

Watch for Ella and Memorex this fall on CBS NFC Football.



MEMOREX Recording Tape



(SFX: SCAT)



(SFX: SCAT UNDER)
ANNCR: (VO) Ella Fitzgerald is attempting to shatter a glass with her amplified voice.



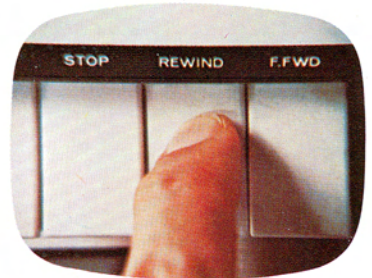
(SFX: SCAT)



(SFX: GLASS CRASH)



She did it!



(SFX: REWIND BUTTON)



(SFX: REWINDING)



(SFX: PLAY BUTTON)



You are now hearing the . . .



. . . Memorex Cassette Tape Recording we just made of Ella.



(SFX: GLASS CRASH)



Now you'll see a glass shatter again.



Is it Ella

But is it Ella . . .



Is it Ella or is it Memorex?

Or . . . is it Memorex?



Is it Ella or is it Memorex?

(SFX: GLASS CRASH)
ELLA: (VO) I'll never tell.