

# Introducing Memorex Cassette Recording Tape. The tape that can shatter glass.

New Memorex Cassette Tape can shatter glass because it records and plays back with exacting precision. Memorex Cassette Tape records every note, every pitch, every harmonic, every nuance of music, then plays them back the same way they sounded live.

Quite a claim.

Quite a tape.

We found a singer who could maintain the exact pitch necessary to shatter glass and projected his voice with enough volume to vibrate a glass to its shatter point. At the same time, we recorded that pitch on Memorex Cassette Tape.

Then we played our tape back.

Bam! Shattered glass.

Because we can capture and play back a voice with such exacting precision, you can record and play back your favorite music with the same exacting precision.

You'll hear.

**MEMOREX** Recording Tape  
Reproduction so true it can shatter glass.



Undated but circa Sep 1971  
Copy of first print add for Memorex Consumer Tape  
see 3Q71 Memorex Quarterly Report