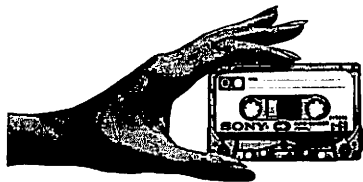


A revealing comparison between audio cassettes and Sony Color Videocassettes.

(And a somewhat surprising conclusion.)



Audio cassettes took the gadgetry out of tape recording and playback. They made tapes simple to make, simple to keep, simple to use.

Today you can find audio cassette recorders being used in offices, schools, homes, factories, and hospitals. A telling question: what kind of tape recorder do you have?

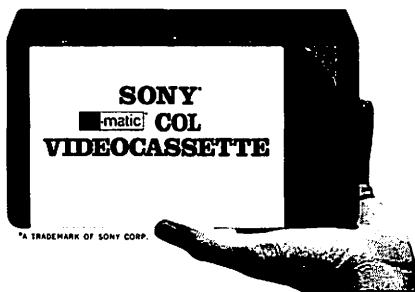
Now, look at Sony U-matic Color Videocassettes. They take the gadgetry out of video tape re-

recording. They make tapes simple to make, simple to keep, simple to use.

And it won't be long before the Sony Color Videocassette Recorder will be a commonplace item in offices, schools, factories, and hospitals . . . for recording either self-originated programs or programs off-the-air . . . and playing back through a TV receiver for a mirror-clear picture.

What you see here is Sony's Model VO-1600 Recorder-Player. We have a brochure that tells you all about it. Send for it today. Then draw your own conclusion. We think it will be the same as ours.

Conclusion: If you can use an audio cassette recorder, you can use a Sony Color Videocassette Recorder.



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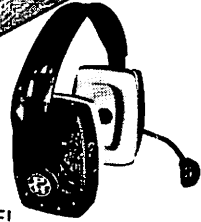
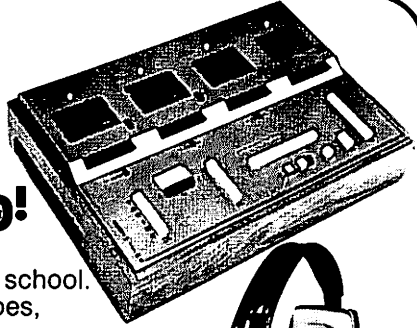
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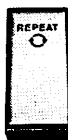
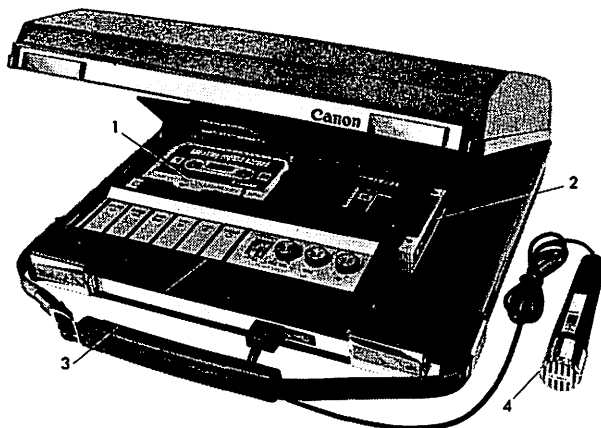


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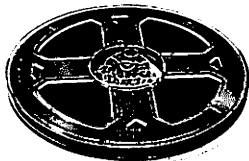
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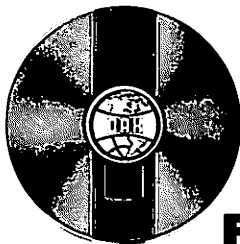
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