

Revised
C. D.
Record Book

Capehart

WILL STAND BY THE DEALER IN 1943



THE new year ahead, like all years, is an unknown quantity. War makes it more so. Our first duty is to produce war goods with all our might, and this Farnsworth Television & Radio Corporation is doing.

But Capehart has another obligation — to maintain public good-will for its dealer and "the world's finest instrument of musical reproduction" — to assure that the Capehart Dealer will emerge from the war period with full identity.

This is our promise to you for 1943: so far as conditions are within our control, we will support you vigorously in all possible ways.

The chief good we can do for you, at the moment, is to continue the distinguished series of Capehart color advertisements. The campaign runs in full pages,

full color, in *Life*, *Time*, *Newsweek*, *Fortune*, *The New Yorker*, *Business Week* and *United States News*.

Readers are referred to the Capehart Dealer as a source of all musical needs. We are glad to direct business to you, so that you may sell pianos, organs, band instruments, sheet music or recordings.

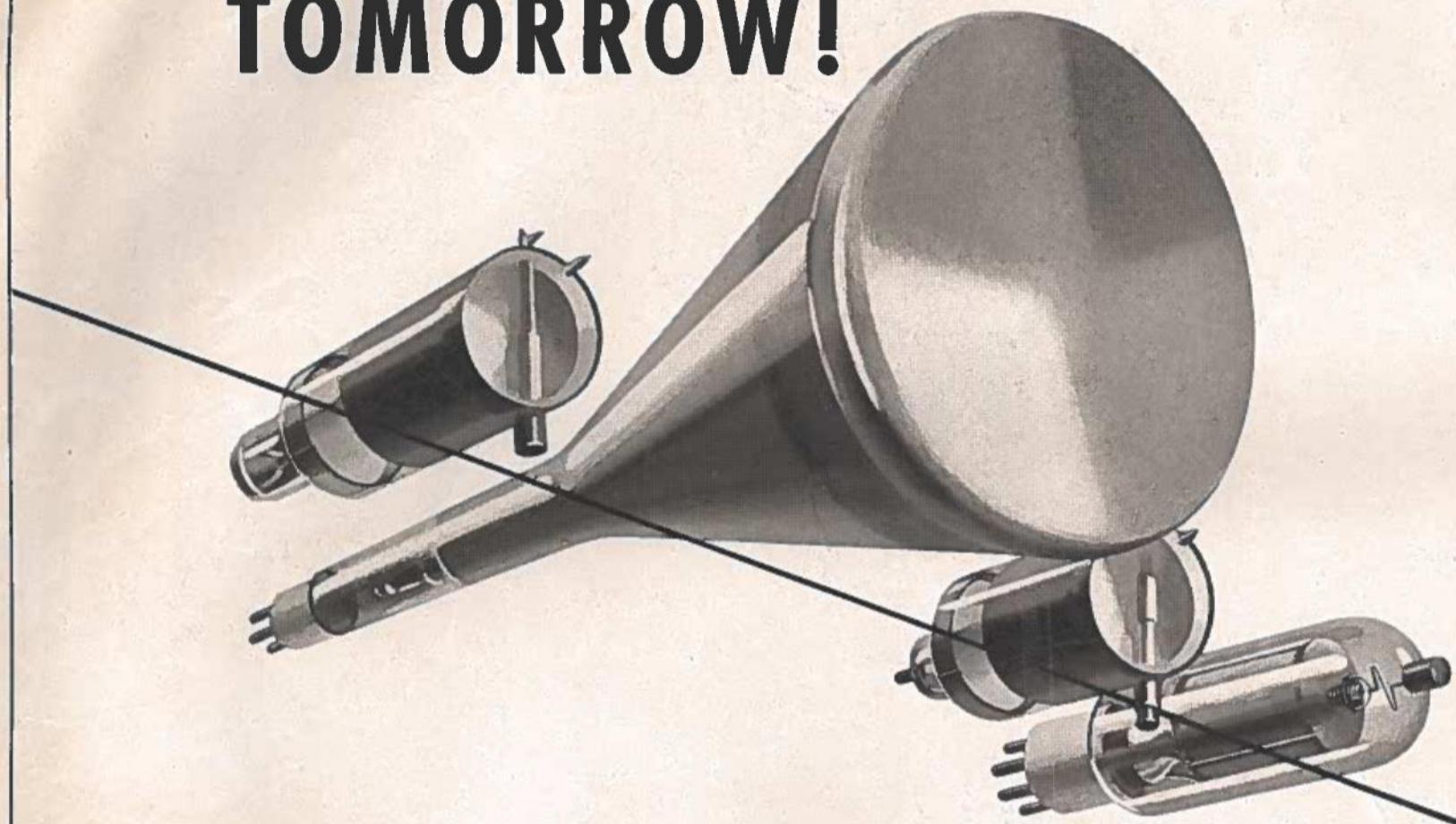
Also, we invite readers to order, through the dealer, reprints of the Capehart Collection. Sales of this handsome portfolio enable the Capehart Dealer to maintain personal contact with present prospects for available instruments, and also build for post-war business.

This policy of promotion will continue. We intend that the Capehart franchise shall be, as always, one of the most valuable in the world of music.

INVEST IN WAR BONDS NOW!

**THE CAPEHART DIVISION, FARNSWORTH TELEVISION
& RADIO CORPORATION, FORT WAYNE, INDIANA.**

New items for your shelves
TOMORROW!



THESE television and radio tubes will give you some inkling of the new items today's radio dealers will work with tomorrow — the symbols of undreamed-of possibilities in the television and radio fields.

A HUGE MARKET — TELEVISION

Tremendous advances are being made in the science of television. Informed people believe that television will be the country's next great industry, helping to carry American business through the difficult post-war years, just as the automobile stimulated business after World War I.

Television dealers will come from the ranks of today's radio dealers. That is why Farnsworth, a leading manufacturer in both fields, recognizes a double responsibility to you. Because our entire production now is precision equipment for the armed forces, we cannot make sets for you. But we are laying the foundations for your future, by creating a market and a demand for television that will be ready when you have sets to sell.

ADVERTISING FOR YOUR FUTURE

Farnsworth advertising is devoted to arousing interest in and enthusiasm for the wonders of tomorrow's television

and radio . . . building a huge demand that must be supplied by the trade when sets are available.

This is the job advertising does so well: telling about new things, laying the groundwork for a new industry, and preparing a demand that will call for new employment, new ideas, new business.

Thanks to advertising, television is becoming a household word . . . and that means business.

PEOPLE are learning from Farnsworth ads. Look for the latest in November 30 *Time*, November 27 *U. S. News*, December *Fortune*, December 5 *New Yorker* and *Business Week*, December 14 *Life* and *Newsweek*.

FARNSWORTH TELEVISION

• Farnsworth Television & Radio Corporation, Fort Wayne, Ind. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios.

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Actual photograph of the famous giant scale model of a common housefly at the New York Museum of Natural History, showing the thousands of segments in each eye.



In a fly's eye are thousands of separate mirror surfaces; they give the fly an angle of vision far greater than man's.

Strangely enough, a fly's eye is not unlike the dissector tube—or "eye"—of the television camera, which "sees" with hundreds of thousands of infinitesimal photocells. This miraculous eye of television is destined to give man a range of vision almost beyond the bounds of imagination!

Farnsworth was a pioneer in the research and development of electronic television. Many discoveries which make television a

reality—such as the dissector tube "eye"—have come from the Farnsworth laboratories.

Today those laboratories are applying the knowledge and skill of their 15 years of research directly to the task of developing electronic instruments for our armed forces.

The large Farnsworth factories, with their thousands of employees, are applying their experience in precision manufacture to the job of turning out vital war supplies in an endless stream.

Yet television progress still goes on! Many of the things we are learning in developing

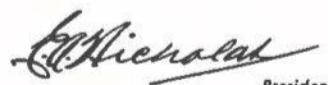
new implements of war will contribute to finer transmitting and receiving equipment when peace arrives.

Today the first duty of every man and every business is to win the war. And your purchase of War Bonds now will speed the day of Victory.

Then will come an America, brighter and greater even than before. And among the good things of peace you will have television—the ability to reach out through space and time, and capture on a living screen the events of the world as they occur.

FARNSWORTH TELEVISION

• Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios


President

Farnsworth Television & Radio Corporation, Fort Wayne, Indiana



In a fly's eye are thousands of separate mirror surfaces; they give the fly an angle of vision far greater than man's.

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FARNSWORTH TELEVISION

Manufacturers of Radio and Television Transmitters and Receivers, Aircraft Radio Equipment, the Farnsworth Dissector Tube, the Capehart, the Capehart-Panamuse, the Farnsworth Phonograph-Radios

John F. Michalek
President
Farnsworth Television & Radio Corporation,
Fort Wayne, Indiana

C. D.
Record B
Jan
12/12

YOUR NEW DOOR ... TOMORROW !

TELEVISION DEALER

THE science of television is advancing by leaps and bounds. Larger pictures, clearer images, and color are proved realities. "The country's next great industry" is expected to help support American business through difficult post-war years, much as the automobile did after the last war.

Today's radio dealers will be the television dealers of tomorrow. As a leading manufacturer in both fields, Farnsworth therefore has a double responsibility to you. Today, we cannot supply you with sets because our entire production is special precision equipment for the Army and Navy. One thing we can do, however . . . that is, build a ready market for television, a demand that will await you when there are sets to sell.

Advertising today for your tomorrow

Farnsworth's continuous and commanding advertising is creating interest in and desire for tomorrow's great new television and radio sets . . . a huge snowball of demand that the trade will supply when sets can once again be made.

This is advertising's specialty: getting people to *want what you are going to sell* . . . building firm and broad foundations for thousands of new jobs and a whole new field of business.

All America is learning about television from advertising—and all America will want to buy television sets when they are on the market.

WATCH FOR the next Farnsworth Television advertisement in January 25 *Time*, January 22 *U. S. News*, January 30 *New Yorker* and *Business Week*, February *Fortune*, February 8 *Life* and *Newsweek*.

● Farnsworth Television & Radio Corporation, Fort Wayne, Ind. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios.

FARNSWORTH TELEVISION

*C. D.
Record Books
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Ellers*

LOOKING INTO THE FUTURE WITH ELECTRONICS



NEVER before has an industry held in its hands a science with so many potentialities as Electronics. For us in the industry, this is a challenge and a tremendous opportunity. Manufacturing, commerce, communications, agriculture, medicine and education — all will make wide use of electronic devices.

But electronics is also a responsibility — the power to remodel a world. We who are engaged in its development must guide that power with care and wisdom.

As an organization founded upon electronic research, we at Farnsworth recognize that responsibility — and shall always consider it a keystone of our policies.

FARNSWORTH research has always been concentrated in the fields of television, radio and sound reproduction.

Naturally, then, our role in war is the manufacture of communications equipment. With all the forces at our disposal — our large production facilities, our highly skilled personnel, our 15 years of experience — we are producing military radio equipment and other devices for the armed forces.

We are learning much. Tomorrow's Farnsworth television and radio transmitters and receivers will be better than yesterday's. Farnsworth aircraft radio equipment has already made enormous advances. Our phonograph-radios will incorporate improvements. Even the superb Capehart will be a finer instrument. As electronics progresses — so will Farnsworth, always.

*Edwin A. S. Farnsworth
President*

Farnsworth

TELEVISION &
RADIO CORPORATION

Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios.

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PROCESSIONAL

With firm and valiant step, the days of our years march by. They pass in light and shade . . . a brilliant procession of voices, faces, and events that greatly influence our lives.

Surely a place of honor in this distinguished pageant must be reserved for music. For it is music that so often brings to us a sense of well-being . . . music that speaks of triumph, courage, and strength . . . music that entertains, and inspires.

The Capehart Phonograph-Radio is a supreme interpreter of fine music. Under the spell of "the world's finest instrument for musical reproduction," the symphony, opera, and dance take on new beauty.

Only a few Capeharts are available at some Capehart dealers, for the Farnsworth Television & Radio

Corporation, maker of the Capehart, is engaged solely in production of war material.

We recommend that you go to your Capehart dealer for all your musical needs—including recordings, a piano, sheet music, band and orchestral instruments, or an organ. Long experience in the field of music qualifies the Capehart dealer to serve you in many ways.

Let us suggest also that you invest generously in War Bonds. You accomplish a dual purpose in so doing, for you aid your country, and you provide for a future when your matured War Bonds will purchase possessions on which you have set your heart. Perhaps among these will be a Capehart.

The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

• An interpretation of the "Symphony in D Minor," by César Franck, painted for the Capehart Collection by Bernard Lamotte. The deeply religious Belgian-French organist enriched the world's musical literature by many compositions for orchestra, organ, string quartet, and voice. There are excellent recordings of the D Minor Symphony by Monteux (Victor Album M-840), Stokowski (Victor Album M-300), Sir Thomas Beecham (Columbia Album M-479) and Mitropoulos (Columbia Album M-436).

• A PORTFOLIO of reproductions of paintings in the Capehart Collection may be secured at nominal charge from your Capehart dealer, or direct from the Capehart Division.

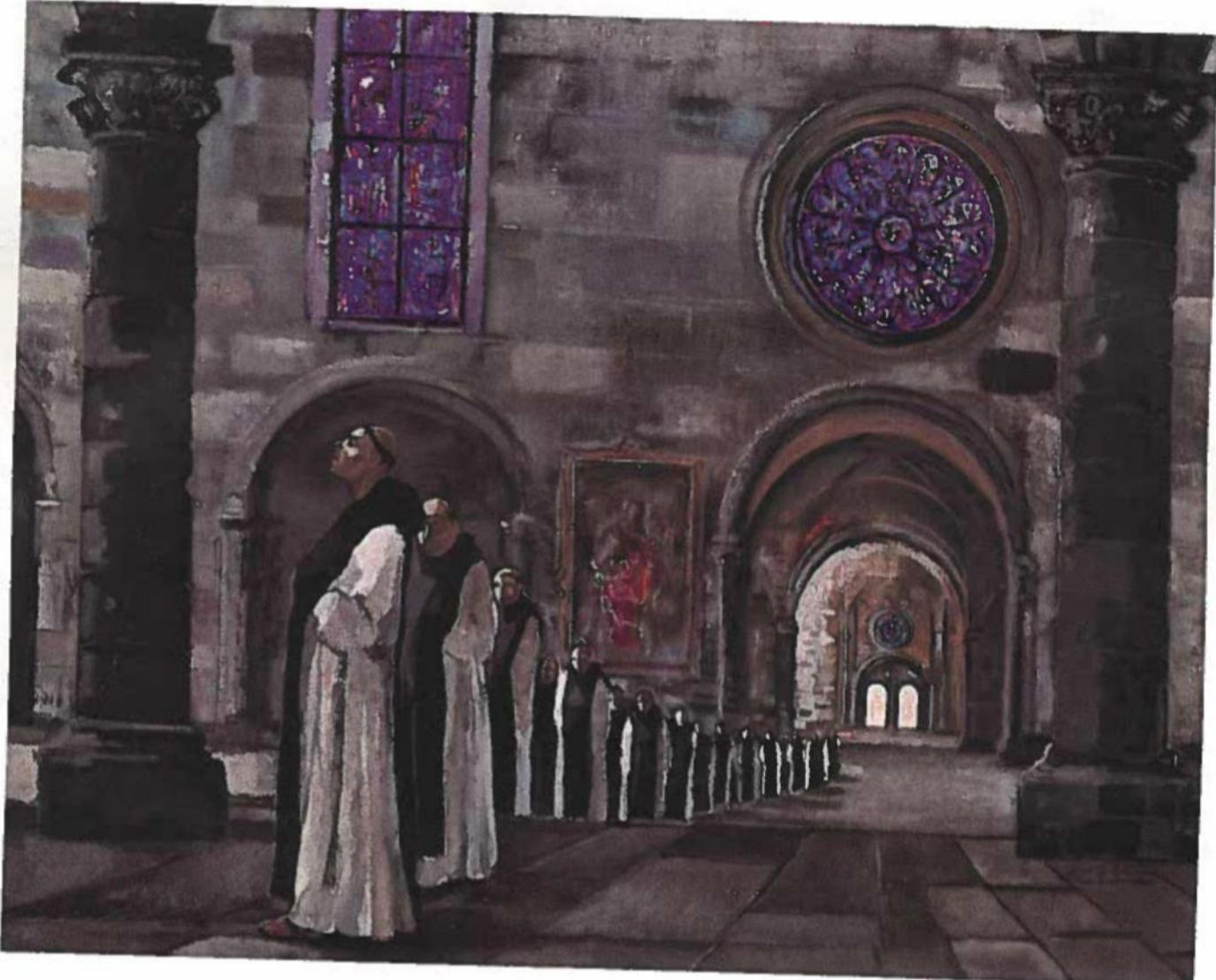


THE CAPEHART ADAM, with time-proved record-changer that turns the records over, and FM reception. Control stations may be placed throughout your home and grounds.

Capehart-Panamuse-Farnsworth

GREAT NAMES IN ELECTRONICS—MUSICAL REPRODUCTION—TELEVISION

Re



PROCESSIONAL

With firm and valiant step, the days of our years march by. They pass in light and shade . . . a brilliant procession of voices, faces, and events that greatly influence our lives.

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Capehart Panamuse-Farnsworth
GREAT NAMES IN ELECTRONICS—MUSICAL REPRODUCTION—TELEVISION



May 2/1/43
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THE BEST GREAT
INDUSTRY
IS YOURS



TELEVISION is destined to be the big new industry of the post-war years. The best minds in business expect it to rival the growth of the automobile industry after the last war. It should help America "take up the slack" when Peace comes — enlist the country's piled-up savings — make thousands of new jobs.

Television will naturally be *yours!* As a radio dealer, you have the necessary background, you know the market. There will be big money in television — for the dealers who are ready to sell it!

Farnsworth, a natural leader in television and radio manufacturing, recognizes a deep responsibility to you. Our future is bound up with yours . . . and so we are working for you now, building up your post-war market.

WHAT IS COMING. Today, all our production goes to the armed forces . . . fine precision equipment that will help America win. When that job is done, we'll be able to supply you with marvelous new radios and phonograph-

radios, finer than any you've ever seen. Then will come special television equipment, ready for new and useful jobs in institutions, stores, industries. And finally, when television stations are set up, television sets for millions of American homes!

Farnsworth advertising, right now, is telling the country about these great new things that you will sell . . . making people think about them, talk about them — and want them!

Farnsworth ads are doing the job that advertising has done for other great businesses . . . *making the market for the trade.* When the new sets come, millions will expect to buy them. THAT will be your big opportunity!

- FACTS about television are featured in the current Farnsworth advertisement, appearing in March 22 *Time*, March 27 *New Yorker*, March 29 *Life*, April 3 *Collier's*, and April 5 *Newsweek*.

• Farnsworth Television & Radio Corporation, Fort Wayne, Indiana. Makers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Pasamuse, and the Farnsworth Phonograph-Radios.

FARNSWORTH
TELEVISION

May 21/43

OUT WHERE MAN HAS NEVER SEEN BEFORE



The naked eye sees very little. It can't see in the dark, through mountains or buildings, or around corners. And yet today man is seeing the wonders of a great, invisible world never before open to him — through the magic of the science of electronics.

One branch of this science, *electronic television*, lets you see what is happening many miles away, through dark or fog or walls.

Television — for industry and for your home — must wait until the war is won. The great Farnsworth laboratories, whose research has done so much toward making television a practical reality, are

today engaged in the development of instruments for our Army and Navy.

Farnsworth's plants, with years of experience in the precision manufacture of the superb Capehart Phonograph-Radio and other equipment, are now devoted solely to the production of sight and sound devices for ships, planes, tanks and field forces.

But out of today's work is coming a greater knowledge for tomorrow. When the war is finally won, Farnsworth will be able to bring you radios and phonograph-radios far better than any you have known in the past. It will be ready to provide studios

The colors of light which man can see are called the Visible Spectrum. But they make up only a *very small* part of the complete spectrum. Beyond man's sight are the ultra-violet, infra-red, radio and X rays, and many others today being converted to the service of mankind.

with telecasting apparatus of remarkable efficiency. It will provide businesses with special television equipment for many new and interesting uses.

And eventually, of course, there will be Farnsworth television receiving sets for your own home — so you can see news and entertainment and the great wonders of science right in your living-room. You can bring that day closer by buying today the War Bonds that will spell out the Allies' Victory!

G. H. Nichols President
Farnsworth Television & Radio Corporation, Fort Wayne, Indiana

FARNSWORTH TELEVISION

• Manufacturers of Radio and Television Transmitters and Receivers . . . Aircraft Radio Equipment . . . the Farnsworth Dissector Tube . . . the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios

C. D.
Record Book

May 2/10/43

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Television—for industry and for your home—must wait until the war is won. The great Farnsworth laboratories, whose research has done so much toward

making television a practical reality, are today engaged in the development of instruments for our Army and Navy.

Farnsworth's large factories, with their many years of experience in the precision manufacture of the superb Capehart Phonograph-Radio and other equipment, are now devoted solely to the large-scale production of sight and sound devices for ships, planes, tanks and field forces.

But out of today's work is coming a greater knowledge for tomorrow. When the war is finally won, Farnsworth will be able to bring you radios and phonograph-radios far better than any you

have known in the past. It will be ready to provide studios with telecasting apparatus of remarkable efficiency, businesses with special television equipment for many new and interesting uses.

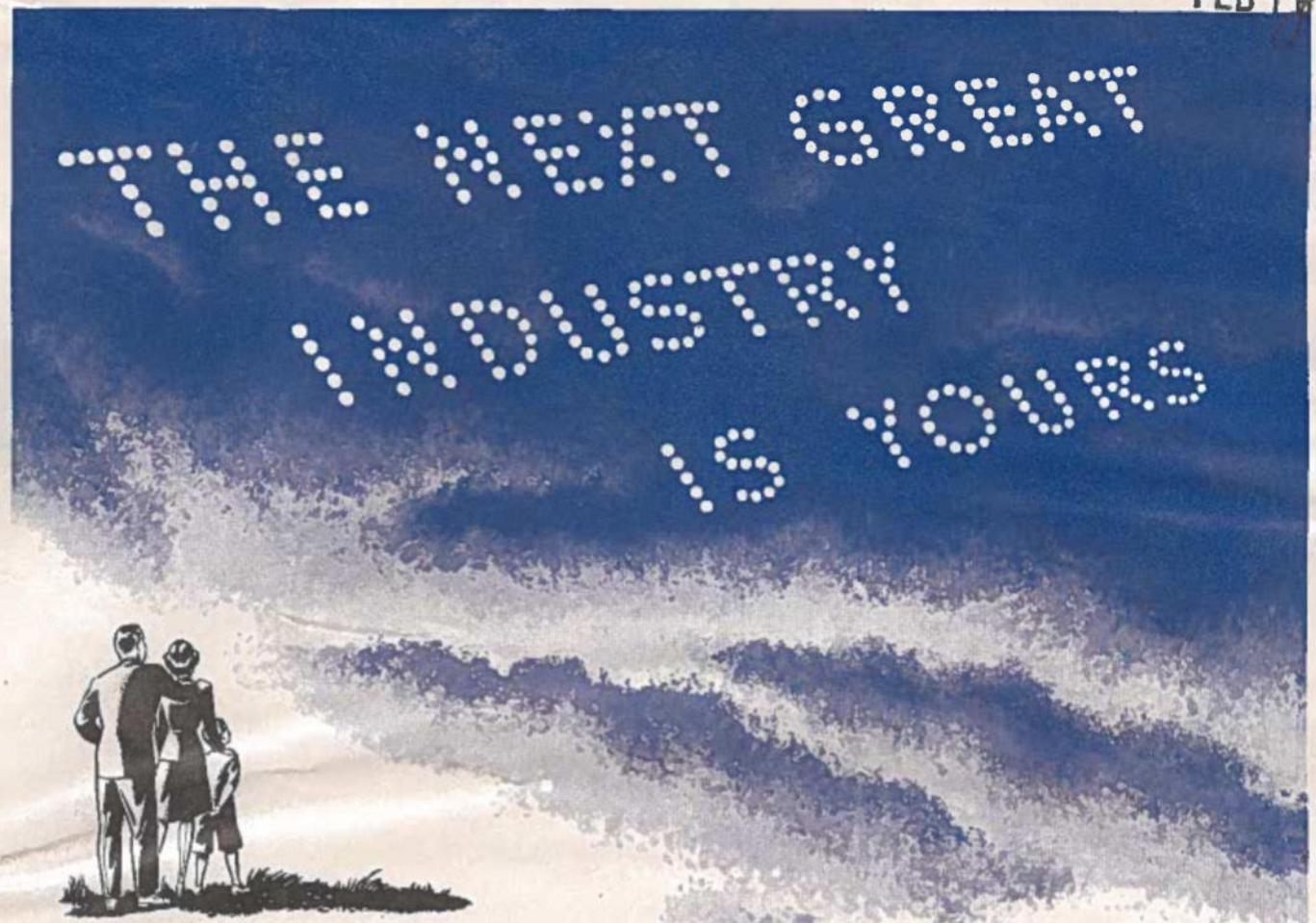
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E. Farnsworth
President
Farnsworth Television & Radio Corporation, Ft. Wayne, Indiana

FARNSWORTH TELEVISION

Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart the Capehart-Panamuse, the Farnsworth Phonograph-Radios

C.D. *To replace FT 9-B*
Record Book *Gray*
FEB 16 1943



EVERY ONE connected with the electronics industry can be proud that television is destined to be the big new industry of the post-war years. Business leaders and economists expect it to rival the growth of the automobile industry after the last war. It should help America "take up the slack" when Peace comes — enlist piled-up savings — make thousands of new jobs.

Farnsworth, pioneer and natural leader in television manufacture, is already enlarging that opportunity. Our advertising, right now, is telling America about the television to come — when the war is finally won.

Farnsworth production, today, goes entirely to the armed forces . . . fine precision equipment that will help United Nations win. When the war

job is done, we'll be ready to supply the most advanced and most complete studio and station television equipment — the fruit of 16 years of research and invention in this field.

Television has always been Farnsworth's primary interest. And for the precision manufacture necessary, we have the plant and people who have built the superb Capehart Phonograph-Radio.

Farnsworth research made electronic television a reality . . . Farnsworth equipment will bring it — at its best — to America.

- PREPARING THE COUNTRY for television is the job of Farnsworth advertising. Read the current advertisement in March 22 *Time*, March 27 *New Yorker*, March 29 *Life*, April 3 *Collier's*, and April 5 *Newsweek*.

FARNSWORTH TELEVISION

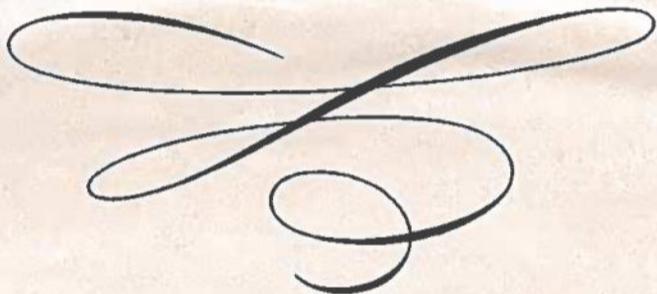
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C. D.
Record Book

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Capehart

HELPS ITS DEALERS TODAY AND
PREPARES FOR TOMORROW!



IT CAN be said truthfully that one of the outstanding events in the history of musical merchandising has been the Capehart advertising and promotion campaign.

The campaign was inaugurated before the war, as a part of our responsibility toward the Capehart Dealer. It was successful from the beginning in creating sales and enlisting further widespread good-will for Capehart Dealers and the "world's greatest instrument for musical reproduction."

What is to be the Capehart promotion policy, now that Farnsworth Television & Radio Corporation is devoting its entire facilities to war production?

The answer to that question was given many months ago, and the answer today, in this second year of war, is unchanged.

Right through the war period, so far as conditions are within our control, we will vigorously support Capehart Dealers in all possible ways.

The distinguished Capehart advertisements, featuring paintings from the Capehart Collection, will continue to appear in full color in a large list of national magazines, including *Life*, *Time*, *Newsweek*, *The New Yorker* and *Collier's*.

This advertising not only concerns itself with Capehart. It directs, to the Capehart Dealer, readers who are potential purchasers of pianos, organs, band and orchestra instruments, and recordings. Present advertising lists the record numbers of the music interpreted by the illustration so that readers will have no difficulty in ordering.

As a further means of creating personal contact between the public and the Capehart Dealer, we offer, through the dealer, reprints of paintings in the Capehart Collection.

All this, we believe, is simply good business on our part. We are confident that such a vigorous course of promotion will bear fruit for us all in the victorious years to come.

THE CAPEHART DIVISION, FARNSWORTH TELEVISION
& RADIO CORPORATION, FORT WAYNE, INDIANA.
• • • INVEST IN WAR BONDS NOW! • • •



Proof FROM RETAILING HOME FURNISHINGS

8 EAST 13TH STREET, NEW YORK

Date of insertion indicated just above advertisement.
Please return this proof with your O.K. or corrections—otherwise advertisement will be inserted as shown here.
Final closing of forms Wednesday preceding date of publication—
Cancellations can not be accepted later than that.
Corrections received later than 6 P.M. Thursday preceding date of publication can not be made.
Advertisements set and not used charged at cost. Corrections allowed to 25 per cent of original setting; excess charged at cost of composition.

PLEASE DO NOT GIVE VERBAL INSTRUCTIONS TO MESSENGERS

D-90

C. D.
Record B

Mon March 15 ch Farnsworth Television & Radio Corp. 140x3 Retailing HF 39238



TELEVISION is destined to be the big new industry of the post-war years. The best minds in business expect it to rival the growth of the automobile industry after the last war. It should help America "take up the slack" when Peace comes — enlist the country's piled-up savings — make thousands of new jobs.

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WHAT IS COMING. Today, all our production goes to the armed forces . . . fine precision equipment that will help America win. When that job

is done, we'll be able to supply you with marvelous new radios and phonograph-radios, finer than any you've ever seen. Then will come special television equipment, ready for new and useful jobs in institutions, stores, industries. And finally, when television stations are set up, television sets for millions of American homes!

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FARNSWORTH TELEVISION

Proof FROM **RETAILING**
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PLEASE DO NOT GIVE VERBAL INSTRUCTIONS TO MESSENGERS

D-58

C. D.

Second

Ken Orlan
7/17

Seller
7/17

MON FEB 22—FARNSWORTH TELEVISION & RADIO CORP 140x3—RETAILING H F—39254

LOOKING INTO THE FUTURE WITH ELECTRONICS



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L. F. Michael
President

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Tomorrow, you'll be selling magic

You've seen what can be done with the wonders of radio. Imagine selling the magic of television, that lets people see through walls, around corners, across distances!

Where will you fit into television? *From the ranks of today's radio dealers will come the television dealers of tomorrow.* You have the background. You are familiar with the market — very much like radio's. You have the organization to do the job — well. Television will be the great new after-war industry . . . and it will be yours.

A natural leader in television and radio research and manufacturing, Farnsworth is doing something for your future business *today* . . . building the demand for sets that you will sell when the war is won.

Today, Farnsworth is working 100% on precision equipment for the armed forces. When peace comes, we will be able to supply you with finer radios and phonograph-

radios than you have ever known. Then will come television equipment for scores of institutional, commercial and industrial jobs. And eventually, when telecasting studios dot the land, your market will be television for the home.

ADVERTISING PREPARES FOR SALES. The whole force of Farnsworth advertising* is now directed to making a post-war market for these new products you will sell. Farnsworth advertisements disclose the better things to come, the magic of television's possibilities . . . tell people about the sets you'll sell . . . *make people want them.*

Selling the new radios, phonograph-radios and television will be a huge job — *and it's your future!*

*READ the latest Farnsworth national magazine advertisement, appearing in May 17 *Time*, May 22 *New Yorker*, May 31 *Newsweek*, and June 5 *Collier's*.

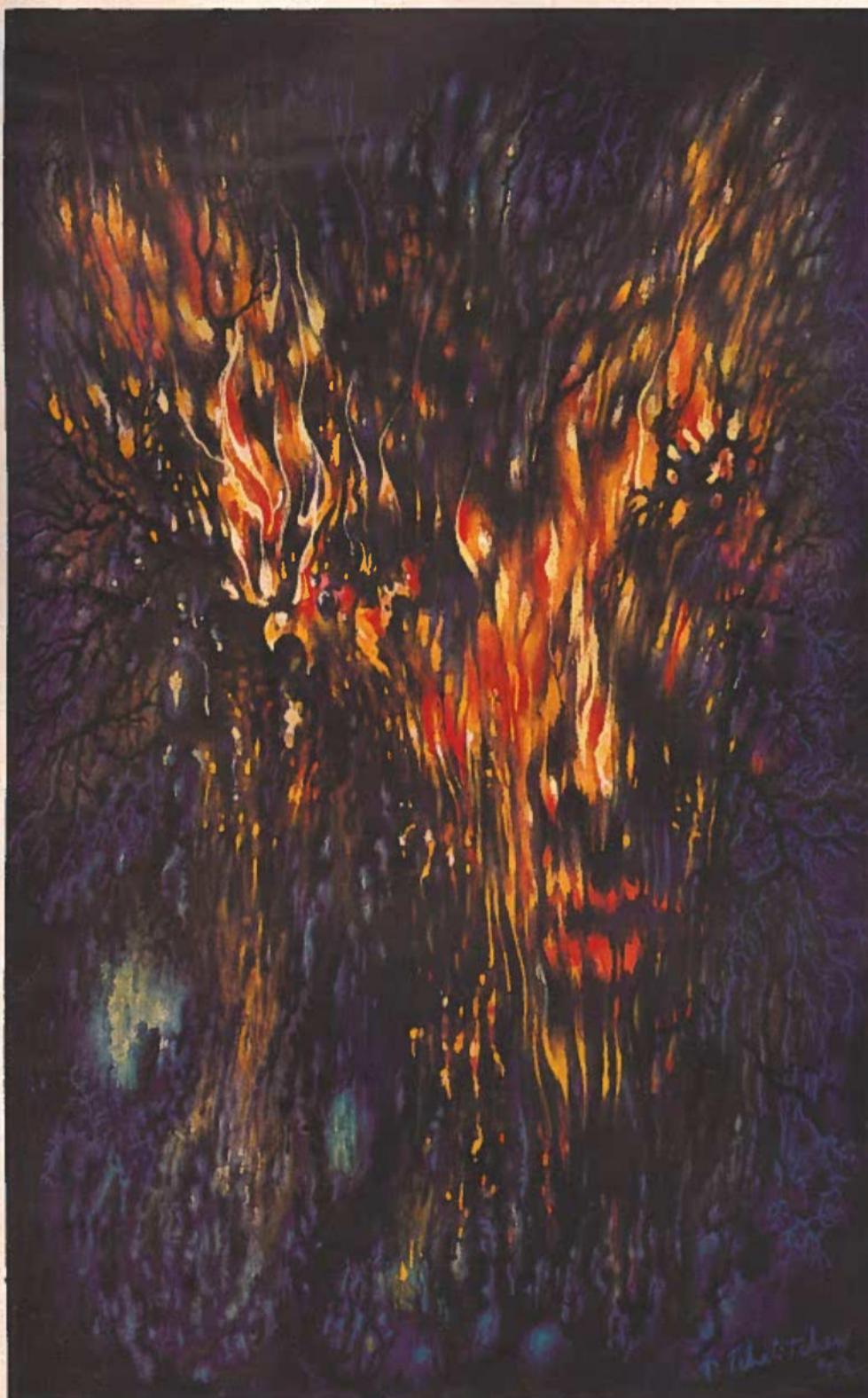
FARNSWORTH TELEVISION

* Farnsworth Television & Radio Corporation, Fort Wayne, Indiana. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Copelart, the Copelart-Panamuse, and the Farnsworth Phonograph-Radios.

C. D.
Record Book

*May 2/17
7/*

In a Magic Garden



A portfolio of reproductions of paintings in the Capehart Collection may be secured at nominal charge from your Capehart dealer, or direct from the Capehart Division at Fort Wayne.

The Capehart *Adam* with the time-improved record-changer that turns the records over, and FM radio reception. Control stations may also be placed throughout your home and the grounds.



Like some enchanted garden, music is a refuge from the dark tumult of our times. Outside are wars, familiar days, and searchings of the heart. Within is inspiration, and walks edged with beauty and peace.

A supreme interpreter of the world's fine music is the Capehart Phonograph-Radio. One of the great satisfactions of life, for many Capehart owners, is to turn to this magnificent instrument for relaxation after the hard and tedious day.

And such will be the opportunity for many thousands more, when the Capehart is built once again. Now, however, the facilities of the Farnsworth Television & Radio Corporation are serving America at war, and only a limited number of Capeharts is available at a few Capehart dealers.

The Capehart dealer is still able to care for other of your musical requirements. See your Capehart dealer for a piano; for recordings, classical and popular; for sheet music, an organ, and band and orchestra instruments. And let this dependable authority keep your musical and radio equipment in good condition, also.

The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

- The "Fire Bird Suite," by Igor Stravinsky, interpreted for the Capehart Collection by Pavel Tchelitchew, long a friend of Stravinsky, and designer of ballets for the great composer.
- The music tells an ancient Russian legend of the Fire Bird, half-bird, half-woman, who, seeking the golden apples of life in an enchanted garden, is captured by the young Prince Ivan.
- In Tchelitchew's painting, the shape of the flames burning in the garden slowly turns before your eyes into the form of a bird with soaring wings. Within the flames also is hidden the face of a beautiful woman.
- There are excellent recordings of the "Fire Bird Suite," conducted by Stravinsky (Columbia Album M-115), by Stokowski (Columbia Album M-446), and by Stokowski (Victor Album DM-933).

INVEST IN VICTORY — BUY WAR BONDS

CAPEHART - PANAMUSE - FARNSWORTH

GREAT NAMES IN ELECTRONICS — MUSICAL REPRODUCTION — TELEVISION

In a Magic Garden



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The Capehart dealer is still able to care for other of your musical requirements. See your Capehart dealer for a piano; for recordings, classical and popular; for sheet music, an organ, and band and orchestra instruments. And let this dependable authority keep your musical and radio equipment in good condition for the duration. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

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INVEST IN VICTORY—BUY WAR BONDS



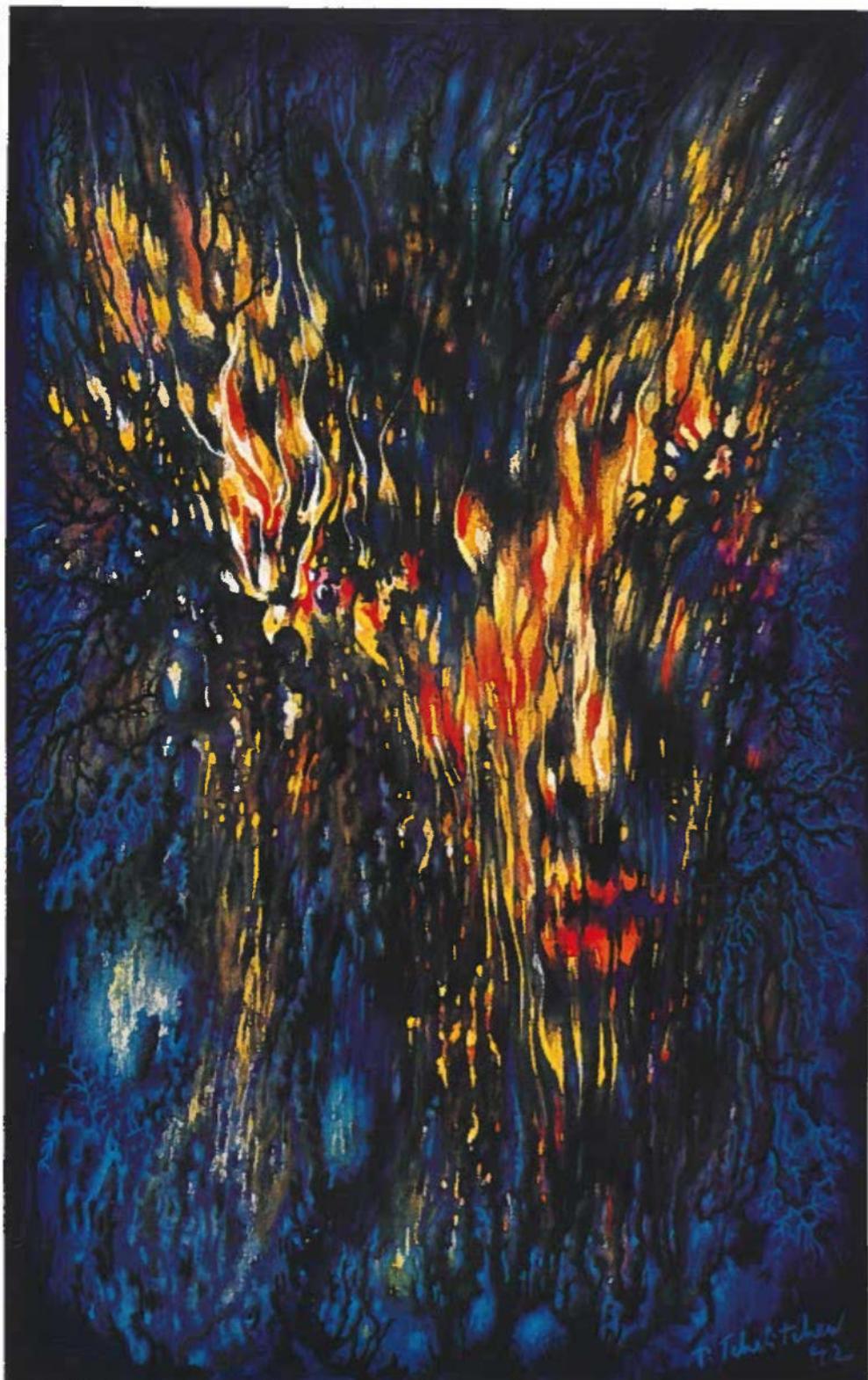
A portfolio of reproductions of paintings in the Capehart Collection may be secured at nominal charge from your Capehart dealer, or direct from the Capehart Division. The Capehart Adam with the time-proved record-changer that turns the records over, and FM reception. Control stations may be placed throughout your home and grounds.

CAPEHART - PANAMUSE - FARNSWORTH

GREAT NAMES IN ELECTRONICS — MUSICAL REPRODUCTION — TELEVISION

C. D.
Record Book

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INVEST IN VICTORY — BUY WAR BONDS

This advertisement appears in the following publications

The Atlantic, May, 1943

Collier's, May 8, 1943

Time, May 17, 1943

The New Yorker, April 24, 1943

Newsweek, May 3, 1943

C.
Recor



A fashion show in the 8th floor salon—and in four street windows at the same time! This is not a store manager's dream, but one way that television will serve, once the war is won.

It is not at all impossible that special television equipment will be developed for important uses in stores, factories, trains, schools—as well as homes.

This must wait, of course, for peace. Today all of Farnsworth's research, all of the skill and experience and knowledge gained through 16 years of development and manufacture, are devoted

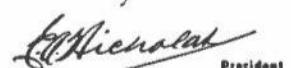
to making superlative equipment for America's fighting men.

We cannot tell you much about this equipment—but we can say that progress is great. The radio and phonograph-radio you buy from Farnsworth tomorrow will reflect the advances being made today. So will the telecasting equipment we will be ready to furnish the studios in your locality. So, too, will the special television devices for industrial and educational purposes.

From the Farnsworth laboratories, in the past, have come many of the great

discoveries which make electronic television a living reality. From Farnsworth, in the peacetime world of the future, will come a television receiving set for your home—ready, at the touch of a switch, to let you see the news and laughter, the art and science, of the world.

You can help bring that day of peace nearer—by buying today the War Bonds that are so vital to Victory.


G. E. Hirschman
President
Farnsworth Television & Radio Corporation, Ft. Wayne, Indiana

FARNSWORTH TELEVISION

Manufacturers of Radio and Television Transmitters and Receivers: Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, the Farnsworth Phonograph-Radios



A fashion show in the eighth floor salon — and in four street windows at the same time! This is not a store manager's dream, but one way that television will serve, once the war is won.

It is not at all impossible that television equipment of many kinds will be developed for special and important uses in stores, factories, trains, schools — as well as homes.

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the production of superlative weapons and equipment for America's fighting men.

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G. H. Nichols
President
Farnsworth Television & Radio Corporation, Fort Wayne, Indiana

C. D.
Record Book

G. B. Brown
11/10/42

Seller



Tomorrow, you'll be selling magic!

You've seen what can be done with the wonders of radio. Imagine selling the magic of television, that lets people *see* through walls, around corners, across distances!

Where will you fit into television? *From the ranks of today's radio dealers will come the television dealers of tomorrow.* You have the background. You are familiar with the market — very much like radio's. You have the organization to do the job — well. Television will be the great new after-war industry . . . and it will be yours.

A natural leader in television and radio research and manufacturing, Farnsworth is doing something for your future business *today* . . . building the demand for sets that you will sell when the war is won.

Today, Farnsworth is working 100% on precision equipment for the armed forces. When peace comes, we will be able to supply you with

finer radios and phonograph radios than you have ever known. Then will come television equipment for scores of institutional, commercial and industrial jobs. And eventually, when telecasting studios dot the land, your market will be television for the home.

ADVERTISING PREPARES FOR SALES. The whole force of Farnsworth advertising* is now directed to making a post-war market for these new products you will sell. Farnsworth advertisements disclose the better things to come, the magic of television's possibilities . . . tell people about the sets you'll sell . . . *make people want them.*

Selling the new radios, phonograph-radios and television will be a huge job—and it's your future!

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FARNSWORTH TELEVISION

C. D.
Record Book

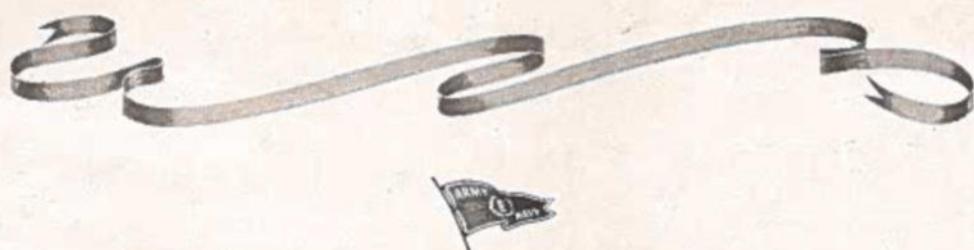
9th June
1943

PC

4-26-

CAPEHART

This name will endure



The business history of America is full of names once well known to the buying public, but not known now.

The public forgot these businesses because the businesses forgot the public.

Capehart years ago began an intensive advertising campaign to educate the American people to the values of "the world's finest instrument for musical reproduction" . . . and to keep the name Capehart bright.

Since the war, that advertising campaign has been maintained consistently, and will continue to be maintained throughout these critical years. Capehart is determined that

the Capehart dealer shall emerge after the war as a strong figure in the musical world . . . for we know that Capehart will

prosper as the Capehart dealer prospers.

We are using full-color pages in national magazines to tell the Capehart story, to interpret the importance of the Capehart dealer, and to send prospective customers to the dealer for a piano, an organ, sheet music, recordings, and band instruments.

Also, we are offering reproductions of paintings from the Capehart Collection, as a means of building up your contacts with prospective purchasers, today and tomorrow.

This is our contribution to your business stability now and after Victory.

The name Capehart will endure.



Buy War Bonds

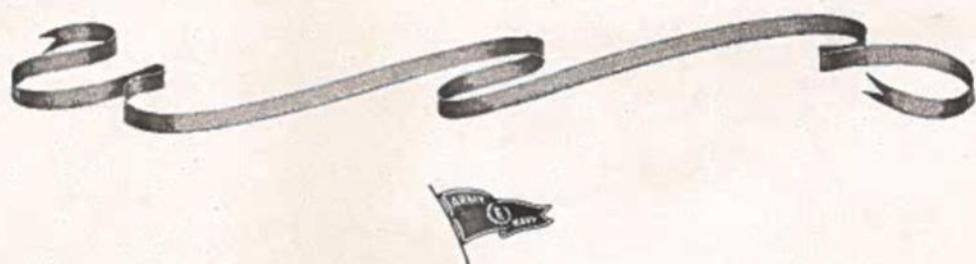
THE CAPEHART DIVISION • FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE, INDIANA

C. D.
Record B

JB

CAPEHART

A consistent program now for consistent sales tomorrow



"Capehart will stand by the Capehart dealer."

This was our message to you months ago, when America first entered the war.

It is still our message to you, as we lay plans to publicize the Capehart and the Capehart dealer *consistently* during the months to come.

Our national advertising campaign, appearing in leading magazines in full color, continues to feature Capehart paintings by famous artists, interpreting great musical compositions.

We will continue to send the readers to you for all their musical requirements,

such as a piano, organ, records, and sheet music.

We will continue to offer the portfolio of reproductions of Capehart paintings, to build up your list of future prospects, and solidify your present contacts.

We will continue to do all in our power to make the Capehart franchise one of the most valuable in the world of music.

CAPEHART WILL STAND BY THE
CAPEHART DEALER.



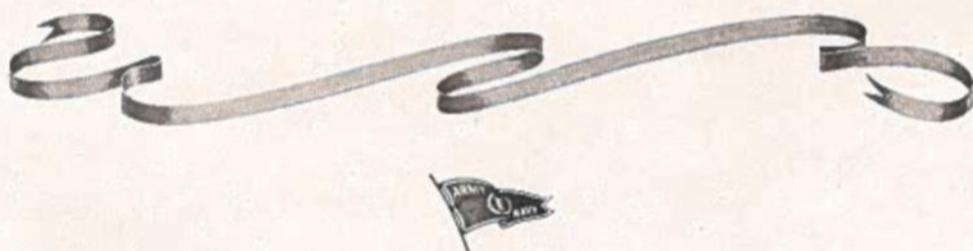
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C. D.
Record Boo

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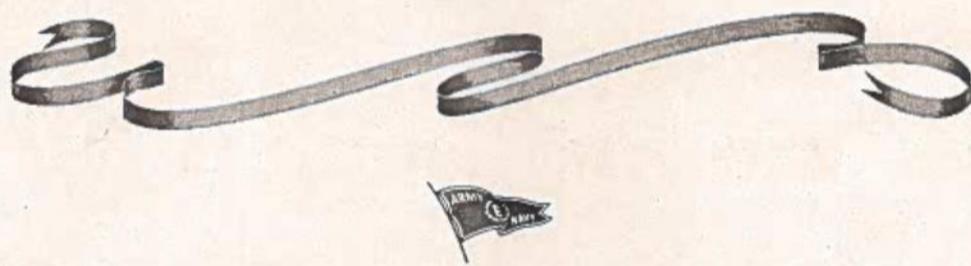


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Buy War Bonds

THE CAPEHART DIVISION • FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE, INDIANA

C. D.
Record Book
a
S



Tomorrow's pictures were made possible in 1928

RECENT development in television techniques lends weight to the belief that within due time after the war's end tele-casting stations will be erected throughout the nation and television will become a revolutionary force for the betterment of humanity.

To us at Farnsworth, the magic of tomorrow is the reward for more than 15 years of research and development work.

It was 1928 when Farnsworth first picked up a picture electronically with the then newly developed "Image Dissector" tube, and reproduced the image on the end of a special electronic tube, proving that the Farnsworth revolutionary theory of *electronic television* was the answer to television of the future.

Continued Farnsworth research has produced many additional basic inventions. Research on electronic tubes and circuits has been carried on simultaneously with the knowledge that the full potentialities of this science are to be achieved by the correlated development of both.

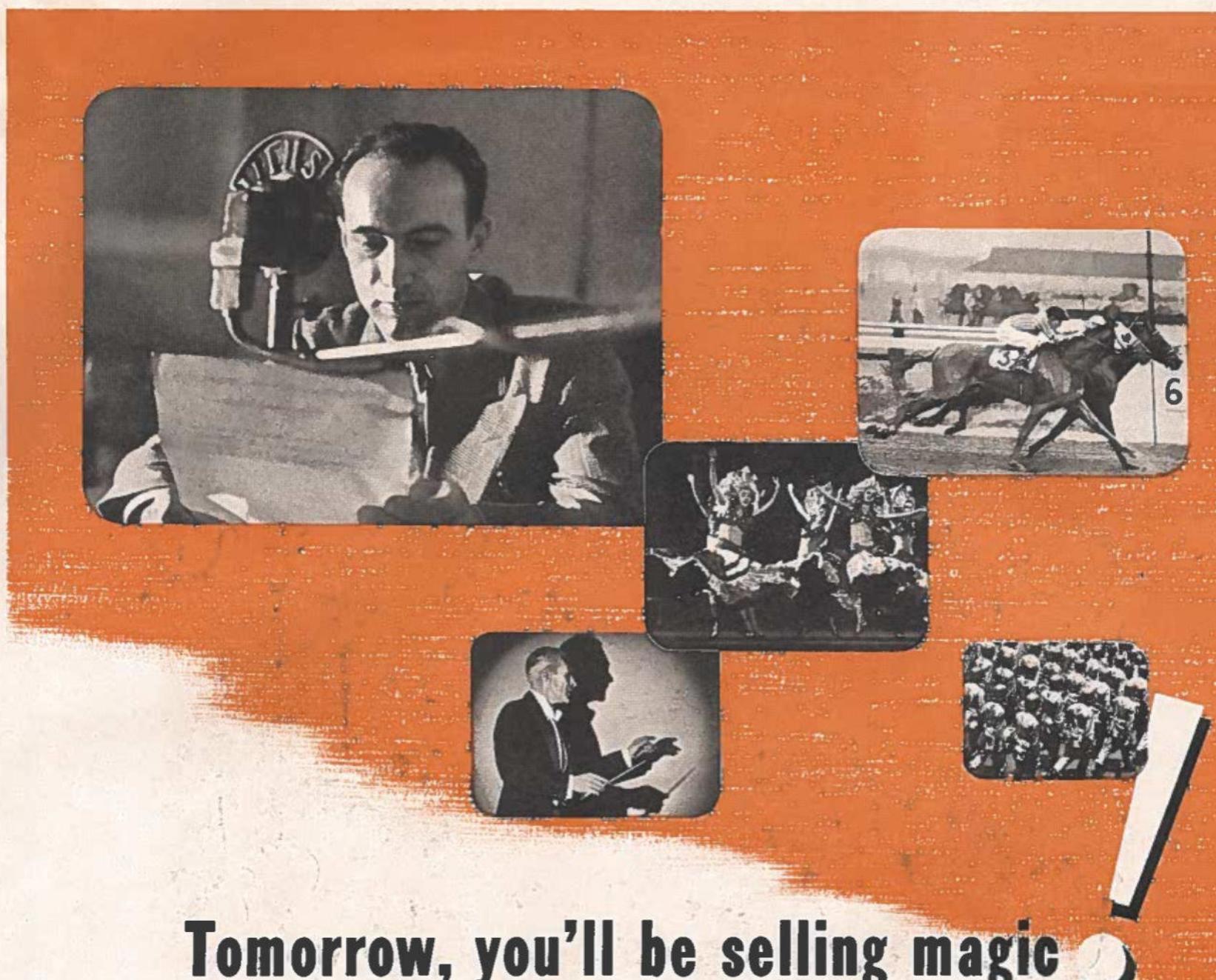
Farnsworth created electronic television and will continue as a pioneer in this field. Perfected television has been the primary objective of our research . . . our production facilities are eminently fitted to produce the precision devices that will be the television apparatus of the future.

Today, all of our resources are devoted to the needs of our Armed Forces. But, in the peacetime world of the future, Farnsworth will be ready with the answers to your television problems.

FARNSWORTH TELEVISION



• Farnsworth Television & Radio Corporation, Fort Wayne, Indiana. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Cepheus, the Cepheus-Panamuse, and the Farnsworth Phonograph-Radios.



Tomorrow, you'll be selling magic

You've seen what can be done with the wonders of radio. Imagine selling the magic of television, that lets people see through walls, around corners, across distances!

Where will you fit into television? *From the ranks of today's radio dealers will come the television dealers of tomorrow.* You have the background. You are familiar with the market — very much like radio's. You have the organization to do the job — well. Television will be the great new after-war industry . . . and it will be yours.

A natural leader in television and radio research and manufacturing, Farnsworth is doing something for your future business today . . . building the demand for sets that you will sell when the war is won.

Today, Farnsworth is working 100% on precision equipment for the armed forces. When peace comes, we will be able to supply you with finer radios and phonograph-

radios than you have ever known. Then will come television equipment for scores of institutional, commercial and industrial jobs. And eventually, when telecasting studios dot the land, your market will be television for the home.

ADVERTISING PREPARES FOR SALES. The whole force of Farnsworth advertising* is now directed to making a post-war market for these new products you will sell. Farnsworth advertisements disclose the better things to come, the magic of television's possibilities . . . tell people about the sets you'll sell . . . *make people want them.*

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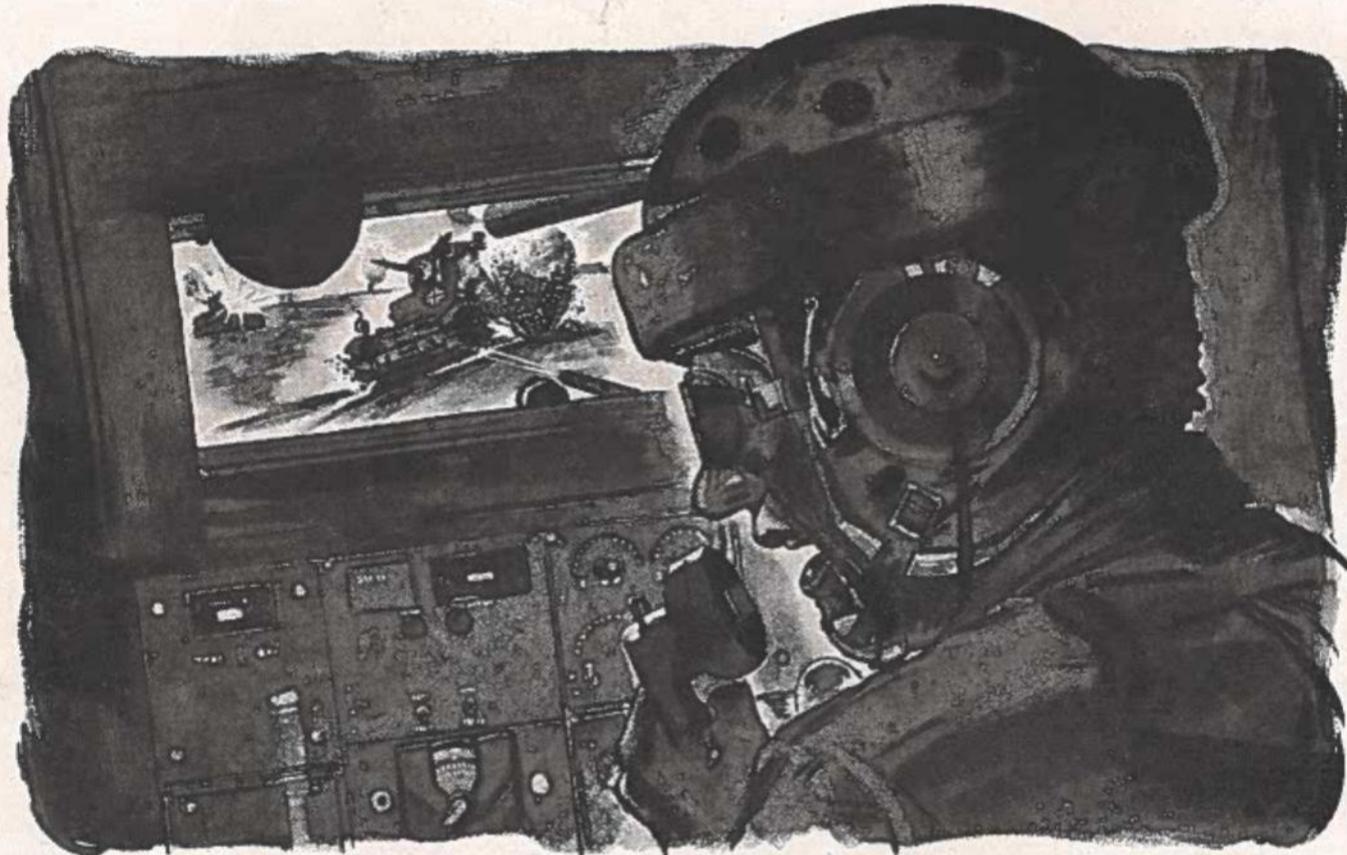
FARNSWORTH TELEVISION



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C. D.
Record Book
G. Bowman
4/27/43

WAR...WIRED FOR SOUND



AMERICA's fighting men roar through the frigid silences of the sub-stratosphere in 400-mile-an-hour planes, they cut through the surface of the sea in ships, and rumble over the ground in monstrous tanks. Wherever they fight—in whatever theater or element—they are knit into a trim, efficient fighting team by invisible lines of radio communication.

In this far-flung global war, actions a world apart are correlated by voices flicked silently and light-fast through the air. In localized encounters, tank and air commanders link their craft into tight, deadly combat units . . . by radio.

This is truly war wired for sound.

Many of today's combat and command voices are sent into the air, and recaptured clear and true, by equipment made by the Farnsworth Television & Radio Corporation. Farnsworth is devoting its every facility to improving and making the complex communication devices needed by our tough, skilled fighting men.

Great technical advances have evolved out of this war-born intensification of research and production. After the war, these advances will enable Farnsworth to supply you with finer radio, radio-phonograph and television equipment than ever before.

FARNSWORTH TELEVISION



Farnsworth Television & Radio Corporation, Fort Wayne, Indiana. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios.



The "SYMPHONY NO. 1," by Johannes Brahms, interpreted for the Capehart Collection by Lewis Daniel. The artist based his painting on the introduction to the Fourth Movement, which, he writes, suggests beings "ascending out of the quaking, tortured earth against a verdant pastoral landscape of promise." . . . Portfolios of reproductions of the Capehart Collection may be secured at nominal charge from your Capehart dealer, or direct from the Capehart Division at Fort Wayne, Indiana.

RESURGENCE

Often, when day is darkest, a storm rends the binding earth. Then the spirit, released, surges out of the darkness . . . up into the sublime light of hope reborn.

Great music, too, has the power to bring light to the soul, to stir within man feelings that are stout and true. For the symphony, the chorale and quartet give glorious voice to man's aspirations and triumphs. Here is deep assurance, fresh courage, and strength.

These are the values yielded bountifully by the Capehart Phonograph-Radio, a supreme interpreter of the world's fine music.

This superb instrument is no longer being built, for the Farnsworth Television & Radio Corporation, maker

of the Capehart, is today producing solely for war. Only the Capehart's still in dealers' showrooms are available.

But the Capehart dealer can serve you in other ways. In the selection of a piano or an organ, or, for example, excellent recordings of the "Symphony No. 1," conducted by Toscanini (Victor Album DM-875), by Weingartner (Columbia Set M-MM-383), by Stokowski (Victor Album M-301). Let this dependable expert keep your musical and radio equipment in perfect repair, also.

For dealer's name, write Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

INVEST IN VICTORY—BUY WAR BONDS



The Capehart Chippendale with the time-improved record changer and superlative radio including FM reception. Control stations may be conveniently placed throughout your home and the grounds.

Capehart-Panamuse-Farnsworth
GREAT NAMES IN ELECTRONICS—MUSICAL REPRODUCTION—TELEVISION

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5/12/58



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This superb instrument is no longer being built, for the Farnsworth Television & Radio

Corporation, maker of the Capehart, is today producing solely for war. Only the few Capeharts remaining in some dealers' showrooms are now available.

But the Capehart dealer can serve you in other ways. In the selection of a piano or an organ, for example . . . or in the choice of band and orchestra instruments, or of sheet music and recordings, both popular and classical. Let this dependable expert keep your musical and radio equipment in perfect repair, also.

For your dealer's name, write the Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

INVEST IN VICTORY—BUY WAR BONDS

Capehart-Panamuse-Farnsworth

GREAT NAMES IN ELECTRONICS — MUSICAL REPRODUCTION — TELEVISION



Tomorrow, you'll broadcast magic!

You know what has been done in radio. Imagine the possibilities that will be opened when television brings to every home news, entertainment and sport *in pictures as it happens!*

What will your part be in television? The ownership and operation of telecasting studios will offer a unique opportunity to men who have had experience in the field of radio.

This opportunity is now being enhanced for you by Farnsworth, the pioneer in electronic television research and manufacture. Our advertising today is preparing the great audience and the potential sponsors for the coming telecasting industry.

All Farnsworth production is now going to the Armed Forces . . . precision equipment that will hasten the Allies'

victory. When this job is done, we will be ready to supply you with the most advanced and complete studio and station television equipment — the result of 15 years of research and improvement, including the original basic Farnsworth inventions. Our engineers will be ready to assist you in all the aspects of television transmission and maintenance.

Farnsworth research created electronic television . . . Farnsworth equipment will make it a reality in post-war America.

PREPARING THE NATION for television is the job of Farnsworth advertising. Read the current advertisement in May 17 *Time*, May 29 *The New Yorker*, May 31 *Newsweek*, May 31 *Life*, June 5 *Collier's*, June *The Atlantic*.

FARNSWORTH TELEVISION

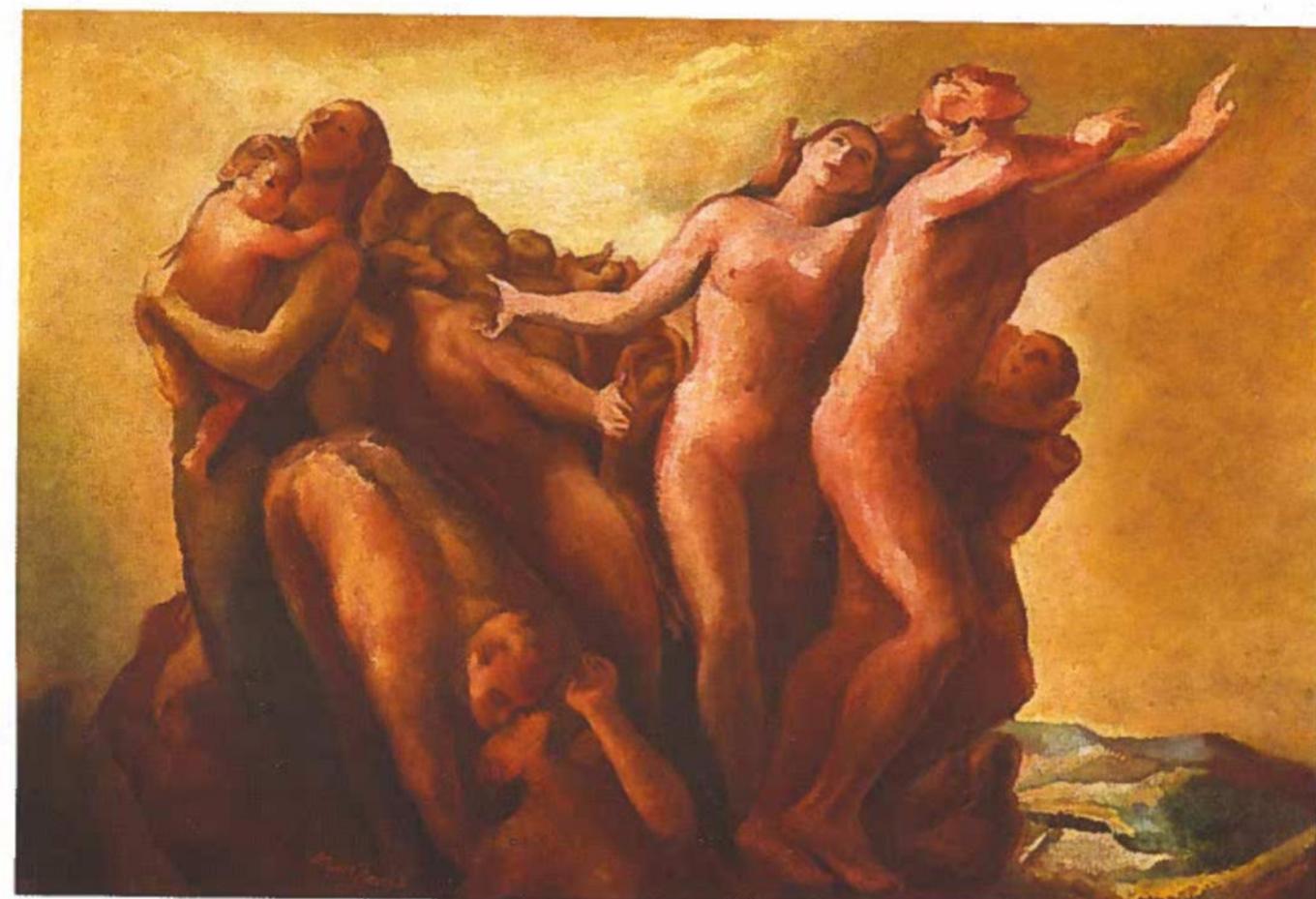


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C. D.
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F. Ca



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The Capehart Chippendale with the time-proved record changer and superlative radio including FM reception. Control stations may be conveniently placed throughout your home and the grounds.



Often, when day is darkest, a storm rends the binding earth. Then the spirit, released, surges out of the darkness . . . up into the sublime light of hope reborn.

Great music, too, has the power to bring light to the soul, to stir within man feelings that are stout and true. For the symphony, the chorale and quartet give glorious voice to man's aspirations and triumphs through the ages. Here is not only deep assurance, but fresh courage, new incentive, and strength.

These are the values yielded bountifully by the Capehart Phonograph-Radio, a supreme interpreter of the world's fine music.

This superb instrument is no longer being built, for the Farnsworth Television & Radio

Corporation, maker of the Capehart, is today producing solely for war. Only the few Capeharts remaining in some dealers' showrooms are now available.

But the Capehart dealer can serve you in other ways. In the selection of a piano or an organ, for example, or excellent recordings of the "SYMPHONY No. 1," conducted by Toscanini (Victor Album DM-875), by Weingartner (Columbia Set M-MM-383), by Stokowski (Victor Album M-301). Let this dependable expert keep your musical and radio equipment in perfect repair, also.

Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

INVEST IN VICTORY — BUY WAR BONDS

Capehart-Panamuse-Farnsworth

GREAT NAMES IN ELECTRONICS — MUSICAL REPRODUCTION — TELEVISION



The "SYMPHONY NO. 1," by Johannes Brahms, interpreted for the Capehart Collection by Lewis Daniel. The his painting on the introduction to the Fourth Movement, which, he writes, suggests beings "ascending out of tortured earth against a verdant pastoral landscape of promise." . . . Portfolios of reproductions of the Capehart may be secured at nominal charge from your Capehart dealer, or direct from the Capehart Division at Fort Wayne.

RESURGENCE

Often, when day is darkest, a storm rends the binding earth. Then the spirit, released, surges out of the darkness . . . up into the sublime light of hope reborn.

Great music, too, has the power to bring light to the soul, to stir within man feelings that are stout and true. For the symphony, the chorale and quartet give glorious voice to man's aspirations and triumphs. Here is deep assurance, fresh courage, and strength.

These are the values yielded bountifully by the Capehart Phonograph-Radio, a supreme interpreter of the world's fine music.

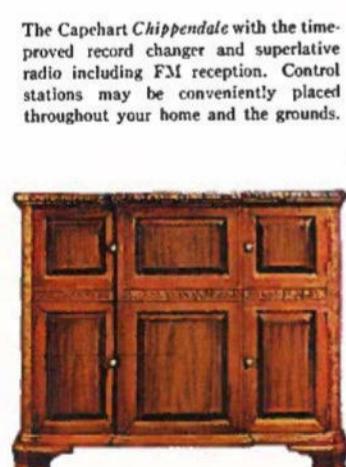
This superb instrument is no longer being built, for the Farnsworth Television & Radio Corporation, maker

of the Capehart, is today producing solely for the Capeharts still in dealers' showrooms are available.

But the Capehart dealer can serve you in other ways. In the selection of a piano or an organ, or, for example, in the excellent recordings of the "Symphony No. 1," conducted by Toscanini (Victor Album DM-875), by Weingartner (Columbia Set M-MM-383), by Stokowski (Victor M-301). Let this dependable expert keep your piano and radio equipment in perfect repair, also.

For dealer's name, write Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

INVEST IN VICTORY—BUY WAR



The Capehart Chippendale with the time-proven record changer and superlative radio including FM reception. Control stations may be conveniently placed throughout your home and the grounds.

Capehart-Panamuse-Farnsworth
GREAT NAMES IN ELECTRONICS—MUSICAL REPRODUCTION—TELEVISION

C 4-18-1943

This advertisement appears in the following publications:



Tomorrow, you'll broadcast magic

You know what has been done in radio. Imagine the possibilities that will be opened when television brings to every home news, entertainment and sport *in pictures as it happens!*

What will your part be in television? The ownership and operation of telecasting studios will offer a unique opportunity to men who have had experience in the field of radio.

This opportunity is now being enhanced for you by Farnsworth, the pioneer in electronic television research and manufacture. Our advertising today is preparing the great audience and the potential sponsors for the coming telecasting industry.

All Farnsworth production is now going to the Armed Forces . . . precision equipment that will hasten the Allies'

victory. When this job is done, we will be ready to supply you with the most advanced and complete studio and station television equipment — the result of 15 years of research and improvement, including the original basic Farnsworth inventions. Our engineers will be ready to assist you in all the aspects of television transmission and maintenance.

Farnsworth research created electronic television—and demonstrated it in 1928 . . . Farnsworth equipment will make it a reality in post-war America.

PREPARING THE NATION for television is the job of Farnsworth advertising. Read the current advertisement in May 17 Time, May 29 The New Yorker, May 31 Newsweek, May 31 Life, June 5 Collier's, June The Atlantic

FARNSWORTH TELEVISION



• Farnsworth Television & Radio Corporation, East Wayne, Indiana. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Cephart, the Cephart-Panamuse, and the Farnsworth Phonograph-Radios.

C.
Record



It tears a picture into 350,000 parts

C. D.
Record Book

of Srinivas
5/21/62
Sellers





It tears a picture into 350,000 parts

Television is one of the most incredible arts you can imagine! It takes a picture, splits it into thousands of separate parts — and then puts the picture together in perfect order on the screens of thousands of television receiving sets miles away.

And it does all this to 30 pictures every second!

Farnsworth created electronic television, and first showed it in operation in 1928. Today, television has gone to war. Our laboratories, which developed such remarkable devices as the Dissector Tube and photo-cell Multiplier Tube, are doing important research for our armed forces. The great Farnsworth

factories, with thousands of employees, are applying their years of experience in precision manufacture to the production of Radar and other electronics equipment for planes, ships, tanks and field forces.

Out of this war work are coming many advances in radio, television and musical reproduction — Farnsworth's fields of leadership. The radios and phonograph-radios you will buy, once peace is here, will be far better instruments than you have known up to now.

Broadcasting studios will have Farnsworth equipment that can send television in color, with much

clearer, sharper images than heretofore. There will be numerous applications of television for industry and commerce. And eventually, of course, you will be able to have Farnsworth television receiving sets for your own home — *bringing to your eyes the world's great events and entertainment!*

Victory will pave the way for the richer, broader life we all are fighting for. Your purchase of War Bonds now will hasten it.

Farnsworth Television & Radio Corporation, Fort Wayne, Indiana

FARNSWORTH TELEVISION

• Manufacturers of Radio and Television Transmitters and Receivers . . . Aircraft Radio Equipment . . . the Farnsworth Dissector Tube . . . the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios



AB

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Tomorrow, you'll broadcast magic

You know what has been done in radio. Imagine the possibilities that will be opened when television brings to every home news, entertainment and sport *in pictures as it happens!*

What will your part be in television? The ownership and operation of telecasting studios will offer a unique opportunity to men who have had experience in the field of radio.

This opportunity is now being enhanced for you by Farnsworth, the pioneer in electronic television research and manufacture. Our advertising today is preparing the great audience and the potential sponsors for the coming telecasting industry.

All Farnsworth production is now going to the Armed Forces . . . precision equipment that will hasten the Allies'

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FARNSWORTH TELEVISION



• Farnsworth Television & Radio Corporation, East Wayne, Indiana. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios.

ABOVE
Sells



It tears a picture into 350,000 parts

Television is one of the most incredible arts you can imagine! It takes a picture, splits it into thousands of separate parts—and then puts the picture together in perfect order on the screens of thousands of television receiving sets miles away.

And it does all this to 30 pictures every second!

Farnsworth created electronic television, and first showed it in operation in 1928. Today, television has gone to war. Our laboratories are doing important research for our armed forces. The great Farnsworth factories, with thousands of

employees, are now applying their years of experience to the manufacture of Radar and other electronics equipment for planes, ships, tanks and field forces.

Out of this war work are coming many advances in radio, television and musical reproduction—Farnsworth's fields of leadership. The radios and phonograph-radios you will buy, once peace is here, will be far better instruments than you have known up to now.

Broadcasting studios will have Farnsworth equipment that can send pictures in color, with clearer, sharper images

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Victory will pave the way for the richer, broader life we all are fighting for. Your purchase of War Bonds now will hasten it.

G. H. Nichols
President
Farnsworth Television & Radio Corporation, Ft. Wayne, Indiana



FARNSWORTH TELEVISION

Manufacturers of Radio and Television Transmitters and Receivers, Aircraft Radio Equipment, the Farnsworth Dissector Tube, the Copehart, the Copehart-Panamuse, the Farnsworth Phonograph-Radios

No objective
Office of Censorship
Aug 1943

C. D.
Record Book

*✓ Rosemar
1/2/47
Seller*

THE NEXT AMERICAN BILLION- DOLLAR INDUSTRY!



Dealers and distributors who have been successful in radio are looking forward to television as the next great industry to present outstanding profit opportunities.

The business this huge post-war industry will bring can be yours. *For today's radio dealers will be tomorrow's television dealers!* Market, background and service organizations will be very like radio's.

Farnsworth pioneered electronic television. Today, all our promotional work is devoted to preparing the huge market *you* will serve when peace comes.

Farnsworth production now is entirely precision devices that serve as the eyes and ears of

our fighting men. But after Victory comes, there will be finer radios and phonograph-radios to fill a great demand; then television equipment for countless commercial, institutional and industrial jobs; and finally, television for every home.

ADVERTISING BUILDS THE MARKET

All Farnsworth advertising is directed at your post-war market, creating demand for the better sets to come, explaining what television will bring.

Serving this market will be your job — with greater business possibilities than you can imagine!

- LOOK FOR the current Farnsworth national magazine advertisement in July *The Atlantic*, July 19 *Time*, July 24 *The New Yorker*, July 26 *Life* and *Newsweek*.

FARNSWORTH TELEVISION



• Farnsworth Television & Radio Corporation, Fort Wayne, Indiana. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios.

C. D.
Record Book

X-Radiow
12/14
Seller

THE NEXT AMERICAN BILLION- DOLLAR INDUSTRY!



Dealers and distributors who have been successful in radio are looking forward to television as the next great industry to present outstanding profit opportunities.

The business this huge post-war industry will bring can be yours. For today's radio dealers will be tomorrow's television dealers! Market, background and service organizations will be very like radio's.

Farnsworth pioneered electronic television. Today, all our promotional work is devoted to preparing the huge market you will serve when peace comes.

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THE NEXT AMERICAN BILLION-DOLLAR INDUSTRY!



Many men with a sound background in radio are looking forward to television as the next great industry to present outstanding opportunities.

Television techniques have advanced a long way since modern electronic television was demonstrated in the then small Farnsworth laboratory 17 years ago. Farnsworth's original Dissector Tube, cathode ray tubes, circuits,

synchronizing devices — all the original equipment — have been perfected. Electronic television has grown up... at war's end, television is confidently expected to rapidly become a major influence in the world.

Ever since Farnsworth experiments created electronic television, our research has stressed both electronic tubes and circuits, for the correlated

development of *both* proves more fruitful of results.

Our primary interest has always been television and allied electronic development. Farnsworth, pioneer of electronic television, continues in this field during wartime. Our current production is entirely military, of course. But after Victory, we'll be ready to help you with your television problems.

FARNSWORTH TELEVISION



• Farnsworth Television & Radio Corporation, Fort Wayne, Indiana. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios.

THE NEXT AMERICAN BILLION-DOLLAR INDUSTRY!



Dealers and distributors who have been successful in radio are looking forward to television as the next great industry to present outstanding profit opportunities.

The business this huge post-war industry will bring can be yours. *For today's radio dealers will be tomorrow's television dealers!* The market, the background and the service organization will be very like radio's.

Farnsworth was a pioneer in the creation of electronic television. Today,

all our promotional work is devoted to preparing the tremendous market that you will serve when peace comes.

Farnsworth production now is entirely precision devices that serve as the eyes and ears of our fighting men. But after Victory comes, there will be finer radios and phonograph-radios to fill a great demand; then television equipment for countless commercial, institutional and industrial jobs; and finally, the wonder of television for every home.

ADVERTISING BUILDS THE MARKET

All Farnsworth advertising is directed at your post-war market, creating demand for the better sets to come, explaining what television will bring.

Serving this market will be your job — with greater business possibilities than you can imagine.

• LOOK FOR the current Farnsworth national magazine advertisement in July *The Atlantic*, July 19th *Time*, July 24th *The New Yorker*, July 26th *Life* and *Newsweek*.

FARNSWORTH TELEVISION



• Farnsworth Television & Radio Corporation, Fort Wayne, Indiana. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios.

THE NEXT AMERICAN BILLION-DOLLAR INDUSTRY!



Many men with a sound background in radio are looking forward to television as the next great industry to present outstanding opportunities.

For individuals with experience in radio, the operation and ownership of telecasting studios will open a whole new field of opportunity.

Farnsworth was a pioneer in the creation of electronic television . . . and Farnsworth continues to lead in developing both the technical and the

commercial possibilities of the new science. Preparing the huge audience and the future sponsors is the primary job of all our advertising today.

Our current production goes 100% into precision devices that serve as the eyes and ears of our armed forces.

But when peace comes, we will be ready and uniquely fitted to discuss the whole subject of television transmission and maintenance, and equipment that will be the culmination of

more than 17 years of improvement over our basic inventions.

Technically, television is ready. Peace will free it to the world — with boundless opportunities for those who choose to grasp them.

HAVE YOU READ the current Farnsworth Television advertisement, appearing in July *The Atlantic*, July 19th *Time*, July 24th *The New Yorker*, July 26th *Life* and *Newsweek*?

FARNSWORTH TELEVISION



• Farnsworth Television & Radio Corporation, Fort Wayne, Indiana. Manufacturers of Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse, and the Farnsworth Phonograph-Radios.



"Louise," by Charpentier, interpreted for the Capehart Collection by Bernard Lamotte. The scene: a terrace overlooking Paris. The aria: "Depuis le jour." . . . There are excellent recordings of this aria, sung by Jepson (Victor No. 14153), Moore (Victor No. 17189), and Maynor (Victor No. 17698), and of the opera, conducted by Bigot (Columbia Set Op. 12). Portfolios of reproductions of the Capehart Collection may be secured at nominal charge from your Capehart dealer, or from the Capehart Division.

Fragment of a Dream

The Capehart-Panamuse (Sheraton) with superlative radio including FM reception, built by Capehart craftsmen in the Capehart tone tradition.



When the present is heavy with conflict and anxiety, man oftentimes seeks refuge in memories. There, in the inner sanctuary of the mind, youth's glorious vision of triumph flames undimmed . . . lighting the spirit with inspiration, with firm new resolve.

Memories . . . fragments of youth's eternal dream . . . thus serve man in his hour of need. And so, too, does great music. For the opera, the symphony and quartet are more than sublime sound. They are serene realms wherein the spirit forges new strength to meet the challenge of the hour.

The rewards of these tonal dominions belong particularly to the Capehart owner, for the

Capehart Phonograph-Radio is a supreme interpreter of the world's fine music.

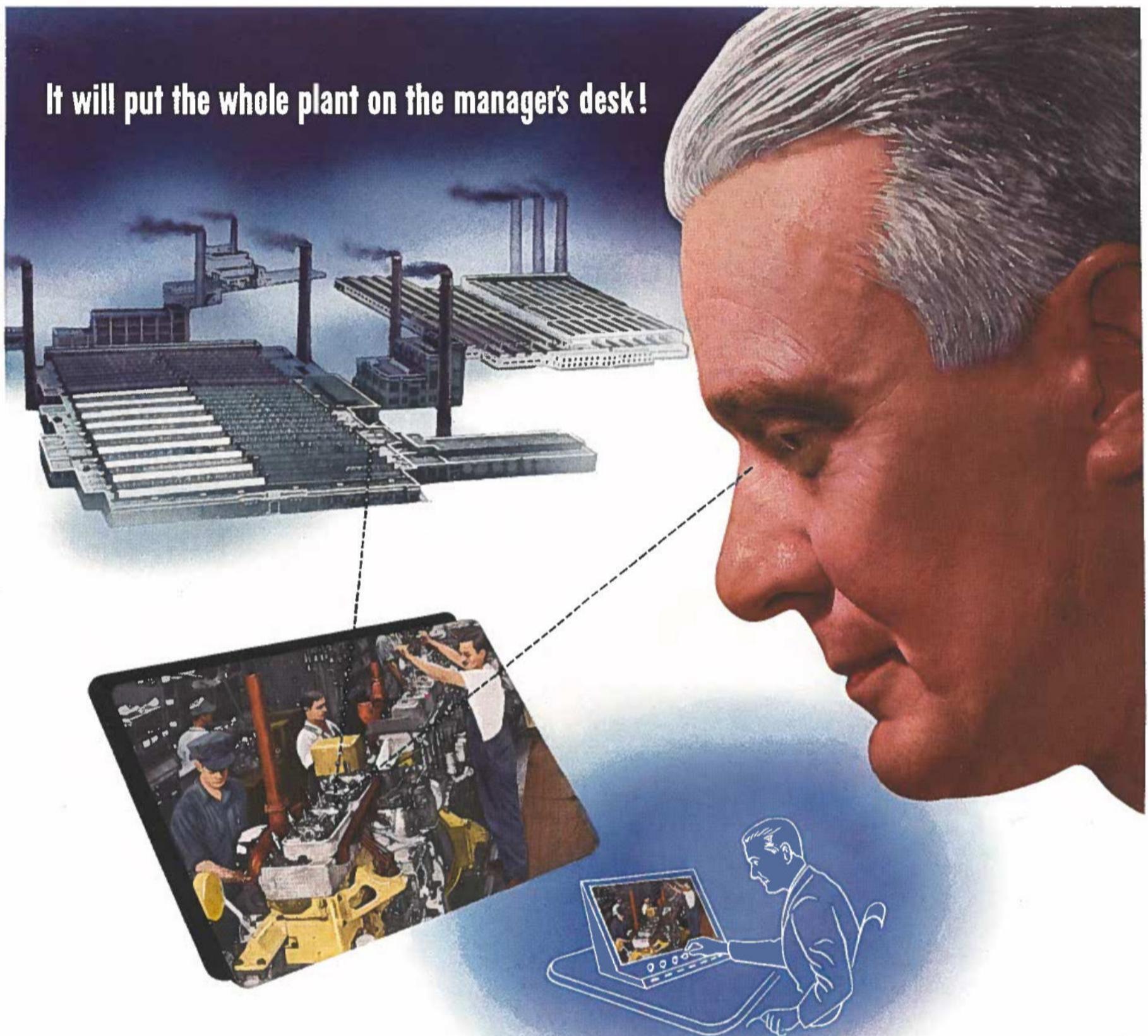
This superb instrument is not now being built, for the Farnsworth Television & Radio Corporation, maker of the Capehart, is today producing war matériel solely. Only the few models remaining in some dealers' showrooms are available.

The Capehart dealer, however, offers other musical services: assistance in the choice of a piano or an organ . . . or of band instruments, sheet music and recordings. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

INVEST IN VICTORY—BUY WAR BONDS

CAPEHART - PANAMUSE
PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION

Revised
C. D.
Record B
Drui
7/20



It may be miles from the plant manager's office to his most distant buildings, but it won't take a second for television to *show* him the production line in Building N, the mold problem in the foundry or the design change developed in the engineers' office.

Television equipment located in each department — and a receiving set on his desk . . . the manager's whole plant will be right in his office!

This is only one of the many unique possibilities of the magic of television. Industry and education, medicine and merchandising, science and entertainment—all will use it widely in the better world we're fighting for.

It is 17 short years since Farnsworth, pioneer in electronic television, first demonstrated the kind of television which today has brought clear images, colors and speed, and that waits only peace to establish itself as one of America's next great industries.

The results of Farnsworth's many years' pioneering in television and radio are now applied entirely to military equipment. Our extensive factories, well-equipped laboratories, our thousands of skilled workers, trained in the precision manufacture of the superlative Capehart Phonograph-Radio, are building highly technical electronic equipment for all our fighting forces.

When peace comes, Farnsworth television and radio equipment — including the superb Capehart — will be better because of what we've learned in war work . . . and much closer will be the day of home television . . . when you will *see* news made in world affairs, in sports, science, art and entertainment, on a television screen in your own home.

Help bring peace and Victory closer. Buy the War Bonds that buy America's winning weapons.

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana
Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; Farnsworth Dissector Tube; the Capehart, the Capehart-Paramuse; the Farnsworth Phonograph-Radio.

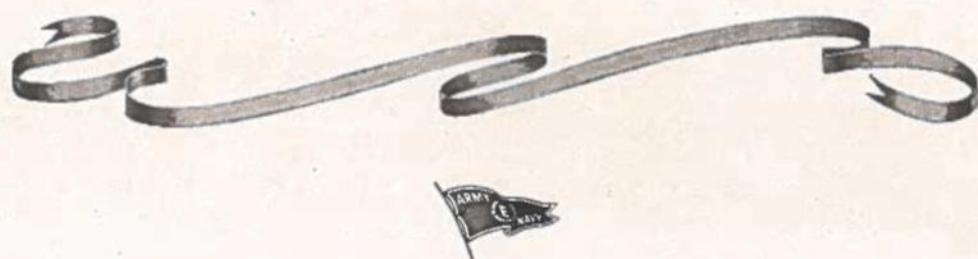


FARNSWORTH TELEVISION
PRODUCT OF
FARNSWORTH TELEVISION & RADIO CORPORATION

C. D.
Record E

CAPEHART

a franchise with a profitable future



A Capehart franchise, in the past, has proved to be one of the most valuable assets a dealer could have. This will hold in the future, too, for Capehart is acting today to safeguard the future of every Capehart franchise.

This we are doing by sponsoring, in leading magazines throughout the nation, a distinguished, full-color advertising campaign that is outstanding in the entire field of music and musical reproduction.

This campaign links the Capehart to the great arts of painting and music. It also emphasizes the important role played in wartime life by music, and the

equally important role played by the Capehart, the "world's finest instrument for musical reproduction."



In addition, these advertisements urge their millions of readers to go to the Capehart dealer for all their musical needs — for pianos, band instruments, sheet music, recordings, and for maintenance service. They offer, also, reproductions of the Capehart paintings, to help the dealer make new contacts and to keep the list of prospective Capehart purchasers expanding constantly.

Through these means, Capehart is doing everything possible to insure the profit-future of every Capehart franchise. Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

CAPEHART - PANAMUSE

PRODUCTS OF

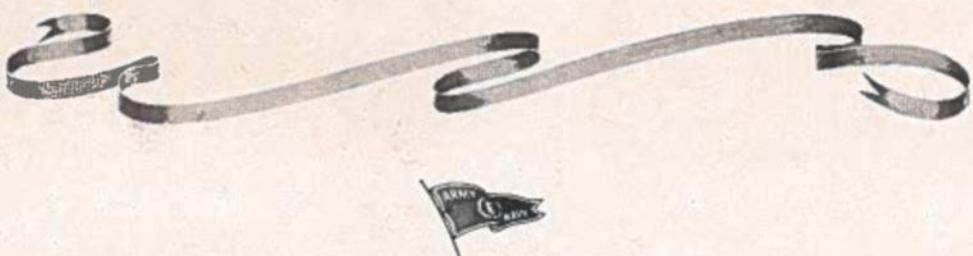
FARNSWORTH TELEVISION & RADIO CORPORATION

C. D.
Record Book

*A. Farnsworth
Nusbaum*

CAPEHART

supports the dealer today, and builds for tomorrow, too

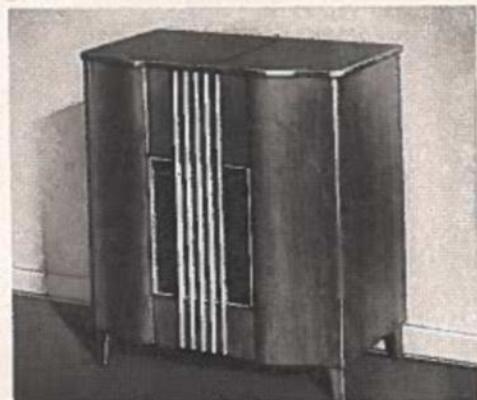


The production and research facilities of the Farnsworth Television & Radio Corporation are, of course, devoted wholly to the war effort. But Capehart works for the Capehart dealer also, by sponsoring in his interest the most distinguished advertising campaign in the field of music.

This campaign — appearing in full color in leading magazines — has two objectives: (1) to help the Capehart dealer through the period when Capeharts are no longer being built; (2) to build for the Capehart dealer a strong post-war position.

Each Capehart advertisement features a pictorial interpretation of a great musical

composition and stresses the fine, intrinsic value of music, along with Capehart's unique status as "the world's finest instru-



ment for musical reproduction." Stressed, too, is the importance of the Capehart dealer today as a supplier of other musical requirements . . . of pianos, organs, band and orchestra instruments, and of sheet music and recordings.

Another current help is our offer of striking color reproductions of Capehart paintings, to send readers to dealers' show-rooms and to expand lists of post-war Capehart prospects.

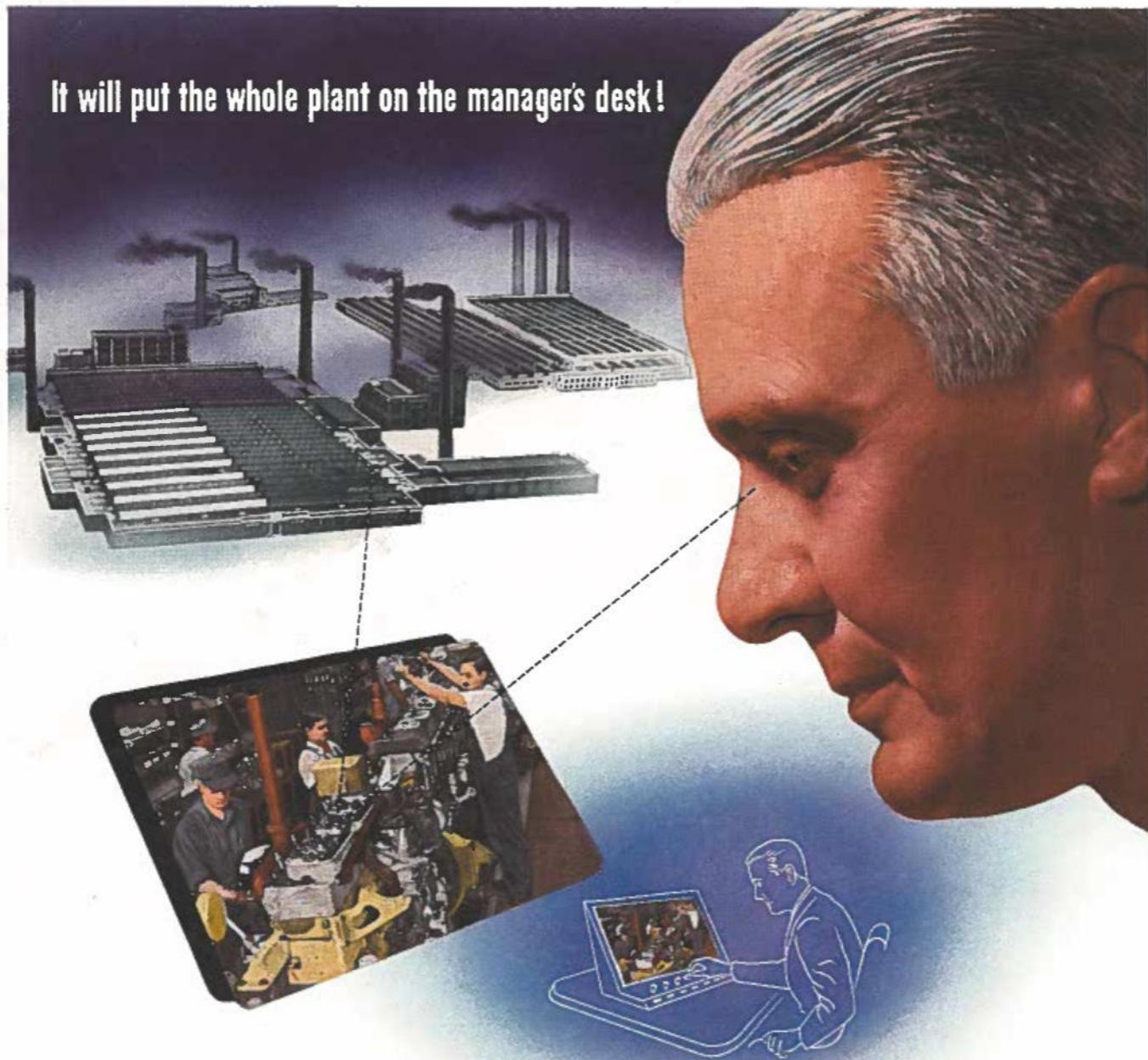
Capehart supports the Capehart dealer today, and builds for his future, too. Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Ind.

CAPEHART - PANAMUSE

PRODUCTS OF

FARNSWORTH TELEVISION & RADIO CORPORATION

Revis
C. L
Record
Dr
71
5



It may be miles from the plant manager's office to his most distant buildings, but it won't take a second for television to show him the production line in Building N, the mold problem in the foundry or the design change developed in the engineers' office.

Television equipment located in each department—and a receiving set on his desk . . . the manager's whole plant will be right in his office!

This is only one of the many unique possibilities of the magic of television. Industry and education, medicine and merchandising, science and entertainment—all will use it widely in the better world we're fighting for.

It is 17 short years since Farnsworth, pioneer in electronic television, first demonstrated the kind of television which today has brought clear images, colors and speed, and that waits only peace to establish itself as one of America's next great industries.

The results of Farnsworth's many years' pioneering in television and radio are now applied entirely to military equipment. Our extensive factories, well-equipped laboratories, our thousands of skilled workers, trained in the precision manufacture of the superlative Capehart Phonograph-Radio, are building highly technical electronic equipment for all our fighting forces.

When peace comes, Farnsworth television and radio equipment—including the superb Capehart—will be better because of what we've learned in war work . . . and much closer will be the day of home television . . . when you will see news made in world affairs, in sports, science, art and entertainment, on a television screen in your own home.

Help bring peace and Victory closer. Buy the War Bonds that buy America's winning weapons.

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

FARNSWORTH TELEVISION
PRODUCT OF
FARNSWORTH TELEVISION & RADIO CORPORATION



C. D.

Record Book

Wilderde Schnei

Nostau



The Shostakovich Seventh Symphony, painted by William Gropper for the Capehart Collection

Defiance

An interpretation of Dmitri Shostakovich's Seventh Symphony, as painted for the Capehart Collection by William Gropper. The Seventh, written by Russia's contemporary titan in the realm of symphonic music, was composed during the epoch-making Siege of Leningrad.

Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal charge from your Capehart dealer, or direct from the Capehart Division at Fort Wayne.

The Capehart (Chippendale) with the time-proved record changer that turns the records over, and FM radio reception. Control stations may be placed throughout your home and the grounds.

LENINGRAD hurls defiance at the invader. Heroic flame drives out the savage, and the city's peril has passed over. . . . Suddenly a note is sung, recalling the defiance. And a great chorale of mankind, singing "Triumph! Triumph!"

Music exults and exalts. It shoulders men skyward. Be it the forging symphony or the sublime chorale—on its surging power the spirit rises.

The Capehart owner knows these things. For the world's great music comes to him—in radiant splendor—through his Capehart Phonograph-Radio.

The maker of these fine instruments, the Farnsworth Television & Radio Corporation, is now developing and producing highly

scientific electronic instruments for our armed forces. So that Capeharts are, at the present time, not being built.

But your Capehart dealer will be happy to continue looking after all your musical requirements. Although recordings of the Seventh Symphony are not yet available, you may care to hear the Victor recordings of the Shostakovich First Symphony (No. M-192) and the Shostakovich Fifth (No. M-619), both by Stokowski and the Philadelphia Orchestra; or the Columbia recordings of the First (M-472) and the Fifth (M-520), both by Rodzinski and the Cleveland Orchestra.

Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.
INVEST IN VICTORY—BUY WAR BONDS



CAPE HART - PANAMUSE
Products of
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

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"Louise," by Charpentier, interpreted for the Capehart Collection by Bernard Lamotte. The scene is a Montmartre terrace overlooking Paris. The aria: "Depuis le jour." There are excellent recordings of this aria, sung by Jepson (Victor No. 14153), Moore (Victor No. 17189) and Maynor (Victor No. 17698), and of the opera, conducted by Bigot (Columbia Series). Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal charge from your Capehart dealer, or direct from the Capehart Division at Fort Wayne, Indiana.

Fragment of a Dream

The Capehart-Panamuse (Sheraton) with superlative radio including FM reception, built by Capehart craftsmen in the Capehart tone tradition.



When the present is heavy with conflict and anxiety, man oftentimes seeks refuge in memories. There, in the inner sanctuary of the mind, youth's vision of triumph flames undimmed . . . lighting the spirit with inspiration, with firm new resolve.

Memories . . . fragments of youth's eternal dream . . . thus serve man in his hour of need. And so, too, does great music. For the opera, the symphony, the chorale and quartet are more than

sublime sound. They are serene realms wherein the spirit forges new strength to meet the challenge of the hour.

The rewards of these tonal dominions belong particularly to the Capehart owner, for the Capehart Phonograph-Radio is a supreme interpreter of the world's fine music.

This superb instrument is not now being built, for the Farnsworth Television & Radio Corporation, maker of the

Capehart, is today producing television solely. Only the models in dealers' showrooms are available.

The Capehart dealer, however, offers other musical services: assistance ample, in the choice of piano . . . or of band and orchestra instruments; of sheet music and recordings. The Division, Farnsworth Television Corporation, Fort Wayne, Indiana.

INVEST IN VICTORY—BUY WAR BONDS

CAPEHART - PANAMUSE
PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION

C. D.

Record B

Revised
Individual Sol

Nursba



The Shostakovich Seventh Symphony, painted by William Gropper for the Capehart Collection

Defiance

An interpretation of Dmitri Shostakovich's Seventh Symphony, as painted for the Capehart Collection by William Gropper. The Seventh, written by Russia's contemporary titan in the realm of symphonic music, was composed during the epoch-making Siege of Leningrad.

Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal charge from your Capehart dealer, or direct from the Capehart Division at Fort Wayne 1, Ind.

The Capehart (Chippendale) with the time-proved record changer that turns the records over, and FM radio reception. Control stations may be placed throughout your home and the grounds.

LENINGRAD hurls defiance at the invader. Heroic flame drives out the savage, and the city's peril has passed over. . . . Suddenly a note is sung, recalling the defiance. And a great chorale of mankind, singing "Triumph! Triumph!"

Music exults and exalts. It shoulders men skyward. Be it the forging symphony or the sublime chorale—on its surging power the spirit rises.

The Capehart owner knows these things. For the world's great music comes to him—in radiant splendor—through his Capehart Phonograph-Radio.

The maker of these fine instruments, the Farnsworth Television & Radio Corporation, is now developing and producing highly

scientific electronic instruments for our armed forces. So that Capeharts are, at the present time, not being built.

But your Capehart dealer will be happy to continue looking after all your musical requirements. Although recordings of the Seventh Symphony are not yet available, you may care to hear the Victor recordings of the Shostakovich First Symphony (No. M-192) and the Shostakovich Fifth (No. M-619), both by Stokowski and the Philadelphia Orchestra; or the Columbia recordings of the First (M-472) and the Fifth (M-520), both by Rodzinski and the Cleveland Orchestra.

Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.

INVEST IN VICTORY—BUY WAR BONDS



CAPE HART - PANAMUSE
Products of
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

Raw.
CN-26-A-1943-1 page, 4 colors—7 x 10—The New Yorker, Oct. 2; Time, Oct. 4;
Newsweek, Oct. 18; The Atlantic, Nov.—N. W. Ayer & Son, Inc. 8211

C. D.
Record Book
Waldorf Schmidt
Dollars



WHERE THERE'S SMOKE—

there's a source . . . and one well worth investigating

TAKE ONE of the first experiments in telecasting, for instance. A moving picture of smoke was transmitted successfully.

That tiny puff of smoke started a bonfire. On September 1, 1928,* in a public showing before critical newspapermen of San Francisco, Farnsworth engineers first demonstrated their magical science.

Dealers and distributors who saw radio sweep the country after World War I, and who have profited greatly from radio, are looking forward to television as the next billion-dollar industry.

Television will be fanned to full heat during the days that will follow Victory. Today's radio dealers will be tomorrow's television dealers. Marketing and servicing will be much like radio's.

For 17 years, Farnsworth engineers have pioneered and contributed to the development of this amazing

new science. After Victory, there will be television equipment for commercial, institutional and industrial jobs. Eventually, there will be television for every home.

Today, naturally, all Farnsworth production is aimed at precision devices that serve as the eyes and ears of our fighting men. But all Farnsworth advertising is directed at your post-war market . . . creating demand for television . . . opening a field that will be rich in business possibilities.

Serving this market will be your job!

LOOK FOR the current Farnsworth national magazine advertisement in *Time*, Sept. 6; *The New Yorker*, Sept. 11; *Life*, Sept. 20; *Newsweek*, Sept. 20; *Collier's*, Sept. 25; and *The Atlantic*, Oct.

*Number two in a series depicting milestones in the history of Farnsworth Television.

FARNSWORTH TELEVISION



• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

C. I.
Record
Hilbert Se
Sect

Television—by bombardment



Television pictures are "painted" by a bombardment. Minute parts of atoms — called *electrons* — are the

Television's great promise to us all — in industry, education and commerce, and in the home — awaits

come after the war from Farnsworth. The vision equipment for telecasting studios, an

C. D.
Record Book
Hildred Schmitz
Deller



Where there's smoke . . .

THERE'S A SOURCE . . . AND ONE WELL WORTH INVESTIGATING

SMOKE . . . rings of it . . . was one of the first things televised for public demonstration. That tiny puff of smoke was the start of a bonfire. On Sept. 1, 1928,* in a public showing before critical newspapermen of San Francisco, Farnsworth engineers first demonstrated their magical science. And it was acclaimed.

Since then, television has come a long way. The original Farnsworth

Dissector Tube, cathode ray tubes, circuits, synchronizing devices—all the original equipment—have been perfected.

Electronic television is on the threshold of world-wide expansion. People with a sound background in radio are looking forward to television as a new field of tremendous opportunity, rivaling the automobile industry in rapid growth.

Farnsworth research has always stressed both electronic tubes and circuits, for the correlated development of *both* proves more fruitful of results.

Naturally, our current production is entirely military. After peace comes, we'll be ready to help you and serve you.

*No. 2 in a series depicting milestones in the history of Farnsworth Television.

• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

**FARNSWORTH
TELEVISION**



C. I.

Record

W. W. Ayer & Son
See

Television—by bombardment



Television pictures are "painted" by a bombardment. Minute parts of atoms — called *electrons* — are the bullets and shells. Shot in a stream from an *electron gun* in the television receiving set, they are aimed with incredible accuracy to reproduce clearly the scene that a television camera is "taking" miles away.

In addition to television, this electronic bombardment has given us amazing X-ray and other medical aids, the marvelous electron microscope, fluorescent lighting and a host of other inventions. It can make one element out of another; even create new plant forms. Already it is bringing great changes to our world . . . infinitely enriching our lives.

Television's great promise to us all — in industry, education and commerce, and in the home — awaits peace, for war holds a priority on electronics.

The vast plants and laboratories of Farnsworth, where modern electronic television was pioneered a short 17 years ago, today are entirely devoted to production of military electronic devices. Farnsworth men and women, who learned their special skills in precision work on the superb Capehart Phonograph-Radio, are putting together many sensitive weapons of Victory.

This war work is teaching us how to make better peacetime products. Finer Phonograph-Radios will

come after the war from Farnsworth. The company is now turning its great facilities and experience to the production of television equipment for telecasting studios, and to the development of television sets for scores of industrial and commercial applications . . . and finally, Farnsworth television receivers and sets to let you *see* as well as hear, *in your home*, sports and entertainment, historical and educational programs, and other events while they are taking place.

Meanwhile . . . every War Bond you buy helps to bring the day of Victory and peace that much closer.

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana; Farnsworth Radio and Television Transmitters and Receivers; Farnsworth Dissector Tube; the Farnsworth Oscilloscope; the Capehart-Panamuse; the Farnsworth Phonograph-Radio.



FARNSWORTH TELEVISION
PRODUCT OF
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

C. D.
Record Book
Wilkens Schmitz
Sellers



Television pictures are "painted" by a bombardment. Minute parts of atoms—called *electrons*—are the bullets and shells. Shot in a stream from an *electron gun* in the television receiving set, they are aimed with incredible accuracy to reproduce clearly the scene that a television camera is "taking" miles away.

In addition to television, this electronic bombardment has given us the amazing X-ray and other medical aids, the marvelous electron microscope, fluorescent lighting and a host of other inventions. It can make one element out of another; create new plant forms. Already it is changing our world, enriching our lives.

Television's great promise to us all—in industry, education and commerce, and in the home—awaits peace.

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war from Farnsworth. Then television equipment for telecasting studios, and for scores of industrial and commercial applications . . . and finally, Farnsworth television receiving sets to let you see as well as hear, *in your own home*, sports and entertainment, historical and news events while they are taking place.

Meanwhile . . . every War Bond you buy helps bring the day of Victory and peace that much closer.

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

N. W. AYER & SON



FARNSWORTH TELEVISION
PRODUCT OF
FARNSWORTH TELEVISION & RADIO CORPORATION

*C. D.
Record I
Mildred Sch
Nus*



Song of the Soil

"I've Comin'," a painting by Horace Pippin. This is an interpretation of Stephen Foster's "Old Black Joe." The work-worn old servant hears the voices of his friends "gone from the cotton fields away." Painted for the Capehart Collection by the famous negro painter, Horace Pippin, who has been represented in numerous major museums and galleries, including: The San Francisco Museum of Art, Cleveland Museum and the Pennsylvania Academy of the Fine Arts. His work is also in many private collections, notably The Barnes Foundation, Merion, Pa., and The Whitney Museum. . . . Portfolios of reproductions of the Capehart Collection may be secured at nominal charge from your Capehart dealer, or from the Capehart Division, Fort Wayne 1, Ind.

* The Capehart Panamuse (Chippendale) with superlative radio, including FM reception, built by Capehart craftsmen in the Capehart tone tradition.

N. W. AYER & SON



Toil tapers to its weary end. The spirit seeks release from Strife, from Time, from the importunities of Daily Bread. . . . Seeks a refuge in the calling of gentle voices, in the strain of an old song.

Music is this hour's release. For the care-worn, it brings solace; the brave it exalts to greater triumph.

Whether it be the simple folk-song of the soil, or the mighty chorale or the symphonic poem, the Capehart Phonograph-Radio interprets all these blessings in full measure.

At present the Farnsworth Television & Radio Corporation is developing and producing highly scientific electronic instruments for our armed

forces. So that, today, Capeharts are no longer being built.

But, for your other musical requirements, look to your Capehart dealer, as he is an outstanding source for musical equipment—from grand pianos to recordings. Among the latter, he has renditions of "Old Black Joe" as sung by Lawrence Tibbett (Victor No. 1265), or as played by André Kostelanetz and His Orchestra (Columbia No. 7371), or in albums of Stephen Foster's Melodies (Victor No. M354 or Columbia No. M442).

Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

INVEST IN VICTORY — BUY WAR BONDS

CAPEHART - PANAMUSE
Products of
FARNSWORTH TELEVISION & RADIO CORPORATION

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H. PIPPIN, 1943.

Song of the Soil

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The Capehart-Panamuse (Chippendale) with superlative radio, including FM reception, built by Capehart craftsmen in the Capehart tone tradition.



H. W. AYER & SON

Toil tapers to its weary end. The spirit seeks release from Strife, from Time, from the importunities of Daily Bread. . . . Seeks a refuge in the calling of gentle voices, in the strain of an old song.

Music is this hour's release. For the care-worn, it brings solace. For the brave, an inspiration to greater triumph.

Whether it be the simple folk-song of the soil, or the mighty chorale or the symphonic poem, the Capehart Phonograph-Radio interprets all these blessings in full measure.

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Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

INVEST IN VICTORY—BUY WAR BONDS

CAPEHART - PANAMUSE
Products of
 FARNSWORTH TELEVISION & RADIO CORPORATION



The Shostakovich Seventh Symphony, painted by William Gropper for the Capehart Collection

Defiance

An interpretation of Dmitri Shostakovich's Seventh Symphony, as painted for the Capehart Collection by William Gropper. The Seventh, written by Russia's contemporary titan in the realm of music, was composed during the epoch-making Siege of Leningrad.

Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal charge from your Capehart dealer, or direct from the Capehart Division at Fort Wayne 1, Indiana.

The Capehart (Chippendale) with the time-proved record changer that turns the records over, and FM radio reception. Control stations may be placed throughout your home and the grounds.

Leningrad hurls defiance at the invader. Heroic flame drives out the savage, and the city's peril has passed over. Suddenly a note is sung, recalling the defiance — a great chorale of mankind, singing "Triumph! Triumph!"

Music exults and exalts. It shoulders men skyward. Be it the forging symphony or the sublime chorale — on its surging power the spirit rises.

The Capehart owner knows these things. For the world's great music comes to him — in radiant splendor — through his Capehart Phonograph-Radio.

The maker of these fine instruments, the Farnsworth Television & Radio Corporation, is now developing and producing highly scientific electronic instruments for our

armed forces. So that Capeharts are, at the present time, not being built.

But your Capehart dealer will be happy to continue looking after all your musical requirements. Although recordings of the Seventh Symphony are not yet available, you may care to hear the Victor recordings of Shostakovich First Symphony (No. M-192) and Shostakovich Fifth (No. M-619), both by Stokowski and the Philadelphia Orchestra; or the Columbia recordings of the First (M-472) and the Fifth (M-520), both by Rodzinski and the Cleveland Orchestra.

Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.



N. W. AYER & SON

CAPEHART - PANAMUSE
Products of
FARNSWORTH TELEVISION & RADIO CORPORATION

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Where there's smoke . . .

THERE'S A SOURCE . . . AND ONE WELL WORTH INVESTIGATING

TAKE ONE of the first experiments in telecasting, for instance. A moving picture of smoke was transmitted successfully through space.

That tiny puff of smoke started a bonfire. On Sept. 1, 1928,* in a public showing before critical newspapermen of San Francisco, Farnsworth engineers first demonstrated their magical science. And it was acclaimed.

Dealers and distributors who saw radio sweep the country after World War I, and who have profited greatly from radio, are looking forward to television as the next billion-dollar industry.

Television will be fanned to full heat during the days that will follow Victory. *Today's radio dealers will be tomorrow's television dealers.* Marketing and servicing will be much like radio's.

For 17 years, Farnsworth engineers have pioneered in the development of this amazing new science. After Victory, there will be television equipment for commercial, institutional and industrial jobs. Eventually, there will be television for every home.

Today, naturally, all Farnsworth production is aimed at precision devices that serve as the eyes and ears of our fighting

men. But all Farnsworth *advertising* is directed at *your* post-war market . . . creating demand for television . . . opening a field that will be rich in business possibilities.

Serving this market will be your job!

LOOK FOR the current Farnsworth national magazine advertisement in *Time*, Sept. 6; *The New Yorker*, Sept. 11; *Life*, Sept. 20; *Newsweek*, Sept. 20; *Collier's*, Sept. 25; and *The Atlantic*, Oct.

*No. 2 in a series depicting milestones in the history of Farnsworth Television.

FARNSWORTH TELEVISION



• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.



Where there's smoke...

THERE'S A SOURCE . . . AND ONE WELL WORTH INVESTIGATING

SMOKE . . . rings of it . . . was one of the first things televised for public demonstration. It took place on Sept. 1, 1928,* when Farnsworth Television engineers gave the first public showing before the press in San Francisco. Critical newspapermen acclaimed this magical science. That early presentation kindled a bonfire of interest.

After World War I, we all saw the amazing advance of radio. *After this war, it will be electronic television . . . the next billion-dollar industry in the field of science.* For those people

already experienced in radio, the operation and ownership of telecasting studios will open a vast new field of opportunity.

Throughout 17 years, Farnsworth engineers have pioneered and contributed to the development of this expanding new science. Today, these untiring scientists stand at a milestone in history. For Television is being readied for its huge post-war audience and the sponsors who will use its great possibilities. Currently, all Farnsworth advertising is building this future.

Right now, of course, we are on 100% production of precision electronic devices that are serving the armed forces. Tomorrow, we will be ready to serve you.

HAVE YOU READ the current Farnsworth Television advertisement appearing in *Time*, Sept. 6; *The New Yorker*, Sept. 11; *Life*, Sept. 20; *Newsweek*, Sept. 20; *Collier's*, Sept. 25; and *The Atlantic*, Oct.?

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held



"MADONNA" (from Gerard David, Fifteenth Century Flemish), painted for the Capchart Collection by Peter Lauck, 1943

Hour of Splendour

A glorious spirit is abroad again in the land . . .

Spoken here by a light in a window . . . by a sprig of holly . . . by a church spire lifting its cross to the stars . . . or a Madonna serene in the glimmering light of a hundred candles.

Enshrined anew this Christmas, the Madonna transfixes the rapt joy of that hour of splendour when angel-song rang through the night to herald a new-born Son. Then it was that her radiant star risen out of the darkness of the ages, first brought to man a promise of peace on earth.

On this present day of gladness, the light of the Madonna once more shines undimmed, to instil man's soul hope and strength . . . a vision of peace . . . and the promise that the earth, washed of the stain of war, will know again the deep significance of the true spirit of Christmas.

Then will the rich potential of mankind be realized. Then will Americans and their fellow citizens of the new neighborhood of nations, enter into a fruitful era when the goodness of each Christmas will flood the soul and light the way—not for a day only, but throughout the year.

The music of Schubert's "Ave Maria" was the inspiration for Peter Lauck's interpretation of the David painting. . . . For information and reproductions of paintings in the Capchart Collection, write to Capchart Division, Farnsworth Television & Radio Corporation, Ft. Wayne 1, Indiana.

Capehart-Panamuse

Products of **FARNSWORTH TELEVISION
& RADIO CORPORATION**



N. W. AYER & SON

Rec
Lindbergh



"MADONNA" (from Gerard David, Fifteenth Century Flemish), painted for the Capehart Collection by Peter Lauck, 1943

Hour of Splendour

A glorious spirit is abroad again in the land . . .

Spoken here by a light in a window . . . by a sprig of holly . . . by a church spire lifting its cross to the stars . . . or a Madonna serene in the glimmering light of a hundred candles.

Enshrined anew this Christmas, the Madonna transfixes the rapt joy of that hour of splendour when angel-song rang through the night to herald a new-born Son. Then it was that her radiant star, risen out of the darkness of the ages, first brought to man a promise of peace on earth.

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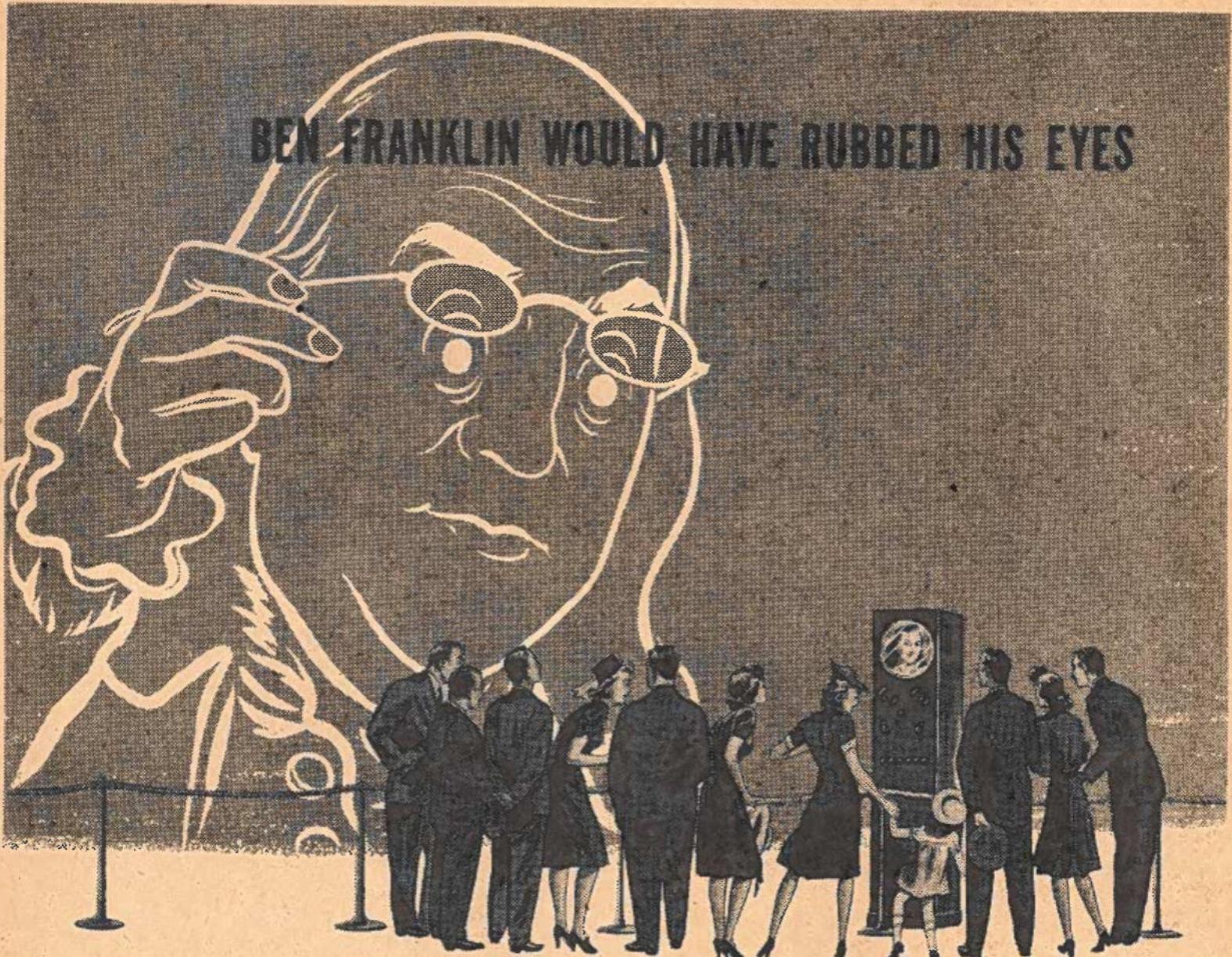
Capehart-Panamuse
Products of FARNSWORTH TELEVISION
& RADIO CORPORATION



N. W. AYER & SON

CN- 24-A-1943—1 page, 4 colors—7 x 10—Time, Nov. 29; The New Yorker, Dec. 11;
Newsweek, Dec. 13; The Atlantic, Jan.—N. W. Ayer & Son, Inc. 8262

C. D.
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Selby



at this demonstration of a great new industry

Near where Ben Franklin revealed his electrical discoveries, other American scientists in 1934* first demonstrated to the public a new modern-day wonder . . . electronic television.

Using equipment developed and built by Farnsworth engineers, the showing drew crowds to Philadelphia's famed Franklin Institute to see a practical exhibition of electronic television.

Today, television is no longer a novelty. War has slowed its public

growth, but advanced its technical development. Retailers, alert to outstanding merchandising opportunities, share the reasonable conviction that television will be one of America's great post-war industries.

The greatest opportunities in this promising industry will be yours. For tomorrow's television dealers will come from the ranks of today's radio retailers.

Hastening the day of television are Farnsworth's 100% war production,

Farnsworth research, and Farnsworth consumer advertising.

For all Farnsworth advertising is directed at your post-war market, creating demand for better television, sooner — with business possibilities you can scarcely imagine!

*No. 3 in a series of advertisements depicting milestones in the history of television.

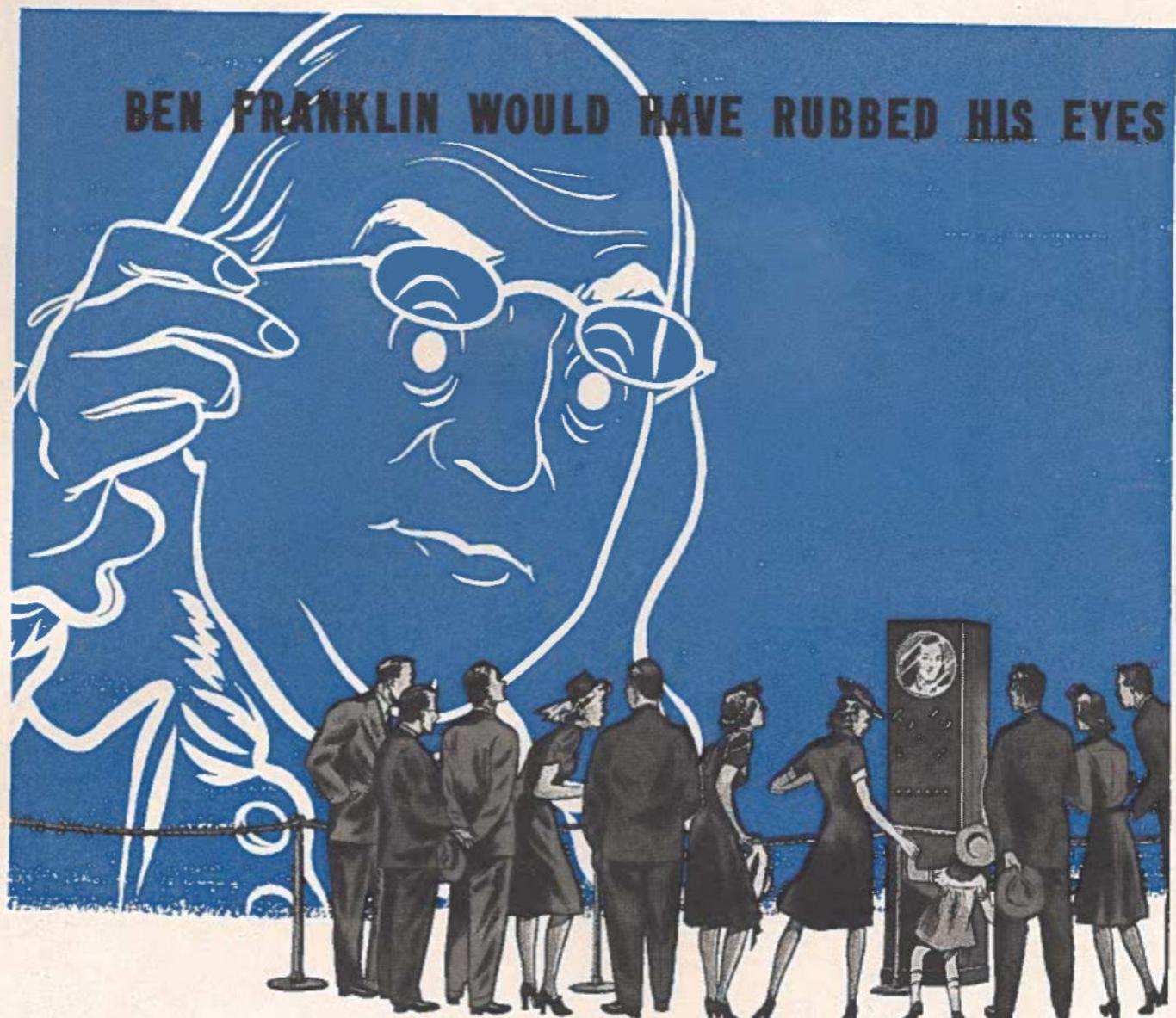
Look for the Farnsworth Television advertisement in: November 15 Newsweek and November 27 Collier's.

FARNSWORTH TELEVISION



• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

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Record
hundred



at this demonstration of a great new industry

Near where Ben Franklin revealed his electrical discoveries, other American scientists in 1934* first demonstrated to the public a new modern-day wonder . . . electronic television.

Using equipment developed and built by Farnsworth engineers, the showing drew crowds to Philadelphia's famed Franklin Institute to see a practical exhibition of electronic television.

Today, television is no longer a novelty. War has slowed its public

growth, but advanced its technical development. Retailers, alert to merchandising opportunities, share the conviction that television will be one of America's great post-war industries.

The greatest opportunities in this promising industry will be yours. For tomorrow's television dealers will come from the ranks of today's radio retailers.

Hastening the day of television are Farnsworth's 100% war production,

Farnsworth research, and Farnsworth consumer advertising.

For all Farnsworth advertising is directed at your post-war market, creating demand for better television, sooner — with business possibilities you can scarcely imagine!

*Another in a series of advertisements depicting milestones in the history of television.

LOOK FOR the Farnsworth Television advertisement in: November 15 Newsweek and November 27 Collier's.

• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

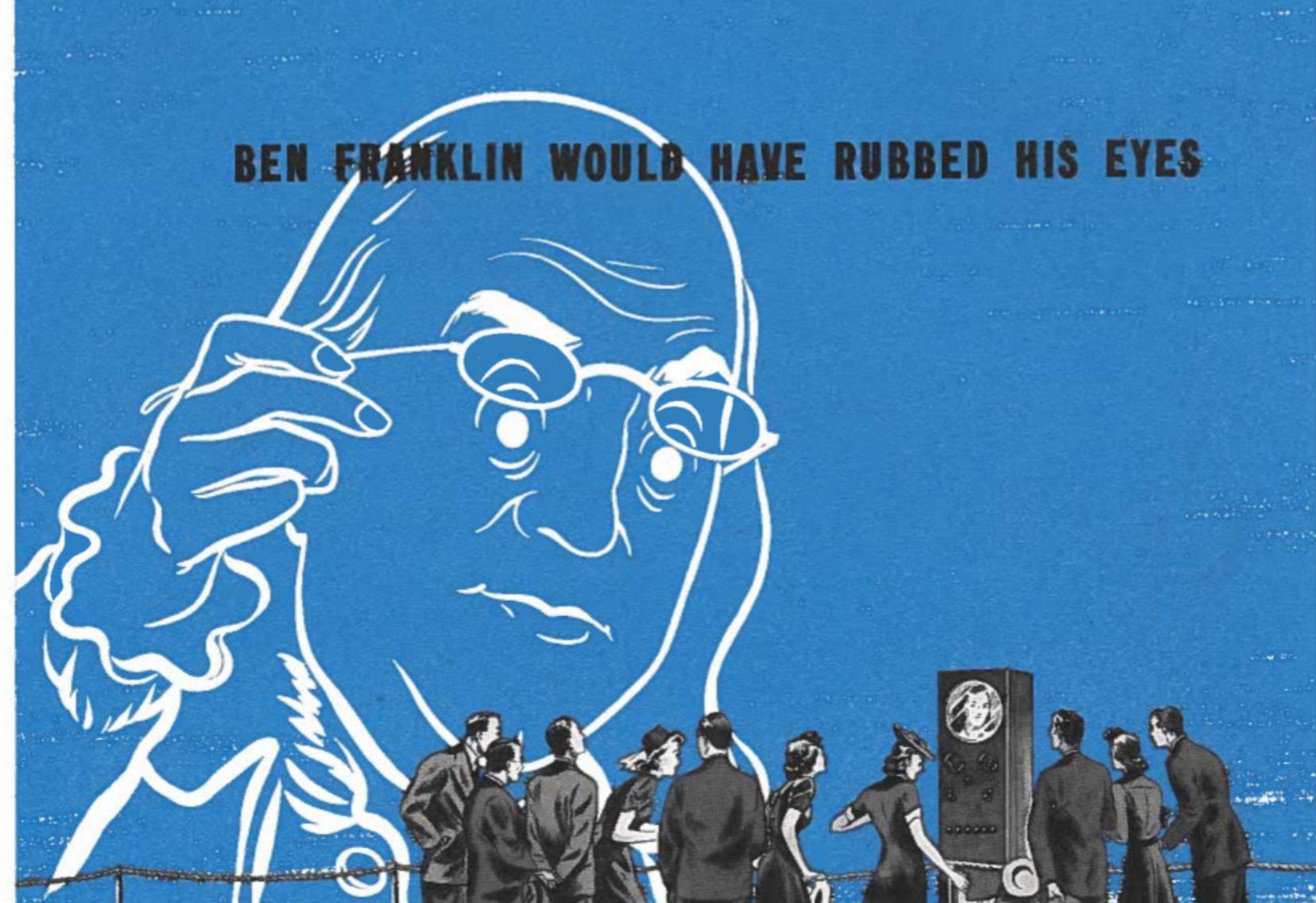
**FARNSWORTH
TELEVISION**



C. D.
Record Book
Mildred Schmidt '912

Dollars

BEN FRANKLIN WOULD HAVE RUBBED HIS EYES





at this demonstration of a great new industry

Near where Ben Franklin revealed his electrical discoveries, other American scientists in 1934* first demonstrated to the public a new modern-day wonder . . . *electronic television*.

Using equipment developed and built by Farnsworth engineers, the showing drew crowds to Philadelphia's famed Franklin Institute to see a practical exhibition of electronic television.

Television is no longer a novelty. After the war, which has slowed its

public growth but advanced its technical development, television will offer a most unusual opportunity—especially to those with a background of experience or interest in radio. Hundreds of telecasting studios must be built and operated. Networks must be organized. The field is vast—and promising.

Building the audience and interesting potential sponsors is the job of Farnsworth advertising today. Our 100% war production, our continuing

research, too, help to bring the era of universal television closer.

Today, our business is military. Tomorrow, we will be ready to discuss all phases of television transmission and reception to provide for your needs.

*Another in a series of advertisements depicting milestones in the history of television.

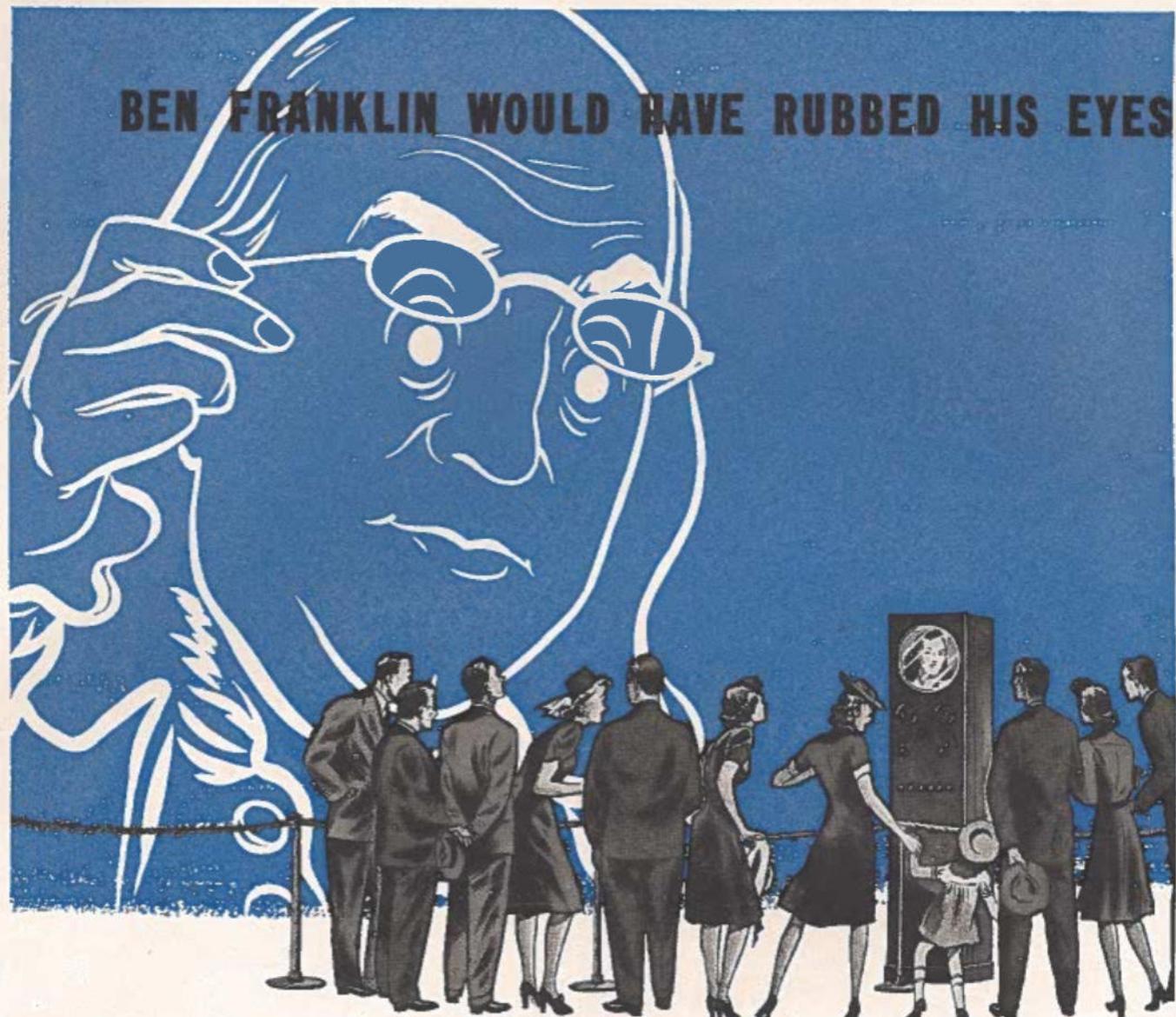
Look for the Farnsworth Television advertisement in: November 15 *Newsweek* and November 27 *Collier's*.

• **Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.**

FARNSWORTH TELEVISION



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at this demonstration of Farnsworth Television

Near where Ben Franklin revealed his electrical discoveries, other American scientists in 1934* first demonstrated to the public a new modern-day wonder . . . electronic television.

Using equipment developed and built by Farnsworth engineers, the showing drew crowds to Philadelphia's famed Franklin Institute to see a practical exhibition of electronic television.

Today, the original Farnsworth

Dissector Tube, cathode ray tubes, synchronizing devices and circuits have been brought to high perfection. Parallel research in both tubes and circuits has produced important developments in Farnsworth transmitting and receiving equipment.

Hastening the day of country-wide television are Farnsworth's 100% war production, Farnsworth consumer advertising, and Farnsworth research

(which has continued uninterruptedly for 18 years). After the war, which has slowed television's public growth, but advanced its technical development, we'll be well equipped to help and serve you.

*Another in a series of advertisements depicting milestones in the history of television.

Look for the Farnsworth Television advertisement in: November 15 *Newsweek* and November 27 *Collier's*.

**FARNSWORTH
TELEVISION**



• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

C. D.
Record Book
Willed Schmidt 10/27

Sellers

TOMORROW'S TELEVISION DEALERS
will come from the ranks of
TODAY'S RADIO DEALERS

FARNSWORTH TELEVISION

PRODUCT OF
FARNSWORTH TELEVISION & RADIO CORPORATION

Farnsworth Radio and Television Receivers and
Transmitters; Aircraft Radio Equipment; Farns-
worth Dissector Tube; the Capehart, the Capehart-
Panamuse; the Farnsworth Phonograph-Radio.

FT-36—1943—1-8 page—3 3-8 x 2 5-16
Radio and Television Weekly, Nov. and Dec.—N. W. Ayer & Son, Inc. 9273

C.
Record
hildred S.
Sle



(When television, our next great industry, made its bow in England)

LONDON's famed Crystal Palace was the scene, in 1934,* of the first foreign demonstration of the sensational Farnsworth electronic system of television.

In the years since, electronic television has been brought to an advanced state of technical excellence. It is assured a place as a huge post-war industry . . . and right in your field.

For tomorrow's television dealers will come from the ranks of today's radio retailers.

Right now, although our entire production is for war, Farnsworth is preparing your huge future market. Our advertising is directed to your customers, explaining the wonders of television, making people want television sets. For, after Victory is won, home television will come, close on the heels of television equipment for countless commercial, industrial and institutional jobs. And post-war Farnsworth television will have the benefit of

our unusual wartime experience.

Farnsworth research for 18 years has pioneered the technical developments of this new art. And Farnsworth research will be of invaluable help to you in the coming age of television.

*Another of a series of advertisements depicting milestones in television's history.

Look for the Farnsworth Television advertising in: November 27 Collier's, and November 15 and December 13 Newsweek.

FARNSWORTH TELEVISION



• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

C. D.
Record B
hildred Schmid
Selma



Prince Ali's magic tube comes true!

An unknown Persian centuries ago first dreamed the dream of television. In a favorite *Arabian Nights* tale, he told of a magic tube in which the lovesick Prince of India could see his beloved, or any scene he wished, however far away.

Science took 500 years to learn this magic. In a small Farnsworth laboratory, hardly 17 years ago, were demonstrated the electronic television tubes that transform a picture into space-riding electric waves, then catch those waves and turn them back into the picture.

One day, you will have a television set in your own home. Just as you turn on your radio today, you'll flip a switch

and see as well as hear—through walls and across miles—sports and entertainment, news and history being made!

For television is a fact, delayed temporarily by war's demands. Today, men and women in the plants and laboratories of Farnsworth, pioneer of electronic television, work full time on modern military weapons. Using skills learned in making the superb Capehart, they now turn out a steady flow of fine electronic devices—the eyes and ears of attack and defense.

Spurred by the race for Victory, we are learning still more of sight and sound reproduction. When the war ends,

Farnsworth Phonograph-Radios will gain finer reception and tone. Then will come Farnsworth television for many commercial applications, and studio and station equipment. And finally, Farnsworth television receivers, designed by Farnsworth electronic television engineers for your home—your window opening on the world!

But Victory must come first . . . buy the War Bonds that will help win it!

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

N. W. AYER & SON



FARNSWORTH TELEVISION
PRODUCT OF
FARNSWORTH TELEVISION & RADIO CORPORATION

Record
WILDE



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hart, the Capehart-Panamuse; the Farnsworth Phonograph-Radi



N. W. AYER & SON

FARNSWORTH TELEVISION
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Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.
Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.



FARNSWORTH TELEVISION
PRODUCT OF
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

C. D.
Record Book
William Schmidt

Dell



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N. W. AYER & SON

FARNSWORTH TELEVISION
PRODUCT OF
FARNSWORTH TELEVISION & RADIO CORPORATION

C. D.
Record Bo
Willard Schenck

NRN



TEMPLE OF THE GODS

Man's mood changes with the day. His spirit, yesterday alive and joyous, is today clouded by uncertainty and turmoil.

Music, in man's darkening hour, is a spiritual haven. For the exultant chorale, opera and symphony — like great soaring temples — inspire the soul with truths that are eternal. The horizon grows bright. A new hope is born!

This is the reward, particularly, of the Capehart owner, for the Capehart Phonograph-Radio is a supreme interpreter of the world's fine music.

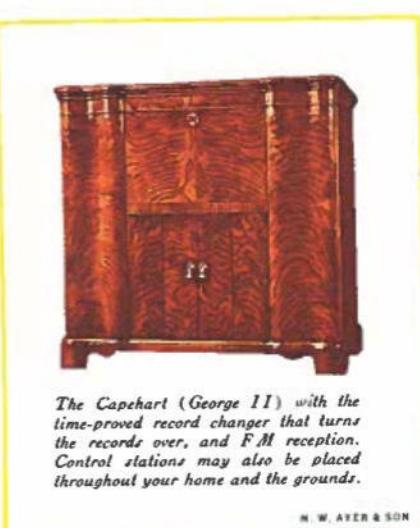
The building of this superb instrument has ceased now, because the Farnsworth Television & Radio Corporation, maker of the Capehart, is developing and producing highly scientific electronic instruments

for our armed forces. Therefore, only the few models remaining in dealers' showrooms are available.

If your Capehart dealer does not have any of these superlative instruments, he can still serve you in many ways — for Capehart dealers are headquarters for the finest in music from records to grand pianos. For example — he has excellent recordings of arias from the opera "Samson and Delilah" — sung by Bruna Castagna (Columbia Nos. 71058-D and 71390-D), by Gladys Swarthout (Victor No. 14143), and "Bacchanale" conducted by Stokowski (Victor No. 6823).

Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.
INVEST IN VICTORY — BUY WAR BONDS

"Samson and Delilah," by Saint-Saens, interpreted for the Capehart Collection by Bernard Lamotte. Delilah is singing her great aria, "Song of Spring." Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal charge from your Capehart dealer, or from the Capehart Division, Fort Wayne 1, Ind.



The Capehart (George II) with the time-proved record changer that turns the records over, and FM reception. Control stations may also be placed throughout your home and the grounds.

N. W. AYER & SON

Capehart — Panamuse
PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION

Record
hildred
Nurs



TEMPLE OF THE GODS

"Samson and Delilah," by Saint-Saens, interpreted for the Capehart Collection by Bernard Lamotte. In the midst of Samson's celebration of his great hour of triumph, Delilah appears. An old follower warns him against the wiles of Delilah, but Samson is already succumbing as she starts her enticing "Song of Spring." Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal charge from your Capehart dealer, or direct from the Capehart Division at Fort Wayne 1, Indiana.

Man's mood changes with the day. His spirit, yesterday joyous, is today clouded by uncertainty and turmoil.

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Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

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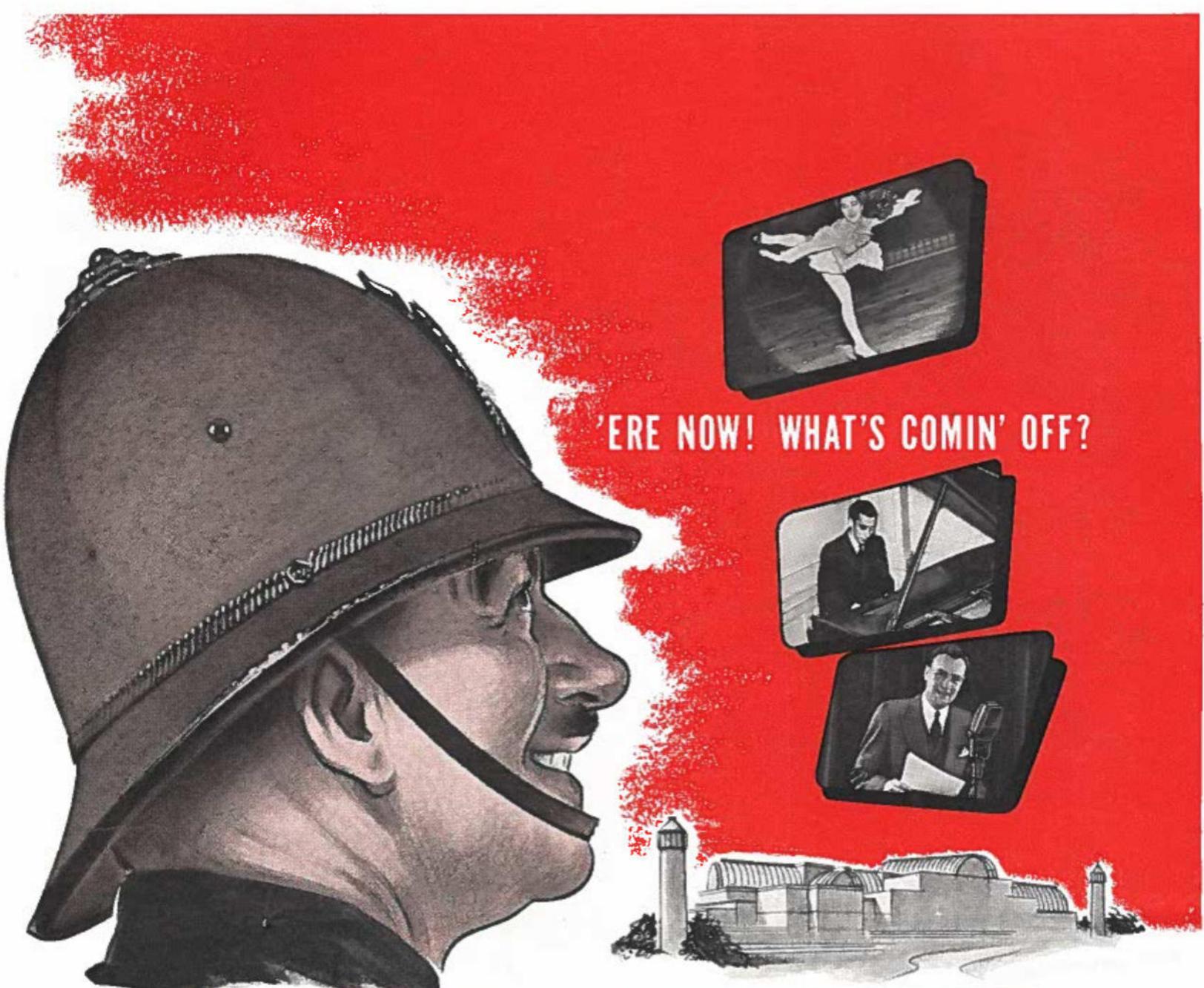
Capehart—Panamuse
PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION



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N. W. AYER & SON

C. D.
Record Bo
hildred Schu
Sal



'ERE NOW! WHAT'S COMIN' OFF?

(Farnsworth television in England 10 years ago!)

LONDON'S famed Crystal Palace was the scene, in 1934,* of the first foreign demonstration of the Farnsworth electronic system of television.

In the years since, electronic television has been brought to an advanced state of technical excellence. It is assured a place as a huge post-war industry . . . opening attractive opportunities for owners and operators of telecasting studios.

For individuals with experience and interest in radio, television's appeal is

clear, because the two are destined to ride together — sight and sound.

Right now, although our production is 100% military, Farnsworth is preparing the huge television market. Our advertising is directed to tomorrow's audience and sponsors, explaining the wonders of television, *making the people want television*. For, after Victory is won, home television will come — close on the heels of television equipment for countless commercial, industrial and institutional jobs.

Farnsworth research, for 18 years, has pioneered the technical developments of this new art. After the war, which temporarily has halted television's public growth, our unusual experience and facilities will be ready to serve you.

*Another of a series of Farnsworth advertisements depicting milestones in the history of television.

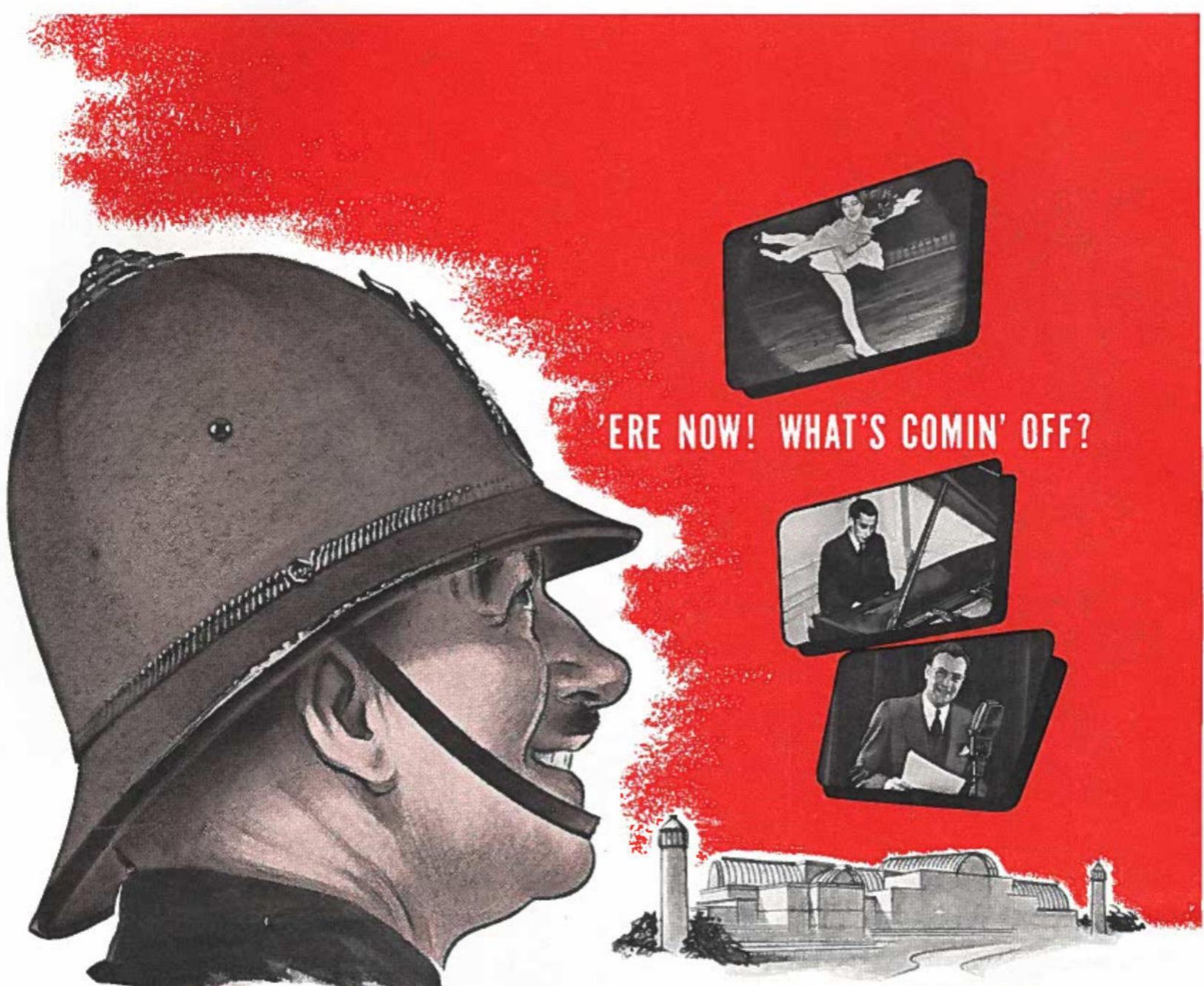
Look for the Farnsworth Television advertising in: November 27 Collier's, and November 15 and December 13 Newsweek.

FARNSWORTH TELEVISION



• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

C. D.
Record Bo
hildred Schmitz
Sel



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C. D.
Record E
W. Sch
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(Farnsworth television in England 10 years ago!)

LONDON's famous Crystal Palace was the scene, in 1934,* of the first foreign demonstration of the Farnsworth electronic system of television.

Since then, we've seen electronic television supplant other systems. Development has been rapid . . . and, uniquely among modern industries, without the stimulus of a public market.

Farnsworth's more than 18 years of pioneering in television has borne rich

fruit. The Farnsworth Dissector Tube and Photo-cell Multiplier Tube, our synchronizing devices, circuits and other tubes have been perfected. Our consistent policy of parallel research on both circuits and tubes has proved sound and most productive.

Today, Farnsworth is in a position to supply important military devices to the Allies — all our production goes to war. But post-war television will

have the benefit of our wartime experience. When peace comes, this background and our facilities will be ready to serve you.

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Record
Wanted
Nash

CAPEHART

Its promise—fulfilled in '43—renewed for '44



Last year, while fulfilling its growing responsibilities to our Armed Forces, the Farnsworth Television & Radio Corporation also recognized its traditional responsibility—to the dealer. We felt obliged to maintain public goodwill for our dealers and for "the world's finest instrument of musical reproduction"—to assure that the Capehart dealer would emerge from the war period with full identity.

Realizing that obligation, this was our promise in 1943: *So far as conditions are within our control, we will support you vigorously in all possible ways.* We are happy to have fulfilled

that promise. *And—in the same good faith—we renew it now for 1944.*

We shall continue the distinguished series of Capehart color advertisements, running in full pages in national mag-



azines. We shall continue referring readers to the Capehart dealer as a source of all musical needs, including recordings. And, in the interests of having you build your prospect lists and make new friends, we shall continue offering—through you—the re-prints of the Capehart Collection.

All this so that—throughout the duration and into the post-war period—your Capehart franchise shall be, as always, the most valuable in the world of music.

Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

CAPEHART - PANAMUSE

PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION

These curving curtain-like bands of color are one of several forms of the Northern Lights, or *Aurora Borealis*.



Television—straight through electricity's playground!

The weirdly beautiful Northern Lights give man rare glimpses of the invisible electricity that plays eternally in space around our world. Sometimes it disturbs your radio reception. It plagues fliers, who blame it on "gremlins."

Man is learning some control over this vagrant electricity through the science of *electronics*. Television works because we found how to send a series of pictures, riding on "tamed" electric waves, straight through this playground of "wild" electricity . . . from a theater, say, to a thousand homes miles away.

Important weapons of war, too, have grown from electronics. In the large Farnsworth laboratories

and plants where electronic television was pioneered 18 years ago, all production and research today go into military equipment . . . radios for planes and tanks and other intricate electronic devices. For Farnsworth men and women learned valuable special skills on peacetime products like the superb Capehart Phonograph-Radio.

Developments in war products promise finer Farnsworth Phonograph-Radios after the war. Electronic weapons have taught us more about television . . . Farnsworth television equipment for telecasting studios and many industrial and commercial uses will come in the first few years of peace.

Next, after television stations and networks are set up, Farnsworth *home television* sets will make their bow. Then will the dream come true . . . on a screen in your own home, you'll *see and hear* what's going on in the world — sports, shows, important events in science, art and world affairs — while they are taking place!

Television must wait for peace . . . buy the War Bonds that hasten the end of war.

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana
Farnsworth Radio and Television Transmitters and Receivers; Air-craft Radio Equipment; Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.



FARNSWORTH TELEVISION
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N. W. AYER & SON

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N. W. AYER & SON



FARNSWORTH TELEVISION
PRODUCT OF
FARNSWORTH TELEVISION & RADIO CORPORATION

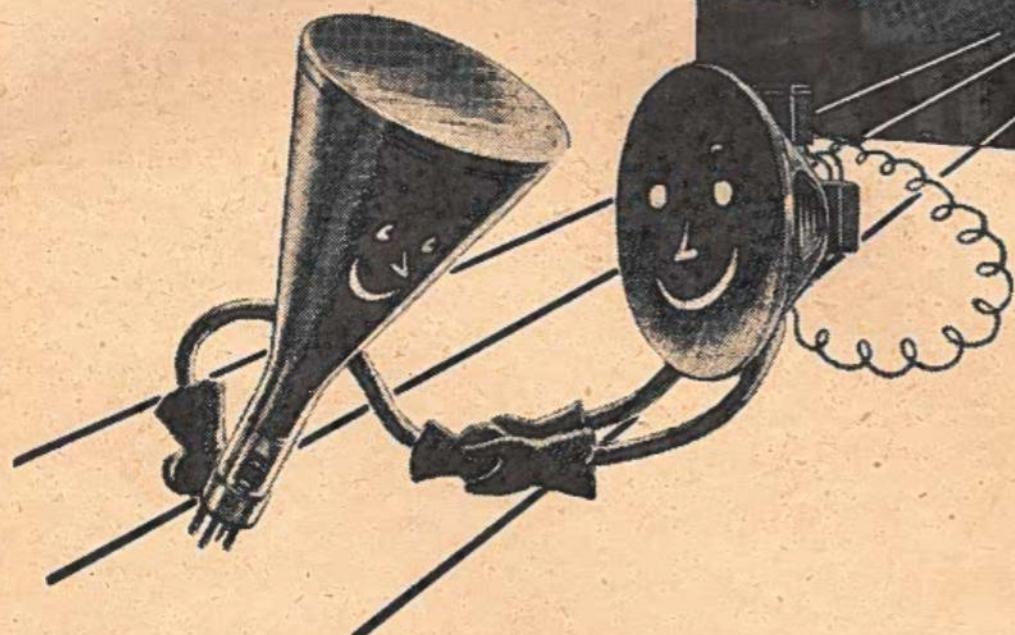
C. D.

Record 1

Wildbird Schen

Sellv

This meeting of Sight and Sound made plans for your future!



THE foundations for your post-war business were laid more than 15* years ago when Farnsworth research men electronically synchronized sight with sound and transmitted the two to experimental receiving sets.

By that important operation, they assured wide public reception of the modern electronic television that now waits only Victory to blossom as the next great industry. And by combining radio — which *you* know — with television, they made it more certain

that this great new market will be yours to supply.

Though war has necessarily halted television's public growth, electronic techniques continue to advance. Farnsworth research and manufacturing are now devoted entirely to production of military communications equipment, but this war work will bear peacetime fruit, too . . . in better television sets for you to sell.

Looking forward to that day, all Farnsworth advertising is concentrated

on building your post-war market, explaining the wonders of television, making people want the sets you'll offer after the war.

Television is ready — the market is huge . . . what enterprising radio retailer will let that opportunity go by?

*Another in a series of advertisements depicting mile-stones in the history of television.

LOOK FOR the Farnsworth Television advertisements in December 27 *Time*, January 10 *Newsweek*, January 22 *Collier's*.

FARNSWORTH TELEVISION



• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube, the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

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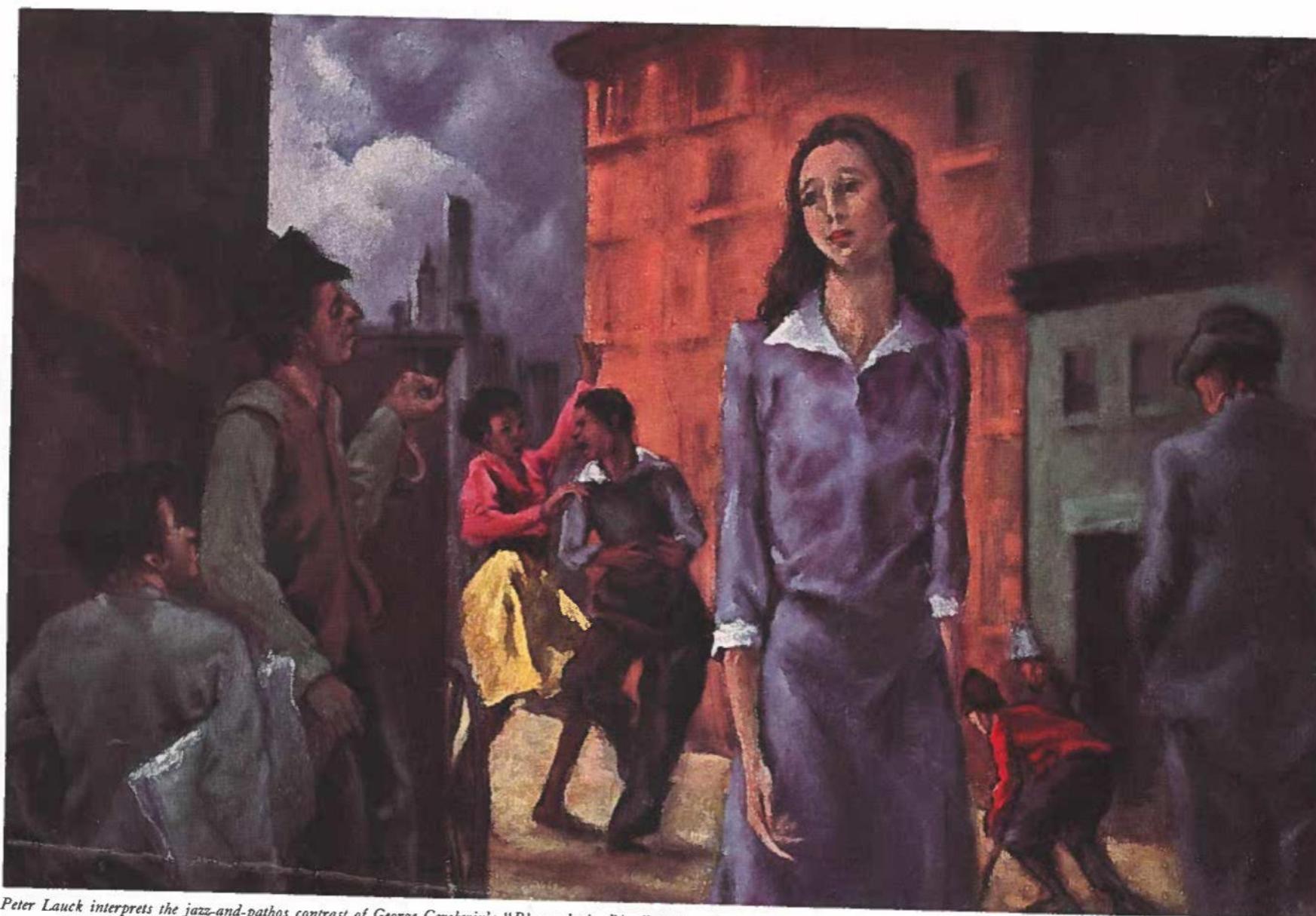
✓ C. D.
Record Book
Wulff Schmidt 1 $\frac{1}{3}$
Sellers

• **YOU WILL SELL**
the products of Television,
America's next great industry

FARNSWORTH TELEVISION

PRODUCT OF
FARNSWORTH TELEVISION & RADIO CORPORATION
Farnsworth Radio and Television Receivers and
Transmitters; Aircraft Radio Equipment; Farns-
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Panamuse; the Farnsworth Phonograph-Radio

FT-43—1943-44—1-8 page—4 1-2 x 3—Radio and Television Weekly, Jan. and Feb.
N. W. Ayer & Son, Inc. 9799



Peter Lauck interprets the jazz-and-pathos contrast of George Gershwin's "Rhapsody in Blue." It is painted in the sombre tones of fading twilight. Against a bleak background of tenement buildings is spotted a girl, lonely yet somewhat heroic; an organ grinder, performing aimlessly; and a little group of young negroes tap dancing, double-time. The picture is deep melancholy—broken by the jazzy madness of the dancers. The artist has caught what Gershwin captured in the masterful interplay of sweet melody and surging jazz—the restive moods of a pulsating, turbulent city.

Manhattan Rhapsody

SING a New York rhapsody! Whistle high like a clarinet for the screaming brake and the street vendor. Play melancholy low on the bass viols for the transient far from home. Drum that subway to The Battery; into the aching heart of The Bronx. Sing high, sing low down! Thunder boogie-woogie in the brasses for Harlem and Harlem's gal; for the locomotive sweating in from The Glittering Coast. Play—full orchestra—of ever-young America laughing and loving and longing.

And when man is wearied of that reality, he turns to the rhapsody of

music. Turns to the stately figures of Mozart and Brahms. Turns to the jazz-swing-boogie of Berlin and Gershwin.

Whether it be the melody of the masters or the surge of the moderns, the man who loves music demands it supremely interpreted. That is why Capehart owners continue to voice their gratitude for "the world's finest instrument for musical reproduction."

Today the Farnsworth Television & Radio Corporation is developing and producing highly scientific electronic instruments for war; but new Capeharts will be available after victory is won.

For your other musical needs, not drop in to see your Capehart dealer? You are invited—cordially—to come to his showrooms where you may hear Gershwin's "Rhapsody in Blue" as recorded by Paul Whiteman's Concert Orchestra (Victor No. 3125) and Decca No. A-31), or as recorded by Alec Templeton with André Kostelanetz and His Orchestra (Columbia No. X-196).

Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

INVEST IN VICTORY—BUY WAR BONDS

THE CAPEHART ADAM



CAPEHART - PANAMUS
Products of
 FARNSWORTH TELEVISION & RADIO CORPORATION

C. D.
Record B
mildred schu
Nashua



Peter Lauck interprets, in the sombre tones of fading twilight, the jazz-and-pathos contrast of George Gershwin's "Rhapsody in Blue." Against a bleak background of tenement buildings is spotted a girl, lonely yet somewhat heroic; an organ grinder, performing aimlessly; and a group of young negroes tap dancing. The artist has caught what Gershwin captured in the masterful interplay of sweet melody and surging jazz—the restive moods of a pulsating, turbulent city. . . . Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or direct from the Capehart Division at Fort Wayne 1, Indiana.

Manhattan Rhapsody

THE CAPEHART ADAM



SING a New York rhapsody! Whistle high like a clarinet for the screaming brake. Play melancholy low for the transient far from home. Drum that subway to The Battery; into the aching heart of The Bronx. Thunder boogie-woogie in the brasses for Harlem.

When man is wearied of that reality, he turns to the rhapsody of release, of music. Turns to the stately figures of Mozart and Brahms. Turns to the jazz-swing-boogie of Berlin and Gershwin. . . . Whether it be the melody of the masters or the surge of the moderns, the man who loves music demands it supremely interpreted.

That is why Capehart owners voice their gratitude for "the world's finest instrument for musical reproduction."

Today the Farnsworth Television & Radio Corporation is developing and producing highly scientific electronic instruments for war; but new Capeharts will be available after victory is won.

For your other musical needs, why not drop in to see your Capehart dealer? You are invited to come to his showrooms to hear Gershwin's "Rhapsody in Blue" as recorded by Paul Whiteman's Concert Orchestra (Victor No. 35822 and Decca No. A-31), or as recorded by Alec Templeton with André Kostelanetz and His Orchestra (Columbia No. X-196).

Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.
INVEST IN VICTORY—BUY WAR BONDS

CAPEHART - PANAMUSE
Products of

FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

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**This meeting of
Sight and Sound
made plans for
your future!**



THE foundations for your post-war business were laid more than 15* years ago when Farnsworth research men electronically synchronized sight with sound and transmitted the two to experimental receiving sets.

By that important operation, they assured wide public reception of the modern electronic television that must wait until after Victory to blossom as the next great industry. And by combining radio—which you know—with television, they made it more certain

that this great new market will be yours to supply.

Though war has necessarily halted television's public growth, electronic techniques continue to advance. Farnsworth research and manufacturing are now devoted entirely to production of military communications equipment, but this war work will bear peacetime fruit, too . . . in better television sets for you to sell.

Looking forward to that day, all Farnsworth advertising is concentrated

on building your post-war market, explaining the wonders of television, making people want the sets you'll offer after the war.

Television is ready—the market is huge . . . what enterprising radio retailer will let that opportunity go by?

**Another in a series of advertisements depicting mile-stones in the history of television.*

LOOK FOR the Farnsworth Television advertisements in December 27 *Time*, January 10 *Newsweek*, January 22 *Collier's*.

**FARNSWORTH
TELEVISION**



• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.