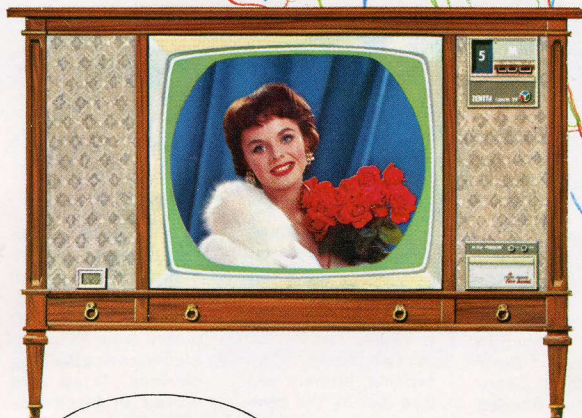


All New 1963

ZENITH COLOR TV



*handcrafted
no printed circuits*



the quality goes in before the name goes on

YOUR ASSURANCE OF THE WORLD'S FINEST PERFORMING COLOR TV...

ZENITH'S 44 YEAR TRADITION OF QUALITY

*with strictest adherence to the
highest standards of performance.*

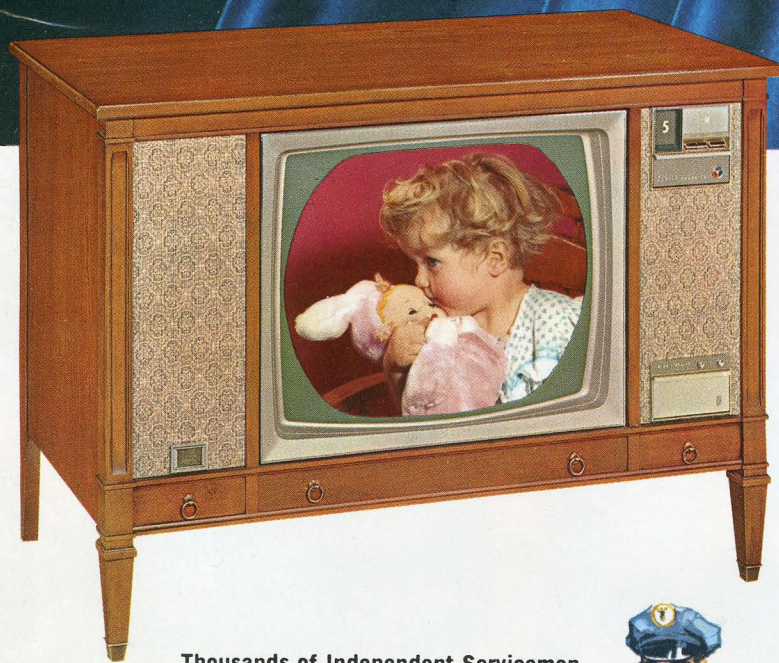
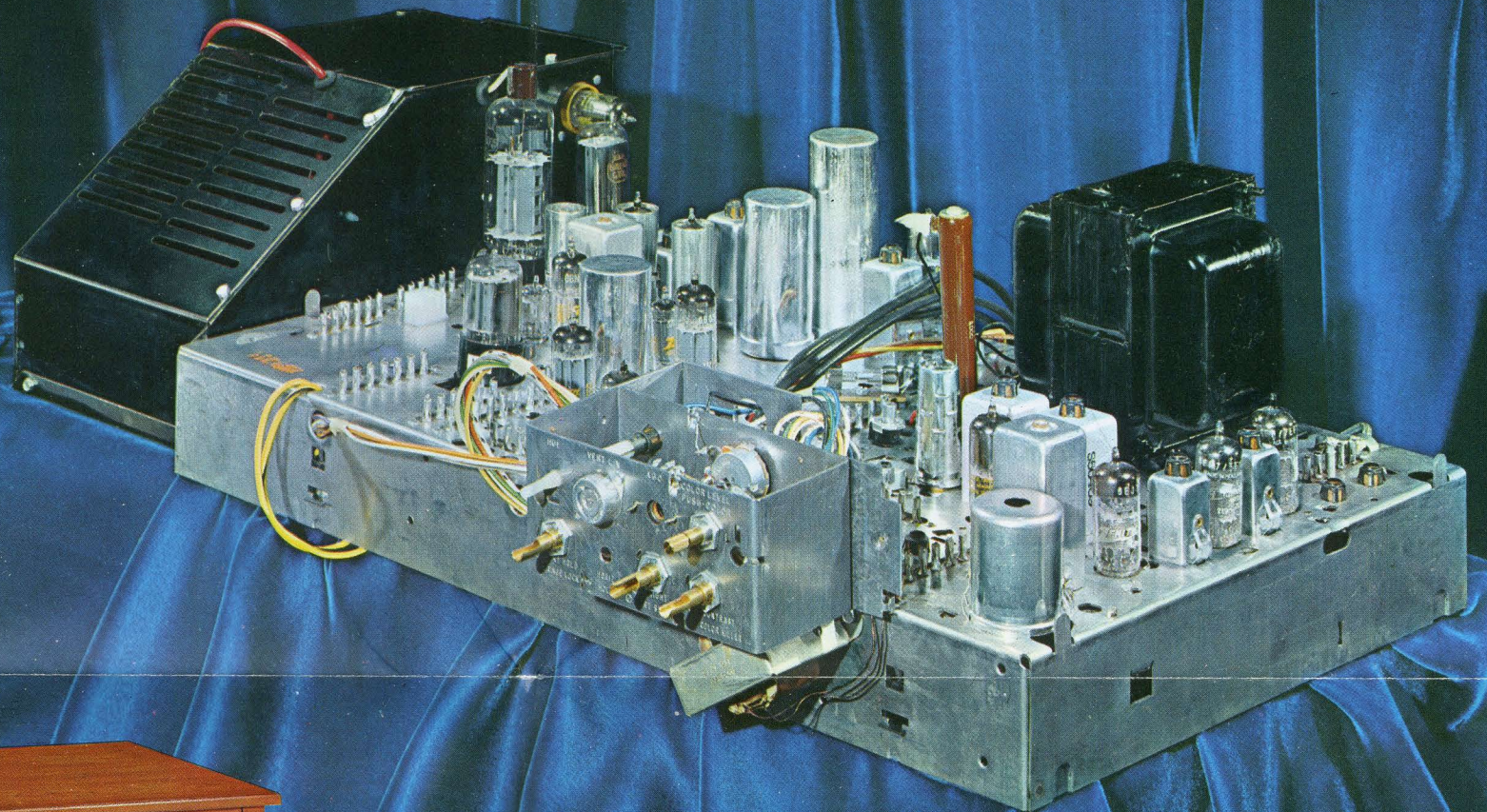
World famous Zenith performance is the result of over 44 years of specialization in electronics and an uncompromising insistence upon highest quality. This strict dedication to quality and advanced engineering skills gives Zenith owners the world's finest performing Color television. An outstanding example of Zenith Quality and creative engineering in color television is the Handcrafted Horizontal Color Chassis—where there are no production shortcuts, no printed circuits. It costs more to handwire and hand solder all chassis connections, but it gives the customer greater dependability, fewer service problems. And, to assure the world's finest performance, every Zenith Color Television must pass the most rigid quality tests during every stage of assembly and is "Life Tested" before it leaves the factory. There is a big difference in color television and the difference is Zenith Quality.

At **ZENITH** the quality goes in before the name goes on.



The Big Difference in Color TV Is...

greater dependability...simplified servicing of ZENITH'S OWN HANDCRAFTED CHASSIS



Thousands of Independent Servicemen know the greater dependability of Zenith's Handcrafted Color TV Chassis with no printed circuits, no production shortcuts!



NO PRINTED CIRCUITS! NO PRODUCTION SHORTCUTS!

It costs more to handwire and hand solder every connection in Zenith's Color TV Chassis... but it assures greater operating dependability with fewer service problems.

Zenith's Handcrafted Color TV Chassis is truly the finest, quality-engineered chassis in color television! Its entire design is a masterpiece of the ultimate in engineering craftsmanship. Every chassis connection is carefully handwired, hand soldered. No printed circuits! No production shortcuts. The entire chassis is designed to provide the finest performing, most dependable color television. Only the finest quality "capacity-plus" components are used throughout. The mechanical design is simplified... trouble-free—electrical circuitry is straight-forward, simplified for greater dependability. Its horizontal construction makes possible easier, faster servicing

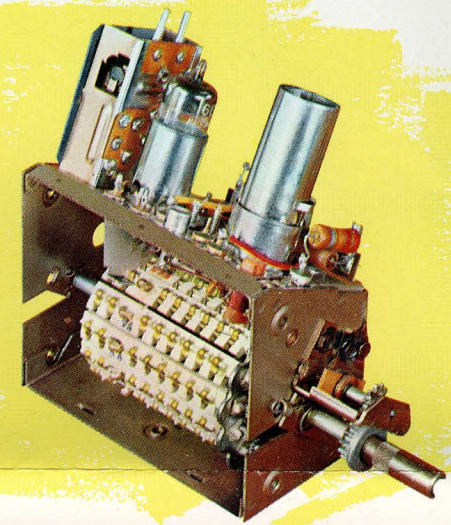
with all check points and circuit tubes readily accessible on top of chassis. Zenith's heavy gauge metal chassis is rugged, durable for longer TV life—and gives up to 200 times greater heat dispersion than bakelite material used in printed circuit boards.



Zenith's Exclusive Removable "Easy-Service" Plate—makes 90% of chassis circuitry accessible without removing the chassis. Exclusive Zenith "Metal-Cone" check points permit service check-up without removing anything more than the back of the set. Even cabinet back is specially designed to come off in seconds.

CHOOSE THE ZENITH DIFFERENCE IN COLOR TV

Superior Reception... Truer Color Hues... Proven Dependability

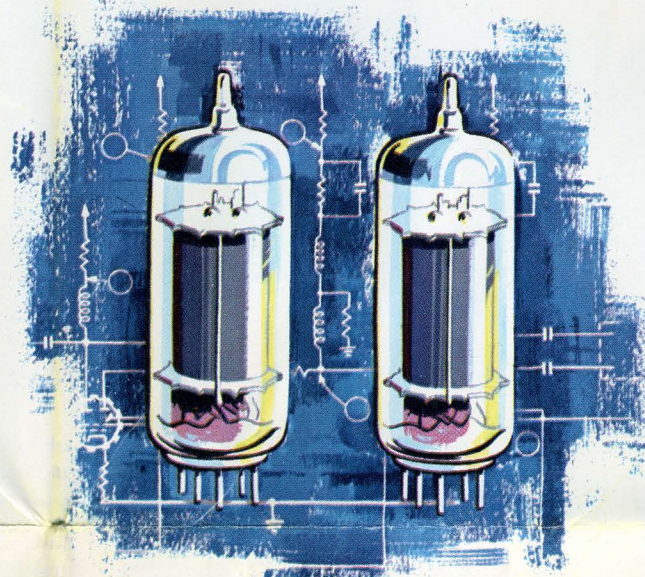


*Superior Reception...
Longer TV Life!
from Zenith developed, exclusive*

GOLD VIDEO GUARD TUNER

World's most sensitive color TV reception—superior even in fringe and difficult signal areas. A masterpiece of technical design, Zenith's Gold Video Guard Tuner features 104 16 karat gold-filled (not just gold plated) contact points for longer TV life. New moisture-resistant glaskyd channel strips resist deterioration from age. Completely handwired, no printed circuits! It costs more to make the tuner this way, but it is worth more to customers in providing the very best signal reception—and it lasts longer, services easier.

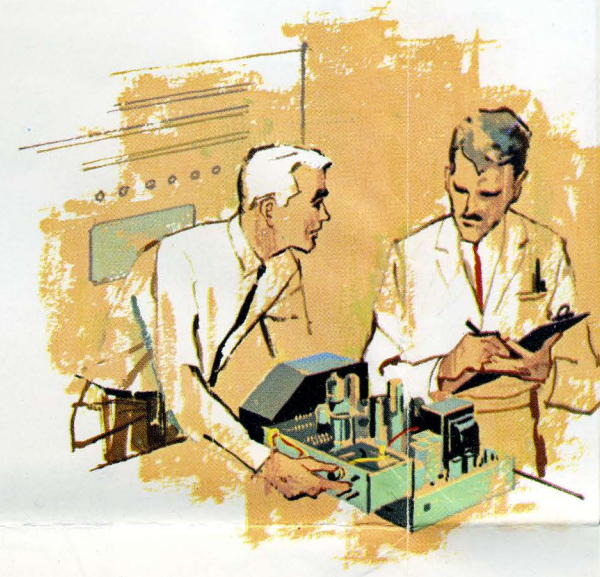
New "Perma-Set" Tuning—you fine tune each channel individually for the best possible picture without disturbing the alignment of other channels. Once your Zenith color or black-and-white picture is fine tuned, it stays fine tuned.



*Truest, Most Accurate
Color Hues
from Zenith developed*

COLOR DEMODULATOR CIRCUITRY AND COLOR HUE TUBES

World's Finest True-To-Life Color Pictures. Zenith's patented Color Demodulator Circuitry is the "electronic brain" of color television. It extracts color information from incoming signals with peak precision and supplies this information to the picture tube. The result is the most accurate, true-to-life pictures in color TV! For exciting, new color realism, two new Zenith developed (6JH8) color hue tubes provide the most accurate hues in color TV! Zenith's circuitry design is simplified for greater reliability in extracting color information... requires less critical adjustment and servicing is easier, faster, if needed.



*Extra Quality Checks
To Assure Dependability
from Zenith's*

30 QUALITY TESTS Plus "LIFE TESTING"

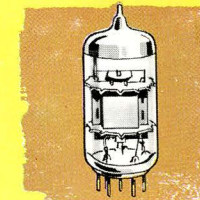
To assure Zenith owners of the finest Color TV possible to produce, every Zenith Color TV chassis is exposed to extra testing by Zenith Color specialists in every phase of assembly.

An outstanding example of the extra measure of quality testing in Zenith Color TV is Zenith's unique, mobile "LIFE TEST LINE" called the "hot rail" by Zenith production engineers. Each assembled chassis is "plugged-in" on the moving "LIFE TEST" conveyor for 24 hours which feeds continual electrical power to the chassis, creating operational testing conditions comparable to those in the user's home.

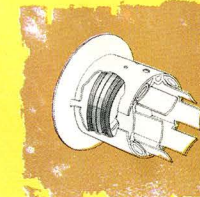
Zenith "LIFE TESTING"—an extra Zenith quality precaution—reflects the 44 year quality policy at Zenith and Zenith's determination to provide the finest operating and most dependable color TV receiver in the market.

AND ONLY ZENITH COLOR TV

**GIVES YOU ALL THESE GREAT NEW ADVANCEMENTS
FOR COLOR TV AT ITS BEST!**



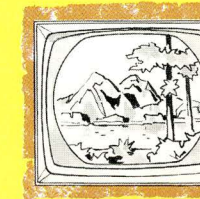
Zenith Automatic Color Level Circuitry—Features exclusive new 6HL8 color level tube that holds a color picture where others can't, even during fine tuning and in extreme fringe areas. Assures uniform color level at all times—automatically compensates for color transmission variations, helps keep constant color values when changing from station to station, or when programs change.



New Exclusive Zenith Permanent Magnet Centering—minimizes drift—proven the best for dependability—utilizes the permanent magnet system, proved by many years of outstanding performance in Zenith black-and-white TV.



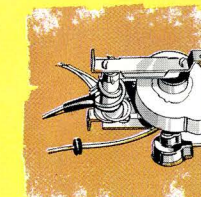
New Exclusive Push-Pull Color Level Control—turn to adjust for desired color level. Push control to view either color or black-and-white programs—pull to view for black-and-white pictures only. Dual-purpose control lets you custom tailor your own programs.



New Zenith Automatic Color Cut-Off—another example of Zenith's superior color TV engineering to give you the finest black-and-white pictures. Compatible Zenith circuits automatically lock out color when you tune to black-and-white TV. Assures a finer quality picture, especially in fringe and "noise" areas where artificial color noise is a problem in ordinary color TV. New adjustment permits setting color cut-off level for individual locations and conditions.



New Simplified Zenith Developed Convergence Assembly—A great Zenith engineering development for wonderful color realism! Places colors in proper register on screen to form an exciting, brilliant color picture just as the camera sees it. Simplified design and logical adjustment sequence.



New Exclusive Zenith High Voltage Coil—maintains sharp, brilliant pictures—finest, most reliable high voltage coil in TV! Covering is polyester molded right on the coil—flame and moisture-resistant. Virtually impregnable to any electrical discharge.



New Zenith High Fidelity TV Sound System—Up to 8 "tone balanced" speakers for thrilling FM high fidelity sound which virtually surrounds the picture—fills the room with rich deep sound! Zenith "Gated Beam" Sound System screens out interference—even in many fringe areas.

New Exclusive Zenith Focus Voltage Adjustment—new simplified design assures greater reliability.

Exclusive Zenith High Gain 3-Stage IF Amplifier—with 3 superior frame-grid tubes for greater reliability, picture quality and sound—even in weak signal areas.

Patented Zenith "Automatic Fringe-Lock" Circuit—locks the picture solidly on the screen! Automatically regulates picture intensity, utilizes new 6BA11 "Miracle" tube for unsurpassed color and black-and-white picture stability.

25,000 Volts of Picture Power—with exclusive new 12GN7 Super High Gain Video Amplifier Tube for outstanding detail and picture realism, extra-bright color scenes.

*The World's Most Beautiful Fine Furniture Cabinetry
in Genuine Veneers and Select Hardwood Solids.*



THE ZENITH DECORATOR GROUP



Magnificent fine furniture cabinetry in authentic, decorator design to enhance the finest home decorator. Choose from French Provincial, Danish Modern, Early American, Italian Provincial, or Contemporary designs. There is a Zenith fine furniture Color TV designed to beautify your home.

Presenting All New 1963

ZENITH® COLOR TELEVISION

with SPACE COMMAND REMOTE CONTROL

the original Cordless Remote TV Tuning that controls television with silent sound

YOU TUNE TV FROM YOUR EASY CHAIR WITH NEW TRANSISTORIZED "400" SPACE COMMAND

Now! Enjoy COMPLETE Remote Operation...No need to turn TV "on" or "off" manually at the set... change channels...adjust volume from across the room!

JUST PRESS A BUTTON ON THE SPACE COMMAND UNIT YOU HOLD IN YOUR HAND TO: Turn the set on or off • Change channels to the right • Change channels to the left • Shut off the sound while the picture remains on the screen • Adjust the volume to 3 different levels (low, medium and high)

NO WIRES! NO CORDS! NO BATTERIES! Nothing between you and the set but space!



ALL NEW ADVANCE DESIGN "400" SPACE COMMAND remote control unit

New styling elegance! Carefully tapered compact unit molds into the natural contour of your palm...new conveniently placed operation buttons are as close as a move of your finger—with just a press of a button, your set responds magically from across the room.



The Beaumont • 6061 High Fidelity Color Television Space Command Remote Control

Exquisite French Provincial styling in Cherry Fruitwood veneers and solids. 2 big 9" x 6" woofer and one 3 1/2" tweeter speakers. Spotlite Control Panel. Cabinet size: 32 1/2" high, 45 1/2" wide, 21 1/2" deep.*

*Add 6 1/2" for tube cap.



The elegant decorator group—the world's most beautiful fine furniture-cabinetry in authentic decorator designs—crafted from genuine hardwood veneers and solids.

all-in-one COLOR TV COMBINATIONS

with High Fidelity Stereo FM/AM • Stereo FM Radio



The CHANCELLOR • 7500

Elegant Italian Provincial console in genuine Walnut veneers and solids with distinctive Carpathian Elm Burl veneer folding doors. HIGH FIDELITY COLOR TELEVISION with Transistorized "400" Space Command Remote Control. Zenith Custom 2G "Stereo Professional" Record Changer with Custom "Micro Touch" 2G Tone Arm with "Free Floating" Cartridge. Eight speakers (two exponential treble horn speakers, four 3 1/2" cone-type tweeters, and two 12" woofers). 84 watts peak power output dual channel amplifier on phono and radio. GOLD VIDEO GUARD TURRET TV TUNER. 25,000 volts of TV picture power. Cabinet size: 32" high, 67 1/2" wide, 20 1/4" deep.*

*Add 6 1/2" for tube cap.



The ENDICOTT • 7100

Contemporary "Lo-Boy" Console in Walnut veneers and select hardwood solids. HIGH FIDELITY COLOR TELEVISION with 25,000 volts of picture power. GOLD VIDEO GUARD TURRET TV TUNER. High Fidelity Stereo Phonograph features Zenith Custom 2G "Stereo Precision" 4-Speed Record Changer with Micro-Touch 2G Tone Arm with "Free Floating" Cartridge. Four speakers (two 10" woofers, and two 3 1/2" cone-type tweeters). 24 watts peak power output dual channel amplifier on phono and radio. Cabinet size: 32" high, 63 1/4" wide, 19 1/2" deep.*

*Add 6 1/2" for tube cap.

Presenting The World's Finest Performing Color Television

HANDCRAFTED ZENITH COLOR TV



The Cherbourg • 5061 High Fidelity Color Television

Exquisite French Provincial styling in Cherry Fruitwood veneers and solids. 2 big 9" x 6" speakers plus one 3 1/2" cone-type tweeter. Spotlite Control Panel. Cabinet size: 32 1/2" high, 45 1/2" wide, 21 1/2" deep.*

*Add 6 1/2" for tube cap.



The Piedmont • 5051 High Fidelity Color Television

Elegant Italian Provincial styling in Cherry Fruitwood veneers and select hardwood solids. 2 big 9" x 6" woofer and one 3 1/2" tweeter speakers. Patented Spotlite Dial. Cabinet size: 32" high, 44 1/2" wide, 20 3/4" deep.*

*Add 6 1/2" for tube cap.



The Colborne • 5041 High Fidelity Color Television

Distinctive Danish Modern styling in Walnut veneers and solids. Patented Spotlite Dial. 2 big 9" x 6" speakers. Cabinet size: 32" high, 43 1/2" wide, 20 7/8" deep.*

*Add 6 1/2" for tube cap.



The Langton • 5036 High Fidelity Color Television

Charming Early American Console on Casters in Maple Veneers and solids, or Georgian style in Mahogany Veneers and select hardwood solids. Big 9" x 6" speaker. Patented Spotlite Dial. Cabinet size: 31 1/4" high, 40 1/2" wide, 20 1/2" deep.*

*Add 6 1/2" for tube cap.



The Gotham • 5030 High Fidelity Color Television

Beautiful Contemporary lo-boy styling in Walnut veneers and select hardwood solids, Mahogany veneers and select hardwood solids, Blond Oak veneers and solids, or Maple veneers and solids (with Early American styled legs and gallery). Big 7" x 5" speaker. Patented Spotlite Dial. Cabinet size: 33 1/2" high, 36 1/8" wide, 19 1/2" deep.*

*Add 6 1/2" for tube cap.



The Talbot • 5027

Trim contemporary styled console in grained Walnut color or grained Mahogany color. Patented Spotlite Dial. Big 7" x 5" speaker. Cabinet size: 36" high, 32 3/8" wide, 19 1/2" deep.*

*Add 6 1/2" for tube cap.



The Alderson • 5025

Trim contemporary lo-boy console in grained Walnut color, grained Mahogany color, or grained Maple color with Early American styled legs and gallery. 5" x 3" speaker. Patented Spotlite Dial. Cabinet size: 33" high, 32 3/8" wide, 20 1/8" deep.*

(Maple 34 1/2" high.)

*Add 6 1/2" for tube cap.



The Lindsey • 5010

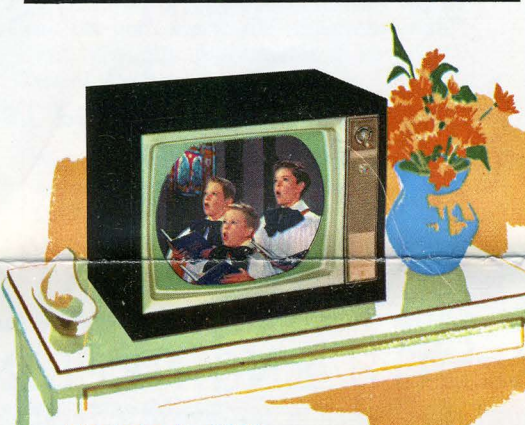
Superb contemporary styled console in grained Walnut color, or grained Mahogany color. 5" x 3" speaker. Patented Spotlite Dial. Cabinet size: 34 1/2" high, 30" wide, 19 5/8" deep.*

*Add 6 1/2" for tube cap.

ALL NEW ZENITH CONSOLE COLOR TELEVISION

UHF Reception

Zenith continuous All-Channel (14-83) UHF tuner available for all non-Space Command Models. Space Command Models take up to 4 UHF Channel strips. (UHF tuner and strips optional at extra cost.)



The Leland • 5005

Deluxe compact table styling in Ebony color. 5" x 3" speaker. Patented Spotlite Dial. Cabinet size: 24 1/2" high, 30" wide, 19 1/2" deep.*

*Add 6 1/2" for tube cap.

ZENITH'S COMPATIBLE COLOR TELEVISION SYSTEM—All models provide truer, brighter color pictures plus sharper, clearer black and white pictures.

EVERY ZENITH COLOR TV IS DEPENDABILITY-BUILT

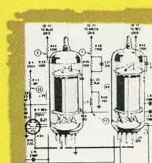
...with the finest quality features ever offered in Color TV!



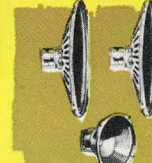
Handcrafted Service Saver Color TV Chassis—No production shortcuts! No printed circuits! All chassis connections hand-wired, hand soldered. 25,000 volts of picture power.



Gold Video Guard Turret Tuner—Built-in dependability for longer life! Provides sharp, clear, clearest picture, under all signal conditions. Superior even in weak and problem signal areas.



Patented Color De-modulator Circuitry—The "electronic brain" of Zenith Color TV provides most true-to-life color pictures. Two Zenith developed color hue circuits give the most accurate hues in Color TV.



New High Fidelity TV Sound System—Up to 8 "tone balanced" speakers for thrilling FM high fidelity sound which virtually surrounds the picture. Separate bass and treble controls. Available on models indicated.



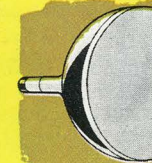
New Zenith Spotlite Control Panel—Light touch of control bar provides instant channel selection at the set. Channel numbers and volume level (low, medium, high) indicators are illuminated—easy to see from across the room.



New Zenith Spotlite Dial—Illuminated channel number appears in dial—easy to read from across the room. Featured on all Zenith Color TV with-out Space Command.



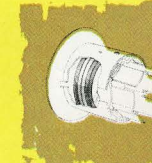
One Step Tuning—Easiest tuning in color TV! Just select the channel for a color program and a beautiful, sharp clear color picture appears on the screen. If color is not broadcast on any channel, black-and-white picture automatically appears.



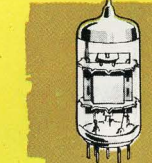
Zenith CineLens® Picture Glass—Intensifies contrast, reduces reflection in lighted rooms. Permanently bonded or sealed to the picture tube—ends need for cleaning tube face. Bonded CineLens Picture Glass has special non-reflective viewing surface.



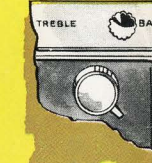
New Simplified Zenith Developed Convergence Assembly—Assures sparkling color realism! Places colors in proper register on screen to form an exciting, brilliant picture just as the camera sees it. Simplified design and logical adjustment sequence.



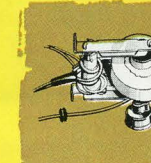
New Exclusive Permanent Magnet Picture Centering—Minimizes drift, failures that occur more often in ordinary color TV using electrical centering devices. Tried and proved in black-and-white TV.



New Zenith Automatic Color Out-Of-Circuitry—Automatically locks out color when tuned to black-and-white TV. Assures finer quality pictures in areas where spurious color noise is a problem in ordinary color TV.



New Exclusive Push-Pull Color Level Control—turn to adjust for desired color level. Push control to view either color or black-and-white programs—pull to view black-and-white pictures only.



Exclusive Alkyd Protected High Voltage Sweep Transformer—TV's finest, most reliable. Flame and moisture resistant.

New High Fidelity Color Picture Tube—New advanced color phosphors on the inside of picture tube and Zenith's superior chassis circuitry give you the most exciting color realism and sharper, clearer black-and-white pictures.

New Exclusive Zenith Focus Voltage Adjustment Circuit—Zenith simplified design provides greater definition and realism.

Quality Extras in Every Zenith Color TV

- 25,000 volts of picture power
- Zenith Full Power Transformer
- Zenith's own High Gain 3-Stage IF Amplifier
- Exclusive Zenith Automatic "Fringe Lock" Circuit
- Zenith "Gated Beam" Sound System
- Zenith "Capacity-Plus" Quality Components

Every Zenith Color TV has big 265 sq. in. viewable picture screen.

Choose the Zenith difference in color TV...

ZENITH ENGINEERING ADVANCEMENTS

your assurance of the world's finest performance in color television



- **EXCLUSIVE COLOR DEMODULATOR CIRCUITRY**
—for most true-to-life color pictures, greater reliability, easier servicing.
- **EXCLUSIVE PERMANENT MAGNET PICTURE CENTERING**
—minimizes drift and service problems—simplified design for greater dependability.
- **SIMPLIFIED CONVERGENCE ASSEMBLY**
—places colors on screen in proper register for gorgeous color pictures just as the camera sees it.
- **EXCLUSIVE POLYESTER MOLDED HIGH VOLTAGE COIL**
—TV's finest, most reliable. Flame and moisture resistant.
- **AUTOMATIC COLOR CUT-OFF**
—automatically locks out color for finer quality picture, when tuned to black and white TV.
- **EXCLUSIVE PUSH-PULL COLOR LEVEL CONTROL**
—push to view color or black-and-white programs only, without disturbing previously set color level.
- **AUTOMATIC COLOR LEVEL CIRCUITRY**
—assures uniform color level at all times for finest picture viewing enjoyment.
- **EXCLUSIVE SIMPLIFIED FOCUS VOLTAGE ADJUSTMENT CIRCUIT**
—new design assures greater reliability.

ZENITH

ONE YEAR WARRANTY ON PARTS AND PICTURE TUBE
SEE DETAILS IN **COLOR TV** OWNER MANUAL

Zenith Radio Corporation • 6001 Dickens Avenue • Chicago 39, Illinois