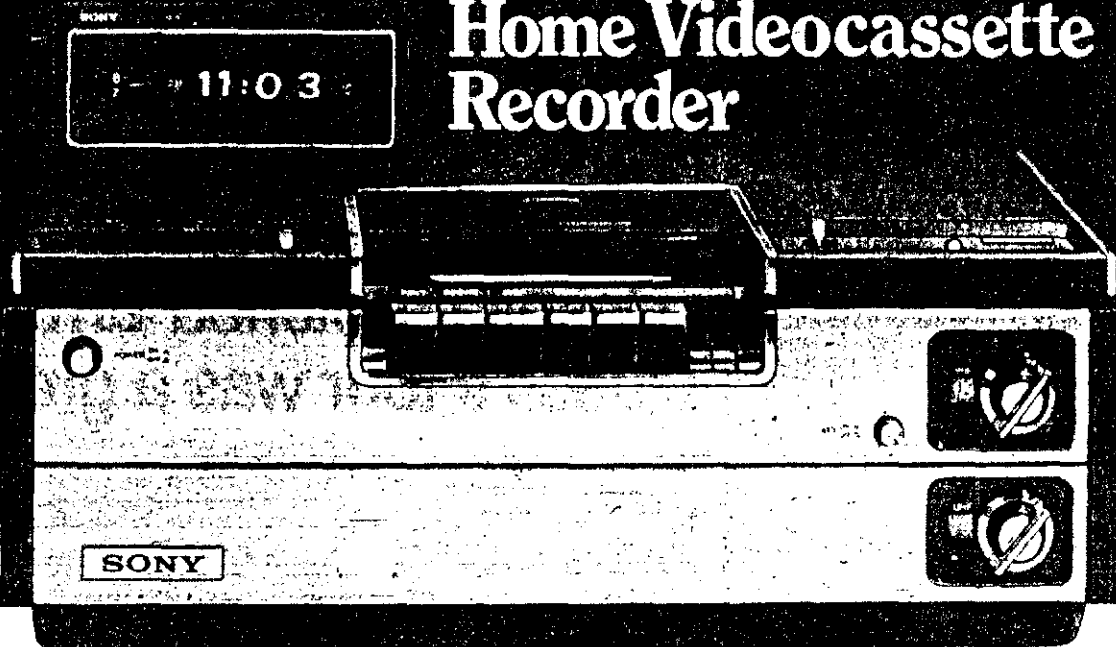
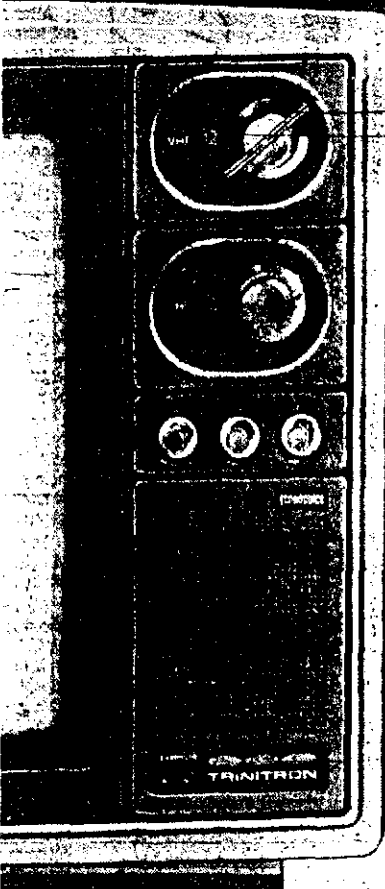


Sony introduces BETAMAX

Home Videocassette Recorder



Does For TV What The Cassette Deck Did For Records

The Sony Betamax Color Videocassette Recorder puts you in complete charge of your TV viewing. While you're watching the game-of-the-century on channel 2, your Betamax is recording the movie-classic-of-the-century on channel 8. After the game, you simply rewind the videocassette, exactly the same as you would an audio cassette, push the play button and settle back to enjoy the movie. Or, you can put the cassette away and watch it tomorrow, next week, or next year... and you can watch it as many times as you like.

TV Special vs. An Evening Out

Not only will it record your favorite TV program, Betamax will do it while you're out. Simply set the Betamax clock

watcher digital timer and when you come home you have up to an hour of programming, ready to view at your convenience. Because Betamax cassettes can be stored indefinitely you can build your own library of television programming; your favorite series, historical events, or educational shows.

No, You Don't Have To Be An Engineer

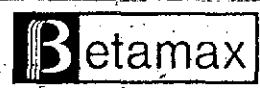
Betamax is simple to operate. It is no more complicated than an ordinary audio cassette deck, a TV set and the timer on your stove. It connects directly to your color (or even your B&W) TV set and, of course, the tapes are reusable. If you don't want to save a program, simply record over. And because Betamax uses 1/2 inch cassette tape it's economical. The Sony Betamax. Ask for a demonstration at your Betamax Dealer.

BETAMAX \$1745.00*
including digital clock timer

See A Demonstration
At These Sony BETAMAX Dealers

- ADVANCE TV AND STEREO, 1300 Portage Ave.
- EATON'S, Downtown Polo Park
- STRAINS CAMERA STORES,
Unicity Fashion Mall / Polo Park Shopping Centre
- WESTERN SOUND, 613 Portage Ave.

* (Prices may vary up or down, at the discretion of individual Sony BETAMAX dealers.)



See what you've been missing!

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