

ZENITH ANNOUNCES
A NEW ERA IN
QUALITY PERFORMANCE
IN A SMALLER, COMPACT
POCKET RADIO!

Never before tone so big from a radio so small

Here's why the all-new Zenette is the world's finest performing pocket radio of its size.

BIGGEST SPEAKER ever in a radio so small. Special speaker design produces a richer, fuller tone at all volume levels. Zenith's own Wavemagnet® antenna receives signals strong and clear.

UP TO 50% MORE AUDIO OUTPUT (100 milliwatts undistorted) than many other

small pocket radios. Uses ordinary flashlight batteries, not the hard-to-get special battery packs; you save up to 200% on battery costs. Leakproof battery compartment.

SMALLEST ZENITH RADIO EVER BUILT—precision-engineered and quality-built in every detail. For example, to give you more accurate tuning and greater tuning stability, the Zenette has an air die-

lectric tuning condenser—not the plastic dielectric type. Plug-in transistors permit easier servicing. High-impact case; and the color is molded in. There's no paint to chip or peel. Private listening attachment optional at extra cost. Tilt stand recesses when not in use. Choice of five colors: Charcoal, Tan, White, Yellow or Green. The Zenette, all-transistor radio, Model Royal 100, only \$39.95.*

Quality-built in America by highly skilled, well-paid American workmen



ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS. IN CANADA: ZENITH RADIO CORPORATION OF CANADA LTD., TORONTO, ONT.

The Royalty of television, stereophonic high fidelity instruments, phonographs, radios and hearing aids. 41 years of leadership in radionics exclusively.

*Manufacturer's suggested retail price, without batteries. Prices and specifications subject to change without notice.

ZENITH

*The quality goes in
before the name goes on.*