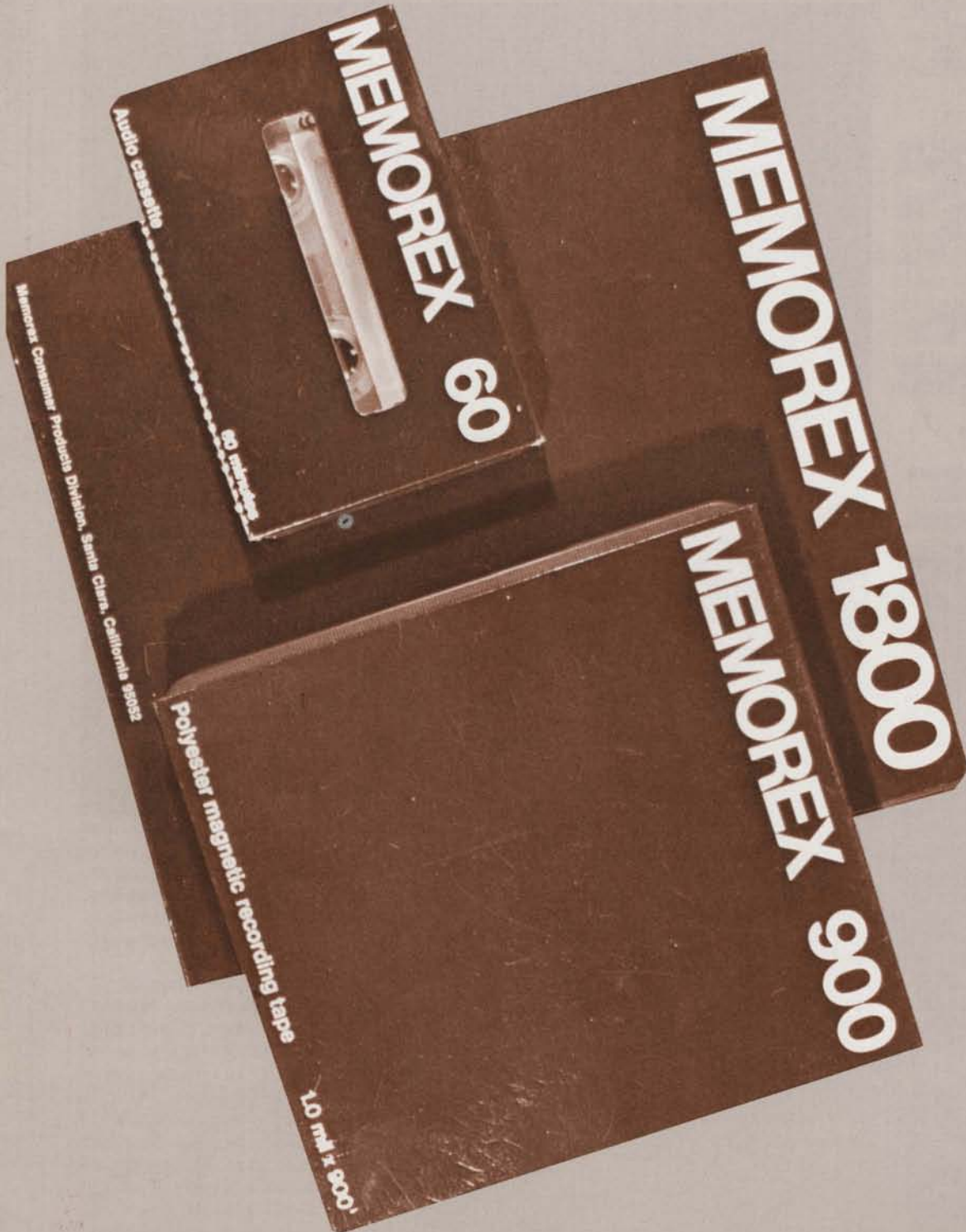


# INTERCOM





# News In Brief

Pamela Lai, daughter of Dick Lai, (Methods and Standards Engineering, Equipment Group), was selected from among 17 entrants as Miss United Nations of Santa Clara County.

The contest was sponsored by the United Nations Cultural Committee, and the judging took place at San Jose Civic Auditorium on Friday, October 2. Two weeks later, Pam and her two princesses reigned over the United Nations Cultural Festival at the Santa Clara County Fairgrounds.

The festival, which was open to the public, featured a cultural exchange of food, dress, and customs. Mrs. Ronald James, wife of San Jose's mayor, was the official festival hostess.

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The Company's Santa Clara area employees donated more than \$43,000 to the United Fund during last month's annual fund drive.

Memorex, along with several other companies in the area, helped kick off the county-wide U.F. campaign by serving as a pacesetter. The employee contributions came from 1214 Santa Clara area people, and 146 of those were "fair share" givers.

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A new telephone system was put into service at the Memorex Santa Clara operations on October 19 and, as a result, the Company's main phone number has been changed to 987-1000. This is now the main number for Corporate, Equipment, Information Media and International Group locations in Santa Clara.

The Centrex II system is designed to meet the Company's growing telephone service requirements, and should eliminate some past problems with busy lines and switchboards.



Pam Lai, daughter of a Memorex employee, posed for this San Jose News photograph moments after being crowned Miss United Nations of Santa Clara County.

An important feature is that each telephone in the Santa Clara buildings now has its own number and may be dialed directly from the outside. The new individual numbers are listed in a telephone directory which combines all Santa Clara area numbers for the first time. The directory is being distributed this month. Questions about the telephone

changeover may be directed to Mary Rush, 987-0194, Greg Plahn, 987-3543, or Nancy Curtis, 987-3848.

Some buildings in the Sunnyvale and Mountain View areas will retain their old phone numbers, so if you're not sure, please check the new directory before calling.

## INTERCOM

A monthly publication for employees of Memorex Corporation, 1180 Shulman Avenue, Santa Clara, California 95050

Editor: Gary Williams

### ABOUT THE COVER:

These are the new consumer products you will be seeing in your favorite hi-fi stores and music departments. If you can't find them in their distinctive Memorex displays, ask your dealer to order them. See the story on page 4.



The deadline for joining the Savings and Investment Plan (if you previously waived entry in it) or making changes in your participation is only a month away.

In the first case, if you didn't sign up when first eligible, you can start your deposits to the Plan in January. However, you are required to complete an application and return it to your Personnel Office one full month ahead of that time.

**This means all who are eligible and who want to begin making contributions to the Savings and Investment Plan this January must turn in their applications before December 1. In the case of members who want to change the amount of their contributions, they too must complete a form and turn it in before December 1.**

Changes of percentage apply for a minimum of six months and begin January 1. Members

of the Plan can invest 2, 3, 4, or 5% of their gross pay (total pay before taxes, but not including overtime, premiums, or bonuses.)

Members also have their choice of investing in Memorex stock, U. S. Government Securities, or half in stock and half in securities. The Memorex contribution—fifty cents for every dollar contributed by a member—is always invested entirely in Memorex Common Stock. **Members can change the way their contributions are invested. Changes in investment will commence January 1 if forms are turned in to Personnel before December 1.**

If you are already a member of the Plan and you don't submit any changes by the December 1 deadline, your present investment choice and percentage deposit rate will continue to be used.

Antonio Leon died September 7 after a short illness. Antonio, who worked as a store keeper for Storage Products, is survived by his wife, Teresa, and two children.

**Bill Fullendorf** has accepted the position of MAG Coordinator. His job will be to assist Memorex Activity Group officers in planning and coordinating employee social and recreational programs. Bill formerly was inventory control supervisor in the Information Media Group. He has served as Santa Clara MAG's treasurer and was the organization's president in 1969-70.

Bill welcomes comments and ideas concerning MAG and he can be reached on 987-2992.

(continued on page 9)

## IMG Adds New Product

New high-quality magnetic dictating belts, fully compatible with all IBM dictating units (both portable and desk models), this month became available nationwide from the Business Products Division of the Information Media Group.

In making the announcement, Memorex becomes an attractive second source for the buyer of both 3" and 4" IBM dictating belts. The magnetic dictating belts are packaged in flip-top boxes of 10; each box in itself is a modular desk file unit. Included in each box is a free pad of index slips.

The new magnetic dictating belts come with a one-year warranty against incompatibility or defect. Other high-quality business products made by Memorex include the MT/ST magnetic tape cartridge and mag cards for IBM Mag Card Selectric (R) Typewriters.





# Check Your Favorite Hi-Fi Dealer— Company's First Consumer Products Go On Sale This Month

The Consumer Products Division opened a new chapter in the history of Memorex this month when it began limited marketing of the Company's first consumer products.

A trade show held at the San Francisco Airport Hilton on September 21 and 22 introduced Bay Area hi-fidelity dealers to the new Memorex blank audio tape cassettes and ¼" tape on 5" and 7" open reels. The cassettes are available in 30, 60, 90 and 120 minute configurations, while the open reels are each available in three tape lengths.

The unique aspect of Consumer Products is that this introduction marks the first time Memorex products will be sold through hi-fidelity stores, department stores and music departments.

Another unique aspect is that the products will be heavily advertised in consumer magazines like Time, Life, Sports Illustrated, Playboy and U.S. News and World Report;

in specialty magazines like Coast FM and Fine Arts, Saturday Review and High Fidelity; on rock, classical and popular music radio stations; on television sports shows like NCAA Football, NFL Football; on television action shows like Mannix and Mission Impossible; and on talk shows like Johnny Carson, Merv Griffin and David Frost.

At present, marketing will be limited to areas in Northern California, Washington and Oregon, and the advertising campaign will soon begin in those areas. Two of the first ads you can look for are in the November 2 issue of Life and the November 9 issue of Time.

One of the nation's largest advertising agencies, The Leo Burnett Agency in Chicago, is handling the campaign to take the Memorex name into millions of homes. Among the well known accounts held by the agency are General Motors, Kentucky Fried Chicken (Colonel Sanders), United Airlines,

The Pillsbury Company (Muffin Man), Procter and Gamble (Camay Soap), and the Green Giant Company (Jolly Green Giant).

Memorex blank tapes, like our other products, will be sold on the basis of their unusually high quality. Our advertising and merchandising displays will point out features like superior fidelity, reliability and convenience.

**Everyone who buys blank audio tapes has a chance to support the program by asking for our products in hi-fi stores or other outlets where you normally purchase tape. If your dealer does not currently carry our products, be sure to ask him to put them on order.**

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**Bay Area hi-fidelity dealers got their first look at our blank audio tapes at a special September trade show.**





# Board Of Directors Appoints Six Vice Presidents



Eastling



Emmons



Jang



Jaunich



McCalmont



Phillippe

Five employees have been promoted to vice president of Memorex Corporation this month, and a sixth has been hired. They are:

John Eastling, vice president, Equipment Group. Mr. Eastling joined the Company in 1967 after six years at Control Data Corporation. From 1967 until his transfer to the Equipment Group, he was managing director of European Operations, headquartered in Maidenhead, England.

He has an A.B. Degree in Engineering and Applied Physics from Harvard University, and a Master of Business Administration Degree from the Harvard Graduate School of Business Administration.

William Emmons, vice president, Equipment Group. Mr. Emmons came to our Company in September, 1969, as director of Field Sales for the Equipment Group. In the past year he has organized an end-user sales force and directed the opening of more than 30 branch offices in the United States.

He earned a B.S. Degree from Boston College, and then served for four years as an officer in the U.S. Air Force. Before joining Memorex he was vice president of Marketing for Andover Institute of Business. He has also held management positions with IBM and Keydata Corporation.

Roland Jang, vice president, Information Media Group. Mr. Jang came to our Company in 1966 after serving nine years as director of Engineering for International Minerals and Chemicals. He held the same title at Memorex until September of 1969, when he was appointed general manager of Consumer Products. While he was director of Engineering for our Company, Mr. Jang also served as program manager for the European plant project in Liege, Belgium.

He holds a B.S. in Chemistry and an M.S. in Chemical Engineering from the University of California at Berkeley.

Robert Jaunich, vice president, Information Media Group. Mr. Jaunich has been the Consumer Products marketing manager since January of this year. He will direct our Company's entry into consumer products markets. During the previous six years he worked for Procter and Gamble, and most recently was responsible for creating and directing that Company's consumer marketing effort for Gain Detergent. Gain is one of the two largest selling detergent products in the U. S.

Mr. Jaunich holds a B.A. Degree from Wesleyan University and a Master's Degree in Business Administration from the Wharton School of Graduate Business, University of Pennsylvania.

William McCalmont, vice president, International Group. Mr. McCalmont joined the Company in 1969 as managing director of European Operations. He replaced John Eastling, when Mr. Eastling transferred to the Equipment Group.

Mr. McCalmont's responsibilities for European activities include more than 400 employees in our Liege, Belgium, manufacturing plant, and sales and service offices in virtually every country in Western Europe.

He served as manager of Northern European Operations for Control Data Corporation before joining Memorex.

Edward Phillippe, vice president and Controller of Memorex Corporation. Mr. Phillippe is the Company's chief accounting officer, reporting to Gordon Pilcher, vice president of Finance. He will direct all corporate accounting and internal audit activities, as well as provide functional direction to the accounting and control activities for the Company's operating divisions.

Before coming to our Company, Mr. Phillippe was a partner in the accounting firm of Arthur Andersen and Co., and for the past five years headed that firm's San Jose office. He holds a degree in accounting and is a C. P. A.

# Shulman Avenue Opens Doors To Memorex Families

















