



ROCK 'N
ROLL
WILL
NEVER
DIE

Presenting High Bias II and the Ultimate Tape Guarantee.

Memorex presents High Bias II, a tape so extraordinary,
we're going to guarantee it forever.

We'll guarantee life-like sound.

Extraordinarily flat frequency response at zero dB
recording levels, combined with remarkably low noise
levels, means music is captured live. Then Permapass,[™]
our unique oxide-bonding process, locks each oxide
particle—each musical detail—onto the tape. So music stays live.
Not just the 1st play. Or the 1000th. But forever.

We'll guarantee the cassette.

We've engineered every facet of our transport mechanism to protect the tape.
Our waved-wafer improves tape-wind. Silicone-treated rollers insure precise
alignment and smooth, safe tape movement. To protect the tape and mecha-
nism, we've surrounded them with a remarkable cassette housing made rigid
and strong by a mold design unique to Memorex.

We'll guarantee them forever.

If you ever become dissatisfied with Memorex
High Bias II, for any reason, simply mail the tape
back and we'll replace it free.

YOU'LL NEVER KNOW
IS IT LIVE,
OR IS IT
MEMOREX