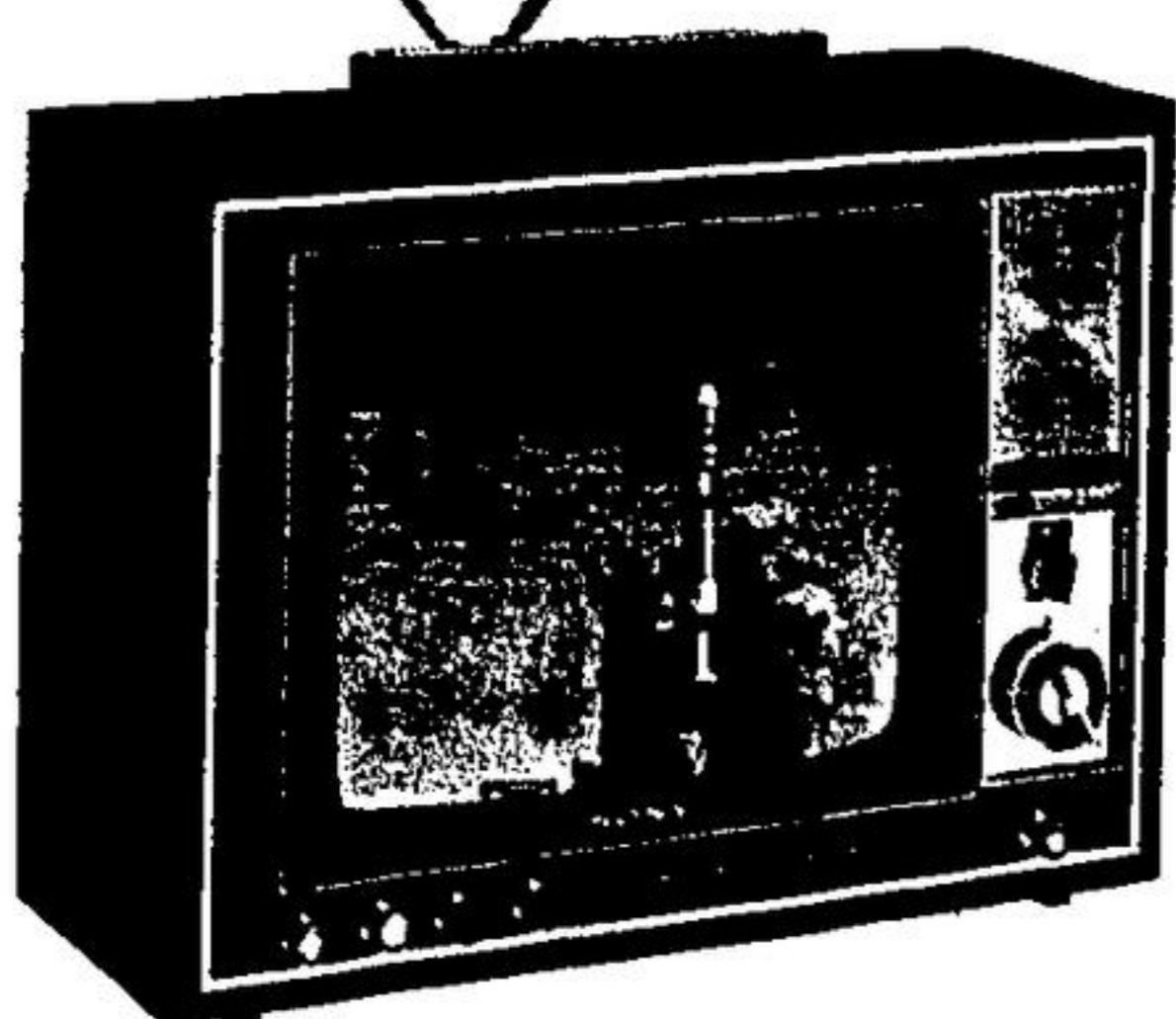


**C.W. Kelly** presents  
and Son Ltd.

# The All New SONY®

**COLOR  
TV**



WITH THE  
**TRINITRON**  
SYSTEM

*Trinitron color means brighter, sharper, greater color*

This TRINITRON system uses an entirely new electron gun that differs from the gun systems now used in conventional color picture tubes. The result is a new picture tube that yields far sharper and brighter pictures and yet achieves a real breakthrough in ease of adjustment and service, power consumption and those characteristics that permit true portability.

The TRINITRON gun structure is a single electron gun that produces three electron beams, one for each of the primary colors. Contrast this with the conventional gun structure that employs three separate electron guns. A primary advantage of the TRINITRON gun is that it employs a very large electron lens, one that takes up almost the entire inside diameter of the tube's neck. Another lens aims the three beams through the centre of the large lens. The result is a large lens in which only the centre portion is used.

Amateur photographers will recognize the similarity to a large lens operated with a very small lens opening. The result is sharp focus and great depth of field. This means very sharp focus at every point on the screen. The increased beam concentration at the focus spot also means greater brightness. Three-gun systems, on the other hand, must employ individual electron lenses that must be small enough to fit inside the tube's neck.

The three-in-line beam arrangement used in the TRINITRON gun also results in a great simplification in service adjustments. Convergence adjustments, for example, are reduced to four in comparison with 12 or more required for conventional tubes.

Finally, SONY has developed the APERTURE GRILLE, a new color defining mechanism that permits more electrons to reach the screen and hence produce greater brightness when combined with the TRINITRON gun.

**KELLYS HAVE BEEN NAMED  
EXCLUSIVE AGENTS FOR SONY IN GUELPH  
AND EXCLUSIVE SERVICE CENTRE FOR  
ALL OF WELLINGTON COUNTY.**

**DROP IN NOW AND SEE  
SONY IN ACTION**

**EASY TERMS**

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Suggests . . .

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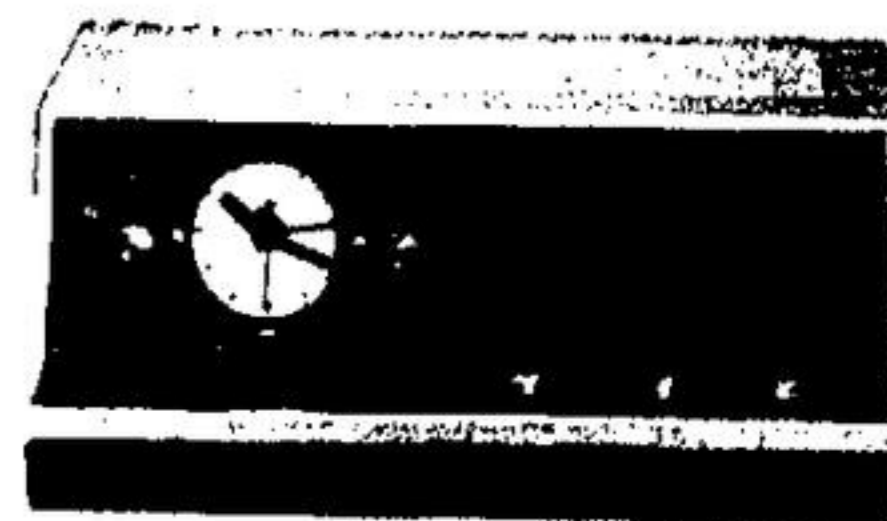
When Giving Deserves The Best

**SONY 6RC23**



Great Timing! Great Listening! Great Giving. This Compact Sony AM Clock Radio makes tables seem bigger. Wakes gently at the pre-selected time. Easy-to-read full size clock face. Stimulated Walnut Finish, house current operation.

\$39.95



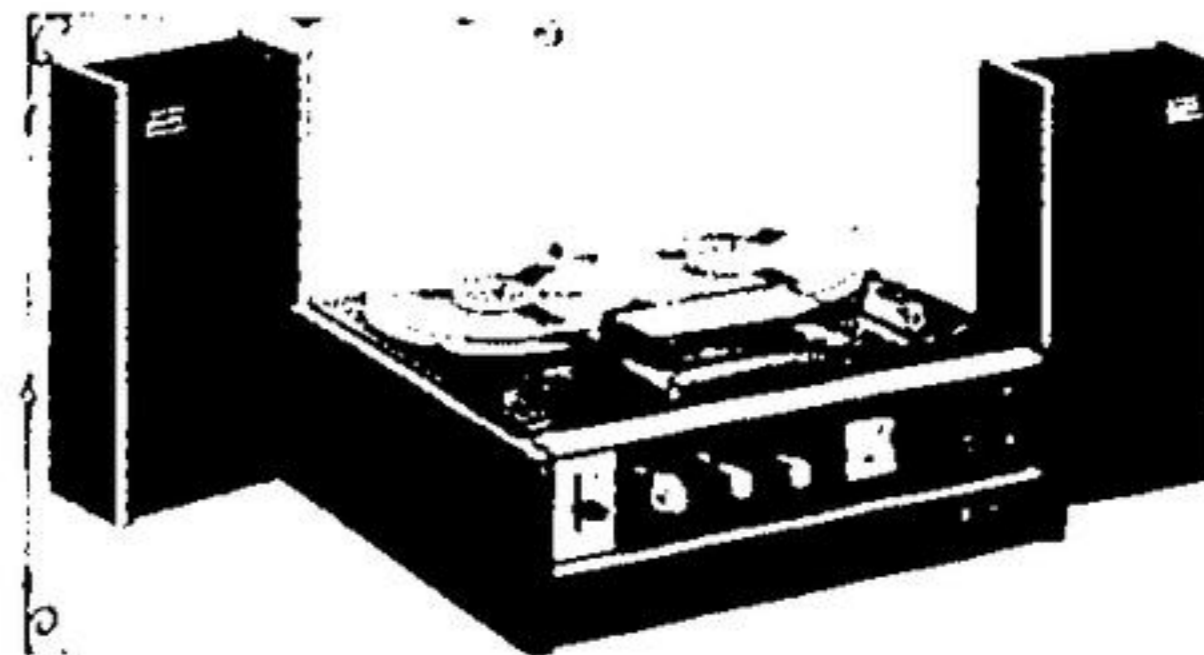
**SONY 8FC53W**

This gracefully designed Sony FM/AM clock radio has a timer switch for automatic turn-on and shut-off. Illuminated clockface extremely easy-to-read. Pin point slide rule dial tuning. AFC switch prevents FM station drift. Household current operated \$69.95

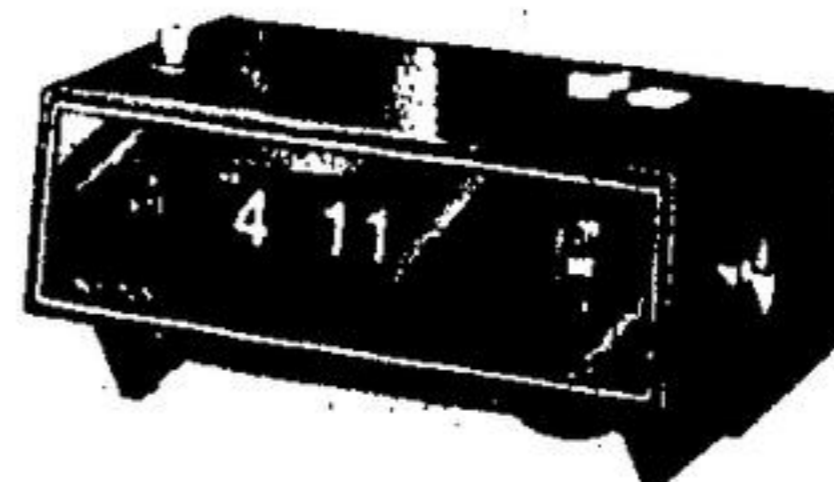


**SONY TR1829** Perfect for gift giving, this Sony transistor AM desk radio with contemporary styling. All-directional sound from the base-mounted 2 1/4" speaker. Easy-turning tuning wheel at top. Elegantly finished in simulated walnut. Complete with batteries \$29.95

**SONY 2R30** A pocketful of delightful sound! This Sony AM pocket radio provides handy fingertip tuning and easy-to-see station frequencies through the magnified tuning window. High impact carrying case in red, ivory or blue. Complete with batteries and earphone \$19.95

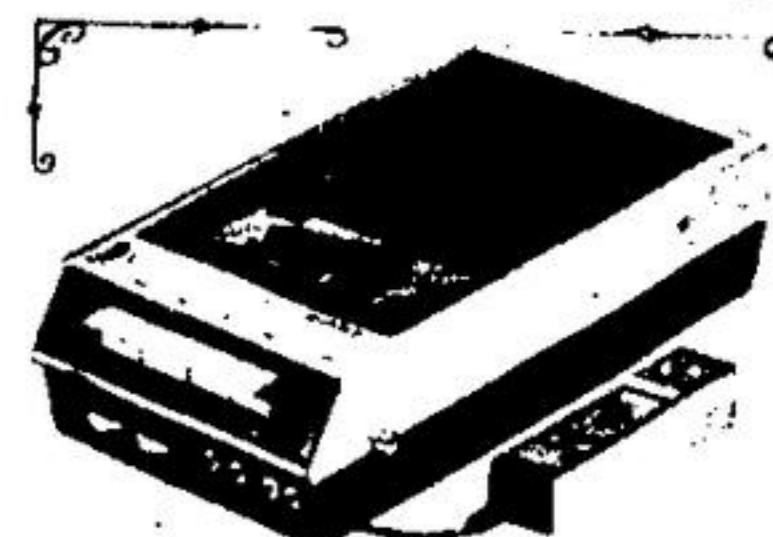


**SONY TC230** For someone extra special! This Sony stereo tape recorder blends beautifully with the finest furnishings. Built-in pre-amplifier. Has input and switching facilities for connecting stereo FM tuner and phonograph. Complete with Sony SS-23 speaker system and 2 microphones. \$325.00



**SONY 8RC25**

A great gift idea! Set this new AM Sony digital clock radio only once and every morning it will turn on automatically. Shuts off after one hour of play. Even heavy sleepers receive gentle wake-ups with the alarm buzzer. Complete with earphone \$59.95



**SONY TC110** Ideal gift for businessmen on-the-go! The Sony AC/DC cassette tape recorder has built-in electret microphone for outstanding audio pick-up. Instant AC to DC switching. End of cassette alarm indicator. Batteries, earphone, carrying case and start/stop microphone included \$149.95



**SONY TC80** For your favorite businessman! This Sony executive cassette tape recorder has built-in electret condenser microphone and speaker. Input for remote microphone. Alarm to indicate end of tape. Smart push button control. AC/DC operation. Complete with earphone, batteries and carrying case \$129.95



**ALL  
AT**

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