

the international recession, corporate price wars—sent the valley's semiconductor profits plunging.

Frustrated but irrepressible, the valley responded with the esprit and determination of wartime.

Lobbying in Washington, Silicon Valley leaders bemoaned the lack in the United States of a national industrial policy similar to that of Japan, which throws its resources



*"We wanted to change someone's life," said executives at Advanced Micro Devices when they offered a \$240,000 company drawing. They succeeded with the winner, Jocelyn Llano (above).*

*Research in the valley affects the lives of all Americans. Physicists probe the atom at the Stanford Linear Accelerator Center (right) by shooting electrons at nearly the speed of light through a tube beneath this two-mile-long lab at Stanford University—a major fount of Silicon Valley talent.*

behind specific areas, such as chips.

AMD's Jerry Sanders fumed, "I just don't want to pretend I'm in a fair fight. I'm not. The Japanese pay 7 percent for capital; I pay 18 percent on a good day. They get hundreds of millions of dollars of free R and D [research and development] paid for by their government. Then their products arrive here in a flood."

As the trade war escalated into a critical test of the two cultures, Silicon Valley became a metaphor for the American way. "We'll outcompete the Japanese in the marketplace," asserted Harry Sello. "After all, we Yankees invented competition. Against the Japanese companies, we offer superiority in infrastructure, software, and, above all, innovation."

Carrying that confidence into the enemy camp, Intel aggressively launched an advanced new memory chip in Tokyo, breaching the Japanese market, and, this spring, fired its 64K RAM into the fray, announcing, "They've won the first skirmish, but we'll win the war."

#### The Valley's Pulse Beats On

But Silicon Valley's power was being assaulted by other forces. The need for capital to sustain growth is forcing many of the smaller companies to sell out to major corporations, a move an industry financial specialist, Sal Accardo in New York City, believes may strip the valley of its "flair, drive, and creativity."

And by fouling its own nest with pollution, congestion, and soaring housing and labor costs, Silicon Valley is forcing industry out. Charles Sporck, president of National Semiconductor, flies regularly to Malaysia and Arizona to visit his assembly plants. Apple's Jobs flies to a June board meeting in Ireland.

Yet Apple and Intel are still headquartered here. Giants like IBM and Hewlett-Packard are committing themselves to expanded research facilities in Silicon Valley. And profit-driven investors are pouring capital into a buoyant new wave of chip, computer, and software companies, the definitive act of economic faith that, in the words of Sal Accardo: "Silicon Valley will continue to be the cerebrum, a magnet for creative minds." □

Tom  
22 Nov 84  
10.41

37° 25' N  
122° 12' 5" W

M  
Break

"

I

A flat  
cuming  
sailed } c

B

"

M  
Break

"

I

A rising  
irregular  
sailed

B land N

37° 25' N  
122° 12' 5" W

I

A cummy  
flat

B

S.2 green w  
grey c  
Blue w

"

I

A vertical  
down / c  
manade

B -

S.2 vertical c  
Tall ab  
grey c

A1 Breaks  
strang-

I

A vertical  
manade c

B -

A slowness  
M Break

2  
S2      D      AI      EI      T      I      Dal      A/S

f S12  
wall pc

grey pc  
nixing pc  
thin orb  
solid pc

Monolithic BP

slipping orb

AI Break  
strange  
shame  
feeling c

rom pc  
smells orb  
pleasant

angles pc

AI Break  
blanks

silent pc  
watchful  
enjoyment / def  
waiting

S12

S2 D AI EI T I Adl Afs

strand pc  
line pc  
strange sound pc

Base pc

AI Breaks  
strange sounds

Adl Breaks  
looks  
a drone

humming sound pc

hu

long c

electric pc

SK

towers

long c

BILO Breaks

zigzag ab

tubular pc

SK

line pc

glow pc

S2 0 A1 21 T F A01 A/S

power c  
power line ab.

Conf Break  
power station ab

I

A circling c  
Manade c

B —

A straight c  
Manade c

B —

bright ab  
heat c  
many ab

atean ab

A/Break  
Confusing

S-2

D

D1

E1

T

I

Ad

Orbit  
reflective/cab

I

A vent  
Manacle

B -

A cooling  
enclosure  
Manacle

B -

Ad Break  
antenna

energy of C

Ad Breaks  
site tower  
will run.

open pc  
large c

suspended cab

Ad Break,  
Damm

S2

D

A1

E1

T

I

Aol

Q  
A1

9

A many pc

B -

heat pc

Adl Brooks  
tower/w  
flame

buttafles in  
stomach of

Adl Brooks  
rackets

Al Brooks  
awwome

modem c

Adl Brooks  
wing generator

SR c

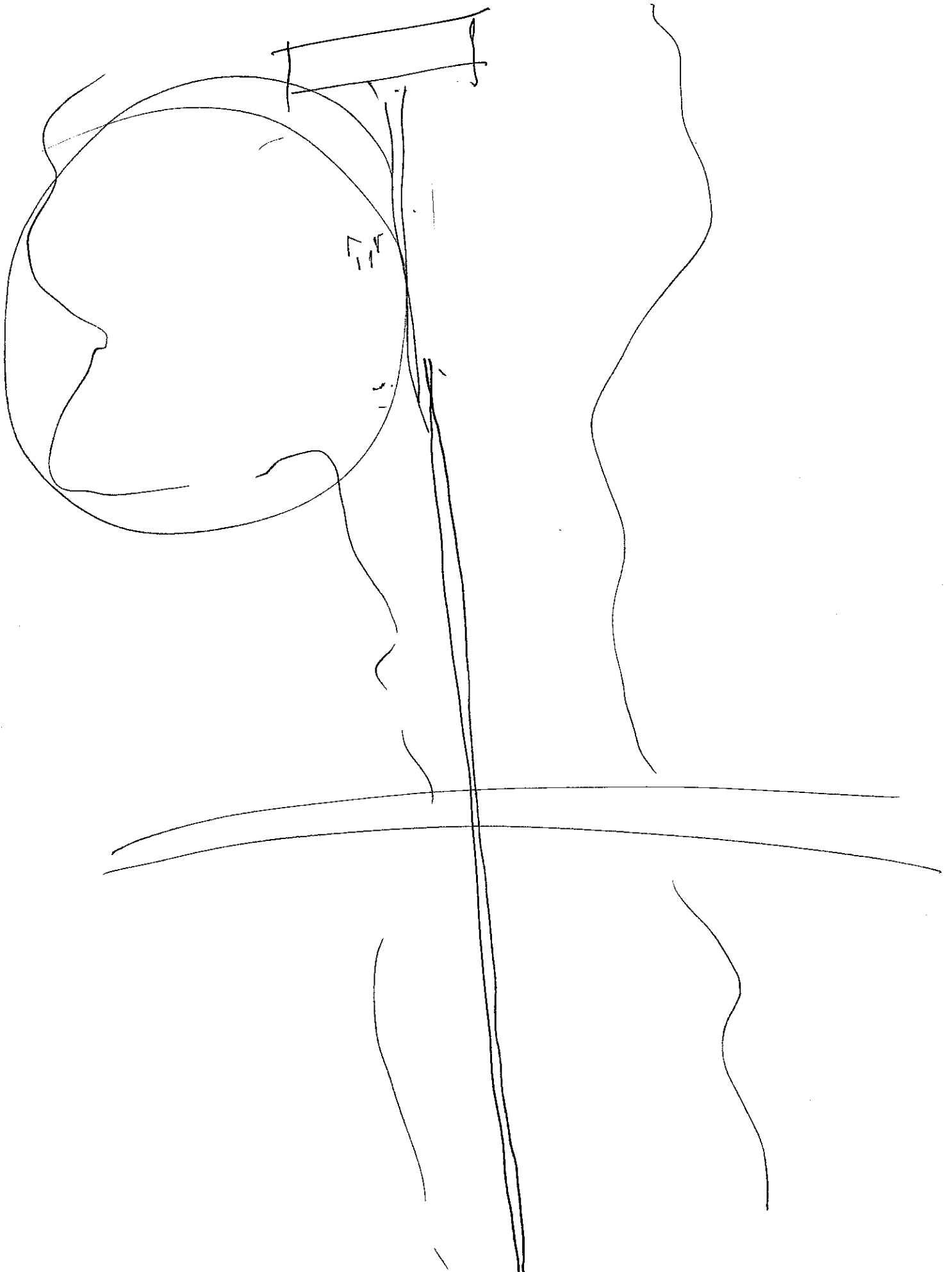
A long c  
cylinder of  
manaf c

B -

long c

linear  
accelerator

Dh



AL

PA

AN e

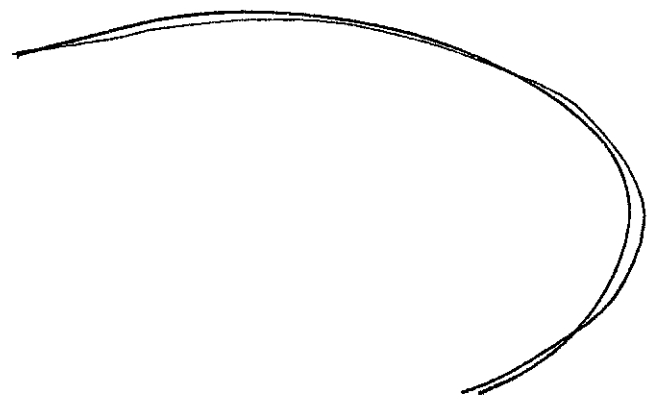
Stanford linear  
accelerator



TOM  
22 Mar 84  
1041

37° 25' N  
122° 12' 5" W M Break

37° 25' N  
122° 12' 5" W



A flat Curving  
solid mbc  
B-

37° 25' N  
122° 12' 5" W

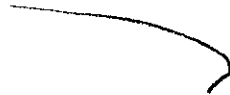
M Break

37° 25' N  
122° 12' 5" W



A rising regular  
solid  
Bland, N

37° 25' N  
122° 12' 5" W



A curving flat  
B-

S-2  
green W  
gray C  
black FB

37° 25' N  
122° 12' 5" N



A Vert down  
manmade  
B-

S-2  
ret,  
tall csp,  
gray C  
strange

AD Bush  
Strange



A Vert  
manmade <  
B-  
A sloping  
on Bush

S-2

D

AI

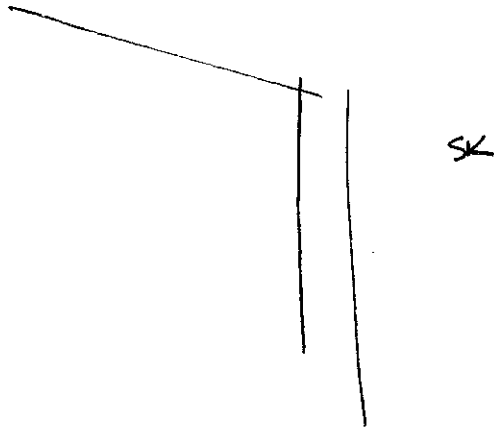
EI

T

I

AOL

APL/S14



wald PC

gray PL

rising PL  
 thin CF  
 solid PL  
 sloping CF

menolith AOL

AI Break  
 strange

strange feeling

warm PL

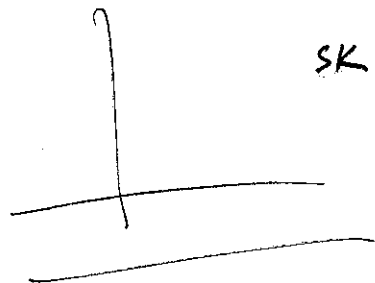
smells  
 pleasant smells CF

angles PL

AI Break  
 272

don't have a  
 word for it  
 blank

silent PL  
 watchful CF  
 enjoyment CF  
 waiting CF



S-2

D

AI

EI

T

I

AdL AdLst

Base PC

sound PC  
tone PC  
strange sound PC

At Break  
strange sound

Ad Break  
like a drone

humming sound PC

NM  
N/N  
N.M.

long c

electric PC



long c

tower

Bilo Break

zig-zag  
yes

tubular PC



line PC

glow PC

S-2

D

AI

EI

T

I

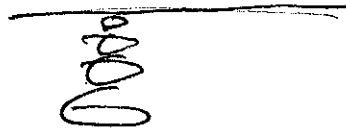
AOL AOLY

Power c

Power  
in ccs

on Break

Power  
Station ccs



A circling  
manmade

B-

A straight  
manmade

B-

light ccs

heat-c

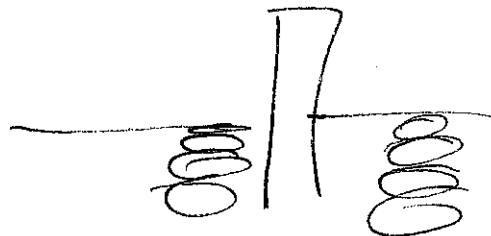
many ccs

many ccs

steam ccs

AT Break  
Confusing

SK



circling

'S-Z

D

AI

EI

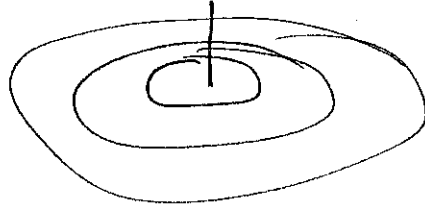
T

I

AOL

AOL/

light reflectors CFB



A Vert man-made

B-

A circling  
Enclasis  
man-made c

B-

Aol Break

Antenna

Energy c

power  
large c

Aol Break



tower with  
mirror

suspended CFB

Aol Break

Dam

S-2

D

AI

ET

T

I

AOL

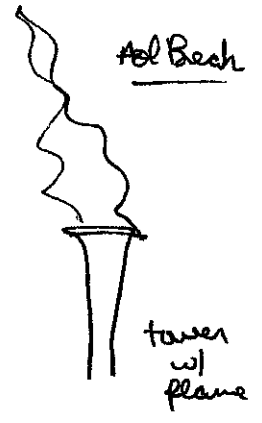
AOL/SIC



A moving PL

B -

heat PL



AOL Beach

tower  
w/  
plane

AOL Beach

Rockets

Butterflies  
in the  
stomach

AOL Beach  
anemometer

modern c

AOL Beach  
Wind Gage



A long  
cylindrical  
manmade

B -

linear  
accelerator

long c

sharp

all

Pa

an

Stanford  
linear  
accelerator

End