

INTERCOM

THE COMPUTER HISTORY MUSEUM
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VOL. 4, NO. 11

NOVEMBER, 1967

COMPANY HONORED FOR MARKETING INNOVATIONS



WE PROUDLY ACCEPT—Memorex President Laurence Spitters, left, receives the first annual Vanguard Award for industrial marketing leadership from Phil Gisser, National President of Association of Industrial Advertisers.

PRESIDENT ANNOUNCES HIRING OF EXECUTIVE V.P., SUPPLIES

John Del Favero has been named to the newly created position of Memorex Executive Vice President, Supplies Division. Company President Laurence Spitters made the announcement in a written memorandum to employees, dated October 23.

The division Mr. Del Favero will direct "comprises the technical staff, manufacturing, and marketing operations for tape and disk pack products in North America," explains Mr. Spitters.

Mr. Spitters notes that Mr. Del Favero has been at IBM for the past

11 years, where he gained "a strong background in management of magnetic recording media development and production."

At IBM Mr. Del Favero had engineering management responsibility for development of all recording media for disk memory products. More recently he had general management responsibility at IBM's East Fishkill, New York, plant.

He has a Bachelor's Degree in Chemical Engineering from Stanford University and a Master's Degree in Business Administration from Stanford.

The first annual Vanguard Award for outstanding leadership in industrial marketing was recently awarded to Laurence L. Spitters, Memorex President and Chairman of the Board.

The award is sponsored by the Association of Industrial Advertisers. Memorex was designated as the company in the 11 western states which "contributed most to innovations in industrial marketing". Mr. Spitters accepted the coveted award at the annual AIA Western Regional Conference held at the Disneyland Hotel in Anaheim.

In receiving the award Mr. Spitters said: "The three activities, within Memorex's marketing function, which have contributed most to our achieving this leadership position, and of which we are most proud, are: Memorex's direct selling operations, our product management activity, and advertising and promotion".

He discussed each of these areas as they pertain to Memorex activities.

Also on hand at the "management night" banquet were Ed Seaman, Vice-President Marketing; Gordon Pilcher, Vice-President, Finance; Neal Dempsey, Assistant Advertising Manager; and Paul Fillinger, account executive for Hoefer, Dieterich & Brown, Memorex's advertising agency in San Francisco.



John Del Favero



PROFIT SHARING POINTERS

By JOHN MORSE



Don Smith



Don Horn

PROFIT SHARING INVESTMENTS

During the three months ended September 30, Memorex's Profit Sharing investments also increased in value by \$95,900. This means that the Participation Statements for the Third Quarter, recently mailed to members of the Plan, showed an 11.6% increase in the value of their accounts over their Second Quarter value.

SALES, PROFITS AND PROFIT SHARING

For the nine months ended September 30, Memorex reported record sales of \$23,310,000 and profits of \$2,316,000, substantially above sales of \$16,-

Employee's Niece Needs Donations

An urgent plea for blood donors has been made by Jim Ellis, present MAG President.

His niece, Merri Jane Burdick, is in Grosmont Hospital, San Diego, with Leukemia. Merri's family is not covered by a Red Cross Blood Plan, as Memorex employees are, so they must pay about \$35 a pint for the precious fluid.

Doctors say the little girl may need as many as 1,000 pints. Jim asks that those who care to donate, do so in Merri's name. Then bring Jim the Red Cross receipt. You can go to any Red Cross center. Jim and the Burdicks will greatly appreciate your help.

ON THE MOVE

By JUDY BONINO

Bill Christie has been promoted to Production Manager. He is now responsible for Mixing, Coating, Surface Treating and Slitting Areas.

"Bill joined the company in 1961 and for the past six years his performance as Production Supervisor and Assistant Production Manager has been outstanding," says Hig Tavrow, Manufacturing Manager.

Joe De Cristofaro has taken another step up in the Marketing Department. He is now the Government Contract Administrator.

Roy Sumrall received a promotion in the Finishing Department. He is now a Production Foreman.

The Coating Department lost Kit Weaver recently on a promotion. Kit is located in the Material area as a Production Control Clerk.

Engineering has a new Technician. Robert Burks came from Production to fill the position.

The Quality Control Department lost Bob Reif to the Disc Pack project. Bob is now a Production Specialist, located in Los Angeles.

Three Departments Get New Offices

Advertising/Promotion and International Marketing departments have temporarily moved to the second floor of Building K. Some of the Marketing Department will occupy the vacated areas.

Tentative plans call for Engineering and possibly Finance to move to the new Disc Pack Building. Advertising/Promotion and International will then move back to Building C.

Quarter	Profit Sharing Reserve		1967
	1965	Thousands of dollars	
1.....	\$ 57	\$ 108	\$ 154
2.....	54	149	182
3.....	61	150	160
4.....	108	168	?
Total	\$ 280	\$ 575	\$?

NEW EXECUTIVE COMMITTEE MEMBERS

In a recent meeting, the Board of Directors of Memorex appointed Don Smith and Don Horn to the Profit Sharing Executive Committee.

Don Smith, Manager of Personnel Administration, and Don Horn, Manager of Quality Control and Inspection, will join Carl Anderson, Eric Daniel and John Morse on the Committee.

The Executive Committee is responsible for managing the Profit Sharing Plan. They control and direct the investment of Profit Sharing funds, authorize leaves of absence and hardship distributions, and make any rules necessary for regulation of the Plan.

INTERCOM

NEWSLETTER FOR MEMOREX EMPLOYEES

EDITOR: Gary Williams

STAFF: Sara Millar, Roger Cook
Sue Dunn, Judy Bonino

CORRESPONDENTS:

Frances Donaldson (Comdata),
Virginia Koeberle (PSC)
Ron Gillett (DP, Substrate)

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Product Manager Holds Two Titles

Robert Herhusky came to Memorex in mid-July, to be Product Manager for our line of instrumentation tapes. He is also Product Manager for Comdata, our Los Angeles plant, which supplies precision reel components, video cases, and computer reel cases.

Bob is not hard to spot when he's walking around the plant—he stands 6'4"—but somehow we have neglected to mention his presence for nearly four months. For that we apologize.

He joined us from Dalmo Victor, a Textron division, where he served as Program Manager.

Bob's background in instrumentation marketing began with Ampex in 1956, when he worked in market planning, product and program management, and technical sales in their Federal Agency District office, Washington, D.C.

He and his family have lived on the peninsula since 1956, except for two years in Washington. His wife's name is Mary Lou. The Herhusky's have six boys (Pat Boone would cry if he read this.) Their names are Robert, John, Mike, Stephen, Brian and Mark.

Growing Sales Force Adds Team Member

Robert Wenning has been named Sales Engineer, serving southern Massachusetts and Rhode Island, according to George Kulper, Northeastern Regional Manager.



Before joining the Company, Bob worked for more than eight years as senior sales representative for Burroughs Corporation, Equipment and Systems Division. He attended Burdett College in Boston.



Robert Herhusky

Prime Time Shows On TV Networks Use Memorex Tape

Memorex has received "two substantial contracts with major television networks," announces Bill Butler, Production Manager, Video Tapes.

The contracts call for our company to supply two of the three major networks with sizeable amounts of color video tape. Many of the prime time shows that go into millions of homes across the nation each night are now being shown with tape produced in Santa Clara.

Some of the programs using our tapes include the Joey Bishop Show, Thursday and Friday Nights at the Movies, and Wide World of Sports.

One of the networks has already purchased many hours of our tape for their use in the Winter Olympics, at Grenoble, France.

Bill also reports that Memorex is now "number one in the field of helical scan tape sales." He says "We are producing a very large percentage of helical scan tape being used in this country."

The company has just established a nation-wide network of distributors to handle our helical scan tape sales, particularly those intended for educational use.

Sales for educational uses make up a large portion of this particular market, explains Bill. He also notes that we are exclusive suppliers for the nation's two major educational tape libraries. They supply programs to thousands of schools.

Santa Clara Plant Gives United Fund \$10,500 Toward Goal

Add another gold bar to our United Fund award plaque Martha, we've done it again! Memorex people have shown their high caliber by donating \$10,500 to the annual UF drive.

Fifty-one percent of the Santa Clara Plant employees invested in the future of their community by supporting the 77 United Fund agencies with their dollars.

The average donation for each person who gave was about \$23. Nearly all of them took advantage of payroll deduction plan.

Tully Bryant, company campaign chairman, thanks "those who volunteered their time and money to make our drive successful, especially my assistant chairman, Bob Teresi."

According to latest information, Memorex's donation was the largest of any Santa Clara company.

Supervisor's Club Meets November 16

The Supervisor's Club will hold its third meeting at the Hyatt House, Thursday, November 16.

Dinner will be at 6 p.m. and it will be followed with a talk by Don Horn, on Quality Control.

New executive committee members are Larry Mullins and Vic Mayer. They replace Lew Brescia and Don Mercer, whose terms of office expired.

Substrate Founder, Ron Raite, Dies

Memorex mourned the loss of Substrate President, Ron Raite, who died September 30, after a two week illness.

Ron, a pioneer in the substrate field, was one of three men who originally formed Substrate in late 1966. The other two are Warren Kissling and Paul McKibben.

Until about November of 1966 Ron served as Executive Vice President at Raytee Company, a Los Angeles firm. He was Vice President and General Manager of Raytee from 1956-65. Raytee was one of the original producers of substrates, which are the metal plates used to make disc packs.

Sales Group Holds Annual Meeting in Palo Alto



Competitors got a brief respite October 18-20, when the Memorex field sales force temporarily withdrew to Rickeys Hyatt House, Palo Alto, for the 1967 National Sales Meeting.

Unfortunately for the competition and luckily for us, our sales engineers were only gathering to rearm for the coming year and discuss their 1967 achievements.

During their three-day stay in the Santa Clara area the men were briefed on marketing plans for 1968, new product information, sales ideas, new sales aids from the Advertising/Promotion and Marketing Departments, and other important information. They also got a chance to tour the Santa Clara Plant and discuss our products with the people who make them.

The only photo on this page that wasn't taken during the meeting is in the bottom right corner. It shows Larry Lueck, Manager of our Tokyo office, seated with his Japanese sales force.



Roger Wilson Cook, Poet, Author, Etc., Wins Poetry Contest

Roger Wilson Cook, Quality Control foreman, is a winner in the Ruth Comfort Mitchell Poetry Contest, sponsored by the Robert Frost Chapter of California Federation of Chaparral Poets.

His poem, "Reflections," was one of the prize winners read Sunday, October 15, at the National Poetry Day Program in San Jose.

Roger is one of Intercom's original staff members. He has been volunteering his own time to write feature stories since the first newsletter.

He also has found time to be MAG president, write short stories and compose a number of poems. Roger says chances are good that he will have a total of 12 poems published by the end of the year.

He's been writing poetry "for real" since 1961 and has just recently branched out into short story writing. At present two of his short fiction stories are being considered by well known magazines.

COMDATA REPORTS ON VIDEO CASES

A report from Francee Donaldson, our Comdata correspondent, says that the new video tape cases (seen in column three) will soon be in full production.

She also notes that prototypes are being made for a new thin line canister, which is an exact duplicate of the plastic canister now in production, except that the new canister is much thinner.

Francee says new products and higher production goals have meant an increase in the number of people at Comdata. The company now employs nearly 70 people.

Lost and Found

Last month's lost and found article proved that some people do read Intercom carefully.

Jackie Sekhon and Pat Phillips, in Personnel, report that a number of people have asked to see the "weird wrench" and a few other mentioned items.

Some new additions to lost and found include a pretty blue lady's sweater, a pair of safety glasses, and a little black book, full of interesting phone numbers. There are also several sets of car and house keys.

Company Knows Importance of Education

Memorex constantly strives to keep employees informed about the company and about developments in fields related to our products.

This company and many other modern thinking ones like it, know that continuous education is a must if employees are to better themselves and, hopefully, their work.

Intercom is just one of many means used to keep employees informed. Bulletin boards, letters, group meetings and technical seminars are also used.

A good example of a departmental training program is the bi-weekly seminar series put on by Research.



RESEARCH SEMINARS—Ray Miller, left, discusses seminar series with Tony Eppstein, who helped set up the program. Ray and Tony are two of several who have spoken on current developments in various technical fields.

Memorex Displays In Trade Shows

Memorex's new 79 series helical scan video tape will go on display November 6-8, at the National Association of Educational Broadcasters annual convention in Denver.

The new tape will be demonstrated on Ampex, Sony and International Video Corporation recorders.

A week later, on November 14, Advertising and Promotion Department members will travel to Anaheim for another three-day conference.

The second event is the Fall Joint Computer Conference. The company display will show actual tape certification, at 1600 bpi/3200 fci. It will also feature our new Disc Packs and Model 630 Disc Drives.

This continuing program of hour and a half sessions is set up by a committee composed of John Morrison, chairman, Phil Gahr and Tony Epstein.

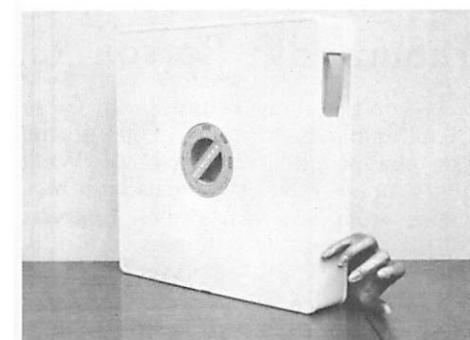
They schedule talks by Memorex people, most of whom are widely recognized as experts in their fields, and occasionally sponsor talks by people from outside the company.

John says their main goal is to keep researchers "up to date on the latest technical developments in the company. But now so many others have shown an interest that we've had to broaden the scope of our seminars to include people from other departments as well."

Some of the speakers from Memorex have been Ken Taylor and Cal Stroble, both experts on video recording techniques; Ray Miller, on "Magnetic Materials Suitable for High Density Recording"; and Jerry Youngstrom, an expert on recording performance of disc packs.

Dr. Peter Wyman, Manager, Advanced Development, another of our recording experts, spoke on "Magnetic Recording Substrates". Other speakers have included Eric Daniel, Technical Director, Research, Tony Eppstein, John Morrison, and Phil Smaller. All of them are known and respected by others in their specialized fields.

The Research series is just one of several programs in progress. Unfortunately, we don't have space to mention others this month. Next issue will conclude this two-part series with an article about other training programs and educational opportunities which are open to employees.



Memorex video tape can now be safely mailed by individual reels, thanks to this new plastic shipping case. It was designed by Comdata and our Industrial Design department. Zierhut, Vedder and Shimano, a Southern California firm, served as design consultants. The case is light and compact enough to fit on a regular sized shelf, yet it can take extremely rough shipping treatment. A strap around the case can be used as a handle.

Diane Leszcz -- Only Employee Who Doesn't Like Payday

BY ROGER WILSON COOK

Diane Leszcz is probably the only employee at Memorex who doesn't look forward to payday.

She has good reason though, for she is the company's Payroll Clerk. Her job is to make sure we all get those magic slips of paper twice a month known as paychecks. It's a big job, but she manages to carry it off with ease.

Diane was born in Detroit, Michigan, on February 18, 1945 (her husband, Richard, was also born on February 18, the same year and in the same city). She spent her girlhood in Detroit and was graduated from Western High School in January 1963.

Her working career began when she was 15 and she worked part time all the while she was attending school. She has held jobs as waitress, clerk-typist, and after graduation continued as steno-secretary at the Ford Motor Company until she married her long-time sweetheart in 1964.

Her honeymoon was spent in Schweinfurt, Germany, where her husband was stationed with an Army unit. The couple spent one year there and managed to tour Italy, Austria, and Switzerland during their one short leave.

For four months of the time in Germany, Diane worked as librarian at the post library. Although she enjoyed living in a foreign country, it was the first time away from home and she admits to being a little homesick. She returned a month before her husband.

When Richard was stationed at Fort Ord after his return from Europe, the couple lived in Monterey. Eight months later he was discharged.



THAT DAY AGAIN—Most people are happy when payday rolls around, but it's just more work for Diane Leszcz, seated. Surrounding her are eager Accounting Department members Sara Millar, Joan Coker, Carol Kime and Tom Howard.

In October they moved to Santa Clara. Richard went to work as a draftsman at the Calma Company in Santa Clara. He also began attending classes at West Valley College, working toward an engineering degree. Diane joined Memorex in November of last year.

Since then she has found that life as a payroll clerk has its excitement especially when it nears payday. Besides the natural pressure of meeting immovable deadlines, there is always the haunting reality that a thousand audi-

tors await the results of Diane's calculations. Even the smallest slip can bring questioning visitors to her desk. Luckily though, mistakes don't happen very often.

Diane likes to read—usually romances and mysteries—but most of all she likes to dance. It is possible for her to be too tired to read, but "never too tired to go dancing."

There is one aspect of her job as Payroll Clerk which must certainly be rewarding. Twice a month she is the most popular gal at Memorex.

Thousandth Person to Join Company Soon

It won't be long before Santa Clara Plant employment tops 1,000, at the rate new people are being hired. We'll give a prize—how about a balloon or a sucker from last year's open house?—to the person who guesses the hire date of our 1000th employee.

We welcome these new Memorex family employees: Gary Davis, Production; Charles Adams, Maintenance; Richard Truitt, Finance; Carol Tapella, Industrial Relations; William McKinney, Industrial Relations; Sheila Alderette, Production; Douglas Vielguth, Production; Ledale Smith, Production.

Joe Montoya, Production; Daniel Malesic, Production; Dorothy Bridwell, Industrial Relations; Geoffrey Herring,

Production; Gayle Dixon, Production; Lynn Munoz, Production; Valia Turpin, Production.

Dennis Merrill, Material Management; Alice Snell, Production; Jack Lake, Maintenance; Albert Weil, Maintenance; Paulette Shinn, Marketing; Roberta Knowlton, Material Management; Michael Janto, Maintenance; Tom Howard, Finance; John Pantalis, Q.C.

Le Roy Borders, Production; Frank Toledo, Production; Howard Geddie, Production; Paul Plona, Production; David Duntsch, Production; Larry Lehman, Production; William Anderson, Production; Arthur Chamberlain, Production.

SOFTBALL TEAM LEADS LEAGUE

The company slow-pitch softball team is off to a running start in the Santa Clara Parks and Recreation Department League.

The team opened the season with a 23-9 win over Alcal Roofing and a 20-4 triumph over American Micro.

George's Texaco, the only other undefeated team in the league, fought Memorex to a tie, in the season's third contest. The game will be replayed in the near future.

Jeff Deinert clubbed two homers in the first outing against Alcal. Other heavy hitters include John Morrison, Jim Banks and Willy Opp. Willy was 8 for 10 in the first two games.

Benny Reynolds Rolls Perfect Game

BY SARA MILLAR

Benny Reynolds, grave shift foreman for the mix area, has done it again!

This time he bowled a 300 game, which made him \$100 richer. He accomplished this feat at the Grape and Wine Festival Doubles Handicap Tournament at Lodi, California, on September 3rd.

Benny also received a diamond ring from the American Bowling Congress as another prize for his perfect game. Earlier in the day he rolled a 290 while bowling in Hayward.

The last time we heard about Benny's adventures in bowling, he was about to win second place in the California Men's State Bowling Tournament. This he did, winning \$571. He topped that recently by taking first place at Hayward, in the Singles Classic, adding \$575 to the family piggy bank.

Benny recently joined the Professional Central California Bowlers Inc., which is scratch competition. Members must have at least 180 averages to join. They bowl 15 tournaments a year for prize money. The group includes bowlers from Fresno in the south, to Sacramento in the north.

The prize money has been nice for his family, says Benny. He just bought his wife, Jo Dean, a new color TV, plus a washer and dryer.

Three & A Miss Top Their League

Three & A Miss have a four game lead after six weeks in the Memorex Mixed Scratch Bowling League.

Team members include Mike Munson, Larry Leech, Bonnie Anthony and Glen Heaviside. Mike and Bob Aird have the highest averages of any current Memorex league bowlers. They both have 189's.

Bob Wallin's 187 average is second highest in the Mixed Scratch League and Lenny Mozingo is close behind with a 185.

REDUCED RATE TICKETS AVAILABLE FOR "MILLIE"

Reduced rate tickets to Thoroughly Modern Millie are being offered by MAG for the night of Thursday, December 7. See Jeri Johnson or Sue McCandless, if you want to see the show at one of San Jose's Century theaters.



THEY'RE ALL SMILES—It's no wonder Ann Bassford and Gary Stevens are happy. Gary is "Memorex Golfer of the Year" and Ann is number two.

Council Picks O'Brien For Planning Post

Most people fill their spare time with ordinary hobbies, or by just relaxing—but not Bill O'Brien, Marketing Analyst.

Bill recently applied and was appointed to the Santa Clara Planning Commission, for a four year term.

He saw an article in a local paper stating that the commission had two openings, so he decided to apply. He was selected by the council after being interviewed, along with about 24 other candidates.

One deciding factor in his favor may have been that he is a native of this area. He was born in San Jose; went to prep school at Bellarmine; and graduated from Santa Clara University. He also has an MBA from the University of California, Berkeley.

The Planning Commission meets once a month, to deliberate on such things as zoning changes, use permits and new expressways.

IN MEMORIAM

SHARLET M. TRUEHILL, Finishing Department, age 32, died October 23, 1967. She is survived by her mother, Mrs. Gladys Phillips, and her three children, Gladys, Donna and Paula.

RONALD R. RAITE, President, Substrate Corporation, age 56, died September 30, 1967. He is survived by his wife, Janet three daughters, Marsha, Marilyn and Marjorie, and five grandchildren.

Tourney of Champs Won by Stevens, Bassford Runner-Up

Gary Stevens golfed a net 64 to win the 1967 Memorex Tournament of Champions at Pajaro Valley Country Club, October 15.

Gary edged Ann Bassford, only lady in the championship tourney, by one point. Frank Wolhart and John Lowe shot 69's to tie for third.

The same day, John Morrison, who apparently hits golf balls as well as he hits softballs, won the Divoteers flight for non-Tournament of Champions qualifiers. He had a net 65.

Following John were Mel McPherson, net 74; and Linda Duncan and Jim Brachers, with net 76's.

The annual banquet following the tourneys was attended by about 25 golfers. Club officers were elected after lunch. New president is John Lowe; vice president is Keith Gerry; and Ann Bassford is secretary. Don Horn is Handicapper.



BREAK TIME—Bill O'Brien takes a minute to sip a coke and explain how he became a member of the Santa Clara Planning Commission.

SPECIAL INTERCOM ISSUE PLANNED FOR DECEMBER

The December issue of Intercom will be specially devoted to the employees who've received five-year pins during the past 12 months. In the issue you'll meet some of our oldest employees (remember, we're only six years old) and read about the early days of Memorex.

MEMOREX INTERCOM

Memorex Corporation

Santa Clara, Calif. 95050

RETURN REQUESTED

GALA CHRISTMAS PARTY AT PAVILION DECEMBER 2



This is where hundreds of Memorex couples will meet for an evening of dining and dancing to the big band sound of Del Courtney Saturday, December 2.

Nearly 1100 people went to last year's MAG-sponsored Christmas Party and this year even more are expected to attend.

This year the Company's biggest social event will begin at 7 p.m. with a cocktail hour. Dinner will be from 8 to 9 and dancing will be from 9 to 1:30.

The Party will be at the San Jose Pavilion Building, on Tully Road. The Pavilion is often used by Santa Clara area groups for formal dinners and large dances. It has plenty of room for dancing, lots of parking and it's not far from the homes of most employees. It's also the only place near enough and big enough to hold all of our people.

Dinner will be served buffet style. The menu will be announced on posters throughout the plant. Tickets will be mailed to all those who possess MAG cards and they will be collected at the Pavilion door. Dress is semi-formal.

Lindy Carmack is dance chairman. If you have any questions, or want to help with last minute preparations, contact Lindy at extension 314.

Santa to Greet Kids At MAG Movie Treat

There's a treat in store for children of Santa Clara area MAG members Saturday, December 16, at 10 a.m.

MAG is sponsoring a special day at Cinema 150 Theater, in the Moonlite Shopping Center on El Camino and Bowers.

Santa Claus will be present to greet the kids and talk about what they want him to bring on Christmas.

Cinema 150 will show a program just for the children, so don't panic when the billboard displays "Taming of the Shrew."

Pat Kostelnik, in the Personnel Lobby, will have the tickets. All you need to claim some for your children is a MAG card.

Golf Tourney Announced

The Divoteers will hold a Twosome event Saturday, November 18, at Riverside Golf Course, which is seven miles south of IBM, on Highway 101. Starting time is 11:30 a.m. Late sign-ups may still be accepted. If you want to play call John Lowe for information.

LOSERS AREN'T

Latest Magnetics bowling results show The Losers leading the standings after five weeks of action.

Losers are Rod and Gwen Hefner, Bob and May Faltynski and Howard Saunders. Tiger-Paws trail the leading Losers by one-half game. Second place team members are Jim Keenan, Hope Maycumber, Betty Potts, Wayne Saylor and Ray Kodres.

The Magnetics league has about 60 regular bowlers and 19 substitutes.

Holiday Schedule

Thanksgiving Day, Thursday, November 23, and Friday, November 24, will be paid holidays for all employees on regular work week.

Memorex and its subsidiaries will be closed on these days. Regular operations at Santa Clara will resume with the graveyard shift, Monday, November 27.