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 uncompro- mising insistence upon highest quality. This strict dedi- cation to quality and advanced engineering skills gives Zenith owners the world's finest performing Color television. An outstanding example of Zenith Quality and cre- ative 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

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! It's 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.

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

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.
CHOSE THE ZENITH DIFFERENCE IN COLOR TV
Superior Reception...Truer Color Hues...Proven Dependability

GOLD VIDEO GUARD TUNER
World's most versatile color TV receiver...superior in design and difficult signal areas. A new V-Gold Video Guard Tuner features 106 Hi-K input gold (200,000 gold plating) contact pins for longer TV life. New moisture-resistant gold-plated contacts resist moisture deterioration for years. Completely handpolished, no painted circuits! It's easy to take inside the house (but don't), but it's also the best signal reception—and it lasts longer, too.

New "Framed" Tuning— You fine tune each channel individually for the best possible picture without distorting the alignment of other channels. Once you choose Zenith color or black-and-white picture in fine tuned, it stays fine tuned.

Truetone, Most Accurate Color hues from Zenith developed

COLOR DEMODULATOR CIRCUITRY and COLOR HUE BUES
World's Finest True-2-Life Color Pictures. Zenith's Color Demodulator Circuitry is the reason. A specially developed monochrome color ision information from incoming signals in perfect precision and supplies this information to the picture tube. The result is the most accurate, picture-quality color in color TV. For existing, new color receivers, new Zenith developed filmic color hue tubes provide the most accurate color hues. Color tube accuracy is simplified for greater reliability in restoring 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's name of the finest Color TV possible in production, every Zenith Color TV chassis undergoes exhaustive tests. Zenith Color TV specialy in every phase of assembly. The outstanding example of the extreme measures of testing in Zenith Color TV is Zenith's unique, encoder/decoder ring called the "key" for Zenith production engineers. Each assembled chassis is "tagged" on the moving assembly line by the encoder/decoder ring, which sends continuous electrical power to the chassis. No assembly test is complete until these checks are made.
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.

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**ZENITH**

**ONE YEAR WARRANTY ON PARTS AND PICTURE TUBE**

SEE DETAILS IN **COLOR TV OWNER MANUAL**

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Specifications subject to change without notice

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