

# MEMOREX INTERCOM

VOL. 4, NO. 3

NEWSLETTER FOR EMPLOYEES

MARCH, 1967

## BRUCE JOHNSON WINS VEGAS TRIP

### President Announces 1966 Point Value of \$575,479

Memorex and its subsidiaries will contribute \$575,479 to Profit Sharing for the year ended December 31, 1966, announces Laurence L. Spitters, President.

This contribution represents 10% of \$5,754,790, the Company's 1966 net profits before income tax and Profit Sharing deductions.

The \$575,479 will be distributed among 818 eligible employees who have a total of 42,796 service and compensation points, according to the final audit just completed by Joe Cerny, our internal auditor.

The Point Value of \$13.45 for each Profit Sharing point means that all eligible employees will receive in their Profit Sharing accounts \$13.45 for every \$100 of wages on salary received during 1966 while a member of the Plan. This amounts to a savings and investment program for each member of over 13% of his or her annual compensation.



Bruce Johnson, right, Profit Sharing Contest winner, is rarin' to go on his weekend trip to Las Vegas. Seeing him off at the Building C stairway are, from left, Ursula Nevins (with his tickets), Bill PerLee (third place winner), and Beverly Smith (second place).

### Easter Egg Hunt Planned for Kids

**This notice is just for children between two and 10 years of age; however parents may read it to the pre-schoolers.**

Saturday, March 25, there will be two big MAG sponsored Easter Egg Hunts for kids in the two to 10 year age group whose parents work at Memorex.

The Easter Bunny, cleverly disguised as Gerry Miranda, will be out in the field at the west end of Shulman helping add to the day's fun.

The first hunt is for kids between ages two and six. It begins at 12 noon and lasts for one-half hour.

When they finish, the seven to 10 year-olds will get to hunt in another nearby area.

All you need to bring are yourselves, your parents, and a container for the eggs you find. You'll also need sharp eyesight to spot the two types of special eggs hidden in each area.



Judy Ferrari hands Wil Yamada a hatful of cash, his prize for winning the Point Value Contest pool. People from the financial and personnel areas, not eligible for the Sahara Safari Contest, chipped in their own money to make up the pot Wil received.

### Bev Smith Second, Bill PerLee Third

Bruce Johnson of Electronics Maintenance won the fabulous Sahara Safari to Las Vegas, a weekend for two at the magnificent Sahara. He submitted the closest entry in the contest, winning the first prize by estimating the Point Value to be \$13.4465.

His prize entitles him to a jet flight for two to Las Vegas, three great days and two delightful nights at the luxurious Sahara Hotel, and dinner and a show in the famous Congo Room.

Winner of the second place prize, a \$50 U. S. Savings Bond, is Beverly L. Smith of Finishing, whose Point Value estimate was \$13.4528. The third prize, a \$25 U. S. Savings Bond, goes to William PerLee of Physical Research, for an estimate of \$13.4562.

On February 17, the Contest's closing date, 370 Memorex employees had submitted estimates of the 1966 Profit Sharing Point Value ranging from \$5.2281 to \$84.6999. The largest percentage of the estimates fell in the \$12 to \$13 range.

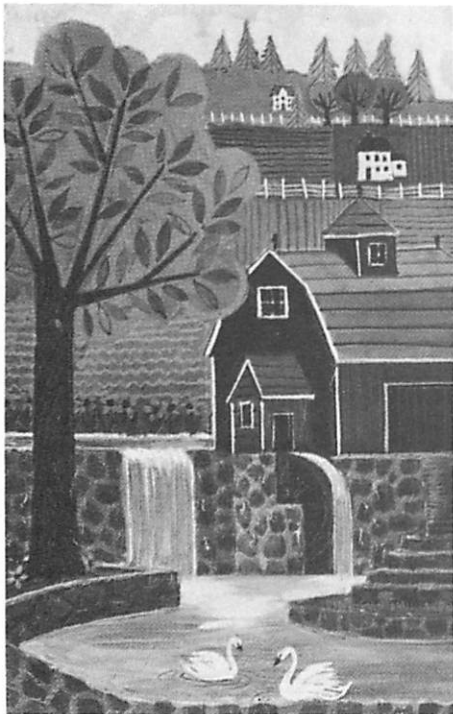
Names of the contest winners were released today by the Profit Sharing Executive Committee. The members of the Committee, which also set the rules of the contest, served as contest judges. Decisions of the judges are final. The Executive Committee extends its congratulations to the winners.

(More on Page 2, Column 3)

### Stockholders Meet Here Next Month

The annual stockholders meeting will be Friday, April 21, at Memorex in Santa Clara. Tentative time is 2 p.m. and it will probably be in the cafeteria. Stockholders will receive additional information shortly.





### Spring Jewel

Washed in the sparkling snow,  
Dried in the sun's magic ray,  
The earth has a jeweled glow  
At the dawning of Easter Day!

—REGA KRAMER McCARTY

## Free X-Ray Services Offered in County

This is the time of year for people to have problems with pneumonia, bronchitis and tuberculosis. The first two illnesses have painful symptoms, but you can have tuberculosis and not feel sick.

Don't take a chance. Free chest screening X-ray services are being offered in Santa Clara County.

There are three X-ray locations. One is at the San Jose City Health Center, 151 W. Mission St., San Jose. It is open Monday through Friday, from 10-11 a.m. and 4-6 p.m. The unit will be closed on all Civic Center holidays.

Another unit is at Santa Clara County Hospital, on San Jose-Los Gatos Road. It is open Monday through Friday, from 8 a.m.-12 noon and 1-4:30 p.m.

The third unit is the Chestmobile X-ray van. It will be at the Purity Store, on McKinley and Mathilda, Sunnyvale, the third Tuesday of every month. It will be open from 2-6 p.m.

The Chestmobile will be closed during the month of July and on all national holidays.

All minors must be accompanied by a parent or guardian, or must present a signed consent slip for a chest X-ray.

## Information Services Manager Hired

Gordon Shepard, Company treasurer, recently announced that Paul Hodge has joined Memorex as Manager of Information Services.

Paul will be responsible for developing and implementing the Company Management Information System. Part of this project will be to supervise installation and operation of the IBM 360 computer that is expected to be in use by mid year.

More will be said about the computer when it arrives.

Paul most recently was employed by California Cannery and Growers of San Francisco. He has also worked for Monroe International, Inc. and Shell Oil Company.

## Director Appointed For Europe Offices

John Eastling has been appointed Managing Director, International Operations, Europe, according to Gene Rogers, vice president of Administration.

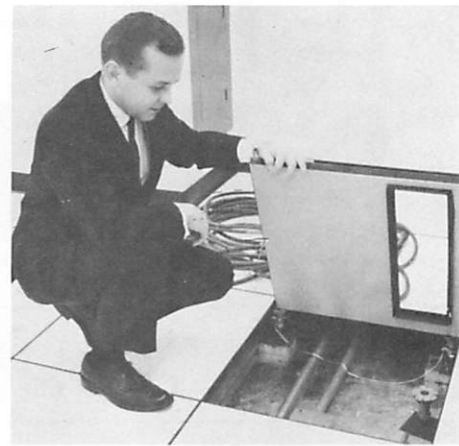
John will replace Jim Guzy, who is returning to the United States to fill a senior management position in Peripheral Systems Corporation, a subsidiary.



John has been with Control Data Corporation for the past several years, serving in a variety of responsible positions. He received an AB in Engineering and Applied Physics, as well as an MBA, from Harvard University.

John has been in Santa Clara since March 13 to learn about Memorex. He is also visiting Disc Pack, Comdata and Substrate. He will be dividing his time between Santa Clara and Europe until July, helping with the transfer of duties from Jim Guzy to himself.

John's wife and two children will live in Minneapolis, Minnesota, until the school year ends. His family will then join him permanently in Europe.



Paul Hodge, new manager of Information Services, inspects part of the sub-floor in the third floor computer room in Building C.

## Bruce Johnson Explains Secret Method for Winning Vegas Trip

Profit Sharing Contest losers are probably asking themselves what went wrong with their point value calculations.

Bruce Johnson, this year's Sahara Safari winner, missed the point value by a mere one ten-thousandth of a percent. How did Bruce come up with his answer?

His reply to this was so original it must be true, though it probably won't help anyone win next year's contest.

He says "I picked 13 because I equate it with Las Vegas. I also figured 13 was an unlucky number—I always lose with it. The last four digits of my answer are from my mother's phone number."

Bruce adds that he worked out the answer mathematically, but didn't come close to getting it right.

Beverly Smith, second prize winner, figured her answer mathematically. She used information from last year's contest results, hints from "Profit Sharing Pointers", and other financial information.

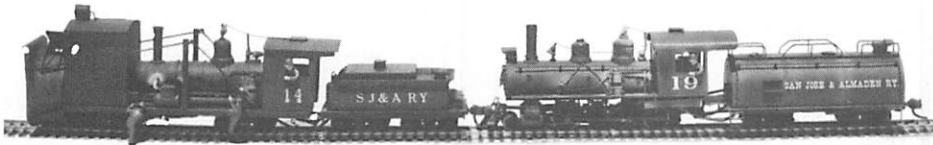
Third place went to Bill PerLee, who drew graphs to arrive at his answer. After hearing Bruce's secret method Bill commented "I wish I'd used a phone number."

## MEMOREX INTERCOM

NEWSLETTER FOR EMPLOYEES

Gary Williams  
EDITOR

STAFF:  
Sara Millar  
Susan Dunn  
Roger Cook



## ERIC BRACHER — BUILDER, COLLECTOR OF MODEL TRAINS

"Eric are you going to let your kids play with your trains?"

This question was put to Eric Bracher, specifications co-ordinator, after we had seen a small sample of his valuable model train collection. His answer was "Definitely not!" At the present there is no problem, since Eric and his wife have no children.

He has good reason to be cautious about who runs his models; however, because his collection is valued at about \$8,000. It includes 150 different types of H-O gauge steam and diesel locomotives, plus many railroad books and pictures.

Eric became interested in trains while in grammar school, but didn't really begin to collect models until

tremely important to Eric and his fellow model railroading hobbyists.

He says he knows a retired jeweler who enjoys model train building. This man makes tiny rivets for his H-O gauge models out of wire. He also makes working hinges that are so small you need a magnifying glass to see them well.



In 1961 Eric helped organize the California Central Model Railroad Club. It is because of this club that Eric spends most of his Monday and Friday nights at Agnew. The group has a clubhouse in the old Southern Pacific Depot at Agnew and those are the nights members gather there to work on their 300 foot H-O gauge layout.

The depot, which was constructed in 1878 by the now defunct South Pacific Coast Railroad, is pictured in the top right corner of this page. The other pictures on this page, with the exception of the two close-ups of the trains, were taken inside the clubhouse.

The layout inside the building includes two switching yards, several complicated looking control panels which are covered with lights and switches, and a number of model trains.



At one end of the old depot is a balcony which serves as the center of control when the trains are running. The men at the controls in the balcony can see the entire layout and they make sure that everything runs smoothly.

Eric is also in the 14,000 member National Model Railroad Association. He is presently serving as chairman on a committee for that group. The committee, he explains, is set up to make sure that model train manufacturers meet rigid standards of construction. They work in a fashion similar to Underwriters Labs. If trains are not built correctly they are not approved and pressure is brought on the producer to fix them.

After talking to Eric for a while we jokingly asked him what he does in his spare time. Well, we found out. When he's not at work, the clubhouse, at a model railroad convention, or building a locomotive, he relaxes — by constructing hi-fi's, taking movies, or collecting guns.

What does his wife think of all his hobbies? Eric answers "Oh, she's used to them by now I guess."

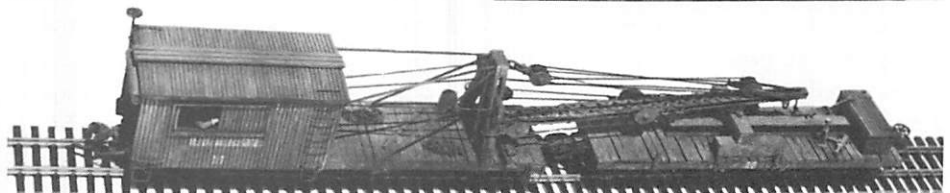


1960, when a friend showed Eric his train setup.

Eric then decided to give up model plane building, his hobby at the time, in favor of collecting and building trains. He says constructing trains is a painstaking job. It often takes as many as 200 hours to build one locomotive.

He starts with a scale plan and a bunch of bits and pieces from watches, clocks and the local hobby shop. Then, using jewelers tools, a small compressor, lathe, and a tiny welding torch, he fashions realistic looking locomotives.

The models he builds must look exactly like the real thing. Realism is ex-





# MAG HISTORY TO DATE

*Editor's Note: This is the last of a three part history of MAG.*

In the first two parts of this history, we have looked upon MAG as being a small employee association. For the first two years of its existence this was true. By the end of 1965, however, few people would have referred to MAG as being a "small" organization.

In the June elections of 1965, new members elected to the Board were Linda Mancini, who became Secretary; Ron Murphy, who became Treasurer; Jerry Newstead; and Bud Oliver. Dick Fletcher was elected President.

Arrangements for the 1965 summer picnic at Adobe Creek Lodge were carried forward. It was held on August 15 and was an unusually merry success, highlighted by a memorable, though unscheduled, pie-throwing contest which is still talked about today. No one knows exactly how it was triggered, but perhaps it was an expression of the Soupy Sales desire in all of us. It began as a pie-eating contest. In a short time, however, pies were sailing back and forth with some accuracy and great enthusiasm. Dick Vasey won the pie-eating contest. Who won the pie-throwing contest is unrecorded.

The Christmas party, held at the Bold Knight, was an equal, if less spectacular success. It rounded out another good year for the MAG.

In January, 1965, Bud Oliver of Quality Control became MAG's fourth president. During his term, as it had been true during Dick Fletcher's term, MAG began to dramatically reflect the tremendous growth of Memorex in its planning of social events. Income for MAG began racing upward toward \$25,000 a year. MAG membership soared.

By February of 1966, the company marked its 5th anniversary. Employment had increased so much that MAG was forced to look around for larger places to stage its activities.

Within the memory now of most employees is the 1966 Memorex summer picnic at Frontier Village. It was an extraordinary job of planning and coordination. For instance, 1200 10-ounce steaks were ordered to feed the adults. When everyone had been fed—

and it only took 2½ hours to do so—only three steaks were left, a logistical miracle.

Most of us warmly remember the 1966 Christmas party at the Fairmont Hotel in San Francisco. It was a grand night; a picture of elegance and grandeur not easily forgotten. In a way, the event typified the almost impossible task of MAG: how to arrange a small, cozy social gathering for a company of nearly 1000 employees. Twice a year the MAG must answer that question. Each year the answer is usually a different and exciting approach.

By Roger Wilson Cook



Sandy LeBaron is shown at work in the clean room. This is one of several photos which appear in color in the new annual report.

## Quality Control Begins Continuing Lectures

Quality Control has begun a continuing series of lectures which are designed to better familiarize people in that group with other areas of the company.

Lectures are on such topics as magnetics and magnetic recording. The talks are given by people in the Quality Control group, but an expert on the lecture topic is always in attendance.

Each person in the group receives one hour of training per week. One of the talks to be heard soon will be on the philosophy of Quality Control. It will be given by Stan Meyer.

## Eleven Piece Band To Provide Music At Spring Dance

Don Jay and his 11 piece band will provide the music at the MAG Spring Dance, Saturday, April 29 at the Little New Yorker on Martin Avenue, Santa Clara. Tickets, which are free to MAG members, are now available from Pat Kostelnik in the Personnel Lobby.

Hors d'oeuvres will be served during the evening free of charge and drinks will be sold for sixty cents per drink, according to the MAG Committee. The Committee stressed that the dance floor at the Little New Yorker is large so dance enthusiasts should have plenty of room.

Suggested dress is suits or sport coats for the men and cocktail or "dressy dresses" for the girls.

## New Annual Report Now Available

The 1966 Annual Report is now available to all those who have not yet received one. Approximately 6,000 reports have already been mailed to shareholders, debenture owners and employees who are not stockholders.

Twenty-thousand annual reports have been printed. They will be sent on request to security analysts, brokerage firms and other members of the financial community.

They are also sent to employees of our subsidiaries; and they're used for recruiting.

Robert J. McVicker, an outside communications consultant and writer, coordinated the project. He was also responsible for the report design.

Pictures were all taken by Don Shapero, a nationally known photographer, who lives in Palo Alto.

## Employment Manager Speaks On "Employment 1980"

Don Newton, employment manager, spoke on "Employment 1980" at the Thursday, February 23 meeting of the Santa Clara Valley Personnel Association.

Don was one of three men who took part in a panel discussion which was moderated by Jay Waste, of United Technology. The other speakers were John Moeller, IBM, and Emerson Craig, FMC.



# Special Ad Program for Video Tapes

Editor's Note: This is the second of a series explaining the new Memorex advertising program.

Two new Memorex products are being offered to video tape users this Spring and a special advertising program has been developed to introduce and promote them.

For the broadcast television industry, Memorex has designed the 78V high-chroma video tape which is expected to set the standard for high-band color applications.

For the second segment of the video market, the closed-circuit television user, Memorex will be introducing the 79 series video tape capable of operating on many varieties of helical-scan recorders.

The two video audiences differ to a large degree and the advertising objectives reflect this.

Broadcast TV users are highly technical engineers located in approximately 800 U. S. television stations and the many foreign stations equipped with video recorders.

Since the TV station engineer is so quality conscious, 78V specifications and advantageous competitive claims are stressed in our ads, brochures and direct mail pieces. The audience is easily identified. All tape features are "hammered home" to the user.

Ads appear in three trade magazines: *Broadcasting*, *Broadcast Engineering* and *Broadcast Management/Engineering*.

Memorex 78V will be officially introduced at the annual National Association of Broadcasters Convention staged in Chicago, April 2-5. More than 900 TV personnel, representing most of the stations, will view the live demonstration of 78V capabilities.

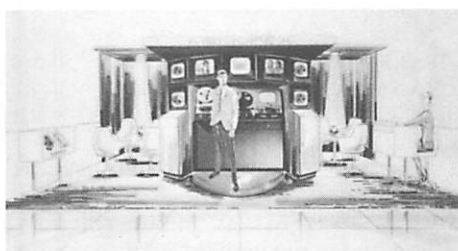
The closed-circuit TV operator has relatively little knowledge about the use of his equipment. The tape market here is large in total volume, but the customers are highly dispersed and the number of reels annually purchased by any single user is relatively low.

Our advertising objectives in this area are to locate the potential buyers through magazine advertisements and

to them offer helpful information not only regarding magnetic tape, but information about video recorders as well.

A consistent direct mail program is important as the user is begging for informative literature. Memorex will exhibit its new 79 series CCTV tape at the annual National Association of Educational Broadcasters Convention later this year.

By JERRY KELLY,  
Advertising and Promotions Manager



This is a drawing of what our NAB exhibit in Chicago will look like.

## NEW HIRES

Memorex welcomes its new employees who were hired during the months of January and February.

Penny Nordeman, William Dwyer, Wilbur Yamada, Froukje Dumont, Beverly Morris, Jackie Sparano, Steve Sullivan, Maria Zepeda, Jose Hermosillo, George Kelly, William Sholes, Shirley Potter, William Stanaway and Elmer Holt.

Dolores Hightower, William Mick, Robert Montgomery, Ralph Shade, Robert Aird, Manuel Madrid, Jack Francis, Ronald Gross Rosemary Metzzenberg, Betty Binford, Sidne Hanway, Timothy Sides and Evelyn Auldrige.

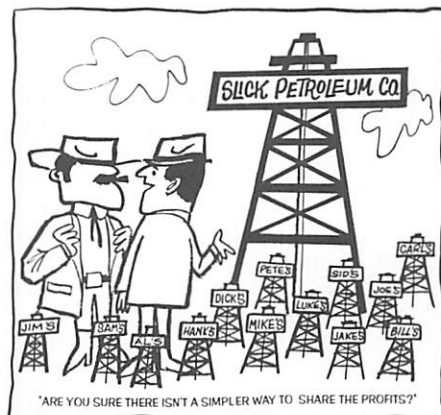
David Carroll, Albert Cooper, Terence Kerwin, Walter Zemaitis, Edward Heally, Dale Murphy, William Avilla, Rupert Newmiller and Bonnie Anthony.



Looking at a Memorex exhibit in Japan are these engineers from the Japanese electronics industry. They were just two of more than 7,000 participants in a six-day Electronics Systems and Instrumentation Exhibit in the United States Trade Center in Tokyo, February 20-25.

More than 100 western electronics executives from 65 companies went to Tokyo to meet with Japanese industry leaders, inspect plants and laboratories, and look for sales representatives.

The Western Electronics Manufacturers Association (WEMA), to which Memorex belongs, arranged the tours and exhibit because of the industry's growing interest in overseas sales.





# ★ ★ ★ MAG SHORTS ★ ★ ★

## DIVOTEERS

Through rain, sleet, hail and snow comes the ever dependable mailman.

As he sloshes up the walk with a handful of soggy mail he often passes the avid golfers, who are just as determined as he is to ignore the weather.

Such was the case on a rainy Saturday, March 11. Nearly 20 golfers turned out for a Divoteers tourney at the Hillview Golf Course.

The first flight ended in a three way tie between Alt Case (gross 85, net 75), Ben Kimura (gross 89, net 75) and Willy Opp (gross 93, net 75).

Second flight winner was Dan Jones, who splashed his way to a net 69. Russ Rousseau was second with a net 71 and Gary Stevens came in third with a net 72.

Ann Bassford and Marcia Burkhart were the only two ladies to brave the weather, so there was no ladies flight.

The next tournament will be Sunday, April 16, at the Riverside Golf Course. Starting time is 11 a.m. Divoteer officers have put in a special plea for good weather on April 16. They would also like to see more ladies out to play golf, no matter how poorly, or how well they play.

After all, it isn't whether you win or lose. It's how high your handicap is that counts.

## GRAVE-WINGS

Guys and Dolls, the bowling team—not the musical, has a two game lead over the second place Four Aces, in the Grave-Wings bowling competition.

The leaders (Vic Mayer, Nellie Thielsen, Chuck Rimer and Dick Bradish) have won 27 and lost 13. Four Ace's (Bess Nicosia, Angie Montoya, Eldon Rice and Harris Stewart) have won 25 and lost 15.

Who Knows? (Matt Bargel, Masako Lagier, Mary Stein, Ron Porter) are in third place, followed by last month's leaders, Lucky Thirteens (Barbara Smith, Carl Cheadle, Sharon Katsinis and Rod Hefner).

## WHAT DO YOU KNOW?

Do you have a hobby? Do you know a fellow employee who has an interesting hobby? Do you know about events that occur in the plant that Intercom should know about? Do you have a talented child, or family member you'd like to tell us about? Intercom prints news about people and events at Memorex. We need your help to do a better job. Please contact Gary Williams, in Personnel, if you have news.

## CITY BOWLING TOURNEY

Ann Bassford is presently leading the B Singles Division of the San Jose City Bowling Tournament.

Ann had a 668 series, with a scratch 548. Joanne Gerry, wife of Keith Gerry, is fourth in the B Division, with a 647 series (545 scratch).

Final tournament results are not yet in, but members of the MAG sponsored men's team say they will definitely not be among the winners.

More than 6,000 keggers took part in the month-long tourney.



Cal Strobele listens as Marty Jenkins gives a talk at the Monday, March 6, Toastmasters Club meeting.

## SOFTBALL

The men's C league softball team is still looking for additional players. The group has switched practice sessions from Sunday to Thursday evenings.

Manager Bob Mathews says the team will play on Thursday nights when the fast-pitch softball season opens in April.

Bob is also looking for girls who are interested in playing on an all-girl softball team. So far 11 girls are on the team, which will practice on Thursdays and play on Mondays. His extension is 258.

## FISH TRIP

The latest MAG fishing trip was either a success or a failure, depending on who you talk to.

Nearly all of the 48 people who went came back with something. Many came back with fish. A few came back seasick.

The only real casualty was a sombrero that jumped ship to join the white caps on the choppy water.

Biggest catch of the day was a 12 pounder, hauled in by a guest of an employee.

## VOLLEYBALL

The volleyball team has assured itself of at least a tie for first place in the Santa Clara Parks and Recreation League.

The squad, a hastily formed last minute entrant, leads the league with a perfect 4-0 record. The second place team has lost two contests and there are only two more to go.

Coach Bob Mathews confidently predicts that he will be presenting championship trophies to squad members at the MAG Spring Dance. He also confided that the team owes a great deal of success to Phil Conley, who "knows all the rules and argues a lot for the team."

## SUMMER BOWLING

The formation of a second Summer Bowling League, which will meet on Friday nights at the Futurama Bowl, has been announced. The original league will continue to meet on Wednesday night at the Moonlight Bowl. Both groups will meet at 6:30 p.m. and will be mixed handicaps leagues. All Memorex employees and their spouses are welcome to join either group. The starting dates for summer bowling are May 5 for the Friday group and May 10 for the Wednesday night people.

Interested people should contact Sue Sheely at ext. 232 or Howard Burkhart at ext. 244.

There is also a league for swing shift and grave shift people. It bowls on Friday mornings. Call Larry Reddin, ext. 342, for information.

## MIXED LEAGUE

Marks of Sorrow and Kasual Kats are still tied for first place in the Mixed League Bowling standings. They have identical 22 and 10 records.

4J's is one game behind, in third place with a 21 and 11 record. Toppers and Drifters are tied for fourth, both having won 19, while losing 13.

Tom Idemoto has the highest average so far, with a 189. Mike Munson and Mel McPherson are both averaging in the 180's.

Mike Munson has rolled a high series of 653. Mel McPherson, Keith Gerry and Jim Banks have all bowled 600 series'. Marion Jones has a 590 scratch series, which is high for the ladies. High handicap series goes to Jim Banks with a 666.