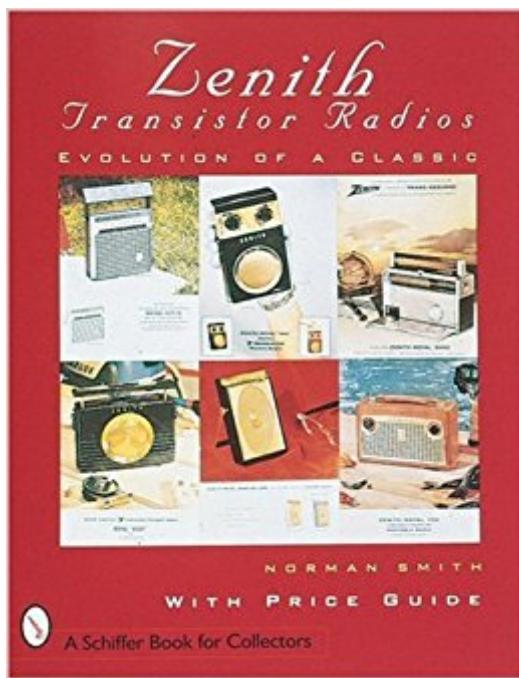


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# Zenith\*<sup>r</sup> Transistor Radios: Evolution Of A Classic (Paradigm Visual Series)



## **Synopsis**

Here, for the first time, is a complete guide to all the wonderful transistor radios produced by the Zenith Radio Corporation during the "Magic Years," when transistor radio design was constantly being improved. This comprehensive book includes a complete listing of all transistor radio models created by Zenith from 1955 through 1965. Outstanding color photos from original Zenith sales sheets as well as information on each model are presented in a year by year order of production. Never before published photographs, documents, and original drawings from the Zenith archives, as well as a large collection of original Zenith advertising, fill the pages. A large, full-color photo section with price guide rounds out the book and will help readers easily identify each Zenith transistor radio from those "Magic Years."

## **Book Information**

Series: Paradigm Visual Series

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## **Customer Reviews**

Norm Smith is a longtime collector of transistor radios who still uses his original Zenith Royal 500H purchased new in 1962. Norm and his wife Susan reside in Bradenton, Florida.

My brother says he really enjoys this book. He's been a collector of radios for 50 years and is particularly interested in transistors.

It is always fun to read a book written by someone in love with a subject. This beautifully illustrated

history of Zenith transistor radios is the perfect example of a love affair in print. Ads, color photos, engineering trivia, pricing estimates, and a firm dose of opinion, all beautifully packaged.

This is an excellent book not only for its rendition of the history of Zenith transistor radios during the "Golden Years" but also because it provides a perspective on how the consumer electronics industry changed over the decade of 1955 ~ 1965. Zenith's legendary leader Commander MacDonald was still running Zenith at the beginning of this period and you can see his influence driving the engineers to come up with superior products like the Royal 500H, the best tube portable radio ever made (the A600/B600 series Trans-Oceanics) and the first transistor Trans-Oceanic, the Royal 1000. At the end you see the effects of the death of Commander MacDonald and the other changes that drove Zenith (and the other U.S. consumer electronics companies as well) to be less engineering-focused and more marketing-focused. In some ways it was painful for me to read this book since I was in the consumer electronics industry at the end of this period (and into the 1990s) and witnessed this transition take place. If you collect transistor radios I'd recommend this book even if you don't specifically collect Zenith radios, since it is a good history of the development of transistor radios in general during the period. Mr. Smith obviously did a tremendous amount of research to produce this book and his work is to be commended. It also is obviously a labor of love.

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