



THE ECONOMICAL  
**50-R**

Zenith's proof that quality hearing help need not be costly. The 50-R, reflecting all the engineering skill and superior production methods generally found only in more costly models, brings true hearing pleasure, convenience, and dependability at a real money saving price. Its richly styled ebony-colored case, fingertip volume control, and sensitive magnetic microphone make the 50-R an exceptional buy at an amazing low price.

*Suggested retail price... \$60*