

NEW

**ZENITH**

*"Private Phone"*

*Television makes television  
listening a matter of individual  
choice . . .*

Some folks want the television speaker turned up . . . some want it turned down.

Still others would rather not hear it at all. With Zenith "Private Phone"

Television you do just what you want. You adjust the speaker volume to suit yourself—either up or down—while a separate control unit, especially valuable for the hard-of-hearing, provides headphone volume independently. Ask about "Private Phone" Television today!



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

Form No. T-2152

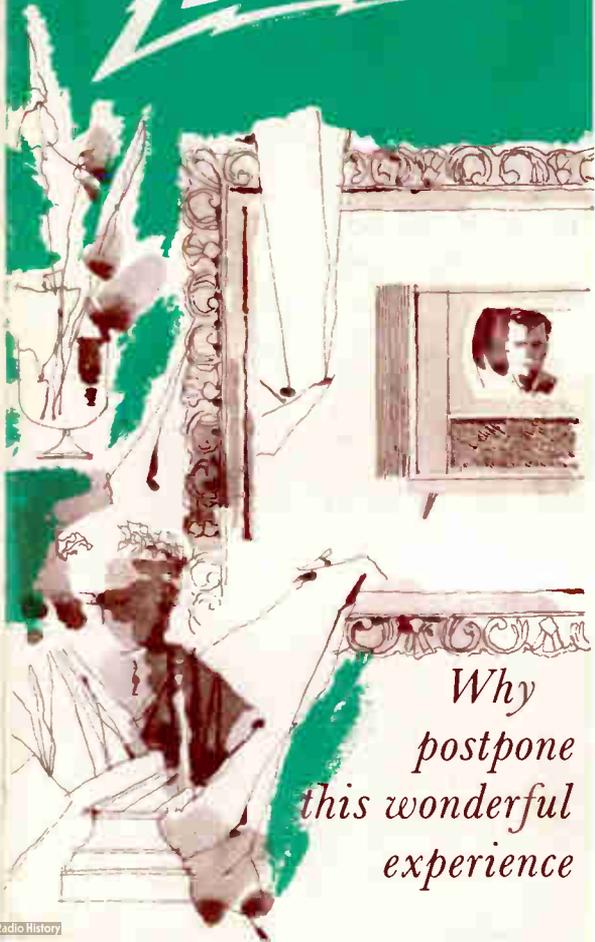
\*Reg. U. S. Pat. Off.

Printed in U. S. A.

**ZENITH RADIO CORPORATION**  
6001 DICKENS AVENUE • CHICAGO 39, ILLINOIS

*one day  
you will own a*

**ZENITH TV**



*Why  
postpone  
this wonderful  
experience*

FEATURING THE WORLD FAMOUS *Zenith*

## *Cobra-Matic* Record Player

*Plays all record sizes . . . all record speeds 10 to 85 RPM. Lets you adjust speed for perfect pitch and tempo control.*

The exclusive Zenith Cobra-Matic plays any record you can buy today . . . not only the three standard speeds, 33 $\frac{1}{3}$ , 45 and 78 RPM . . . but all speeds 10 to 85 RPM—including the coming, new 16 RPM "Talking Book" records. Changes 7, 10 or 12 inch records automatically. Gives you perfect pitch and tempo with just two simple controls a child can operate. It's the simplest, finest, most versatile record player today. Ask for proof in a demonstration NOW!



*Another Zenith Quality Achievement*



**Model K1880R**

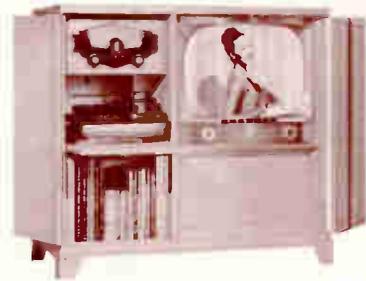
**THE SUTHERLAND.** A superb combination of 17-in. TV, FM-AM Radio and the Cobra-Matic Record Player. Traditional styling interpreted in Mahogany veneers and hardwoods. 36 $\frac{1}{2}$  in. high; 37 $\frac{7}{16}$  in. wide; 22 $\frac{3}{8}$  in. deep.





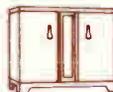
Model K2287R

**THE RADCLIFFE.** Combines Mahogany veneers and selected hardwoods into a symphony of smooth-flowing lines. Center panel folds back on right door when open. Features 21-in. TV, complete FM-AM Radio and the Cobra-Matic Record Player. 40 in. high; 43 in. wide;  $22\frac{1}{16}$  in. deep.



Model K2291E

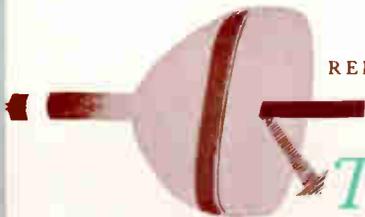
**THE BALFOUR.** Superb Afara wood solids and veneers give you all the beauty that ultra modern styling can bring to fine cabinetry. Full-length doors. Completely hand rubbed. Boasts 21 in. TV, FM-AM Radio and the Cobra-Matic Record Player. 40 in. high;  $42\frac{5}{8}$  in. wide;  $23\frac{1}{2}$  in. deep.



## Zenith Royalty

REFLECTION PROOF

*TV and Radio-  
Phonograph Combinations*



Model K2286R

**THE MOUNTBATTEN.** Boasts 21 in. TV, Long Distance AM Radio plus the Cobra-Matic Record Player. Constructed of Mahogany veneers and select hardwoods. Beautiful crotch-grained patterned doors. Easy-slide radio-phonograph drawer. 42 in. high;  $27\frac{3}{8}$  in. wide;  $23\frac{3}{16}$  in. deep.





## *Combination TV Radio-Phonograph*

**Model K2290R**

**THE BALMORAL.** Captures all the magnificence of the Georgian period in its exquisite Mahogany veneers. Handsome full-door front. Center panel is hinged on the right door—folds back to save space when set is open. Besides 21-inch TV, this set brings you complete FM-AM Radio and the exclusive Cobra-Matic Record Player. 40 in. high; 44 in. wide; 24 $\frac{1}{8}$  in. deep.



# Zenith Royalty

REFLECTION PROOF

21" TV 246 sq. in.

table Models



Model K2240R

**THE MORLEY.** Crafted of lustrous Mahogany veneers and selected hardwoods. The beveled front provides a handsome frame for the stunning, new escutcheon. Also in Blonde as Model K2240E. Dimensions: 22 $\frac{5}{8}$  in. high; 25 $\frac{1}{2}$  in. wide; 19 $\frac{3}{4}$  in. deep.



Model K2235R



**THE INVERNESS.** Mahogany veneer sides and top . . . and carefully selected hardwoods. Beveled front frames the escutcheon. 21 $\frac{3}{4}$  in. high; 25 $\frac{1}{8}$  in. wide; 20 $\frac{15}{16}$  in. deep. Available with base at extra cost.



Model K2229R

**THE GRENVILLE.** Ideal for informal rooms. Mahogany color Pyroxylin covering. In Blonde as Model K2229E. 21 $\frac{3}{4}$  in. high; 25 $\frac{1}{8}$  in. wide; 20 $\frac{15}{16}$  in. deep.



Model K2230E

**THE RHODES.** Ultra modern. Blonde Pyroxylin. Deluxe escutcheon. Also in Mahogany-color—Model K2230R. 22 $\frac{5}{16}$  in. high; 25 $\frac{1}{8}$  in. wide; 19 $\frac{3}{8}$  in. deep.



**Model K2258R**

**THE COVENTRY.** Combines serenity of line and splendid styling with the superb beauty of genuine Mahogany veneers. Escutcheon is blended with the woods. 37 $\frac{7}{16}$  in. high; 24 $\frac{1}{2}$  in. wide; 20 $\frac{15}{16}$  in. deep.



**Model K2268**

**THE LANCASTER.** Captures all the charm of true Sheraton. Serpentine front highlighted by swirl Mahogany veneer doors . . . "Dark Dover" key escutcheons . . . and Cordovan finish door pulls. Inlay lines of marquetry of tulip wood. Dimensions: 38 in. high; 27 $\frac{7}{8}$  in. wide; 23 $\frac{1}{2}$  in. deep.



**Model K2266R**

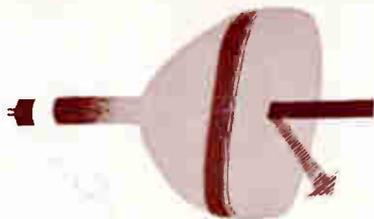
**THE BUCKINGHAM.** Quality-built of richly grained Mahogany veneers and selected hardwoods. Swirl pattern bowed doors enhanced by black inlay-like lines. Dimensions: 38 in. high; 27 $\frac{1}{2}$  in. wide; 23 $\frac{5}{16}$  in. deep.



**Model K2263E**

**THE MONMOUTH.** Built for enduring beauty of genuine Afara wood solids and veneers hand rubbed to a piano luster, and select hardwoods. Handsome lattice-work grille. 38 $\frac{1}{2}$  in. high; 25 $\frac{1}{2}$  in. wide; 21 in. deep.

# Zenith Royalty



REFLECTION PROOF

## 21" TV Consoles

246 square inches



**Model K2260R**

**THE MARLBOROUGH.** Combines superb cabinetry and graceful design. Rich Mahogany veneers are skillfully accented by beaded pilasters. Fine proportions and striking grille cloth complete the impressive good looks of this model. 38 $\frac{3}{8}$  in. high; 27 $\frac{1}{8}$  in. wide; 21 $\frac{1}{16}$  in. deep.



**Model K2267E**



**THE WESTMINSTER.** Painstakingly constructed of hand rubbed Gold Coast Afara woods—solids and veneers—and select hardwoods. Full length louvres serve as door pulls. 38 in. high; 26 in. wide; 23 in. deep.

## 17" TV Table Models

### Model K1820

**THE NORFOLK.** Smooth-flowing lines characterize the tasteful styling of this modern cabinet. Finished in Mahogany veneers—with a new-style escutcheon. Also available in Blonde-toned Mahogany veneers, as Model K1820E. Dimensions: 17¼ in. high; 19 in. wide; 17½ in. deep.



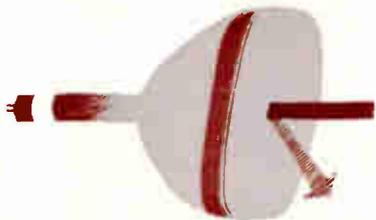
### Model K1812E

**THE SOMERSET.** Modern, compact, good looking. Blonde Pyroxvlin-covering. Also in Mahogany-color as Model K1812R. 17<sup>13</sup>/<sub>16</sub> in. high; 18<sup>13</sup>/<sub>16</sub> in. wide; 17<sup>5</sup>/<sub>8</sub> in. deep.



### Model K1815R

**THE NOTTINGHAM.** In rich Mahogany-color Pyrolex. "Greek Key" embossing. Blends with leather furnishings. Also in Blonde as Model K1815E. 17<sup>1</sup>/<sub>4</sub> in. high; 18<sup>15</sup>/<sub>16</sub> in. wide; 17<sup>5</sup>/<sub>8</sub> in. deep.



## Zenith Royalty

REFLECTION PROOF **17" TV** Consoles  
148 square inches



**Model K1846R**

**THE STAFFORD.** Boasts exquisite lines . . . lovingly interpreted in Mahogany veneers and selected hardwoods. New-style escutcheon blends with the cabinet woods. Dimensions: 35 $\frac{3}{4}$  in. high; 20 $\frac{7}{8}$  in. wide; 20 $\frac{1}{2}$  in. deep.



**THE CHANNING**  
**Model K1850E**



**THE ASIIBROOK**  
**Model K1850R**

A striking handsome model in beautiful Blonde Afara woods or magnificent Mahogany veneers and selected hardwoods. Superb Modern styling lends a smart decorator touch to the discriminating home. Dimensions: 37 $\frac{1}{8}$  in. high; 22 in. wide; 20 $\frac{1}{2}$  in. deep.



Patented  
"Fringe Lock"  
Circuit

Locks picture in place. Eliminates vertical roll and side-to-side wobble . . . even in distant "fringe" areas.



Reflection-Proof  
Cylindrical  
Picture Tube

Shaped like a section of a cylinder for wide-angle viewing . . . casts all reflected light downward.



Automatic  
One-Knob  
Tuning

Just twist the tuning dial and there's your station—UHF or VHF—picture and sound instantly synchronized.



"Lazy Bones"  
Remote Control

Lets you select your station from your easy chair. Optional at slight extra cost on Zenith Television Sets.

*only Zenith has all these  
foresight features*



Radionic  
Tone  
Control

Permits you to emphasize the shade of tone you desire. Useful in "fringe" areas to reduce "hiss" or "buzz."



Zenith  
Super-Sensitive  
FM Sound

Assures you the finest in television sound—full range tone virtually free of static, fading and interference.



Built-In  
"Picturemagnet"  
Antenna

Eliminates need for external antenna in many more locations than was ever before possible. It's pre-tuned.



New  
Dust-Guard  
Escutcheon

Seals out dust and dirt that ordinarily seep in from the side and back and settle on the picture tube and glass.



Phonevision  
Connection

Unit may be attached to bring you first-class TV programs if and when Phonevision is approved.



Glare-Ban  
Blaxide\*  
"Black" Tube

Brings out richer picture contrast and clarity. Permits viewing in a lighted room for greater eye comfort.

*another*



*Zenith Quality Achievement*

*...complete built-in  
provision for adding*

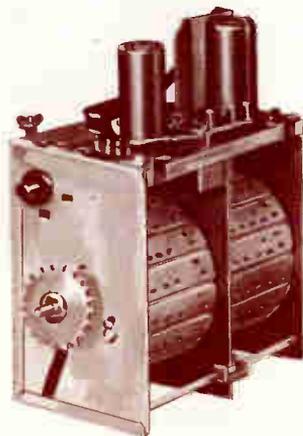
**UHF**

*ultra high frequency*

Every Zenith Television Set ever sold has built-in provision for Tuner Strips to receive new-type UHF stations.

The amazing, turret-type "Super-Automatic Station Selector" is no accessory. It's built right in every Zenith TV. And, it was designed and built with UHF in mind.

To receive the new UHF stations, you simply slip a UHF Tuner Strip into the Station Selector. It can be done right in your own home . . . without special tools. Then, with this simple addition—it takes less than fifteen minutes—your Zenith TV is ready for Automatic One-Knob Tuning of both VHF and UHF stations. Imagine, no fussing with extra dials or knobs . . . no ugly converter. Zenith was *first* with built-in provision for Tuner Strips to receive UHF!



*The Tuner Strips shown here are similar to those already on the Station Selector—except that they have been designed to tune to an Ultra High Frequency Channel. They are simply snapped into place, and one screw adjusted for perfect reception of picture and sound.*

Zenith presents "Royalty" Line Television — featuring the new Million Dollar Long-Distance Chassis — the "K-53" — a spectacular new achievement dwarfing all previous concepts of Distance...

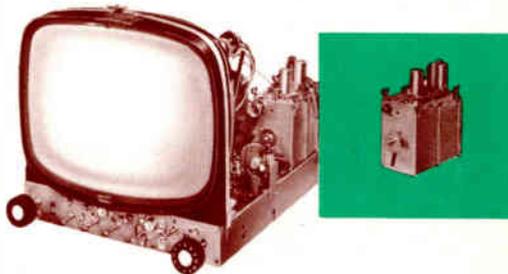
Automatic Tuning...

Picture Perfection

Here, at last, is picture perfection—sparked by the new "K-53" Chassis—that raises Television enjoyment in Zenith's new "Royalty" Line to undreamed of peaks. Such brilliant performance would still be distant—but for Zenith's determination to let no expense stand in the way. The million dollars of research, engineering and development. The refusal to be satisfied with less than the greatest distance, the most trouble-free tuning, the ultimate in picture perfection. This is what today makes the "Royalty" Line with the "K-53" Chassis possible.

**Plus Exclusive New Picture Control**

The Picture Control minimizes "snow" and similar picture defects common to remote "fringe" areas . . . greatly improves reception of telecast movies.



Introducing the new  
"Super-Automatic  
Station Selector"

*Gives you picture quality equivalent to that gained by doubling the power of the TV transmitter.*

The Cascade Circuits of the "Station Selector" make Zenith's built-in "Picturemagnet" antenna all you need for superb reception in many more locations than ever before. And the "Station Selector" permits each station to be tuned and *locked in* for perfect picture and sound at time of installation.

