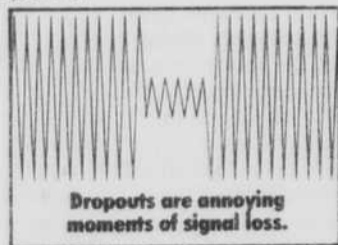


## If you think "dropouts" lead to street gangs, you're not ready for Memorex.

What dropouts can do to cassette recordings is criminal.

Dropouts are the annoying moments of signal loss that steal the clarity — and the life — from your music.

So every part of a Memorex cassette tape is specially engineered to help eliminate dropouts.



We developed an extraordinary binding process called Permapass™ to protect against dropouts caused by oxide wear-off. Permapass locks each oxide particle, each musical detail, onto the tape. For true sound

© 1981 Memorex Corporation, Santa Clara, California 95052, U.S.A.

reproduction play after play, even after 1000 plays.

Our tape transport mechanism is tooled to such precise tolerances, it virtually eliminates signal loss caused by tape-tracking error.

And to prevent those dropouts caused by dust, fingerprints and other mishandling of the inside, we reinvented the outside: a unique fumble-free album that accepts the cassette upside down or right side up.

So don't risk your good music to a bunch of dropouts.

Record on Memorex. In HIGH BIAS II, METAL IV or normal bias MRX I. Each gives you true sound repro-

duction even after 1000 plays.

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

To settle for anything less would be a crime.



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

**MEMOREX**

