

SPECIAL OPEN HOUSE EDITION

MEMOREX

INTERCOM

VOLUME 3, NO. 10

NEWSLETTER FOR EMPLOYEES

THE COMPUTER HISTORY MUSEUM

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OCTOBER, 1966

Friends Welcomed To Second Annual Open House Day

The INTERCOM welcomes friends and families of employees to the second annual Family Day Open House, Saturday, October 22.

It will be a day for the whole family. Wives or husbands will be able to show the family their working area and also visit areas of the plant they have not previously seen.

Tours will leave the front lobby every five minutes, from 10 a.m. to 3 p.m. Ladies will receive corsages as they enter the front lobby and all visitors will be issued guest badges.

There will also be surprise gifts for everyone, especially the kids.

The tours will follow the routes shown on the maps on the inside pages of INTERCOM. Along the way there will be many interesting demonstrations. Hosts and hostesses will answer the questions we hope you will have concerning Memorex.

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PRESIDENT GREETS VISITORS

We welcome you in your visit to our Company. Your interest in coming to see us is a compliment which we appreciate.

Memorex's Open House is an event intended to give you the opportunity to become acquainted with the work we do, the products we produce, the facilities and surroundings we enjoy. You will make it a success if you ask questions of your guides, and look about freely.

Every Memorex employee—production worker, maintenance man, technician, engineer, accountant, salesman, secretary and others—makes a contribution to the total corporate effectiveness. The "results of the Company's operations" which we report periodically to the public are simply the composite results of everybody's work.

Memorex Corporation has been successful because Memorex people have done their work outstandingly. Our pride in the Company's success is simply our pride in the contributions of our co-workers.



We hope that from the impressions of your visit, you will share with us this pride.

Cordially,
LAURENCE L. SPITTERS
President

SALES PARTY

Jerry Heitel, from the Philadelphia Memorex office, shakes the hand of a maintenance worker who has just received his bottle of Champagne at the Sales Celebration Friday, October 7.

Each Memorex employee was given a bottle of Champagne to celebrate the company's tremendous sales growth over the past year. By September, Memorex had passed its 1965 sales mark. Memorex is now the world's second largest producer of precision magnetic tapes.



The men standing behind the table meeting employees are, on the far left (In physical position—not philosophy), Larry Noon, company vice president; Dick Boucher, Santa Clara plant manager; Bill Patsuris, from the Belmont office; Jerry Heitel; and Hank Zebrowski, New York.



PROFIT SHARING POINTS

We often look for dramatic, exceptional ideas as examples of how employees increase Memorex's profits and our share in them. More important is the day-after-day attitude of an individual doing his or her job for the Company. It is this continuing attitude and effort of Memorex people that makes the major contribution to the growth of profits and the annual Profit Sharing contribution. Let us look at one employee whose conscientious attitude and continuing efforts make such a contribution.

SHARON SHELTON,

A Real Contributor to Profit Sharing

Sharon Shelton was born in Pocatello, Idaho. When she was very young, her family moved to Reno, Nevada and when Sharon was eleven years old, they came to California.

Sharon has been married for ten years and has two children, a daughter 2½ years old and a son 8 years of age. She started working after her marriage for a credit rating bureau doing general office work. She became interested in printing while producing a daily bulletin for the bureau.

After two years, she went to work for U. S. Products, a canning company in San Jose. She worked in their printing shop developing her skill and knowledge of printing and reproduction techniques.

In September, 1964, Sharon came to Memorex to set up our reproduction operation. She said that starting and developing our reproduction capabilities presented a challenge which she enjoyed. Prior to Sharon's joining Memorex, the majority of our printing and reproduction was sent to outside vendors, which was both expensive and



Sharon Shelton stands by her Multilith, in front of a few of the many boxes of printed papers she turns out each week.

time consuming. Now, Sharon handles a large majority of our reproduction requirements, printing the Memorex letterhead on stationery and envelopes and producing almost all of the many forms used throughout the Company.

BASIC ATTITUDE CUTS COSTS, ADDS TO PROFITS

Daily, Sharon is faced with the problem of determining the most economical method of reproducing or printing stationery, labels, reports and the many forms required in our operations.

Her basic attitude toward her job, her knowledge of reproduction techniques, and a strong desire to produce quality work at the lowest possible cost result in a continuing record of doing excellent work at lower costs to Memorex.

Sharon's daily efforts to choose the best reproduction technique for each job result in daily cost savings. Instead of recommending outside reproduction for many jobs, Sharon has searched for ways to do the work on our own multilith equipment.

One cost saving example of Sharon's work is the printing of forms previously requiring carbon copies. Memorex does not have the facilities to produce multi-carbon-copy forms and must purchase such forms from outside vendors.

Conscientious Attitude A Key To Greater Profit Sharing

In many cases, Sharon has recommended the substitution of a new paper developed by National Cash Register Company which does not require carbon paper to print copies. This paper actually contains ink in minute capsules in the paper. Under pressure, the capsules break and produce the same effect as carbon paper. Now, Memorex prints many forms which previously were purchased from outside vendors at considerably greater expense.

Another example of Sharon's efforts involved the printing of Profit Sharing Trust Agreement booklets. A quote of over \$400 for the job was obtained from a printing company. Sharon recommended a method of multilithing the material which resulted in a job of acceptable quality for less than half the cost.

Thus, Sharon's basic attitude toward her job and daily effort on behalf of Memorex have resulted in substantial cost savings each year. Although her story is not of just one, dramatic idea which made a large contribution to profits, her conscientious attitude and continuing efforts have resulted in larger annual profits and Profit Sharing.

Sharon is to be commended for her personal involvement in her job and her individual efforts. Memorex's past success is the aggregate result of just such an attitude and effort by many people throughout the Company.

Our future success and our share of future profits also depend on the basic attitude and efforts of each of us. Sharon's attitude toward her job will definitely benefit Profit Sharing. Will yours?



MEMOREX INTERCOM

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EDITOR

STAFF:
Sara Millar
SUSAN DUNN
Roger Cook
Georgene Gottlieb
Barbara Jones

NEWSLETTER FOR EMPLOYEES

FOCUS

On International Marketing Services

When Phil Davis came to work for Memorex in 1964 some people may have thought he was a stamp collector, because of the way he tore through the mail each day.

He was looking for foreign stamps, but not just to collect them. Phil had hopes of finding huge orders for International Marketing Services, which he was beginning to organize. The stamps were secondary. Those he traded to the shipping department for marketing services.

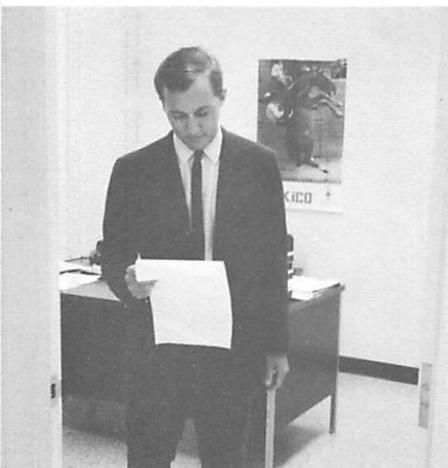
Phil started the International Marketing Services as department manager. He was also the entire staff. It wasn't until recently that the department really began to grow.

Phil now employs Judy Collins, Elizabeth Davidson, Nancy Smith, Pam Sardegna and Karl Schiavo.

The department is responsible for the flow of goods and information from Santa Clara to countries around the globe.

The major foreign markets, outside Europe, are Canada, Japan, Australia and Mexico. Memorex also has distributors in India, Philippines, Brazil, Colombia, Argentina, Puerto Rico, Venezuela and Costa Rica.

Phil's department is divided into one group called, logically enough, the Export Group. Nancy and Elizabeth are Export Order Correspondents; Pam is Export Clerk; Karl is Order Co-ordinator; and Judy is secretary.



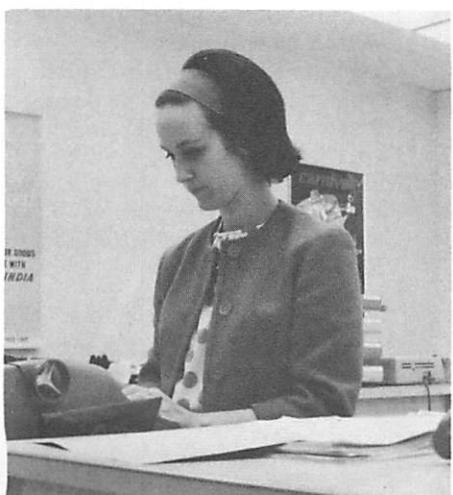
Karl Schiavo



Phil Davis and Judy Collins



Elizabeth Davidson



Pam Sardegna

Nancy is the old-timer among the five, joining Memorex in May of this year. She is a graduate of Colorado University. Elizabeth, a San Jose State graduate, came in August, as did Judy, who studied at Drake University. Pam started work in September, after studying "nothing exciting" at San Jose City College. Karl is a June graduate of San Jose State, who majored in International Relations. He was hired in July, undergoing "basic training" in the Clean Room, but didn't join International Marketing Services until August.

The Export Group evaluates orders as to pricing, processing and export details. Most orders require an Export License from the Bureau of International Commerce before they can be shipped.



Nancy Smith

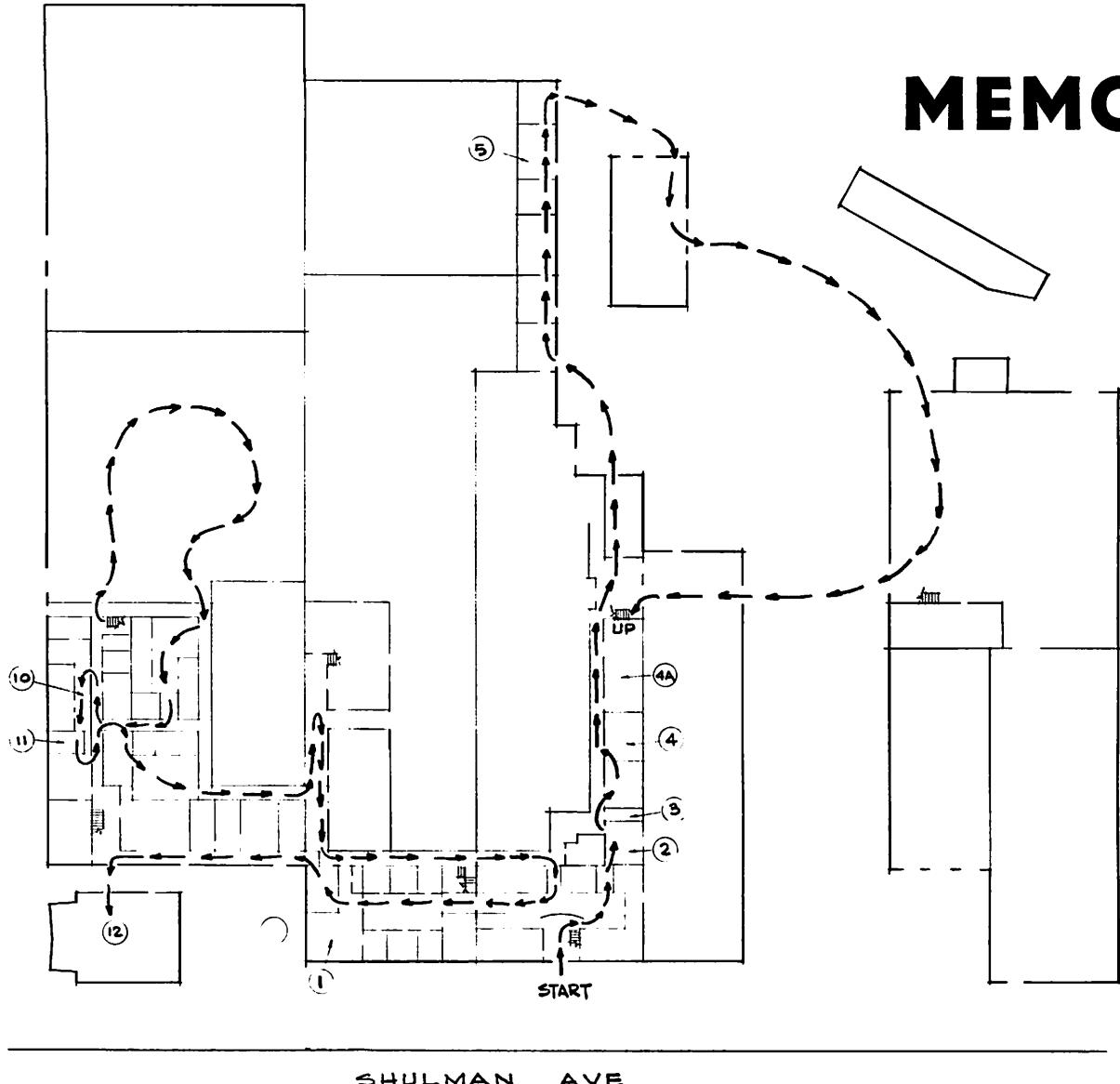
Phil explains that the major difference between domestic and international shipments is the amount of paper work which must be completed to export goods. "Paper work is universally heavy for imports and exports," he adds.

The average shipment takes four hours to document, regardless of its value, says Phil. "We try to consolidate shipments and move as many orders as possible at once."

Another major function of the group is to co-ordinate shipping information and relay it to our overseas offices.

Phil says the one thing which ties the people in his group together is their "interest in things foreign." He may have acquired his interest in "things foreign" at the University of California where he received his BS in Business Administration. We all know that nothing locally is more foreign than the inhabitants of the Berkeley campus.

MEMOR



If You've Got Talent Here's Place To Use It

Bob Harris has an idea. It won't increase Profit Sharing, but it may help Memorex employees and some children and adults in our community have a happier Christmas.

He needs your assistance to make his idea a reality.

Bob wants to gather together a group of people for a Talent Variety Show. The show will be given during the Christmas season for employees and in places such as children's and veteran's hospitals.

You can help Bob by volunteering your time and talent, or by recommending a talented friend. Bob's extension is 536 and his home phone is 324-3183.

Bob, who will direct the program, is a talented performer with a long list of achievements in the local entertainment field. He is presently directing a show to be given at Gunn High School

in Palo Alto for the Bayshore Art Center of East Palo Alto. The Art Center is community sponsored and is similar to the Head Start program.

He also sings and acts. Bob's last play, his 18th, was "The Blacks," by Jean Genet, at the Manhattan Playhouse in Palo Alto.

Bob warns that work on the show should start at least by November 1 if it is to be ready for the Christmas season.

MAG Flowers

Any employees knowing of MAG members who are hospitalized, or have had deaths in their immediate families are asked to contact Maria Rascon, MAG treasurer, ext. 355.

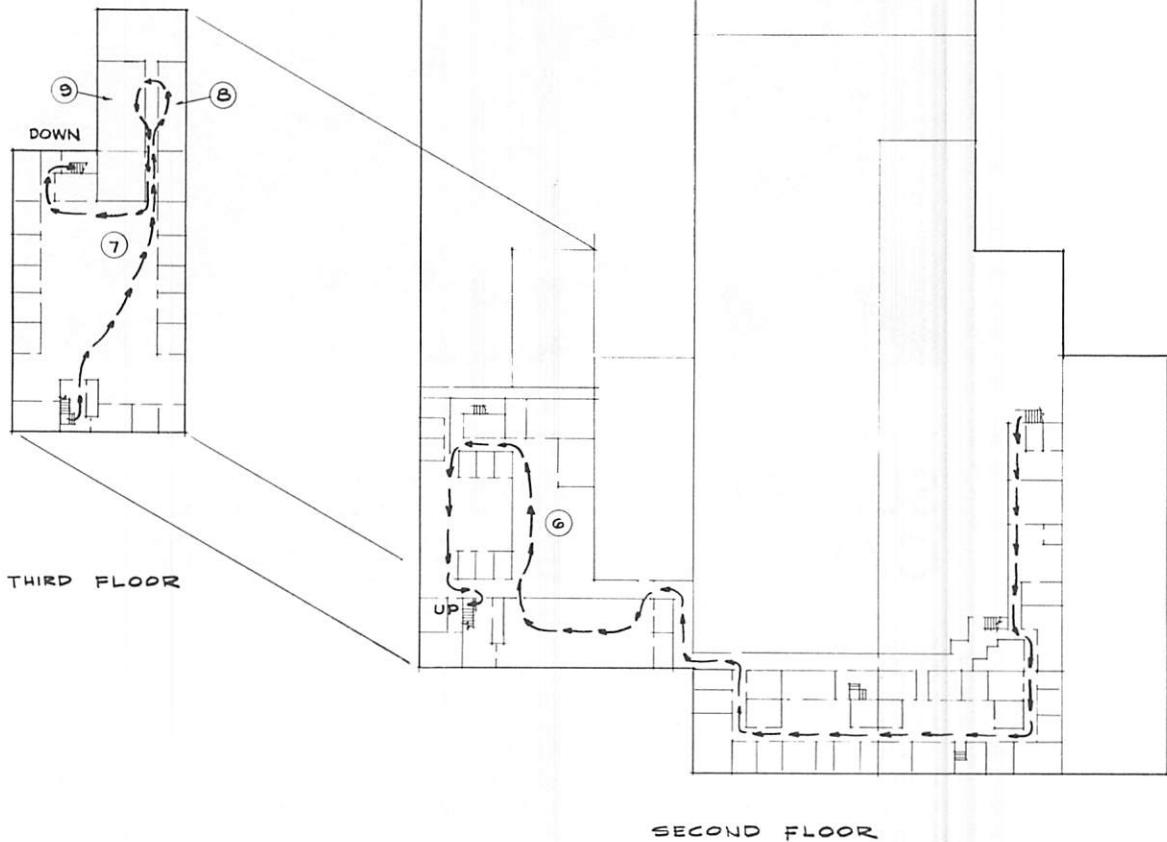
Maria needs to know who they are and where she can send them flowers, which are provided by MAG.

MAP INDEX

START — Front Lobby, just west of flag poles

1. Memorex Movie (3 locations)
2. Electron Microscope Lab
3. Electron Microscope
4. Chemical Research Lab-Exhibit
- 4A. Physics Lab
5. Chemical Development Lab-Display
6. MAG Display
7. Show Demonstration of Clean Room
8. Video Demonstrations Color Showing of Hollywood Palace Black and White Showing of Mr. Spitters Message to Employees Closed Circuit TV of Visitors
9. Computer Demonstration
10. Surveyor Picture
11. Memorex Slides
12. Refreshments

EX TOUR



Open House Welcoming

(Continued from Page 1)

Visitors will see a short movie which tells about the company and its products, then move on to the Physics Lab where the 300,000-power electron microscope will be on display.

Each visitor who enters the plant will appear on closed circuit television. Other video demonstrations include a video tape showing of the Hollywood Palace television show in color and a black and white broadcast of Memorex President Laurence Spitters' welcoming message to employees.

A Clean Room demonstration will show tape being finished and slit, then checked for imperfections.

These are just some of the demonstrations which have been planned for your enjoyment on Family Day. Probably the most popular show, however, will be in the cafeteria where the tours end. Plenty of free refreshments will be available there.



Bob Senz, Sales Engineer, and a potential customer talk in front of the Memorex Display. This display will be at the 2nd annual Memorex Family Day Open House.

Anderson Collects Trip To Vegas

Don Anderson finally collected his prize for winning the Memorex Profit Sharing Contest in March. Three weeks ago he and his wife, Pat, flew to Las Vegas for an all-expense paid weekend at the Sahara Hotel and became celebrities.

Becoming a celebrity was not part of the prize, it just happened. Saturday night they went to the Sands Hotel to see Lena Horn and Corbett Manaco. The room was completely filled, but Don and Pat were guided to the front of the crowd, and chairs were brought in for them.

When the show ended and Don tried to pay the bill he was told it was on the house. He still doesn't know why he was given a front row seat, while others were being turned away, or who paid for the bill.

The trip marked the first time in five years both Don and Pat had been away from their four children. Don says they had a very enjoyable time, though they lost about \$50.

"We Need Blood" Pleads Cook

The Red Cross Bloodmobile will be at Memorex Tuesday, November 22, from 2 p.m. to 4:30 p.m.

MAG President Roger Cook urges each employee who is able, to give blood. The company needs at least 200 donors to be included in the Red Cross Group Coverage Plan.

Members and families of groups participating in this plan can receive without being obligated to replace what was used.

Last year only 40 Memorex employees donated blood. If the quota is not met this year, each person who donates or tries to donate blood will receive coverage on an individual family basis.

Prospective donors who are temporarily turned down receive special 90 day blood coverage. Actual donors are covered for one year from the date they give blood.

Persons who do not give blood and then require transfusions for themselves or someone in their families are required to make up, pint-for-pint what they use.

"Giving blood assures you and your family of receiving it when needed," explains Roger. "The blood should be waiting for the patient, not the patient waiting for the blood," he adds.



Don and Pat Anderson dine at the Sahara Hotel in Las Vegas.

SURVEY SHOWS CONTACTS CAN DAMAGE EYE SIGHT

Fourteen eyes had to be removed or were blinded and 157 eyes were permanently damaged within one year among approximately 50,000 contact-lens wearers, a national survey reports.

The survey, conducted by the American Association of Ophthalmology, is reported in the current (March 14) Journal of the American Medical Association.

There also were 7,607 "reversible ocular changes" from which patients recovered without permanent defects.

"The popularity of contact lenses has exceeded the public knowledge of potential hazards associated with their use," said the Committee on Contact Lenses of the AAO.

Eye complications associated with contact lenses are more frequent among older persons and those with previous eye injuries or disease, the report said. Complications also are associated with prolonged wearing or with sleeping with the lenses on the cornea. Eye problems are made more severe by wearing the lenses after the complications appear.

Infection was present in each of the 14 reported cases of eye loss or blindness. In four cases, the infection was due to fungi. In 10 cases, it was bacterial or due to unidentified organisms.

The report pointed out, however, that wearing contact lenses with proper technique on the normal eye does not alter the eye's normal bacterial flora.

Six of the 14 patients required removal of the eye. Two required corneal-graft operations; only one of these recovered vision in the eye, and it was reduced to 20/50.

Observations made as part of the report are that "the wearing of contact lenses is an abnormal condition which can result in serious medical complications," and that these complications require prompt medical diagnosis and treatment.

"This survey and previously published clinical and laboratory studies suggest that the majority of patients wearing contact lenses have some degree of alteration of the ocular tissues, changes in the corneal metabolism, or other medical problems associated with their use."

Among his other responsibilities, the ophthalmologist should make certain that the patient is supplied with properly constructed lenses that fit correctly and cause a minimum of corneal changes.

Authors of the report are Joseph M. Dixon, M.D., Charles A. Joung, Jr., M.D., Joseph A. Baldone, M.D., G. Peter Halbert, M.D., Whitney Sampson, M.D., and William Stone, Jr., M.D.

You've Gotta Run Fast

"It takes all the running you can do, to keep in the same place. If you want to get somewhere else, you must run at least twice as fast as that."

Riding Bumpers Causes Wrecks

Somewhere between the fume-spouting exhaust of the tractor-trailer and the dainty white puff of the compact, we find a delightful creature known as a tailgater.

Tailgaters come in assorted sizes and shapes — mostly repulsive. You find them everywhere—but mostly two feet from your rear bumper. Undertakers love them, drivers being tailed hate them, empty highways frustrate them, and God only knows who protects them!

A tailgater is ignorance with a weapon at its command... death with a gleam in its eye... stupidity with the power to kill... and irresponsibility with a driver's license.

A tailgater has the appetite of Dracula, the energy of a 400-horsepower engine, the curiosity of a rear bumper inspector, the enthusiasm of a horseman chasing Lady Godiva, and the shyness of a fullback three yards from the goal-line.

No one else is so familiar with the hospital emergency room or so at home in traffic court. When you're stranded on an empty road, he roars past with a wave. When you don't want him, he's grinning at you in your rear-view mirror. No one else can cram into 20 years of driving, 20 assorted varieties of cars with stoved-in front ends.

A tailgater is a fabulous creature. You can suspend his license, but you can't suspend his driving. He's your terror, your shadow, the cause of your cursing, your constant, too-close companion on the road. But when he finally turns off at a tavern, he's soothing vacant space behind your car, a toothache that's stopped hurting, a feeling of safety in the world.

And when he gives you the whiplash snap, crackle and pop of the upper vertebrae in a rear-end collision and comes to visit you while you're in traction, he can bring tears to your eyes with those brief, apologetic words: "I ain't got no insurance."

United Fund Contest Deadline Extended

Due to an overwhelming lack of response to last month's United Fund Puzzle Contest the deadline for new entries has been extended to Friday, November 4.

None of the puzzles submitted thus far have been correctly completed. Be sure to read puzzle directions on page 7 of the September issue carefully.



Here are a few of the 29 Memorex salesmen who were in Santa Clara October 4-7 for sales meetings.

Memorex Employment Nearing 1000 Mark

Memorex now employs 864 people, 772 of which are in Santa Clara. The others are scattered throughout the United States and Europe. Here is a list of those who have joined the company in September:

Ram Nagpal, Robert Ely, Richard Gardner, Sue Goodwin, Victor Mayer, Judith Ferrari, Haig Manoogian, Floyd Johnson, Linda Roberts, Connie McIntosh, Robert Krentsa, Jack Dalton.

Robert Stenger, James Lunde, Peter Bihm, Pamela Sardegna, Germaine Davis, Howard Saunders, Raul Martinez, Frances Devey, Hazel Matthews, Patsy Calderson, Alva McDowell, Millie Chacon, April Flumerfelt, John Browning, Herbert Butts.

John Ennis, Gordon McDlenaghan, Donald Reed, Donald Beerman, Richard Campbell, Jeffrey Riggs, Gerald Baraby, Robert Ray, Hans Koppri, Eugene Churchill, Carol Hinz, Phillip Smaller, James McSpadden.

Troy Bowers, Raymond Pelland, Shirley Maxwell, Suellen Rutshaw, Ursula Nevins, Carol Gallo, Wayne Higashi, Michael Evans, Carolyn Turner, Frederick Taylor, Ronald Lyons, Luis Flores, Herbert McEvers.

Michael Hopkins, Alison Lupien, John Zeigler, Bruce Johnson, Clarence Lemons, Daniel Showalter, Gary Fire, Nathan Jenesse, Eugene Giffin, Matt Bargel, Richard Beard, Frankie Briscoe, Robert Burks, Ralph Caccamo, Eve Lin Owens.

Barbara Cockrell, Mitchell Terrell, Rolf Weber, Tom Idemoto, Raymond Blondell, Richard Ray, Lester Kolberg.

Marion Jacobs, Everett Struble, Odean Groff, Dale Allen Sweet, Sylvain Sidi, Bobby Mullins, Ted Nunez, Wilma Wheatley, Maria Custodio, Charles Rogers, David Brown, Gabriele von dem Haga.

Memorex Salesmen Hold Annual Meet At Hyatt House

Memorex salesmen and regional sales managers were in Santa Clara the week of October 3 for the annual National Sales Meeting.

Purpose of the week long series of meetings was to discuss current and future marketing plans and programs, says Gerry Miller. He said another objective was to fully acquaint the salesmen with Santa Clara's expanded facilities and allow them to see the plant in operation.

In all, 29 salesmen and managers from 11 regional offices were present at the Hyatt House for the meetings. Two of the 11 offices are just in the process of being opened. One is in Houston and the other is in St. Louis.

Wednesday the salesmen took a 2 1/2 hour tour of the plant, including a stop in John Mandle's tape testing lab, which Gerry says was well received by the men.

He mentions that they also enjoyed the chance to meet most of the plant employees, while giving out Champagne at the Sales Celebration.

★ ★ ★ MAG SHORTS ★ ★ ★

FLAG FOOTBALL

The Memorex Merchants Football Team began league play Wednesday evening, September 28 by defeating Deluxe Check Printers 25-12 in the Santa Clara Recreational Department League.

Games are played on Wednesday evenings at Lafayette Park, corner of Lafayette and El Camino Real in Santa Clara.

"Admission is free" stresses Bob Mathews, team manager and publicity director. He says anyone wishing to see fast and exciting flag football should watch the Merchants in action.

Next games are October 26, against the Spastics at 7:30 p.m. and November 2, against Certified Welding at 8:30 p.m.

GOLF TOURNEY

"The prima event of the Memorex golf world," the annual Tournament of Champions, will be held at Aptos Sunday, November 27, announces Don Horn.

Starting time will be 8 a.m. "Wives and/or girlfriends" are invited says Don.

Only trophy winners from this year's eight previous tournaments will be allowed to compete. About 14 divoteers will be burning up the Aptos links in hopes of becoming "Memorex Golfer of the Year."

FISHING TRIP

Memorex fishermen report that their fishing trip out of Half Moon Bay the last of September was a whopping success. About 19 people went and they reported a total catch of nearly 400 pounds.

Largest catch was a 22-pounder hauled in by the fishing boat skipper. Dominic Ventimiglia's 14 - pounder came in second.

TROPHY CASE

MAG's new trophy case has finally arrived. It is presently on the second floor of the new building, near the elevator.

WHAT CLASS?

Whatever happened to that dance class MAG was going to start? Art and Arthur are getting worried. See Roger Cook, ext. 463 for details.

BASKETBALL

Any men interested in joining the Memorex basketball team can talk to Walt Cox at extension 464.

VISIT RENO

Friday, October 21, and Saturday, October 22 are the last days to sign up for the MAG sponsored trip to Reno.

The only requirements for employees are that they pay for the trip by the dates mentioned above and they must have good stamina.

A special bus will leave Memorex at 8:30 a.m. Saturday, November 5 and depart from Reno at 1 a.m. the next morning.

Anyone wishing to watch a bunch of sleepy, travel weary gamblers disembark at Memorex should be at the company at 6:15 a.m. when the bus is due to return.

Cost is \$9.55 per person, \$9 of which will be refunded in Reno. The price includes a meal.

Call Bob Mathews, ext. 208, or 295-2713 for additional information. Bring your own No Doz.

FINANCIAL REPORT

CASH ON HAND—1/1/66	\$ 1,699
Receipts 1/1/66 to 8/31/66	
Employee contributions	\$4,350
Company contributions	4,696
Vending machine	
receipts	5,623
Miscellaneous	111
Total	\$14,780
Expenditures 1/1/66 to 8/31/66	
Summer picnic	\$9309
Spring picnic	558
Athletic activities	1009
Athletic equipment	227
Flowers and	
Remembrances	336
Toastmasters Charter	125
Miscellaneous	355
Total	\$11,919
Cash on Hand 8/31/66	\$ 4,560

SCUBA DIVING

"GIRLS LOOK!!" reads the cafeteria sign-up sheet for the newly forming Scuba Diving Club. At least one girl looked enough to want to add her name to the list of prospective members, which just happens to include 16 other names — all male.

Any others, male or female, wishing to join or seeking further information can contact Jim Keenan, ext. 242.

Skin diving lessons will be available to club members. Memorex employees and members of their families more than 14 years of age are welcome to join.

Party Plans Taking Shape

Pam Carlson is forming a committee to make decorations for the Christmas Party. She asks that any ladies wishing to help, contact her at ext. 423, or sign up in the cafeteria.

Other plans for the party are also moving into high gear.

Free bus rides will be offered for those attending the Christmas Party, which will be in the Grand Ballroom of the Fairmont Hotel in San Francisco, December 10.

Busses will leave Memorex at 7:30 p.m. and be back at the company by about 2:30 a.m.

Dress for the party will be semi-formal.

Ray Hackett's Band will not provide the entertainment, as was previously announced. He had a prior engagement which he could not break. The Al Wallace Orchestra will be featured instead.

DISCOUNT TICKETS

Theater discount tickets are now available to MAG members interested in receiving special prices for shows at Circle Star, and Century 21 and 22.

Maria Rascon, ext. 355, is the person to contact for tickets. Circle Star will discount \$1 from each ticket for most performances. Century 21 and 22 will give group discounts on special dates, which will be chosen in the near future.

MAG MEMBERSHIP

MAG officers have announced that employees of Memorex affiliates in the Bay Area will be welcome to join MAG. MAG membership has been restricted to Santa Clara employees.

FLU SHOTS

Carmel Wilton, company nurse, reports that only about 300 employees have received free flu shots.

That means many Memorex workers are still highly susceptible to the mischievous and extremely contagious bug.

Carmel can still save you from the bug. She's giving shots between 8:30 a.m. and 4:30 p.m. in the Dispensary.

COMPUTOR CLASS

An Introduction to Computers course will be offered Thursday evenings from 7:30 to 9:30 beginning November 10.

The six session course is free to employees. Registration closes November 4. Don Caselas, ext. 236, has further information.