

A FIRST
from **ZENITH**

A MORE POWERFUL HANDCRAFTED CHASSIS IN A GIANT 25" SUPER SCREEN

CHROMACOLOR 100™

A TOTALLY ADVANCED CHROMACOLOR TV SYSTEM

\$698 with trade



It features a new more powerful Titan 100 hand-crafted chassis... and a new full rectangular 25" viewable diagonal, more brilliant picture tube... Color Commander Control... Super Video Range tuning system... new Zenith automatic tint guard PLUS ZENITH PATENTED AFC... automatic fine tuning control that electronically fine tunes Color TV instantly.

B 4732W

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BIG 19" SUPER SCREEN COMPACT

Full rectangular SUPER-SCREEN 19" diagonal Color TV picture! It lets you see more of the picture because it's as rectangular as a TV screen can be.



AFC automatic fine tuning VHF and clip-on UHF anten

B 4025W

ZENITH OFFERS TWO FIRSTS IN COLOR TV FOR

OUR LOWEST PRICE EVER FOR COLOR COMMANDER!

GIANT SCREEN 23" Compact CONSOLE

WITH EXCLUSIVE ZENITH COLOR COMMANDER CONTROL* NEVER BEFORE AT THIS PRICE!

\$468 with trade



*ZENITH'S EXCLUSIVE COLOR COMMANDER CONTROL adjusts contrast, color level and brightness easily and instantly with one simple control. Zenith 'Titan 80' handcrafted chassis for long life and dependability.

S 2980W

Exclusive Chromatic Brain produces most natural reds, greens and blues. Super Video Range Tuning System for super sensitive reception even in weak signal areas.

YOU GET BOTH "AFC" AND COLOR COMMANDER!

CHROMACOLOR

GIANT SCREEN 23" CONSOLE

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S 2988W

NOW IT'S HIGHER! IT'S WIDER! IT'S BIGGER!

19" SUPER SCREEN Portable Black & White TV

LOOK AT THIS LOW PRICE! **\$139⁹⁵**



Graceful, slim, crafted in defined rectangular lines. Exquisite molded cabinet in dark brown with tan color. Deluxe Video Range Tuning System. Monopole Antenna. 3 stage IF-amplifier. Automatic "Fringe-lock" circuit. Handcrafted throughout!

B 2002J

All new 1971 **ZENITH** **CIRCLE**

MODULAR SOLID-STATE STEREO with FM/AM/Stereo FM Radio

\$239⁹⁵



STEREO'S MOST EXCITING FEATURES FOR STEREO'S MOST EXCITING SOUND

Features 32-watt peak music power solid-state amplifier, Stereo Precision Record Changer with exclusive Micro-Touch® 2G Tone Arm; tape input/output and Stereo headphone jacks. Grained Walnut color cabinet.

A588

SEE ALL THE NEW 1971 ZENITH'S NOW AT YOUR NEAREST AUTHORIZED ZENITH L

WATERTOWN

- THE ANTENNA SHOP
163 Flower Ave., East
- ED COLE TV
1509 State St.
- CONDES TV & APPLIANCE
Stateway Plaza—Arsenal Street
- TV SERVICE CENTER
Mill St. and Gale

BELLEVILLE

- KEITH'S RADIO & TV
- BOONVILLE
TOWNE SHOPPE
- BROWNVILLE
GENTER & BRENON
- CAPE VINCENT
CHAS. AUBERTINE & SON

CLAYTON

- HUNGERFORD HARDWARE
- GOVERNEUR
G & C HARDWARE
- HEUVELTON
A&F TV & APPLIANCE
- LOWVILLE
TOWNE SHOPPE

MASSENA

- A-1 TV & APPLIANCE
45 Main St.
- HI-FI SHOP
St. Regis Blvd.
- SLAVIN'S FURNITURE & JEWELRY
Main & Water Sts.
- OGDENSBURG
FRED SHURTLEFF'S
- PULASKI
KENNEY RADIO & TV SERVICE



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