

MEMOREX INTERCOM

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JULY, 1967



This sight look familiar? It should to the employees who've been here awhile and seen how fast we out-grow our buildings. This new construction in the west parking area is for more than 40,000 square feet of manufacturing facilities and a maintenance building. More information will be available next month.

Family of Video Tapes Developed Just For Helical Scan Recorders

A new family of video tapes, designed specifically for all helical scan recorders, has been developed, field tested and is now in production.

The Memorex 79 series of video tapes features a new binder formulation providing extra durability, fewer dropouts and longer still frame life.

A higher signal-to-noise ratio is the result of the tapes improved uniformity. Ultra-smoothness has indicated in tests low abrasive characteristics for longer head life.

The 79 series tapes are available for all helical scan recorders in all standard configurations and lengths.

Memorex developed this new type to satisfy a need for better quality video tape in educational, industrial training and medical applications. Special treat-

ments make the various 79 tapes ideal for use on Ampex, Sony, Norelco, Westinghouse and all other helical scan recorders.

The 79 series video tape will be sold not only through the 55 Memorex salesmen in the United States and Europe, but also the many domestic and foreign distributors recently established.

TRAVEL INSURANCE

Effective since June 29 when our previous insurance policy expired, all employees are covered by up to \$100,000 travel accident insurance. The coverage applies to all employees of Memorex and our subsidiaries, but only when traveling on business.

June Good To New Salesman

Steve Walsh had two good things happen to him in the month of June. He received his Master's Degree in Business Administration from San Jose State and he was promoted to Sales Engineer.

Steve, who has been here for two years as a Sales Service Specialist in the Marketing Division, will be serving Northern California computer tape accounts. Since July 1 he has been working from our district office in Belmont, which is just a few miles up Bayshore freeway from Santa Clara.

He has been preparing to become a Sales Engineer since coming to Memorex from his previous job at Lawrence Radiation Laboratory. Steve's worked with our customers in the Bay Area because of his former duties here and in visits to their places of business with other Sales Engineers.

Steve says he "feels very fortunate" that he and his family will not have to move from this area, since he was raised in San Jose. He is also a fourth generation native Californian.



Steve Walsh



PROFIT SHARING POINTERS

By JOHN MORSE



PROFIT SHARING PROGRESS REPORT

On June 1, Memorex Profit Sharers had \$888,000 in their Profit Sharing accounts. Currently, there are approximately 700 employees who have shares in the 1965 and 1966 contributions and in the Profit Sharing investments. More recent employees will share in the 1967 contribution.

In the First Quarter, the amount set aside for the 1967 Profit Sharing contribution was \$154,000, compared to \$108,000 in the First Quarter of 1966. The results of the Second Quarter and its Profit Sharing figure will be announced in the next INTERCOM.

The following figures summarize the quarterly amounts set aside for Profit Sharing contributions since the beginning of the Plan in 1965:

Quarter	PROFIT SHARING RESERVE (Thousands of Dollars)		
	1965	1966	1967
1	\$ 57	\$108	\$154
2	54	149	?
3	61	150	?
4	108	168	?
Total	\$280	\$575	

For 1965, Profit Sharers who were members of the Plan for the entire year received in their accounts amounts equal to 10.7% of their annual base compensation. In 1966, Profit Sharing allocations were 13.4% of annual base compensation.

PROFIT SHARING INVESTMENTS

Memorex's annual contributions are held in trust by the Bank of America and are invested in common stocks, bonds and other assets. At present, approximately 13% of the Profit Sharing funds are invested in Memorex's Convertible Debentures. Of the total funds, approximately 20% are invested in U. S. Government bonds, real estate loans and corporate obligations.

Approximately 80% of the Profit Sharing funds are being invested in common stocks. These investments are being made through the Bank of America Pension/Profit Sharing Fund which purchases the common stocks of major corporations in the research and technological industries (approximately

30% of the Fund's assets), consumer industries (20%), financial institutions (15%), public utilities (12%) and other industries.

The Executive Committee of the Profit Sharing Plan is now reviewing other investment management alternatives. The purpose of this review is to determine whether there are other investment vehicles or investment managers which will produce larger incomes and capital gains from the Profit Sharing investments, yet still maintain the investment risks within acceptable limits. The results of the Committee's review and its decision will be announced to all members of the Plan.

The future of Memorex Profit Sharers should be financially rewarding. Our Profit Sharing investments, if they grow at the historical rate of the Bank of America Profit Sharing Fund, should be 2.8 times greater in ten years (\$1,000 will grow to \$2,840). The Executive Committee will make every effort to determine whether this growth rate can be improved. Annual contributions should increase our Profit Sharing at an even greater rate. The amount of this increase will depend on each one of us and how well we do our jobs. In the long run, our individual job performance will determine Memorex's profits and our Profit Sharing.



"What do you mean — we just started profit sharing?"



Diane Read, left, watches as Pam Carlson presents Don Brissenden with a letter telling him he has been elected to the MAG Board of Directors. Others just elected are Sue Sheely, Hazel Himan and Geri Johnson.

Monday Garage Fire Wakes Neighborhood

Are you usually awake when you leave for work on Monday morning? I'm not either, that's why I looked down the street at the billowing smoke on a recent morning and thought "Hmmm, 7:45's a strange time for a barbecue."

I almost dismissed the matter from my mind, but curiosity finally sent me down the street to investigate.

The smoke was rolling out of the garage of one of our neighbors as I drove up in front of it. I saw the blur of a white station wagon as it flew backwards out of the garage and stopped across the street. A lady jumped out and ran back to grab the hands of two small children who had just run from the house.

I grabbed a small fire extinguisher from my car and dashed up the driveway, but the fire was too big. So I ran over to turn on a faucet which had a hose coiled on it. As I grabbed the hose the wail of a fire truck's siren sounded from about three blocks away.

For a second I could envision me spraying out the remnants of the now roaring fire as the firemen rolled up. Unfortunately, the hose wouldn't reach.

The fire truck arrived and the men quickly had the blaze under control.

(Continued on Last Page)

New Benefit Offers Protection Against Income Loss

An important new benefit is now being offered that will enable Memorex Employees to protect our most important asset—our ability to work and earn a living. Called Long Term Disability Insurance, the new plan is being offered to all present full-time permanent employees who are less than 65 years of age and are United States Citizens.

Employees of our subsidiaries and all employees who are U. S. Citizens working in foreign countries are also eligible for the plan.

If 75% of our employees enroll in the plan before it becomes effective on August 1, the insurance carrier, which is one of the largest and most stable in the world, will accept everyone regardless of any existing health problems.

Long Term Disability Insurance will provide an income if you are disabled as the result of sickness or an accident, whether it occurs on the job or off.

It does not cover losses caused by or resulting from attempted suicide or intentionally self-inflicted injuries, war or any act of war, or pregnancies.

"TOTAL DISABILITY" DEFINED

The insurance company's definition of "total disability" is very liberal. A person doesn't have to be permanently disabled, and his own doctor certifies his disability. Also, home or hospital confinement is not required for a person to collect Long Term Disability Insurance.

During the first two years of disability, "total disability" means inability to perform the duties of one's regular occupation. For disability continuing beyond two years, "total disability" means inability to engage in any substantially gainful occupation for which one is qualified or may reasonably become qualified.

INSURANCE NEEDED

What the above paragraph means is that you can collect Long Term Disability payments if you become sick or are injured so that you can't work at your regular job for up to two years. To collect payments for more than two years you have to be sick or injured so that you can't earn a living at any job you are qualified to hold, or can be trained to hold.

Many people feel they don't need such insurance because they never get sick or because they already have a good insurance policy. But there are a lot of families each year who find

themselves in financial trouble because something happens to keep the wage earner from working.

It's a frightening but true fact that at age 35 a man has one chance in three of being seriously disabled for an average of five years.

This new low-cost high-protection insurance plan will protect you and your family against the possibility of having to make ends meet for a period of time without an income.

PAYMENT EXPLAINED

The plan provides 66 2/3% of your monthly earnings, up to \$1500, each month should you ever be disabled for more than 30 consecutive days. It will pay that amount until you can return to work or until you reach retirement at age 65.

The payments are reduced when you are covered by benefits provided by law, such as State Disability, Workman's Compensation and Social Security. But the plan always provides at least 20% of your monthly salary—no matter how many other benefits you have. Individual insurance policies do not effect your Long Term Disability payments.

A last, but very important benefit is the cost.

First, the group rate for this plan is only 20% as much as it would be on an individual basis. Second and best of all, Memorex thinks the plan is so important it will pay half of your premium.

HOW TO FIGURE COST

Your monthly salary determines the cost of your premium. The insurance company defines salary as "basic salary"—not overtime or bonuses. To figure your monthly cost, take your base pay and multiply it times .004. Then take the resulting figure and divide it in half.

For example, let's use \$400 as a base pay. Multiplying that amount times .004 gives us a monthly premium of \$1.60. Take off the half the Company pays and the cost is only 80c per month, or \$9.60 per year.

If you do some more figuring using your own base salary you'll find that one month of full disability payment will equal about 56 years of your premium payment.

Whether or not you decide to enroll in the plan please remember that all applications must be signed and re-

turned by July 28. Also remember that 75% of our employees are needed if the health checkup is to be waived. If you wait too long to get your application in you will have to pass a physical examination at your own expense.

Before you sign your application one way or another, ask yourself if you can afford to take the chance of having to go without a paycheck for any length of time, especially when you can get such excellent coverage for so little money.

Enrolling in the Long Term Disability Plan could be the best investment you'll ever make. We hope you'll never have to use it, but why take the chance?

Employee Speeches Offer Helpful Tips

Some of the manufacturing areas of the plant have a policy that safety speeches must be given each month by the employees and by their supervisors.

It has been found that this helps to keep everyone in these groups aware of the need to be more safety conscious.

One of the talks, given recently by Ron Villanueva, stressed the importance of good housekeeping. He said that accidents often are caused by people who forget to put tools where they belong when they are not in use.

He says, "I think safety is reason enough for all of us to read, learn and follow the Company's rules for housekeeping." Ron reminds us that this type of housekeeping is "part of our jobs."

Another speech, by Howard Sigger, a grave shift coating operator, points out that there are nearly 100,000 fatal accidents in the United States each year. About 88% of these are caused by people who do unsafe things. Howard's statistics help to prove what Ron said about the need to be more careful in our jobs.

Both these talks were given by men who work in manufacturing areas, but we should all keep in mind that the same operation of our plant is the responsibility of each of us.



BYE BYE BUGGY



In the United States today, every minute of every day, an automobile is stolen. Last year half a million Americans found themselves the victims of auto theft—one of this country's most frequent, expensive and serious crimes. Cars are stolen from almost every conceivable place — from private homes, business establishments, shopping centers, public garages, parking lots (airport terminal lots are favorite targets for thieves), new and used car lots. In fact, one bold fourteen year old thief recently spotted a trailer loaded with brand new cars and after the driver went off for donuts and coffee he drove the whole rig away.

SKILLED THIEVES

Automobiles are stolen for a variety of reasons. One is the easy profit motive of the professional car thief. Recently, New York police broke up a gang of such professionals, men who "worked" only one day a week and yet made \$100,000 a year. A "customer" would put in an order, giving his preference for model, make, year, and even interior decor and accessories. Within five hours the vehicle would be delivered to him, complete with title papers, at half the retail price.

Professional thieves are so skilled that it takes them only a few seconds to break into an automobile and get it moving. Their tools are usually simple: a coat hanger, a paper clip, pliers, a screwdriver. Master keys, available commercially at a minimal cost, facilitate thefts. And if professional thieves wish to "strip" or "cannibalize" a car by removing all its valuable parts, they can do so in 90 minutes, leaving just a shell.

YOUNG STEAL CARS

But not all car thefts are by professionals for resale. Nearly 90% of stolen cars are recovered by the police relatively soon after the theft, although their condition is likely to be considerably worse. In fact, the average damage to a *recovered* stolen car is more than \$200. The average loss for unrecovered vehicles exceeds \$1200.00.

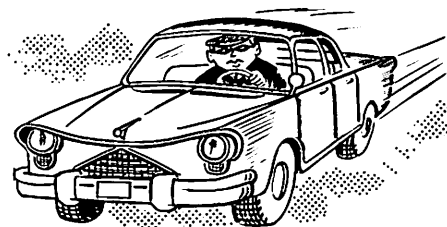
One of the most serious aspects of the problem of auto theft is the fact that it is essentially a crime committed by young people. Over half the cars stolen each year are taken by youngsters 17 years old or less. Auto theft is thus a frequent first offense for young

people. As such, it often serves as a springboard to careers in crime.

In addition to being the first step by which a young person may embark upon a life of crime, auto theft also creates serious traffic hazards. If the thief is not a skilled driver, he is obviously a menace on the road. A recent survey showed that over 24% of stolen autos were involved in accidents.

Also, the thief knows that he and the car are "hot". The fear of apprehension is always with him. If he encounters a police car, he may set in motion one of those dangerous high speed chases that will end tragically in death or serious injury to himself and to innocent people.

These facts make it clear that auto theft is a critical problem. It is growing more serious every year. Maybe it seems that the average citizen can do little except hope that his car is not on some



car thief's list. Against the organized gangs of professional thieves he might not be safe with a Sherman tank. They could probably find a way to drive it off before the red flag on the parking meter went up. But professional gangs account for only a small percentage of auto thefts. About the rest, the average citizen can do a great deal.

In fact, the citizen is probably the *only* person who can. The solution is literally in his hands—the keys to his car. By forming the simple habit of removing the keys from the ignition *and* locking the automobile when he leaves it, the probability that his car will be stolen decreases by about 50%. One of the most exasperating features of auto theft is the fact that nearly half of the cars stolen are literally given away by owners who leave their cars unlocked, with the keys in the ignition. When asked about this, one 15-year old thief said: "I think that if a person leaves the keys in his car, he *deserves*

to have it stolen". The key in the ignition is an invitation to theft, too frequently and promptly accepted.

In addition, eighty percent of the cars that are stolen are left by their owners with doors unlocked. Even an experienced car thief will think twice about breaking into a locked car. Youngsters who start out simply with the idea of a joyride are often discouraged when they can't find unlocked autos with keys in the ignition. Frequently they abandon the whole idea.

OWNERS INVITE LOSSES

One final problem deserves attention. The car owner often extends an invitation to theft by leaving valuable property on public display in his car. A car is not a bank vault. If tempting valuable must be left in a vehicle, they should at least be hidden from sight. Every year millions of dollars worth of personal belongings are lost because their owners left them in plain view for thieves to steal.

A simple fact stands out in this discussion. Just as one type of driver negligence causes automobile *accidents*, so another type of neglect causes auto *thefts*. Greater care by the driver in properly securing his car have an important effect in reducing such thefts. This conclusion is not mere speculation. It has been *proved*, in communities where the importance of removing keys and locking cars has been brought home to drivers.

The simple habit of removing the ignition keys, concealing valuables, and locking the car can frustrate many a young person when he succumbs to initial temptation, and head him off from a career in crime. And it will make driving safer for innocent people.

Furnished by the U. S. Department of Justice

MEMOREX INTERCOM

NEWSLETTER FOR EMPLOYEES

Gary Williams
EDITOR

STAFF:
Sara Millar
Susan Dunn
Roger Cook

FOCUS

on the Computer Room



From top left, the forklift operator watches nervously as the central processing unit nears top floor. Middle, Paul



Hodge stands in the computer room. Right, an IBM installer sets up equipment.



Our new computer system is now in operation, testing magnetic tapes. The "Memorex Orange" colored computer is an IBM System 360, Model 30, with 16,000 memory positions.

Used with the central processing unit are two tape drives, a disc drive, console typewriter, cardreader/punch, and a printer. Two more disc drives will soon be added. These drives use packs of the same type as our Disc Pack subsidiary is developing.

The computer system's colorful paint job was specially ordered because this equipment is destined to play an important part in our Company's future and it was felt the system should look like it belongs here.

Also, the computer room is designed so that the system can be easily viewed in operation. The room is surrounded by large observation windows and all employees are invited to go up to the

third floor during regular day shift hours and take a look.

This is a good opportunity for all those who have been helping make computer tapes, but have never seen them in actual use. To get to the room, take the elevator, or stairs, to the third floor. Then walk around the offices, to the south end of the building. The observation windows stretch across half of the south wall.

At present the computer will be dedicated to testing our magnetic products to make sure they are of the highest quality. This is the function which has already started. Later the system will be used for such applications as inventory control, sales forecasting, and similar jobs. This probably won't happen until the second quarter of 1968.

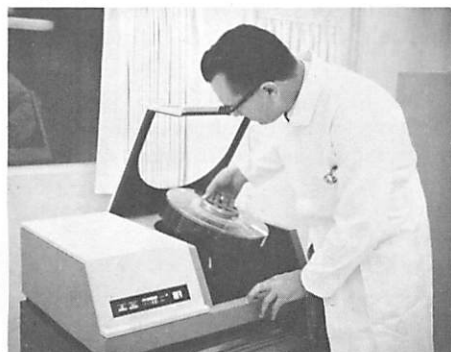
Tape testing is done under the direction of John Mandle and the supervision of Gary Suechting. Computer

operators are Jack Hatcher, Lynn Sorenson and George Kelly. All three operators have completed home study courses so they could qualify to run the computer.

Gradually, as the system is used for more jobs, it will be running during all three shifts, though for now it is planned to operate two shifts.

Management Information Services, directed by Paul Hodge, is responsible for the computer's operation and maintenance. It's no wonder he looked more than a little concerned as the central processing unit, valued at well over \$100,000, was placed on a fork lift to be placed on the plant roof and then into its new third floor home.

Paul will also direct the system's analysts who will be working to define and develop the computer's business applications.



Left, Lynn Sorenson puts a disc pack on the IBM drive unit. Middle, Jack Hatcher (left) looks over sheets of data



with Gary Suechting. Right, Ted Bernas looks over shoulder of George Kelly as he works at computer keyboard.





Remember this scene from last year's Company picnic? MMMM, we can almost smell that food cooking. This year the picnic is again at Frontier Village, from 10 a.m. to 6 p.m. on Saturday, August 5.

Monday Garage Fire Wakes Neighborhood

(Continued from Page 2)

I joined the lady and her children on the front lawn and watched as several other trucks reached the scene, along with policemen, a fire marshal, and most of the neighbors.

The fire gutted the garage, but luckily there wasn't too much damage to the rest of the house, though it'll smell like smoke for awhile.

Was I scared rushing to help combat the raging blaze and its exploding paint cans and lots of thick black smoke? Heck no. Of course I probably wasn't scared because I didn't do anything. Anyway, the kids in the neighborhood think I'm a hero for helping a fireman move another car out of the driveway. They made a sign — "Gary Williams Our Hero"—and sang me a song. I don't have the heart to tell them I didn't do anything.

Mrs. Roger Disinger is the heroine. She got her kids out of the house; saved their car from the burning garage; and still had presence of mind to call the fire department—all in rapid order. Roger had already left home, so he missed all the action.

She is also the one that noticed my badge, even as firemen were rushing all around us, and said "You work at Memorex, so does my husband."

So that is how I found out that a neighbor seven houses down the street is someone I see at work quite often and that's how I became a hero to a few little kids. If you see the kids, don't tell 'em the truth, it's kind of nice being a hero.

And to Roger and Mrs. Disinger, welcome to the neighborhood—forgive us for being two years late.

GARY WILLIAMS

HAWKS WIN

The Hawks softball team came to life and trounced a team from Baymart 8-1. It was the Hawks second win in six starts. Jim Ferrara led the Hawk victory with his timely hitting.

INTRAMURAL SPORTS

The Doves beat Snoopy's Troops 14-4 to take a one game lead in the Company Intramural Softball League. The Doves are undefeated in two games and they lead Go Getters, CDD, Research, and Fabs by one game. Snoopy's Troop's, in the best tradition of Charlie Brown's softball team, occupy last place with a 0-2 record.

All of the league's games are played at Lafayette Field, which is at the corner of El Camino and Lafayette Street in Santa Clara. Games are played on Saturday and Sunday mornings. MAG officers can give further information.

GOLF LESSONS

Golf lessons with Warren "Tex" Smith have already started, but there may still be a chance for you to get into one of the three groups that have been formed, if you hurry.

The first group, nine girls from the night shifts, meets on Mondays at 11 a.m. The other two groups meet at 6:30 p.m., one on Tuesday and the other on Wednesday.

NEW GOLF TEAM

Don Horn is an avid golfer, so it's not unusual that some of his enthusiasm has rubbed off on his son Jim. Recently, Don took Jim with him to the golf course and as Don played he decided to let Jim hit a few balls.

After a while, Don let Jim play his first hole of golf, and that's all it took to find that Don isn't the only golfer in the Horn family. Jim got a double-bogey five on a par 3 hole. What's so unusual about that—Jim's only seven.

THE SAME OLD THING

The Same Old Thing, our Friday morning bowling league, finished its fifth week of action with Guys and Dolls leading by a game over Pin Pals.

Fatso's and Skinnies and Ridge Riders are tied for third place in the standings. Guys and Dolls are Bill Sholes, Ray Kodres, Rod Hefner and Masako Lagier. Pins Pals are Chuck Rimer, Harry Lombardo, Fred Siau and Dorothy Rickenbacher.