

1200-1310 MEMOREX DRIVE  
Santa Clara  
Santa Clara County  
California

WRITTEN HISTORICAL AND DESCRIPTIVE DATA

PHOTOGRAPHS

MEASURED DRAWINGS

## HISTORIC AMERICAN BUILDING SURVEY

### 1200-1310 MEMOREX DRIVE

**Location:** 1200-1310 Memorex Drive, Santa Clara, Santa Clara County, California.  
Assessor Parcel Number 224-66-006  
USGS San Jose West Quadrangle 7.5 minute, 1980  
UTM Coordinates: 10S.592720mE.4135574mN (NE corner of warehouse)

**Present Owner/  
Occupant:** 1220 Santa Clara Propco, LLC.  
14573 Big Basin Way  
Saratoga, CA 95070  
  
Multiple tenants.

**Present Use:** Vacant

**Significance:** 1200-1310 Memorex Drive was recommended as California Register of Historical Resources (CRHR)-eligible in 2019 under Criterion 1 for its association with the development of the modern electronics industry and in the broader context of Silicon Valley's development in the 1960s and 1970s. Memorex Corporation's innovative plug-compatible peripheral computer equipment had a significant impact on the early electronics industry, and the products themselves were first developed at the subject property in the late 1960s.

**Historians:** Daniel Herrick, M.H.C; Garret Root, M.A.; Heather Miller, M.A.  
PaleoWest, LLC  
1870 Olympic Boulevard, Suite 100  
Walnut Creek, CA 94596  
April 2022

**Project  
Information:** The owner proposes to demolish all three buildings at 1200-1310 Memorex Drive to redevelop the site as a data center. This report was prepared to fulfill cultural resources and mitigation measures as part of the Environmental Impact Report (EIR) prepared by the City of Santa Clara in consultation with David J. Powers & Associates, Inc. Qualified architectural historians with PaleoWest, LLC prepared this report, corresponding photographs, and measured drawings.

## **PART I. HISTORICAL INFORMATION**

### **A. Physical History:**

- 1. Dates of erection:** The first building on the property was constructed in 1961.
- 2. Architect:** Original 1961 building section and 1964 addition: Not known; Large addition completed in 1966: Leland W. King, AIA; Other building additions: Not known
- 3. Original and subsequent owners, occupants, uses:** Magnetic computer tape plant and office facility commissioned by Memorex Corporation in 1961. Research and development facilities added in the 1960s. Contents of the tape plant were liquidated in 1994. The interior spaces have been reconfigured for multiple tenant use.
- 4. Builder, contractor, suppliers:** Not known.
- 5. Original plans and construction:** The original portion of the building, which was completed in 1961, is a two-story building fronting Memorex Drive. This building is rectangular in plan and its exterior walls are finished with smooth stucco. The center of the façade (north side) is dominated by a curtain wall that extends across both stories and includes the primary entrance. At the ground level, the curtain wall features a pair of fully glazed metal doors with a narrow transom, flanked by four aluminum fixed windows to either side. At the upper level, the curtain wall contains a continuous ribbon of ten aluminum fixed windows. Short metal spandrel panels are located above the upper-level windows, between the upper and lower-level windows, and below the lower-level windows. A curvilinear porch hood is anchored above the primary entrance, sheltering both the double doors and one window unit to either side. A poured concrete walkway extends across the façade and connects the primary entrance to the sidewalk along Memorex Drive. A secondary entrance, a single-leaf metal door, is also located in the primary façade, to the east of the curtain wall and primary entrance. The eastern, western, and southern façades of the 1961 building have all been covered by additions.
- 6. Alterations and additions:** A freestanding shed was erected in 1963 (demolished in 1995) and the eastern warehouse and factory addition was completed in 1964. Eastern office, laboratory, warehouse, cafeteria addition, and additions on the south side of the 1961 building and 1964 addition, and an addition on the north side of the purchased ca. 1960 building completed in 1966. Breezeway between 1961 building and the purchased ca. 1960 building constructed in 1967. Freestanding warehouse erected as of 1968. Breezeway between the 1966 constructed office, laboratory, the warehouse addition and adjacent building at 2222 Ronald Street added in 1972 (demolished in 1995). 1966 constructed cafeteria demolished in 2004, shed roof on the purchased ca. 1960 building demolished in 2014, and north façade of the purchased ca. 1960 building truncated in 2015.

## **B. Historical Context:<sup>1</sup>**

### **Postwar Industrialization in the Santa Clara Valley**

The population and economy of the Santa Clara Valley grew rapidly in the postwar years, as the economic focus of the region shifted from agriculture to electronics and manufacturing. Orchards were swiftly replaced with residential subdivisions and shopping centers, while rural roadways were widened into freeways to accommodate the massive influx of people and commercial activity that accompanied increasing industrialization and the related population boom. In the postwar era, the largest fruit producing and packing region in the world known as the “Valley of the Heart’s Delight” transformed into “Silicon Valley”, home to exponential technological growth. This transformation was brought about by United States government defense contracts and Stanford University officials’ efforts to develop a relationship between the research university and the federal government.

Stanford University was a key contributor to the economic success of the Santa Clara Valley in the postwar years. From the university’s inception in 1891, its founders had intended their school to have a strong emphasis on science, engineering, and practical applications. The 1927 appointment of radio engineer Frederick Terman, who would be named Stanford’s dean of engineering in 1944 and provost in 1955, reinforced this mission. Terman educated and encouraged several students who would go on to establish some of the most successful electronic firms in the country, including William R. Hewlett and David Packard of the Hewlett-Packard Company, but his greater contribution to the Santa Clara Valley was his work to build a “university-government alliance” for defense-related research. Terman played a crucial role in Stanford University’s postwar efforts to secure defense research contracts from the federal government in the late 1940s; he believed that government partnerships were the future of U.S. research institutions and American military security. In the decades following World War II, the Cold War economy and the billions of dollars in government contracts that were granted to universities and firms in the Santa Clara Valley shaped the technological and economic advancements of the region.

Research-oriented industry, much of it funded by grants from the United States Department of Defense during the Cold War, transformed the Santa Clara Valley from an agricultural and extractive economy to one that was based on scientific research and technological advancement. A synergistic relationship developed between the region’s universities, the federal government, local municipalities, and the local business community. Stanford University emerged as a national leader in research and development in the electronics field, conducting applied research in California’s industrial and defense sectors beginning as early as 1946. In 1951, the university founded the Stanford Industrial Park, which attracted major tenants including Hewlett-Packard, Eastman Kodak, Varian Associates, the Sylvania Products Company, the Philco-Ford Corporation, General Electric, and the research division of the Lockheed Corporation (later Lockheed Martin Corporation). Other major firms, such as the Fairchild Camera and Instrument Corporation, Memorex Corporation, and National Semiconductor were located nearby. Municipal governments,

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<sup>1</sup> The historical narrative is excerpted from Architectural Resources Group, Inc., “Historic Resource Evaluation, 1200-1310 Memorex Drive, Santa Clara, California,” December 2019, prepared for David J. Powers & Associates, Inc.

for their part, incentivized industrial growth by providing tax relief and other incentives, and by clearing tracts of land for development. Underpinning this growth were grants and contracts extended by the Department of Defense; by the late 1970s, Santa Clara County was receiving \$2 billion annually in federal defense contracts, a trend that continues today.

Approximately 800 electronics businesses emerged in Santa Clara County between 1950 and 1974, spurred by government contracts, municipal governments' incentives, and the desire to locate themselves adjacent to the companies and university programs that had established themselves as leaders in the field. The development of integrated circuitry brought about the creation of the pocket calculator and the microprocessor, thereafter, led to the proliferation of computers for consumer use, which in turn solidified the region's position as the electronics industry leader in the 1960s and beyond. Santa Clara County's population swelled from 290,547 in 1950 to over a million in 1970, one year before journalist Donald Hoefler would use the term "Silicon Valley." The valley's orchards were replaced with auto-oriented development like shopping centers and residential subdivisions, while rural roadways were widened into freeways to accommodate the massive influx of people and commercial activity that accompanied increasing industrialization and population boom.

### **Memorex Corporation and 1200-1310 Memorex Drive**

Memorex Corporation was one of the first electronics start-up companies founded in the Santa Clara Valley in the postwar period. Memorex was established in 1961 by Laurence L. Spitters, Arnold T. Challman, Donald F. Eldridge, and W. Lawrence Noon, all of whom had resigned from Ampex Corporation, another Santa Clara Valley electronics enterprise, to launch their own business venture. The nascent corporation began research and development operations from a rented facility in Mountain View, California, but before the year had ended, Memorex completed construction on their first plant and office facility at 1180 Shulman Avenue (the subject property, now 1200-1310 Memorex Drive) in east-central Santa Clara.

Initially, Memorex Corporation focused on magnetic recording media, beginning with the production of magnetic computer tape, but it soon expanded its offerings to include a range of peripheral equipment including removable disk packs and hard disk drives that were plug-compatible with computers produced by the International Business Machines Corporation (IBM). IBM, another Santa Clara Valley electronics company, was the unequivocal leader in the global computer market at the time, and Memorex was the first independent manufacturer of peripheral equipment that could be used with their proprietary computer systems. The Memorex 630, an IBM 2311 plug-compatible disk drive, was introduced in 1968, and a higher-capacity IBM 2314 plug-compatible drive was introduced a year later. These products were marketed as faster, more reliable, and more affordable than the IBM-produced disk drives that they promised to replace. The invention of IBM plug-compatible disk drives enabled Memorex, a relatively small company, to partner with IBM and therefore gain a share of the massive computer market that the larger company controlled. Memorex's early success encouraged other electronics companies to create their own IBM plug-compatible peripheral equipment, including Marshall, Potter Instruments, Telex, Century Data, Control Data Corporation, and Memorex's founders' former employer, Ampex.

In the early 1970s, Memorex expanded to a new headquarters in San Tomas Industrial Park, less than two miles away from their original headquarters (the subject property), which remained in use as a production facility. The company also established a Consumer Products Division; for the first time, Memorex products were available for sale through retail shops, beginning with blank audio cassettes and ¼-inch tape on 5-inch and 7-inch open reels (Figure 40). The company engaged the Leo Burnett Agency in Chicago to handle their advertising, which was disseminated via newspapers, magazines, radio, and television. Their most successful ad campaign recorded celebrated jazz artist Ella Fitzgerald singing a high note and shattering a wine glass with the frequency of her delivery. A recording of her voice on a Memorex tape was then played, shattering a second wine glass, demonstrating the clarity and quality of Memorex's audio cassettes. The accompanying slogan, "Is it live, or is it Memorex?" made the company a household name.

After years of producing peripheral equipment, Memorex introduced its own computer systems in late March 1972. However, a series of aggressive pricing and product actions by IBM, who dominated the computer mainframe industry at the time, reduced the profitability of the venture. In September 1973, Memorex reported a total loss of \$101 million for the first six months of the year, including more than \$90 million in asset write-offs and \$8 million in operating losses. The company subsequently sued IBM for monopolizing the market for peripheral products for use with IBM computers, alleging that they and their subsidiaries had "been virtually unable to obtain equity or debt financing at reasonable interest rates" to remain viable. In turn, IBM charged that Memorex had engaged in "industrial espionage," deliberately hiring former IBM employees and deploying IBM's trade secrets in the design and marketing of Memorex products. With the inability to secure a unanimous vote from the jury and a refusal for an appeal with the Supreme Court, Memorex's antitrust lawsuit ultimately ended in a mistrial.

In 1974, Robert C. Wilson replaced founder Laurence Spitters as CEO and restructured the company in cooperation with Bank of America. Approximately 300 employees were laid off, and through the end of the decade, Memorex successfully focused on its media products and IBM plug-compatible peripheral offerings. Wilson retired in 1979 and was replaced by Clarence W. Spangle in early 1980. Declining profits in the first quarter of that year forced the new CEO to lay off 220 employees from the Santa Clara tape plant (the subject property). In 1981, the company was acquired by the Detroit-based Burroughs Corporation (later Unisys) for \$106 million in cash, and in 1982, its tape division was sold to Tandy Corporation. Business problems and poor sales in the late 1980s led to the dismemberment of Memorex by Unisys. A sizeable portion of the company was sold to an international group of Memorex executives and New York financier Eli S. Jacobs for \$550 million in late 1986. The new Memorex International NV was registered in the Netherlands and headquartered in London, with Giorgio Ronchi as its president. In 1988, it acquired Telex Corporation in a bid to expand its American market and emerged as Memorex Telex NV.

Memorex Telex N.V. was plagued by instability in the 1990s, filing for Chapter 11 bankruptcy protection three times between 1992 and 1996. Many of the company's international sales and service subsidiaries continued as subsidiaries of other firms. The tape division of the Memorex license, still owned by Tandy Corporation at the time, was purchased by Hanny Holdings Limited

of Hong Kong in 1993 and continued as Memorex International Inc. The contents of the company's original Santa Clara tape plant (the subject property) were liquidated in 1994. In 2006, Memorex International Inc. was bought out by Imation Corps, a provider of data storage disks and tapes, for \$330 million in cash. Imation subsequently sold the Memorex brand to Digital Products International, a Missouri-based consumer electronic products firm, in 2015. The brand continues to produce and market disk recordable media, flash memory, and other computer accessories.

## **PART II. ARCHITECTURAL INFORMATION**

### **A. General Statement**

- 1. Architectural character:** Despite the International Style detailing on the building's primary façade, the former Memorex Corporation plant at 1200-1310 Memorex Drive is a relatively generic example of midcentury industrial architecture. Interesting architectural elements of the former Memorex Corporation plant consists of curtain walls with glazing and metal spandrel panels centered in the northern façade of the 1961 building and 1964 addition; curtain walls with glazing and metal spandrel panels dominating the northern and, to a slightly lesser extent, the eastern façades of the 1966 three-story addition; near-continuous glazing across the northern façade of the 1966 three-story addition and the eastern façade of the 1964 addition; symmetrical curvilinear porch hood over the primary entrance to the 1961 building; and asymmetrical curvilinear porch roof with angular columns at the primary entrance to the 1964 addition.
- 2. Condition of fabric:** Exterior, good; Interior, unknown.

### **B. Description of exterior**

- 1. Overall dimensions:** The main building is two- and three-stories tall with an irregular plan. It measures approximately 467 feet long at its longest point and 325 feet wide at its widest point. The west building is a tall, single-story building with an L-shaped plan. It is approximately 225 feet long and 110 feet wide. The small warehouse is a single-story and has a rectangular plan. It is approximately 73 feet long and 40 feet wide.
- 2. Foundations:** Foundations are concrete slab.
- 3. Walls:** The walls tilt-up concrete panels.
- 4. Structural system, framing:** The exterior walls are steel-frame.
- 5. Porches, stoops, balconies, porticoes, bulkheads:** None.
- 6. Chimneys:** None.
- 7. Openings**
  - a. Doorways and doors:** The original portion of the building, which was completed in 1961, is a two-story building fronting Memorex Drive to the north. The center of the primary (northern) façade is dominated by a curtain wall that extends across both

stories and includes the building's primary entrance. At the ground level, the curtain wall features a pair of fully glazed metal doors with a narrow transom. A curvilinear porch hood is anchored above the primary entrance, sheltering both the double doors and one window unit to either side. A poured concrete walkway extends across the façade and connects the primary entrance to the sidewalk along Memorex Drive. A secondary entrance, a single-leaf metal door, is also located in the primary façade, to the east of the curtain wall and primary entrance.

The eastern, western, and southern façades of the 1961 building have all been covered by additions. The addition across the eastern façade was completed in late 1964. The primary entrance to the building is on its eastern façade, sheltered by a curvilinear, asymmetrical porch roof supported by a series of angular columns. The columns are constructed from concrete, and the roof appears to clad in sheet metal. The porch covers only the northernmost part of the eastern façade, extending beyond the corner of the building to cover a portion of the walkway that connects the entrance to the sidewalk along Memorex Drive. Below the porch, the façade is punctuated by a pair of fully glazed aluminum doors with a transom and a ribbon of four full-height fixed windows

Across the 1964 addition's eastern façade, beginning at the southern end of the porch roof, is a narrow, two-story addition that is rectangular in plan. At the ground level, its primary (northern) façade features the primary entrance, a pair of aluminum double doors, sheltered below a short vinyl awning. Multiple secondary entrances, including roll-up garage doors and one set of fully glazed aluminum doors with a transom and sidelights, punctuate the first story below the curtain wall. The southern façade features a loading area covered by a projecting metal awning at the first story and a metal door accessed by a metal exterior staircase at the second story.

- b. Windows and shutters:** The center of the primary (northern) façade of the original portion of the building, is dominated by a curtain wall that extends across both stories and includes the building's primary entrance. At the ground level, the curtain wall features a pair of fully glazed metal doors with a narrow transom, flanked by four aluminum fixed windows to either side. The westernmost window has been infilled with an opaque metal panel. At the upper level, the curtain wall contains a continuous ribbon of ten aluminum fixed windows. Short metal spandrel panels are located above the eastern, western, and southern façades of the 1961 building have all been covered by additions. The addition across the eastern façade was completed in late 1964. The northern façade is also dominated by a centrally located curtain wall that extends across both stories. Unlike the curtain wall on the 1961 building, however, this is predominantly filled with opaque panels, featuring only four fixed aluminum windows on either story.

Across the 1964 addition's eastern façade, beginning at the southern end of the porch roof, is a narrow, two-story addition that is rectangular in plan. It features large, fixed aluminum windows across the first story on its primary (northern) façade, while its eastern façade is covered entirely by a three-story addition, completed in 1966. At the ground level, its primary (northern) façade features fixed aluminum windows. The

upper stories are a steel-framed curtain wall containing alternating rows of fixed windows and opaque panels. The eastern façade, which is nearly five times the width of the northern façade, features a more varied appearance. The curtain wall wraps around the northeastern corner of the building, covering all three floors of the northern third of the eastern façade. It then continues at only the upper floor across the length of the façade.

## **8. Roof**

- a. Shape, covering:** Most of the buildings at the former Memorex Corporation plant have flat roofs with shallow parapets. The purchased ca. 1960 building has a barrel roof covered with white rolled composition roofing and the ca. 1966 freestanding warehouse has a gable roof covered with corrugated sheet metal.
- b. Cornice, eaves:** All building sections lack cornice or eaves.
- c. Dormers, cupolas, towers:** None.

## **C. Description of Interior**

- a.** The interiors of the building were demolished prior to documentation and were not photographed as part of this effort.

## **D. Site**

- 1. Historic Landscape design:** The property dominates an irregularly shaped block roughly bounded by Memorex Drive to the north, Ronald Street to the east, and the Peninsula Subdivision MT2 rail line to the southwest. A narrow strip of landscaped vegetation extends along the eastern two-thirds of the Memorex Drive frontage, and a row of trees follows the southwestern property boundary. The subject property contains a large industrial complex comprised of several adjoining one-, two-, and three-story manufacturing facilities, warehouse buildings, and offices. The complex is surrounded on all sides by asphalt-paved driveways, parking, and loading areas. The surrounding blocks are also characterized by light industrial development with surface lot parking.

An exposed aggregate concrete walkway extends across the façade of the original 1961 building and connects the primary entrance to the exposed aggregate concrete walkway along Memorex Drive. A small eating area with circular tables and curving, fixed-in-place benches is located on the east side of the 1964 addition.

- 2. Outbuildings:** None.

## **PART III. SOURCES OF INFORMATION**

### **A. Architectural Drawings:**

None

**B. Early Views:**

Photographs in “Memorex: Intercom, Newsletter for Employees.” Various years. Electronic files available at: <https://mrxhist.org/DocIndex.html>.

**C. Interviews:**

None

**D. Selected Sources:**

Architecture Planning Conservation (ARG). *Historic Resource Evaluation, 1200-1310 Memorex Drive, Santa Clara, California, Prepared on behalf of David J. Powers & Associates, Inc.* December 2019. Electronic file available at: <https://www.santaclaraca.gov/home/showpublisheddocument/74248/637593709911130000>.

“Memorex: Intercom, Newsletter for Employees.” Various years. Electronic files available at: <https://mrxhist.org/DocIndex.html>.

**E. Likely Sources Not Yet Investigated:**

Leland W. King papers (M2055). Department of Special Collections and University Archives, Stanford Libraries, Stanford, California.

**F. Supplemental Material:**

None

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- 2 MEMOREX CORPORTATION. COLOR PHOTOGRAPH OF ENTRY OF THE OF FIRST MEMOREX BUILDING CONSTRUCTED AT THE PROPERTY: “HUSBANDS AND WIFES [SIC] OF EARLY MARKETING DEPT.” 1962. MEMORABILIA GATHERED FOR MEMOREX ALUMNI DAY, OCTOBER 14, 2011 AVAILABLE AT “MEMOREX HISTORY AND MEMORABILIA” WEBSITE, [HTTPS://MRXHIST.ORG/DOCS/SEAM\\_5446.JPG](https://MRXHIST.ORG/DOCS/SEAM_5446.JPG).
- 3 MEMOREX CORPORTATION. PHOTOGRAPH SHOWING EASTERN ADDITION ON FIRST MEMOREX BUILDING CONSTRUCTED AT THE PROPERTY IN “MEMOREX: REPORT OF ANNUNAL MEETING.” APRIL 9, 1965. MEMORABILIA GATHERED FOR MEMOREX ALUMNI DAY, OCTOBER 14, 2011 AVAILABLE AT “MEMOREX HISTORY AND MEMORABILIA” WEBSITE, [HTTPS://MRXHIST.ORG/DOCS/MRX%2019650409%20ANNMTG.PDF](https://MRXHIST.ORG/DOCS/MRX%2019650409%20ANNMTG.PDF).
- 4 MEMOREX CORPORTATION. OBLIQUE AERIAL PHOTOGRAPH SHOWING MEMOREX PROPERTY IN “MEMOREX: INTERCOM, NEWSLETTER FOR EMPLOYEES, VOLUME II, NO. 5” JUNE 12, 1965. MEMORABILIA GATHERED FOR MEMOREX ALUMNI DAY, OCTOBER 14, 2011 AVAILABLE AT “MEMOREX HISTORY AND MEMORABILIA” WEBSITE, [HTTPS://MRXHIST.ORG/DOCS/MRX%2019650612%20INTERCOM.PDF](https://MRXHIST.ORG/DOCS/MRX%2019650612%20INTERCOM.PDF).
- 5 MEMOREX CORPORTATION. GROUND FLOOR PLAN OF MAIN BUILDING IN “MEMOREX: INTERCOM, NEWSLETTER FOR EMPLOYEES, VOLUME II, NO. 5” JUNE 12, 1965. MEMORABILIA GATHERED FOR MEMOREX ALUMNI DAY, OCTOBER 14, 2011 AVAILABLE AT “MEMOREX HISTORY AND MEMORABILIA” WEBSITE, [HTTPS://MRXHIST.ORG/DOCS/MRX%2019650612%20INTERCOM.PDF](https://MRXHIST.ORG/DOCS/MRX%2019650612%20INTERCOM.PDF).
- 6 MEMOREX CORPORTATION. SECOND FLOOR PLAN OF MAIN BUILDING IN “MEMOREX: INTERCOM, NEWSLETTER FOR EMPLOYEES, VOLUME II, NO. 5” JUNE 12, 1965. MEMORABILIA GATHERED FOR MEMOREX ALUMNI DAY, OCTOBER 14, 2011 AVAILABLE AT “MEMOREX HISTORY AND MEMORABILIA” WEBSITE, [HTTPS://MRXHIST.ORG/DOCS/MRX%2019650612%20INTERCOM.PDF](https://MRXHIST.ORG/DOCS/MRX%2019650612%20INTERCOM.PDF).

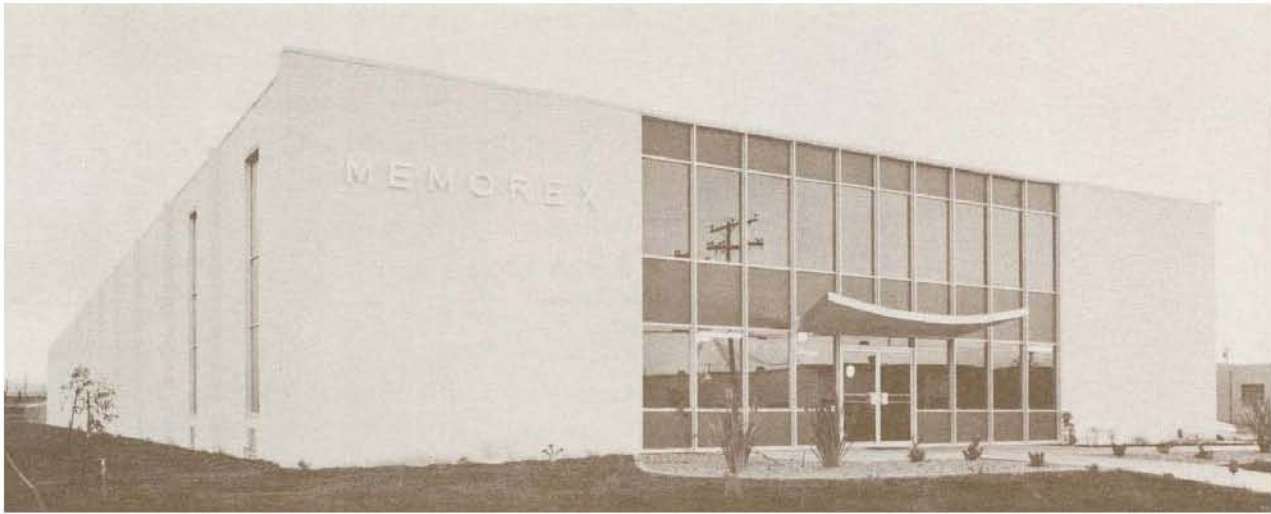
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- 10 MEMOREX CORPORATION. PHOTOGRAPHS SHOWING PATIO AND INTERIOR OF CAFETERIA (BOTH SINCE DEMOLISHED) COMPLETED AS PART OF THE THREE-STORY, 65,000 SQUARE-FOOT ADDITION IN “MEMOREX: INTERCOM, NEWSLETTER FOR EMPLOYEES, VOLUME III, NO. 13” MARCH 1966. MEMORABILIA GATHERED FOR MEMOREX ALUMNI DAY, OCTOBER 14, 2011 AVAILABLE AT “MEMOREX HISTORY AND MEMORABILIA” WEBSITE, [HTTPS://MRXHIST.ORG/DOCS/WILL\\_5172.17.PDF](HTTPS://MRXHIST.ORG/DOCS/WILL_5172.17.PDF).
- 11 MEMOREX CORPORATION. PHOTOGRAPH OF DISC PACK BUILDING AT WEST END OF MEMOREX DRIVE (FORMERLY SHULMAN AVENUE) (STILL EXTANT) IN “MEMOREX: INTERCOM, NEWSLETTER FOR EMPLOYEES, VOLUME V, NO. 2” FEBRUARY 1968. MEMORABILIA GATHERED FOR MEMOREX ALUMNI DAY, OCTOBER 14, 2011 AVAILABLE AT “MEMOREX HISTORY AND MEMORABILIA” WEBSITE, [HTTPS://MRXHIST.ORG/DOCS/WILL\\_5194.PDF](HTTPS://MRXHIST.ORG/DOCS/WILL_5194.PDF).
- 12 MEMOREX CORPORATION. OBLIQUE AERIAL PHOTOGRAPH SHOWING MEMOREX PROPERTY IN “MEMOREX: INTERCOM, NEWSLETTER FOR EMPLOYEES, VOLUME V, NO. 4” JUNE 1968. MEMORABILIA GATHERED FOR

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SANTA CLARA, SANTA CLARA COUNTY, CA  
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- 13 MEMOREX CORPORTATION. SITE MAP OF MEMOREX PROPERTY IN “MEMOREX: WELCOME,” MAY 22, 1971. MEMORABILIA GATHERED FOR MEMOREX ALUMNI DAY, OCTOBER 14, 2011 AVAILABLE AT “MEMOREX HISTORY AND MEMORABILIA” WEBSITE,  
[HTTPS://MRXHIST.ORG/DOCS/WILL\\_5170.PDF](https://MRXHIST.ORG/DOCS/WILL_5170.PDF).

1200-1310 MEMOREX DRIVE  
SANTA CLARA, SANTA CLARA COUNTY, CA  
FIGURE 1



1200-1310 MEMOREX DRIVE  
SANTA CLARA, SANTA CLARA COUNTY, CA  
FIGURE 2



1200-1310 MEMOREX DRIVE  
SANTA CLARA, SANTA CLARA COUNTY, CA  
FIGURE 3



## Memorex Expansion Story Told

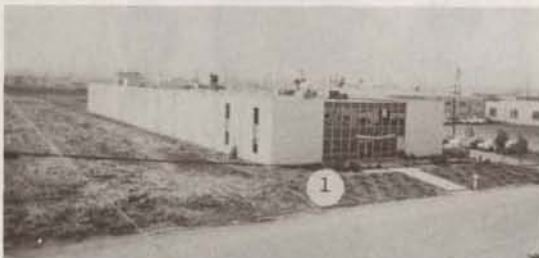


THIS AERIAL PHOTOGRAPH SHOWS MEMOREX MUCH AS IT IS TODAY. SEE STORY BELOW FOR EXPANSION HISTORY

Over the past four years, Memorex Corporation has enjoyed a very impressive growth rate, which has included expansion to new facilities, acquisition of land around the present location, purchase of existing buildings and renting of additional space needed for operations.

Following numerical pointers in photograph above:

Point 1 represents the first building on the original 4.8 acre plant-site, at 1180 Shulman Avenue. It is also pictured below, as it appeared shortly after completion in November, 1961.



Point 2 is a 30,000 square foot addition to the existing plant, which approximately doubled the original facility. Upon completion in October, 1964, Memorex had a second production line which doubled the existing production capacity.

Point 3 is the present employee parking lot, which will soon be the site of a three-story addition to the existing plant.

Points 4 and 5 are rented buildings, used for warehousing and offices, respectively.

Point 6 is building and property purchased in October, 1964, to be used for expanding warehousing needs.

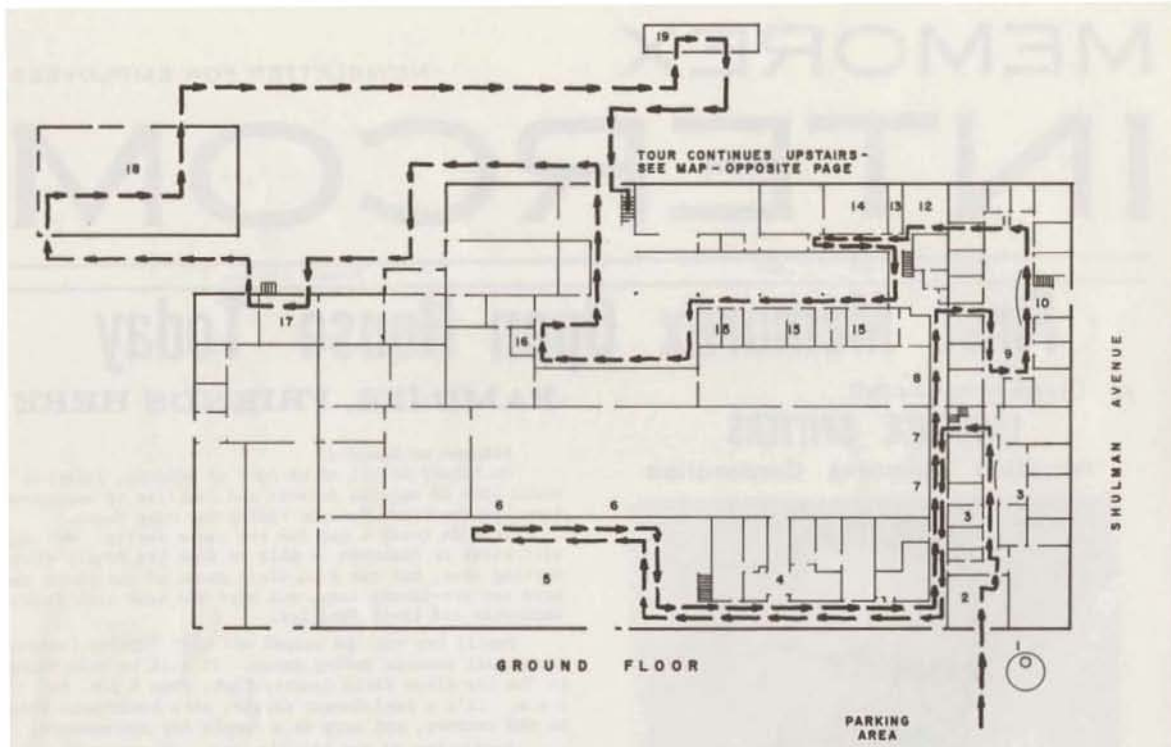
Point 7 indicates the approximate location of 16

acres of land acquired in April of this year, to be used for future plant expansion.

Point 8 is now paved employee parking. Just to the left of 8 but out of the picture, is a two acre plot which will be used for parking when expansion plans are complete. Also to the left of 8 is the Ronald street building, which is rented and used for research.

Point 9 is property acquired in late May, 1965, which is also to be used as additional employee parking.

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 FIGURE 5



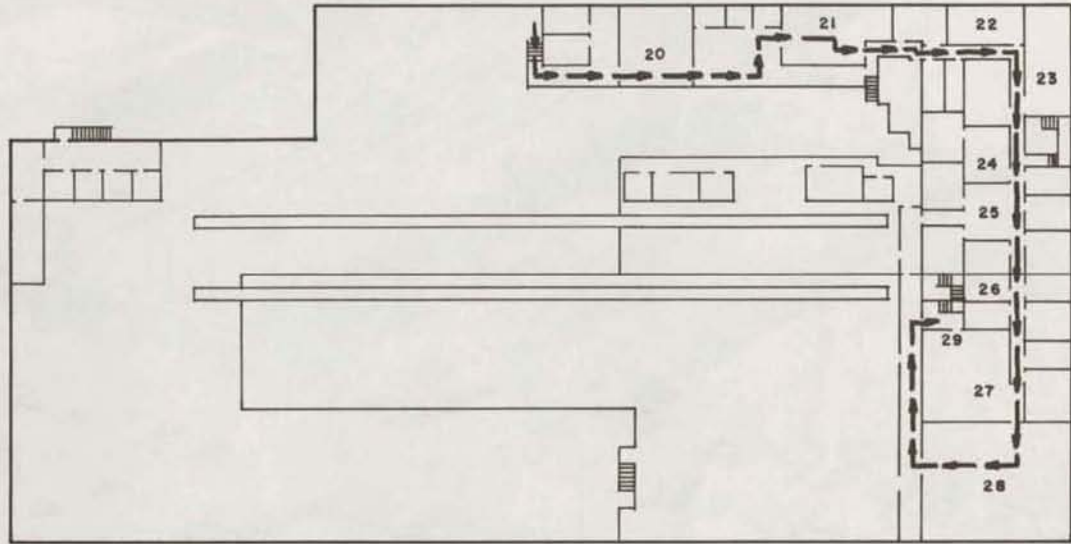
### MAP INDEX

To assist visitors on the Memorex Family Day tour, here is a list of stops and demonstrations scheduled. Numerical points listed below correspond to numbers on maps (top pages two and three).

1. Fountain and entrance to main lobby and start of tour.
2. MAIN LOBBY - special edition of Intercom, orchids for the ladies and surprises for the children may be picked up here.
3. GENERAL ADMINISTRATIVE OFFICES
4. ENTRANCE TO CLEAN ROOM
5. PRODUCT PACKAGING, SHIPPING AND RECEIVING
6. CLEAN ROOM - step-by-step production display
7. CLEAN ROOM - tape certification and take-up display
8. CLEAN ROOM - slitting demonstration
9. SALES DIVISION OFFICES
10. LOBBY - telephone communications center
11. RESEARCH DIVISION OFFICES
12. PHYSICS LAB
13. ELECTRON MICROSCOPE
14. RESEARCH CHEM LABS
15. MANUFACTURING OFFICES - see-through to production operations
16. QUALITY CONTROL - video tape certification
17. ENGINEERING LABORATORIES
18. MAINTENANCE BUILDING
19. VIDEO TAPE CENTER - demonstration of color and black and white video tape processes

(Continued on next page)

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FIGURE 6

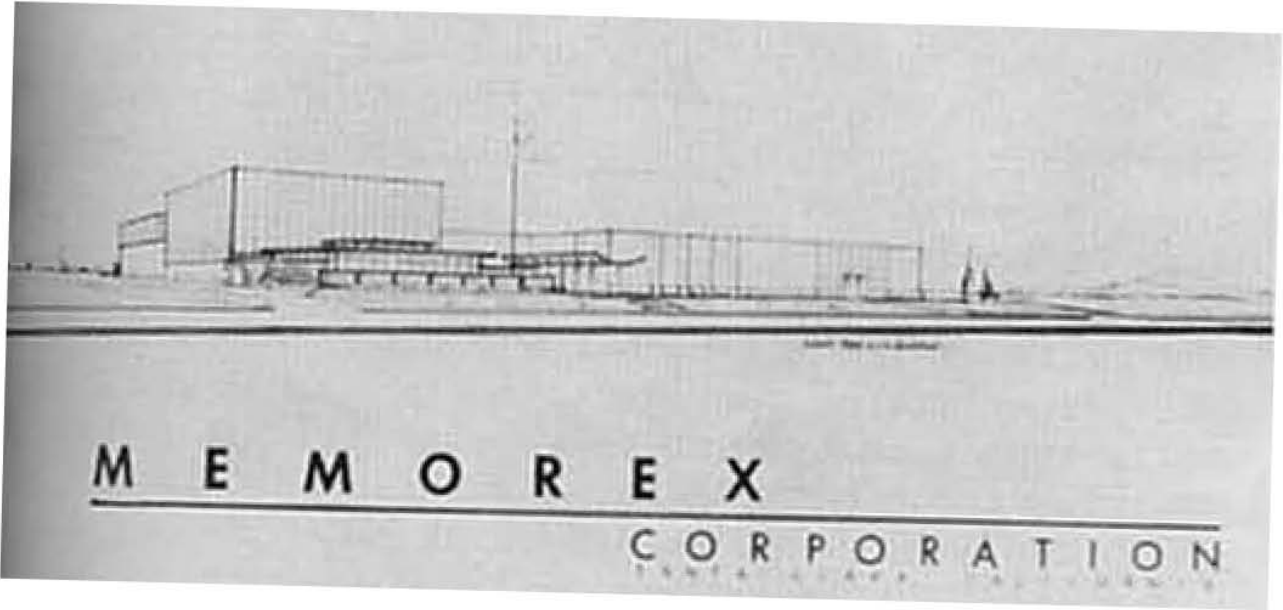


SECOND FLOOR

(Continued from preceeding page)

20. QUALITY CONTROL OFFICES - demonstration of tape wear test
21. RESEARCH CENTER - demonstrations of computer tape transport and closed circuit TV
22. MEMOREX STORY - shown throughout day, via cable TV from Video Center, pre-recorded on video tape.
23. DRAFTING ROOM
24. MAINTENANCE AND INDUSTRIAL ENGINEERING OFFICES
25. MANUFACTURING OFFICES
26. MANUFACTURING ENGINEERING OFFICES
27. MANUFACTURING ENGINEERING LABORATORIES
28. LUNCHROOM - static displays and refreshments
29. EXIT - down stairway indicated on map, to ground floor, and out through main lobby.

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FIGURE 7



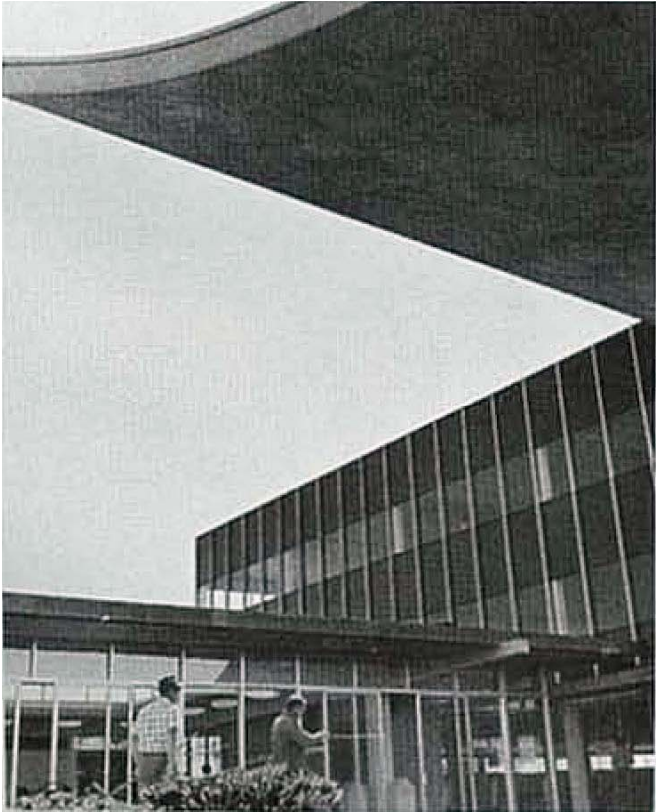
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FIGURE 8



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FIGURE 9



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FIGURE 10



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FIGURE 11



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FIGURE 12



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 FIGURE 13

A Guide to Your Tours of Memorex's Shulman Avenue Facilities

- KC** Kids' Club  
parents may leave their children at touring the facilities. Computers and show software for the kids' club are available at these locations.
- 1** Start of Disc Plant tour
- 2** Main building e-man room tour  
production, an audio analysis room, clean room environment. We take every possible precaution to ensure that our e-man room is free of dust and other contaminants from the production process.
- 3** Bulletin board display
- 4** Clean room viewing station into computer and storage areas
- 5** Disc pack per disk computer display
- 6** Demonstration of e-man pack recording techniques
- 7** Upgrade to second floor
- 8** Process clean hallway to computer center
- 9** Information Services computer center and operations of the Information Services Department, including a computer operator's station, which is used for data processing and file pack testing.
- 10** Information Meet-Up Office
- 11** Return to first floor
- 12** Disc Plant tour ends at front lobby

**Tape Plant**

- 1** Tape Plant tour begins here
- 2** Research Department  
Research and development of new magnetic components and new materials is initiated by the Research Department.
- 3** Receiving Inspection Department  
By all incoming materials, also materials and components and finished of company materials.
- 4** New material design workshop

**3** Film Cleaning Department

- The film cleaning department is a multi-step process which involves the use of various solvents and detergents to clean the film. The film cleaning process begins in the Film Cleaning Department, where the film is first cleaned in a clean room. Then it is sent to the clean room to be cleaned in a clean room. Then it is sent to the clean room to be cleaned in a clean room. Then it is sent to the clean room to be cleaned in a clean room.

**6** Clean Room Laundry

- Clean room laundry is a critical part of our production process. It involves the use of clean room laundry to ensure that all materials are clean and free of contaminants. This is done in a clean room environment, where the laundry is washed and dried in a clean room. Then it is sent to the clean room to be cleaned in a clean room.

**8** Magnetic Materials Laboratory

- The magnetic materials laboratory is a key part of our research and development process. It involves the use of various magnetic materials to create new products. This is done in a clean room environment, where the materials are tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.

**9** Process Research Lab

- The process research lab is a key part of our research and development process. It involves the use of various process research techniques to create new products. This is done in a clean room environment, where the process is tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.

**10** Discs Laboratory

- The discs laboratory is a key part of our research and development process. It involves the use of various disc laboratory techniques to create new products. This is done in a clean room environment, where the discs are tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.

**11** Research Materials Lab

- The research materials lab is a key part of our research and development process. It involves the use of various research materials to create new products. This is done in a clean room environment, where the materials are tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.

**12** View into the clean room, showing the discing Department

- This is where magnetic tape is all made. The discing department is a key part of our production process. It involves the use of various discing techniques to create new products. This is done in a clean room environment, where the discs are tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.

**13** View into Special Products Finishing Department

- This is where special products are finished. The special products finishing department is a key part of our production process. It involves the use of various finishing techniques to create new products. This is done in a clean room environment, where the products are tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.

**14** Information Media Group

- The information media group is a key part of our production process. It involves the use of various information media techniques to create new products. This is done in a clean room environment, where the media are tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.

**15** Personnel Lobby

- The personnel lobby is a key part of our production process. It involves the use of various personnel lobby techniques to create new products. This is done in a clean room environment, where the lobby is tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.

**16** Third Floor

- The third floor is a key part of our production process. It involves the use of various third floor techniques to create new products. This is done in a clean room environment, where the floor is tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.

**17** Quality Assurance and Technical Service Center offices

- The quality assurance and technical service center offices are a key part of our production process. They involve the use of various quality assurance and technical service center techniques to create new products. This is done in a clean room environment, where the offices are tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.

**18** Calibration Lab

- The calibration lab is a key part of our production process. It involves the use of various calibration techniques to create new products. This is done in a clean room environment, where the lab is tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.

**19** Environmental Lab

- The environmental lab is a key part of our production process. It involves the use of various environmental techniques to create new products. This is done in a clean room environment, where the lab is tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.

**20** Quality Assurance Test Library, where data is stored for future reference

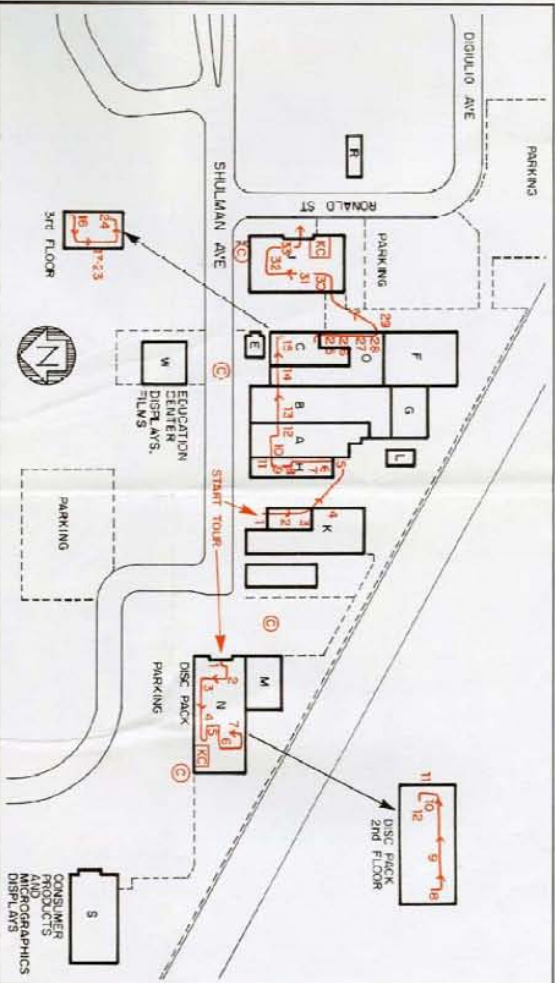
- The quality assurance test library is a key part of our production process. It involves the use of various quality assurance test techniques to create new products. This is done in a clean room environment, where the library is tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.

**21** Video Test Lab—Dimensional

- The video test lab is a key part of our production process. It involves the use of various video test techniques to create new products. This is done in a clean room environment, where the lab is tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.

**22** Computer Test Lab, where computer tapes are evaluated

- The computer test lab is a key part of our production process. It involves the use of various computer test techniques to create new products. This is done in a clean room environment, where the lab is tested and analyzed. Then it is sent to the clean room to be cleaned in a clean room.



- 23** Computer Test Lab, where computer tapes are evaluated
- 24** Video Test Lab—Dimensional
- 25** Packaging Department
- 26** Computer Production Department
- 27** Disc Packaging
- 28** Reclaim and storage area
- 29** Follow the action to the finished goods warehouse
- 30** Finished Goods Warehouse
- 31** Shipping Department
- 32** Sales Department
- 33** Purchasing Department, and the end of the tape plant tour

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Daniel Herrick and Garret Root, Photographers, November 23, 2021.

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- 2 FAÇADE (NORTH SIDE) OF MAIN BUILDING, CAMERA FACING SOUTHWEST.
- 3 ENTRY AND COVERED WALKWAY ON EAST END OF MAIN BUILDING, CAMERA FACING WEST.
- 4 ENTRY, COVERED WALKWAY, AND PARKING AREA IN FORMER LOCATION OF CAFETERIA, CAMERA FACING SOUTHEAST.
- 5 DETAIL OF PLYONS ALONG COVERED WALKWAY, CAMERA FACING SOUTH.
- 6 FAÇADE (NORTH SIDE) OF MAIN BUILDING, SHOWING ORIGINAL 1961 ENTRY IN FOREGROUND AND 1964 ADDITION ENTRY IN BACKGROUND, CAMERA FACING SOUTHEAST.
- 7 DETAIL OF ORIGINAL 1961 ENTRY ON FAÇADE (NORTH SIDE) OF MAIN BUILDING, CAMERA FACING SOUTHWEST.
- 8 BREEZEWAY ADDITION WITH MAIN BUILDING ON LEFT AND WEST BUILDING ON RIGHT, CAMERA FACING SOUTH.
- 9 NORTH END OF THE WEST SIDE OF ORIGINAL BUILDING SECTION ON MAIN BUILDING, CAMERA FACING NORTHEAST.
- 10 SOUTHWEST CORNER OF MAIN BUILDING, CAMERA FACING NORTHTHEAST.
- 11 SOUTHEAST CORNER OF MAIN BUILDING, CAMERA FACING NORTHTHEAST.
- 12 OVERVIEW SHOWING SOUTH AND EAST SIDES OF MAIN BUILDING, CAMERA FACING NORTHWEST.
- 13 OVERVIEW OF MECHANICAL PENTHOUSE ON ROOF OF MAIN BUILDING NEAR THE NORTHEAST CORNER, CAMERA FACING NORTHEAST.
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- 16 SOUTH AND EAST SIDES OF WEST BUILDING AND BREEZEWAY, CAMERA FACING NORTHWEST.

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**PHOTOGRAPHIC KEY**



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