Congratulations on your graduation!

Even after you’ve left, you can still receive "Take me to your leader."

Ask for the leader in cassette tape. Maxell.

When you come in to Tech Hifi and ask for "the best," you’ll get Maxell. Maxell is our leading line of cassettes because no other cassettes we’ve encountered sound as good, hold up as well, or are easier to use.

Maxell Ultra-Dynamic and Ultra-Dynamic XL cassettes utilize a newly-formulated tape oxide called PX (Pure Crystal) Gamma Hematite. It’s a space-age formulation that sets new standards in frequency response, saturation level, sensitivity and signal to noise (even when compared with "chrome" tape formulations). But the tape is only part of the reason why Maxell cassettes surpass all others.

The other part is the Maxell cassette shell itself. It’s made with about 40% more high impact styrene than most other cassette shells. So it will retain its precision construction tolerances over many, many years of hard use. And quality features like teflon-impregnated carbon slipsheets, a felt pressure-pad (backed with a heavy-duty phosphur-bronze spring), and crowned and flanged guide rollers with stainless steel pins are more reasons why the Maxell cassette shell will perform up to the same rigid standards as the finest high fidelity cassette decks.

The leader in Maxell cassettes helps make Maxell the leader.

PX Gamma Hematite tape and precision-made cassette shells are two important reasons why Maxell is the leader in cassette tape.

But Maxell’s unique multi-function tape leader is the clincher. Not only does the leader in Maxell cassettes clean the tape heads in your deck without harmful abrasives, it also: 1) tells you which side of the cassette is ready for play; 2) indicates the direction of tape travel, and 3) gives you a five second "cue" before play begins. Only Maxell cassettes offer all this.

FREE "FLYING SAUCER" with the purchase of a Maxell cassette at Tech Hifi.

To emphasize the "out of this world" performance of Maxell cassettes, Maxell and Tech Hifi will give you a free flying saucer with the purchase of one or more Maxell C-90 Low Noise/High Output, Ultra-Dynamic, or Ultra-Dynamic XL cassettes. Just bring this coupon to the Tech Hifi nearest you and say — "Take me to your leader." They’ll know you mean Maxell.