of the differing methods of sale that the price difference occurs.

Is there an area reserved for swing shift parking in the main parking lot at the tape plant? If so, can we expect this parking restriction to be enforced in the near future?

Yes, there is an area reserved for swing shift parking in the main parking lot at the Tape Plant. However, during recent months, day shift employees have been entering the restricted parking area through a break in the chain. The Maintenance Department has been requested to repair the barrier so that enforcement of this parking restriction can be assured.

With many companies going to a 10 hour, 4 day week, I would like to know if Memorex is or has considered doing the same. If not, what are the reasons?

Memorex currently has government contracts in excess of \$10,000 per year. This means the corporation must comply with the Walsh-Healy Act, which requires overtime payment for hours worked in excess of 8 per day. Therefore, we cannot consider the 4-day, 40-hour workweek until the U. S. Congress completes its current investigation and acts accordingly.

During the interim, the Personnel Department is study the experience of other companies who can apply this workweek to all or part of their workforce. Also, we need to anticipate and continue to receive our employees' reactions to this schedule.

In reviewing the 4-day workweek concept, it is important to know that this is a somewhat complex concept. The companies that have initiated it are few, and for the most part are marked by the small number of employees at these companies, with the exception of Readers' Digest and PSA. Such matters as conversion of vacation payment, sick leave pay, holiday pay, compliance with State and Federal laws and other factors must all be considered. Additionally, the very nature of a business can preclude the establishment of a 4-day workweek. As previously stated, we shall continue to monitor this concept.

Would it be to the advantage of Memorex to provide a shuttle car service rather than pay its employees \$.10 per mile for use of private cars for errands around the complex?

Your suggestion has been considered and, at present, the cost differential does not justify the shuttle service. We will continue to review the situation from time to time.