

INTRODUCING 1976

ZENITH

MODELS

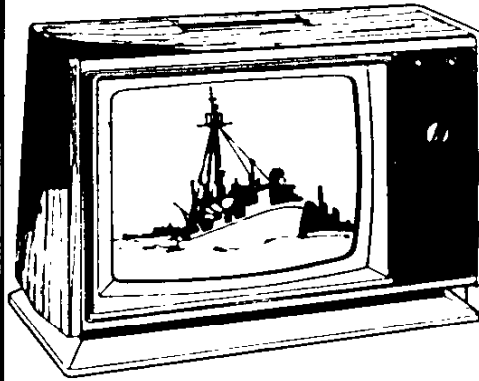
1. BEST PICTURE

Question: In general, of the color TV brands you are familiar with, which one would you say has the best picture?

Answers	%
Zenith	28%
Brand A	15%
Brand B	12%
Brand C	10%
Brand D	8%
Brand E	7%
Brand F	6%
Brand G	5%
Brand H	4%
Brand I	3%
Brand J	2%
Brand K	1%
Brand L	1%
Brand M	1%
Brand N	1%
Brand O	1%
Brand P	1%
Brand Q	1%
Brand R	1%
Brand S	1%
Brand T	1%
Brand U	1%
Brand V	1%
Brand W	1%
Brand X	1%
Brand Y	1%
Brand Z	1%
Other Brands	1%
About Equal	1%
Don't Know	1%

Note: Answers total over 100% due to multiple responses.

In a recent survey to nationwide, out of every 100 color TV owners, 28% chose Zenith as the brand with the best picture. Zenith's Chromacolor II in-line picture tube is the reason why.



13" SLIM-LINE DIAGONAL CHROMACOLOR II IN LINE PICTURE PORTABLE TV

- New 110 Chromacolor II in-line picture tube
- 100% Solid-State Titan™ 250V Chassis
- Finished in simulated wood-grain
- Silver color pedestal base
- Chromatic 1 button tuning

**GET ADRAY'S
LOW, LOW PRICE**

2. FEWEST REPAIRS

Question: In general, of the color TV brands you are familiar with, which one would you say requires the fewest repairs?

Answers	%
Zenith	28%
Brand A	15%
Brand B	12%
Brand C	10%
Brand D	8%
Brand E	7%
Brand F	6%
Brand G	5%
Brand H	4%
Brand I	3%
Brand J	2%
Brand K	1%
Brand L	1%
Brand M	1%
Brand N	1%
Brand O	1%
Brand P	1%
Brand Q	1%
Brand R	1%
Brand S	1%
Brand T	1%
Brand U	1%
Brand V	1%
Brand W	1%
Brand X	1%
Brand Y	1%
Brand Z	1%
Other Brands	1%
About Equal	1%
Don't Know	1%

In the same survey, the service technicians named Zenith as the color TV needing fewest repairs. By more than 2 to 1 over the next brand.

SOLID STATE CHASSIS ON THESE ZENITH TELEVISIONS PICTURED HERE



**THE AVANTE XVII
ZOOM SPACE
COMMAND
GET ADRAY'S LOW PRICE**

NOW! INSTANT CLOSE-UP AT YOUR FINGERTIPS WITH ZOOM SPACE COMMAND 1000 REMOTE CONTROL

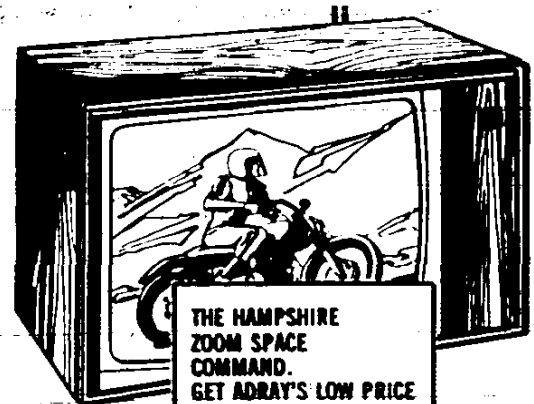


NORMAL PICTURE



ZOOM PICTURE

Press ZOOM button and get instant close-up. ZOOM picture is 50% larger. Press ZOOM button again and picture instantly returns to original size. Press buttons to turn set on or off — change channels higher or lower — adjust volume to four levels and completely mute sound.



**THE HAMPSHIRE
ZOOM SPACE
COMMAND
GET ADRAY'S LOW PRICE**

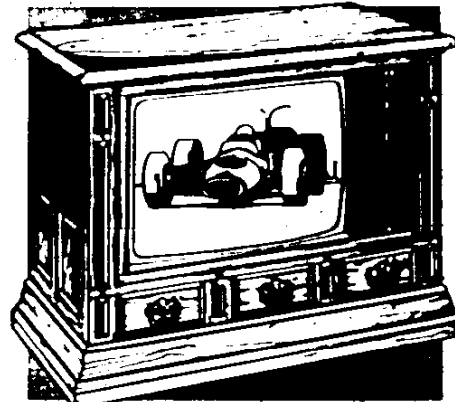


ZENITH

THE AVANTE XVI 64750X

- Chromatic one button tuning
- VHF/UHF Deluxe Spot lite Panel
- Automatic line-tuning control
- Uses up to 64% less energy

**GET ADRAY'S
LOW PRICE!**



ZENITH

THE HEATH 862583E

- 100% Solid State Titan 300V Chassis
- Patented Power Sentry Voltage Regulating System
- Brilliant Chromacolor Picture Tube
- Solid State Electronic System

**GET ADRAY'S
LOW PRICE!**