

RADIO DEALERS!



HAS TELEVISION SETS

ZENITH'S television transmitting station W9XZV *is operating daily* and is the *only* television transmitter licensed by the Federal Communications Commission in the whole Chicago area.

Today ZENITH'S television receivers are *loaned . . . not sold.*

ZENITH IS READY-- BUT TELEVISION IS NOT

Even government television standards *are not yet established.*

The Federal Communications Commission, in its annual report to Congress in January this year, stated: "However, it is generally agreed that television is not ready for standardization or commercial use by the general public."

ZENITH believes it is UNFAIR to the public and KNOWS it is UNFAIR to the dealers to ask them to finance the television industry's experiments.

RADIO DEALERS have been *penalized and punished* by premature television publicity starting last Fall.

Prospects were led to believe that television would cover the country overnight.

ZENITH will not break faith with its dealers.

When ZENITH believes television is ready for general use in the store and the home . . . ZENITH will supply you with television receivers and *not before.*

President,
Zenith Radio Corporation

April 5, 1939