All New 1964

ZENITH

COLOR TV

Handcrafted
no printed circuits
no production shortcuts

ZENITH—THE QUALITY GOES IN BEFORE THE NAME GOES ON
Quality is the reason why hundreds of thousands of viewers enjoy greater dependability of handcrafted Zenith Color TV

The world famous dependability and performance in Zenith Color TV is the result of more than four decades of specialization in electronics and Zenith's uncompromising insistence on highest quality standards. Zenith builds its own Color TV to give you world's finest quality. There is quality on the outside, quality on the inside. You can easily see the superior quality of the Zenith color receiver by the fine furniture cabinetry, smartly styled control panels and picture escutcheon frame designs. Yet, the true measure of quality—the excellence of the picture and the performance—depends on the quality inside the set.

The quality difference in Zenith Color TV is in Zenith's own Handcrafted TV Chassis. Every Zenith Color TV chassis connection is carefully handwired and hand soldered. There are no printed circuits, no production shortcuts.

The extra Zenith quality in “capacity-plus” components that exceed maximum circuit load requirements, the extra Zenith quality in the handcrafted chassis and the extra attention to every detail of production means fewer service problems and the greatest measure of dependability for Zenith owners. Every Zenith Color TV is exclusively developed, designed and manufactured by Zenith giving extra assurance to Zenith owners that in every Zenith the quality goes in before the name goes on.

Every Zenith Color TV is exclusively designed, developed, and manufactured by Zenith

45 years of highest quality standards.
GREATER DEPENDABILITY is the big difference in ZENITH'S OWN Handcrafted CHASSIS

NO PRINTED CIRCUITS! NO PRODUCTION SHORTCUTS!

For Greater Dependability Every Connection in the Zenith Handcrafted Color TV Chassis is Handwired, Hand Soldered.

Not just partially handwired but 100% handwired for the finest quality... Most manufacturers partially handwire important connections. Zenith handwires them all!

Zenith’s own 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 Zenith Color TV chassis is carefully handwired to the highest quality standards with no printed circuits and no production shortcuts. Most manufacturers partially handwire important chassis connections such as the tuner, connections to the volume control, secondary controls, high and low voltage supply systems including the filter choke and filter capacitors. Zenith considers every connection important and handwires them all. It’s the extra care of the handcrafting that means greater value and greater dependability for Zenith owners.

Zenith’s top quality “Capacity Plus” components which exceed maximum circuit requirements are used throughout. Components are not overworked, hence last longer.

All components are fastened to a rugged metal chassis base. If and when servicing is necessary, parts may be replaced simply and easily.

Thus, quality in design, construction, and manufacture makes the big difference in the greater dependability and serviceability of Zenith’s own Handcrafted Color TV chassis.

Thousands of independent servicemen know the greater dependability of Zenith Handcrafted Color TV

Independent servicemen know why Zenith’s handcrafted chassis is so dependable. They know that Zenith has designed and constructed its Color TV chassis with the Serviceman in mind for simplified servicing if and when needed.

Simplified Servicing

Exclusive Zenith “Easy Service” Plate—approximately 90% of the chassis is accessible for servicing without removing chassis from cabinet. Even cabinet back comes off in seconds.

Exclusive Zenith “Metal Cone” Check Points—Another example of Zenith sound construction and design. “Metal Cone” check points permit service check by merely removing back of set which may be done simply in a few seconds.
Choose the Quality Difference in Zenith Color TV

Most True-To-Life Hues in Color TV from Zenith’s patented color demodulator circuitry.

Exclusive Zenith’s patented Color Demodulator Circuitry, the "Electronic Brain" of Color TV, initiating Zenith developed 488H "Color Guide" takes accurate color information from the incoming signal with peak precision and supplies it to the picture tube bringing great accuracy and reliability to demodulator circuitry, providing the most accurate, true-to-life color in TV.

All Zenith Zenith Peak Picture Control compensators for differences in TV transmissions, or variations of component characteristics in sets. Tuned to adjust for the most pleasing picture—or none sharper, the choice is yours. Zenith’s exclusive Automatic Color Level Circuitry features new 488H color level tube that holds a color picture longer. Assures uniform color level.

Greater Picture Stability, Larger Color TV Life with Zenith’s super gold video guard tuner.

An outstanding example of the quality without compromise that goes into every Zenith Color TV is Zenith’s own SUPER Gold Video Guard Filt. The ultimate in precision tuners, the first possible-TV picture under all reception conditions. Its advanced highly selective antenna circuitry minimizes ground modulation. Especially designed for UHF reception with the simple addition of UHF channel trimmer at optional extra cost. Any number of the 28 UHF channels may be selected with UHF sets. For larger TV’s, the Zenith SUPER Gold Video Guard Tuner features 32 channels and VHF channel selector points that are virtually impermeable to war and troublesome envision. Measure-screen channel displays resistent to age. Individual channel Custom "Peaks-Act" tuning eliminates conventional fine tuning circuitry and its inherent drift problems.

The Extra Measure of Quality in Zenith Color TV

step-by-step performance testing

The extra Color TV quality checks and testing in every phase of assembly of the Zenith Color TV chassis reflects Zenith’s 60 year tradition of quality. Strictly trained Zenith’s technicians equip every Zenith chassis in a continuous "performance testing" and quality check program during chassis assembly. Virtually every television performance test exceed standard requirements to give the extra assurance of dependability.

Quality Tests—Zenith’s quality tests include such tests as the "High Potential Performance Test," "High Voltage Performance Test," IF Picture Sound and Color Alignment Tests, Final Cabinet Assembly Test, Furniture Tests. Yet even these Zenith tests are not enough for Zenith’s rigid policy of quality. Packed TV receivers are put through a grueling "Transportation Test" to make sure of careful packing.

ULTRA SENSITIVE SIGNAL RECEPTION

PROVEN DEPENDABILITY

MOST ACCURATE COLOR HUES

The Zenith Automatic Color Level Circuitry—only Zenith has it. Features exclusive new circuitry that keeps color picture tube’s color circuitry automatically compensating for variations in picture quality. Circuitry compensates for changes in the picture tube’s color circuitry, providing the most accurate, true-to-life color in TV.

Exclusive Zenith Peak Picture Control compensators for differences in TV transmissions, or variations of component characteristics in sets. Tuned to adjust for the most pleasing picture—or none sharper, the choice is yours. Zenith’s exclusive Automatic Color Level Circuitry features new 488H color level tube that holds a color picture longer. Assures uniform color level.

Gives you ALL THESE GREAT NEW ADVANCES FOR WORLD’S FINEST PERFORMING, MOST DEPENDABLE COLOR TV

The world’s most beautiful fine furniture cabinetry in genuine veneers and selected hardwood solids.

THE ZENITH DECORATOR GROUP

Enables fine furniture manufacturer of mahogany quality in genuine veneers and selected hardwood solids. Options and accessories available in Danish Modern, French Provincial, Chippendale, Provincial Early American, Custom, and Georgian cabinetry. There is a Zenith free limited Color TV designed to enhance the finest home decor.

2 WAYS

Bolts picture in every Zenith Color TV. Picture on the wall! Full attachment, optional at extra cost.

3 WAYS

Complete with built-in all channel UHF automatic color and VHF tuner.

-exclusive Zenith famous Voltage Adjustment—Zenith simplified design provides greater readability and ease of adjustment.

-exclusive Zenith High Gain 3-stage IF Amplifier—with 3 superior picture grid tubes for greater readability, outstanding picture quality and sound.

-New Zenith Automatic "High Gain" Video Amplifier in the picture tube(s) only. utilizes new G811 "measurer" tube to provide improved color and black-and-white picture quality and outstanding noise rejection. 25,000 Volts of Picture Power—with exclusive Zenith 1204HP Super High Gain video amplifier—provides dramatic, high contrast color, sharp black and white.

-Ultra Sensitive Signal Reception. Assures uniform color level.

-Ultra Sensitive Signal Reception. Assures uniform color level.

-Ultra Sensitive Signal Reception. Assures uniform color level.
choose the Zenith difference in color TV...

ZENITH ENGINEERING ADVANCEMENTS

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

- ZENITH PATENTED COLOR DEMODULATOR CIRCUITRY—most true-to-life hues in color TV from Zenith's patented "Electronic Brain".
- AUTOMATIC COLOR LEVEL CIRCUITRY—assures uniform color level at all times for finest picture viewing enjoyment.
- EXCLUSIVE PERMANENT MAGNET PICTURE CENTERING—minimizes drift, failures that occur more often in Color TV using electrical centering devices.
- EXCLUSIVE PUSH-PULL COLOR LEVEL CONTROL—turn to adjust for desired color intensity. Pull to view color programs in black-and-white. Push to resume color without disturbing previously set color level.
- ZENITH AUTOMATIC COLOR CUT-OFF—automatically locks out color when tuned to black-and-white TV assuring the finest quality black-and-white picture.
- NEW ZENITH DEVELOPED COLOR CONVERGENCE ASSEMBLY—brings colors into proper register on screen. Simplified adjusting sequence for easier, faster servicing.
- EXCLUSIVE "FIN-COOLED" POWER TRANSFORMER—assures consistent full power for longer TV life and greater circuit tube dependability.
- NEW ZENITH PEAK PICTURE CONTROL—compensates for differences in TV transmissions or variations of component characteristics. Turn control to adjust for most pleasing picture, soft or razor sharp.

ZENITH One Year Warranty on Parts and Picture Tube. See Details in Color TV Owners Manual

Zenith Radio Corporation • 6001 Dickens Avenue • Chicago 39, Ill.

Specifications subject to change without notice

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