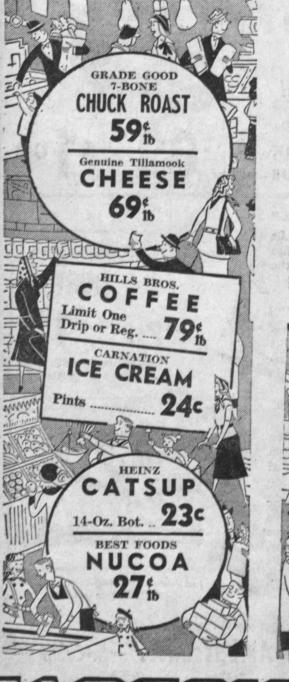




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brings you the MILLION DOLLAR "K-53" CHASSIS

ONLY

- Clear, bright pictures even in fringe areas!
- Richer blacks—purer whites!
- Incomparable picture stability!
- Needs no external antenna in
 - many locations!

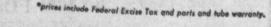
Yes-the million dollars Zenith put in the development of this amazing "K-53" chassis pays off for you! It brings you brilliant, fine-grained pictures even if you live in a fringe area or trouble spot. It keeps those pictures locked in place, minimizes "snow", and screens out sound interference. Side-by-side comparisons with other sets will convince you that these new Zeniths-powered by the "K-53" chassis-are your best buy in TV. Come in today and see for yourself what million-dollar TV performance means!

RNITURE

The Zenith Monmouth Console model K2263E. Clear 21inch picture sparked by the K-53 chassis. Golden-blonde Afara wood solids and ve-\$**409**⁹⁵ ncers.

STORES

The Zenith Tudor Table model K1812R. Brilliant, finegrained 17-inch picture. Powered by Zenith's K-53 chassis. Mahogany color Pyroxylin \$**209**⁹⁵ cabinet.



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