

YOU'D BUY THIS AD.

Introducing The Memorex CDX II. You've Got To Hear It To Believe It.

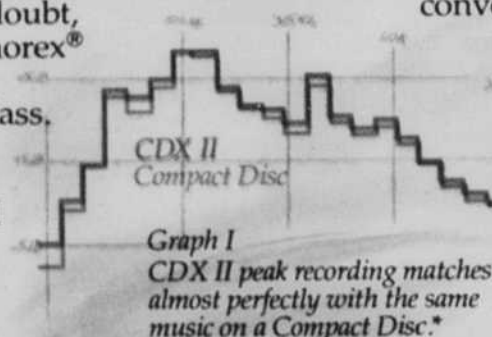
Without a doubt, the new Memorex® CDX II is in a very special class.

Consider these points:

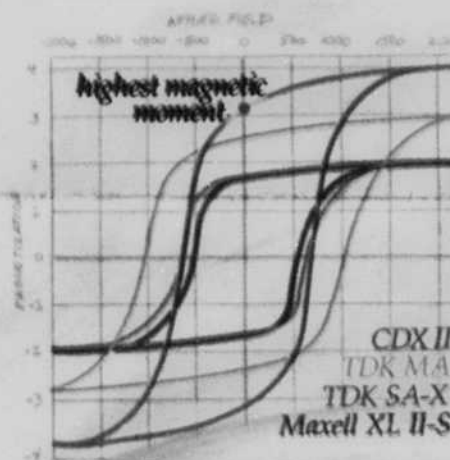
- The CDX II is a metal tape that can be recorded and played at the high bias setting.

- The CDX II comes extremely close to matching (see Graph I) the capability of today's most challenging sound source—the Compact Disc.

- The CDX II outperforms leading high bias tapes hands down. Fact is, we compared (see Graph II) the CDX II to TDK SA-X and Maxell XLII-S. The result? When it comes to high energy recording, no one can match our levels. That's right. No one.



This metal particle produces the highest magnetic moment of any tape we tested. Nearly twice as high as any conventional high bias tape—even higher than pure metal, until now the industry champ (see Graph III). To you, that translates into more head room. Which means you can accurately reproduce even the most sudden bursts of high energy sound that comes with the most demanding music sources.



Graph III
CDX II has the highest magnetic moment.

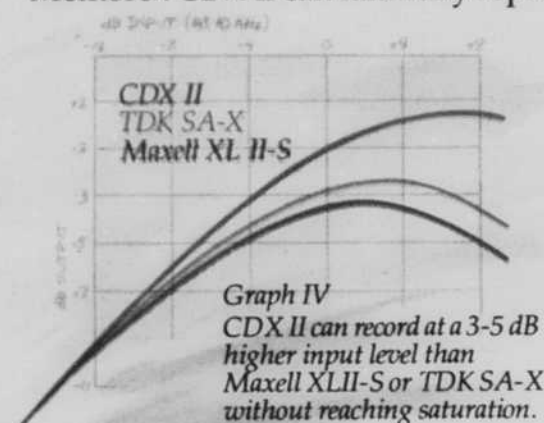
A Tape This Good Demanded A Superior Cassette.

So, we spent two years designing our new five-screw cassette from the ground up. This precision-engineered system assures that the CDX II works as great as it sounds. In fact, we guarantee it for life.

It Unlimits Your Limitations.

The Memorex CDX II can record critically demanding music substantially better than the best conventional high

bias tapes. At critical high frequencies, Memorex CDX II can faithfully repro-



duce music without saturating at a 3-5 dB higher input level (see Graph IV).

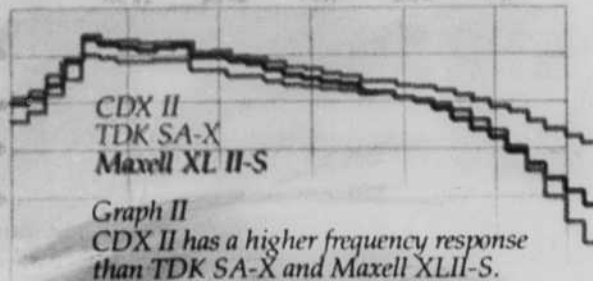
Now you can record at higher levels to minimize hiss, and still capture the loud passages, the peaks, the crescendos—without distortion or loss of high notes. In fact, you can almost capture the fantastic imaging digital discs have become famous for. But you can do it on tape. And do it with ease. Loud and clear. All at the high bias setting.

Compare The CDX II. You'll Find There's No Comparison.

We urge you to put loyalty aside and compare CDX II to the tape you're sold on now. Or, to any other tape you think can beat it. You'll never know what you're missing until you do.

Just send a dollar (to defray handling and shipping costs) to Memorex CDX II, P.O. Box 4261, Dept. E, Monticello, MN 55365, and we'll send you a new CDX II 90-minute cassette. Limit one per household. Allow 6-8 weeks for delivery (offer expires December 31, 1985).

*Comparison of CDX II performance versus Compact Disc containing high-energy electronic music. Data based on independent laboratory tests and examinations.



What Makes The Memorex CDX II So Special?

A bona fide breakthrough in metal chemistry. The development of a super alloy. One which lets us turn iron, the most magnetic material there is, into a super-small particle only 12 millionths of an inch long.

IS IT LIVE OR IS IT MEMOREX

