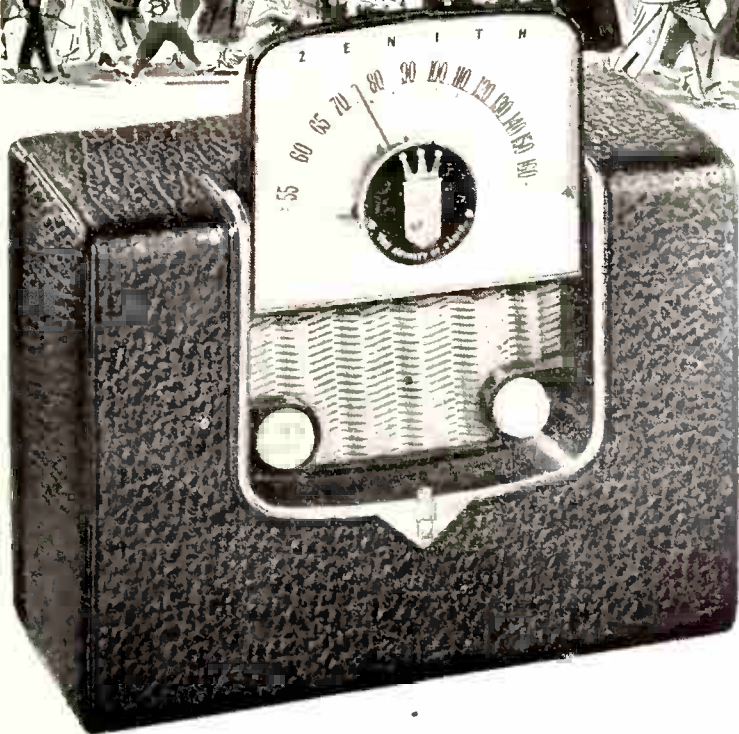


get set for a **PARADE** of prospects

With these

# ZENITH Portable Radios

AMERICA'S FINEST PORTABLES



## Outdoor Activities Open New Sales Opportunities FOR YOU!

Summer's outdoor, away-from-home, on-the-go activities call for Zenith\* Portable Radios—and promise you your biggest selling season. So cash in by tying-in with Zenith's big Portable promotion. Talk, show, demonstrate and *sell* Zenith Portables!

### ◀ The Sensational ZENITH UNIVERSAL\*...

Owners rave about the Universal's ability to perform with clarity and volume even in remote locations where many portables fail. Has an extra-powerful circuit with Tuned R. F. amplification, a more sensitive Alnico "5" Speaker, the exclusive Wavemagnet\*, AC-DC or battery operation. Smartly styled Buffalo-Grained case in Black or Brown.

**\$49<sup>95</sup>†**  
Less Batteries

### The TRANS-OCEANIC is always a best seller

Outperforms any portable, anywhere. The one set to sell when customers want long-range reception. Gets standard, plus International Short Wave on 5 separate bands. Humidity-Proofed against loss of sensitivity. For AC-DC or battery.

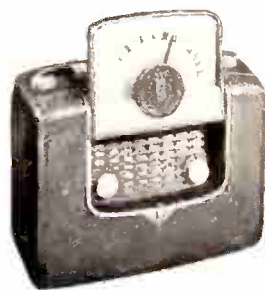
**\$114<sup>25</sup>†**  
less batteries



### Tops for Turnover TIP-TOP HOLIDAY\*

Giant "Tip-Top" Dial with built-in Wavemagnet swings up above the set for tuning ease, doubles the sensitivity of reception. For AC/DC or battery. Cabinet of Ebony or two tone Blue-Grey plastic.

**\$39<sup>95</sup>†**  
less batteries



### Powerful and Popular ZENITH ZENETTE\*

Hardly bigger than your hand, yet plays with big-set volume and tone! Open lid, set's on—close lid, set's off. Weighs but 5½ lbs. Battery or AC/DC operation. In Burgundy, Ebony or White plastic.

**\$39<sup>95</sup>†**  
less batteries

†Suggested retail price. West Coast and far South prices slightly higher. Prices subject to change without notice.  
\*Reg. U. S. Pat. Off.

**ZENITH**  
"LONG DISTANCE" RADIO  
and TELEVISION



**ZENITH RADIO CORPORATION**  
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