

THE ZEPHYR—with convenient "Flexo-grip" carry-about handle

Now, enjoy value, performance and beauty all in one! By combining dial and speaker, Zenith's patented DialSpeaker design incorporates the largest possible speaker and the easiest-to-read dial for better tone, greater convenience. Famous Zenith Long Distance AM. Plug-in jack for standard record player. Convenient "Flexo-grip" handle. AC, DC. Available in Swirl Walnut, Ebony, Ivory, Dawn Grey or French Green plastic. 8 $\frac{1}{16}$ " high; 12 $\frac{1}{2}$ " wide; 6 $\frac{3}{8}$ " deep. **Model H615.**



THE TOURNAMENT*—with modern acoustical design for richer tone

Here in a table model radio of revolutionary, new design, Zenith assures you the finest possible tone. Though compact, The Tournament is packed full of famous Zenith quality features. Boasts famous Long Distance AM. Built-In Wavemagnet* Antenna. Handy concealed handle in back of set. AC, DC. Comes in beautiful Swirl Walnut, Ebony, Ivory, French Green or Dawn Grey plastic. 6 $\frac{13}{16}$ " high; 13 $\frac{1}{16}$ " wide; 6 $\frac{5}{16}$ " deep. **Model H511.**



TESTED AND PROVED THE WORLD OVER

ZENITH
Portable Radios

"SUPER TRANS-OCEANIC" Standard Broadcast and Short Wave Portable

The world's most powerful portable radio—still the finest radio of its kind in the world! Features 6 Short Wave Bands for international reception. Plus Zenith Long Distance AM for complete Standard Broadcast coverage. Marine and Weather coverage—fine for boating enthusiasts. Push-Button Band Selectors. Radiorgan* Tone Control. Plays on ships, trains, planes—even in steel buildings. Works 'most anywhere—on any standard AC, DC power supply or its own long-lasting battery pack. "Black Stag" case. 12" high; 17 $\frac{5}{16}$ " wide; 8" deep. **Model H500.**



Power-Packed "UNIVERSAL" Performs Where Other Portables Often Fail

A handsome extra-duty, super-powered portable for those who want more sensitivity and greater long distance reception. Features the same extra-sensitive circuitry used for dependable Standard Broadcast performance in the famed Super Trans-Oceanic! Its built-in Wavemagnet* Antenna brings in even weak signals with an amazing volume and clarity. AC, DC, or battery. Black "Stag" or Brown "Alligator" case. 10 $\frac{1}{4}$ " high; 13 $\frac{3}{4}$ " wide; 6 $\frac{1}{4}$ " deep. **Model H503**



New Zenith "HOLIDAY" with exclusive, new "Top-Side" Tuning

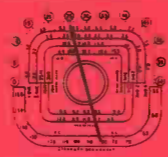
Here's Zenith's newest, most beautiful portable radio—with tuning dial and knobs placed on top for convenient "Top-Side" Tuning. Zenith-built speaker for finest possible tone. Wavemagnet Antenna for dependable performance inside or out. Flush-fitting "Pick-Me-Up" handle. AC, DC or battery operation. Comes in good looking Maroon, Ebony or Grey plastic. 8" high; 12" wide; 5 $\frac{1}{2}$ " deep. **Model H402**

ZENITH QUALITY

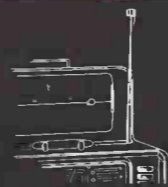
in Famous AC-DC Table-Model Radios

THE PACEMAKER—top value set that's perfect for any room

A great new radio—a powerful, value-packed performer—that's ideal for almost any room. The simple lines of the attractive plastic cabinet blend well with any decorating scheme. Famous Zenith DialSpeaker design permits tuning indicator to make giant 270° arc on big, easy-to-read dial. Powerful Wavemagnet* Antenna pulls in stations sharp and clear. Alnico speaker for finest tone quality. Covers full Standard Broadcast Band from 540 to 1600 Kcs. AC, DC. Handsome Swirl Walnut, Ebony or Ivory. 6 $\frac{1}{2}$ " high; 12 $\frac{3}{8}$ " wide; 5 $\frac{3}{8}$ " deep. **Model K510.**



7-band Standard and Short Wave



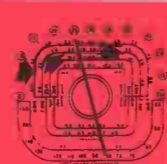
Short Wave



World Radio History humidity proofed



Standard Broadcast



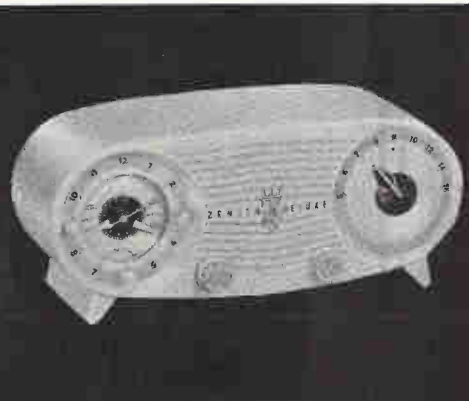
Weather, Marine Coverage with

ZENITH

brings you Two Magnificent New-Style

CLOCK RADIOS

with "Big Set" Tone - Distance - Performance!



THE DELUXE CLOCK RADIO

- Bisque
- Swirl Walnut
- Ebony
- Ivory
- Dawn Grey

A masterpiece of styling, beauty, and performance ability! Its greater power and sensitivity assure you exceptionally rich tone. Features added RF Stage... 3-gang Condenser... Long Distance AM... Wavemagnet Antenna... "Dyna-Center" speaker... Precision Electric Clock. AC only. 5 3/8" high; 13" wide; 5 3/4" deep. **Model J616.**

THE CLOCK RADIO

- Swirl Walnut
- French Green
- Ivory
- Ebony
- Dawn Grey

Zenith's built-in quality is your assurance of a work-saving companion that will bring you more hours of listening pleasure. "Dyna-Center" Speaker—acoustically centered in the cabinet for better tone. Long Distance AM. Wavemagnet Antenna. Fine Electric Clock. AC only. 5 3/8" high; 13" wide; 5 3/4" deep. **Model J514.**

New glorious, true-to-life tone!

The Radios that Work while they Play!



Wakes you to music. "Sleepyhead" buzzer insists you get up ten minutes after radio turns on.



Automatically turns bed lamp, heating pad or electric blanket ON or OFF at pre-set time.



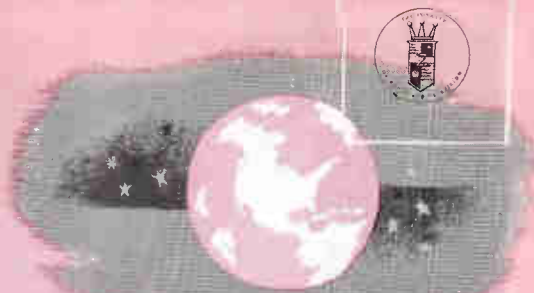
For housewives, businessmen... reminds you to make important phone calls, appointments, etc.



Tunes in your favorite radio programs... even turns on the television set at pre-set time.



Starts the coffee or the toast. Operates small kitchen appliance for you automatically.



World Leader in Radio

... manufacturers of the world's finest radios and radio phonographs

Never before has one manufacturer gained such wide-spread recognition for radionic ingenuity. First with All-Metal Chassis, the All-Electric Radio, Single-Knob Tuning, Radionic Record Reproduction and many other engineering achievements. Zenith now brings you the latest, the greatest in radio development with these all-new Radios and Radio-Phonographs. Choose your favorite from your Zenith Dealer today!

Because of the critical shortage of materials, all specifications in this folder are subject to change without notice.

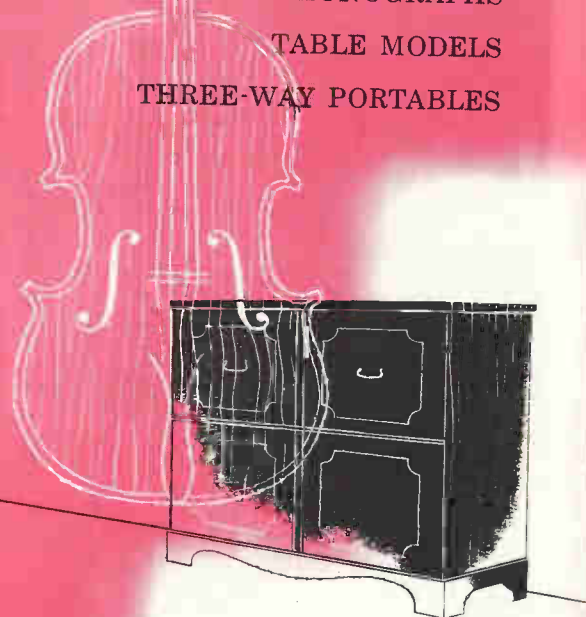
ZENITH RADIO CORPORATION
6001 DICKENS AVENUE • CHICAGO 39, ILLINOIS

Form No. R-255. *Reg. U.S. Pat. Off. Printed in U.S.A.

ZENITH

QUALITY

RADIO-PHONOGRAPHS
TABLE MODELS
THREE-WAY PORTABLES



of rare beauty
... unfailing dependability
... and matchless value



To capture the glorious full-range tone of music and voice in all its natural beauty... the Zenith-built Alnico speaker.

ZENITH QUALITY *plus*

ZENITH FEATURES

Insure Your Lasting Satisfaction

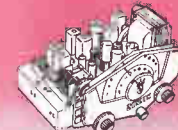
Zenith Quality means long-run dependable performance... it means the ultimate in listening pleasure... it means the last word in furniture designing and craftsmanship... it means you own the finest instrument of its kind in the world.

All Zenith radios are constructed under the same uncompromising standards. There are no attempts to cut quality... no hurried "short cuts"... no building down to a price... but a constant endeavor to build up to the highest standard. That's why when you buy Zenith, you buy Quality. For, remember, in all its many years of manufacturing devoted exclusively to radionics, Zenith has never sacrificed Quality to Price.

Only Zenith Has All This!



Famous Zenith Super-Sensitive FM for static-free, drift-free reception—crystal-clear tone—without interference.



Zenith's "Super-X" Chassis. The finest, most dependable in Zenith's long history of unparalleled radionic progress.



Long Distance AM Reception—more powerful and far more sensitive for greater selectivity than ever before.

For Perfect PITCH and TEMPO Control of Records Old and New



FROM CHERISHED FAVORITES ON OLDER RECORDS OR MODERN 33 1/3 LPs TO CURRENT HITS ON 45s

RADIO-PHONOGRAPHS with the sensational **COBRA-MATIC*** RECORD CHANGER

Automatically changes 7-, 10- or 12-in. records
Plays all record speeds . . . 10 to 85 RPM

With the Cobra-Matic, you can play and enjoy virtually any record—cherished old Gold Seals, Columbias, Victors and Brunswicks that were recorded at different speeds—the three standard speed 33 1/3, 45 and 78 RPM records of today. In fact, the Cobra-Matic plays all speeds from 10 to 85 RPM, including the proposed new 16 RPM "talking book" records.

Adjust pitch and tempo to suit your own ears
Did you know that if the speed at which an LP record is played varies as little as one RPM from the speed at which it was recorded, the music may sharp or flat by more than a quarter tone! And, of course, no two phonographs ever have exactly the same tone quality. But you have exactly the tone and pitch you want with every Cobra-Matic. Simply by touching a lever, you change the speed . . . from 10 to 85 RPM . . . automatically adjusting pitch and tempo to suit the record you are playing . . . and to suit yourself.



The Music Lover's Dream

Brings you richer, truer record reproduction virtually free of surface noise

The Zenith Cobra-Matic with the famous Cobra-Tone* arm uses a modulated radio frequency wave to bring you the finest in record reproduction. One cartridge with "long life" point lasts for thousands of playings . . . virtually eliminates surface noise because of its amazing lightness. Cobra-Matic operation is easy . . . no attachments or spare parts . . . just two simple controls!

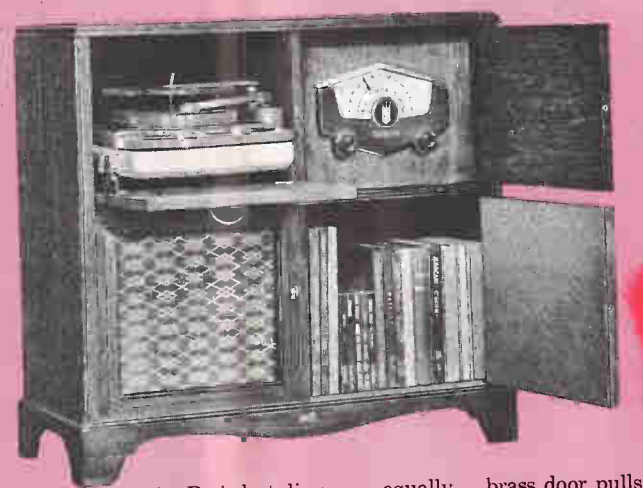
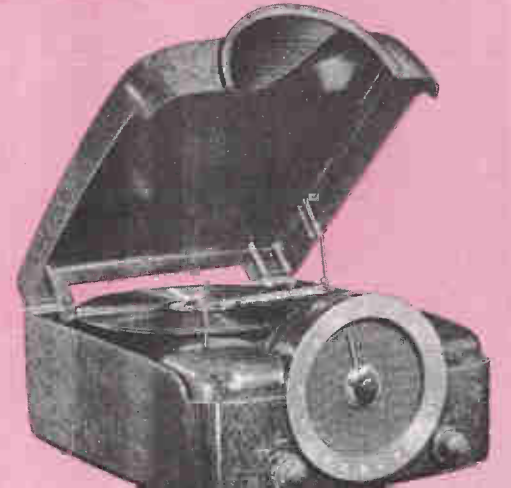
Only Zenith has it!

TABLE-MODEL RADIO-PHONOGRAPHS FEATURING THE GIANT ZENITH-BUILT 7 1/2 INCH ALNICO SPEAKER



The Riviera—Beautiful, new Radio-Phonograph in luxurious-looking Pyroxylin-covered wood cabinet. Exceptionally large 7 1/2-inch speaker reproduces fully the superior tone quality of famous Zenith Long Distance AM—and records played with the Cobra-Matic Changer. Plays all speeds from 10 to 85 RPM. Automatically changes 7-, 10- or 12-inch records. In scratch-resistant, Mahogany-color or Blonde Pyroxylin. 10 9/16" high; 16 1/8" wide; 19 1/4" deep. **Model J665.**

The Saratoga—Zenith Table Radio-Phonograph with the large 7 1/2" Zenith-built Alnico speaker. Famous Dialspeaker design . . . Zenith Long Distance AM for complete Standard Broadcast Coverage. Its Cobra-Matic Record Player plays virtually any record, all speeds 10 to 85 RPM. Ideal for the home, campus or lodge. Handsome cabinet of Swirl Walnut Plastic. 10" high; 15 7/8" wide; 19 1/4" deep. **Model J4664.**



The Waldorf*—Period styling . . . equally "at home" in a formal or informal setting. Imported Mahogany veneers and selected hardwoods elegantly enriched by a glowing mellow lustre. The door panel inserts are perfectly matched and set off by rich brushed

brass door pulls. Famous Zenith Super-Sensitive FM and Long Distance AM reception. Cobra-Matic changer plays all record speeds. Powerful 12-inch Alnico speaker assures rich, glorious tone. Also available in Walnut. 33" high; 35 1/2" wide; 16" deep. **Model J880R.**



The Westchester—The charm of the traditional breakfront cabinet interpreted in rich Mahogany . . . with selected crotch graining on the doors. Top and doors are hand-rubbed to a gleaming piano-lustre. Inside are Zenith "plus" features like the

Cobra-Matic which automatically changes 7, 10 and 12 inch records and plays any speed from 10 to 85 RPM. "Super-X" chassis . . . 12-inch Alnico speaker . . . Radiorgan* Tone Control. Also in Walnut. 33 3/4" high; 36 5/8" wide; 17 5/8" deep. **Model J1086R.**

YOU CAN'T BUY BETTER, YOU CAN'T AFFORD LESS THAN ZENITH'S 1952 FM-AM RADIO-PHONOGRAPHS



The Picardy—Here is the charm and grace of French Provincial styling . . . interpreted in genuine Birch . . . with every line, every detail and appointment "authentic provincial." The "Super-X" FM/AM chassis, Cobra-Matic record changer and powerful

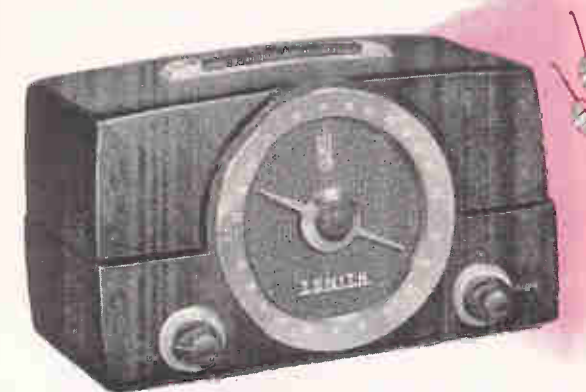
12-inch Alnico speaker make this thrilling new set a music lover's dream and a record fan's delight. Radiorgan* Tone Control lets you choose any one of 35 different tone combinations. 33 3/8" high; 37 1/4" wide; 17 1/16" deep. **Model J1087.**



The Wilshire—Outstanding proof that "modern" can mean "beautiful." Here classic grace is combined with modern simplicity to produce a truly exquisite piece of furniture. Rare Gold Coast Afara veneers and solids take on a gorgeous golden-blond texture.

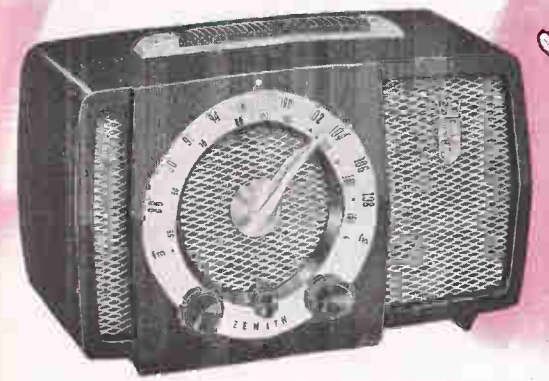
Perfectly complemented by brushed brass door-pulls. Features the "Super-X" chassis, 12-inch Alnico speaker, Cobra-Matic record changer, Radiorgan* Tone Control, Super-Sensitive FM and Long Distance AM. 34" high; 36 1/2" wide; 17 3/4" deep. **Model J1083E.**

FOR FM AT ITS FINEST **GENUINE ZENITH SUPER-SENSITIVE FM**



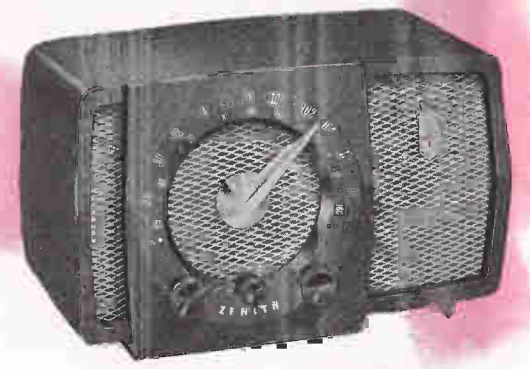
America's finest FM-AM Table Radio—the SUPER-SYMPHONY

It's more powerful, more sensitive, more beautiful by actual comparison! Has big, giant-sized 7 1/2-inch speaker behind Zenith's patented DialSpeaker. Features both Zenith Super-Sensitive FM and Long Distance AM. Tone Control. "Carry-About" handle for room-to-room portability. Complete FM/AM antenna system built in. AC, DC, French Green, Dawn Grey or Swirl Walnut plastic. 8 3/8" high; 15" wide; 7 3/4" deep. **Model H725**



FM-AM Performance That's Hard to Beat—the SUPER-TRIUMPH

The perfect FM/AM table radio for every home . . . it's a Zenith wonder in sensitivity, versatility and dependability. Super-Sensitive Zenith FM and Long Distance AM. Built-in FM/AM antennas. Has tone control and Alnico speaker. On/Off Indicator. "Flexo-Grip" handle. French Green, Dawn Grey or Swirl Walnut plastic. AC, DC. 7 7/16" high; 12 1/16" wide; 7 1/4" deep. **Model H724**



"Big Value" Set in FM-AM Table Radios—the SUPER-MEDALLION

Everything you ever wanted in a table model radio! Zenith Super-Sensitive FM and Long Distance broadcast reception. Clear, rich tone from Zenith's big Alnico speaker. Built-In Wavemagnet* and Light-Line FM Antennas for dependable performance on weak signals. Fashion-winning cabinet of beautiful Swirl Walnut plastic. AC, DC. 7 7/16" high; 12 1/16" wide; 7 1/4" deep. **Model H723**



Super Sensitivity—Greater distances . . . greater clarity! Zenith Super-Sensitive FM is designed to operate on far less incoming signal strength than ordinary FM receivers.



Freedom from Static—Zenith Super-Sensitive FM eliminates confusing crackle and roar of summer static, electrical storms, and all types of man-made interference.



Easier Tuning—Super-sharp selectivity. Pin-point tuning separates stations on adjacent channels—eliminates "cross-talk," assures drift-free reception at all times.



Better Tone Quality—Superbly natural tone . . . against a "velvet background of silence." Every note, high or low, comes in with amazing true-to-life purity and richness.



Built-In Antennas—Patented Light-Line FM antenna and Wavemagnet* AM antenna built-in! No aerials to hook up . . . just plug in and play in primary listening areas.



Famous Zenith Long Distance* AM—Provides complete coverage from 540 to 1600 kilocycles. Brings in even weak stations sharp and clear—with amazing accuracy.