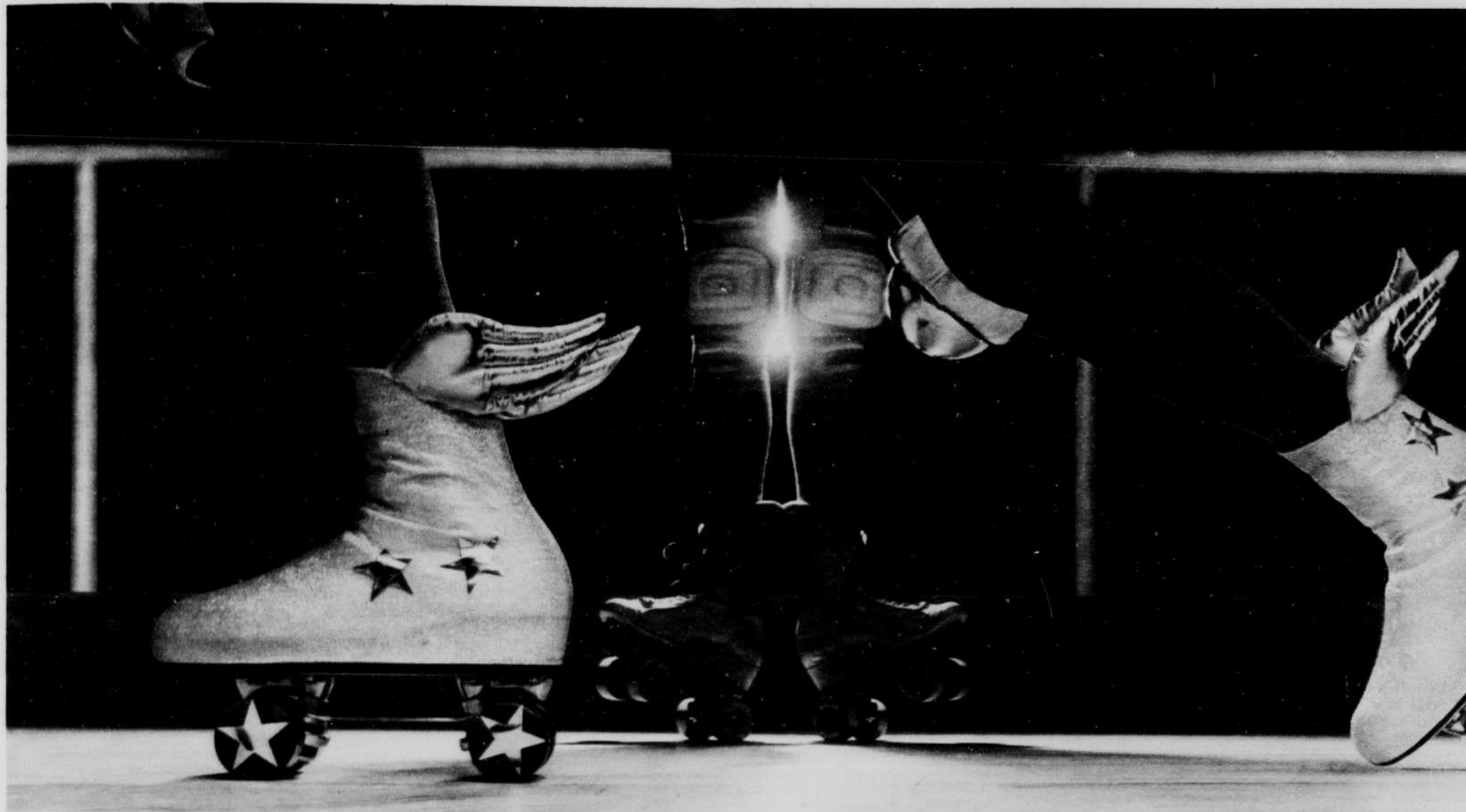


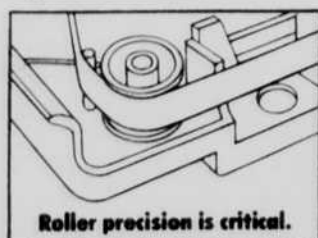


If you think "pads and rollers" are just a California craze, you're not ready for New Memorex.

Pads and rollers are key components of a cassette's tape transport system.

This system guides the tape past your deck's tape head. It must do so with unerring accuracy.

And no cassette does it more accurately than totally new Memorex.



Roller precision is critical.

The new Memorex tape transport system is precision engineered to exacting tolerances.

Flanged, seamless rollers guide the tape effortlessly and exactly. An oversize pad hugs the tape to the tape head with critical pressure: firm enough for precise alignment, gentle

enough to dramatically reduce wear.

Our unique ultra-low-friction polyolefin wafers help precision-molded hubs dispense and gather tape silently and uniformly, play after play after play. Even after 1,000 plays.

In fact, our new Memorex cassette will always deliver true sound reproduction, or we'll replace it. Free.

Of course, reproduction that true and that enduring owes a lot to Permapass™, our extraordinary new binding process. It even owes a little to our unique new fumble-free storage album.

But when you record on new Memorex, whether it's HIGH BIAS II, normal bias MRX I or METAL IV, don't forget the importance of those pads and rollers. Enjoy the music as

the tape glides unerringly across the head.

And remember: getting it there is half the fun.



NOW MORE THAN EVER
WE ASK: IS IT LIVE, OR IS IT

MEMOREX

