

# MEMOREX INTERCOM

VOLUME 3, NO. 11

NEWSLETTER FOR EMPLOYEES

THE COMPUTER HISTORY MUSEUM  
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NOVEMBER, 1966

**"America! America! God Shed His Grace On Thee"**



## CHRISTMAS PARTY DECEMBER 10

The Fairmont Hotel in San Francisco is the site of the annual MAG Christmas Party. It will begin at 7:30 p.m., Saturday, December 10.

Del Courtney, his band, and vocalist will entertain from 9 p.m. until 1 a.m., in the Fairmont's Grand Ballroom, atop picturesque Nob Hill.

Al Wallace had been asked to play for the party, when it was thought that Courtney would not be available. Before Wallace, Ray Hackett was signed, but he had a prior commitment that he could not break. Courtney will definitely play, however.

Dress is semi-formal for the gala occasion. MAG members look forward to the Christmas Party all year long, since it is generally conceded to be the Memorex social event of the year.

Many members have said the price

of joining MAG is more than compensated for by the party.

A buffet dinner, featuring ham, turkey, salmon, or Chicken a La Ritz in Ring, will be served from 9 p.m.

Party-goers have their choice of driving to San Francisco themselves, or taking one of several busses. Busses will leave Memorex at 7:30 p.m. and be back in Santa Clara by 2:30 a.m., saving weary partyers from fighting Bayshore all the way home.

Many people have decided to spend the night in San Francisco. Those who are considering staying overnight should make reservations as soon as possible.

It was not decided at press time whether or not guests would be allowed, but if there is any question MAG board members will be glad to answer your queries.

## *The Blessings of Thanksgiving*

The leaves are changing colors now . . . The autumn days are here . . . And life assumes a thoughtful and . . . More lively atmosphere . . . There is a touch of wistfulness . . . As summer days depart . . . But here are many happy things . . . To fill the human heart . . . The harvest field, the vineyard ripe . . . That add such joy to living . . . Snowflakes in the frosty air . . . The blessings of Thanksgiving . . . Thank God for autumn with its shades . . . Of russet, green, and gold . . . And all of nature's glories we . . . Are privileged to behold!

*From the writings of  
James J. Metcalfe,  
author of Poem Portraits*



# JOHN MORSE'S PROFIT SHARING POINTS



## GROUP EFFORT RESULTS IN BIG PAYOFF

One of the difficulties in preparing articles on what individual Memorex people are doing in their work to cut costs and increase profits is that many of the cost saving ideas and programs are the result of a group effort. When a group effort leads to a cost savings or profit increase, it is not realistic to recognize one individual from that group. This month we will report on a group who worked together and cooperated with other departments in solving a very costly problem. The extra effort of every individual in the group and their team effort in doing an excellent job is to be commended.

One of the problems associated with the manufacturing of precision magnetic tape is maintaining a satisfactory tape edge. When an unsatisfactory edge is observed in a quality control inspection, the tape is rejected for use as a Memorex precision magnetic tape product. Obviously, this results in a reduction of our production yields and of our profits.

Often, this problem would not show up until the tape reached the certifying equipment. Since it was noticed at the certifiers, it was natural to suspect them as the source of the trouble. Since the Electronics Maintenance Department, under Keith Gerry, is responsible for maintaining our test certifiers, the department personnel became involved with the solution of the problem. Three men in the department, in a group effort, searched for the answer. Bill Pratt compiled most of the data used in solving the problem. Al Lovelace and Eric Kocher also worked on the project and sometimes worked 12 hours a day to free Bill Pratt to gather the required data.

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NEWSLETTER FOR EMPLOYEES

Gary Williams  
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Susan Dunn  
Roger Cook



Eric Kocher

Their efforts alone could not have solved the problem. They received willing assistance from personnel in the Finishing Department, Production groups and Mechanical Maintenance. Their investigation resulted in the decision to take samples at another piece of equipment at certain intervals of production. Previously, the normal practice had been to recalibrate this equipment when a problem was observed.

By taking samples at the process equipment before certification and sending them directly to the certifiers for testing, it was possible to determine when the problem had occurred. The decision was then made as to whether an immediate recalibration of the equipment was required.

The extra efforts of the Electronics Maintenance group—and Bill Pratt, Al Lovelace and Eric Kocher in particular—and of all the other departments which cooperated with them resulted in a sampling and recalibration procedure which materially reduced the losses caused by this problem.

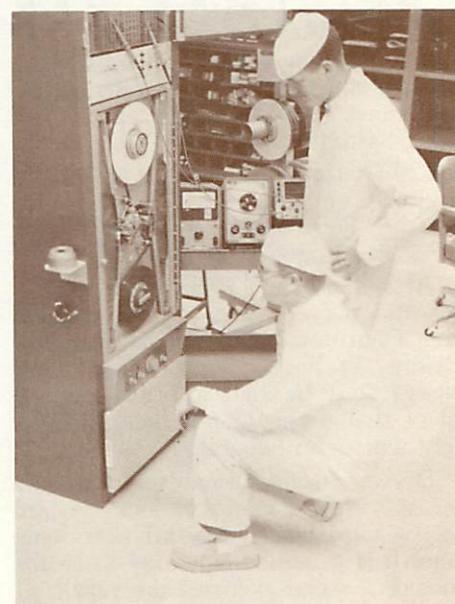
Because of the proprietary nature of the equipment and processes involved, we cannot name the processes and

equipment involved in the solution of this problem. Also, for competitive reasons, we cannot state the actual production costs and cost savings in this case.

However, it is estimated that the solution to this problem may result in a 2½% increase in yield. In terms of increased product available for sale at market prices, a 2½% yield increase would result in a very large sum of money.

Our sales for the first six months of this year were \$10,582,000. If a 2½% yield increase had allowed us to increase sales for this period by 2½%, it would have meant an additional \$264,550 of sales to the Company. At an annual rate, more than half a million dollars of saleable product should result from the group efforts of the Electronic Maintenance group.

We commend their team effort and the cooperation which they received from other departments in setting up this sampling procedure. It is such efforts and willingness to do the extra work required to produce an excellent job that results not only in higher profits, but in much larger Profit Sharing for all of us.



Al Lovelace (left) and Bill Pratt

# PRESIDENT SAYS DEBENTURE SALE HELPS COMPANY

In the latest Interim Report to shareholders, Laurence L. Spitters, President, announced that the successful public sale of \$12,000,000 of 5% convertible subordinated debentures was of great significance to the future of Memorex.

Mr. Spitters commented that this financing provided a threefold increase in the amount of capital permanently invested in our business, enabled repayment of all bank loans, and furnished additional capital for completion of all of our current construction projects.

The sale of these securities on an extremely favorable basis affords Memorex a large capital base from which future expansion of business can be launched, Mr. Spitters also mentioned.

To all Memorex employees, the \$12,000,000 convertible debenture sale means a significant improvement in both job security and future opportunities. Being much more soundly financed, the Company is in a much better position to meet any difficult periods the future might hold and to take advantage of opportunities which may develop.

## Kelly Visits Frisco For Conference

Jerry Kelly, Memorex advertising manager, spent most of the week of November 7 in San Francisco at the Fall Joint Computer Conference.

Jerry was on the Conference Steering Committee, as Vice Chairman of Public Relations. One of his jobs was to co-ordinate two news conferences on Wednesday. Experts spoke to newsmen about "Communications and Time-Sharing" and "Impact of Computers on Government."

Two of the papers represented were the Cleveland Plain Dealer and the Senior Citizens News.

Memorex was one of 125 exhibitors from all over the nation, as well as Japan and Europe. Exhibits were open Tuesday, Wednesday and Thursday, but there were technical sessions throughout the week.

More than 20,000 people saw the Memorex exhibit, as they wandered the 34,000 square foot Brooks Hall exhibition area. Many of the visitors were high school and college students.



While the Memorex Merchants flag football team was struggling along in its industrial league two young boys were aiding their Pop Warner Midget team to a 1965-66 Scholastic-Football World Championship.

Mark and Terry Cantrell, sons of Jim Cantrell, Memorex Regional Manager based in Atlanta, played for the Buckhead Red Devils.

The Red Devils successfully defended their Midget Bowl Crown by soundly

trouncing a Savannah, Georgia, squad 40-0.

Terry Cantrell scored three touchdowns in the contest and a total of nine in two championship games. He was named top offensive performer in the Midget Bowl.

Mark and Terry's team has won four straight Okefenokee Midget Bowl titles and seven in all.

It's rumored that the Merchants are scouting Mark and Terry in hopes of bolstering their ailing squad.



Steve Walsh (right) shows Memorex Conference exhibit

## NEW DIVISION

An Industrial Relations Division, which will encompass all activities of the Personnel Department, has been formed to meet the growing employee needs at Memorex.

The new Division will be responsible to Eugene Rodgers, vice president, administration.

Jack Shannahan assumes the position of Manager, Industrial Relations Division. Bob Bendit is promoted to the new position of Manager, Personnel Administration.

## Employees Give To Red Cross

The Red Cross Blood Mobile visited Memorex Tuesday, November 22, but due to INTERCOM'S early deadline requirements the number of people who turned out was not available for publication.

Willie Opp, chairman of the Blood Drive, says the 20% of our employees must give blood if Memorex is to qualify for the Red Cross "Group Credit Policy."

If enough people donated blood the new credit plan will become effective January 1, 1967. Employees and their families will receive full coverage for a year.

This means that all Memorex workers can receive any amount of blood needed and not be obligated to replace it. This plan greatly aids the families of those who are not able to give blood.

If 20% of our employees did not donate, only those who gave blood will be covered.

Persons who did not give blood Tuesday can still contribute their share by going to the Red Cross Center on McKendrie in San Jose, and mentioning they are from Memorex.

The center is open from 4 p.m. to 7 p.m. on Mondays and Thursdays, and 9 a.m. to 1 p.m. on Tuesdays and Fridays.

# NEW BUILDINGS READY BY JANUARY

Charles Nichols, head of Facilities Engineering, says that buildings now under construction at the Santa Clara Plant will be finished by January.

The warehouse addition to Building D will be known as Building F. It is already in use. A major portion of the old warehouse will probably be used to enlarge the Clean Room.

Conveyor Line E is now under construction in the old warehouse, Building D, and should be in full operation by the first of April.

The new conveyor line will require special flooring, its own air conditioning and air purifying system. Access to the line will still be at the present Clean Room entrance.

Research Division is looking forward to the completion of the addition to Building A. Research is now located in several areas, including the Ronald Street Building. Research will occupy most of the new addition when it is completed.

## UF CAMPAIGN BEST TO DATE

This year's United Fund Campaign at Memorex was the most successful to date, announces George Wright, campaign chairman and head of Marketing Services.

George and his campaign assistant, John Robbins, express their thanks for the help they received from more than 40 departmental representatives and all those who contributed their time and money to make the fund-raising drive a success.

The total Memorex donation, for cash and pledges, was \$7,903.48. Nearly 45% of the Santa Clara Plant employees contributed to the campaign. The average donation was \$23.95.

The money will go to help meet United Fund's 1966 county-wide goal of \$2,358,448. The money is used to support 72 health, welfare and character-building agencies in Santa Clara County.

### Tickets for Dr. Zhivago

Century 21 has reserved a block of its best seats for MAG members and their families to see Dr. Zhivago Thursday, December 1. If 75 people sign up to go the price of tickets will be \$2.18 each. Normal price is \$2.80. If less than 75 sign up the price will be \$2.32.

Reservations should be made before November 28. Call Maria Rascon at extension 355.



Pictured above is Gerry Miranda, who spent the entire afternoon clowning around with visiting kids at last month's Open House Day. Open House was a big success, judging from the number of people who streamed through the company.

It began at 10 a.m., Saturday, October 22 and by 6 p.m. the last of more than 2,000 visitors were beginning to leave for home.

About half of the total number who visited the company were kids. They went home loaded with ice cream,

## Puzzle Contest Winner Announced

Nellie Thielson, a Memorex production worker, has won the INTERCOM United Fund Puzzle Contest. Nellie's puzzle was the second and most complete entry received.

Nellie's prize was a free meal at the



United Fund Campaign Awards Luncheon, which was at the Bold Knight Restaurant in Sunnyvale.

She was escorted there by Memorex United Fund Campaign Chairman George Wright.

## Computer Theory Class Begins for Employees

Nearly 80 men and women scattered throughout the plant are pouring over pages of notes on computer theory and operations.

They have to study because they're taking Don Caselas' "Introduction to Computers" class and he's giving a final exam in a few weeks.

The widely diversified group of people are taking their own time to attend the free six-class course, which is taught by Don. He specializes in troubleshooting computer tape problems for PTS during regular working hours.

He originated the computer course, which he gives on his own time, to help employees better understand the complex machines.

Two groups of about 40 persons each meet once a week on Tuesday and Thursday night for a two-hour session. Classes began Thursday, November 10 and will continue until the first or second week of January.

Response to the course has been so favorable thus far that Don is considering offering it again next spring.

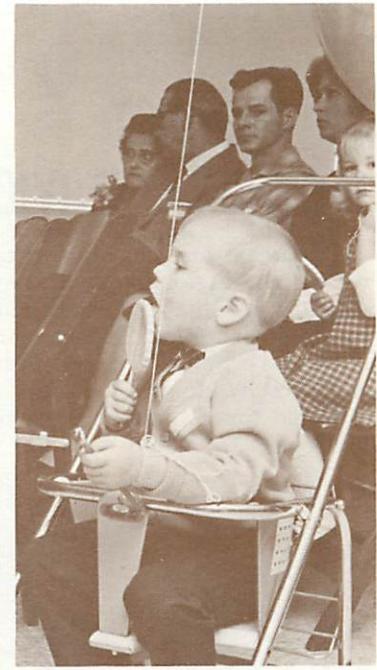


cookies and gifts. Clowns were posted at several tour stops to hand out 1600 balloons, 1000 funny face pencils, 1200 suckers, and to help guide the way to the cafeteria.

There the kids and their parents found food and video taped cartoons.

Many of the children concentrated so hard on eating that they forgot to hang on to their balloons. By 6 p.m. the cafeteria ceiling was covered with large orange, helium filled balloons.

Harold and Marion Jenson were among those who toured the facilities.



Harold is a Precision Inspector at Comdata.

He has been there for more than 20 years and is one of Comdata's first employees. Harold and his wife were in Santa Clara on their vacation.



# ON PRODUCT TECHNICAL SERVICES

One department of Memorex Corporation that is not too well known but which is invaluable to both customers and the Marketing Department is the Product Technical Services. This group is headed by Norval N. Denny. Norval is an old-time Memorex employee having joined the company in November



Marty Jenkins and Don Caselas

1962. By his definition, the function of his people is to supply technical knowledge to both our Marketing Department and our customers. PTS has the job of defining problems not solving them. Solving the problem is usually a function of Engineering or it could even be a purchasing problem. PTS only points the way, so to speak. It serves as a liaison between the customers and the company. In fact, PTS often represents the customer at Memorex.

Last year Product Technical Services was made up of 2 people—Norval Denny and Don Caselas. Now there are 8; Daniel Connolly, Martin Jenkins, John Lowe, Keith Reynolds, Dan Jones and the new department secretary, Linda Roberts.

All of the members of the PTS team have unusually fine backgrounds and each is a specialist in his field.

In discussing the growth of the department, Norval was quick to mention

that the problems with customers and products haven't grown, but our sales have. Thus he needed more men. He also proudly mentioned that the quality of Memorex products is becoming better known all the time.

Norval worked at Ampex, building tape recorder units and as a member of Quality Control. The recorder units he helped build are now being used with Memorex tapes. He came to this company in November of 1962 and helped set up much of our Quality Control testing procedures. His specialty is instrumentation and computer tapes.

Don worked with computers for eight years at IBM. He came here in December of 1964. Daniel received experience in instrumentation recorders working for the Mincom Division of 3M. He was a Washington field representative for Memorex for a year. He came to Santa Clara about six months ago.

Marty came from Control Data and has been here almost a year. He is experienced in computers. John has been at Memorex for nearly four months. He worked with computers at UNIVAC for 18 years.

Keith received experience in instrumentation at Mincom, but specializes in video tape because he has also worked as a studio engineer in Los Angeles.

Dan Jones has been here for more than two years. He was a Q.C. technician and now works with instrumentation and video tapes. Linda Roberts specializes in being a secretary to the PTS team.



John Lowe



Norval Denny and Linda Roberts



Dan Jones (left) and Dan Connolly

John, Keith and Dan Connolly are field engineers. They go out and work with customers. Marty, Dan Jones and Don take care of in-plant investigation of tape problems.

Besides their usual trouble shooting activities, the people in PTS perform many other services. They give technical assistance to Marketing in connection with trade shows, aid to Engineering, even video taping various meetings. For a small group, they cover a lot of territory during any day. If you want to see any of them you'll have to catch them between trips. Better check the third floor of Building C—that's where they "live".

by Sara Millar

## OFFICERS RETURN FROM EUROPE

Laurence Spitters, Memorex president, and Eugene Rodgers, vice president, administration, are due back Wednesday, November 23, from a 10-day visit to our European sales offices.

It was the first time either man had been to Europe, but unfortunately they didn't have much time to sightsee, since they had to visit company offices in London, Paris, Frankfurt, Brussels and Colone.

Jim Guzy, managing director of International Operations, traveled with them.

Purpose of the trip was to speak with salesmen and recruit new salesmen. They also planned to discuss the European tape manufacturing plant, which will be started sometime next year.

## Talent Variety Show Needs Your Help

If you've got talent and are looking for a good way to use it Bob Harris can help you.

Bob is still trying to get enough people together to form a talent variety show to give during the Christmas Season.

The show will probably be given to employees and then it will travel around to various children's and veteran's hospitals in the county.

If you would like to help Bob with the show you can contact him at extension 536, days, or 324-3183. Bob says any employees and members of their families are welcome to audition.

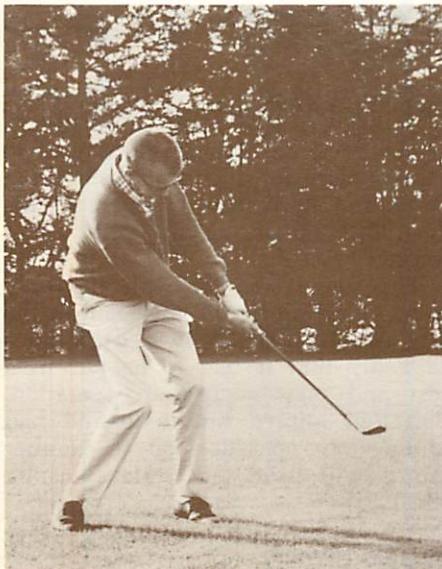
Work on the show should begin as soon as possible, so give him a call right away if you want to be in the show.

## Award Winning Firm To Design Containers

Memorex has engaged an award winning industrial design firm to design a new type of video tape shipping container, which can also double as a carrying case.

Zierhut, Vedder and Shimano, a Van Nuys, California, company, has already designed the Disc Pack container, before Disc Pack became a Memorex affiliate. The company also designed the MRXIII reels and containers.

The latter two containers are ribbed, like the spokes on a wire wheel, to provide a Memorex family appearance and make the tapes easily recognizable as Memorex products.



Howard Burkhart



Dave Duncan misses putt as Don Horn and Bob Brumbaugh apply a hex

## Medical Coverage

Persons who receive job incurred injuries that require a doctor's attention must go to a doctor on the Memorex Industrial Panel.

The Industrial Compensation laws state that if an injured person prefers to go to his own doctor for treatment, he will not be covered by the insurance plan. He will have to pay for all of this expense himself. Check with Carmel Wilton, company nurse, for further explanation.

## THUMB LUCK !!

"The London Sun" reported on the ending of a remarkable safety record chalked up by a British factory.

After a long spell of accident-free performance the factory won a plaque which was presented in an impressive ceremony. Climax was when a foreman proceeded to mount the plaque on the wall, before a great gathering of employees and guests. With dramatic flair he seized a hammer, swung . . . and squashed his thumb against the plaster.

## Burkhart Named "Memorex Golfer of the Year"

Howard Burkhart won "Memorex Golfer of the Year" honors Sunday, November 13.

Howard toured the Pajaro Golf Course in Watsonville with a score of 91. His 17 handicap gave him a low score of 74. Keith Gerry finished two strokes behind with a 76. He had a 100, but carries a 24 handicap.

Alt Case, low gross winner for the day, came in third with a 78. He is a 10 handicapper.

Dan Jones won another tourney, played the same day at Pajaro. Dan had a 100 score, with a 25 handicap. John Lowe had a 95, which was low gross in the second tournament.

The March 1967 tournament will be the first one of eight in the new year that will count toward "Golfer of the Year," though there will be other tournaments before then.

Bob Brumbaugh, Memorex's first overall golf champion, failed in his bid for a second straight win.

The Divoteers elected officers for 1967 at a banquet following the tourney. Ben Kimura is the new president; Mitz Okamoto, vice president; Lee West, secretary-treasurer; and Don Horn, handicapper.

## New Memorex Employees Welcomed

INTERCOM and the employees of Memorex welcome our new fellow workers who were hired in the month of October. The addition of these new people raises the total number employed by Memorex to nearly 900. Approximately 800 of that number work at the Santa Clara Plant.

Newly hired are: Larry Mullins, William Jacobs, Emerson Higdon, Magdaline Toth, Lena Salerno, George Roberts, Edwin Wong, Gary Jenkinson, Emitt Floyd, Gerald Young, Betty Bishop, Charles Schlinke, George Croxton.

Walter Tidwell, Hope Maycumber, Earlene Harp, Arthur Antinelli, Janett Lewis, Charles Rimer, Ray Hybarger, Virginia Antonio, Anita Oliver, Margaret Burks, Manuel Yrigollen, Anita Cantu, Jeanne Togay.

Robert Douglas, Joan Kirchner, Lorraine Morris, Carol Redondo, Beverly Calvird, Alice Ledgewood, Irving Hamlin, Jacquelyn Dillon, Estela Ham.

# ★ ★ ★ MAG SHORTS ★ ★ ★

## MAG ELECTIONS

MAG members have already turned in their nominations for the upcoming election of four new MAG Board of Directors.

Balloting will be in the first or second week of December, according to Jim Keenan, vice president and elections supervisor.

Jim, President Roger Cook, Wayne Elder and Tony Allen are the board members whose terms of office expire December 31.

The MAG board consists of eight members, from six different divisions of the company. The divisions are General and Administrative and Finance; Production and Material (3 representatives); Quality Control and Maintenance; Engineering and Chemical Development; Research; and Marketing.

The new MAG president and vice president will be elected by the board, from among the four continuing directors. They are Pam Carlson, Maria Rascon, Jeff Deinert and Willy Opp. Officers and directors will be installed at the first board meeting in January.

## BASKETBALL TEAM

The Memorex basketball team has already played two games in its ten-game schedule.

The results, not available at press time, can be obtained from Walt Cox, team manager.

Memorex plays on Monday nights in the Santa Clara High School Gym. The team is in the Santa Clara Industrial B League. Admission is free. In fact they need rooters so badly they may even pay you to come.

Seven of the squad's 15 players are returning from last year when they finished third in the league with a record of 4-6.

Returning players are Walt, Cliff Walker, Rosey Jones, Dennis Maruyama, Walt Anderson, Bob Mathews and Ed Horn.

Walt says the team can still use additional players. Call him at extension 464 if you're interested.

## TOYS FOR TOTS

The fifth annual Toys for Tots Pop Warner football game will be played Saturday, November 26, to collect toys for needed children.

Mary Stein or Bob Harris can tell you the game time and site. Adult admission is \$1. Kids get in free by bringing a toy.

## MERCHANTS FINISH SEASON

The Memorex Merchants limped to a third place finish in the Santa Clara Parks and Recreation Department Industrial Football League, with a 2-4 record.

The squad was hit with the only two serious injuries of any team in the league. John Bachick twisted his knee so badly that it had to be put in a cast and may require an operation. Bob Reif injured his ankle and had to have an operation on it. Neither injury will have any serious lasting effect.

## SCUBA DIVING

Plans to form a MAG - sponsored Scuba Diving Club have been permanently torpedoed, according to Roger Cook, MAG president.

Insurance and other costs were more than the MAG budget could stand, so the club never got started.

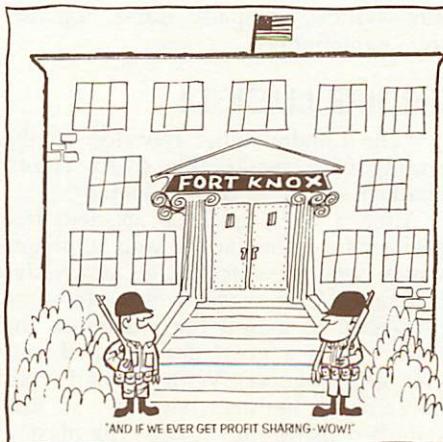
## DANCE CLASS

The Dance Class is also struggling to keep from getting waltzed into oblivion, along with the Scuba Diving group, but not because of high insurance costs.

Lack of serious interest may bring about the Dance Class's demise.

Anyone wishing to learn how to dance should sign up quickly, before the class is cancelled. Pam Carlson, extension 423-428, has additional information.

A sign-up sheet by the Clean Room entrance contains 25 names, but half of them are obvious ringers. We checked and found that Arthur Murray, Barbara Waltz, Clarence Twostep and Freddy Foxtrot definitely do not work at Memorex, unless they are using aliases.



## WONDERLAND CLUB

MAG members are now eligible to join the Frontier Village Wonderland Club (FWC).

FWC cards can be obtained from Bob Bendit, Roger Cook, Pam Carlson, Maria Rascon, Willie Opp, or Jeff Deinert.

The cards entitle members to a price advantage not available to the general public. The regular general admission prices are \$1.25 for adults (16 and over); 50c for children (four thru 15); and children three and under are free. Prices for FWC card holders are 90c for adults and 35c for children.

Frontier Village is celebrating the Thanksgiving holidays November 24-27 by offering a special admission rate of \$1.75 per FWC member.

This price is also good for unlimited rides and a chance to win one of 20 big Thanksgiving Turkeys. And you can even see the Thanksgiving Pilgrim in person.

## TOASTMASTERS

The Toastmasters Club has elected new officers for 1967. Taking over new positions in January will be Whit Wilson, president; Don Caselas, educational vice president; Ward Nolan, administrative vice president; Jerry Kelly, secretary; Ed Lemcke, treasurer; and John Lowe, sgt.-at-arms.

The club, which recently received its charter from Toastmasters International, still has room for an additional 12 members. President Keith Reynolds invites interested men to contact him at extension 236 or 255.

Members meet for lunch each Monday at Mariani's Restaurant in Santa Clara. At every meeting members give short impromptu speeches, which are followed by three or four major speeches.

Last week club members voted to invite men from outside of Memorex to join. Interested persons should contact Norval Denny, extension 255, Gary Suechting, extension 314, or Lindy Carmack, extension 255 (grave yard shift). Memorex's phone number is 248-3344.

## MAG CARDS

MAG membership cards are printed and should be ready for distribution in the near future.

All MAG members will be asked to pick up cards, either from Pat Kostelnik, in the Personnel Lobby, or from Georgene Gottlieb, in the lobby by the fountain.