

MEMOREX

NEWSLETTER FOR EMPLOYEES

INTERCOM

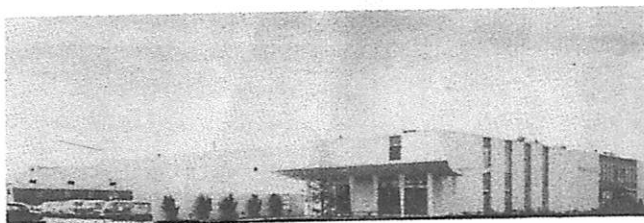
MARCH

VOLUME II, NO 3

A MEMOREX BIRTHDAY...



1961 ↑ To 1965 ↓



A Year's Highlights:

February 6 was the Fourth Anniversary of Memorex Corporation, and climaxed a year of growth in all areas of operation.

Year's highlights include:

★ The number of employees increased by 100%, working in a multi-million dollar plant, which is the only facility for exclusive manufacture of precision magnetic recording tape in the world.

★ The marketing program was expanded to Memorex Precision Products Ltd., a company-owned subsidiary in England; and sales outlets in Canada, Australia and Japan; plus offices throughout the United States.

★ In the field of employee benefits, the year was highlighted by organization of the Memorex Employees' Profit Sharing Plan, which enables employees to share in company profits. Profit sharing is the most recent in a growing list of outstanding employee benefits, which include: life insurance program, sick leave benefits and superior working environment.

These are just a few examples of company growth over the past year, examples which indicate Memorex Corporation's progressive outlook in industry.

Stock Offering Made

At the end of February, employees of Memorex Corporation were given an opportunity to, in effect, purchase a portion of the company in which they are employed.

Employees who purchased shares when the offer was made, now own a portion of the company. The future value of the shares will depend upon the success of the company, as well as the general business outlook and stock market conditions.

A total of 18,000 shares were offered to employees and friends of the company. The total was broken down into individual offerings, the size of which depended upon an employee's compensation and length of service.

The shares were made available by the company and Smith, Barney & Company, Underwriters. The sale now makes Memorex a publicly-owned company, whose securities may be purchased at any time through banks and investment dealers.

The Company has as a policy the practice of retaining earnings in anticipation of capital requirements as the business continues to expand. Consequently, no dividends have been paid or declared.

Inasmuch as precision magnetic recording tape, our sole product, is a "supply item," its demand is measured by the growth of installations of data processing and recording equipment, and degree of utilization of computers, plus continuing requirements of established users of our product.

The term "precision" is a strong determinant in the success of Memorex magnetic recording tapes, and is, in great part, due to fine working efforts of men and women of the Company.

36 New Employees in 1965

Since the turn of the new year, 36 new employees were added to the Memorex payroll. Mag Flag joins all employees in offering a slightly belated welcome aboard to:

Robert Bandelow, quality control; William Bernick, quality control; Eugene Bowers, production; Jimmy Brashers, production; Pamela Carlson, sales; Bob Cortinas, production; Walter Cox, quality control; Maira Crawford, engineering. Eileen Duffy, quality control; Charles Edington, research; Arthur Hirsch, research; Drusilla Keller, sales; Tillmas Mayberry, maintenance; George McCanlies, manufacturing engineering; Patricia Miller, sales; Gerald Miranda, production; Robert Morris, engineering; Mary Nelson, production; Trevor Nelson, engineering; Gerald Osby, quality control; Henry Paul, production; Claudine Perkins, production; Helen Petrusek, research; Daniel Pevarnick, maintenance; William Pratt, maintenance. Jim Quick,

(continued on page 2)

EDITORIAL

Profit Sharing-A \$aving Example

Last week a large clerical job which had to be completed by a certain date seemed in danger of being late because of a series of unavoidable delays in getting various parts of the job done. The only solution to the problem of getting the work completed on schedule seemed to be to get some temporary help for a couple of days. Cost: \$50. The hiring was authorized, but before the order was placed, help was volunteered from another division to get the job done. The work was spread among four people and each did a job which was better than a temporary girl would have done. Cost: Nothing. Contribution to Profit Sharing: 10 percent of \$50. That's profit sharing in action.

Thanks to Rex Lindsay for his idea, and thanks to Carmen Bustillos, Dottie Gordon, Mary Juliano and Virginia Koeberle for their help.

What's YOUR Profit Sharing idea?



TWO PROMOTIONS ANNOUNCED

Congratulations are in order for two Memorex employees who have recently achieved promotions in reward for outstanding work done. They are: Richard Dickens, appointed to the position of Lead Technician, Quality Control Test; and Cyril Kersh, to Tape Design Engineer, New Product Engineering.

Mr. Dickens has been with Memorex since April 6, 1964. He worked at Precision Instrument Company for two years, as test technician in the video division. He graduated with a Bachelor of Arts degree from University of San Francisco in 1959.

His job previous to his promotion was Test Technician, a position held for two years.

Mr. Kersh, a native of England, joined Memorex in December, 1963.

He came to the U. S. in April, 1962, after serving five years with IBM in England. He worked as a senior technician, research and development, at 3M's Mincom Division until December, 1963, when he joined Memorex.

Mr. Kersh worked as Product Supervisor, Finishing Department, prior to his promotion.

(from page 1)

Mag Flag; Janet Riggs, production; Lloyd Roemer, maintenance; Janett Runquist, production; Robert Rutkowski, production; Jack Shannahan, personnel; Harold Silvernail, production; Howard Sutton, maintenance; Florence Swart-out, production; Susan Thompson, production; and Helen Weeks, production.

EDITOR: Jim Quick

STAFF WRITERS: Deanna Burman

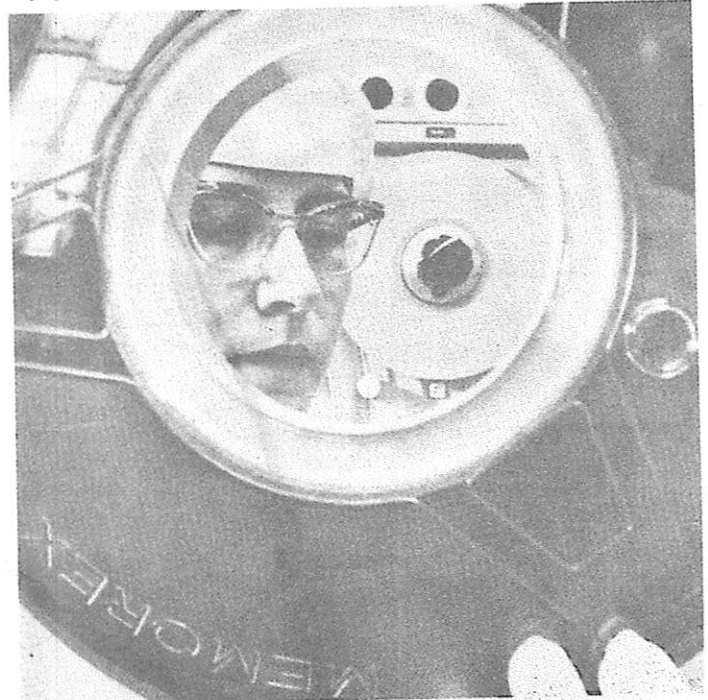
Roger Cook

Richard Dickens

Bud Oliver

PRINTING & CIRCULATION: Marleen Randazzo

Company Advertising Campaign Appears in Full Color



Certified by Ramona Gudwin

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MEMOREX

Last year was the first full year of advertising undertaken by Memorex. This effort made a major contribution to the company's growth in reputation and recognition.

The 1965 advertising program calls for placement of ads in many more publications that were used last year.

Six new, full-page full-color ads will be used in series, to cover the entire year, in such magazines as Datamation, Computers & Automation, Journal of Data Management, Business Automation, Communications of the ACM, and International Business Automation.

The objective of the ad campaign will be to continue to build and strengthen company and product brand recognition, through the added reader attraction of color, which will appear in the most frequently read portions of the magazines selected.

Each month, more than 250,000 people will read the ads, an increase of 175,000 over last year's campaign, which was published in four magazines. The addition of color will increase readership and reader visibility by 30 per cent.

Additional benefits from the new ad series will be to strengthen the product quality story. Reprints will be used by sales engineers as sales aids.

In each of the six ads, as in the one pictured above, a Memorex employee is pictured doing his or her own particular job. They are jobs which denote our advanced production and research techniques which enable us to manufacture a superior product.

The campaign will be in effect for an entire year, with the series repeating once in each monthly publication used, so that each ad will be seen and read twice.