

It took us less than a year to become No. 2. But we're not stopping there.

Memorex is now carried by more retailers than any other blank cassette brand—save one.

It isn't coincidence we've come so far so fast. It's the result of superior product performance and superior merchandising.

We package our products better (they've won design awards), we promote them more, and we advertise them more (our advertising's won awards too). We're the first manufacturer to advertise audio tapes on national television.

Plain and simple, if you're not selling Memorex, you're missing out on a great way to increase your total tape sales. You're missing out on a lot of profits, too.

We won't be No. 2 for long.



MEMOREX Recording Tape
Reproduction so true it can shatter glass.



See us at The Consumer Electronics Show (booth 515).
Ask about our special Show offer.