



This is the first color TV set from Zenith Radio Corporation assembly lines on November 19, 1953 -- just in time for the first color broadcast of the New Year's Day Rose Bowl Parade. Zenith was one of only three manufacturers to demonstrate its own color TV set, identical to this one, to the Federal Communications Commission in 1953. In 1961 Zenith introduced its first major line of color sets available to consumers for home use.

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Notice the term "Living Color" is used. RCA/NBC trade marked this term starting in 1956.

From Zenith's 25th anniversary of TV presentation in 1972.

Courtesy of Steve Dichter