

THE mag flag

NEWSLETTER OF THE MEMOREX ACTIVITIES GROUP

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 Petrasek, research; Daniel Pevarnick, maintenance; William Pratt, maintenance. Jim Quick, (continued on page 2)

EDITORIAL

Profit Sharing-A Saving 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 Swartout, production; Susan Thompson, production; and Helen Weeks, production.

EDITOR: Jim Quick

STAFF WRITERS: Deanna Burman

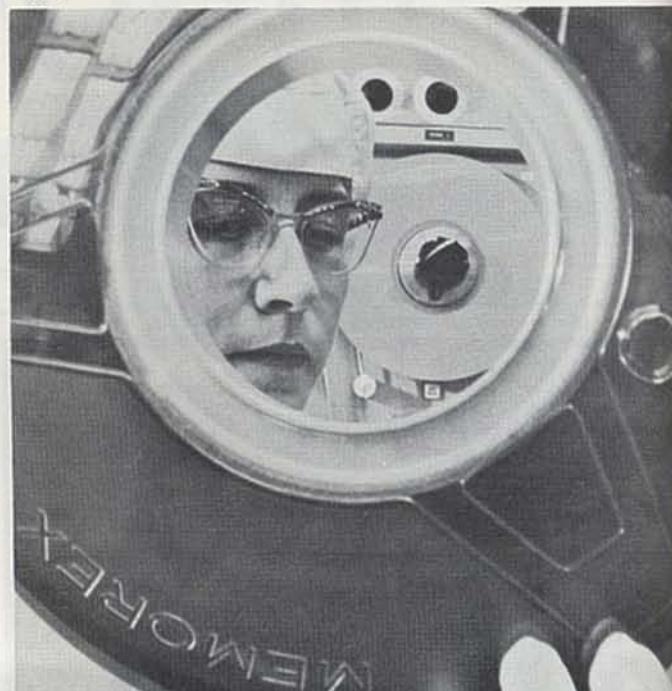
Roger Cook

Richard Dickens

Bud Oliver

PRINTING & CIRCULATION: Marleen Randazzo

Company Advertising Campaign Appears in Full Color



Certified by Ramona Goodwin, January 1965

Memorex is a registered trademark of Memorex Corporation, Inc.

Memorex shares what you get with Memorex tape. The computer industry's most used tape is the tape of Memorex. It's used by IBM, Honeywell, Unisys, Sperry, and many others. Memorex is the most used tape in the computer industry. Memorex tape is the most used tape in the computer industry.

MEMOREX
PRODUCTS OF MANUFACTURED

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.

NEW FEATURES IN MAG FLAG

Classified Ads

Some new features will be added to Mag Flag in future editions.

Beginning in April, a classified advertisement column will appear, in which employees may place ads for items for sale under \$1000.

The advertisement service is free to employees only, and may not be used for commercial enterprise, agency ads or others not employed by, or concerned with Memorex Corporation.

Forms for placing an ad are available in the personnel office and must be submitted before the end of each month, for publication the next month.

Ad categories will be: for sale, trade, free, wanted, and rides to and from work. Rentals are not accepted.

PLANT NEWS

If you've seen, heard, or participated in an activity which you think may be of interest to fellow employees and Mag Flag readers, we'd like to hear about it.

A form is available in the personnel office which is quick and easy to fill out, and gives us enough information to do a story on it.

So, here's an opportunity to share those interesting accomplishments, activities and interests with fellow employees, and Mag Flag urges you to take advantage of this opportunity.

NEW STAFF

A new staff has been named to Mag Flag. New staff writers are Deanna Burman, Roger Cook, Bud Oliver and Richard Dickens.

Deanna is a stenographer in quality control. She joined Memorex in October, after one and a half years at Security Savings and Loan.

Bud Oliver, quality control technician, came to Memorex in September, from ITEK corporation.

Roger Cook, also a quality control technician, joined Memorex after four years in the Air Force.

Richard Dickens, a lead technician in quality control, came to work here in April, from Precision



NEW MAG FLAG STAFF---Newly appointed staff members are (from left to right) staff writers Deanna Burman, Richard Dickens, Roger Cook, and Bud Oliver; Don Horn, MAG president, and Jim Quick, editor.

Instrument.

All four are staff writers for Mag Flag, volunteering to write general assignment news and feature stories.

A new editor has been named to the staff. Jim Quick, now a senior Public Relations major at San Jose State, will edit each monthly edition.

Jim's experience includes editorial positions on the Northrop Aircraft Norair News, and Marina News Log, a boating publication.

As a student, Jim edited his junior college newspaper, the Harbor Hawk, at Los Angeles Harbor College. He was director of public relations for the San Jose State Spartan Daily, and later edited Lyke Magazine, the state college feature magazine.

New Company Movie Features Employee Cast

From beginning scenes with Hans Jeschke in the Physics Lab, to an ending sequence with Gene Leaman in the Video Lab, the new Memorex Corporation movie graphically portrays the story of Memorex and its employees in brilliant 16mm color.

The movie climaxed months of planning which involved shooting over 3000 feet (2 1/2 hours) of film covering company expansion in facilities, equipment and capabilities in manufacturing, not shown in the first film.

The first public showing was made by Don Eldridge, vice president and technical director, at the January 28 meeting of the Institute of Electrical and Electronics Engineers, in Palo Alto.

Since then, copies of the movie have reached all sales offices in the United States and England, with copies scheduled to be sent to Canada, Japan and Australia.

There will be many uses of the new movie, among them will be the presentation of Memorex to existing and prospective customers. It will also be useful for indoctrination of new employees; and for showings to community groups.

The film is eight minutes in length, and after careful editing, used only ten per cent of the original 3000 feet taken. The old movie was 12 minutes in length, and rapid expansion in all areas has necessitated some supplementary portions in the new movie.

A special "well done" to the "stars" of the movie, the employees of Memorex Corporation.

FOR SALE

GOLF CLUBS - Complete matched set, w/cart, bag. Also Bear Archery set, 25 lb. bow w/quiver. Also ladies sport jacket, size 12, and light blue size 16 full length coat; dark blue full length, size 16; and ladies 2 piece jacket dress. Bud Warren, ext. 238.

TELEVISION - RCA delux color T.V., needs picture tube. \$100. Ed Horn, ext. 278.

FOUND

WEDDING BAND - Men's wedding band. Contact and identify in personnel office. Ext. 274.

MAG Member of the Month

**DICK AHLSCLAGER**

EXPEDITER

PRODUCTION CONTROL

This month's MAG member is Dick AhlschLAGER, Expediter for Production Control.

Dick was born in Chicago, Illinois, on June 15, 1939. After living in the Chicago area for 12 years, Dick moved with his family to Phoenix, Arizona, where he graduated from West Phoenix High School in 1956.

After graduation, the family moved into the San Jose area. During this period, Dick began attending San Jose City College, where he majored in engineering.

To help with school expenses, he worked part-time at odd jobs in and around San Jose. He spent his three-month summer vacation at Colorado Springs, Colorado, where he worked as a food buyer in a commissary, for a Christian service organization.

Dick joined Memorex after returning from Colorado, in October, 1962, starting as a Coating Operator. After one year with the company, he returned to college, on a part-time basis, at San Jose State College, graduating with a BA degree in 1964.

Dick's outside activities include basketball and hiking. He occasionally hikes to the country in order to, as he says, "escape the wolves of day-to-day living." An active member of the basketball team, Dick fractured his rib recently, which side-lined him for the remainder of the season.

Dick's likeable and easy-going personality makes him an enjoyable person to work with. He enjoys his job as expediter, and finds continual rewards in working with people. This rare ability makes him a unique and welcome individual around Memorex.

-Roger Wilson Cook

Bowlers Fourth in City Tourney

The MAG Memorexettes posted a fine 2864 three game series to finish fourth in the Santa Clara City Bowling tournament, held at 4th Street Bowl, February 28.

Individual scores for the ladies were: Marion Jones, 438; Marlene Leas, 433; Nancy Bangham, 415; Ann Bassford, 416 and Joann Gerry, 460.

Bells & Slot Machines

Mag Flag has been a little short handed recently as a result of girl Friday and newstypographer Marlene Owen's marriage to Don Randazzo, March 6, in Carson City, Nevada.

Marlene and Don are taking a two-week honeymoon break, and are traveling through the southwestern states and parts of Mexico.

Marlene, in addition to her many duties in helping publish Mag Flag, works with Bob Bendit and Dorothy Pace in the Personnel department.

Don works for Stewart-Warner Micro-circuits in Sunnyvale, where he is a design draftsman.

Inter-Plant Softball Game Played Sat.

A group of plant athletes, and would-be athletes gathered together Saturday morning at Elmer Johnson Field for the second inter-plant softball game of the season.

The Day Shift Demons had challenged Dick Bangham Non Producers to what turned out to be a knock-down and drag-out softball game.

The Demons, undefeated thus far, utilized the pitching and catching talents of Earl Bartel (p), Trini Fabella (p) and Jim Ferreira (c), to beat the Non Producers, by a score of 19 to 14 in a hard-fought seven innings.

Bud Oliver and Gerry Newsted hurled to Jim Keens for the Non Producers.

The Demons beat the Swing Shift Swingers 5 to 2, two weeks ago.

If you are interested in this lightly competitive Saturday Softball Tournament, contact Dick Bangham, extension 242. To view the weekend action, games are played at Elmer Johnson Field, near the intersection of Poplar and Washington, in Santa Clara.

EMPLOYEES IN CAL TAPE CLASS

Sixteen Memorex employees are currently enrolled in a University of California extension course, entitled "Introduction to Magnetic Recording Techniques" held each Wednesday night.

The course, offered by the Extension Division of the University of California, is taught by Joseph Roizen, and features a field trip to Ampex facilities, actual demonstrations of various types of recorders, plus interesting visual aids and color slide presentations.

Memorex employees attending are: Lewis Brescia, Al Carmen, Ron Cogswell, Roger Cook, Walter Cox, Richard Dickens, Dick Fletcher, Don Horn, Dan Jones, Paul Kurth, Lary Lindsey, Dave Lipsett, Al Lovelace, Bud Oliver, Bill Pratt, and Hig Tavrow.