This seems to be a commercial in New Zealend urging people to buy Color TVs. It is also a 45-record with the following on its cover

Tommy Adderley, arrangement Jimmy Slogget
THe Times are Changing
Sovenir Records with the Compliments of Ulimate.

Here are the lyrics

When John Logic Baird
he started it all
he called it a TV
the screen was quite small
the sound and the pictures
are borne on the air
I'm sure you agree
it's amazing
the world of TV
was now to commence
for the times they were a'changing

And they came the programmes
some happy some sad
Lone Ranger was famous
though equally bad
and soon the commercials
a trial for us all
and there's no telling
who they're offending
but there's no denying
TV's here to stay
for the times they are a' changing

New Zealanders too
they answered the call
TV in the lounges for one
and for all
the whole thing controlled
by the NZBC
and they do what they can
to confuse it
and with two separate channels
we'll get trouble times two
for the times they are a'changing

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Vidmatic's rectangle
has banished the curves
the picture comes clearer
the corners won't blur
Vidmatic in colour
will soon take control
in the battle outside
that is raging
believe in Vidmatic
please heed the cal
for the times they are a'changing

Come wheelers and dealers
throughout the land
Vidmatic will sell
if you give us a hand
forget twenty-six
and sell twenty-two
tell them of the money
they're saving
get out in the new world
make them understand
that the times they are a'changing

Vidmatic for color
Vidmatic for you
Vidmatic rectangular
size twenty-two
Vidmatic in color
will soon take control
in the battle outside
that is raging
Believe in Vidmatic
the best of them all
for the times they are a'changing

But now we've got colour
how happy we are
even dear Julie Andrews
is better by far
and each station breakdown
a sub-titled slide
and there's no telling
who they'll be blamin'
but it's all so much better
than old black and white
for the times they are a'changing

We gave you transistors
and three out the valves
goodbye to the breakdown
a thing of the past
to keep on improving
we brought you IC's
our performance to date
takes some beating
and now we've Vidmatic
the best of them all
for the times they are a'changing

The answer my friend
liesin the gun
the beams are in line
convergin as one
results in a picture
as clear as can be
there's nothing you'll see
that can beat it
so better start thinkin'
Vidmatic's the one
for the times they are a'changing