

# THE TOY THAT GREW UP

Cassette music is this year's holiday example of a toy that grew up.

Cassettes invaded the U.S. scene five years ago primarily for portable voice recording. Today, cassettes are welcome in the home and on the go as a convenient and compact source of stereo music.

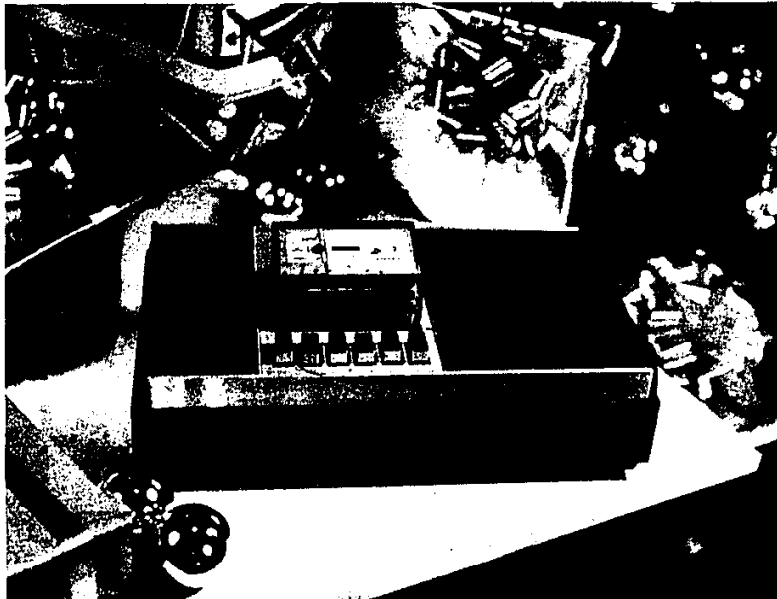
There are two main reasons for the acceptance of cassettes in the home, according to Ampex, a leading producer of cassette equipment and tape.

Design and engineering advances since the first cassette recorders and tapes have improved the quality of cassette sound. And a wide range of musical selections are now available on tape, ranging from classical and semi-classical to popular and rock and featuring the world's leading artists.

Cassettes are tiny reels of magnetic tape encased in slim plastic boxes that merely slip into the

recorder and start with the push of a button. Recording or listening is a soft touch without tape handling.

The cassette offers many advantages as a home entertainment device. It is much simpler to operate than traditional open reel recorders which require tape handling and tape threading. It permits home recording, which is not possible with record players, and tapes can be erased and reused numerous times.



**CASSETTE CHRISTMAS:** A favorite for home stereo listening is the Micro 90, an attractive model which includes a cassette changer. Six cassettes may be stacked to play up to six hours of music without handling. Available as a deck, as a complete stereo system and with radio... the Ampex Micro 90.

Introduced in the mid-1960s, cassette recorders and players are available in a wide range of models from under \$30 to approximately \$300. For the last two years, U.S. sales of tape recorders (more than half of them cassette models) have exceeded record player sales.

For home listening, a favorite is the Ampex Micro 90, an attractive stereo model which includes a cassette changer. Six cassettes may be stacked to play up to six hours of music without handling. It is available as a deck or as a complete stereo system priced from \$170 to \$220. With AM FM FM stereo tuner it is \$300.

At the low end, by the same manufacturer... a portable play-back model for listening on-the-go is the Micro 1, which weighs only 1½ pounds and costs less than \$30.

Recorded cassettes of a wide range of music and educational subjects are available in increasing variety. Sales of recorded cassettes are expected to rise 53 percent this year, according to the company.

Blank cassettes for recording family events, off-the-air or from other music sources are available for less than \$2.50 for one-hour of recording and playing time.

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