

BERRY'S

IS THE
PLACE
TO BUY

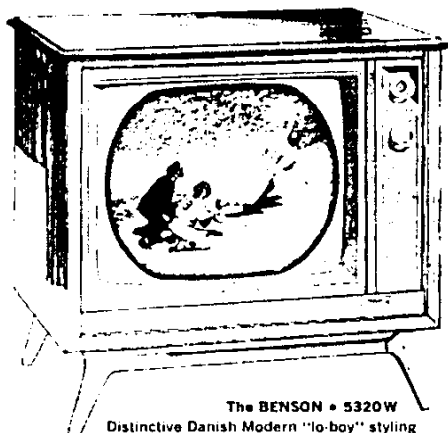
COLOR TV

Choose
America's No. 1
COLOR TV VALUE

all new **ZENITH**
1966

COLOR

THE HANDCRAFTED TV
built better to last longer



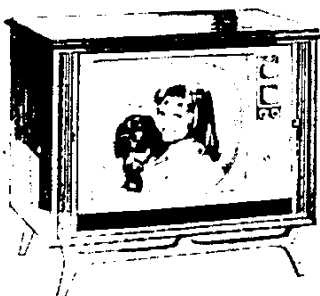
The BENSON • 5320W
Distinctive Danish Modern "lo-boy" styling in genuine oil finished Walnut veneers and select hardwood solids. Zenith quality twin-cone 5" x 3" speaker.

- 100% handwired for greater dependability
- No production shortcuts
- Super Gold Video Guard 82-Channel Tuning System with exclusive gold contacts for longer TV life
- Greater picture brightness with Zenith Sunshine® Color Picture Tube
- No printed circuits for fewer service problems
- Patented Zenith Color Demodulator Circuitry for color TV's finest hues

The EXTRA CARE of skilled craftsmanship makes the Quality Difference in ZENITH COLOR TV

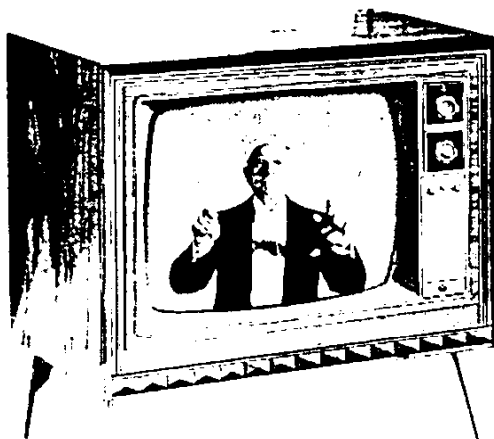
**NO MONEY DOWN
B B B PRICED**

ZENITH COLOR T.V.



The NORDIC Model 5422W
FROM THE DECORATOR GROUP
Beautiful Contemporary "lo-boy" styling with Danish Style Base. In genuine oil finished Walnut veneers and select hardwood solids. Twin-cone 6" x 4" speaker. Tone Control, VHF and UHF Spotlite Panel.

"B B B" PRICE



MODEL NO. 8308

THE DEVONSHIRE

THE DEVONSHIRE • 8308

HANDSOME CONTEMPORARY STYLED COMPACT CONSOLE IN GRAINED WALNUT COLOR (8308W) OR IN GRAINED MAHOGANY COLOR (8308R). DISTINCTIVE NEW INTEGRAL ESCUTCHEON WITH FRONT MOUNTED COLOR CONTROLS. TWIN-CONE 6" X 4"

**GET THE
"B B B" PRICE**

Choose
America's No. 1
Color TV Value

ALL NEW 1966

ZENITH

COLOR

THE HANDCRAFTED TV



The RADCLIFFE • 5316
Trim Contemporary lo-boy styling in grained Walnut color (5316W), or in grained Mahogany color (5316R). Zenith quality twin-cone 5" x 3" speaker.

- Handcrafted Chassis—100% Handwired for greater dependability
- Super Gold Video Guard 82-Channel Tuning System with exclusive gold contacts
- Zenith Sunshine® Color Picture Tube for greater picture brightness
- Patented Zenith Color Demodulator Circuitry for color TV's finest hues

The EXTRA CARE of skilled craftsmanship makes the Quality Difference in ZENITH COLOR TV

**"B B B"
PRICED**

JUST IN!
ALL NEW 1966

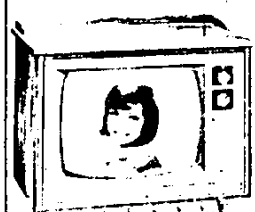
compact
console

ZENITH

25" HANDCRAFTED

COLOR TV

25" overall
diag. meas.
29 1/2" sq. in.
rectangular
picture area



The DAWSON • 8312M
Charming Early American styled compact console in genuine Maple veneers and select hardwood solids. Twin-cone 6" x 4" speaker.

Featuring **SUNSHINE®**
COLOR PICTURE TUBE

new europium activated rare-earth phosphor for greater picture brightness.

NEW Greater Picture Brightness

NEW Slimmer Cabinet

NEW Larger Picture Area

HANDCRAFTED
Built better to last longer

- 100% Handwired Chassis
- Zenith Exclusive Super Gold Video Guard Tuner

**"B B B"
PRICED**

NO MONEY DOWN

*NOW! Compact
Color TV...for any
room in your home!*

all new 1966

ZENITH
handcrafted
19" decorator compact
rectangular
color tv
19" overall diag. measurement.
180 sq. in. rectangular
picture area



The GUNNISON • Model 4100
Handsome ultra-compact vinyl clad metal cabinet in Ivory color or Metallic Silver Brown color. Two 5" x 3" speakers.

"B B B" PRICE

**SO COMPACT...IT FITS INTO
EVERY ROOM IN YOUR HOME!**

