

ZENITH

REG. U.S. PAT. OFF.

ELECTION YEAR BOOK

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The People's Choice

A 1941

ZENITH

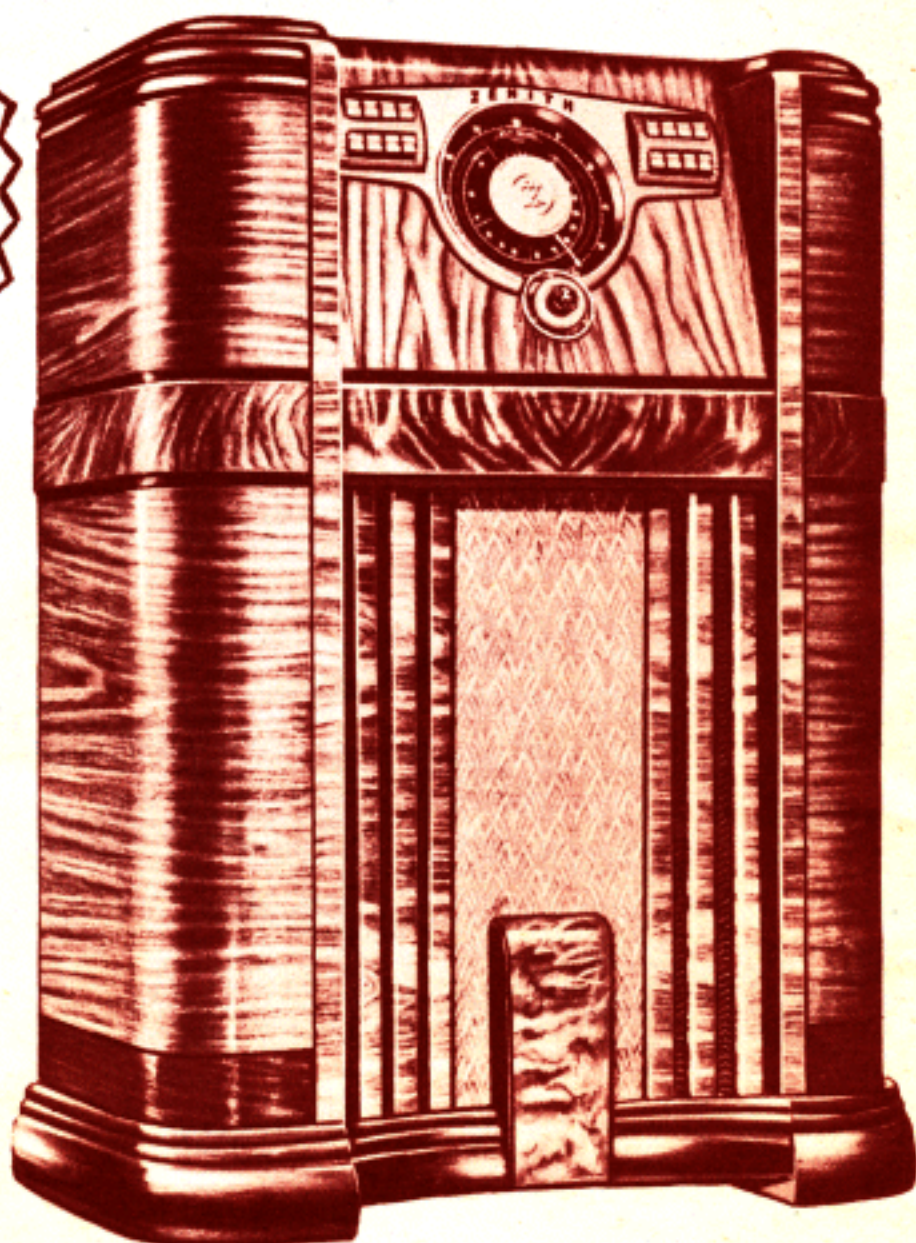
LONG DISTANCE

RADIO

Zenith on a platform of complete listener enjoyment wins by a landslide! For what other candidates approach the listening honors of the 1941 Radiorgan with its special position for "Voice" and with 64 tonal harmonies right at your fingertips? And Europe direct, with volume and clarity. The Wavemagnet does away with annoying and unsightly wires, fine performance on both standard or short wave. Vote for your own pleasure and satisfaction—make yours a Zenith in 1940!

**If You Can't
Go There In Person
Be There With the New
1941 Zenith
With Radiorgan**

Listening to a Zenith is next to being there in person, and sometimes a lot more comfortable! A flick of your finger sets the Radiorgan controls . . . and you can shut your eyes and almost see convention speakers, great singers and musicians, stage and screen stars and correspondents fresh from the front line trenches right before you.



PHONE FOR A **FREE** DEMONSTRATION

WHO WILL BE THE NEXT PRESIDENT ?



LET A NEW 1941 ZENITH LEAD YOU THROUGH THE CAMPAIGN

From the first spoken words of the convention to the counting of the last ballot, you will want to "listen in with a Zenith." For this election may not only weigh the future of America but the destinies of the war-torn World as well. All eyes are on the United States. You, too, will want to know what is happening every minute in this great land of ours.

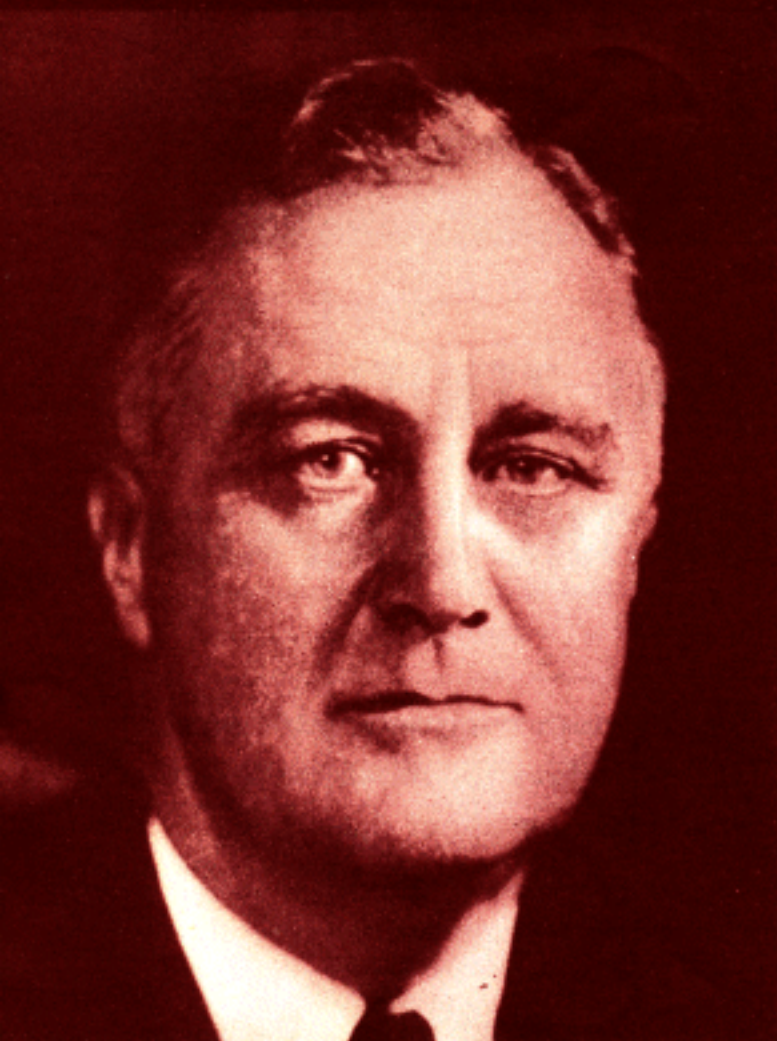
Your Zenith radio reserves a place at the speaker's table at every important political gathering. Not only does it bring you each candidate's words of oratory, but with Radiorgan at your command, you can catch them in all their "realness" with their full cadence and meaning.

Yes, it's a mad, glad year of elections. You'll want to be up to the minute—every minute. Replace that old radio in the living room with the big powerful new Zenith. Choose

1941 Zenith compacts, table models and portables for those extra radios you'll require about the house.



PRESIDENTIAL



DEMOCRATIC CANDIDATE FOR PRESIDENT

Franklin Delano Roosevelt, 32nd President of the United States, was born of a line of illustrious landed gentry at the great estate of Hyde Park, New York, on January 30, 1882. He graduated from Harvard in 1904, attended Columbia law school and was admitted to the bar. His public career began in 1910 as New York State Senator. In 1913 he became Assistant Secretary of the Navy. In 1920 he ran with James M. Cox as Democratic candidate for Vice-President and was defeated. In 1932 he was victorious over President Hoover as a candidate for the Presidency and repeated his success in 1936. As the 1940 candidate, he is the first President ever to seek a third consecutive term. His wife, Anna Eleanor Roosevelt, was the niece of the late Republican President, Theodore Roosevelt. They were married in the White House in 1905. They have five children.



DEMOCRATIC CANDIDATE FOR VICE PRESIDENT

Henry Agard Wallace was born to a high agricultural tradition in Adair County, Iowa, October 7, 1888. His father, Henry C. Wallace was known nationally as the first farmer of Iowa, publisher of *Wallace's Farmer*, of which his son was later editor. The younger Wallace took his Bachelor of Science degree from Iowa State College in 1910. In 1920 he received an honorary degree as Master of Science in Agriculture from his alma mater. On March 4, 1933, he joined the cabinet of President Roosevelt as Secretary of Agriculture, which he occupied at the time of his nomination. Mr. Wallace is the author of several widely discussed books on science and agriculture. He and Mrs. Wallace have two sons and a daughter.

CANDIDATES

REPUBLICAN CANDIDATE FOR PRESIDENT

Wendell Lewis Willkie, a typical American business man, and an attorney, was born 48 years ago in Elwood, Indiana. Both his parents were also attorneys. At 15 he entered Indiana University of which he is a law graduate. He married Miss Edith Wilk, librarian in his home town, on the eve of sailing for France with the A. E. F. where he rose from private to Captain. After the War he joined the legal department of the Firestone Rubber Company. When nominated he resigned his position as Chairman of the Board of a well known power and light Corporation, to devote his entire time to the campaign.

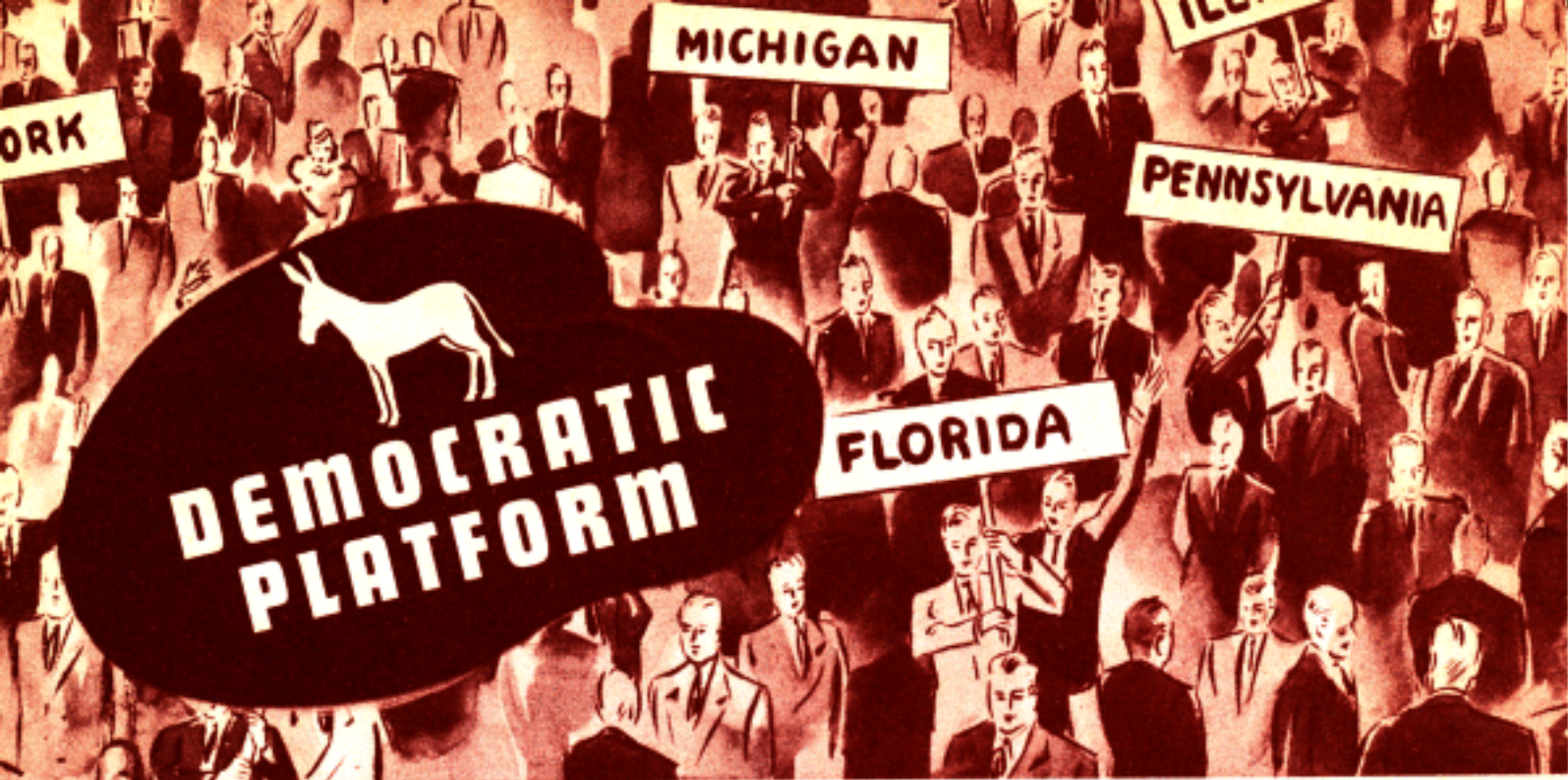
The Willkies' son, Phillip, age 20, was voted most likely to succeed by his Princeton classmates. Mr. Willkie has gone on record as a foe of "promoters" and a champion of ethical business.



REPUBLICAN CANDIDATE FOR VICE PRESIDENT

Charles L. McNary has spent 23 years of his last 34 in political life as a member of the U. S. Senate, where he leads the Republican minority. He is a product of an Oregon farm and a graduate of Leland Stanford University. His first political job was Assistant District Attorney. Today he maintains an experimental farm at Salem, Oregon, which has greatly contributed to Coast agriculture. There he and Mrs. McNary spend all their spare time. A diplomat of sixty-six years, he is known for his smooth handling of men and as an independent when it comes to social legislation. He has favored the Wagner Act, Securities & Exchange Commission and T. V. A.





THE platform of the Democratic party was first introduced to the public in the address of Senator Robert F. Wagner to the National Convention in Chicago, July 17. The following is a digest of that, which required 16 pages of manuscript to cover every issue point by point: . . .

FOREIGN POLICY. The American people are determined that the European Wars will not come to America. We will not participate in foreign wars and we will not send our forces to fight outside the Americas except in case of attack. We favor and shall righteously enforce and defend the Monroe Doctrine. . . . We propose invincible forces for defense. . . . We will do all in our power to destroy treasonable activities. We shall continue the "Good Neighbor" policy . . . and shall collaborate with the Republics of the Western Hemisphere.

FOR LAND AND THE FARMER. The Democratic party is pledged: (1) to Parity and soil conservation payments, (2) to extend and enlarge the tenant purchase program, (3) to refinance existing farm debts, (4) to continue to provide for adjustment of production for surplus control, (5) to preserve and control the Ever-Normal Granary and to make Commodity loans . . . (6) to enlarge the rural electrification program, (7) to urge farm-owned and controlled cooperatives, (8) to continue the development of river basins, and (9) to continue the extension of crop insurance.

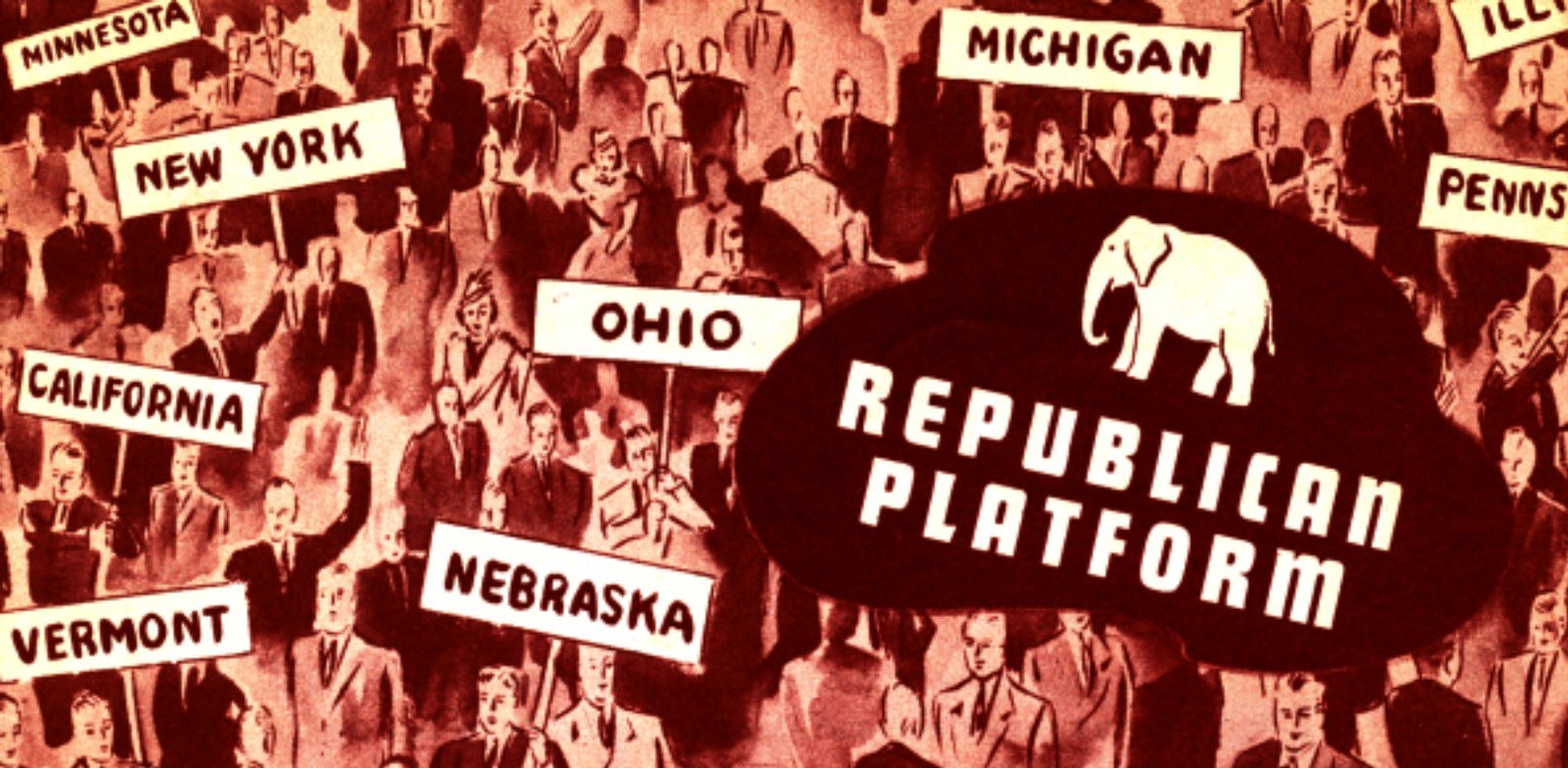
INDUSTRY AND THE WORKER. (1) We shall continue to enforce the fair labor

standards and to maintain the principles of the National Labor Relations Act. . . . (2) Continuance of the Federal Bituminous Coal Stabilization Act and consideration of similar legislation with regard to the Anthracite coal industry . . . (3) We shall emphasize the human element in industry and the cooperation of labor and management.

CAPITAL AND THE BUSINESS MAN. We have defended and will continue to defend all legitimate business: . . . We favor the enactment of constructive legislation to safeguard the welfare of small business. We have enforced the anti-trust laws more vigorously than at any time in our history. . . .

ELECTRIC POWER. *These remarks of the Democratic party on Resolutions dealt with public power involvements and the subsequent government victories in the past, rather than future pledges with this exception: . . . we pledge our Party to provide this primary essential of life at the lowest possible cost.*

PUBLIC WELFARE. We pledge to continue national relief measures with unrelenting efforts toward the re-employment of people, money and machines in private industries. . . . To the extension of Social Security . . . and other social reforms.



THE Republican party stated its aims and pledges to the National Convention on June 26. After a general statement of objectives; there followed a declaration that the New Deal was a failure and had left the nation unprepared to meet the present crisis.

NATIONAL DEFENSE. The Republican party is opposed to involving this nation in foreign war. . . . The Republican party stands for Americanism, preparedness and peace . . . and we fasten upon the New Deal full responsibility for our unpreparedness and constant danger. We declare for the building of our national defense . . . and in the meantime we shall support all national defense organizations proposed by the (Democratic) administration. Our sympathies have been profoundly stirred . . . and we favor the extension to all peoples fighting for liberty or whose liberty is threatened such aid as shall not violate international law or jeopardize our own national defense.

RE-EMPLOYMENT AND RELIEF. We propose to put our idle millions back to work in private industries. We shall remove waste and politics from relief . . . put safe administration on a non-political basis. We favor old age pensions to the extent that revenues raised for this basis will permit. We favor extension of unemployment compensation to those groups and classes now included . . . the administration to be left to the states with a minimum of federal control. We shall maintain labor's right of free organization and collective bargaining.

AGRICULTURE. We propose benefit payments administered as far as practicable by the farmers themselves . . . to continue all present favored payments until our program becomes operative. We shall provide incentive payments, when necessary, to encourage increased production of products not now produced in sufficient quantities for our home markets.

We shall promote an adequate system of farm credits. We shall foster government refinancing where necessary.

We advocate the foreign trade policy which will end one-man tariff making . . .

TARIFF AND RECIPROCAL TRADE. We believe in tariff protection for agriculture and industry.

. . . We shall revise the tax system and remove those practices which impede recovery. We solemnly pledge to cut public expenditures other than those necessary for the essential services of government.

There followed statements on equal rights, Negroes, un-American activities, enforcement of immigration laws, aid to veterans, free speech, small business, stock and commodity exchanges, insurance and government reorganization.

TWO SPECTACULAR

Make History As The Nation

DEMOCRATIC: Chicago



July 15 to 19, 1940

For the first time in the history of the Nation a President has been nominated to succeed himself for an unprecedented third term, although not the first time a candidate has attempted the third term hurdle. Not until one hour before the balloting on Wednesday evening, July 17th was the two year old enigma of the third term issue relieved by Senator Barkley who spoke for Mr. Roosevelt.

The President was said to prefer a quiet retirement, but the way was left wide open for a draft of his services. The convention swiftly trod that path.

Other candidates, Tydings, Garner and Farley, quickly acknowledged the trend toward Roosevelt in the convention.

An extremely human touch was lent to the convention by the candidacy of popular Postmaster General James A. Farley, who after receiving 51 presidential nominating votes, introduced the motion for a unanimous Roosevelt nomination, pledged his continued personal support of the convention's chosen candidates; announced his resignation as head of the Democratic party and his entrance into private life as President of the New York American League Baseball team.

The first ballot gave Roosevelt 946 votes out of the total ballot of 1,095, omitting fractional votes.

The selection of the Vice-President broke an unexpected storm over the convention. The President's preferred running mate, Secretary of Agriculture Henry A. Wallace, though nominated on the first ballot met strong opposition from the supporters of Speaker Bankhead.

The appearance of Mrs. Eleanor Roosevelt upon the speaker's stand immediately preceding the balloting for Vice-President brought relief in those tense moments. Following her address, the selection was made . . . then an almost unbelievable quiet held the assembly as the President's voice, carried by wire and air from the White House, told the convention and the nation of his formal acceptance. It was 12:30 A.M., Central Daylight Time, Friday, July 19.

A history-making convention adjourned, confident that its candidates were destined to write further history in a time of doubt and unrest.



65-528—Beautiful walnut radio receives American and foreign broadcasts. Automatic tuning with television sound button. Wavemagnet. Mellow-tone speaker.

COMPARE THEM ALL—YOUR VOTE WILL GO TO ZENITH

6D-510—Ideal "Carry-about" radio in gracefully styled brown plastic cabinet. Wavemagnet. Rich, balanced tone.



R CONVENTIONS

n Prepares to Cast Its Vote

REPUBLICAN: Philadelphia



June 24 to 29, 1940

Like a fresh scene in a newsreel the friendly face of a big, pleasant and successful business man burst into the spotlight before the American electorate. Yesterday he was Wendell L. Willkie, citizen. Today he is the Republican Candidate for the Presidency of the United States.

When he came, orthodox candidates began to wonder about the strength of this comparatively dark horse. There unfolded the hurly-burly American scene of party supporters among the people crying for their man . . . people in the balconies of Convention Hall shouting "We want Willkie!" The star of a great "racket buster" fell with meteoric rapidity through six uproarious balloting . . . and an able son of the White House, Senator Robert A. Taft, faltered as the galleries cried for a popular champion.

The first ballot gave New York's Dewey a pronounced lead with 360 votes. Taft followed at 189. Willkie had but 105, while six favorite sons, including ex-President Hoover trailed the list.

Dewey slipped on the second ballot. Taft moved forward with a tractor-crawl, while Willkie hopped a sky-rocket for a gain of 66 votes.

"We want Willkie," was louder than ever on the third attempt. "Solid" states began to crack. Willkie's streamliner passed Taft at the water tank.

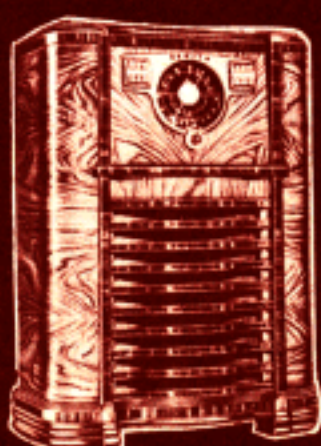
It was on the sixth ballot that Taft capitulated, and Pennsylvania abandoned its favorite son, Governor James, to make a unanimous victory for Willkie.

Senator McNary was chosen without difficulty as the ideal running mate for the local Indiana boy who made good in the big city.

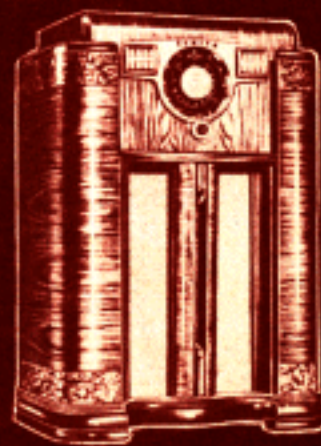
The Republican convention saw old leaders overwhelmed. A new youthful set, the men behind Willkie, Minnesota's Governor Stassen, Indiana's Congressman Halleck and Editor Davenport, who resigned the editorship of the magazine "Fortune" to manage Willkie's campaign—promised the Republican party a new lease on life.



75-558—Beautiful walnut console delights the eye . . . and ear with Radiorgan tone. American and foreign reception. Automatic tuning. Rotor Wave-magnet.



85-563—Adds beauty to the finest home. Walnut finish cabinet 40½ inches high. American and foreign reception. Automatic tuning. Rotor wavemagnet; 64 tone Radiorgan.



125-568—Walnut sloping panel cabinet houses powerful radio. American, foreign reception guaranteed. Automatic tuning. Full Radiorgan tone control. Rotor Wave-magnet.

BRIEF BIOGRAPHIES OF THE



GEORGE WASHINGTON

"The Father of His Country" was already famous as a "first citizen" of Virginia when given command of the Continental Army. Having brought Britain to terms and established a free nation on this continent, he served two terms as our chief executive, beginning in 1789 following the country's unanimous vote. He declined to accept a third term establishing the precedent that has since become an almost unwritten law. He was born February 22, 1732 and died in 1802.



JOHN ADAMS (1735-1826)

The second President was also a great power in the Revolution, and was at first considered more dangerous to British interests than Washington. He was born in Quincy, Massachusetts. John Adams won for the Federalists the distinction of being the first political party to elect a President. He served from 1797 to 1801.



THOMAS JEFFERSON (1743-1826)

The writer of the Declaration of Independence established many principles that are hailed today. He was a Virginian and a member of the Democratic-Republican party which elected him for two terms in 1801 and again in 1805.



JAMES MADISON (1751-1836)

Beginning his first term in 1809, James Madison had a stormy time. The capitol at Washington was being built when during the war of 1812 the British burned it and the uncompleted White House. He was a Virginian and a Democratic-Republican. He witnessed one of the most expansive eras in our history.



JAMES MONROE (1758-1831)

James Monroe began his two terms in the White House in 1817, at the age of 58. His administration witnessed expansion into the Mississippi valley and the acceptance of steam railroads. He was the fourth President to hail from Virginia and was a member of the Democratic-Republican party.



JOHN QUINCY ADAMS (1767-1848)

The first man to follow his father's footsteps to the Presidency, John Quincy Adams took the oath of office in 1825, when he was 57 years old. He served four years. Like his father he was a resident of Massachusetts. He was the only President to be elected by the House-Republican party, his father's Federalist party being no longer a power.

UNITED STATES PRESIDENTS

ANDREW JACKSON (1767-1845)

"Old Hickory's" greatest claim to fame was his victory in the Battle of New Orleans after peace had actually been declared in the War of 1812. Rough, tough and self-confident, he was a man of the people, and as such he incurred much criticism in his handling of the banking situation during his two terms in office from 1829 to 1837. Andrew Jackson is hailed as the first Democrat in the White House. He was born in South Carolina, but made his home in Tennessee.

MARTIN VAN BUREN (1782-1862)

Van Buren's administration from 1837 to 1841 was marked by a period of railroad and waterway building and expansion in both agriculture and industry, known as the "Era of Good Feeling." A Democrat, he was the first President to be elected from New York State.

WILLIAM HENRY HARRISON (1773-1841)

This doughty Indian fighter and campaigner of the War of 1812 was the first President to die in office, when he was 68 years of age, and in the first year of his administration. He was the first of Ohio's many Presidents and the father of a later President, Benjamin Harrison.

JOHN TYLER (1790-1862)

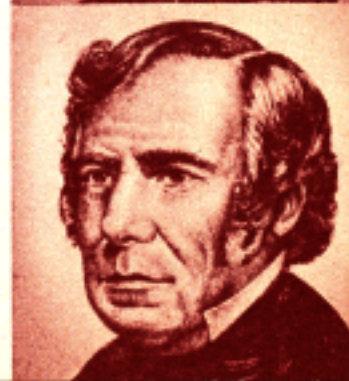
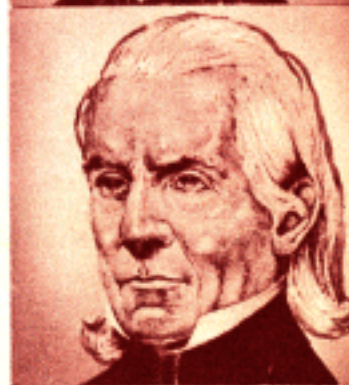
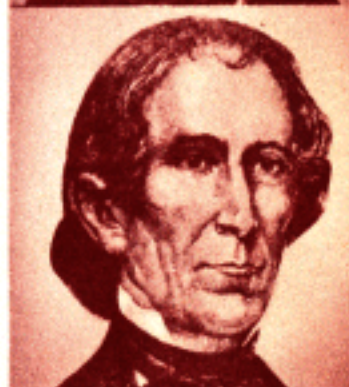
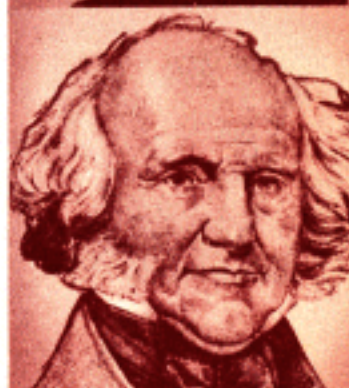
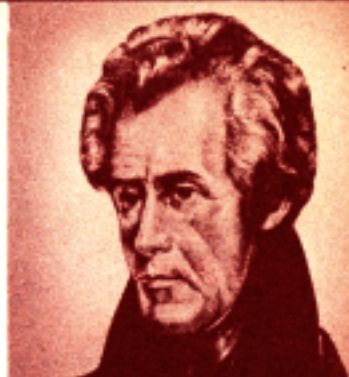
John Tyler was the first Vice President to step to the executive chair vacated by death. Naturally he, too, was a Whig. He served the remainder of the term, from 1841 to 1845.

JAMES KNOX POLK (1795-1845)

President Polk was born in one of the early sites of American Independence, Mecklenburg County, North Carolina. He took the oath in 1845, when he was 49. His administration saw the War with Mexico and the swift determined push into Western frontiers. He was a Whig, elected from Tennessee.

ZACHARY TAYLOR (1784-1850)

Popular acclaim swept the triumphant general of the Mexican War into the White House. President Taylor was inaugurated in 1849. He was the second President to die in office, at the age of 65, having served only a few months. He, too, was a Whig, elected from Louisiana.





MILLARD FILLMORE (1800-1874)

Upon the death of President Taylor, Millard Fillmore took the oath of office in 1850 and served the three remaining years. His administration was not marked by a single great occasion, but it saw America teeming with commerce and fighting its way steadily through the undergrowth of many frontiers. President Fillmore hailed from New York State.



FRANKLIN PIERCE (1804-1865)

The Presidency was brought back to a son of New England when the Democrats elected Franklin Pierce of New Hampshire. His administration shook with rumblings of dissension in the South, and a new social force, the Abolitionists, who called for positive removal of slavery from the United States.



JAMES BUCHANAN (1791-1868)

Rebellion was growing imminent during the administration of President Buchanan, whom the Democrats elected from Pennsylvania in 1857. His efforts were devoted to quieting extreme Northern factions and placating the South. President Buchanan was the only bachelor to date in the post of Chief-Executive.



ABRAHAM LINCOLN (1809-1865)

The first martyr to his office shares with Washington the fame of being "truly great." His one aim during the great War of Rebellion was to reunite the States into a stronger, more powerful union. The "Great Emancipator" shared his sympathies with both sides in the struggle which marked this nation's greatest crisis. When Lincoln died on April 15, 1865 from a pistol shot fired from behind in his box at Ford's Theater in Washington by a crazed actor, John Wilkes Booth, while the President was attending the performance, peace had returned to the land. He was the first Republican President, and was elected from Illinois.



ANDREW JOHNSON (1808-1875)

A great honor and much worry came to Andrew Johnson upon the death of his predecessor. The period of reconstruction was fraught with difficulties, and his impeachment was attempted. Andrew Johnson was a Tennessee Republican. He served from 1865 to 1869.



ULYSSES SIMPSON GRANT (1822-1885)

General Grant, victorious as the Union Commander in the Civil War, had a colorful career even beginning with his election to the Presidency. He served two difficult terms and never ceased to be a hero to the North. He was elected as a Republican from Illinois.

RUTHERFORD B. HAYES (1822-1881)

Western wealth was intoxicating America when President Hayes served from 1877 to 1881. Transcontinental railroads were building rapidly. Politics and finance played hand in hand to make the burden of his responsibilities doubly great. He was elected from Ohio by the Republican party.

JAMES A. GARFIELD (1831-1881)

President Garfield died at the hands of an anarchist assassin in the first year of his administration. He was the second successive Republican to be elected from Ohio.

CHESTER ALAN ARTHUR (1830-1886)

President Arthur completed the term of his ill-fated predecessor. His administration carried in the midst of great expansion in commerce, industry and agriculture. "Interests" were the main topic of political conversation and the government was besieged by them from all sides. President Arthur served from 1881 to 1885. His home state was New York.

GROVER CLEVELAND (1837-1908)

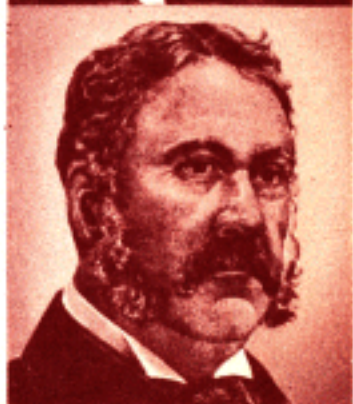
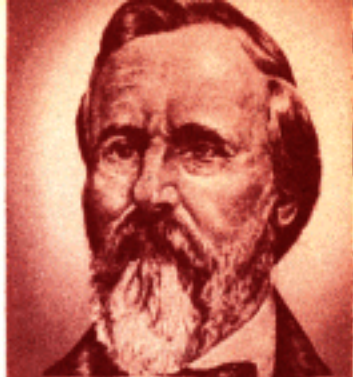
President Cleveland was unique in having served two terms that were not in succession, from 1885 to 1889 and from 1893 to 1897. His stormy first election saw the return of the Democratic party for the first time since the Rebellion. The campaigns in which he figured were some of the most bitter in the history of this country. New York, where he was once a sheriff, was his home state.

BENJAMIN HARRISON (1833-1901)

The Republicans managed to unseat Grover Cleveland after his first term, and from 1889 to 1893 President Harrison spent four years in the White House. He was the son of the ninth President, William Henry Harrison. Benjamin Harrison was a resident of Indiana. Mrs. Mary Scott Harrison, his widow, is still living.

GROVER CLEVELAND (1837-1908)

The 22nd and 24th President. He was the only President to have served two terms not in succession. (See above.)





WILLIAM McKINLEY (1843-1901)

Elected in 1897, President McKinley saw the United States prove herself a world power in the decisive Spanish-American War. He lived to see the victory, but before his term was completed in 1901 he was shot to death, in Buffalo, N. Y. by a lunatic who approached to shake hands. He was an Ohio Republican.



THEODORE ROOSEVELT (1858-1919)

Wealthy, life-loving, "Col. Teddy" Roosevelt succeeded the martyred McKinley for the balance of his term and was elected for a second; bringing his time in office to 1909. The popular vote he referred to as his "Big Stick." He was unsuccessful in his campaign to return to the Presidency for a third term as leader of the "Bull Moose" party which he formed after he had revolted from the Republicans. His widow, Edith Kermit Carow, still lives in New York.



WILLIAM HOWARD TAFT (1857-1930)

President Taft is remembered by the present generation as the venerable Chief Justice of the Supreme Court. His second-term aspirations were dashed in the party split led by Theodore Roosevelt. Taft's administration like Roosevelt's was trust-conscious and expansion-minded.



WOODROW WILSON (1856-1924)

President Wilson served eight of the government's most feverish years from 1913 to 1921. His slogan for the second term "He kept us out of War," did not hold true for long, the United States entered the World War on April 6, 1917, there breaking more than a century of continental isolation. Wilson was broken-hearted when his people rejected the League of Nations and similar ideal propositions, after the war. His second wife and widow whom he married while in the White House, Edith (Bolling) Galt, is still living.



WARREN G. HARDING (1865-1923)

President Harding's administration suffered the throes of post-war reconstruction. Much criticism was directed toward the government during this trying period. The President's death cut short his term from 1921 to 1923. He was elected from Ohio by the Republicans.



CALVIN COOLIDGE (1872-1933)

Calvin Coolidge succeeded to the Presidency from the post of Vice-President, and was re-elected for a second term. He served six prosperous years, from 1923 to 1929, but they were not easy years. One of his two sons died in the White House. His widow, Grace Anna Goodhue, is still living. President Coolidge was a Republican, from Massachusetts. When approached by his party leaders to declare himself for a third term his terse and famous reply was "I do not choose to run."

HERBERT CLARK HOOVER (1874-)

President Hoover is honored as the only living ex-President. He was born in Iowa and elected from California. He served one term, from 1929 to 1933, failing to survive the public dispirit at the "Great Crash." He is active today in the work that brought him great fame—War Relief—and the support of the Republican Party. Mrs. Hoover is also living.



FRANKLIN DELANO ROOSEVELT (1882-)

President of the United States; husband and father of a noteworthy and active family, Franklin Roosevelt conquered ill-health to become Chief-Executive in 1933. His administration whether you are for or against it, is writing history today. Keep posted on the doings of the President and Mrs. Roosevelt with a new Zenith radio.



NEW 1941 ZENITH RADIO PHONOGRAPH COMBINATION WITH THE Radiorgan

• This exclusive Zenith tone feature enables you to choose among 64 combinations of tonality on both radio and phonograph.



75-582—Ideal low cost automatic phonograph-radio combination changes 10 inch or 12 inch records. Beautiful Radiorgan tone.

105-589—Automatic phonograph plays 10 or 12 inch records. Radio receives American-Foreign broadcasts. Giant, 15 inch speaker with Radiorgan. Beautiful walnut cabinet.



6S-580—Automatic radio receives American and foreign broadcasts. Also plays 10 and 12 inch records. Deep-toned speaker.

6R-583—Table combination provides hours of listening pleasure. Plays 10 or 12 inch records. Receives American broadcasts. Lovely mellow tone.



COME IN

See and hear the latest 1941 Zenith radios and combinations. Ask about our 'easy payment plan!

ELECTORAL VOTES FOR PRESIDENT 1900-1936										
STATE	1900	1904	1908	1912	1916	1920	1924	1928	1932	1936
Alabama	11-D	11-D	11-D	12-D	12-D	12-D	12-D	12-D	11-D	11-D
Arizona	Admitted 1912			3-D	3-D	3-R	3-R	3-R	3-D	3-D
Arkansas	8-D	9-D	9-D	9-D	9-D	9-D	9-D	9-D	9-D	9-D
California	9-R	10-R	10-R	2-D 11-P	13-D	13-R	13-R	13-R	22-D	22-D
Colorado	4-D	5-R	5-D	6-D	6-D	6-R	6-R	6-R	6-D	6-D
Connecticut	6-R	7-R	7-R	7-D	7-R	7-R	7-R	7-R	8-R	8-D
Delaware	3-R	3-R	3-R	3-D	3-R	3-R	3-R	3-R	3-R	3-D
Florida	4-D	5-D	5-D	6-D	6-D	6-D	6-D	6-R	7-D	7-D
Georgia	13-D	13-D	13-D	14-D	14-D	14-D	14-D	14-D	12-D	12-D
Idaho	3-D	3-R	3-R	4-D	4-D	4-R	4-R	4-R	4-D	4-D
Illinois	24-R	27-R	27-R	29-D	29-R	29-R	29-R	29-R	29-D	29-D
Indiana	15-R	15-R	15-R	15-D	15-R	15-R	15-R	15-R	14-D	14-D
Iowa	13-R	13-R	13-R	13-D	13-R	13-R	13-R	13-R	11-D	11-D
Kansas	10-R	10-R	10-R	10-D	10-D	10-R	10-R	10-R	9-D	9-D
Kentucky	13-D	13-D	13-D	13-D	13-D	13-D	13-R	13-R	11-D	11-D
Louisiana	8-D	9-D	9-D	10-D	10-D	10-D	10-D	10-D	10-D	10-D
Maine	6-R	6-R	6-R	6-D	6-R	6-R	6-R	6-R	5-R	5-R
Maryland	8-R	7-D 1-R	6-D 2-R	8-D	8-D	8-R	8-R	8-R	8-D	8-D
Massachusets	15-R	16-R	16-R	18-D	18-R	18-R	18-R	18-D	17-D	17-D
Michigan	14-R	14-R	14-R	15-P	15-R	15-R	15-R	15-R	19-D	19-D
Minnesota	9-R	11-R	11-R	12-P	12-R	12-R	12-R	12-R	11-D	11-D
Mississippi	9-D	10-D	10-D	10-D	10-D	10-D	10-D	10-D	9-D	9-D
Missouri	17-D	18-R	18-R	18-D	18-D	18-R	18-R	18-R	15-D	15-D
Montana	3-D	3-R	3-R	4-D	4-D	4-R	4-R	4-R	4-D	4-D
Nebraska	8-R	8-R	8-D	8-D	8-D	8-R	8-R	8-R	7-D	7-D
Nevada	3-D	3-R	3-D	3-D	3-D	3-R	3-R	3-R	3-D	3-D
New Hampshire	4-R	4-R	4-R	4-D	4-D	4-R	4-R	4-R	4-R	4-D
New Jersey	10-R	12-R	12-R	14-D	14-R	14-R	14-R	14-R	16-D	16-D
New Mexico	Admitted 1912			3-D	3-D	3-R	3-R	3-R	3-D	3-D
New York	36-R	39-R	39-R	45-D	45-R	45-R	45-R	45-R	47-D	47-D
North Carolina	11-D	12-D	12-D	12-D	12-D	12-D	12-D	12-R	13-D	13-D
North Dakota	3-R	4-R	4-R	5-D	5-D	5-R	5-R	5-R	4-D	4-D
Ohio	23-R	23-R	23-R	24-D	24-D	24-R	24-R	24-R	26-D	26-D
Oklahoma	Admitted 1907		7-D	10-D	10-D	10-R	10-D	10-R	11-D	11-D
Oregon	4-R	4-R	4-R	5-D	5-R	5-R	5-R	5-R	5-D	5-D
Pennsylvania	32-R	34-R	34-R	38-P	38-R	38-R	38-R	38-R	36-R	36-D
Rhode Island	4-R	4-R	4-R	5-D	5-R	5-R	5-R	5-D	4-D	4-D
South Carolina	9-D	9-D	9-D	9-D	9-D	9-D	9-D	9-D	8-D	8-D
South Dakota	4-R	4-R	4-R	5-P	5-R	5-R	5-R	5-R	4-D	4-D
Tennessee	12-D	12-D	12-D	12-D	12-D	12-R	12-D	12-R	11-D	11-D
Texas	15-D	18-D	18-D	20-D	20-D	20-D	20-D	20-R	23-D	23-D
Utah	3-R	3-R	3-R	4-R	4-D	4-R	4-R	4-R	4-D	4-D
Vermont	4-R	4-R	4-R	4-R	4-R	4-R	4-R	4-R	3-R	3-R
Virginia	12-D	12-D	12-D	12-D	12-D	12-D	12-D	12-R	11-D	11-D
Washington	4-R	5-R	5-R	7-P	7-D	7-R	7-R	7-R	8-D	8-D
West Virginia	6-R	7-R	7-R	8-R	7-R 1-D	8-R	8-R	8-R	8-D	8-D
Wisconsin	12-R	13-R	13-R	13-D	13-R	13-R	13-P	13-R	12-D	12-D
Wyoming	3-R	3-R	3-R	3-D	3-D	3-R	3-R	3-R	3-D	3-D

Keep this historical record handy when 1940 election results are announced.
 You'll get the greatest pleasure hearing them on a new 1941 Zenith.

POPULAR VOTE FOR PRESIDENT IN 1932 AND 1936 BY STATES

STATE	1932		1936		STATE	1932		1936	
	Roosevelt Dem.	Hoover Rep.	Roosevelt Dem.	Landon Rep.		Roosevelt Dem.	Hoover Rep.	Roosevelt Dem.	Landon Rep.
Alabama	208	35	238	35	Nebraska	359	201	347	248
Arizona	79	36	87	33	Nevada	29	13	32	12
Arkansas	190	28	147	32	N. Hampshire	101	104	108	105
California	1,324	848	1,767	836	New Jersey	807	776	1,084	720
Colorado	251	190	295	181	New Mexico	95	54	106	62
Connecticut	282	288	382	279	New York	2,535	1,938	*3,018	2,181
Delaware	54	57	70	54	North Carolina	498	208	616	223
Florida	206	69	249	78	North Dakota	178	72	163	73
Georgia	234	20	255	37	Ohio	1,302	1,228	1,747	1,128
Idaho	109	71	126	66	Oklahoma	516	188	501	245
Illinois	1,882	1,433	2,283	1,570	Oregon	214	136	267	123
Indiana	862	677	935	692	Pennsylvania	1,296	1,454	2,354	1,690
Iowa	598	414	622	488	Rhode Island	147	115	165	125
Kansas	424	349	465	398	South Carolina	102	2	114	2
Kentucky	581	395	542	370	South Dakota	184	99	160	126
Louisiana	249	19	293	37	Tennessee	260	127	327	147
Maine	129	167	126	169	Texas	760	98	734	104
Maryland	314	184	390	231	Utah	117	85	150	65
Massachusetts	800	737	943	769	Vermont	56	79	62	81
Michigan	872	740	1,017	700	Virginia	204	90	235	98
Minnesota	601	364	699	350	Washington	353	209	460	207
Mississippi	140	5	157	4	West Virginia	405	331	503	325
Missouri	1,025	565	1,111	698	Wisconsin	707	348	803	381
Montana	127	78	160	64	Wyoming	54	40	63	39

*Does not include vote of the American Labor Party.

Note: ,000 omitted in the above table

Get the most in listening pleasure with a new 1941 Zenith radio. Zenith tone, selectivity and sensitivity mean finer, longer distance reception, including Europe on short wave.

ONLY ZENITH HAS THE FAMOUS Radiorgan

And ZENITH Hands You the Baton
For Your Greater Listening Pleasure

Be your own conductor! Choose treble, bass, or the in-between tones that best suit your listening pleasure. You can have them, you control them, you blend them into beautiful harmonies as you desire them. Invite your family to share Radiorgan with you in your own home.



1940 PRESIDENTIAL ELECTION RETURNS BY STATES

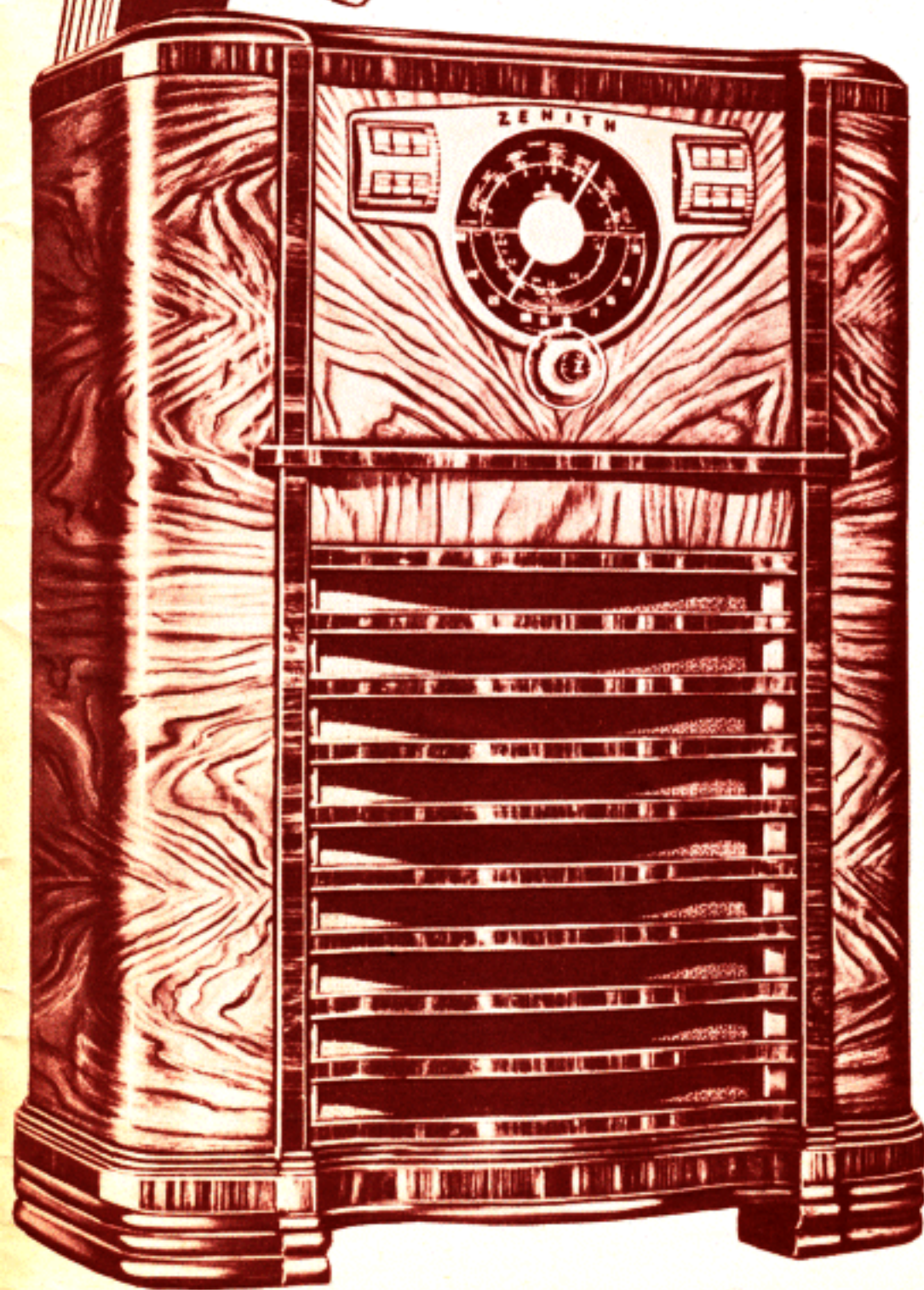
Fill in complete returns as you receive them on your Zenith radio. This will give you a complete picture of the election, and saved, it will become a valuable reference for the future.

	PRESIDENT		VICE PRESIDENT	
	DEM.	REP.	DEM.	REP.
Alabama				
Arizona				
Arkansas				
California				
Colorado				
Connecticut				
Delaware				
Florida				
Georgia				
Idaho				
Illinois				
Indiana				
Iowa				
Kansas				
Kentucky				
Louisiana				
Maine				
Maryland				
Massachusetts				
Michigan				
Minnesota				
Mississippi				
Missouri				
Montana				
Nebraska				
Nevada				
New Hampshire				
New Jersey				
New Mexico				
New York				
North Carolina				
North Dakota				
Ohio				
Oklahoma				
Oregon				
Pennsylvania				
Rhode Island				
South Carolina				
South Dakota				
Tennessee				
Texas				
Utah				
Vermont				
Virginia				
Washington				
West Virginia				
Wisconsin				
Wyoming				

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EXTRA!
EXTRA!**



1941
ZENITH
REG. U.S. PAT. OFF.
WINS
AMERICAN VOTE



Wherever the issues have been discussed, Zenith wins the unanimous American vote on a solid platform for greater listening pleasure. All these tremendous features mean more for your money . . . Radiorgan . . . Outer R. F. Circuit for greater efficiency, selectivity and sensitivity . . . a big Zenith chassis for extra power . . . Wavemagnet which does away with unsightly installation wires and outside aerials . . . built-in short wave aerials for foreign reception.

Look over these latest 1941 Zenith models today. Try the Radiorgan for yourself—be your own conductor. See the radios with the big black dials and listen to the finer qualities of reception. Check the lavish cabinets for construction as well as beauty. Ask about placing a new Zenith in your home for a **FREE Trial**.

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SOUTH
AMERICA**

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*** GUARANTEED**



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***LONG DISTANCE* RADIO**

*** ON ALL ZENITH
SHORT WAVE RECEIVERS**

● Zenith short wave performance brings new thrills every day. Now you can listen to programs in the English language from almost every country in the world. Try it . . . find out for yourself. Foreign reception is guaranteed on all Zenith radios with short wave.

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