Are you after a little color in your life? Color adds so much for relatively very little. And as for color TV, you'll wonder how you managed so long without one. The Bay's selection offers all sizes, all models (portable and console) by all the famous names you know and rely upon for quality and value.

(22-1) Hitachi 26". Color Console Television in the popular traditional styling. This model features 100% solid state chassis which means the only tube is the picture tube. 26" negative matrix picture tube, electronically controlled one touch tuning, "adjust and forget" VHF fine tuning, lighted VHF and UHF channel indicators, earphone jack for private enjoyment, record jack and vacation switch. The cabinet is in a rich pecan veneer finish with carpet castors. Hitachi quality at a Bay price. Only, each $789

The Bay Televisions, Dept. 681

the Bay

So you don't have a Bay Account Card! Never fret. Apply at any one of our Bay Stores in the Credit Office. Simply fill out an application form and you too can take advantage of our values even when you're short of cash!