

• Before you jump  
to conclusions,



# consider our



## INTRODUCING THE TOUGHHELL™.

Now that the 3480 subsystem is the new industry standard, suddenly everybody's in the race to make 3480 media.

So how do you pick a winner?

By looking at one track record: Memorex, maker of the Toughshell™ premium tape cartridge.

For more than twenty-five years we've been hot

## FROM MEMOREX.®



on the track of just one goal: making the best media you can buy. That kind of determination made us the world leader in open-reel tape.

And the leader of the pack in 3480 education. Thousands of key DP and MIS personnel across the country have

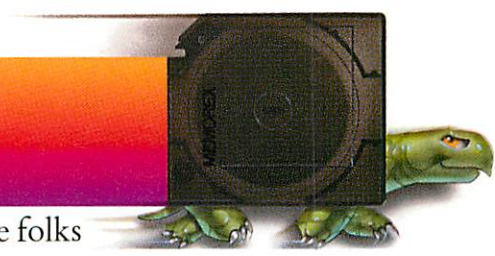
# track record.

attended our National Training Seminars. If you'd like to take part in one, just contact your Memorex sales rep.

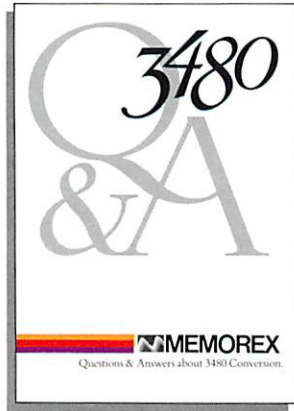
Speaking of reps, they're living proof that we're in it for the long run. Because while the competition hopped in and out of the media business, we hung in there. And we did it with people—sales reps and oxide chemists, quality control inspectors, and technical service reps who know more about hardware

than a lot of the folks who sell it.

So when you back our champion, the Toughshell, you get all of these people backing you up as well. Call your Memorex rep today. Even if you've just got questions about the megabyte race, we've got the time to talk things over. After all, we're



BEFORE YOU BUY  
THE BEST-SELLER,  
READ THE BOOK.



Get your free copy  
from a Memorex sales rep today.

