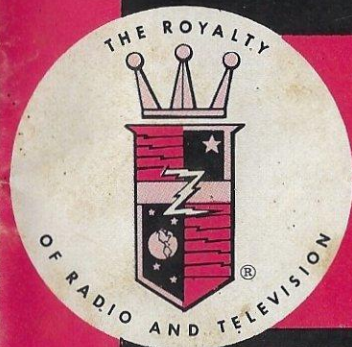


NEW 1950

ZENITH[®]
TELEVISION



*The
Presidential
Line*

PICTURE MAGNET

BLAXIDE "BLACK MAGIC" TUBE

GIANT CIRCLE SCREEN

PICTURE CONTROL SWITCH

ARMSTRONG FM SOUND

ZENITH[®]

Picturemagnet

Amazing New Built-in TV Aerial

**No Exterior Antenna Needed in Many
Television Locations**

Rooftop or indoor antennas, with their added expense and inconvenience, are banished in many television installations by Zenith's completely new Picturemagnet. Fitting compactly into the cabinet, out of sight, this outstanding Zenith development brings in stations strong and clear in a large number of locations! Connections provided for outside antenna, if necessary.

Virtually Non-Directional...Highly Sensitive

Skillfully engineered for exceptional performance. Has convenient tuning knob for maximum antenna efficiency.

Overcomes Landlords' Objections

Many apartment dwellers can now enjoy television, without concern about landlord approval.

Ask For A Zenith Demonstration

ZENITH RADIO CORPORATION

6001 Dickens Ave. • Chicago 39, Ill.

Form No. T-9178R1

Printed in U. S. A.

NEW
ZENITH[®]
Eng. U. S. Pat. Off.

**GIANT PICTURE
GLARE-BAN
BLAXIDE**

"BLACK" TUBE

**Pictures of Amazing Clarity—
Even in Lighted Rooms!**



THIS



NOT THIS

No more eyestrain . . . no more glare—yet pictures are much sharper and clearer, even in daylight or under normal lighting! Because Zenith's "Black" Tube greatly reduces undesirable light reflection, picture contrast is deeper and richer. And because the range between light and dark is so much wider, much more picture detail in the darker area becomes visible and lifelike. Only Zenith's new "Black" Tube can bring you this thrilling new television enjoyment!

Every



TELEVISION MODEL

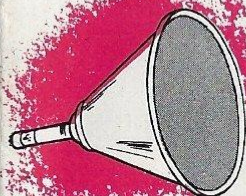
has the new
"Super-Range" Chassis
plus all these
Important Features

Check ✓

them and compare
before you buy



1. Built-in "Picturemagnet" aerial •
Eliminates need for external antennas in many locations.



2. Glare-Ban "Black" Picture Tube • Sharper, clearer and more detailed picture quality than ever before.



3. "Giant Circle" Screen • For larger, easier-to-see pictures—uses full surface of picture tube.



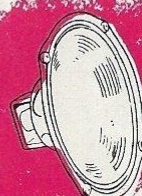
4. Duo-Picture Control • Choose your picture shape—circular or conventional—at the flick of a switch.



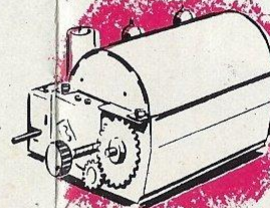
5. Automatic Single Knob Tuning • One knob... one twist... there's your station, picture and sound, instantly.



6. Zenith-Armstrong FM Sound • Provides better tone quality without interference or fading... static-free.



7. Zenith-Built Alnico-5 Speakers • Reproduce every note, every sound with beautiful, crystal-clear tone quality.



8. Built-in Turret Tuner • Has provision for reception of proposed ultra high frequency channels on present standards.



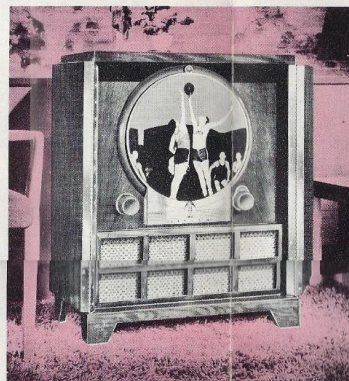
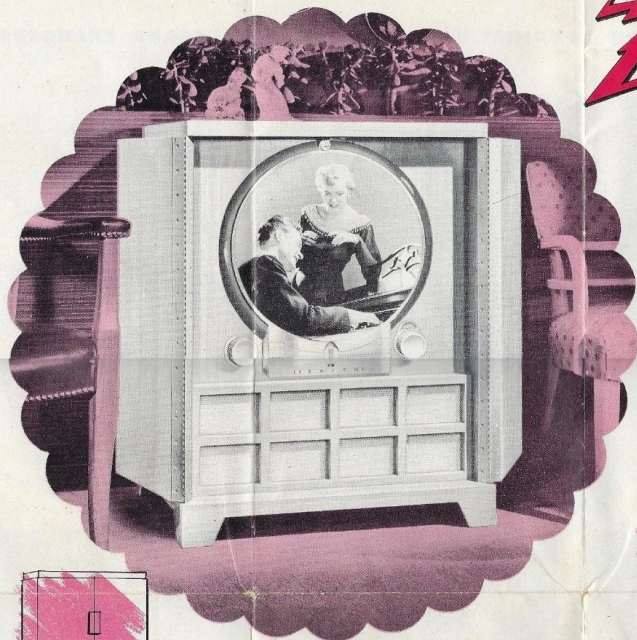
9. Phonevision Connection • Connections are provided for Phonevision sub-assembly.



10. Gated Automatic Gain Control • Maintains uniform picture quality. Minimizes picture "flutter" or "tearing" due to electrical interference.

ZENITH

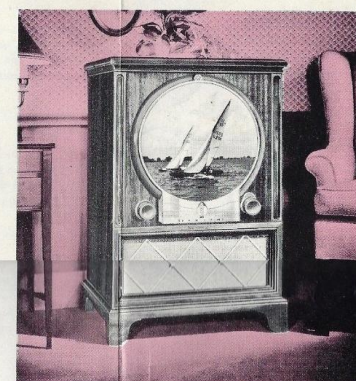
TELEVISION CONSOLES WITH NEW "SUPER-RANGE" CHASSIS!



THE "JACKSON" . . . A triumph of Zenith's television design and engineering skill. Distinguished cabinet styling in genuine Mahogany veneers, with doors. 165 sq. in. picture area. 35 3/4 in. high, 26 3/4 in. wide, 22 in. deep. Model G2437R.

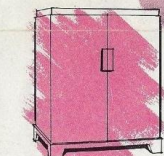


THE "MONROE" . . . A beautiful console receiver with 165 sq. in. picture area. Graceful period cabinet in Mahogany veneers. Full opening doors with Swirl veneer panels. 37 1/2 in. high, 26 in. wide, 22 in. deep. Model G2420R.

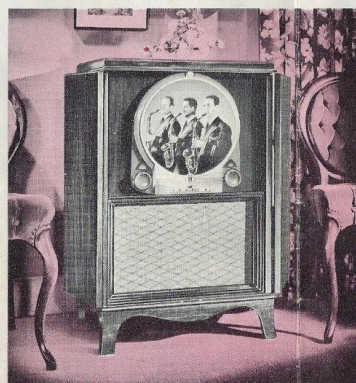


THE "LINCOLN" . . . A compact console television receiver with Zenith's largest picture area—165 sq. inches! Beautifully crafted cabinet of genuine Walnut or Mahogany veneers, styled to complement any home. 36 3/4 in. high, 24 in. wide, 19 3/4 in. deep. Model G2428.

Every Model with the BLACK MAGIC of Zenith's Amazing Blaxide "Black" Tube



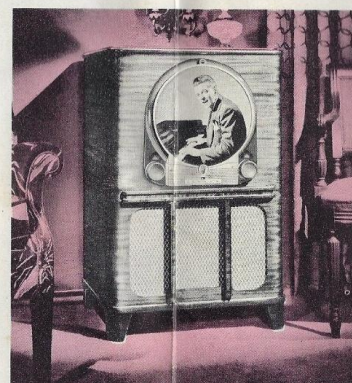
THE "FILLMORE" . . . Here's modern styling at its best. Cabinet of imported Gold Coast Afara veneers with handsome full-length doors offers all of the famous Zenith "Tel-Exclusives". . . Glare-Ban "Black" Tube, Giant Circle Screen, one knob automatic tuning, Built-in "Picturemagnet" Aerial, and many more important features. 165 sq. in. picture area. Distinctive Escutcheon and trim. 35 3/4 in. high, 26 3/4 in. wide, 22 in. deep. Model G2437E.



THE "HARRISON" . . . Authentic 18th Century styling. 105 sq. in. picture area. Cabinet of hand rubbed genuine Mahogany veneers with Swirl veneer panelled doors. 36 in. high, 22 3/4 in. wide, 21 in. deep. Model G2356R.



THE "TYLER" . . . Modern styling in imported Gold Coast Afara veneers and solids! Objects are larger and easier to see on this Giant Circle Screen with 105 sq. in. picture area. 35 in. high, 22 3/4 in. wide, 19 1/4 in. deep. Model G2355E.



THE "ADAMS" . . . Traditional Zenith quality and superb performance are yours in this handsome console television receiver. Distinctive Walnut or Mahogany veneer cabinet. 105 sq. in. picture area. 35 in. high, 22 3/4 in. wide, 19 in. deep. Model G2350.



THE "GARFIELD" . . . New, improved compact table television receiver with 105 sq. inches of picture area. Finished in handsome, long wearing Walnut Brown Pyroxylin. 16 3/4 in. high, 22 1/4 in. wide, 19 in. deep. Model G2327.



BETTER ZENITH FEATURES MAKE ZENITH YOUR BEST TELEVISION BUY!