

INTERCOM

Magazine for Memorex Employees
Vol. 7, No. 5, May, 1970

Memorex

Evolution of Diversified Product Lines, Main Topic of Annual Meeting Speech

Company President Larry Spitters (second from right) and Finance Vice President Gordon Pilcher greet stockholders after the April 24 Annual Meeting.

(Editor's Note: The following is a summary of the talk given by Company President Larry Spitters at the April 24 Stockholders Meeting.)

The evolution of Memorex's business to diversified product lines for information handling systems is symbolized by two events today.

The first was the groundbreaking ceremony this morning, in which we launched construction of a new corporate headquarters building adjacent to this site of our Equipment Group operations. The second is this Annual Meeting of Shareholders on the premises of this soon-to-be completed manufacturing plant for equipment products.

Our attention is, consequently, focused upon Memorex's equipment products business, whose potential for growth is so large as to legislate that corporate headquarters be located upon a common site with it. Within two years its size will be comparable to Memorex's media products business. Thus, it is appropriate that we highlight our equipment products business in this Annual Meeting.

Because, for the first time last year, the equipment business became significant, the Annual Report commented, "The year 1969 was pivotal in Memorex's corporate development." For the first time, volume production of disc file memory equipment contributed substantial sales and earnings. In October, 1969, a new equipment product line, based upon important technological innovation, was introduced: the 1600 Computer Output Microfilm System. In December, 1969, Memorex introduced the 661 Disc Drive Control Unit which enables the high-capacity Memorex 660 Disc Drive to attach to IBM computers.

A simple summation is that, in 1969, the business of Memorex changed fundamentally,



and the change was affected while sales grew 33% to \$78 million, net profits after taxes grew 40% to \$6.9 million, and employment increased 78% to more than 3,800.

Throughout most of 1969 and prior to the product announcements of the Fourth Quarter, the change in Memorex's business was analogous to the iceberg which is very real, but mostly hidden from view. In 1970, the change will be most conspicuous and easy to assess.

The key element of this change in 1970 will be the Equipment Group's manufacturing volume. More than \$12 million of construction at this site will substantially expand present production capacity, which is now scattered in nine different facilities in three nearby cities.

Because manufacturing capacity paces the growth of the Equipment Group's sales, intensive efforts will continue throughout 1970 to expand at the highest feasible rate. A year from today, we anticipate equipment manufacturing capacity will be doubled.

Memorex's computer peripheral equipment products have in common that they are based upon advanced technology and possess excellent price/performance advantages. Hence, they are extremely competitive in their respective markets. Their markets, however, differ in character and present different challenges.

The disc file equipment market size is enormous—amounting to more than one billion dollars of IBM installed equipment with which Memorex's disc drive products are competitive. Our challenge is to demonstrate the superior performance characteristics and economy of operation of our

INTERCOM

An official publication for employees of Memorex Corporation, 1180 Shulman Ave., Santa Clara, Calif. 95050

Editor: Gary Williams

ABOUT THE COVER:

A trio of shovels dig into hard ground on the site of the Memorex Corporate Headquarters building in Santa Clara. There's another picture of the ground-breaking ceremony on page 6.



products relative to IBM counterpart equipment and to obtain sales by replacing installed IBM equipment.

The 1603 Computer Output Microfilm Printer is a different market challenge for us. Its technology is so distinct and its price/performance so advantageous relative to other COM devices, that competitive products are not likely to be a principal determinant of success in its marketing. Its success will reflect our ability to sell the concept of on-line microfilm data storage, i.e., to sell computer users upon the advantages of preparing an archival record of computer output on microfilm and of distributing computer output in microfilm form.

The significance which we attach to the 1240 Communication Terminal, announced in March, has not been publicized before today, because of the SEC restrictions upon publicity during the period in which Memorex was involved in public financing. Our assessment is that the 1240 Terminal, an exemplar of advanced design of computer peripheral equipment, enjoys a market potential comparable in size to those for our disc file memory and COM product lines.

Currently, one-half of computer systems being delivered for commercial data processing have some type of communications capability. By 1975, it is estimated that 75% of all installed commercial data processing systems will be so equipped. Several million communication terminals are then expected to provide virtually all employees of computer owners access to a computer and vice versa.

The March announcement of the 1240 Terminal's performance specifications has stimulated exceptional interest among computer users. We expect its impact upon total sales volume will be substantial late in the year and in 1971.

These equipment products—the disc file memory products, the COM system, the 1240 Communications Terminal and planned product lines—present to Memorex an exceptional opportunity for growth during the next several years. Undoubtedly, equipment sales combined with media sales will exceed, in 1970, the \$100 million sales target we set for ourselves three years ago. In view of their potentials, we are now confidently fixing our sales growth to \$250 million in 1972.

Although attention is focused upon Memorex's Equipment Group today, the prospects for the Company's Information Media Group

Stockholders gathered around displays of the Company's products, and representatives manning the exhibits were there to answer questions.

in 1970 should be noted. Prospects are favorable for sales and profit growth, because of actions taken to offset lower prices for computer tape and disc packs, because of a rapidly expanding video tape market, and because of planned introductions of new media products which will supplement Memorex's precision magnetic media products. (Continued Next Page)



Dave Scott, Marketing product manager for the 1240 terminal, is at the keyboard to demonstrate the 1240.

In 1969, Quantum, a premium computer tape product, was introduced to offset a generally lower price level in the computer market. Similarly, in April 1970, we have introduced an even higher quality product, Astron, to bolster computer tape profit margins. As a result, current profit margin of our computer tape product line is substantially unchanged from a year ago. Expansion of sales force coverage of computer users is also proceeding in both domestic and international markets. Thus, we expect sales and profit growth of about 10-12% for computer tape products.

Sales of disc packs also continue favorable. Memorex enjoys an expanding market opportunity to be exploited by our expanded sales force coverage. So, we anticipate sales and profit growth for the disc pack product line.

Video tape sales growth in 1970 should be aided by improved products which were introduced in the First Quarter to the broadcast video market and by continued high growth in the closed circuit video tape market in which Memorex enjoys the industry's largest share. Prices have been and continue to be firm for our video products.

The principal new media product line which Memorex will introduce in 1970 is micrographic supplies, that is, microfilm print film and copying film, chemicals and accessories required by the users of the Memorex 1603 COM Printer.

Small volume production of the copying microfilm product, a thermally developed film designated COM-T Film, will begin in May,



and shipments of Memorex micrographic supplies will accompany the initial deliveries of the 1603 equipment. Other new media products currently being marketed are the magnetic coated cards and magnetic tape cassettes used in offices equipped with automated IBM typewriters and tape cassettes used in keyboard-to-tape data input peripheral equipment.

Late in 1970, Memorex will enter the market for sound recording magnetic tape. This market, burgeoning with sales of cassette recorders for home entertainment use, is the most rapidly growing market for magnetic coated media. Its current annual sales exceed \$100 million.

The import of these comments is that in the Information Media Group, Memorex is also

pursuing major business development programs on a strategic basis involving a substantial commitment. Their objective is to add diversification to our precision magnetic media business and to make major contributions to sales and profits of the Information Media Group in 1971 and ensuing years.

I should like to conclude my remarks with a comment regarding the public financing just completed. In the sale of \$75 million convertible debentures in early April, Memorex acquired financial resources to enable it to proceed boldly with its program of diversification and growth.

With these funds, we diminish to a minimum the risk that these programs would be aborted or restricted for lack of capital or facilities in 1970 and 1971.

Earnings Hit Targeted Levels

Memorex reported record sales and earnings for the three months ended March 31, 1970. Sales rose 35% to \$24,448,000 from \$18,152,000 the year earlier.

Earnings before taxes were \$3,892,000 compared to \$2,937,000 in 1969.

Earnings after taxes amounted to \$2,008,000 up 44% from \$1,397,000 last year. Earnings per share were 54¢ in the First Quarter of 1970, compared to 38¢ last year.

Memorex President Larry Spitters, announced the First Quarter results at the Company's Annual Meeting. He indicated that First Quarter shipments were at targeted levels, resulting in satisfactory earnings. Sales of the Company's disc drives increased sharply from a year ago. Efficiencies relating to volume production of the drives and to greater experience in their manufacture contributed to improved profit margins.

Memorex Announces a New Video Tape, and a fast Mass Duplication Process

Editor's Note: The following news story was released nationally to the financial and industrial community. Next month we plan to have more information about the announcement and the people who made it possible.)

SANTA CLARA, Calif., April 28—Memorex Corporation today announced a breakthrough in color TV recordings for broadcast, educational and ultimate home use—a new low-cost high-speed process for the mass duplication of video tapes.

The Memorex duplication process is made possible by the unique qualities of a new chromium dioxide magnetic tape which Memorex will produce and market beginning this summer.

Memorex President Lawrence L. Spitters revealed that the duplicating equipment now operating in the company's laboratories simultaneously turns out multiple duplicates at high speed for an effective production

rate 10 to 15 times faster than present processes. Existing video tape duplicating processes must utilize a separate expensive video tape recorder which takes one hour to duplicate a one-hour program, whereas the new Memorex process takes only minutes. The Memorex process requires no electronic circuitry to transfer between the master and an unlimited number of copies.

"The physical properties of chromium dioxide also produce copies which have twice the magnetic energy or 'brilliance' of conventional original video tapes," Spitters said.

The greater video information storage capacity of chromium dioxide will open the way to the development of a new generation of video equipment operating at speeds down to one-half those of present recorders. This means twice the programming per reel or a significant cost reduction per program for the user. This sharply reduced media cost coupled with the economics of the Memorex

duplication process should set magnetic tape as the standard mass visual medium.

"Looking to the future, we feel that thermally duplicated chromium dioxide tapes will offer a higher quality color video package for the mass education and consumer markets," Spitters predicted. "Like conventional magnetic tape, the recording can be erased and re-used indefinitely."

Memorex gave the following reasons for the superiority of chromium dioxide as a recording medium: One, the material inherently retains a greater magnetic force than conventional oxides, known in the industry as residual magnetic flux density or retentivity. Two, the microscopic particles which hold the magnetic charge have a uniform needle shape, called acicularity, which can be more efficiently aligned and packed with uniform density. Third is the thermal characteristics which allow mass duplication by the Memorex process.

First 3610 Delivered

The Equipment Group delivered its first 3610 Disc Drive on schedule, the week of April 27. It's shown here receiving some last minute attention before being sent to Siliconix, a nearby Santa Clara company.

With the 3610 are (from left) Don Pedrazzi, Quality Control; Dick Morofuji, Manufacturing Engineering; Bill Montero, Development Engineering; and Del Williamson, Manufacturing Test.

The 3610 is a Memorex 630 Disc Drive, with built-in control unit, which attaches to the IBM 1130 Computer System. It replaces IBM 2310 drives.



More Land Acquired in Santa Clara; Ground Broken for Corporate Offices

Memorex has entered into an agreement with Bracher Fruit Company to purchase an 85-acre block of land that is within sight of our San Tomas buildings.

The land is west of the San Tomas Expressway and on the south side of the Central Expressway, next to the property which corners on those two roads. The photo on page 7 shows the property's location in relation to our San Tomas and Shulman Ave. buildings.

The entire 85 acres is planted with pear trees and, according to present plans, trees will be removed only as needed to make room for construction of a 50,000 square foot Micrographics Division plant. The Micrographics structure will be similar in appearance to other Memorex buildings, and work will probably begin in July.

Across the street, at the 54-acre site, there's never been more activity than occurred during the week of April 20. Head Manufacturing became the first department to start up in the Equipment Group's new buildings, but that was only part of the excitement.

All during that week workmen were rushing to finish the first phase of Equipment's buildings, while others were already putting up the framework for a larger addition. Still

others were preparing to begin the Company's corporate office building. In addition to all the construction, the entire site was being prepared for the Annual Stockholders Meeting, which was held there that Friday.

The first phase buildings on San Tomas are scheduled for completion by next month, according to Jim Nelson, director of Corporate Facilities. Phase one was planned to allow for Equipment's growth through 1971; however, our equipment products have received greater market acceptance than we expected. So Phase Three, a 258,000 square foot addition to Phase One, has already been started. Phase Three is now scheduled for completion this December.

Phase Two, the Corporate Office building, was officially started on Friday, April 24. Memorex officers were joined by the Corporation Board of Directors and representatives from the City of Santa Clara for groundbreaking ceremonies on the site.

Larry Spitters (second from right) breaks the first ground for the Corporate Office building at our San Tomas site, while other officers prepare to join him. With Mr. Spitters are (from left) Dave Elliott, vice president of Administration; Jim Guzy, vice president and

The corporate building will be located on the focal point of the 54-acres, at the corner of the San Tomas and Central Expressways. Its initial size will be 57,000 square feet, but it is designed so that it can easily be expanded to 100,000 square feet whenever necessary. It should be completed by February of 1971, and will house about 200 members of the corporate staff and our operating divisions.

The annual meeting offered stockholders their first chance to tour the San Tomas buildings, as well as the first chance for many of them to see our new products. After the meeting, many stockholders boarded a charter bus which took them to Shulman Ave. There they toured the tape and disc pack plants, and saw the nearly completed shell of the Consumer Products building. The Consumer Products plant should be in operation by the end of this year.

general manager of Equipment; John Del Favero, executive vice president of Information Media; John Kramer, vice president of International; Gordon Pilcher, vice president of Finance; and Carl Anderson, corporate secretary.





KEY TO AERIAL VIEW OF MAIN SANTA CLARA LOCATIONS

- | | |
|--|--|
| <p>A. Shulman Ave. tape plant
(most is out of picture to the right)</p> <p>B. Disc Pack.</p> <p>C. Consumer Products plant site.</p> <p>D. San Tomas site, Equipment Group Phase 1.</p> <p>E. Phase 2, Corporate Offices.</p> <p>F. Phase 3, Equipment Group expansion.</p> <p>G. New 85-acre site, the first plant here will be
for the Micrographics Division.</p> | <p>H. San Tomas Expressway.</p> <p>I. Central Expressway.</p> <p>J. Bayshore Freeway (Route 101), San Fran-
cisco is toward the left, about 50 miles away.</p> |
|--|--|

June First is Deadline For Joining Savings Plan Or Altering Contributions

May is an important month for employees who passed up their first opportunity to join the Savings and Investment Plan. It's also important for members of the Plan who want to increase or decrease the contributions they are already making.

In the first case, if you didn't sign up when first eligible, you can join the Plan on any following July 1st or January 1st. The only requirement is that you must complete an application and turn it in to your Personnel Office one full month ahead of time.

This means all who are eligible and who want to begin making contributions to the Savings and Investment Plan this July must turn in their applications before June 1.

In the case of members who want to change the amount of their contributions, they too must complete a form and turn it in before June 1. As you know, members of the Plan

can invest 2, 3, 4 or 5% of their gross pay (total pay before taxes, but not including overtime, premiums, or bonuses).

Members also have their choice of investing in Memorex stock, U. S. Government Securities, or half in stock and half in securities. The Memorex contribution—fifty cents for

every dollar contributed by a member—is always invested entirely in Memorex Common Stock. Once each year, if forms are turned in before December 1, members can change the way their contributions are invested.



News Notes

Memorex made news at the National Association of Broadcasters Convention, by flying in 119 technical delegates from Europe and the Middle East.

A number of foreign trade magazine editors were also invited to join the charter jet flight.

During the April 5-10 convention week our Company sponsored two special symposia, which featured technical presentations from other companies as well as Memorex.

The foreign video engineers, most of whom were visiting the United States for the first time, attended the symposia, visited the convention, and toured Chicago. Company President Larry Spitters was keynote speaker at

a final dinner for our guests. Speakers at the symposia included Jack Kramer, Bill Randolph, Bill Butler, Ed Wildanger, Peter Wymann, Mike Martin, Gene Madison and Jan Van Hemert.

A 14-member top management team from the Republic of China attended a special seminar at the University of Santa Clara the last week in April.

Dave Elliott, Memorex vice president of Administration, was one of several area executives who participated in the seminar.

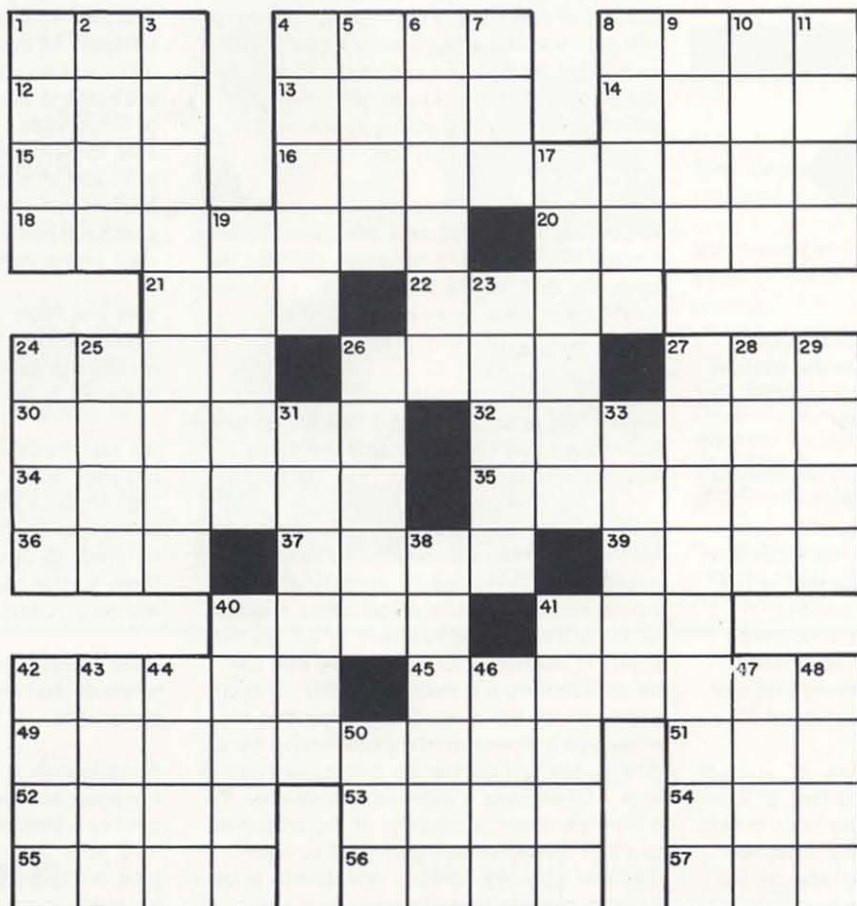
The program was arranged by the university's Graduate School of Business at the request of the U. S. State Department. For the past five years SCU has worked closely with business, government, and education leaders in Republic of China, to aid in developing a master of business administration program at Fu Jen University in Taipei.

Gordon Pilcher, Vice President of Corporate Finance, has been elected western area vice president of Financial Executives Institute, an international organization of corporate financial officers in business, industry and banking.

He has previously served as president of FEI, Hawaii Chapter; national director of FEI, and vice chairman of FEI Ethics and Eligibility Committee. In addition, he is program chairman for the FEI 1970 International Conference which will be held in San Francisco, October 24-28.

Profit Sharing Crossword Puzzle

If you haven't tried a crossword puzzle lately, here is your opportunity to work one and at the same time, to apply your knowledge of the Company. The emphasis of this puzzle is on the Profit Sharing Plan and Memorex, so most of the answers can be found in the Profit Sharing booklet or in other literature about the Company. The solution to the puzzle is on page 11.



ACROSS

1. Group of warships (Abbr.)
4. Man's Name (Pl.)
8. Mark VI _____ Pack.
12. What we breathe.
13. Thanks _____
14. Prefix indicating circular movement.
15. Memorex Brazilian office, _____ Paulo.
16. What the Profit Sharing calculations are figured on.
18. Agency which acts as custodian of Profit Sharing.
20. Putney _____
21. Beverage.
22. Foot extremities.
24. Where stock certificates for Profit Sharing Trust are kept.
26. Student body organization at Lehigh (initials).
27. Memorex overseas group (initials).
30. Walks heavily.
32. Calculator for _____ and subtracting.
34. Early radio listening device.
35. Compeller.
36. Hollywood movie maker.

37. What the Profit Sharing Trustee does not follow for investment decisions.
39. Gaelic.
40. Father.
41. Chinese ruler.
42. Memorex stock is an _____ of the Profit Sharing Trust.
45. Joiner.
49. Unused Astron Computer Tape.
51. Suffix.
52. Modern war threat.
53. Italian volcano.
54. Meadow.
55. And I (Ital.)
56. Benefactor (Abbr.).
57. Stock exchange symbol for Memorex Corporation.

DOWN

1. Feature of the 1240 Communication Terminal.
2. One that tells fibs.
3. Commercial fish raising spot.
4. _____ Clara, Memorex Headquarters.
5. Member of South African lily family.
6. Musical compositions.
7. Saint (French Abbr.)
8. Sketches
9. Non-Existent Fraternal Organization.
10. To Move microfilm across the photo-lens.
11. _____ memory device.
17. Fake; artificial.
19. Appears.
23. Norwegian kings.
24. To derive.
25. Region of Spain (Abbr.)
26. Moving about, active.
27. Memorex 1603 _____ Printer.
28. Chemical suffixes.
29. Monster.
31. Small (French).
33. Gloomy.
38. Currency used in Spain.
40. _____ Actuator mechanism used in Memorex Disc Drives.
41. Cheek bone.
42. Mechanical engineers society (Abbr.)
43. Expectorate.
44. Indian garment.
46. 1/100 of Profit Sharing dollar.
47. Always.
48. Chemical shorthand for reactions.
50. A type of fabric.



What is the possibility of the Company allowing employees to invest in the Savings and Investment Plan in addition to what is withheld from the paycheck?

Composition of the Savings and Investment Plan as the result of an extensive review of legal and tax considerations as well as other factors affecting the Company and the employees who participated in the plan. Similar savings and investment plans locally and throughout the country were reviewed, and careful consideration was given to the amount of money that any individual employee would be allowed to contribute.

Memorex management decided that, at least initially, the maximum employee contribution should be limited to 5% of the employee's gross pay until the Plan is fully operational and has proven itself as an integral part of our employee benefit program.

The Savings and Investment Plan, like our other employee benefits, is subject to continuing review. Suggestions such as yours assist us greatly in evaluating the effectiveness of these programs and in considering possible program improvements.

Why are we spending money on the Shulman Avenue yellow zone parking area in a time of expense reduction emphasis?

Both the improvement of our facilities and the reduction of expenses are aimed at the same purpose—the continued growth of Memorex.

Reduction of expenses will help to insure good earnings and to demonstrate to our owners and other investors our ability to manage our business and its budgets.

The appearance of our facilities is also important in earning the confidence of others—not only investors, but also our customers and other visitors to our plants and offices. We also wish to provide for our employees an attractive working place, one of which they and the community can be proud.

The cost of improvements to the facilities is, of course, capitalized and will not be subtracted from our 1970 earnings. Instead the cost, like that of new buildings, will be established on our books as an asset to be depreciated over many years.

Are we to go to our own doctor when we do not feel good at work? I had a cold and sore throat and the nurse sent me to my own doctor.

One of the functions of the nurses is to help alleviate the discomforts of minor non-occupational illnesses by sometimes providing employees non-prescription medications. In performing this service we are not trying to substitute for the advice that can be obtained from a medical doctor. If upon examination, the nurse determines that the employee's illness merits examination by a doctor, she will advise the employee accordingly. Oftentimes a detailed examination by our nurse is not necessary. If the employee has had a long standing ailment or complaint or has very obvious symptoms. In your case, it appears that the nurse had sufficient reasons for recommending a visit to your doctor without performing a detailed examination.

When I started work I was told that free tape would be one of my compensations. Employees have been informed that free tape will no longer be issued. How can Memorex do this?

There may have been a misinterpretation of our free tape program. The giving of recording tape was a benefit for our employees, as described in writing in the Employee Handbook that you received when you first came to work. In no way should this free tape have been construed as compensation. If it was included in your compensation, you would have been taxed and the value would have been declared on your W-2 form. The Consumer Products Division of the Information Media Group has undertaken the manufacture of educational "voice-quality" tapes (audio tapes) which will be sold to educa-

tional institutions. These tapes are manufactured from salvaged precision tape. Because of the educational tape program, there will no longer be surplus tape available to be given on a "no-cost" basis to employees. However, employees will be able to purchase some educational tape products at a substantially reduced cost. Information about the tape discount purchase program will be forthcoming from your group Personnel Office.

Why are there only three visitor parking spaces at Disc Pack? A gentleman from IBM received a parking ticket and asked to have it placed in the suggestion box.

We feel that there are adequate visitor parking spaces available at the Disc Pack building. Unfortunately, our own employees are parking in these areas. An added effort will be made to keep employees' cars out of these visitor parking spaces. We hope this will help relieve the visitor parking problem.

What phase is the Exempt Job Study in, and when do you anticipate the study will be complete?

A major task in the Exempt Job Evaluation Program was the preparation and review of over two hundred exempt job descriptions. This work has now been completed and the jobs are presently being evaluated and appropriate guidelines established. This is being done in cooperation with managers in each functional area.

The study was reviewed in April and will be implemented in the second quarter.

Given that many employees are Memorex shareholders, why can't employees be made aware of corporate financial developments by internal communications on the same day that such developments are announced to the press?

The convertible debenture registration was publicized through officers, managers and directors. We agree that employees should be made more aware of corporate financial developments, and news will be circulated through division personnel departments or other routes that will be more advantageous in the future.

On the Move

Phil Davis, formerly manager of International Marketing Administration, has been promoted to director of Operations in the International Group.

Phil came to Memorex in 1964, to start the International Marketing Services Department. Over the past six years he has helped International grow from a fledgling organization into one of the Company's three operating groups.

Some of his responsibilities include Sales Order Administration; customs clearance of goods; subsidiary liaison with International headquarters, U. S. Department of Commerce; and liaison in matters pertaining to licensing of Memorex products.

Ed Wildanger, who has been with the Company since 1965, has been promoted from marketing director, Europe, to general manager of the Special Products Division in the Equipment Group.



Davis



Wildanger



Proctor



Youngstrom

Ed has been at our European headquarters in Maidenhead, England, since 1967. In his new job, he will report to **Garrett Fitzgibbons**, vice president of Equipment Group Marketing.

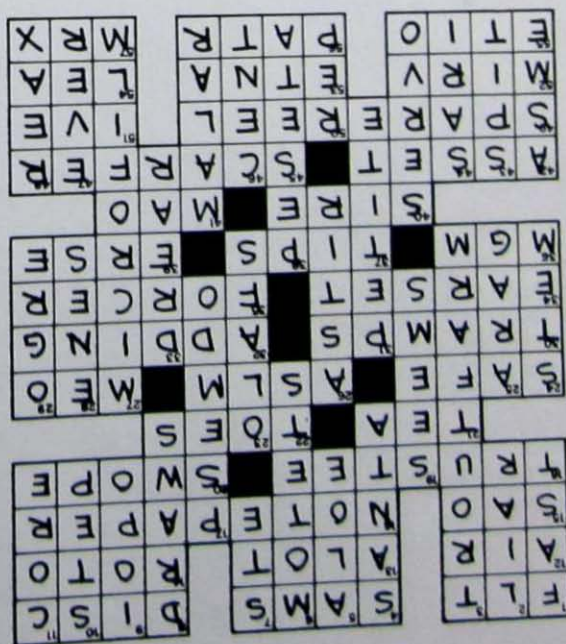
Ed's place in England has been filled by **Stan Kemmeter**, who moved up from sales manager, End User Equipment.

Bill Proctor and **Jerry Youngstrom**, both managers in the Information Media Group, recently received \$100 checks for a patent disclosure made last year.

The disclosure covers the entire Model P Certifier, as well as specific features of the machine. The checks were presented by **Stan Meyer**, vice president of IMG Research and Development.

Bill is manager of Test Equipment Engineering and Jerry is manager of Product Development.

Answer to Page 9 Puzzle

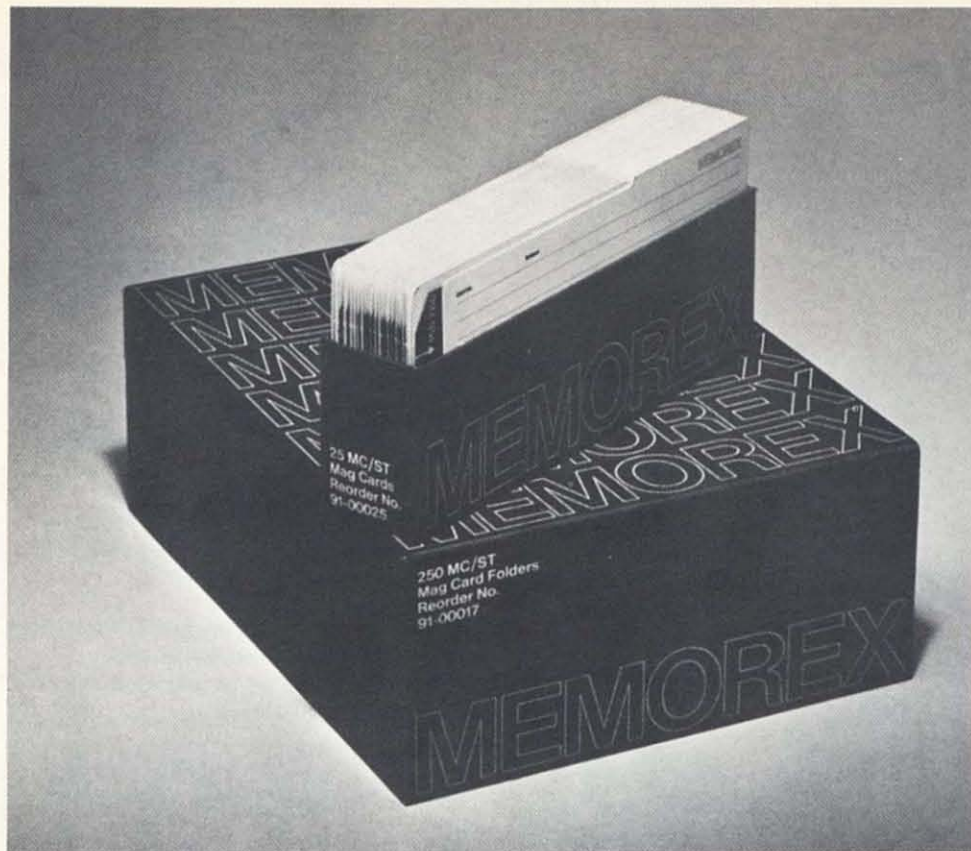


In Memoriam

Carmen Durst, died in an automobile accident on Saturday, March 21. Carmen worked as an assembler in the Equipment Group. She is survived by her husband, Winston, and three children.

Theresa Ward, wife of Chuck Ward, and mother of 2 children, died in an automobile accident. Chuck is a department manager in the Equipment Group.

Edward Healy, a designer in the Information Media Group since 1967, was killed in an auto accident on Wednesday, April 15. Ed is survived by his wife, Helen and 2 sons.



Third New Product In Two Months Reported to Public

High-quality magnetic cards which are fully compatible with IBM MAG Card Selectric typewriters were introduced across the nation by Memorex on May 6.

With the announcement, Memorex becomes the second magnetic card source for business products buyers. Each new Mag Card features a protective indexing folder, which comes at no extra charge and which allows secretaries to easily file or retrieve the cards.

Cards and folders are packaged in boxes of 25; each box in itself is a modular desk file

unit. The unique packaging and card folder layout of the new Mag Cards have been designed to increase secretarial efficiency in business offices.

The Mag Cards are being produced in the Shulman Ave. tape plant. They will be marketed by Business Products, in the Information Media Group Marketing Division. Business Products, which has offices on De La Cruz Blvd. in Santa Clara, is managed by Larry Knowles.

**First Class
Mail**