



Introducing the Ampex Extended Frequency Cassette

For the first time, Ampex has introduced a new cassette tape that can play at 15,000 cycles per second. This is the highest frequency ever achieved in a cassette tape. The result is a sound that is clearer, more detailed, and more lifelike than any other cassette tape. Ampex Extended Frequency Cassettes are available in 90-minute and 150-minute lengths. They are priced at \$1.99 and \$2.99 respectively. Ampex Cassettes are available at all major electronics and music stores. For more information, contact Ampex Corporation, 2600 Central Expressway, Redwood City, California 94061.



Goblet-Shattering Ad Titillates Tape Giants

LOS ANGELES—Imagine the surprise of three tape industry executives when they read their latest memorandums from their promotion - advertising departments. They read:

"We're breaking glass. We hope it sells tape."

Sound farfetched? In one form or another, that was the message flowing to millions of consumers from Memorex, Ampex and Sony. Unlikely as it may sound, just such a campaign is being waged in executive

suites of three giant tape manufacturers.

In the meantime, while glass is being broken in Redwood City (Ampex), Sun Valley (Sony) and Santa Clara (Memorex), another tape manufacturer in Gardena (Audio Magnetics) claims it is too busy to break glass but it is breaking records.

All year long the three giants have beaten the drums for their quality tape. Now it's turning into a fistfight.

Memorex fired the first salvo when it introduced its cassette tape with a print and network television campaign shattering glass. It boasted, "We found a singer who could maintain the pitch necessary to shatter glass and projected his voice with enough volume to vibrate a glass to its shatter point."

Ampex fired back. It introduced its extended frequency cassette, but warned consumers: "Don't wear your glasses" (when you try the tape). Presumably it will shatter the glass.

Not to be outdone, Sony boasted its tape could "shatter glass for less money, much less than other glass-shattering brands."

And finally, Audio Magnetics, which had this message to dealers: "It all depends on whether you want to sweep up broken glass or clean up at the cash register."

It said: "While our competitors are busy breaking glasses, we're breaking (sales) records. We're selling more compact cassettes than our glass-shattering competitors combined . . . and that's where it's at."

Memorex, in an effort to phrase the last word, came back with the following ad:

"Memorex makes tape that can shatter glass. So what?"

Many agree. So what?