

**Here
NOW!**

ROLATAPE

**"The Tape with
the Famous Name"**



Rola magnetic recording tape is the product of Research and Development carried out with the thoroughness which has made the Rola name synonymous with the world's finest loud-speakers.

Rolatape comes in two grades — 1½ mil PVC base General Purpose tape which meets the requirements of most professional, educational, or home-recordists and a Premium Quality 1 mil tape using a super-strong Polyester base which provides 50% longer recording time.

Rolatape is spooled on 5 and 7 inch reels carrying 600 and 1,200 feet respectively for the PVC base tape, or 900 and 1,800 feet respectively for the Polyester base tape.

These are the internationally recognised standards to which Rolatape is made:

- **Frequency response beyond 15,000 c.p.s., at a speed of 7½ inches per second.**
- **Background noise more than 65 db below recording level.**
- **Modulation noise more than 50 db below recording level.**
- **Distortion less than 2%**
- **Variation in output less than 1 db over any spool and less than 2 db between spools.**

Rola magnetic tape — **"THE TAPE WITH THE FAMOUS NAME"** — will bring new depth and realism to all your recordings.

ROLATAPE DISTRIBUTORS:

VICTORIA

W. & G. DISTRIBUTING CO. PTY. LTD.
185 A'Beckett Street, Melbourne - - - - - FJ3651

N.S.W.

THE LAWRENCE & HANSON ELECTRICAL CO. PTY. LTD.
862 Elizabeth Street, Zetland. And Branches. - - MX4041

QUEENSLAND

THE LAWRENCE & HANSON ELECTRICAL CO. (Q'LAND) LTD.
85-87 Elizabeth Street, Brisbane. And branches. - - - - 21151

SOUTH AUSTRALIA

A. G. HEALING LTD.
376 King William Street, Adelaide - - - - - W0171



ROLA COMPANY (AUST.) PTY. LTD.