

INTERCOM

VOL. 4, NO. 2

FEBRUARY, 1967

Cerny, Murphy
Become CPA's

Ron Murphy, manager of Budgeting, and Joe Cerny, internal auditor, were notified this month that they both passed tests to become Certified Public Accountants.



Ron Murphy and Joe Cerny

To an accountant, passing the CPA exam is similar to a lawyer passing the bar exam. The licenses enable Ron and Joe to certify that financial statements conform with accounting principles and are consistent with previous statements, should they desire to do that type work.

The men were among a large group which took a three day test in San Francisco last November. The exam is given nation-wide on the same day and test scores are mailed about 90 days later.

Ron, a 1961 graduate of Santa Clara University, has an M.B.A. in Business Administration. He came to Memorex nearly four years ago from Arthur Young, a national accounting firm.

Joe is a 1957 graduate of Colorado University, with a B.S. in Accounting. He originally came from Colorado, but decided to settle in California after being discharged from the Navy while at Treasure Island.

DISC PACK NOW WHOLLY OWNED
SUBSIDIARY OF MEMOREX

Disc Pack Corporation, which became a Memorex affiliate less than a year ago, is now a wholly owned Memorex subsidiary.



Ray Stuart-Williams

The announcement was made Wednesday, February 1, the day after the event became official, by Ray Stuart-Williams, founder and President of Disc Pack.

Disc Pack is a small, but extremely interesting company that presently employs about 20 people. It is located in Hawthorne, not far from Los Angeles International Airport.

Mr. Stuart-Williams casually mentioned the news as he was about to take me on a tour of the Southern California company that Wednesday morning.

A friend drove me to Hawthorne from his home in Woodland Hills, where I was visiting. We went out the San Diego Freeway, then took the Ensegundo turnoff. Disc Pack is just a short drive down El Segundo Blvd. to Daphne St.

After meeting Mr. Stuart-Williams we began the tour. First we walked a few steps from his office to a room filled with the several pieces of a blue and white IBM 1440 Computer.

There he stopped to explain that Disc Pack is presently developing precision memory discs, which are used to store information for IBM computers, as well as other computers that use disc pack memories.

The 1440 is used to test and evaluate the disc packs. One pack was sitting in the computer's recorder. A disc pack looks something like a stack of six records spaced out on a large diameter spindle.

The discs are coated aluminum and are normally stored in a plastic container, which resembles a covered cake plate.

When in use, the discs are spun between 1500 and 2400 RPM. Each disc pack has six discs and the recording heads can read 10 disc surfaces, from the bottom surface of the top one to the top of the bottom disc.

(Continued on page 5)

New Memorex Subsidiary
Forming in Hawthorne

Memorex is now in the process of forming a new subsidiary, Substrate Corporation, which will manufacture the aluminum discs used to make disc packs.

Substrate is located about a mile from Disc Pack Corporation and approximately three miles from Comdata, two other Memorex subsidiaries.

Ron Raite is the President of Substrate. The company is so new that he and others are just beginning to set it up and buy machinery.

The new company has not yet been officially announced to the public and not much information is presently available about its formation, but more news will be forthcoming in the INTERCOM.



PROFIT SHARING POINTS

By JOHN MORSE



Cooperation Nets Large Profits

In the search for cost-saving and profit-making ideas, two factors appear again and again as the underlying causes of each successful effort. One is individual initiative and the other is COOPERATION.

Several cases of individual and group initiative have been reviewed in this column in the past. Today, let's look at an outstanding example of cooperation that resulted in the profitable disposal of over \$500,000 of slow-moving Memorex tape inventory.

The precision magnetic tape industry has a rapidly advancing technology. Combined with changing customer preferences for reel configurations and colors, these changes result in a certain amount of slow-moving tape inventory.

Such inventory is a problem not only because it represents unsold production, but because simply storing it costs the Company money. The costs of storage, record keeping and potential obsolescence add daily to the prime cost of manufacturing each reel of tape.

Slow-moving inventory, even though it is high quality product, could be a vexing problem — one which might cause Manufacturing people to say to Marketing people "Why don't you sell that tape?", and Marketing people to say to Manufacturing people "Why did you make it in the first place?"

Instead, the problem was solved through COOPERATION. A Slow-Moving Inventory Committee, made

up of representatives from the Manufacturing, Marketing and Finance Divisions, was formed.

The purpose of the Committee is to determine the most profitable means of disposing of slow-moving inventory items. The spirit of cooperation of the members of the Committee has paid off in substantial additions to both profits and Profit Sharing.

Before each monthly meeting, the Manufacturing Division prepares a list of slow-moving inventory items. Individuals such as Ron Hatch, Manager of Material, Tully Bryant, Production Control Manager, Bob Pinson, Production Control Supervisor, and Jerry Newsted, Inventory Control Supervisor, analyze our inventory and make a list of the slow-moving items to be reviewed in the meeting.

At each meeting, members of the Committee from Manufacturing and Marketing review each item on the list. A representative from the Finance Division, such as Frank Dalle Molle, Supervisor of Cost Accounting, assists in evaluating the effects on costs and profits of the proposed methods of disposal of the items on the list.

Most of the slow-moving inventory in the past has been moved by the special sales efforts of our Marketing Division and by some charitable contributions to non-profit organizations which result in substantial tax savings to Memorex.

After each meeting, Marketing concentrates on the task of moving the items on the list in accordance with the disposition agreement. George Wright, Marketing Services Manager, our Sales Order Correspondents, and the Sales Engineers in the field share in this task.

Bids to specific accounts are submitted for suitable items on the list. A list of slow-moving items is circulated to the sales force with bonuses to stimulate their sale. Specific salesmen are contacted who may have customers for special configurations on the list.

Marketing personnel and other members of the Committee have moved over ONE-HALF MILLION DOLLARS of slow-moving inventory in the past year and a half. This accomplishment substantially reduced our costs and increased our profits. No one individual

will be pointed out for commendation, although many are deserving of such for their contributions.

In this case, a salute is given to the spirit of cooperation of everyone who participated in the disposal of slow-moving inventory items—from Production and Inventory Control personnel, through our Sales Order Correspondents to our Sales Engineers. They have proved that COOPERATION MEANS BIGGER PROFIT SHARING.



Mike Loukianoff and Liz Reulman watch as a mentally retarded girl works at Hope for Retarded Children and Adults in San Jose. The girl is learning to become a useful and productive citizen at the United Fund supported agency. This is just one example of how United Fund dollars work all year long to make Santa Clara County a better place in which to live.

MEMOREX INTERCOM

NEWSLETTER FOR EMPLOYEES

Gary Williams
EDITOR

STAFF:
Sara Millar
Susan Dunn
Roger Cook



Bill Butler Fills Newly Created Position

William H. Butler has been appointed to the newly created position of Product Manager, Closed-Circuit Television Tapes, according to an announcement made by E. S. Seaman, Memorex Vice President, Marketing.

Magnetic tape for closed-circuit applications is one of four major areas in which Memorex produces precision magnetic tape. The company also is engaged in the research and production of magnetic tape for computer, broadcast television and instrumentation applications.

Mr. Butler comes to Memorex from Westel Company, San Mateo, California, where he was Marketing Manager for video recorders. He was also National Sales Manager for Precision Instrument Company, a Palo Alto, California, magnetic recorder manufacturer.

He earned his bachelor of science degree in electrical engineering at Stanford University and a master of science at Stanford in administration. Mr. Butler is a member of the Institute of Electrical and Electronic Engineers and the Society of Motion Picture and Television Engineers.

The Butler family resides at 353 Lowell Avenue, Palo Alto.



Bill Butler

Company Lacking Trained First-Aiders

Memorex has a problem that all employees can help to solve. The company is presently lacking in trained first-aiders, especially on the night shift.

Employees can help by completing one of the beginner, or advanced first-aid classes offered by the San Jose Chapter of the American Red Cross, which is on McKendrie Ave. in San Jose.

The only expense involved is the price of a first-aid book and Memorex will pay for the book.

Carmel Wilton, company nurse, will authorize payment for the book once evidence is given that the course has been successfully completed.

The course takes only six weekly sessions of two hours each. A list of course times and dates is posted on the bulletin board outside the Personnel Office.

MAG Board Members Clarify Flower Policy

The MAG board members report that some people do not understand the organization's policy of sending flowers.

Flowers are only sent to women employees or wives of employees who are hospitalized for serious illnesses or surgery. Sorry men, but you only get cards.

Flowers are also sent to MAG members who have experienced a death in their immediate family. Cards, not flowers, are sent to new mothers.

Anyone knowing of a person who should receive flowers or a card is asked to notify Maria Rascon, ext. 355.

Little New Yorker Chosen for Upcoming MAG Spring Dance

MAG members will get the chance to dust off their dancing shoes and put them to use when MAG holds its Spring Dance, Saturday, April 29.

The dance will be held at the Little New Yorker, which is just north of Memorex, on Martin. It will be from 9 p.m. to 1 a.m. and the price is right—it's free to MAG members.

Those wishing to go need only to pick up tickets, which will be available from Pat Kostelnik in the Personnel Lobby sometime in late March or early April.

The dance is a "dressy-dress" affair, according to Maria Rascon, MAG Treasurer. If you're not sure what "dressy-dress" means, or if you have other questions about the dance please call Maria.

Dwyer Joins Memorex As Sales Engineer

William H. Dwyer has been named sales engineer for Memorex Corporation serving the states of Connecticut and Rhode Island out of a newly opened district office in Vernon, Connecticut.

Dwyer joins Memorex after serving as an account representative with the Burrough's Corporation, Equipment and Systems Division. He earned a degree in business administration at Merrimack College, North Andover, Massachusetts.

The new Memorex district office is located at Vernon Circle, Vernon, Connecticut.



These people are all Memorex employees. They are taking a short work break to watch something which doesn't often happen at Memorex. Can you guess what it is? See page six for answer.

Personnel Tips

BADGES — Employees are requested to wear their badges at all times when within the plant. Badges should be worn where they are easily visible.

Badges that break or are lost can be replaced quickly and painlessly by simply requesting new ones from the Personnel Office.

Visitors who enter the plant must always possess a visitor's badge, worn in plain sight. Contractors must also have badges.

Any employees who see someone in the plant without a badge are asked to report that person to a supervisor, guard, or receptionist.



Bill Dwyer

Luncheon Honors Retiring Researcher

Dr. Johannes C. Jeschke, the popular director of the Magnetic Materials Research Laboratory, has retired after more than five years at Memorex.

Dr. Jeschke was honored Tuesday, February 14, at a luncheon in Paolo's, in San Jose. There he was presented with gifts from the company and from his fellow employees.

Larry Noon, vice president, Administration, also presented the 65-year-old Doctor with a five-year pin.

Dr. Jeschke was born in Berlin. He earned his doctoral degree in Chemistry at Berlin Technical University in 1927. He was with German Kodak Company in Berlin from 1927 to 1945, when Berlin Kodak was appropriated by the Russian Army.

From 1948 to 1957 he was with the Heinrich Hertz Institute of the German Academy of Science, Berlin. From 1957 until he came to Memorex Dr. Jeschke worked for CBS Labs in Stamford, Conn.

He holds German and United States patents on various magnetic iron oxide materials.

Nolan New President Of Toastmasters

Ward Nolan, contract administrator, has been elected president of the Memorex Toastmaster's Club succeeding Whit Wilson. Ward was initiated at the regular luncheon meeting February 20.

Ward says his main goals as president are to make club meetings more enjoyable for all who attend, thus creating a more favorable learning atmosphere, and to increase the size of Toastmasters.

Last club meeting Lt. Chris Baldwin, Santa Clara Police Department, spoke about the history of Santa Clara law enforcement, from the days of Indians to the present. In coming weeks Ward hopes to have other interesting guest speakers, as well as speeches by the club members.

The Memorex Toastmaster's group meets on the first and third Monday of the month at 11:45 a.m., Mariani's Restaurant. Best speaker awards at the last two meetings were presented to Dick Ahlschlager and Jerry Kelly.

There still exists openings for Memorex employees to join the club. Please contact Ward Nolan on extension 422 or Don Caselas on extension 236 if you are interested.



Dr. Johannes "Hans" Jeschke, 65-year-old Magnetic Materials Researcher, looks over gifts he received at his retirement luncheon February 14. With him are, from left, Phil Smaller, Eric Daniel, Don Gaubatz, Dr. Jeschke and Peter Wyman.

MAG Objectives Defined as Group Grows

(EDITOR'S NOTE: This is the second of a three part history of MAG.)

Last month the story of MAG's beginning was told. This first step was, of course, an important one, but a first step, if it is to be meaningful, must be followed by another, and another.

Other men had to continue with the development of MAG, and their contributions to its final success are no less important than those of the original founders.

Although MAG first existed as a legal and popular social organization, there were only rough guidelines for its administration. True, the objectives and purposes of the new organization were well defined, but a single, comprehensive document was needed to set forth in plain language the principles of MAG, the duties of its officers, regulate expenditures, provide for elections, and generally present in writing the administrative procedures necessary for the MAG to operate.

What is now the MAG Constitution began first as a series of written by-laws. These were roughly patterned after the written constitutions of other employee associations, such as the Santa Clara County Employee Association, and others.

These examples were modified to meet the needs of Memorex. Gradually, these by-laws grew into the MAG Constitution, which is such a thorough document that it has only required amendment twice since its inception.

Don Horn, head of Quality Control, was elected to the MAG Board of Directors in June, 1964. He later became

the second president of MAG and was largely responsible for the language and structure of the new constitution.

Under Don's guidance the framework of the house of MAG was constructed. "The objectives of the Memorex Activities Group," it reads "shall be to promote the social, economic, recreational, and educational betterment of all members, and to establish a permanent nonprofit organization for the mutual benefit of all members."

The June, 1964 election was a milestone in the course of MAG's development. Until then, the officers of MAG still consisted of the original founders, whose names were mentioned in last month's story.

With the June elections, however, the leadership of MAG passed into new hands. As mentioned previously, Don Horn became president, with Earl Bartel, vice-president, and Pete Aye, treasurer.

Their first task was to organize the summer picnic, which was held at Blackberry Farm, August 30, 1964.

The year before, picnic arrangements had been made for 135 people. In 1964 the picnic was attended by nearly 700. It was a great success. Equally successful was the 1964 Christmas Party, held at the Los Altos Hills County Club.

Both of these events, the two most important of the Memorex social year, were big jobs. But as the end of 1964 faded away into history, the MAG committee realized that even larger jobs would come as the company's size increased.

Roger Wilson Cook

Disc Pack Now Wholly Owned Subsidiary

(Continued from page 1)

Depending on the type of drive used, each disc has from 100 to 200 tracks.

Disc packs were originated by IBM, as memory storage devices to supplement the use of tapes. The packs function the same as tape in that they store information on a coated surface, but they have several important differences.

A disc pack stores about the same amount of information as a reel of tape and it costs more than tape, but its advantages often outweigh the disadvantages.

Disc packs are extremely valuable for storage of relatively small amounts of information, because the recording head can read information from any of the 10 surfaces in just 1/10 of a second.

It would take much longer to get at the same information on a tape, since the tape would have to be wound to the desired point.

The machinery required to utilize disc packs is costly, says Mr. Stuart-Williams. However, he adds that the

overall computer cost is lowered with disc packs, because less equipment is needed for packs than is required for tapes.

Another advantage of disc packs is that the equipment requires less maintenance. The heads float over the discs, never touching them, reducing wear on the heads, and disc packs.

Mr. Stuart-Williams says that the packs will probably receive more wear from improper handling than from actual use.

The brief explanation completed, we walked out the back door of the computer room to the back of the building, so I could see where the packs are made.

There, sitting side-by-side in the building, were two large trailers, fitted at both ends with an enormous air-conditioning system.

The trailers are specially designed clean rooms and in them disc packs are built. The trailers can be moved to another location should the need arise.

From the trailers we walked back into the front of the building to the Engineering Department, where Chuck David was working with his department members.

Chuck David is Disc Pack Vice President and head of the Engineering Department.

By this time people were leaving for lunch and we only had time to meet one more person, Gene Munson, head of manufacturing. After meeting Mr. Munson my friend and I made a quick trip over to Substrate to look at the now empty building and then headed for home.

By GARY WILLIAMS

Dale Murphy Hired For Chicago Office

Dale O. Murphy has been named sales engineer, video tape, for Memorex Corporation serving out of the Memorex Chicago office, in an announcement made by Vern A. Kuellmer, regional sales manager.

Murphy joins Memorex after serving for four years as a sales engineer in the photo processing and video supplies field. He attended Portland State College, Portland, Oregon.

Memorex video tape accounts in Illinois, Wisconsin and Minnesota will be served by Murphy out of the Memorex regional office located at 595 North York, Elmhurst, Illinois.

Atlanta Sales Group Gains New Man

G. Duke Croxton has been named sales engineer for Memorex Corporation servicing accounts in Georgia and South Carolina, according to James Cantrell, Memorex Southern Regional Manager.



Duke Croxton

Prior to joining Memorex, Croxton was in the data processing division of the National Cash Register Company. He was also a computer programmer for the Lockheed-Georgia Company.

Croxton earned his bachelor and master's degrees in mathematics at Emory University, Atlanta, Georgia.

He will operate out of the Memorex Regional Office at 3266 Maple Drive, N.E., Atlanta, Georgia.



Chuck David



Gene Munson



Dale Murphy



This closeup of the moon, recorded on Memorex tape, was sent to earth by Lunar Orbiter I.

Author Warns Against Overdoing Politeness, Praise and Neatness

YOU CAN OVERDO
ALMOST ANYTHING

Politeness, for instance. You know how it is around too courteous people. Pretty soon you're tempted to bellow some extremely discourteous things at such folk, and kick them squarely in the seat of their overpoliteness.

Praise is another example. Up to a point it's stimulating stuff; but beyond that it gets embarrassing, and your toes start curling up inside your shoes.

Then there's neatness. Usually there's not enough of it around, and as a result, production and safety rec-

ords take on a dismal look. But a strong desire for neatness, rare as it might be, can occasionally become unreasonable and downright dangerous.

Take Ned's case. He was one of the neatest employees in the plant. He was noted for both his neat appearance and his neat performance. There was good, clean quality to his work. He had but one fault; he was—would you believe it—*too* neat.

There came a moment in Ned's life when his passion for neatness coaxed him over the border into dangerous territory. A piece of scrap caught in his machine. All of Ned's instincts for one-hundred-per cent shipshapeness rebelled. "That cursed, unsightly scrap!"

With the machine running, he deftly plucked the offending scrap away. Mistake number one . . . and he got away with it. "But wait—there it was, an unsightly wax buildup on those two rotating shafts. If I take this scrap and drag the edge over those two shafts, it'll clean away that messy old wax and leave the shafts nice and shiny. Easy does it. Just like th . . ."

Ned is back on the job again—finally. His hand is healing quite nicely. He was very pleased with the job the doctor did in sewing it back together. It will be—perhaps—almost as useful a hand as it was before.

Oh yes, and Ned said—with an ever-so-slight wince—that the stitches were very, very neat."

—Adapted by Employers Insurance of Wausau from Hoerner Waldorf's WALSAFE, Bob Fritsch, Chicago, with permission

Memorex Tapes Used Many Ways

A lunar capsule lands on the moon's surface and transmits thousands of close-up pictures across nearly 239,000 miles of space.

The pictures, recorded back on earth with Memorex video tape, are hailed by scientists as the best yet. The high quality of the pictures will make it easier to determine which sites are best for a manned landing on the moon.

Tape produced in Santa Clara and purchased by the National Aeronautics and Space Administration (NASA) has given a boost to the United States in our race to reach the moon.

NASA is just one of many well known Memorex customers who, along with the relatively unknown ones, rely on us to produce magnetic tapes of the highest possible quality.

We've all heard of the Central Intelligence Agency, Bureau of Customs, United States Atomic Energy Commission, and the U. S. Information Agency. But how many know that all of these groups buy Memorex tapes.

Maybe the tape you helped make a few weeks ago is in a computer in Washington, D. C. Then again, that tape may be in use at the Manned Spacecraft Center in Texas; the U. S. Post Office; storing data for the Coast and Geodetic Survey; at Ames Research, Moffett Field; or even helping the Internal Revenue Service catch the mistakes on your 1967 tax form.

The U. S. government buys a lot of Memorex tape and we could write for quite a while mentioning the names of such customers as the Department of Commerce, Department of Agriculture, the Army, Navy, Air Force, and Armed Forces Radio and TV Services.

The majority of these and all our other customers buy computer tapes.

That PG&E bill you just got may have been computed on tape you helped make. But don't feel bad, the tape may also have gone to one of our many school district customers; to be used by researchers at the Stanford Linear Acceleration; one of the Kaiser Foundation Hospitals; Warner Bros.; or even to Walt Disney Productions.

Jefferson School District in Santa Clara uses our computer tape. It helps them keep track of some of our employees children.

A number of colleges and universities are also customers; such schools as John Hopkins University, Southern Methodist, Yale, Rutgers State University, University of Alaska, the University of California, and Temple University, where comedian Bill Cosby played football.

Tapes also go to large insurance companies, banks, chain stores, airlines, railroads, large corporations, TV stations and television networks.

Recently, ABC Sunday Night at the Movies was in glorious Memorex color. Wide World of Sports has also used our video tape.

Others, such as Parnhill Knitting Company, Dragon Cement Company, Laz-Y-Boy Corporation, Leach Corporation and the Gospel Singers, Inc., depend on the quality of our products.

They rely on the fact that tapes they receive meet the same high standards of quality required by our most particular customers.

**DON'T GRIPE ABOUT GROWING
OLD; MANY ARE DENIED THE
PRIVILEGE.**



The people shown on page 3 were watching this helicopter lift some heavy air conditioning equipment onto the plant roof a couple of weeks ago.

Profit Sharing Sahara Safari

Profit Sharing Point Value Contest winners have not yet been chosen, but keep your eyes and ears open. The lucky winners will be announced soon. Did you win a Sahara Safari for two to Las Vegas? Keep your fingers crossed.

AD PLAN GETS NEW LOOK

(EDITOR'S NOTE: This is part of a series to be continued next month, which explains the new look of Memorex's 1967 advertising and promotions plan. Part two will look at the video tape program.)

Advertising and promotion in 1967 portrays a corporate image of Memorex as the large, international company that it now is and a modern corporation that produces only the highest quality precision magnetic tape.

That image of a modern, internationally renowned, quality company is being carried out in all four basic product areas with separate objectives and campaigns. This distinctive image is now being seen in trade magazine advertisements, literature and brochures, trade shows, sales aids, and our direct mail program.

An extensive survey completed recently resulted in specified objectives for the four product lines now being promoted — computer, instrumentation, broadcast video and closed-circuit video. Since the audiences or user differs, the Memorex position in the market differs and our competitors differ, advertising and promotion objectives (which follow marketing objectives) are also different.

Even though Memorex computer tape sales have grown dramatically in the past few years, there is still a large market, presently sold by IBM, which



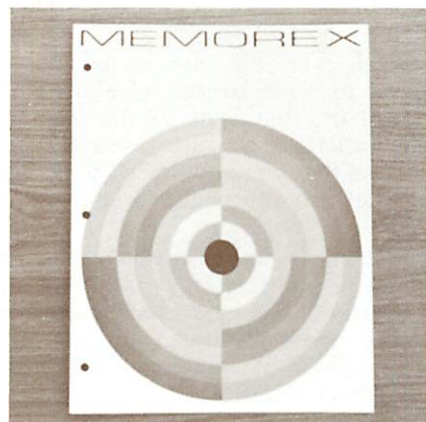
THE TWO GREAT CARS, ARE NOT IDENTICAL.

THE TWO GREAT TAPES.

LIKE THE TWO GREAT CARS, ARE NOT IDENTICAL.

No one would confuse the Memorex with the Rolls-Royce. In quality, the two great cars are pretty much alike. But one of them is a Rolls-Royce Phantom V. The other is a Lincoln Continental. It's the same with the two great computer tapes. Both are the most durable in the industry. Both have been scientifically designed and meticulously produced to make tapes after tapes without a drop-out, loop, or other tape give-up.

MEMOREX



MRX III Brochure

could be reached and converted to Memorex tape.

The 1967 computer tape advertising program is aimed at this large number of IBM tape users. The theme of these ads is that there are two great tapes, not identical, and the user should try both.

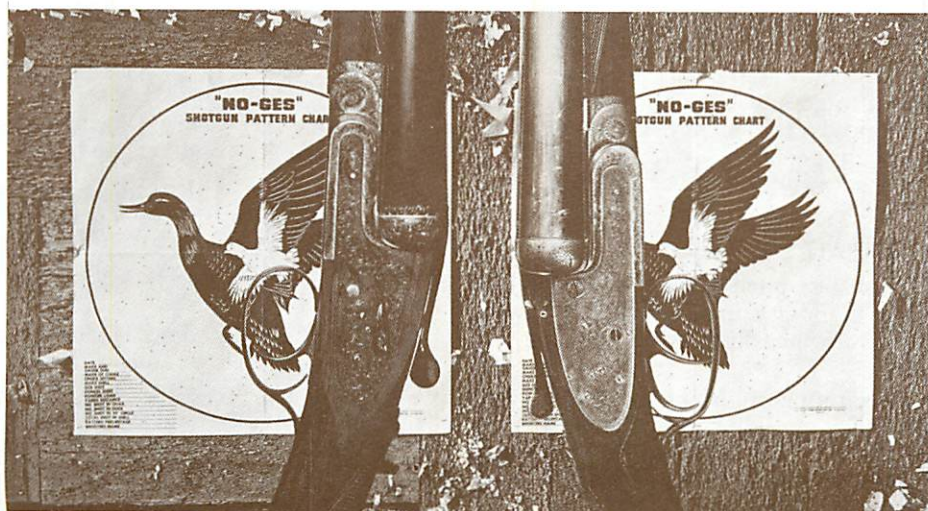
Two page, four-color ads in four major computer magazines hammer home at this theme. Depicted in the ads are two other great products (shotguns, autos, sloops, etc.), which are masculine in nature and which cannot fail to cause the reader to stop and look.

Literature, such as the new MRX-III computer tape brochure shown here, also has been designed with the modern, quality appearance. Copy emphasizes product superiority and quality. Studies showed that too many computer tape users were either unaware of quality or could not effectively distinguish tape features and qualities.

Memorex will exhibit in the two major trade shows in the computer field with a new, modern display. These shows are the International Data Processing Managers Convention and the Fall Joint Computer Conference.

Direct mail to the better than 4,000 computer tape buyers, primarily data processing managers, re-emphasize the need to evaluate tapes more scientifically. When evaluations are carefully made, Memorex usually comes out on top.

By JERRY KELLY
Advertising & Promotions Manager



THE TWO GREAT TAPES.

LIKE THE TWO GREAT SHOTGUNS, ARE NOT IDENTICAL.

When you buy a Parley or a Holland, you buy the finest in guns. They cost about forty-five hundred dollars each. They last for generations. When you buy the two great tapes — one of the one the computer company makes — you buy the most durable, most reliable computer tape around. Naturally, they cost more. It's not surprising, therefore, that they make tapes after tapes after tapes without a drop-out. The two great tapes are pretty much alike in total performance. But although each is exquisitely crafted to perform amazingly, they are not identical. You'd have to use them both to know exactly what each can do. It's the same with the two great tapes. They aren't exactly alike. In fact, some tape users insist that our great tape outperforms the other. Could be. Brochure? Specs? Write us at 810 Memorex Park, Santa Clara, California 95050.

MEMOREX

★ ★ ★ MAG SHORTS ★ ★ ★

DIVOTEERS

The Divoteers held their first golf tourney of the new year at Pleasant Hills, Saturday, February 11 and for the first time there was a flight for the ladies.

Guess who had the lowest net score for all three flights playing that day. Right. A lady, Hazel Himan, won her flight with a net 67. El Philleppe won the first flight with a net 70 and Boyd Deel and Warren Gobin topped the second flight with 70's.

John Lowe and Bob Wallin finished second and third behind Philleppe. Jerry Tipton came in second to Deel and Gobin Marcia Burkhart, wife of the "Memorex Golfer of the Year", was three strokes behind Hazel with a 70.

The next tourney is coming Saturday March 11. It will be at the Hillview Public Golf Course, starting at 7 a.m. Ladies are again invited to participate, providing, of course, that they don't beat the men too badly this time.

Don Horn, club handicapper—warns that all golfers who wish to be eligible for the playoff tournament at season's end must have handicap cards by the March 11 tourney.

Sunday, April 16 is the date set for the third tournament of the year. It will be at Riverside Golf Course and starting time is 11 a.m.

VOLLEYBALL

A volleyball team has been formed to play in the Santa Clara Parks and Recreation Department league. The squad has already played its first two games.

They play at Buchser High School, on Benton in Santa Clara, every Thursday evening. Games start between 7:30 and 10, depending on the night. The players would like to have a rooting section in the stands, so here's a chance for all your sports fans to see some fast moving volleyball for free in a nice warm gym.

The team is composed of Phil Connelly, Bob Mathews, Ed Horn, Rosey Jones, Tom Koon, John Raczynski, and Kit Weaver.

THEATER NIGHT

A date will soon be set for MAG members to attend a Memorex Night at the nearly completed Century 23 Theater in San Jose.

Members will receive reduced rates to see Hawaii sometime in April.



Shown here is the phantom fisherman, on a previous MAG ocean excursion.

FISHING TRIP

What can you do with 20 pounds of fresh ocean fish?

Well, you can use it to take up space in your freezer, give it to the neighbors, donate it to the local cat population, or you can even eat it.

Now that you know what to do with all that fish you ought to know where you can get some.

Bob Mathews, extension 258, is organizing what he hopes will be the successful successor to last September's MAG-sponsored ocean fishing trip, when 19 people caught a total of 400 pounds of fish.

The next ocean excursion leaves from Half Moon Bay at 6 a.m., March 4. The trip costs \$8.85 per person, but this includes boat, fishing equipment, 3-day license and liquid refreshments.

Call Bob as soon as possible if you want to go and have not yet paid him. He needs the money in advance. If enough people go on the trip \$2.50 will be refunded to each person.

SOFTBALL

The fast-pitch softball team has begun Sunday practice sessions, with about 15 men fighting for starting positions.

Beginning in March the team will practice on Thursday nights, getting ready for the opening of the Santa Clara Parks and Recreation Department C League season.

All positions are still open, so any men interested in playing on the team are invited to come out to practice sessions. Contact Bob Mathews for further information.

GRAVE-WINGERS

The number "13" may be unlucky for Pogo and his comic strip pals, but the Lucky Thirteens, a Grave-Wings bowling team, seems to be doing pretty well with it.

Lucky Thirteeners Barbara Smith, Carl Cheadle, Sharon Katsinis and Rod Hefner are presently leading the league. They've won 16 and lost only four, while the second place Tea Totalers and the Who-Done-Its? are tied at 13 and 7.

Larry Leach, Marge Hill, Sandy Selleck and Bill Pratt are the Tea Totalers. Who-Done-Its? are Trini Arballo, Dave Jensen, Rebecca Reddin and Larry Reddin.

Last month's first place team, The Nameless (Dolores Jaramillo, Helen Fabela, Trini Fabela and Chuck Sanders), has slipped down to seventh place. Guys & Dolls (Jan Vielguth, Nellie Thielsen, Chuck Rimer and Dick Bradish) and Tigers (Bob Aird, Dorothy Rickenbacher, Nora Bucks and Dennis Williamson) are tied for third place.

A half game behind them are the Holy Rollers (Gary Chambers, Virginia Jennings, Ed Piasecki and Jim Banks).

High scratch game for the men is a 247 by Bill Pratt. High series is 612 by Walt Kramer. Handicap high game is a 276 by Pratt and handicap high series is a 705 by Larry Reddin.

High scratch game for the women is Nora Bucks' 218 and high series is also Nora Bucks. Handicap high game is—who else?—Nora Bucks with 252, while handicap high series is none other than NORA BUCKS.

WEDNESDAY BOWLING

Wednesday, February 15 was a big night for several Mixed League bowlers.

Mike Munson rolled a 254 game and followed it with a 205, for a 653 series—high for the night and for the season. Keith Gerry also topped 600 pins, with a 605 series.

Mel McPherson had a 234 game and a 591 series. Three other bowlers topped 200. Rod Hefner had a 212 game, Bob Faltynski rolled a 205 and Rosey Jones had a 204.

Marks of Sorrow and Kasual Kats are leading the team standings with 15 and 5 records. Russ Rousseau, Miki Rousseau, Linda Mancini and Alt Case make up the former team. Kasual Kats are Dick Ray, Claudine Perkins, Bob Wallin and Thurm Milliren.