

Albie Sieber
8/4/37

TELEVISION IS THE NEWEST NAME IN RADIO

FARNSWORTH

THIS FALL, the Farnsworth Radio is presented to America.

It is much more than just the newest radio in the country; it is a radio designed under the supervision of the leading mind in television. It is a radio as modern as tomorrow . . . keyed to the swift pace of science's developments in the transmission of light and sound.

A complete line is available, giving you exactly the type you want, from an inexpensive portable model to a de luxe automatic radio-phonograph combination. Table models

range from \$9.95 up. Consoles from \$39.95 up. Radio-phonograph combinations from \$29.95 up. Portables from \$19.95 up.

We sincerely believe that the Farnsworth represents radio-engineering at its peak. We could tell you, at length, the technical reasons for its superb tone and reception, but we feel that you would rather hear the radio itself.

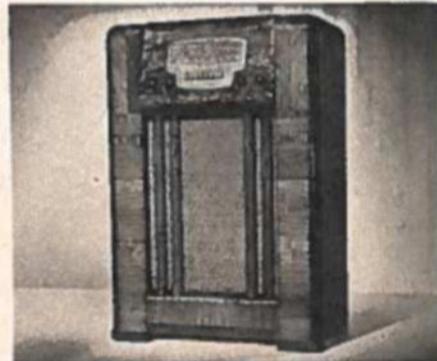
We suggest you do just that. Hear the new Farnsworth Radio . . . right away! Farnsworth Television and Radio Corporation, Fort Wayne, Indiana.



LOW-BOY CONSOLE MODEL AC-91: Period decoration with a modern interpretation. 10 tubes, 3 wave bands, shielded rotatable built-in loop antenna, push-button tuning, 12-inch electro-dynamic speaker, phonograph jack and TELEVISION BRIDGE.



TABLE MODEL AT-15: Molded ivory plastic cabinet. 5 tubes, AC-DC superheterodyne circuit, standard broadcast range, push-button tuning, Bilt-In-Tenna, automatic volume control, 5-inch permanent magnet speaker.



CONSOLE MODEL AC-70: A distinguished and impressive cabinet. 8 tubes, 3 wave bands, push-button tuning, shielded rotatable built-in loop antenna, automatic volume control, 12-inch electro-dynamic speaker, phonograph jack and TELEVISION BRIDGE.



TABLE MODEL AT-22: Styled in the modern tempo. Its ingenious push-button ledge, "wrist-watch" dial, and horizontal grille bars give it distinction. 6-tube AC-DC superheterodyne circuit, 2 wave bands, Bilt-In-Tenna, push-button tuning, beam power output.



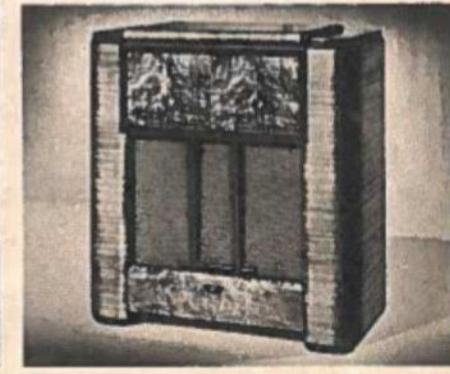
STREAMLINED CONSOLE MODEL AC-56: A cabinet of masterly design. Two wave bands, push-button tuning, Built-In-Tenna, automatic volume control, 12-inch permanent magnet speaker, phonograph jack and TELEVISION BRIDGE.



TABLE MODEL AT-50: Combines classic simplicity with modern charm. Two wave bands, treble and bass tone control, Bilt-In-Tenna, push-button tuning, beam power output, electric phonograph jack and TELEVISION BRIDGE.



RADIO-PHONOGRAPh COMBINATION: Authentic Chippendale period: model AK-97: Plays 10 records automatically, either 10 or 12-inch sizes. 10 tubes, 3 wave bands, automatic volume control, push-button tuning, 12-inch speaker, TELEVISION BRIDGE.



RADIO-PHONOGRAPh COMBINATION: Beautifully proportioned modern cabinet. Model AK-76: Plays 10 records automatically, 10 or 12-inch sizes. Drawer for records. 8 tubes, 3 wave bands, push-button tuning, 12-inch speaker, TELEVISION BRIDGE.

DEALERS WHO DO NOT HAVE MODELS IN STOCK ARE INVITED TO WRITE OR TELEGRAPH FOR FULL INFORMATION ABOUT THE MOST IMPORTANT FRANCHISE SINCE 1930. FARNSWORTH TELEVISION AND RADIO CORP., FORT WAYNE, INDIANA

COPYRIGHT 1938, BY FARNSWORTH TELEVISION AND RADIO CORP.

THE GREATEST NAME IN

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OUT of America comes another name . . . to take its place with Fulton, Bell and Edison.

Eighteen years ago, when radios still had headphones, an earnest Idaho farm boy chalked on a schoolroom blackboard a masterly outline of the problems underlying the present system of practical, modern electronic television.

This shy, 14-year-old boy was named Philo T. Farnsworth.

Today he is generally recognized as one of the nation's great scientists . . . the man who has done more, perhaps, than any other to make television a vital, living reality.

But it was no royal road to success that he traveled.

Soon after he had first expounded his original ideas of electronic television, his father died. As a result, the boy had to leave school to help support the family of six.

So it was not until 1926 that he was able to continue his work on television.

By chance, in that year, he met a man of vision who was to become his friend and counselor through the difficult period ahead, and who was able to give him the initial financial backing for his research.

For ideas were one thing. To get them into blueprint form, and then develop a practical television system, was quite another.

This first financial backing permitted Farnsworth to marry; and after a short honeymoon in a borrowed automobile the newly married couple rented a four-room flat in an unpretentious section of Hollywood.

They ate in the kitchen, because the dining-room became his modest laboratory.

Research proved more costly even than had been

anticipated. But the young scientist was able to crystallize his ideas so clearly that additional sponsors were found who were willing to invest appreciable capital in this boy's mind.

A new and much better equipped laboratory was opened in San Francisco.

Late one night in May, 1927, a small group of men gathered expectantly before a strange, giant instrument. Eagerly, they peered on a little screen and saw a recognizable black dollar-sign . . . Farnsworth's joking answer to one of the backers who had repeatedly asked if he could "see any dollars in that tube yet."

Practical electronic television was a fact.

But years of painstaking, hard work still remained. It took more than a decade for young Farnsworth to

further improve and refine his original system to the point where it could be offered to the American public for satisfactory television broadcasting and reception.

During those years, Farnsworth took out many patents for the transmission of sight and sound. A large number of these are considered absolutely basic to the television art.

Today, still only 33 years old, Philo T. Farnsworth is Vice-President and Director of Research in a company bearing his name . . . the Farnsworth Television and Radio Corporation.

This organization has dedicated its resources to building radio and television instruments that incorporate the very latest scientific developments in light and sound, as discovered by Mr. Farnsworth and other researchers throughout the land.

LOW-BOY CO. decoration with 3 wave bands, a push-button tuner, phonograph jack.



STREAMLINE cabinet of mast button tuning, control, 12-inch graph jack and

DEALERS THE MOS

C. D.
Record Book

L. DAVIS JONES

9/1/39

WHO IS FARNSWORTH?

Philo T. Farnsworth is one of America's great scientists . . . the man who has done more than any other, perhaps, to make television a vital, living reality.

WHAT DOES THIS MEAN TO YOU?

A. The revolutionary new **FARNSWORTH** RADIO will soon be available to you . . . at remarkably low prices. It is the radio that "bridges the gap to television."

BEFORE YOU BUY ANY RADIO, ASK YOUR DEALER ABOUT **FARNSWORTH**

WARREN-NORGE CO., Inc.

STuyvesant 9-5000 315 FOURTH AVENUE

No. 3—1939—2 cols. x 3 in.—Newspapers—N. W. Ayer & Son, Inc. 14571

C. D.
Record Book

L. DAVIS JONES

9/1/39

WATCH FOR

FARNSWORTH

The greatest name in television
is the newest name in radio.

BEFORE YOU BUY ANY RADIO, ASK YOUR DEALER ABOUT **FARNSWORTH**

WARREN-NORGE CO., INC.

STuyvesant 9-5000 315 FOURTH AVENUE

No. 1—1939—2 cols. x 3 in.—Newspapers—N. W. Ayer & Son, Inc. 14569

C. D.
Record Book

L. DAVIS JONES

9/1/39

• Before you buy
any radio, ask your
dealer about

FARNSWORTH

• The greatest name
in television is the
newest name in radio

WARREN-NORGE CO., INC.

STuyvesant 9-5000 315 FOURTH AVENUE

No. 2—1939—2 cols. x 3 in.—Newspapers—N. W. Ayer & Son, Inc. 14570

C. D.
Record Book

L. DAVIS JONES

9/1/39

Coming soon . . . the radio that
bridges the gap to television

FARNSWORTH

Before you buy any radio, ask
your dealer about Farnsworth

WARREN-NORGE CO., Inc.

STuyvesant 9-5000
315 FOURTH AVENUE

No. 4—1939—2 cols. x 3 in.—Newspapers—N. W. Ayer & Son, Inc. 14572

THE GREATEST NAME IN

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radio

Mr. Farnsworth checks a dissector tube in the research laboratory



OUT of America comes another name . . . to take its place with Fulton, Bell and Edison.

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They ate in the kitchen, because the dining-room became his modest laboratory.

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Late one night in May, 1927, a small group of men gathered expectantly before a strange, giant instrument. Eagerly, they peered on a little screen and saw a recognizable black dollar-sign . . . Farnsworth's joking answer to one of the backers who had repeatedly asked if he could "see any dollars in that tube yet."

Practical electronic television was a fact.

But years of painstaking, hard work still remained. It took more than a decade for young Farnsworth to further

improve and refine his original system to the point where it could be offered to the American public for satisfactory television broadcasting and reception.

During those years, Farnsworth made many inventions in the art of transmission and reception of sight and sound. A large number of these inventions are considered basic to television art today.

Today, still only 33 years old, Philo T. Farnsworth is Vice-President and Director of Research in a company bearing his name . . . the Farnsworth Television and Radio Corporation.

This organization has dedicated its resources to building radio and television instruments that incorporate the very latest scientific developments in light and sound, as discovered by Mr. Farnsworth and other researchers throughout the land.

LOW-BOY CONSOLE
radio with a modern in
bands, shielded rotat
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push-button tuning, Bile
control, 8-inch elec
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TELEVISION IS THE NEWEST NAME IN RADIO

FARNSWORTH

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It is more than just the newest radio in the country. It is a radio as modern as tomorrow . . . keyed to the swift pace of science's developments in the transmission of light and sound . . . equipped and ready for television sound.

A complete line is available, giving you exactly the type you want, from an inexpensive portable model to a de luxe automatic radio-phonograph combination. Table models range from \$9.95 up.* Consoles from \$42.95 up.* Automatic radio-phonograph combinations, equipped with record

changer by Capehart, from \$99.95 up.* Portables from \$19.95 up.* Farnsworth Radios can be purchased for a small down payment and convenient monthly installments.

We sincerely believe that the Farnsworth represents radio-engineering at its peak. We could tell you, at length, the technical reasons for its superb tone and reception, but we feel that you would rather hear the radio itself.

We suggest you do just that. Visit your Farnsworth dealer and hear the new Farnsworth Radio—right away! Farnsworth Television and Radio Corporation, Fort Wayne, Indiana.



LOW-BOY CONSOLE MODEL AC-91: Period decoration with a modern interpretation. 10 tubes, 5 wave bands, shielded rotatable built-in loop antenna, push-button tuning, 12-inch electro-dynamic speaker, phonograph jack and TELEVISION BRIDGE.



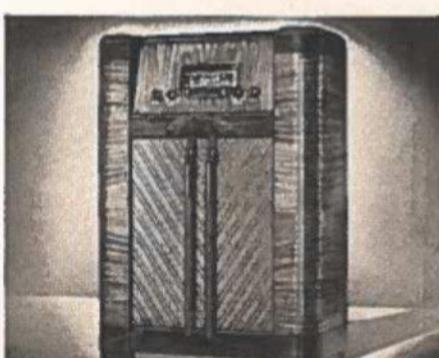
TABLE MODEL AT-10: Molded plastic cabinet in the smart modern style. 5 tubes, AC-DC superheterodyne circuit, standard broadcast range. Bilt-In-Tenna, automatic volume control, 6-inch permanent magnet speaker.



CONSOLE MODEL AC-70: A distinguished cabinet. 8 tubes, 5 wave bands, Flo-Lite dial, push-button tuning, shielded rotatable built-in loop antenna, automatic volume control, 12-inch electro-dynamic speaker, phonograph jack and TELEVISION BRIDGE.



TABLE MODEL AT-50: Combines classic simplicity with modern charm. 7 tubes, 2 wave bands, treble and bass tone control, Bilt-In-Tenna, push-button tuning, beam power output, electric phonograph jack and TELEVISION BRIDGE.



STREAMLINED CONSOLE MODEL AC-53: A cabinet of masterly design. 7 tubes, 2 wave bands, push-button tuning, Bilt-in-Tenna, automatic volume control, 8-inch electro dynamic speaker, electric phonograph jack and TELEVISION BRIDGE.



RADIO-PHONOGRAPH COMBINATION, MODEL AK-59: Of simple and charming design. Plays 10 twelve-inch or 12 ten-inch records automatically. 7 tubes, 2 wave bands, Bilt-in-Tenna, push-button tuning, TELEVISION BRIDGE.



RADIO-PHONOGRAPH COMBINATION, MODEL AK-76: Beautifully proportioned cabinet. Plays 10 twelve-inch or 12 ten-inch records automatically. Drawer for records. 8 tubes, 3 wave bands, push-button tuning, TELEVISION BRIDGE.



RADIO-PHONOGRAPH COMBINATION, MODEL AK-96: Authentic Chippendale period. Plays 10 twelve-inch or 12 ten-inch records automatically. 10 tubes, 3 wave bands, Flo-Lite dial, push-button tuning, TELEVISION BRIDGE.

* All Prices F.O.B. Marion, Indiana.

DEALERS WHO DO NOT HAVE MODELS IN STOCK ARE INVITED TO WRITE OR TELEGRAPH FOR FULL INFORMATION ABOUT THE MOST IMPORTANT FRANCHISE SINCE 1930. FARNSWORTH TELEVISION AND RADIO CORP., FORT WAYNE, INDIANA

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C. D.
Record Book

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FILLING A LONG FELT NEED IN THE WORLD OF MUSIC

The New
CAPEHART-PANAMUSE

PEOPLE who love good music have long searched for an instrument that would give them the colorful, velvety overtones present in the world's great music . . . and yet could be owned at moderate cost.

For these music lovers, the makers of the Capehart have now created the Capehart-Panamuse . . . an automatic phonograph-radio of superb tonal quality.

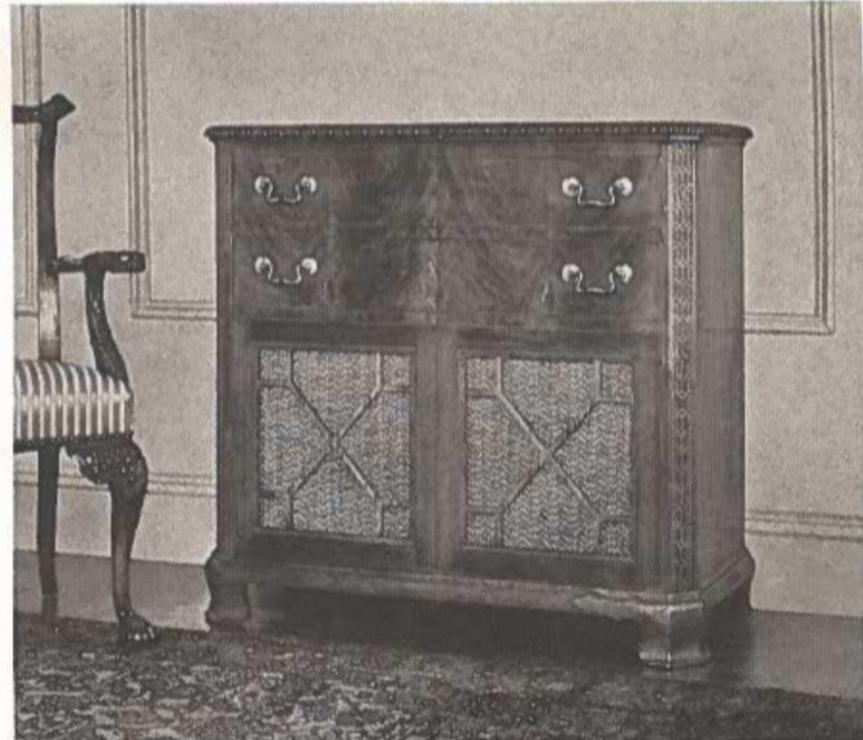
Built by Capehart Craftsmen

As you know, the Capehart is generally acknowledged to be the world's finest instrument for musical reproduction. But because the De Luxe Capeharts are the ultimate, their cost is beyond the reach of many music lovers.

The Capehart-Panamuse has been developed by Capehart sound-engineers . . . built by Capehart craftsmen . . . as a pre-eminent instrument in the medium-price field. It embodies the exclusive Capehart "Maestro" Tone Control. Cabinets are of authentic period designs available in either beautiful crotch mahogany or select walnut. The automatic record-changer offers you nearly an hour of the music you want — when you want it. The radio unit is a superb example of the latest and best in radio engineering. The Capehart-Panamuse is also equipped and ready for television sound.

See Your Capehart Dealer

We sincerely believe that the magnificent tonal quality of the Capehart-Panamuse is surpassed only by the De Luxe Capehart itself. Hear it at your Capehart dealer's, or write for booklet. The Capehart Division, Farnsworth Television and Radio Corporation, Fort Wayne, Indiana.



The Capehart-Panamuse Chippendale at \$199.50

THE MARVELOUS CAPEHART-PANAMUSE RECORD-CHANGER

An important feature of the new Capehart-Panamuse is its dependable automatic record-changer. It plays ten 12-inch records or twelve 10-inch records automatically . . . without your having to go near the instrument.

The Capehart-Panamuse record-changer handles records deftly and carefully. No chipping or scratching of records. The feather-touch pick-up increases record life several times, and needle scratch is reduced to a minimum.

Capehart-Panamuse instruments are reasonable in price—ranging from \$159.50* to \$299.50.* As a further convenience to you, they may be purchased for a modest down payment and convenient monthly payments.

As a music lover, we suggest you have your Capehart dealer leave a Capehart-Panamuse in your home for a thrilling demonstration without obligation.

* Prices are slightly higher on the West Coast.

COPYRIGHT 1939, BY FARNSWORTH TELEVISION AND RADIO CORPORATION

C. D.
Record Book
L. DAVIS JONES
9/26/39

A SENSATIONAL NEW DEVELOPMENT IN THE WORLD OF MUSIC

The New CAPEHART-PANAMUSE

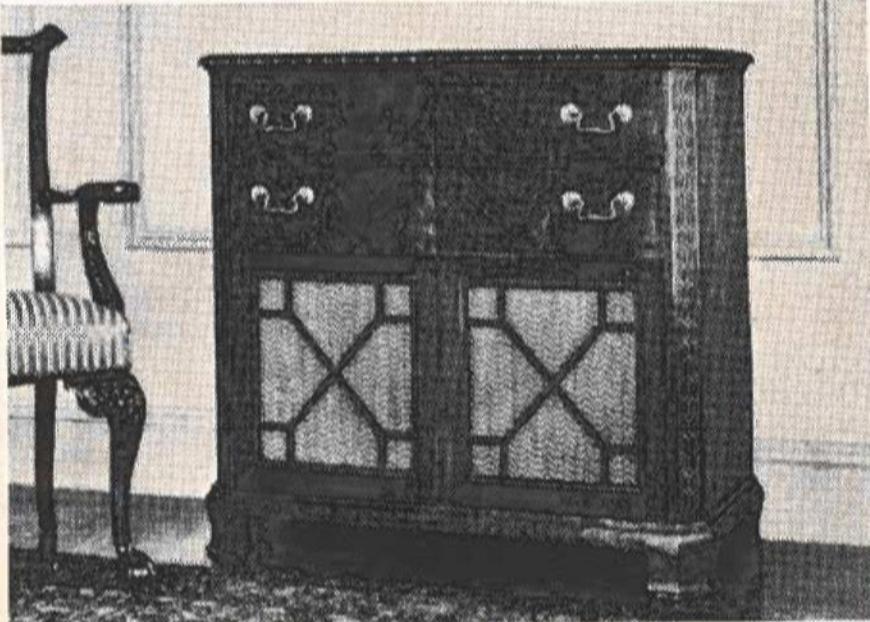
PEOPLE who love good music have long searched for an instrument that would give them the colorful, velvety overtones present in the world's great music . . . and yet could be owned at moderate cost.

For these music lovers, the makers of the Capehart have now created the Capehart-Panamuse . . . an automatic phonograph-radio of superb tonal quality.

Built by Capehart Craftsmen—As you know, the Capehart is generally acknowledged to be the world's finest instrument for musical reproduction. But because the De Luxe Capeharts are the ultimate, their cost is beyond the reach of many music lovers.

The Capehart-Panamuse has been developed by Capehart sound-engineers . . . built by Capehart craftsmen . . . as a pre-eminent instrument in the medium-price field. It embodies the exclusive Capehart "Maestro" Tone Control. Cabinets are of authentic period designs in beautiful crotch mahogany or select walnut. The automatic record-changer offers you nearly an hour of the music you want —when you want it. The radio unit is a superb example of the latest and best in radio engineering. The Capehart-Panamuse is also equipped and ready for television sound.

See Your Capehart Dealer—We sincerely believe that the magnificent tonal quality of the Capehart-Panamuse is surpassed only by the De Luxe Capehart itself. Hear it at your Capehart dealer's, or write for booklet. The Capehart Division, Farnsworth Television and Radio Corporation, Fort Wayne, Indiana.



The Capehart-Panamuse Chippendale at \$199.50

THE MARVELOUS CAPEHART-PANAMUSE RECORD-CHANGER

An important feature of the new Capehart-Panamuse is its dependable automatic record-changer. It plays ten 12-inch records or twelve 10-inch records automatically . . . without attention!

The Capehart-Panamuse record-changer handles records carefully. No chipping or scratching. Feather-touch pick-up increases record life several times, and needle scratch is reduced to a minimum.

Capehart-Panamuse instruments are surprisingly reasonable in price—ranging from \$159.50 to \$299.50. They may be purchased for a modest down payment and monthly payments . . . *convenient*

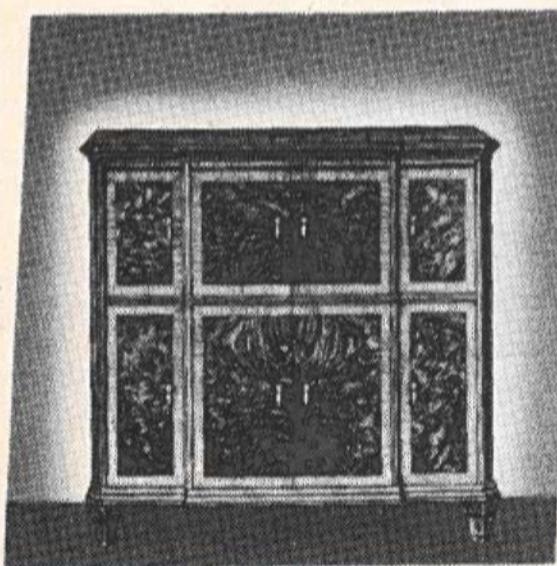
As a music-lover, we suggest you have your dealer leave a Capehart-Panamuse in your home for a demonstration.

COPYRIGHT 1939, BY FARNSWORTH TELEVISION AND RADIO CORP.

The Gift that Gives

... THROUGHOUT THE YEARS AHEAD

The De Luxe Capehart Automatic Phonograph-Radio is acknowledged to be the world's finest instrument for musical reproduction. No other instrument so perfectly reproduces the music *you* want . . . *when* you want it. The Capehart brings you both fundamentals and harmonics of the musical scale in all their color and shadings. Truly, it is a lifetime gift of inspiring music. Cabinets are authentic period designs. Shown below is the Adam at \$1045.*



The Capehart has the only record-changer that *turns records over*. It plays 20 records continuously, on both sides or either side . . . giving you a program of your own selection lasting more than three hours *without attention*! The Capehart also includes a superlative radio that receives domestic and foreign broadcasts. It is also equipped for television sound. Illustrated at the left is the Hepplewhite design at \$595.* De Luxe Capeharts, in authentic period cabinetry, in either mahogany or walnut, range from \$595* to \$2500.*

The Capehart-Panamuse is a new automatic phonograph-radio designed by Capehart sound-engineers and built to Capehart standards—priced from \$159.50* to \$299.50*. Its automatic record-changer offers nearly an hour of the music of your own choice. Above is the Sheraton design at \$179.50.* Both the Capehart and the Capehart-Panamuse may be purchased with a modest initial down payment and terms to suit your convenience. Visit your Capehart dealer or write for illustrated booklets. . . . The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

*Prices slightly higher on the West Coast

The CAPEHART
THE FINEST IN MUSICAL REPRODUCTION

NEW YORKER—OCTOBER 7

ENTIRE EDITION

CORRECTED PROOF

C. D.
Record Book

C. way
10/6

FILLING A LONG FELT NEED IN THE WORLD OF MUSIC

The New
CAPEHART-PANAMUSE

PEOPLE who love good music have long searched for an instrument that would give them the colorful, velvety overtones present in the world's great music . . . and yet could be owned at moderate cost.

For these music lovers, the makers of the Capehart have now created the Capehart-Panamuse . . . an automatic phonograph-radio of superb tonal quality.

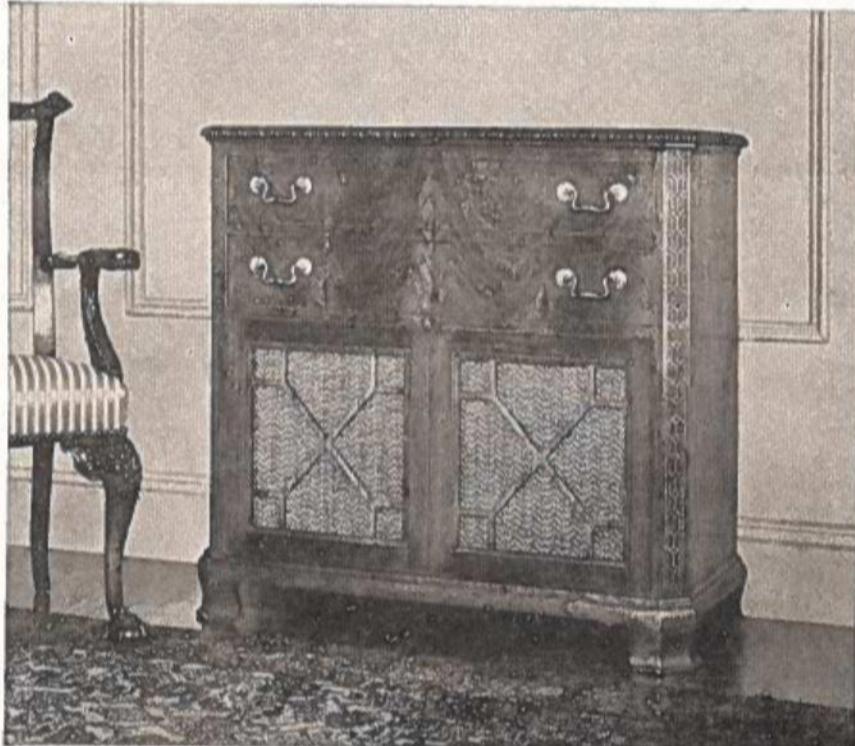
Built by Capehart Craftsmen

As you know, the Capehart is generally acknowledged to be the world's finest instrument for musical reproduction. But because the De Luxe Capecharts are the ultimate, their cost is beyond the reach of many music lovers.

The Capehart-Panamuse has been developed by Capehart sound-engineers . . . built by Capehart craftsmen . . . as a pre-eminent instrument in the medium-price field. It embodies the exclusive Capehart "Maestro" Tone Control. Cabinets are of authentic period designs available in either beautiful crotch mahogany or select walnut. The automatic record-changer offers you nearly an hour of the music you want — when you want it. The radio unit is a superb example of the latest and best in radio engineering. The Capehart-Panamuse is also equipped and ready for television sound.

See Your Capehart Dealer

We sincerely believe that the magnificent tonal quality of the Capehart-Panamuse is surpassed only by the De Luxe Capehart itself. Hear it at your Capehart dealer's, or write for booklet. The Capehart Division, Farnsworth Television and Radio Corporation, Fort Wayne, Indiana.



The Capehart-Panamuse Chippendale at \$199.50

THE MARVELOUS CAPEHART-PANAMUSE RECORD-CHANGER

An important feature of the new Capehart-Panamuse is its dependable automatic record-changer. It plays ten 12-inch records or twelve 10-inch records automatically . . . without your having to go near the instrument.

The Capehart-Panamuse record-changer handles records deftly and carefully. No chipping or scratching of records. The feather-touch pick-up increases record life several times, and needle scratch is reduced to a minimum.

Capehart-Panamuse instruments are reasonable in price—ranging from \$159.50* to \$299.50.* As a further convenience to you, they may be purchased for a modest down payment and convenient monthly payments.

As a music lover, we suggest you have your Capehart dealer leave a Capehart-Panamuse in your home for a thrilling demonstration without obligation.

* Prices are slightly higher on the West Coast.

COPYRIGHT 1939, BY FARNSWORTH TELEVISION AND RADIO CORPORATION

Changed
here

Ad #2-1939 as revised
for New Yorker only

GET THE **CREAM OF THE MARKET**
WITH

Capehart



Today, the Capehart and Capehart-Panamuse franchise is worth many **EXTRA** dollars to you.

The De Luxe Capehart has always dominated the quality market . . . with tremendous profits and prestige for Capehart dealers.

Now, the new Capehart-Panamuse helps you to dominate an even broader market. With prices beginning at \$159.50, and backed by the Capehart reputation and prestige, the Capehart-Panamuse offers you the big profit opportunity of the medium-price field.

Protected Profits

Capehart and Capehart-Panamuse dealers have the advantage of *profit-protection* . . . through the consistent policy of *restricted* dealerships maintained over many years.

The Capehart and the Capehart-Panamuse now also benefit from the financial resources of the Farnsworth Television & Radio Corporation. This season, Capehart and Capehart-Panamuse sales are being promoted by full-page advertising in *Time* and *The New Yorker*, half-pages in *Variety*, and full pages in the rotogravure section of *The New York Times*.

The opportunity of the year

Here is the greatest profit opportunity in the field. And Christmas is ahead. While Capehart dealerships are appointed on a restricted basis, there may be an opportunity for additional representation in your particular area. The coupon below will bring you details of the biggest profit opportunity in years! Mail it today.

The C A P E H A R T

DIVISION OF
FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE, INDIANA

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

Please send me the details of the Capehart and
Capehart-Panamuse dealership plan.

Name _____

Address _____

City _____ State _____

C. D.
Record Bo
C. war
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MATCHLESS MUSIC FOR THE UNHURRIED HOURS

Those who have voyaged, even a little, in the realm of good music know that it is immeasurably more than an art. It is an adventure of the spirit. It warms the heart, quickens the imagination, soothes and solaces.

Today, you can enrich the leisure hours in your home with music for every mood and every occasion, played without effort on your part.

Perhaps you might wish MacDowell's *Indian Suite*, played softly, as a background for dinner. Strike fire with the fierce, wild music of Moussorgsky's steppes. Or invite Rudy Vallée and his orchestra to play for a gay dancing party. Drift to sleep with the far-away, muted strains of Beethoven's *Moonlight Sonata*. Or hear Bach's soaring and majestic *Passacaglia* mingle with the

sunshine of a Sunday afternoon, and feel the deep, enduring faith of mankind.

All these, and more, are forever yours with the De Luxe Capehart . . . the instrument acknowledged to be the finest in musical reproduction.

Proof of this is the fact that the Capehart is the phonograph-radio selected by the world's greatest musicians for their own homes. You will find the Capehart also, in the palaces of kings . . . in embassies both here and abroad . . . and in the homes of leaders in the social and artistic life of America. The Capehart automatic phonograph-radio is the *only* instrument that will give you a program of your own selection lasting more than three hours . . . without

your having to go near it. Playing 20 records continuously, on both sides or either side, it reproduces opera, symphony and album record sets in their correct sequence. The custom-designed radio unit of the Capehart is outstanding in its performance and tonal quality . . . a splendid example of advanced radio engineering.

We cordially invite you to one of life's great thrills . . . to listen for the first time to the Capehart. It is a lifetime investment . . . a priceless possession for your home, or a magnificent gift to some one you hold dear. Visit your Capehart dealer or write for illustrated booklet. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

THE DE LUXE CAPEHART MAY BE PURCHASED ON TERMS TO SUIT YOUR CONVENIENCE. \$575*

Available in eight authentic period designs . . . in mahogany or walnut. ILLUSTRATED ABOVE IS THE ADAM PERIOD DESIGN, \$1045*

*Prices slightly higher on the West Coast.

• THE CAPEHART-PANAMUSE: The makers of the De Luxe Capehart also present the Capehart-Panamuse . . . an automatic phonograph-radio of superb tonal quality, at prices starting at \$159.50.* They may be purchased for a modest down payment, and convenient monthly terms.

• READY FOR TELEVISION: Both De Luxe Capehart and Capehart-Panamuse instruments are equipped and ready for television sound.

The Capehart

THE FINEST IN MUSICAL REPRODUCTION

CAPEHART DEALERS IN NEW YORK CITY

LIBERTY MUSIC SHOPS, 450 Madison Avenue • 795 Madison Avenue • 10 East 59th Street

GRAMOPHONE INSTRUMENTS, Inc., 18 E. 48th Street and 290 Park Avenue

THE AEOLIAN CO., 27 W. 57th Street

RABSON'S MUSIC CO., 111 W. 52nd Street

STEINWAY & SONS, 109 W. 57th Street

TRINITY TALKING MACHINE CO., 52 Broadway

CAPEHART DEALERS IN OTHER CITIES

ALBANY Boardman & Gray
BALTIMORE Johnson Brothers
BOSTON M. Steinert & Sons Co.
J. McKenna Radio Service
Chas. W. Homeyer & Co.
BUFFALO Denton, Cottier & Daniels
CINCINNATI R. Wurlitzer Company

CHICAGO Bissell-Weisert Company
DETROIT Lyon & Healy
CLEVELAND Buescher Music Company
COLUMBUS The Halle Bros. Company
DALLAS Lyon & Healy
DAYTON Sanger Brothers, Inc.
ANDERSON PIANO COMPANY

DENVER Knight-Campbell Music Co.
GREENWICH Grinnell Brothers
HARTFORD Craig Electric Company
INDIANAPOLIS G. Fox & Company
KANSAS CITY Pearson Company
LOUISVILLE Jenkins Music Company
SHACKLETON PIANO COMPANY

LOS ANGELES Barker Bros.
Birkel Richardson Company
The May Company—Wilshire Store
The Music Shop—Hollywood
MILWAUKEE J. B. Bradford Piano Co.
MINNEAPOLIS Paul A. Schmitt Music Co.
NEWARK L. Bamberger & Company

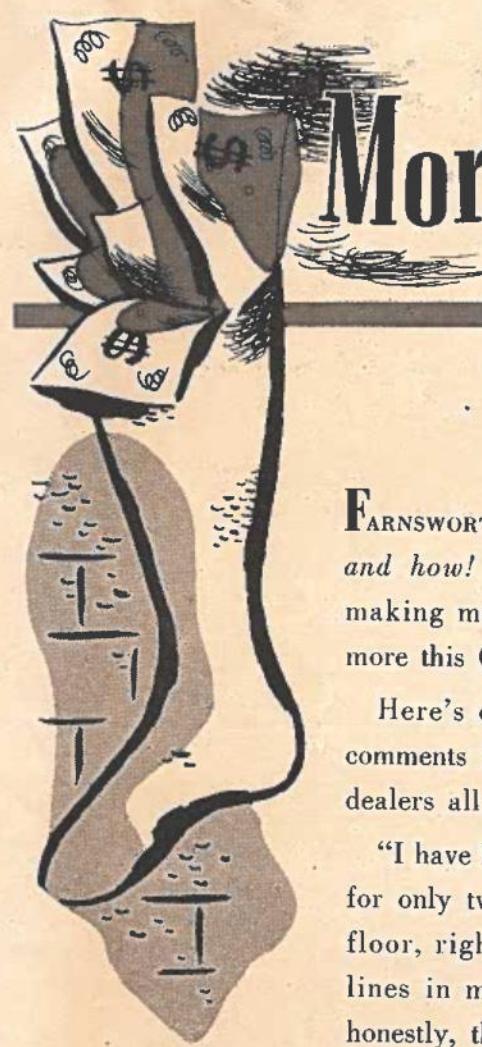
NEW HAVEN Loomis Temple of Music
PHILADELPHIA Shryock Radio Company
John Wanamaker
The Record Shop
RICHMOND Walter D. Moses & Company
SAN FRANCISCO Sherman, Clay & Company
SPRINGFIELD, MASS. . . . M. Steinert & Sons Co.

ST. LOUIS Aeolian Company of Missouri
ST. PAUL McGowan Radio Company
SYRACUSE Clark Music Company
WASHINGTON E. F. Droop & Sons Company
Homer L. Kitt Company
WILMINGTON Gewehr Piano Company
WORCESTER M. Steinert & Sons Co.

SPACE DOES NOT PERMIT THE LISTING OF ALL CAPEHART DEALERS—NAMES OF DEALERS IN CITIES NOT LISTED CAN BE OBTAINED BY WRITING TO CAPEHART, FORT WAYNE, INDIANA

1 Pg. Roto - N. Y. Times - Nov. 19

ad #6-1939



More Christmas Profits

FARNSWORTH RADIOS are moving . . . and how! Farnsworth dealers are making money now . . . will make more this Christmas!

Here's one of many enthusiastic comments that have poured in from dealers all over the United States:

"I have had the Farnsworth Line in for only two weeks. I put it on the floor, right beside two other radio lines in my stock. I can tell you, honestly, this new line is *the hottest thing I've ever handled*. I'm selling more Farnsworth Radios than both of the other lines combined."

Christmas is just ahead

The Farnsworth Line offers you the biggest Christmas opportunity in many years . . . with outstanding radio gifts for every purse and purpose. A small table model for children *to hear their own programs*. A second model for bedrooms. Portables to send back to school with the children. Superb radio-phonograph combinations that make a

wonderful group-gift for the entire family. Study the representative models and their superlative features on the opposite page.

Prices are competitive

Set a Farnsworth Radio beside any comparable competitive model on the floor and its easy-to-see value will get the sale every time. And you get a *proper margin of profit!*

Turn Christmas into cash!

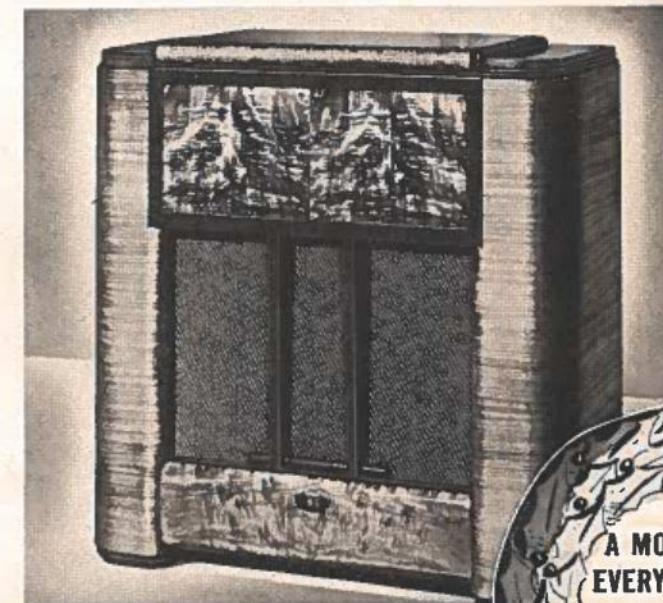
See your Farnsworth distributor now. Get the special Farnsworth Christmas display material.

Build your Christmas business around a representative window and floor display of Farnsworth Radios. Tag them . . . "For Dad" . . . "For Mother" . . . "For Sister" . . . "For Brother" . . . and so forth. Push this Farnsworth gift idea for the holidays ahead . . . and your cash register will ring with the merry jingle of Christmas profits.

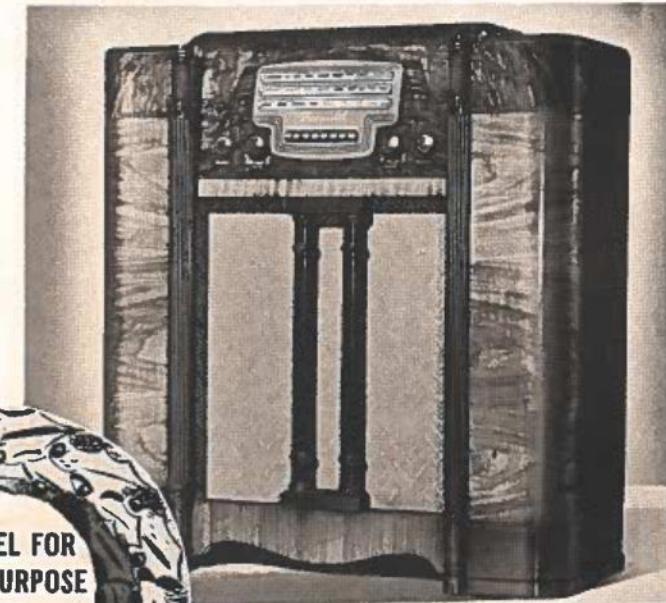
FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE AND MARION, INDIANA

with *Farnsworth*

A WONDERFUL GROUP-GIFT for a family to chip in and buy. Every line of this beautifully proportioned radio-phonograph combination (AK-76) sings "What a buy!" 8 tubes. Flo-Lite dial. 3 wave bands. Shielded loop Bilt-In-Tenna. Push-button tuning. Compartment for records. Capehart record-changer. Television sound-connection. The low price will surprise you!



A SPLENDID PRESENT FROM HUSBAND TO WIFE. A charming low-boy console (AC-91) in a modern interpretation of period decoration. 10 tubes. Flo-Lite dial. 3 wave bands. Automatic volume control. Shielded rotatable loop Bilt-In-Tenna. Push-button tuning. Beam power output. Phonograph and television-sound connection. A model that's made to move fast—right now!



FOR A SON OR DAUGHTER AT SCHOOL. Or for family outings. Smart portable model (AT-31)—takes entertainment wherever your customers go. 5 tubes. AC-DC current or battery operation. Bilt-In-Tenna. Dial light on both AC and DC operation. At a price that makes customers want to pick it up and take it with them.

FOR THE SMALL SON who wants to hear his cowboy program. Suggest this plastic model (AT-15) as an ideal gift for his room. Just as convenient and attractive for the master bedroom. 5 tubes. AC-DC superheterodyne circuit. Push-button tuning for 4 stations. Bilt-In-Tenna. A lot of radio for a little money.

C. D.
Record Book

C. way
12/5

Music for a Maharaja's Palace

You will find the Capehart in turreted palaces of Maharajas and Kings . . . on the estates of America's industrial leaders, distinguished musicians and authors . . . and in hundreds of homes of other music lovers. They are people who demand the very finest in musical reproduction.

The Capehart Automatic Phonograph-Radio is one of the few products that is *not* built to meet a price. Rather, it is built to give the ultimate in tonal quality. Reproducing the entire audible range of both fundamentals and harmonics, Capehart tone is an exacting replica of the original.

The *De Luxe* Capehart is the *only* instrument that will give you, *without attention*, a musical program of your own selection lasting more than three hours. Its exclusive automatic record-changer plays 20 records continuously. Playing both sides of each record in succession, it reproduces entire symphonies, operas and other musical compositions in their recorded sequence, without your having to go near the instrument. The Capehart, of course, includes a superb radio unit—equipped and ready for television sound.

To hear the Capehart for the first time is one of life's great thrills. Visit your Capehart dealer. Or write for illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

THE CAPEHART-PANAMUSE . . . A LOWER-PRICED INSTRUMENT

The Capehart-Panamuse is a new automatic phonograph-radio, designed by Capehart sound-engineers to Capehart ideals. Its automatic record-changer plays ten 12-inch or twelve 10-inch records—providing nearly an hour of the music of your own choice.

Capehart-Panamuse prices range from \$159.50* to \$299.50.* They may be purchased with a small down payment and terms to suit you.



● THE CHIPPENDALE, \$1145.* *De Luxe* Capeharts in other authentic period designs—\$300* to \$2500.*

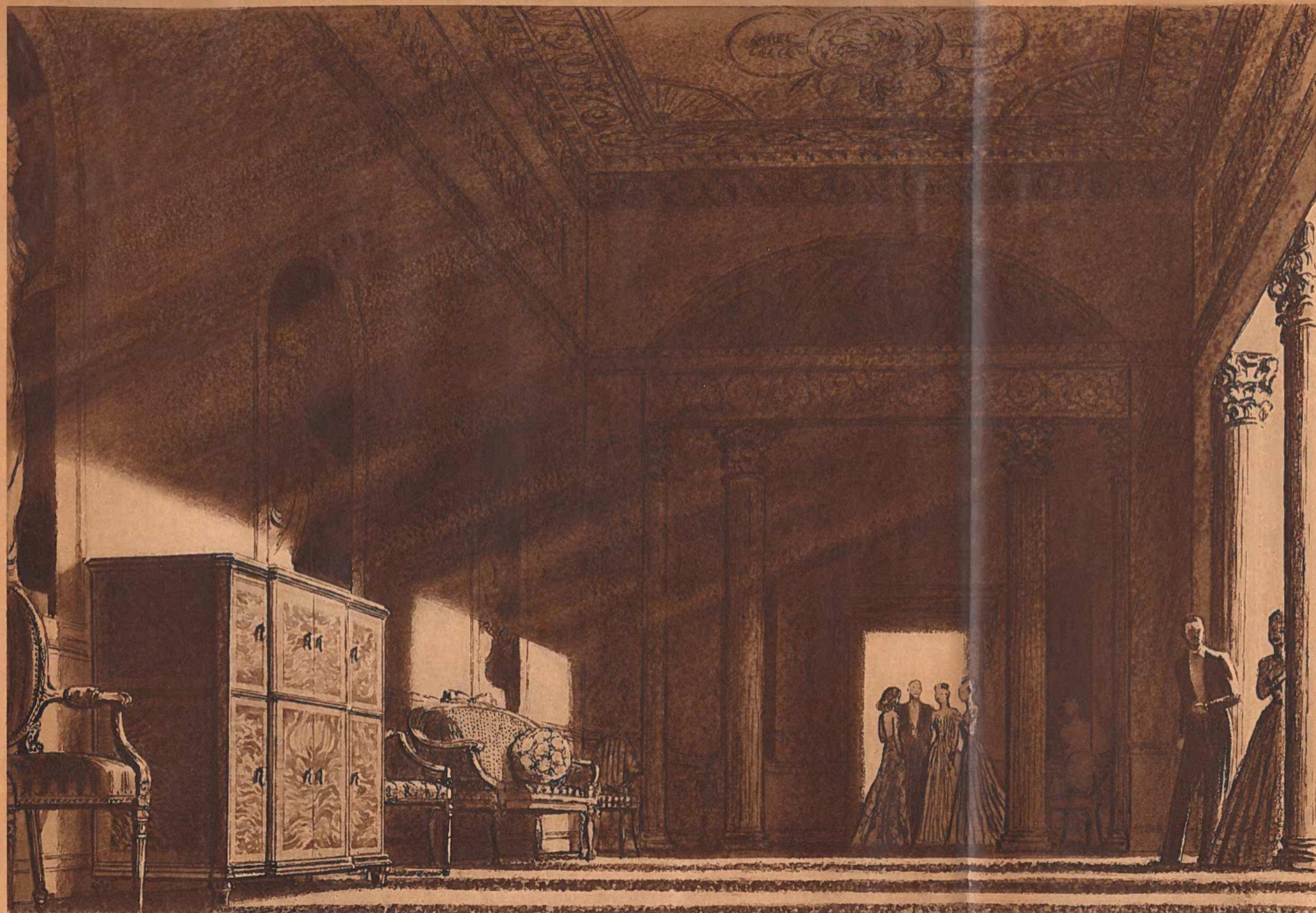
THE DE LUXE CAPEHARTS MAY BE PURCHASED WITH A MODEST INITIAL PAYMENT AND TERMS TO SUIT YOUR CONVENIENCE

*PRICES SLIGHTLY HIGHER ON THE WEST COAST

\$595

The CAPEHART
THE FINEST IN MUSICAL REPRODUCTION

COPYRIGHT 1939, BY FARNSWORTH TELEVISION & RADIO CORPORATION



MATCHLESS MUSIC FOR THE UNHURRIED HOURS

Those who have voyaged, even a little, in the realm of good music know that it is immeasurably more than an art. It is an adventure of the spirit. It warms the heart, quickens the imagination, soothes and solaces.

Today, you can enrich the leisure hours in your home with music for every mood and every occasion, played without effort on your part.

Perhaps you might wish MacDowell's *Indian Suite*, played softly, as a background for dinner. Strike fire with the fierce, wild music of Moussorgsky's steppes. Or invite Rudy Vallée and his orchestra to play for a gay dancing party. Drift to sleep with the far-away, muted strains of Beethoven's *Moonlight Sonata*. Or hear Bach's soaring and majestic *Passacaglia* mingle with the

sunshine of a Sunday afternoon, and feel the deep, enduring faith of mankind.

All these, and more, are forever yours with the De Luxe Capehart . . . the instrument acknowledged to be the finest in musical reproduction.

Proof of this is the fact that the Capehart is the phonograph-radio selected by the world's greatest musicians for their own homes. You will find the Capehart also, in the palaces of kings . . . in embassies both here and abroad . . . and in the homes of leaders in the social and artistic life of America. The Capehart automatic phonograph-radio is the *only* instrument that will give you a program of your own selection lasting more than three hours . . . without

your having to go near it. Playing 20 records continuously, on both sides or either side, it reproduces opera, symphony and album record sets in their correct sequence. The custom-designed radio unit of the Capehart is outstanding in its performance and tonal quality . . . a splendid example of advanced radio engineering.

We cordially invite you to one of life's great thrills . . . to listen for the first time to the Capehart. It is a lifetime investment . . . a priceless possession for your home, or a magnificent gift to some one you hold dear. Visit your Capehart dealer or write for illustrated booklet. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

THE DE LUXE CAPEHART MAY BE PURCHASED ON TERMS TO SUIT YOUR CONVENIENCE. \$575*

Available in eight authentic period designs . . . in mahogany or walnut.

ILLUSTRATED ABOVE IS THE ADAM PERIOD DESIGN, \$1045*

*Prices slightly higher on the West Coast.

• THE CAPEHART-PANAMUSE: The makers of the De Luxe Capehart also present the Capehart-Panamuse . . . an automatic phonograph-radio of superb tonal quality, at prices starting at \$159.50.* They may be purchased for a modest down payment, and convenient monthly terms.

• READY FOR TELEVISION: Both De Luxe Capehart and Capehart-Panamuse instruments are equipped and ready for television sound.

The CAPEHART

THE FINEST IN MUSICAL REPRODUCTION

CAPEHART DEALERS IN NEW YORK CITY

LIBERTY MUSIC SHOPS, 450 Madison Avenue . 795 Madison Avenue . 10 East 59th Street

GRAMOPHONE INSTRUMENTS, Inc., 18 E. 48th Street and 290 Park Avenue

THE AEOLIAN CO., 27 W. 57th Street

STEINWY & SONS, 109 W. 57th Street

TRINITY TALKING MACHINE CO., 52 Broadway

CAPEHART DEALERS IN OTHER CITIES

ALBANY Boardman & Gray
BALTIMORE Johnson Brothers
BOSTON M. Steinert & Sons Co.
CHICAGO J. McKenna Radio Service
CLEVELAND Ches. W. Homeyer & Co.
COLUMBUS Denton, Cottier & Daniels
BUFFALO R. Wurlitzer Company
CINCINNATI

CHICAGO Bissell-Weisert Company
CLEVELAND Buescher Music Company
DALLAS The Halle Bros. Company
DAYTON Lyon & Healy
Anderson Piano Company

DENVER Knight-Campbell Music Co.
DETROIT Grinnell Brothers
GREENWICH Craig Electric Company
HARTFORD G. Fox & Company
INDIANAPOLIS Pearson Company
KANSAS CITY Jenkins Music Company
LOUISVILLE Shackleton Piano Company

LOS ANGELES Barker Bros.
Birkel Richardson Company
The May Company—Wilshire Store
The Music Shop—Hollywood
MILWAUKEE J. B. Bradford Piano Co.
MINNEAPOLIS Paul A. Schmitt Music Co.
NEWARK L. Bamberger & Company

NEW H. Loomis Temple of Music
PHILAD. Shryock Radio Company
John Wanamaker
The Record Shop
RICH. Walter D. Moses & Company
SAN FSCO. Sherman, Clay & Company
SPRING. MASS. M. Steinert & Sons Co.

ST. LOUIS Aeolian Company of Missouri
ST. PAUL McGowan Radio Company
SYRACUSE Clark Music Company
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WILMINGTON Homer L. Kitt Company
WORCESTER Gewehr Piano Company
M. Steinert & Sons Co.

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C. I.
Record Book

FOLLOW THE



Model AT-50. A charming table model that sells itself at first glance. 7 tubes. 2 wave bands. 500 to 1600 KC., 5.9 to 18.1 MC. Slide-rule dial. Treble and bass control. Bilt-In-Tenna with connections for outside antenna and ground. Push buttons for five stations. Beam power output. Phonograph and television-sound connection. A lot of radio for a little money.



Model AC-70. There's value in every line of this console. Note the superbly figured, classically designed cabinet. 8 tubes. 3 wave bands. 540 to 1600 KC., 1.6 to 5.5 MC, and 5.5 to 18.1 MC. Push-button tuning. Flo-Lite dial. Built-in, rotatable loop antenna, automatic volume control, phonograph and television-sound connection . . . at a list price that says "buy me."



Model AK-59. A lovely radio-phonograph combination. 7 tubes. 2 wave bands, push-button tuning. Phonograph with Capehart record-changer. Television-sound connection.



Model AK-17. An ideal low-priced radio-phonograph combination. 5 tubes. Bilt-In-Tenna. Single-record player.



Model AT-31—Portable. Open, it's a sensitive radio . . . closed, it's de luxe baggage. 5-tube AC-DC current or battery operation. Automatic volume control.



Model AT-30. A smart-looking portable. 4-tube superheterodyne circuit. Bilt-In-Tenna. Automatic volume control.

*I rain
10/31/31
Davengat
1/2*

Farnsworth

LINE TO PROFIT

... IT'S COMPLETE!
... IT'S COMPETITIVE!

• TIME and again the Farnsworth Line has proved it sells on sight . . . against all competition. Every model is an outstanding value in appearance and performance. Priced dollars less than comparable radios . . . yet figured to give you a longer margin of profit.

Farnsworth Radios incorporate, in addition to the standard broadcast band, short wave coverage down to and including the 16-meter band. Every set is outstanding in its price class . . . representing the latest and best in advanced radio engineering.

Study the models. Study the features. Then get the money-making facts about the liberal Farnsworth franchise. Write to our Export Department.

JUST LOOK AT THIS LIST OF FARNSWORTH FEATURES

- EXTREME SENSITIVITY AND SELECTIVITY
- PUSH-BUTTON TUNING
- BILT-IN-TENNA
- SUPERB CABINETS
- FLO-LITE DIAL
- AUTOMATIC VOLUME CONTROL
- 3 WAVE BANDS
- BEAM POWER OUTPUT
- POWERFUL SPEAKERS
- TRUE TONE-FIDELITY

FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE, INDIANA, U. S. A. CABLE ADDRESS: TELEVISION

Irvine
10/31/39
Quebec
Oct. 31.39
Dawson
11/2

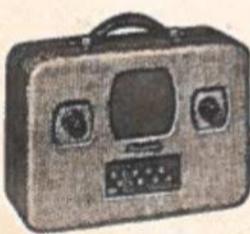
**APROVECHESE UD. DE LAS VENTAJAS
QUE OFRECE LA LINEA**



Modelo AT-50. Modelo de mesa. Se vende a primera vista. 7 lámparas. 2 gamas de ondas. De 500 a 1600 Kilociclos. De 5.9 a 18.1 Megaciclos. Cuadrante horizontal. Antena interior, con enchufes para antena exterior y tierra. Sintonización de cinco estaciones por botón. Rayo atómico. Enchufes para televisión y fonógrafo. ¡Mucho receptor por poco dinero!



Modelo AC-70. ¡Valor en cada línea de esta consola! Fíjese en el magnífico mueble. 8 lámparas. 3 gamas de ondas. De 540 a 1600 Kilociclos. De 1.6 a 5.5 Megaciclos. Sintonización por medio de botón. Cuadrante "Flo-lite." Antena interior. Gobierno automático del volumen. Enchufes para televisión y fonógrafo. ¡Todo por un precio que está diciendo: "¡Comóprame!"



Modelo AT-30. Pequeño receptor portable de bonita presencia. 4 lámparas, y gobierno automático del volumen. Antena interior.



Modelo AK-17. Ideal combinación de receptor y fonógrafo a bajo precio. 5 lámparas. Gobierno automático del volumen. Antena interior.

Farnsworth
**¡ES COMPLETA Y
PUEDE COMPETIR!**

LA FARNSWORTH ha demostrado, una vez más, que sus radio-receptores se venden a la vista y en contra de toda competencia. Y esto es porque cada modelo tiene un valor extraordinario en apariencia y funcionamiento. Aunque de un precio más bajo que otros receptores, éstos están diseñados, sin embargo, para *proporcionarle a Ud. un provecho mayor*.

Además de las bandas corrientes, los receptores Farnsworth, están provistos de *banda de onda corta que llega hasta los 16 metros inclusives*. Cada receptor, por su clase de precio, es extraordinario y representa lo mejor y más avanzado de la ingeniería moderna.

Examine Ud. los nuevos modelos . . . sus características, y después entérese Ud. de los hechos que le traerán dinero obteniendo nuestra liberal representación. Para informes escriba a nuestro departamento de exportación.

LEA UD. LAS CARACTERÍSTICAS DE LOS RECEPTORES FARNSWORTH

- EXTREMA SENSIBILIDAD Y POTENCIA SELECTIVA
- SINTONIZACION POR MEDIO DE BOTON
- ANTENA INTERIOR
- GOBIERNO AUTOMATICO DEL VOLUMEN
- MUEBLE SOBERBIO
- CUADRANTE "FLO-LITE"
- TRES GAMAS DE ONDAS
- ALTOPARLANTE DINAMICO
- RAYO ATOMICO
- SONIDO DE GRAN FIDELIDAD

FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE, INDIANA — EE. UU. de A. — Dirección Cablegráfica: Televisión



Modelo AT-31 — portable. Abierto es un receptor sensible . . . cerrado es un maletín de lujo. 5 lámparas. Funciona con corriente directa o alternativa, o con acumulador eléctrico. Gobierno automático del volumen.



Modelo AK-59. Hermosa combinación de receptor y fonógrafo. 7 lámparas. 2 gamas de ondas y sintonización por medio de botón. Fonógrafo con cambiador de discos "Capehart." Enchufes para televisión.

12/4/39
Lima
12/4/39

BASE UD. SU FUTURO EN

Desde hace 17 años el nombre Farnsworth ha estado la cabeza en el desarrollo de la televisión. Este gran nombre respalda, lo más nuevo en radiografía.

La organización Farnsworth está dirigida por hombres de gran alcance

Los hombres que constituyen "la llave" de la industria radiográfica se han reunido para formar la organización Farnsworth. Combinando años de experiencia en recepción, ingenio manufacturero, hábil ingeniería y gran experiencia mercantil los nombres de estos hombres constituyen la "flor y nata" de la radio. Ellos están construyendo ahora la sólida reputación de la Farnsworth del presente y del futuro.



La gran fábrica Farnsworth, en Marion, cubre un área de 147.000 pies cuadrados.



Enormes facilidades para la manufactura

En estas páginas pueden verse grabados de las grandes fábricas Farnsworth en Fort Wayne y Marion, Indiana, que alcanzan un área total de 227.471 pies cuadrados. Las órdenes se suceden sin respiro, y las líneas de producción están abarrotadas con las sensaciones en radio de 1940.

Soportada por millones de dólares

La situación financiera de la Farnsworth es de una solidez de acero; sin hipotecas, sin préstamos o deudas que llevan consigo los consiguientes intereses. La valuación total llega a millones de dólares, con un gran capital para fabricación, y grandes recursos en efectivo.

Farnsworth

... El Nombre Más Grande en la Televisión
es el Creciente Nombre en la Radio

Farnsworth es un negocio arraigado ya para siempre.

Una línea que se mueve rápidamente desde la "Cuna de la Televisión"

En los últimos meses la línea de radio Farnsworth ha demostrado que se vende a primera vista. Es la más avanzada en ingeniería, diseño y características. El precio es más bajo que el de otras radios de su misma clase . . . sin embargo, le ofrece a Ud. una generosa ganancia.

¡Tenga en cuenta la televisión!

Usted puede ganar mucho dinero ahora con la representación de la radio Farnsworth y al mismo tiempo

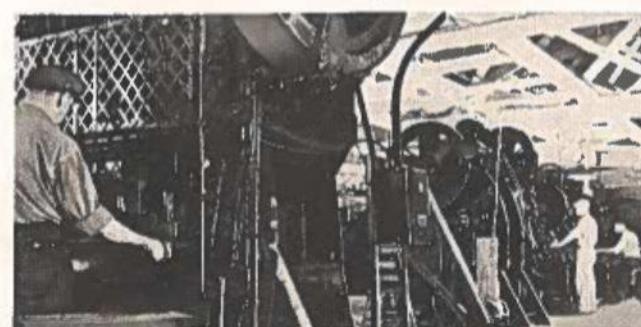
estar "en el terreno" para cuando venga la televisión. Venda Ud. los equipos fabricados por la firma más importante en televisión.

Aquí hay algo más que Ud. debe tener en cuenta: La corporación Farnsworth está en estupendas condiciones para llevar a cabo con éxito el desarrollo de la ingeniería electrónica, lo que, sin duda, ha de traer consigo la fabricación de muchos otros productos además de los aparatos de radio y televisión.

FARNSWORTH es el nombre con el cual Ud. puede labrarse un sólido negocio para el presente y para el futuro. Entérese Ud. de los hechos acerca de la provechosa representación de la Farnsworth. Escriba o cablegráficé a nuestro departamento de exportación.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE, IND., E. U. A.

DIRECCIÓN CABLEGRÁFICA: TELEVISION



• Una fila de enormes prensas hidráulicas que producen las bases de los chásis y otras partes de metal.



• Dados expertos y ojos alertas comprueban las piezas de radio en el departamento de prueba y enrollado de bobinas.



• Esta fotografía muestra solamente una sección del montaje de chásis y líneas de prueba en la planta de Marion.



• Los chásis ya montados van pasando al departamento de montaje final en los elegantes muebles Farnsworth.

C. D.
Record Book

C. way
12/5



We believe this FARNSWORTH Achievement has no parallel in the industry

Starting from scratch only four months ago, Farnsworth today is acknowledged one of the major factors in the radio industry.

On August 7th, Farnsworth factory production was started. Most 1940 lines had been presented to the trade months earlier—during the spring months. At that time, however, the present Farnsworth staff had not even been formed.

In the few remaining fall months, Farnsworth went from a standing start to large-volume, mass production. Meanwhile, the Farnsworth line had been received so well that Farnsworth distributors and dealers continually increased their orders . . . forcing Farnsworth sales and production far beyond original estimates.

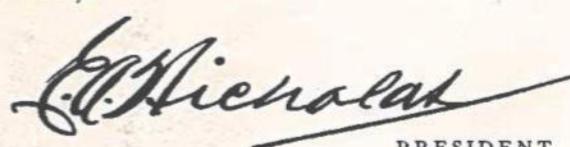
Despite this additional demand, Farnsworth has made a remarkable showing in meeting commitments. By November 1st, 70% of all orders booked had been filled . . . 100% for many models. Yet production has been controlled to prevent surplus inventories and to best serve dealer interests.

This record, we believe, is unique in the industry. For quality was not sacrificed for quantity. Farnsworth Radios went out correctly engineered,

soundly manufactured, trouble-free, brilliant in performance. As a result of these accomplishments, Farnsworth is the rising name in the radio industry—the company which the finest distributing organizations and dealers have joined because of the soundness and progressiveness of its program . . . a program which has justified their confidence in us.

But we at Farnsworth consider this only a beginning! During the coming year, more and more radio dealers who join hands with Farnsworth will benefit by their decision. Our program for the coming year is now in preparation. You will find it *designed from the dealer's point of view* . . . a policy which has become typical of Farnsworth operations.

To those who have not yet joined Farnsworth, I suggest you see your Farnsworth distributors immediately . . . learn how the Farnsworth program for the future carries on our reputation for doing things in this business the new, better and more *profitable way*.


C. D. C. Way
PRESIDENT

FARNSWORTH TELEVISION & RADIO CORPORATION . . . FORT WAYNE and MARION, INDIANA

Dawn
12/4/34

Davenport
12/5

BUILD YOUR FUTURE WITH

For 17 years, the Farnsworth name has stood for leadership in television development. This great name now backs the newest in radio engineering.

Men of vision head the Farnsworth organization

The key men of the radio industry have teamed up to form the Farnsworth organization. Their names read like a "Who's Who" of radio. They combine years of experience in management, manufacturing ingenuity, engineering ability and merchandising background. They are building the Farnsworth reputation solidly.

Tremendous manufacturing facilities

On these pages are pictures of the great Farnsworth factories at Fort Wayne and Marion, Indiana . . . totaling 227,471 square feet. Orders are pouring in. Production lines are humming with the radio sensation of 1940.

Supported by millions of dollars

Farnsworth is soundly financed, with no mortgages, loans or other interest-bearing indebtedness. Total valuation runs into millions . . . with ample working capital and considerable cash

Farnsworth

...the Greatest Name in Television
Is the Rising Name in Radio

resources. *Farnsworth is in business to stay!*

Fast-moving line from the "Home of Television"

In the past few months, the Farnsworth Radio Line has proved *it sells on sight*. The most advanced in engineering, designs and features. Priced dollars lower than comparable radios . . . yet offering you a *generous margin of profit*.

Look ahead to television!

You can make real money on a Farnsworth Radio Franchise now. Be in on the ground floor when

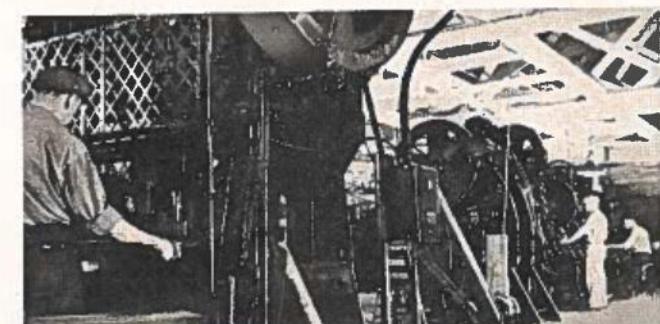
practical television comes. Sell the equipment made by the greatest name in television.

Here's something else to think about: Further Farnsworth developments in electronic engineering may provide potential volume of almost unlimited nature on new products other than radio and television receivers.

Farnsworth is a name you can build a solid business upon . . . today and throughout the years ahead. Get the profitable facts about the liberal Farnsworth Franchise. Write or cable our Export Department.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE, IND., U. S. A.

CABLE ADDRESS: TELEVISION



• The great Farnsworth factory at Marion covers 147,000 square feet of floor space.



• Nimble fingers and alert eyes check radio parts in the coil winding and testing department.



• This picture shows just one section of the extended chassis assembly and testing line at the Marion plant.



• Assembled chassis move along the conveyor line to final assembly in beautiful Farnsworth cabinets.

C. D.
Record Book

The Gift that Gives

C. way
12/5

• • • THROUGHOUT

THE YEARS AHEAD



The Capehart has the only record-changer that *turns records over*. It plays 20 records continuously, on both sides or either side . . . giving you a program of your own selection lasting more than three hours *without attention*! The Capehart also includes a superlative radio that receives domestic and foreign broadcasts. It is also equipped for television sound. Illustrated at the right is the Hepplewhite design at \$595.* De Luxe Capeharts, in authentic period cabinetry, in either mahogany or walnut, range from \$595* to \$2500.*



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The Capehart-Panamuse is a new automatic phonograph-radio designed by Capehart sound-engineers and built to Capehart standards—priced from \$159.50* to \$299.50.* Its automatic record-changer offers nearly an hour of the music of your own choice. At left is the Sheraton design at \$179.50.* Both the Capehart and the Capehart-Panamuse may be purchased with a modest initial down payment and terms to suit your convenience. Visit your Capehart dealer or write for illustrated booklets. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

*Prices slightly higher on the West Coast

The CAPEHART

THE FINEST IN MUSICAL REPRODUCTION

Conway
1/19



Music for a Maharaja's Palace

You will find the Capehart in turreted palaces of Maharajas and Kings . . . on the estates of America's industrial leaders, distinguished musicians and authors . . . and in homes of other music lovers. They are people who demand the very finest in musical reproduction.

The Capehart Automatic Phonograph-Radio is one of the few products that is *not* built to meet a price. Rather, it is built to give the ultimate in tonal quality. Reproducing the entire audible range of both fundamentals and harmonics, Capehart tone is an exacting replica of the original.

The *De Luxe* Capehart is the *only* instrument that will give you, *without attention*, a musical program of your own selection lasting more than three hours. Its exclusive automatic record-changer plays 20 records

continuously. Playing both sides of each record in succession, it reproduces entire symphonies, operas and other compositions in their recorded sequence, without your



The Chippendale, \$1146. *De Luxe* Capeharts in other authentic period designs—\$595 to \$2500. THE DE LUXE CAPEHART AUTOMATIC PHONOGRAPH-RADOS MAY BE PURCHASED WITH A MODEST INITIAL PAYMENT AND TERMS TO SUIT YOUR CONVENIENCE.

having to go near the instrument. The Capehart, of course, includes a superb radio unit, equipped and ready for television sound.

To hear the *De Luxe* Capehart for the first time is to experience one of life's great thrills. Visit your Capehart dealer. Or write for illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

THE CAPEHART-PANAMUSE— A LOWER-PRICED INSTRUMENT

The Capehart-Panamuse is a new automatic phonograph-radio, designed by Capehart sound-engineers. Its automatic record-changer plays ten 12-inch or twelve 10-inch records—providing nearly an hour of the music of your own choice.

Capehart-Panamuse prices range from \$159.50* to \$299.50. They may be purchased with a small down payment and terms to suit your convenience.

*Price slightly higher on the West Coast.

COPYRIGHT 1940, BY FARNSWORTH TELEVISION & RADIO CORPORATION

1939

The CAPEHART
THE FINEST IN MUSICAL REPRODUCTION

C. D.
Record Book
C-way
1/19

Again *Farnsworth* Anticipates Popular Demand



It's still the greatest value in radio. Model AC-70 has proved it's the best bargain in the business. Here's a real traffic producer . . . priced to compete with anything on the market in its class. Read over the features: A distinguished cabinet. 8 tubes. 3 wave bands. Flo-Lite dial. Shielded rotatable Bilt-in-Tenna. Automatic volume control. 12-inch electro-dynamic speaker. Phonograph and television-sound connections . . . all at a price that says "Buy me."



Model BT-22. An ideal number for your hottest table-model bracket. 6-tube AC-DC superheterodyne circuit. 2 wave bands. Bilt-in-Tenna, and convenient push-button tuning for four stations—everything your customers are looking for in a table model. At a price that makes it a natural for rolling up your sales-volume.

THE tremendous public acceptance of the Farnsworth Line last Fall was not a matter of chance.

For the Farnsworth organization had been picked from the leading executives of the entire radio industry. Years of experience backed their judgment in anticipating markets . . . in creating the Farnsworth Line . . . and in developing a sound merchandising program to move it.

Farnsworth Radios were outstanding buys in the radio business.

FORWARD, WITH FARNSWORTH IN '40

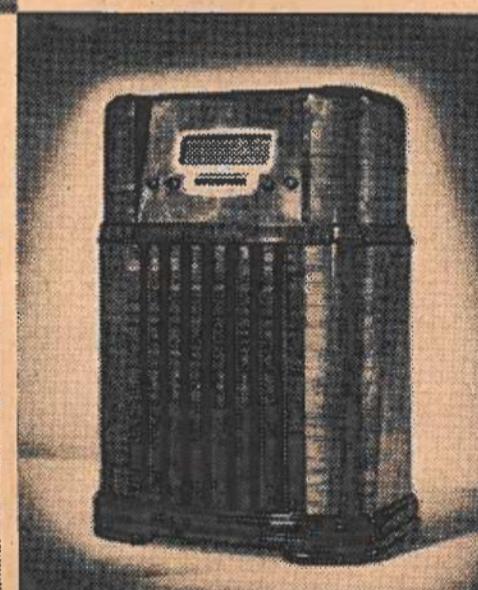
Today, Farnsworth is far in front again . . . anticipating public taste

at the strategic moment by adding new models to its comprehensive line. A number of these smart new models . . . together with *proved sellers* of the past season . . . are shown here. Look them all over. They're going to move fast because they're what your customers want.

They follow the Farnsworth policy of working from the *dealer's point of view* . . . giving him new merchandise at the strategic time when he can use it . . . and putting more dealer profit back into the radio business. See your Farnsworth distributor immediately. Get the details of the profitable Farnsworth program for the months ahead.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE AND MARION, INDIANA

FARNSWORTH ALSO LEADS IN THE COMBINATION FIELD



Model BC-81 in tune with the times—a new note in cabinet design, packed with eye-appeal that makes it the show spot in any line-up of radios. 8 tubes. 3 bands. Automatic volume control. Continuously variable tone control. Shielded rotatable Bilt-in-Tenna. 12-inch electro-dynamic speaker. Phonograph and television connections. See it, hear it, and you will sell it.



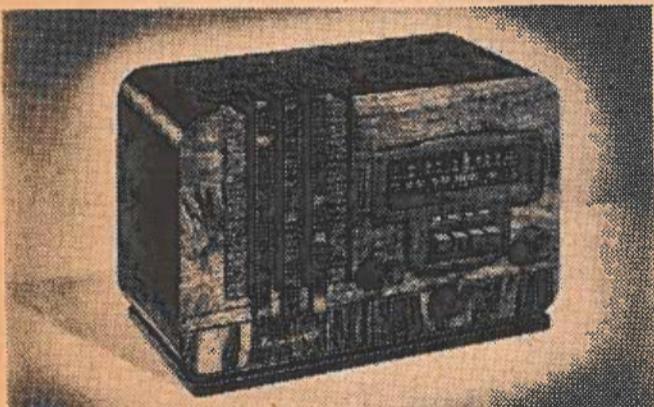
Model BC-102. Massiveness combined with dignity in cabinet styling for those who want a big package—big in appearance, big in value, and outstanding in performance. 10 tubes. 3 bands. Shielded rotatable Bilt-in-Tenna. Automatic volume control. 12-inch speaker. Television and phonograph connections. Even its low list provides a wide margin for trade-ins—a natural step-up model.

C. D.
Record Book
C. way
1/19

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FORWARD WITH FARNSWORTH IN '40

Today, Farnsworth is far in front again . . . anticipating public taste

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE AND MARION, INDIANA

FARNSWORTH ALSO LEADS IN THE COMBINATION FIELD

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C. D.
Record Book

June
12/28/39

Davenport

What the impressive FARNSWORTH record means to YOUR BUSINESS

THE FALL of 1939 gave convincing proof of the truly exceptional resources of the Farnsworth organization. In five short months, Farnsworth became one of the major factors in the radio industry and set a record that points to even greater advancement in the future.

In this brief period, Farnsworth quickly achieved large-volume mass production, and *without sacrificing quality to quantity*. Farnsworth radios went out correctly engineered, soundly manufactured, trouble-free, brilliant in performance.

OF The public reception to the Farnsworth line brought increased orders from distributors and dealers. These additional demands upon production—far beyond original estimates—were met. Meanwhile, manufacturing has been controlled to prevent surplus inventories and best serve dealer interests.

This Farnsworth achievement sets a new record for the radio industry

Farnsworth resources, in men, money and machines, made this achievement possible. The Farnsworth staff, selected from the key men of the industry,

equipped with tremendous manufacturing facilities, have kept production lines humming. Millions of dollars in financial resources backed up this amazing accomplishment.

The success of the Farnsworth line in the United States has a very-real bearing on *your own future business*. Farnsworth is the rising name in radio! Both the Farnsworth program and the merchandise for the coming year are outstanding . . . designed from the dealer's point of view. Farnsworth is building *solidly* . . . for today and for the future, on the premise that their success depends upon your success. We shall be glad to send you the facts about the liberal Farnsworth Franchise.

L. J. Nicholas
PRESIDENT

FARNSWORTH TELEVISION & RADIO
CORPORATION • FORT WAYNE, IND., U.S.A.
CABLE ADDRESS: TELEVISION

C. D.
Record Book
Revised

C. wap

1/10

In the Homes of World-Famous Musicians

The sensitive ear of the musician has been trained since childhood to be extremely critical of tone. Music is his life. So it is significant that great violinists, singers and orchestra leaders have selected the Capehart Automatic Phonograph-Radio for their own homes.

Capehart fidelity of tone covers the full musical scale, both in fundamentals and harmonics, bringing you music in all of its original, glamourous color. It can be compared to looking at a black-and-white photograph and actually seeing the same scene in the full, exciting colors of nature.

Just as important is the exclusive Capehart record-changer. It gives a musical program of your own choice lasting more than three hours, without your having to go near the instrument. It plays as many as 20 records, both sides of each record in succession, enabling

you to hear symphonies and operas in their correct sequence. The Capehart, of course, includes a superlative radio—equipped for television sound. Cabinets are authentic period designs.



The Adam, \$1045. De Luxe Capeharts in other authentic period designs—\$595* to \$2500. DE LUXE CAPEHARTS MAY BE PURCHASED WITH A MODEST INITIAL PAYMENT AND CONVENIENT TERMS.

Hear the De Luxe Capehart once and you will appreciate immediately why it is recognized as the world's finest in musical reproduction. Visit your Capehart dealer or write for illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

THE CAPEHART-PANAMUSE—
MADE BY CAPEHART CRAFTSMEN

Many music-lovers have searched for a lower priced instrument . . . built to Capehart tone-ideals. For them, Capehart has created the Capehart-Panamuse. Its automatic record-changer offers nearly an hour of selected music.

Surpassed only by the De Luxe Capehart, Capehart-Panamuse models are modestly priced from \$159.50* to \$299.50. They may be purchased on a small down payment and terms to suit you.

*Price ~~of~~ slightly higher on the West Coast

The CAPEHART

THE FINEST IN MUSICAL REPRODUCTION

C. way
12/21

A SINCERE APOLOGY

LAST FALL, Capehart and Capehart-Panamuse sales were the greatest in Capehart history. As a result, even our expanded production facilities were taxed to the limit to supply our present dealers.

Many new dealers sought the Capehart and Capehart-Panamuse franchise. But in fairness, both to them and to our present dealers, we could not accept their applications, because they would not have been able to secure enough instruments to meet their requirements.

To these dealers we offer our sincere apology, with the feeling that in postponing their appointment we acted in their best interest as well as that of our present dealers.

Now, however, with increased production schedules under way, we are in a position to act upon such applications

and make a limited number of additional dealer appointments.

40% of all Capehart's sales are made between January and June

This is a particularly strategic time to become a Capehart dealer. For, although radio sales peak up in the fall, the *Capehart* business is much less seasonal. 40% of all Capehart's sales are made in the first five months of the year.

Capehart provides restricted dealerships, protected profit margins, high unit profit, and unexcelled product quality. This may be your opportunity to cash in on the *immediate* Capehart profits for the next five months. And your established Capehart dealership will be invaluable to you during the *second* big selling season of the year . . . this coming fall. Mail the coupon for details.

The CAPEHART
DIVISION OF
FARNSWORTH TELEVISION & RADIO
CORPORATION, FORT WAYNE, INDIANA

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

Please send me the details of the Capehart and
Capehart-Panamuse dealership plan.

Name _____

Address _____

State _____

City _____

C. D.
Record Book

J. K.
Recuerda 4.40
January

Jan
1/4/40



L o que el éxito de la FARNSWORTH significa para su negocio

EN LOS últimos meses de 1939 la organización Farnsworth ha dado una prueba evidente de sus extraordinarios recursos. En menos de cinco meses Farnsworth se ha convertido en uno de los factores más importantes en la industria de la radio, habiendo establecido un record que la pone en excelentes condiciones para más grandes éxitos en el futuro.

En este breve periodo de tiempo la Farnsworth aumentó rápidamente la producción en masa sin necesidad de sacrificar *calidad por cantidad*. Las radios Farnsworth salían de la fábrica bien construidas, científicamente correctas y funcionando brillantemente.

El entusiasmo con que el público ha acogido la línea Farnsworth ha hecho que las órdenes a distribuidores y concesionarios hayan ido aumentando continuamente. Esta enorme demanda — superior a la que se había estimado — fué satisfecha sin dificultad. Al mismo tiempo, la fabricación se reguló de manera que no hubiera que hacer inventarios de sobrantes y así servir mejor los intereses de los concesionarios.

Este éxito de la Farnsworth establece un nuevo record en la industria de la radio.

Los recursos de la Farnsworth en hombres, dinero y maquinarias hicieron posible este éxito. Los dirigentes de la Farnsworth seleccionados entre los hombres de

industria más sagaces y equipados con enormes facilidades para la manufactura mantuvieron la producción en marcha. Millones de dólares en recursos financieros respaldaban su labor.

El éxito de la Farnsworth en los Estados Unidos es de mucha importancia y transcendencia para *el negocio de Ud.* ¡En la radio, Farnsworth, es el nombre del futuro! Para el año que entra, tanto la mercancía como el programa Farnsworth, son verdaderamente estupendos y están ideados desde el punto de vista del concesionario. La Farnsworth construye solidamente para hoy y para el futuro, teniendo siempre en cuenta que el éxito de la empresa depende del éxito de sus concesionarios. Tendremos mucho gusto en enviarle a Ud. detalles acerca de la liberal representación de la Farnsworth.

G. J. Nicholas
PRESIDENTE

FARNSWORTH TELEVISION & RADIO
CORPORATION, FORT WAYNE, IND., U. S. A.
DIRECCION CABLEGRAFICA: TELEVISION



Chosen
by distinguished Men and Women

The list of owners of the *De Luxe* Capehart is a roll of many of the best known names in America and abroad . . . people who appreciate and demand the world's finest musical reproduction. It includes world-famous musicians, authors, statesmen, leaders in business and social life and hundreds of others who love good music superbly played.

The *De Luxe* Capehart Automatic Phonograph-Radio faithfully reproduces the full musical scale, both in fundamentals and harmonics.

And the Capehart is the *only* instrument which has a record-changer that turns records over . . . playing 20 records, both sides of each record in succession, bringing you complete symphonies and operas in their correct sequence. You can enjoy a program lasting more than

three hours . . . without the bother of going to the instrument. The Capehart, of course, also includes a superlative radio . . . equipped for television sound.



The Chippendale, in walnut or mahogany, \$1145. *De Luxe* Capeharts in other authentic period designs, \$595 to \$2500. **DE LUXE CAPEHARTS MAY BE PURCHASED WITH A MODEST INITIAL PAYMENT AND TERMS TO SUIT YOUR CONVENIENCE.**

For a new experience in musical pleasure, hear the Capehart. Visit your Capehart dealer or write for illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

**THE CAPEHART-PANAMUSE—
IN THE CAPEHART TRADITION**

To those who wish an instrument built to Capehart tone-traditions . . . at a lower price . . . Capehart offers the Capehart-Panamuse. Its automatic record-changer provides nearly an hour of the music of your own choice.

Prices of Capehart-Panamuse Phonograph-Radios range from \$159.50* to \$299.50. They may be purchased on a small down payment and convenient terms to suit you.

*Price slightly higher on the West Coast

The CAPEHART
 THE FINEST IN MUSICAL REPRODUCTION

C. D.
Record Book
R. L. Kaiser
1/30/40



THE sensitive ear of the musician has been trained since childhood to be extremely critical of tone. Music is his life. So it is significant that so many great violinists, singers and orchestra leaders have selected the Capehart Automatic Phonograph-Radio for their own homes.

Capehart fidelity of tone covers the full musical scale, both in fundamentals and harmonics, bringing you music in all of its original, glamourous color. It can be compared to looking at a black-and-white photograph and actually seeing the same scene in the full, exciting colors of nature.

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MADE BY CAPEHART CRAFTSMEN**

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Surpassed only by the De Luxe Capehart, Capehart-Panamuse models are modestly priced from \$159.50* to \$299.50. They may be purchased on a small down payment and terms to suit your convenience.

*Price slightly higher on the West Coast.

*C. D.
Record Book
R. L. Kaiser
1/29/40*

The CAPEHART

THE FINEST IN MUSICAL REPRODUCTION

WATCH FARNSWORTH FOR '40

WHEN Farnsworth Radios were first introduced last Fall, radio distributors and dealers expected big things from this alert new organization. They were not disappointed.

The set-up was right! Key men of the radio industry had teamed up to form the Farnsworth organization. Their combined experience created the fast-selling Farnsworth Line. Tremendous manufacturing and financial resources backed their efforts — assured success.

Of even greater importance, Farnsworth established sound and sensible policies of protecting the distributors' and dealers' interests that have become the basis of all Farnsworth activity.

The Farnsworth organization plans to continue these policies and to institute an even broader program for Farnsworth dealers during the next few months. Get the complete story from your Farnsworth distributor. You will find his name among the outstanding radio distributors listed on this page.

FARNSWORTH TELEVISION & RADIO CORPORATION . . . FORT WAYNE AND MARION, INDIANA

We Proudly Present

ADAMS WHOLESALERS, INC.
Waterloo, Iowa
ARMACOST-NORGE COMPANY
Kansas City, Missouri
B. & O. CORPORATION
Newark, New Jersey
BERTRAM MOTOR SUPPLY CO.
Boise, Idaho
BIRMINGHAM ELECTRIC BATTERY CO.
Birmingham, Alabama
BUFFALO NIPPLE & MACHINE CO., INC.
Buffalo, New York
CHARLESTON ELECTRICAL SUPPLY CO.
Charleston, West Virginia
THE COMPTON-KNODEL DIST. CO.
Cincinnati, Ohio
CREST, INCORPORATED
St. Louis, Missouri
W. C. DANCE, INC.
Oklahoma City, Oklahoma
FRANK EDWARDS COMPANY, INC.
San Francisco, California
ELECTRIC PRODUCTS CORPORATION
Pittsburgh, Pennsylvania
FARRAR-BROWN COMPANY, INC.
Portland, Maine
E. GARNICH & SONS HARDWARE CO.
Ashland, Wisconsin
GATHRIGHTS, INC.
Richmond, Virginia
GENERAL EQUIPMENT CORPORATION
Boston, Massachusetts
GERLINGER EQUIPMENT CO., INC.
Toledo, Ohio

THE GIBSON COMPANY
Indianapolis, Indiana
GOOD HOUSEKEEPING SHOPS
Providence, Rhode Island
JENSEN-BYRD COMPANY
Spokane, Washington
M. H. KIRCHBAUM
Sioux City, Iowa
LAPPIN ELECTRIC COMPANY
Milwaukee, Wisconsin
MIDLAND ELECTRIC COMPANY
Cleveland, Ohio
MONROE HARDWARE COMPANY
Monroe and New Orleans, La.
MORY SALES CORPORATION
New Haven, Connecticut
NELSON AND COMPANY
Baltimore, Maryland
J. L. PERRY COMPANY
Nashville, Tennessee
PIXLEY ELECTRIC COMPANY
Columbus, Ohio
RADIO DISTRIBUTING COMPANY
Grand Rapids, Michigan
R. C. K. DISTRIBUTING COMPANY
Louisville, Kentucky
REPUBLIC SUPPLY CORP.
Detroit, Michigan
THE SACKS ELECTRICAL SUPPLY CO.
Akron, Ohio
SAMPSON ELECTRIC COMPANY
Chicago, Illinois
SMITH AND HIRSCHMANN, INC.
Rochester, New York

SOUTHERN BEARINGS & PARTS CO.
Charlotte, North Carolina
SOUTH TEXAS APPLIANCE CORP.
San Antonio, Texas
SPENCER AUTO ELECTRIC, INC.
Tampa, Florida
B. H. SPINNEY COMPANY
Springfield, Massachusetts
Albany and Syracuse, New York
STERLING ELECTRIC COMPANY
Lexington, Kentucky
STRAUS-BODENHEIMER COMPANY
Houston, Texas
SUNSET ELECTRIC COMPANY
Portland, Oregon
THE B. K. SWEENEY ELECTRICAL CO.
Denver, Colorado
TEXAS NORGE SALES COMPANY
Dallas, Texas
TRILLING & MONTAGUE
Philadelphia, Pennsylvania
UNION HARDWARE & METAL CO.
Los Angeles, California
VALIER SALES COMPANY
La Crosse, Wisconsin
VIRGINIA-CAROLINA ELECTRICAL
SUPPLY COMPANY, INC.
Danville, Virginia
WARREN-NORGE COMPANY
New York, New York
WASHINGTON REFRIGERATION CO.
Washington, D. C.
THE STEVE WISE COMPANY
Wichita, Kansas



IT THRILLED THE WORLD
OF MUSIC . . . THE NEW

Capehart-Panamuse



The Capehart-Panamuse in Sheraton period design . . . at \$179.50

DOUBTLESS you have longed for *really* good music in your home . . . for yourself and for your children. Not just average tonal reproduction . . . but an instrument that would make you feel that you were again in a seat at the Orchestra or Opera . . . hearing your favorite performance in all its lifelike realism.

Yet, like many music lovers, you may have felt you could not afford the luxury of the *De Luxe* Capehart . . . acknowledged to be the world's finest instrument for musical reproduction.

Last Fall, the makers of the famous Capehart created a new instrument . . . in the Capehart tradition, but more modestly priced . . . the Capehart-Panamuse!

The response was immediate. Thousands of people saw it . . . heard it . . . bought it right away. You will want it for your own home the first time you hear its magnificent tone.

The new Capehart-Panamuse Phonograph-Radio gives you colorful overtones of the world's great music, which lesser instruments are unable to reproduce. Its automatic record-changer plays ten 12-inch or twelve 10-inch records . . . providing nearly an hour of the music of your choice. The superb radio unit is equipped for both domestic and foreign broadcasts and television sound. Cabinets are the finest interpretations of authentic period designs.

With all of these distinctive advantages, Capehart-Panamuse instruments are surprisingly reasonable in price—ranging from \$159.50* to \$299.50. As a further convenience to you, Capehart-Panamuse instruments may be purchased for a small down payment and suitable monthly terms.

SEE YOUR CAPEHART DEALER

Your Capehart dealer will be glad to leave a Capehart-Panamuse in your home for a convincing demonstration. See him soon, or write for illustrated booklet. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

*Price slightly higher on the West Coast

CN-5—1940—7 x 10 3-16—Time, March 4; The New Yorker, March 9—N. W. Ayer & Son, Inc.

2728

Davengard
2/6

C. D.
Record Book

R. L. Kaiser
2/5/40

WATCH FARNSWORTH FOR '40

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We Proudly Present

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ARMACOST-NORGE COMPANY Kansas City, Missouri	GATHRIGHTS, INC. Richmond, Virginia	PIXLEY ELECTRIC COMPANY Columbus, Ohio	STRAUS-BODENHEIMER COMPANY Houston, Texas
B. & O. CORPORATION Newark, New Jersey	GENERAL EQUIPMENT CORPORATION Boston, Massachusetts	RADIO DISTRIBUTING COMPANY Grand Rapids, Michigan	SUNSET ELECTRIC COMPANY Portland, Oregon
BERTRAM MOTOR SUPPLY CO. Boise, Idaho	GERLINGER EQUIPMENT CO., INC. Toledo, Ohio	R. C. K. DISTRIBUTING COMPANY Louisville, Kentucky	THE B. K. SWEENEY ELECTRICAL CO. Denver, Colorado
BIRMINGHAM ELECTRIC BATTERY CO. Birmingham, Alabama	THE GIBSON COMPANY Indianapolis, Indiana	REPUBLIC SUPPLY CORPORATION Detroit, Michigan	TEXAS NORGE SALES COMPANY Dallas, Texas
BUFFALO NIPPLE & MACHINE CO., INC. Buffalo, New York	GOOD HOUSEKEEPING SHOPS Providence, Rhode Island	THE SACKS ELECTRICAL SUPPLY CO. Akron, Ohio	TRILLING & MONTAGUE Philadelphia, Pennsylvania
CHARLESTON ELECTRICAL SUPPLY CO. Charleston, West Virginia	JENSEN-BYRD COMPANY Spokane, Washington	SAMPSON ELECTRIC COMPANY Chicago, Illinois	UNION HARDWARE & METAL CO. Los Angeles, California
THE COMPTON-KNODEL DIST. CO. Cincinnati, Ohio	M. H. KIRCHBAUM Sioux City, Iowa	SMITH AND HIRSCHMANN, INC. Rochester, New York	VALIER SALES COMPANY La Crosse, Wisconsin
CREST, INCORPORATED St. Louis, Missouri	LAPPIN ELECTRIC COMPANY Milwaukee, Wisconsin	SOUTHERN BEARINGS & PARTS CO. Charlotte, North Carolina	VIRGINIA-CAROLINA ELECTRICAL SUPPLY COMPANY, INC. Danville, Virginia
W. C. DANCE, INC. Oklahoma City, Oklahoma	MIDLAND ELECTRIC COMPANY Cleveland, Ohio	SOUTH TEXAS APPLIANCE CORP. San Antonio, Texas	WARREN-NORGE COMPANY New York, New York
FRANK EDWARDS COMPANY, INC. San Francisco, California	MONROE HARDWARE COMPANY Monroe and New Orleans, La.	SPENCER AUTO ELECTRIC, INC. Tampa, Florida	WASHINGTON REFRIGERATION CO. Washington, D. C.
ELECTRIC PRODUCTS CORPORATION Pittsburgh, Pennsylvania	MORY SALES CORPORATION New Haven, Connecticut	B. H. SPINNEY COMPANY Springfield, Massachusetts Albany and Syracuse, New York	THE STEVE WISE COMPANY Wichita, Kansas
FARRAR-BROWN COMPANY, INC. Portland, Maine	NELSON AND COMPANY Baltimore, Maryland		

C. D.

Record Book

R. L. Kaiser

2/6/40

WATCH FARNSWORTH FOR '40

WHEN Farnsworth Radios were first introduced last Fall, radio distributors and dealers expected big things from this alert new organization. They were not disappointed.

The set-up was right! Key men of the radio industry had teamed up to form the Farnsworth organization. Their combined experience created the fast-selling Farnsworth Line. Tremendous manufacturing and financial resources backed their efforts—assured success.

Of even greater importance, Farnsworth established sound and sensible policies of protecting the distributors' and dealers' interests that have become the basis of all Farnsworth activity.

The Farnsworth organization plans to continue these policies and to institute an even broader program for Farnsworth dealers during the next few months. Get the complete story from your Farnsworth distributor. You will find his name among the outstanding radio distributors listed on this page.

FARNSWORTH TELEVISION & RADIO CORPORATION . . . FORT WAYNE AND MARION, INDIANA

We Proudly Present

ADAMS WHOLESALERS, INC.
Waterloo, Iowa
ARMACOST-NORGE COMPANY
Kansas City, Missouri
B. & O. CORPORATION
Newark, New Jersey
BERTRAM MOTOR SUPPLY CO.
Boise, Idaho
BIRMINGHAM ELECTRIC BATTERY CO.
Birmingham, Alabama
BUFFALO NIPPLE & MACHINE CO., INC.
Buffalo, New York
CHARLESTON ELECTRICAL SUPPLY CO.
Charleston, West Virginia
THE COMPTON-KNODEL DIST. CO.
Cincinnati, Ohio
CREST, INCORPORATED
St. Louis, Missouri
W. C. DANCE, INC.
Oklahoma City, Oklahoma
FRANK EDWARDS COMPANY, INC.
San Francisco, California
ELECTRIC PRODUCTS CORPORATION
Pittsburgh, Pennsylvania
FARRAR-BROWN COMPANY, INC.
Portland, Maine

E. GARNICH & SONS HARDWARE CO.
Ashland, Wisconsin
GATHRIGHTS, INC.
Richmond, Virginia
GENERAL EQUIPMENT CORPORATION
Boston, Massachusetts
GERLINGER EQUIPMENT CO., INC.
Toledo, Ohio
THE GIBSON COMPANY
Indianapolis, Indiana
GOOD HOUSEKEEPING SHOPS
Providence, Rhode Island
JENSEN-BYRD COMPANY
Spokane, Washington
M. H. KIRCHBAUM
Sioux City, Iowa
LAPPIN ELECTRIC COMPANY
Milwaukee, Wisconsin
MIDLAND ELECTRIC COMPANY
Cleveland, Ohio
MONROE HARDWARE COMPANY
Monroe and New Orleans, La.
MORY SALES CORPORATION
New Haven, Connecticut
NELSON AND COMPANY
Baltimore, Maryland

J. L. PERRY COMPANY
Nashville, Tennessee
PIXLEY ELECTRIC COMPANY
Columbus, Ohio
RADIO DISTRIBUTING COMPANY
Grand Rapids, Michigan
R. C. K. DISTRIBUTING COMPANY
Louisville, Kentucky
REPUBLIC SUPPLY CORPORATION
Detroit, Michigan
THE SACKS ELECTRICAL SUPPLY CO.
Akron, Ohio
SAMPSON ELECTRIC COMPANY
Chicago, Illinois
SMITH AND HIRSCHMANN, INC.
Rochester, New York
SOUTHERN BEARINGS & PARTS CO.
Charlotte, North Carolina
SOUTH TEXAS APPLIANCE CORP.
San Antonio, Texas
SPENCER AUTO ELECTRIC, INC.
Tampa, Florida
B. H. SPINNEY COMPANY
Springfield, Massachusetts
Albany and Syracuse, New York

STERLING ELECTRIC COMPANY
Lexington, Kentucky
STRAUS-BODENHEIMER COMPANY
Houston, Texas
SUNSET ELECTRIC COMPANY
Portland, Oregon
THE B. K. SWEENEY ELECTRICAL CO.
Denver, Colorado
TEXAS NORGE SALES COMPANY
Dallas, Texas
TRILLING & MONTAGUE
Philadelphia, Pennsylvania
UNION HARDWARE & METAL CO.
Los Angeles, California
VALIER SALES COMPANY
La Crosse, Wisconsin
VIRGINIA-CAROLINA ELECTRICAL
SUPPLY COMPANY, INC.
Danville, Virginia
WARREN-NORGE COMPANY
New York, New York
WASHINGTON REFRIGERATION CO.
Washington, D. C.
THE STEVE WISE COMPANY
Wichita, Kansas

You will find the Capehart in turreted palaces of Maharajas and Kings . . . on the estates of America's industrial leaders, distinguished musicians and authors . . . and in homes of other music lovers. They are people who demand the very finest in musical reproduction.

The Capehart Automatic Phonograph-Radio is one of the few products that is *not* built to meet a price. Rather, it is built to give the ultimate in tonal quality. Reproducing the entire range of both fundamentals and harmonics, Capehart tone is an exacting replica of the original.

The *De Luxe* Capehart is the *only* instrument that will give you, *without attention*, a program of your own selection lasting more than three hours. Its exclusive automatic record-changer plays 20 records (40 selections) continuously. Playing both sides of each record in succession, it reproduces entire symphonies, operas and other

compositions in their recorded sequence, without your having to go near the instrument. The Capehart, of course, includes a superb radio unit, equipped for television sound.

To hear the *De Luxe* Capehart for the first time is to experience one of life's great thrills. Visit your Capehart dealer. Or write for interesting, illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

The Capehart-Panamuse—a lower priced instrument

The Capehart-Panamuse is a new automatic phonograph-radio, designed by Capehart sound-engineers. Its automatic record-changer plays ten 12-inch or twelve 10-inch records—providing nearly an hour of the music of your own choice.

Capehart-Panamuse prices range from \$159.50* to \$299.50. They may be purchased with a small down payment and terms to suit your convenience.

*Price slightly higher on the West Coast

The Chippendale, \$1145, walnut or mahogany. *De Luxe* Capeharts in other authentic period designs—\$595 to \$2500. The *De Luxe* Capehart Automatic Phonograph-Radios may be purchased with a modest initial payment and terms to suit your convenience.

Davenport
2/6

THE FINEST IN MUSICAL REPRODUCTION

COPYRIGHT 1939, BY FARNSWORTH TELEVISION & RADIO CORPORATION

CAPEHART DEALERS IN NEW YORK CITY

LIBERTY MUSIC SHOPS, 450 Madison Ave. • 795 Madison Ave. • 10 East 59th St. STEINWAY & SONS, 109 W. 57th St.
GRAMOPHONE INSTRUMENTS, Inc., 18 E. 48th St. and 290 Park Ave. THE AEOLIAN CO., 27 W. 57th St. RABSON'S MUSIC CO., 111 W. 52nd St. TRINITY TALKING MACHINE CO., 52 Broadway

CAPEHART DEALERS IN OTHER CITIES

ALBANY	Boardman & Gray	CLEVELAND	Buescher Music Company	HARTFORD	G. Fox & Company	MILWAUKEE	J. B. Bradford Piano Co.	SAN FRANCISCO	Sherman, Clay & Company
BALTIMORE	Johnson Brothers		The Halle Bros. Company	INDIANAPOLIS	Pearson Company	MINNEAPOLIS	Paul A. Schmitt Music Co.	SPRINGFIELD, MASS.	M. Steinert & Sons Co.
BOSTON	M. Steinert & Sons Co.		J. McKenna Radio Service	KANSAS CITY	Jenkins Music Company	NEWARK	L. Bamberger & Company	ST. LOUIS	Aeolian Company of Missouri
			Chas. W. Homeyer & Co.	LOUISVILLE	Shackleton Piano Company	NEW HAVEN	Loomis Temple of Music	ST. PAUL	McGowan Radio Company
BUFFALO	Denton, Cottier & Daniels	DALLAS	Sanger Brothers, Inc.	LOS ANGELES	Barker Bros.	PHILADELPHIA	The Record Shop	SYRACUSE	Clark Music Company
CINCINNATI	R. Wurlitzer Company	DAYTON	Anderson Piano Company		Birkel Richardson Company	SHRICKY Radio Co.	John Wanamaker	WASHINGTON	E. F. Droop & Sons Company
CHICAGO	Bissell-Weisert Company	DENVER	Knight-Campbell Music Co.		The May Company—Wilshire Store	PITTSBURGH	Kaufmann's, Fifth Avenue	WILMINGTON	Homer L. Kitt Company
	Lyon & Healy	DETROIT	Grinnell Brothers		The Music Shop—Hollywood	RICHMOND	Walter D. Moses & Company	WORCESTER	Gewehr Piano Company
		GREENWICH	Craig Electric Company						M. Steinert & Sons Co.

SPACE DOES NOT PERMIT THE LISTING OF ALL CAPEHART DEALERS—NAMES OF DEALERS IN CITIES NOT LISTED CAN BE OBTAINED BY WRITING TO CAPEHART, FORT WAYNE, INDIANA

No. 5-C—1940—125 x 208—New York Times Roto, February 18—N. W. Ayer & Son, Inc. 2692

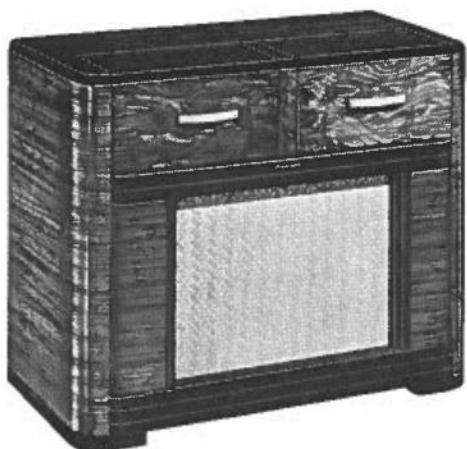
C. D.

Record Book
R. L. Kaiser
2/6/40

6/13/41
Reneau Davis
Lewis 8/13/41

New FARNSWORTH Combinations

**Strikingly different in eye appeal...
Impressive in performance**



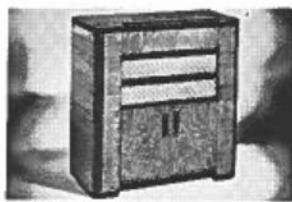
← Model CK-75
Meets the long-felt need for an attractively designed cabinet which can be placed anywhere—alcove, library, dining room or den. 7 tubes (including rectifier and 2 multiple purpose tubes), which provide 9 tube performance. Farnsworth "Velvet Action" Record Changer and record storage compartment.



Model CK-73 →
Offering the utmost in luxurious listening comfort, this charming version of a chair-side combination is a beautiful example of Farnsworth modern styling. 7 tubes (including rectifier and 2 multiple purpose tubes), which provide 9 tube performance. Farnsworth "Velvet Action" Record Changer.



Model CK-93—Luxurious lines characterize this impressive combination. 11 tube performance. Farnsworth "De Luxe" Automatic Record Changer.



Model CK-91—A smart modern masterpiece—yet has many of the best features of period styling. 9 tubes. Farnsworth "De Luxe" Automatic Record Changer and record storage compartment.

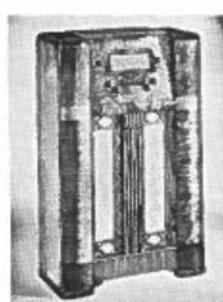


Model CK-92—This Farnsworth draws its inspiration from Sheraton design. 11 tube performance. Farnsworth "De Luxe" Automatic Record Changer play control and record storage.

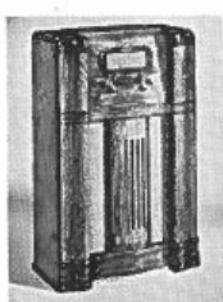
DESIGNED to stand out in appearance and in performance, these new combinations by Farnsworth represent real profit opportunities for dealers who want to offer their customers not just radios with phonographs attached, but skillfully blended units.

Beautiful as they are, ingenious as is their design, extensive as is their range of style and price, fundamentally they are musical instruments of distinguished quality. Each has, of course, the dependable trouble-free Farnsworth automatic record changer.

Of special interest are the new chairside combination (CK-73), and the compact, amazingly adaptable Washington Consolette (CK-75), featured on this page. They offer sensational sales opportunities. Call up your distributor today about them—or write, wire or telephone Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.



← Model CC-90
11 tube performance. Wide range electric tuning. Connection for television or FM adaptor.



Model CC-70 →
9 tube performance. Wide range electric tuning. 10-inch dynamic speaker.



Model CK-111—This handsome Farnsworth combination is authentic Chippendale styling. 11 tubes. Farnsworth "De Luxe" automatic Record Changer, play control and record storage.



Model CK-66—A compact, moderately priced combination. 6 tubes. Farnsworth "Velvet Action" Record Changer. Beautiful two-section cabinet of walnut veneers.



Model CK-74—A cabinet of dignity and simplicity. 9 tube performance. Farnsworth "Velvet Action" Record Changer and record storage compartment.

FARNSWORTH

MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS, THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

PREPARED FOR APPEARANCE IN ALL RADIO TRADE PAPERS, AUGUST ISSUES

FT-19-1941 One Page

— SPECIAL

NEWSPAPER AD TO TIE IN WITH FIRST MAGAZINE

*Man is by Nature a
Creature of Moods*



The sun shines, and all is bright. The sun goes down, and life is a pale and melancholy thing.

In such moments, we need inspiration from beyond ourselves. Music offers it superbly. The glorious voice of the Capehart Phonograph-Radio awakens fresh hope, unveils a blue in the sky. Faithfully it captures the full majesty of recorded symphony and chorale, the beauty of the strong human voice. For the Capehart is built to provide the finest reproduction of music in the world.

It has the time-proved record-changer that *turns the records over*—playing 20 records (40 selections) continuously on both sides or either side. And it offers a superlative radio unit. Priced from \$545 to \$2500. Convenient terms.

The Capehart-Panamuse, more moderately priced, follows the great Capehart tone-tradition. Models from \$159.50 to \$369.50. We invite you to hear these instruments.

The
CAPEHART
HALL-MARK OF
HARMONIOUS LIVING

Illustrated: The Capehart Chippendale at \$1195



Mat No. 21—Total 36 inches

DEALER'S NAME

During the month of September, the color ad will appear in three magazines—on September 11th, in the New Yorker and in Life on September 19th.

The newspaper ad shown below is available for the convenience of large advertisers scheduling newspaper copy about the

Man is by Nature a



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The
HALL-MARK

Illustrated: The Capehart Chippendale at \$1195



Mat No. 22—To

ORDER MATS NOW TO RUN A

SPECIAL —

Record Book
Lewis 8/20/41

IN WITH CAPEHART'S FIRST MAGAZINE ADVERTISEMENT

g the month of September, the first Capehart four ad will appear in three magazines—in Time magazine September 11th, in the New Yorker on September 18th in Life on September 19th.

newspaper ad shown below in three sizes is made available for the convenience of large advertising dealers in including newspaper copy about the same time the

Capehart ads appear in National magazines. This ad is available in 3 sizes in mat form. Mats should be ordered promptly so that they may be available for your newspaper advertising about the middle of September. Order the correct size desired by form numbers indicated direct from the Advertising Department, Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Ind.

Man is by Nature a Creature of Moods



The sun shines, and all is bright. The sun goes down, and life is a pale and melancholy thing.

In such moments, we need inspiration from beyond ourselves. Music offers it superbly. The glorious voice of the Capehart Phonograph-Radio awakens fresh hope, unveils a blue in the sky. Faithfully it captures the full majesty of recorded symphony and chorale, the beauty of the strong human voice. For the Capehart is built to provide the finest reproduction of music in the world.

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The CAPEHART
HALL-MARK OF HARMONIOUS LIVING

Illustrated: The Capehart Chippendale at \$1195



DEALER'S NAME

Mat No. 22—Total 27 inches

A more direct tie-in with the Capehart National Advertising is made available in a special four-piece direct mail utilizing the art paintings of the Capehart art collection. If you have not already placed your order for this campaign, our divisional manager will explain the campaign to you.

*Man is by Nature a
Creature of Moods*



In moments of doubt and indecision, we need inspiration from beyond ourselves. Music offers it, superbly. The glorious voice of the Capehart Phonograph-Radio awakens fresh hope, unveils a blue in the sky. Faithfully it captures the full majesty of recorded symphony and chorale, the beauty of the strong human voice!

The Capehart is built to provide the finest reproduction of music in all the world. It has the time-proved record-changer that turns the records over—playing 20 records (40 selections) continuously on both sides or either side. And it offers a superlative radio unit. Prices range from \$545 to \$2500. Convenient terms.

The Capehart-Panamuse follows the great Capehart-tone-tradition. Models from \$159.50 to \$369.50. We invite you to hear these instruments.

The CAPEHART
HALL-MARK OF HARMONIOUS LIVING

Illustrated: The Capehart
Chippendale at \$1195



DEALER'S NAME

Mat No. 23—Total 16 inches

TO RUN ABOUT SEPTEMBER 15th



Music for a Maharaja's Palace

You will find the Capehart in turreted palaces of Maharajas and Kings . . . on the estates of America's industrial leaders, distinguished musicians and authors . . . and in homes of other music lovers. They are people who demand the very finest in musical reproduction.

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The Chippendale, \$145, walnut or mahogany. *De Luxe* Capeharts in other authentic period designs—\$395 to \$2500. The *De Luxe* Capehart Automatic Phonograph-Radios may be purchased with a modest initial payment and terms to suit your convenience.

The C A P E H A R T

THE FINEST IN MUSICAL REPRODUCTION

CAPEHART DEALERS IN NEW YORK CITY
LIBERTY MUSIC SHOPS 450 Madison Ave. • 795 Madison Ave. • 10 East 59th St.

STEINWAY & SONS 102 W. 57th St.

GRAMOPHONE INSTRUMENTS, INC., 18 E. 48th St. and 290 Park Ave. THE AEOLIAN CO., 27 W. 57th St. BABSON'S MUSIC CO., 111 W. 52nd St. TRINITY TALKING MACHINE CO., 52 Broadway

CAPEHART DEALERS IN OTHER CITIES

CAFFERTY DEALERS IN OTHER CITIES									
ALBANY	Boardman & Gray	CLEVELAND	Buescher Music Company	HARTFORD	G. Fox & Company	MILWAUKEE	J. B. Bradford Piano Co.	SAN FRANCISCO	Sherman, Clay & Company
BALTIMORE	Johnson Brothers	INDIANAPOLIS	The Halle Bros. Company	INDIANAPOLIS	Pearson Company	MINNEAPOLIS	Paul A. Schmitt Music Co.	SPRINGFIELD, MASS.	M. Steinert & Sons Co.
BOSTON	M. Steinert & Sons Co.	KANSAS CITY	Lyon & Healy	KANSAS CITY	Jenkins Music Company	NEWARK	L. Bamberger & Company	ST. LOUIS	Aeolian Company of Missouri
	J. McKenna Radio Service	DALLAS	Sanger Brothers, Inc.	LOUISVILLE	Shackleton Piano Company	NEW HAVEN	Loomis Temple of Music	ST. PAUL	McGowan Radio Company
CHAS. W. HOMMEYER & CO.	Chas. W. Hommeyer & Co.	DAYTON	Anderson Piano Company	LOS ANGELES	Barker Bros.	PHILADELPHIA	The Record Shop	SYRACUSE	Clark Music Company
BUFFALO	Denton, Cottier & Daniels	DENVER	Knight-Campbell Music Co.	Birkel Richardson Company	Stryock Radio Co.	PIITTSBURGH	John Wanamaker	WASHINGTON	E. F. Droop & Sons Company
CINCINNATI	R. Wurlitzer Company	DETROIT	Grinnell Brothers	The May Company - Wilshire Store		KAUFMANN'S, Fifth Avenue			Homer L. Kitt Company
CHICAGO	Bissell-Weisert Company	SPRINGFIELD	Paul C. Smith Company	The May Company - Hilliard		RICHMOND	Walter D. Meier & Company	WILMINGTON	Gewah Piano Company
						WORCESTER	M. Steinert & Sons Co.		

SPACE DOES NOT PERMIT THE LISTING OF ALL CAPEHART DEALERS—NAMES OF DEALERS IN CITIES NOT LISTED CAN BE OBTAINED BY WRITING TO CAPEHART, FORT WAYNE, INDIANA.



FARNSWORTH foresaw the sweeping trend to combinations . . . built a superb line of radio-phonograph units that have cracked this new, big-profit market wide open. Every Farnsworth combination instrument is built to give customers what they're looking for . . . models and prices designed to suit every prospect who enters your door!

Model AK-59 — typical of the Farnsworth value parade

Here's the instrument that established the standards of performance and value for the industry . . . an instrument that makes customers' eyes pop out . . . purses pop open. They know a bargain in quality entertainment when they see and hear it! A low-priced unit with a high performance rating, the AK-59 is packed with features that make your selling easy. One, the famous Farnsworth-Capehart record-changer, is a

THE FAMOUS FARNSWORTH-CAPEHART RECORD-CHANGER

Farnsworth has the selling advantage of the famous Farnsworth-Capehart record-changer. Much easier to load. Guides each record to the turntable in a flat position . . . gently without chipping, cutting or scratching the record. Plays 12-inch or 10-inch records automatically. Let your customers see its performance . . . and your Farnsworth sale is made.

sure-fire sales clincher. It offers your customers almost an hour's continuous entertainment of their own choice.

The Farnsworth heritage of fine musical reproduction

When the Farnsworth organization was formed, it inherited the experience of some of the ablest sound-engineers of the nation, together with the best merchandising brains the industry offered. For years, these experts have developed and helped dealers sell, profitably, instruments for fine musical reproduction. The Farnsworth Line, and

Here's the now famous Model AK-59 . . . the unit that's making a WOW hit from coast to coast. And no wonder! It has everything! Just read these features: A beautiful, semi-modern cabinet, outstanding 7-tube superheterodyne circuit, 2 wave bands, tone control, Bilt-In-Tenna, beam power output, push buttons, 12-inch symphonic speaker, phonograph with the famous Farnsworth-Capehart record-changer, television-sound connection. At a price that sends it right out on your delivery truck.

the sales strategy that backs it, benefit immeasurably from this enviable background.

Join the Farnsworth parade to profits

The public has demonstrated that Farnsworth combinations are what it wants . . . proved it with fistfuls of money. Here is merchandise tailor-made to step customers up from low-unit sales to the high-profit combination brackets. And Farnsworth policies are designed to protect the dealers' interests. See your Farnsworth distributor immediately for the money-making facts. Step out in front with Farnsworth!

★ FARNSWORTH TELEVISION & RADIO CORPORATION . . . FORT WAYNE and MARION, INDIANA

FT-7A—1940—8 1-2 x 10 1-4—Retailing House Furnishings, Feb. 26—N. W. Ayer & Son, Inc. 3100

Davengro
2/27

*Record 1
N Z Kaise
2/27/40*

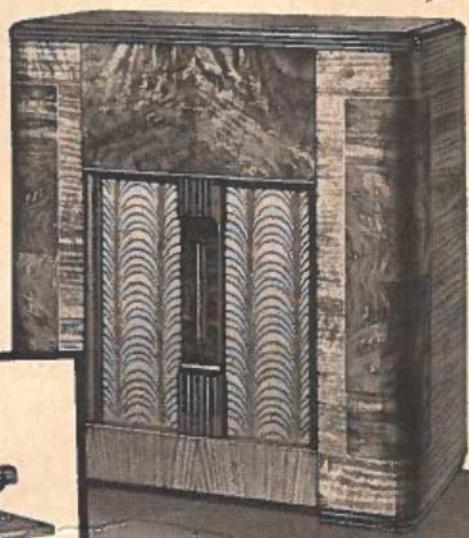
SIZZLING HOT VALUES IN COMBINATIONS

by Farnsworth



THE FAMOUS FARNSWORTH-CAPEHART RECORD-CHANGER

Farnsworth has the selling advantage of the famous Farnsworth-Capehart record-changer. Easy to load. Guides each record to the turntable in a flat position . . . gently without chipping, cutting or scratching the record. Plays 12-inch or 10-inch records automatically. Let your customers see its amazingly smooth performance . . . and your Farnsworth sale is made.



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★ FARNSWORTH TELEVISION & RADIO CORPORATION . . . FORT WAYNE and MARION, INDIANA

Davenport
3/1

Record Book
R. L. Kaiser
3/1/40

IT THRILLED THE WORLD
OF MUSIC . . . THE NEW

Capehart-Panamuse



THE CAPEHART-PANAMUSE SHERATON AT \$1,595

DOUBTLESS you have longed for *really* good music in your home . . . for yourself and for your children. Not just average tonal reproduction . . . but an instrument that would make you feel that you were attending the Symphony or Opera . . . hearing your favorite performance in all its lifelike realism.

Yet, like many music lovers, you may have felt you could not afford the *De Luxe* Capehart . . . the world's finest instrument for musical reproduction.

Last Fall, the makers of the famous Capehart created a new instrument . . . in the Capehart tradition but more modestly priced . . . the *Capehart-Panamuse*!

The response among music lovers was immediate. Thousands of people saw it . . . heard it . . . bought it right away. You will want it for your own home the first time you hear its magnificent tone.

The new Capehart-Panamuse gives you colorful and glamorous overtones of the world's great music, which lesser instruments are unable to reproduce. Its automatic record-changer plays ten 12-inch or twelve 10-inch records . . . providing nearly an hour of the music of your own choice. Easier to load. Handles records gently . . . without chipping, cutting or scratching. The superb radio unit is equipped for both domestic and foreign broadcasts and for television sound. Cabinets are fine interpretations of authentic period designs, fashioned from fine woods.

With all of these distinctive advantages, Capehart-Panamuse instruments are surprisingly reasonable in price—ranging from \$159.50* to \$299.50. As a further convenience to you, they may be purchased for a small down payment and monthly terms to suit you.

*Price slightly higher on the West Coast

SEE YOUR CAPEHART DEALER

Your Capehart dealer will be glad to leave a Capehart Panamuse in your home for a convincing demonstration. See him soon, or write for illustrated booklet, Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

For those who demand the ultimate

Those who desire what is acknowledged to be the world's finest instrument for musical reproduction will want to own the *De Luxe* Capehart, priced from \$595 to \$2500. Its exclusive record-changer plays 20 records (40 selections) continuously, on both sides, either side, giving you complete symphonies and operas in the correct sequence. It offers you a recorded program lasting more than three hours, without your having to go near the instrument. Convenient terms. Hear this matchless instrument at your Capehart dealer.

CAPEHART DEALERS IN NEW YORK CITY

LIBERTY MUSIC SHOPS, 450 Madison Ave. • 795 Madison Ave. • 10 East 59th St.

GRAMOPHONE INSTRUMENTS, Inc., 18 E. 48th St. and 290 Park Ave.

THE AEOLIAN CO., 27 W. 57th St.

RABSON'S MUSIC CO., 111 W. 52nd St.

STEINWAY & SONS, 109 W. 57th St.

TRINITY TALKING MACHINE CO., 52 Broadway

CAPEHART DEALERS IN OTHER CITIES

ALBANY	Boardman & Gray
BALTIMORE	Johnson Brothers
BOSTON	M. Steinert & Sons Co.
J. McKenna Radio Service	
Chas. W. Homeyer & Co.	
BUFFALO	Denton, Cottier & Daniels
CINCINNATI	R. Wurlitzer Company
CHICAGO	Bissell-Weisert Company
Lyon & Healy	

CLEVELAND	Buescher Music Company
	The Halle Bros. Company
COLUMBUS	Lyon & Healy
DALLAS	Sanger Brothers, Inc.
DAYTON	Anderson Piano Company
DENVER	Knight-Campbell Music Co.
DETROIT	Grinnell Brothers
GREENWICH	Craig Electric Company

HARTFORD	G. Fox & Company
INDIANAPOLIS	Pearson Company
KANSAS CITY	Jenkins Music Company
LOUISVILLE	Shackleton Piano Company
LOS ANGELES	Barker Bros.
	Birkel Richardson Company
	The May Company-Wilshire Store
	The Music Shop—Hollywood

MILWAUKEE	J. B. Bradford Piano Co.
MINNEAPOLIS	Paul A. Schmitt Music Co.
NEWARK	L. Bamberger & Company
NEW HAVEN	Loomis Temple of Music
PHILADELPHIA	The Record Shop
	Shryock Radio Co.
PITTSBURGH	John Wanamaker
RICHMOND	Kaufmann's, Fifth Avenue
	Walter D. Moses & Company

SAN FRANCISCO	Sherman, Clay & Company
SPRINGFIELD, MASS.	M. Steinert & Sons
ST. LOUIS	Aeolian Company of Missouri
ST. PAUL	McGowan Radio Company
SYRACUSE	Clark Music Company
WASHINGTON	E. F. Droop & Sons Company
WILMINGTON	Homer L. Kitt Company
WORCESTER	Gewehr Piano Company
	M. Steinert & Sons

SPACE DOES NOT PERMIT THE LISTING OF ALL CAPEHART DEALERS—NAMES OF DEALERS IN CITIES NOT LISTED CAN BE OBTAINED BY WRITING TO CAPEHART, FORT WAYNE, INDIANA.

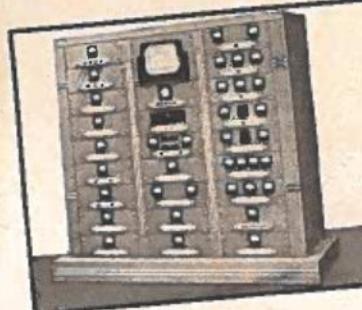
CN-5A-1940

New York Times Mar 10, 1940



Farnsworth

Control Board of the Farnsworth Mobile Unit . . . which amplifies the video impulses from the camera, injects blanking and synchronizing pulses and feeds the composite signals to the receivers. 2



has brought half a million people their first sight of television

1 The show begins! The Farnsworth Television Camera picks up the actions of the speaker and converts them into electrical impulses.

3 Crowds watch . . . as these signals are reconverted into moving images on the Farnsworth Television Receivers.



4 Philo T. Farnsworth, Director of Research of the Farnsworth organization, is generally recognized as the man who has done more, perhaps, than any other to make television a vital, living reality. For Mr. Farnsworth conceived, pioneered and developed many of the basic principles of the electronic system of television . . . the practical modern method for this new art.



FROM Portland, Oregon, to Portland, Maine . . . in little villages and in towering cities . . . the nation-wide Farnsworth Television Tour has given half a million men and women a wholly new experience in their lives . . . *actual television!*

Every show in Farnsworth dealers' stores has been packed and jammed with people. The demonstrations of the Farnsworth Traveling Unit have awakened keen public interest in television . . . the new art in whose development Farnsworth has played a major role. *And enormous store-traffic has been created through the radio departments where Farnsworth radios are sold.*

The Farnsworth Television Tour is another of the many spectacular Farnsworth promotions to help Farnsworth radio dealers move more Farnsworth merchandise. From coast to coast, it has helped dealers establish the fact that Farnsworth is the greatest name in television and the rising name in radio. In the months ahead, Farnsworth dealers will profit from many new aggressive promotional activities. Get the complete story from your Farnsworth distributor. *Your future is with Farnsworth!*

WATCH FARNSWORTH FOR '40!

Farnsworth Television & Radio Corporation, Fort Wayne and Marion, Indiana

FT-8—1940—7 x 10—Radio and Television Today; Radio and Television Retailing, April—
N. W. Ayer & Son, Inc. 4279

Davenport
4/23

Record Book

R. L. Kaiser
4/23/40

C. D.
Record Book

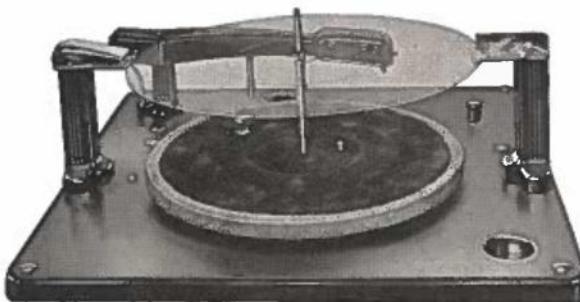
June
4/25/40

June
4/25/40

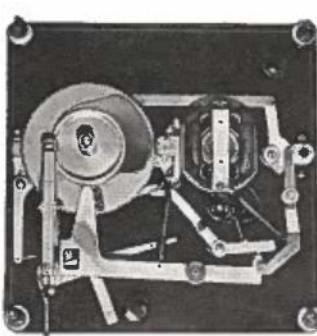
PREPARADO PARA LA EXPORTACION

Farnsworth EL NUEVO CAMBIADOR DE DISCOS DISEÑADO POR CAPEHART

• Note Ud. lo simple que es el cambiador de discos Farnsworth. Fácil de cargar y descargar. Deja caer, suavemente, un sólo disco cada vez . . . aun los alabeados, o combados, los maneja con suavidad. Para cambiarlo de discos de 25.40 cms. a discos de 30.48 cms., y vice-versa, sólo requiere un simple ajuste.



• Aquí, usando un disco figurado, Ud. puede ver el funcionamiento del cambiador. Levanta el disco y regulariza su caída de manera que el disco caiga suavemente, en un cojin de aire, sobre el círculo giratorio. El disco no puede rayarse, cortarse ni quebrarse.



PUEDE OBTENERSE CON 5 INSTALACIONES DE VOLTIO Y CICLO DIFERENTES

110 volts . . . 60 ciclos
110 volts . . . 50 ciclos 220 volts . . . 50 ciclos
110 volts . . . 25 ciclos 220 volts . . . 60 ciclos

No hay duda que este importante anuncio ha de interesar a concesionarios, fabricantes de fonógrafos, radio-fonógrafos e importadores que combinan radios y fonógrafos para venderlos a sus concesionarios.

• • •
EL NUEVO cambiador de discos Farnsworth P-2 . . . una de las sensaciones más grandes en el terreno del precio económico . . . ¡está ya listo!

Diseñado por los ingenieros de la Capehart, el funcionamiento de este nuevo aparato solamente está excedido por el cambiador de discos de fama mundial Capehart De-Luxe. Sincéramente creemos que no existe, hoy día, otro cambiador de discos de bajo precio que sea más completo, más silencioso, que esté más libre de inconvenientes y que sea tan fácil de operar como éste. La manera, única, en que maneja los discos y el toque de pluma de su brazo acústico asegura la larga vida del disco y elimina, prácticamente, el ruido de la aguja.

El cambiador de discos Farnsworth toca automáticamente 12 discos de 25.40 cms., o diez de 30.48 cms. Al cambiar un disco de un tamaño por otro de otro tamaño, el mecanismo se ajusta el mismo, automáticamente, al segundo tamaño.

Sus clientes apreciarán la simplicidad y el funcionamiento, maravillosamente eficiente, de este nuevo aparato.

Un surtido adecuado está ya listo para el embarque a un precio que puede competir en el mercado con cualquiera.

Enviaremos información a firmas de responsabilidad que la soliciten. Para Ud. significa dinero el enterarse de los detalles acerca de este sensacional cambiador de discos. Con él Ud. podrá colocarse en una fuerte posición para competir. Escriba Ud., o cablegrafe a nuestro Departamento de Exportación.

FARNSWORTH TELEVISION & RADIO CORP., FORT WAYNE, IND., E. U. A., DIRECCION CABLEGRAFICA: TELEVISION

C. D.
Record Book

Brain
-125/40

Davenport
4/29

NOW READY FOR EXPORT

THE NEW

Farnsworth

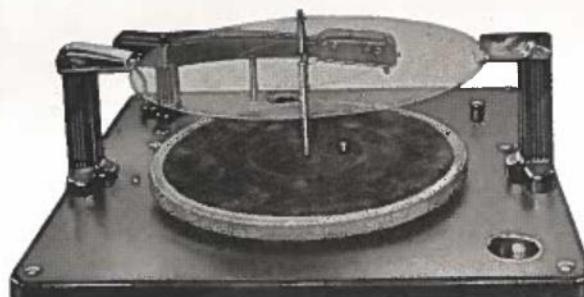
RECORD CHANGER

DESIGNED BY

CAPEHART



- Note the simplicity of the Farnsworth record changer. Easy to load and unload. Only one record released at a time . . . even warped records smoothly handled. Only one adjustment needed to change from ten to twelve inch records and vice versa.



This important announcement will interest dealers, manufacturers of phonographs and phonograph-radios, and importers who assemble combinations to sell to their dealers.

The new P-2 Farnsworth record changer . . . marking an unparalleled achievement in the low-price field . . . is ready!

Designed by Capehart engineers, its performance is excelled only by the world-famous De Luxe Capehart record changer. We sincerely believe that no other low-price record changer is so completely quiet, trouble-free, gentle and easy to load and operate. Its unique method of handling the records and the feather-touch tone arm assure longer record life and practically eliminate needle noise.

The Farnsworth record changer plays twelve 10-inch or ten 12-inch records automatically. Changing from one size record to another automatically adjusts the mechanism to the second size.

Your customers will appreciate its simplicity and its marvelously efficient performance.

Adequate stocks are now available for immediate shipment at a price that is highly competitive.

Inquiries are invited from responsible firms. It's worth money to you to get all the facts about this sensational new record changer. It will help put you in a strong competitive position in your market. Write or cable our Export Department.

• Here, with a phantom record, you see the action of the record changer. It pulls the record off the supporting shelf, checking its fall on the ledge of the upright spindle so that the record drops softly on an air cushion to the turntable below. It cannot chip, cut or scratch the record.

• We especially draw your attention to the extremely simple mechanism illustrated here. Fewer working parts mean more dependable operation, less service and lower maintenance cost.

FIVE DIFFERENT VOLTAGES AND CYCLES AVAILABLE

110 volts . . .	60 cycles
110 volts . . .	50 cycles
110 volts . . .	25 cycles
220 volts . . .	50 cycles
220 volts . . .	60 cycles

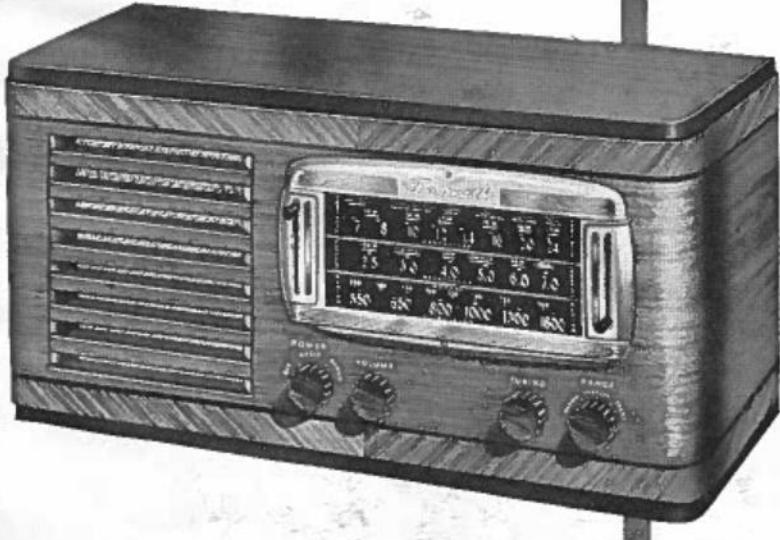
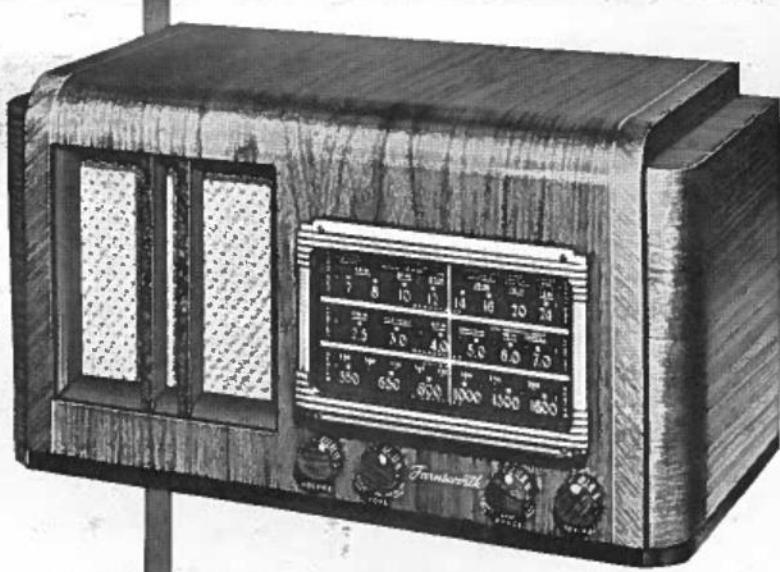
FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE, IND., U. S. A., CABLE ADDRESS: TELEVISION

NEW 1941 MODELS
BUILT FOR THE EXPORT TRADE

BY

Farnsworth

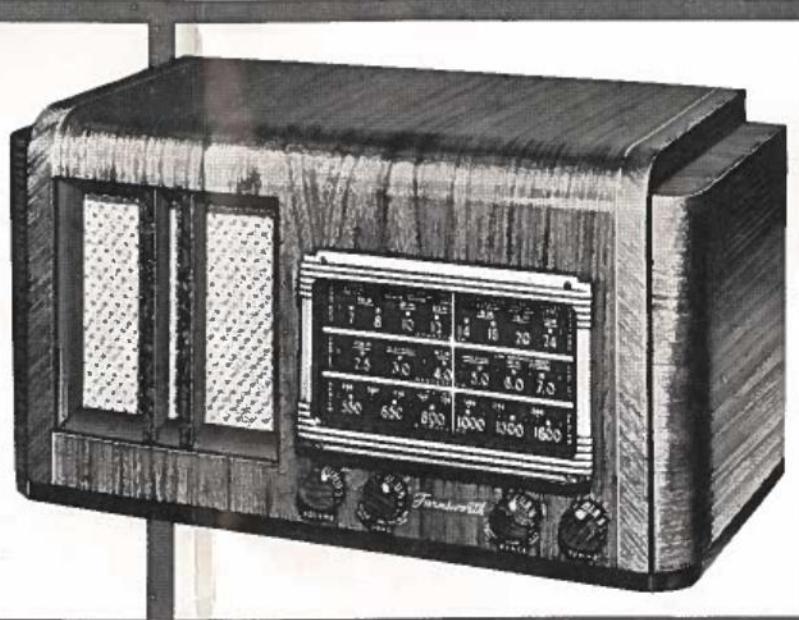
This beautiful AC Table Model, BT-600, is a remarkable value. 110/220 volts, 50/60 cycles, with intermediate transformer taps. 8-inch speaker. 6 tubes. 3-gang condenser. Tuned RF stage. 5-watt output. 3-band set — 555 to 13 meters, full coverage on Tropical Band. Phonograph and television jacks. Cabinet dimensions 11 inches high, 22 inches wide, 10½ inches deep.



De Luxe AC Table Model BT-1010 is built to build sales. 110/220 volts, 50/60 cycles, with intermediate tap transformer. 8-inch speaker. 10 tubes. 3-gang condenser. Tuned RF stage. 3-band receiver — 555 to 13 meters, full coverage on Tropical Band. Push-pull amplification. Exclusive Farnsworth colortone with attractive new dial. Phonograph and television jacks. Same chassis as BK-1030. Cabinet dimensions 12 inches high, 23 inches wide, 11¾ inches deep.

LOS NUEVOS MODELOS DE 1941
FABRICADOS PARA LA EXPORTACION
POR *Farnsworth*

Este elegante modelo de mesa, BT-600, representa un gran valor. 110-220 voltios y 50-60 ciclos. Aparato para C.A., con transformador de derivación intermedia. Alzavoz de 20 cms. 6 válvulas. Condensador de tres grupos. Entonado RF Stage. Potencia, 5 vatios. Receptor de tres bandas, o gamas. De 555 a 13 metros, cubriendo completamente la banda tropical. Enchufes para fonógrafo y televisión. Dimensiones del gabinete, altura 27.94 cms., anchura 55.80 cms.



Modelo de mesa, De-Luxe, BT-1010 fabricado para aumentar las ventas. 110-220 volts. 50-60 ciclos. Aparato para C.A., con transformador de derivación intermedia. Alzavoz de 20 cms. 10 válvulas. Condensador de tres grupos. Entonado RF Stage. Receptor de tres bandas, o gamas. De 555 a 13 metros, cubriendo completamente la banda tropical. Amplificación de empuje y tirada. Tono de color exclusivo Farnsworth. Potencia, 10 vatios. Tercer cuadrante dimensional. Enchufes para fonógrafo y televisión. El mismo chasis que el BK-1030. Dimensiones del gabinete, altura 30.48 cms., anchura 58.42 cms.



ESTA ES LA GRAN NOTICIA QUE UD.

HA ESTADO ESPERANDO! Aquí están ya los nuevos modelos Farnsworth, incluyendo aparatos especiales para la exportación que se han sometido a pruebas tropicales para prepararlos para resistir las más severas condiciones climatológicas y para que su potencia selectiva y funcionamiento en las bandas de onda corta sea el máximo.

Estudie Ud. las características de los nuevos modelos y verá que satisfacen todas sus necesidades.

Apesar de que la apariencia y el funcionamiento de los nuevos modelos son de lo más sobresaliente, los precios son mucho más bajos de lo que Ud. podía esperar. Además, aunque compiten con ventaja *en todo y con todos* los demás aparatos, están figurados para que dejen a Ud. el mayor margen de provecho Farnsworth.

También llamamos su atención a la nueva línea de modelos corrientes para 1941, de C. A. y C. A.—C. C. Estos modelos incluyen combinaciones radio-fonógrafos, consolas y de mesa, así como también aparatos de mesa y consolas de acumuladores, además de los elegantes aparatos portátiles, C. A.—C. C. de acumuladores.

Recuerde Ud. que la política de venta de la Farnsworth se basa en el principio de que la representación Farnsworth debe ser igualmente provechosa para el Concesionario como para nosotros. Además, nuestro éxito depende del éxito de Ud. Para información más completa y detallada acerca de los nuevos modelos de 1941, y de la generosa representación que Farnsworth ofrece escriba Ud., o cablegráfié, a nuestro departamento de exportación.



Modelo de mesa, BT-630, a un precio de competencia que se venderá rápidamente. Gabinete de madera, De-Luxe. 110 voltios. 50-60 ciclos. Puede obtenerse también con 220 voltios, y de 50-a-60 ciclos. 6 válvulas. Corrientes A. y C. Receptor de dos bandas. De 555 a 16 metros. Alzavoz de 20.32 cms. Potencia, 2 vatios. Sintonización por medio de botón. Dimensiones del gabinete, aproximadamente 26.40 cms. de altura y 49.26 de anchura.



Modelo BK-1030, espléndido funcionamiento, con el nuevo cambia-discos Farnsworth, de Capehart. Toca 12 discos de 25.40 cms., o 10 de 30.48 cms. 110-220 voltios. 50-60 ciclos, con transformador de derivación intermedia. 10 válvulas. Condensador de tres grupos. Amplificación de empuje y tirada, con potencia de 10 vatios. 3 ondas. De 555 a 13 metros, cubriendo completamente la banda tropical. Enchufe para televisión. Cuadrante de nuevo tipo con tono de color exclusivo Farnsworth.



Con el modelo BK-602, Ud. puede ofrecer a sus clientes un elegante radio-fonógrafo, con el nuevo cambia-discos Farnsworth, de Capehart. Puede tocar automáticamente 12 discos de 25.40 cms., o 10 de 30.48 cms. 110-220 voltios. 50-60 ciclos, con transformador de derivación intermedia. 6 válvulas. Condensador de tres grupos. Potencia, 5 vatios. Entonado RF Stage. Tres ondas. De 555 a 13 metros, cubriendo completamente la banda tropical. Enchufe para televisión.

**FARNSWORTH TELEVISION
& RADIO CORPORATION,
FORT WAYNE, IND., E. U. A.**

DIRECCION CABLEGRAFICA: TELEVISION

train
5/6/40
Recuer
5/6/40

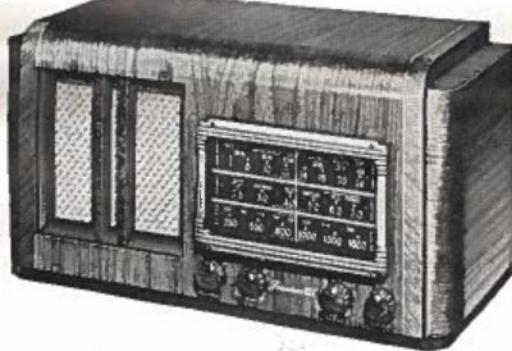
LOS NUEVOS
MODELOS DE 1941
FABRICADOS PARA
LA EXPORTACION POR
Farnsworth

**LA GRAN NOTICIA QUE UD. HA ESTADO
ESPERANDO!** Aquí están ya los nuevos modelos Farnsworth, para la exportación, sometidos a pruebas tropicales para que resistan las severas condiciones climatológicas y para que su funcionamiento de onda corta sea el máximo.

Apesar de que los nuevos modelos son de lo más sobresaliente, los precios son más bajos que se podía esperar. Además, compiten *en todo y con todos* los demás aparatos, y están figurados para que Ud. reciba el provecho Farnsworth.

Ponga su atención en los nuevos modelos corrientes, que incluyen combinaciones radio-fonógrafo y también aparatos de acumuladores portátiles.

La política Farnsworth se basa en el principio de que la representación Farnsworth debe ser provechosa para el concesionario y para nosotros. ¡Nuestro éxito depende del suyo! Para detallada información escriba Ud., o cablegrafe, a nuestro departamento de exportación.



Este elegante modelo de mesa, BT-600, representa un gran valor. 110-220 voltios y 50-60 ciclos. Aparato para C. A., con transformador de derivación intermedia. Alzavoz de 20 cms. 6 válvulas. Condensador de tres grupos. Potencia, 5 vatios. Receptor de tres bandas, o gamas. De 555 a 13 metros, cubriendo completamente la banda tropical. Enchufes para fonógrafo y televisión. Dimensiones del gabinete, altura 27.94 cms., anchura 55.80 cms.



Modelo de mesa, De-Luxe, BT-1010, fabricado para aumentar las ventas. 110-220 volts. 50-60 ciclos. Aparato para C. A., transformador de derivación intermedia. Alzavoz de 20 cms. 10 válvulas. Tres bandas, o gamas. De 555 a 13 metros, banda tropical. Amplificación de empuje y tirada. Potencia, 10 vatios. Tercer cuadrante dimensional. Enchufes para fonógrafo y televisión. El mismo chasis que el BK-1030. Altura 30.48 cms., anchura, 58.42 cms.



Con el modelo BK-602, Ud. ofrece a sus clientes un elegante radio-fonógrafo, con el nuevo cambio-discos Farnsworth, de Capehart. Toca automáticamente 12 discos de 25.40 cms., o 10 de 30.48 cms. 110-220 voltios, 50-60 ciclos, con transformador de derivación intermedia. 6 válvulas. Potencia, 5 vatios. Tres ondas. De 555 a 13 metros, banda tropical. Enchufe para televisión.



Modelo de mesa, BT-630, a un precio de competencia que se venderá rápidamente. Gabinete de madera, De-Luxe. 110 voltios. 50-60 ciclos. Puede obtenerse también con 220 voltios, y de 50-a-60 ciclos. 6 válvulas. Corrientes A. y C. Receptor de dos bandas. De 555 a 16 metros. Alzavoz de 20.32 cms. Potencia, 2 vatios. Sintonización por medio de botón. Dimensiones del gabinete, 26.40 cms. de altura y 49.26 de anchura.



Modelo BK-1030, con el nuevo cambio-discos Farnsworth, de Capehart. Toca 12 discos de 25.40 cms., o 10 de 30.48 cms. 110-220 voltios. 50-60 ciclos. 10 válvulas. Amplificación de empuje y tirada, potencia de 10 vatios. 3 ondas. De 555 a 13 metros, banda tropical. Enchufe para televisión. Cuadrante nuevo con color exclusivo Farnsworth.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE, IND., E. U. A. DIRECCION CABLEGRAFICA: TELEVISION

C. D.
Record Book

Brum

5/6/40

Davenport
5/6

NEW 1941 MODELS
BUILT FOR THE
EXPORT TRADE
BY
Farnsworth

YOU'VE BEEN LOOKING FOR THIS BIG NEWS

TO BREAK! Here are the new 1941 Farnsworth models, including special units for the export market — manufactured to withstand extreme conditions of climate and usage, as well as to provide startling selectivity and sensitivity with peak performance on short-wave bands.

Outstanding in appearance and performance, their list prices are far lower than you'd expect. They're highly competitive in every way . . . yet figured to give you the full Farnsworth margin of profit.

We also call your attention to the new 1941 line of standard Farnsworth AC and AC-DC models. These include combinations, consoles, table models and battery sets.

Remember, Farnsworth sales policies are based upon the principle that the Farnsworth franchise must be a mutually profitable partnership — our success depends upon your success. Responsible firms are invited to send for complete details about the new 1941 export models and the liberal Farnsworth franchise. Write or cable our Export Department.



This beautiful AC Table Model, BT-600, is a remarkable value. 110/220 volts, 50/60 cycles, with intermediate transformer taps. 8-inch speaker. 6 tubes. 3-gang condenser. Tuned RF stage. 5-watt output. 3-band set—555 to 13 meters, full coverage on Tropical Band. Phonograph and television jacks. Cabinet dimensions 11 inches high, 22 inches wide, 10½ inches deep.



De Luxe AC Table Model BT-1010 is built to build sales. 110/220 volts, 50/60 cycles, with intermediate tap transformer. 8-inch speaker. 10 tubes. 3-gang condenser. Tuned RF stage. 3-band receiver—555 to 13 meters, including Tropical Band. Push-pull amplification. Exclusive Farnsworth colortone. Phonograph and television jacks. Same chassis as BK-1030. Cabinet 12 inches high, 23 inches wide, 11½ inches deep.



Model BK-602 has the new Farnsworth record changer by Capehart. Plays twelve 10-inch or ten 12-inch records automatically. 110/220 volts, 50/60 cycles, with intermediate transformer taps. 6 tubes. 3-gang condenser. Tuned RF stage. 5-watt output. 3 wave bands—555 to 13 meters with full coverage on Tropical Band. Television jack.

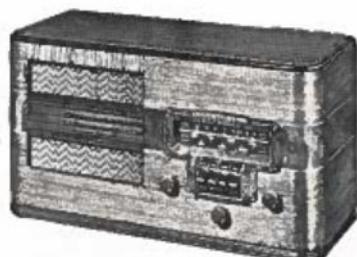


Table Model BT-630, at a genuinely competitive price, is bound to be a fast seller. De luxe wood cabinet. 110/220 volts, 50/60 cycles. 6 tubes, AC-DC set. 2 wave bands—555 to 16 meters. 8-inch speaker. 2-watt output. Push-button tuning. Cabinet dimensions 10½ inches high, 19½ inches wide, 8 inches deep.



Your customers will appreciate the superb performance of Model BK-1030. It has the new Farnsworth automatic record changer by Capehart. 110/220 volts, 50/60 cycles, with intermediate tap transformer. 10 tubes. 3-gang condenser. Tuned RF stage. Push-pull amplification providing 10-watt output. 3 wave bands—555 to 13 meters, including Tropical Band. Television jack.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE, IND., U. S. A. CABLE ADDRESS: TELEVISION

C. D.
Record Book
R. L. Kaiser
5/10/40



● Step into radio's profit picture by sitting in on Farnsworth's Profit Preview—the dramatic dealer meeting that will make you stand up and cheer. You'll agree it's the biggest Money-making Show of the season. There's a seat waiting for you. See the facts! Hear the facts! Check the facts!

GET THE FACTS ON FARNSWORTH FIRST!

WATCH **FARNSWORTH** FOR '40

FT-12-D—1940—3 1-4 x 4 7-8—Radio and Television Publications, May—
N. W. Ayer & Son, Inc. 4777

C. D.
Record Book
R. L. Kaiser
5/10/40

WHEN THE
POSTMAN
KNOCKS...
OPPORTUNITY
KNOCKS!

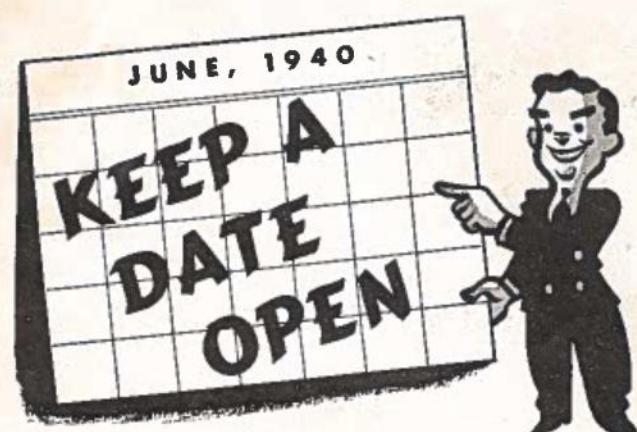


Davenport
5/10

● You wouldn't throw a wad of dollar bills in the waste-basket. So watch your mail closely from now on. It's going to bring you a double opportunity . . . a chance to get all of the profitable Farnsworth facts . . . a chance to really go places in '40, and put a wad of money in your bank account.

WATCH **FARNSWORTH** FOR '40

FT-12-G—1940—3 1-4 x 4 7-8—Radio and Television Publications, May—
N. W. Ayer & Son, Inc. 4780



● Farnsworth swings into action with a sales and merchandising program that will make your date an exciting event. Learn how Farnsworth plans to back *up-to-the-hilt* your radio selling with a dynamic sales and merchandising program geared to your needs and keyed to sell today's radio prospects.

KEEP YOUR EYE ON YOUR POSTMAN AND

WATCH **FARNSWORTH** FOR '40

Davenport
5/6



● Step out in front in the Profit-Parade with Farnsworth this year. Hear the complete story of man-power, promotion-power, product-power and selling-power behind the newest money-making name in the radio industry. If you know the complete Farnsworth story — you'll GO Farnsworth in '40.

WATCH **FARNSWORTH** FOR '40

FT-12-C—1940—3 1-4 x 4 7-8—Radio and Television Publications, May—
N. W. Ayer & Son, Inc. 4776

C. D.
Record Book
R. L. Kaiser
5/3/40

FT-12-E—1940—3 1-4 x 4 7-8—Radio and Television Publications, May—
N. W. Ayer & Son, Inc. 4778

C. D.
Record Book
R. L. Kaiser
5/3/40



GET ON THE
**FARNSWORTH
BANDWAGON**

• It's playing the sweet music of the cash register. For Farnsworth thinks from the *dealer's point of view* . . . has worked to put more dealer-profit back into the radio business. You'll find the Farnsworth Line for '40 is sizzling hot in every price bracket . . . highly competitive, profitable, trade-building for your store.

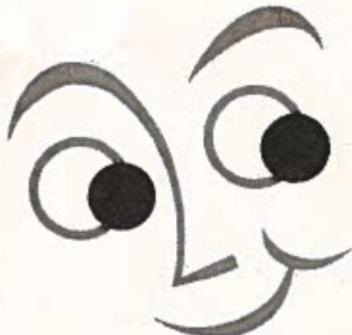
RIDE THE FARNSWORTH ROUTE TO REAL PROFITS

WATCH FARNSWORTH FOR '40

12-F-1940-3 1-4 x 4 7-8—Radio and Television Publications, May—
N. W. Ayer & Son, Inc. 4779

Davenport
5/6

C. D.
Record Book
R. L. Kaiser
5/3/40



KEEP YOUR EYES OPEN

Look at the Farnsworth line-up from any angle — merchandising plans, product, values, advertising promotion — and you'll see 1940's brightest, eye-opening, profit set-up. For the BIG MONEY in radio sales this year, take this tip: *Keep your eye on Farnsworth.*

DON'T CLOSE YOUR EYES TO BIGGER PROFITS

WATCH FARNSWORTH FOR '40

FT-12-A-1940-3 1-4 x 4 7-8—Radio and Television Publications, May—
N. W. Ayer & Son, Inc. 4774

Davenport
5/6
C. D.
Record Book
R. L. Kaiser
5/3/40



**A DATE THAT'S WORTH
DOLLARS TO YOU**

• Your Farnsworth distributor will soon be back from the big Farnsworth Radio Convention. He'll have all the advance news about the sensational Farnsworth Line for '40. Get in touch with him. Get all the facts . . . and we are convinced your business judgment will tell you it's

worth going **FARNSWORTH** in '40

FT-12-H-1940-3 1-4 x 4 7-8—Radio and Television Publications, May—
N. W. Ayer & Son, Inc. 4781

C. I.
Record
R. L. Kaiser
5/3/40



KEEP YOUR EARS OPEN

• Keep your ears cocked for the big radio news of 1940 — a profit-packed line by Farnsworth, engineered inside and out, top and bottom, for sheer SELL-ability and profits. Be ready to listen to a story that will mean music for your ears and money in your pockets.

HEAR THE WHOLE PROFIT-STORY FOR YOURSELF

WATCH FARNSWORTH FOR '40

FT-12-B-1940-3 1-4 x 4 7-8—Radio and Television Publications, May—
N. W. Ayer & Son, Inc. 4775

C.
Record
R. L.
5/

Davenport
5/24

Farnsworth ANNOUNCES... SUNSET OF SEATTLE WILL BE THERE TOO!

Mr. Gordon Prentice, President of the Sunset Electric Company, directs the organization from his Portland Offices.



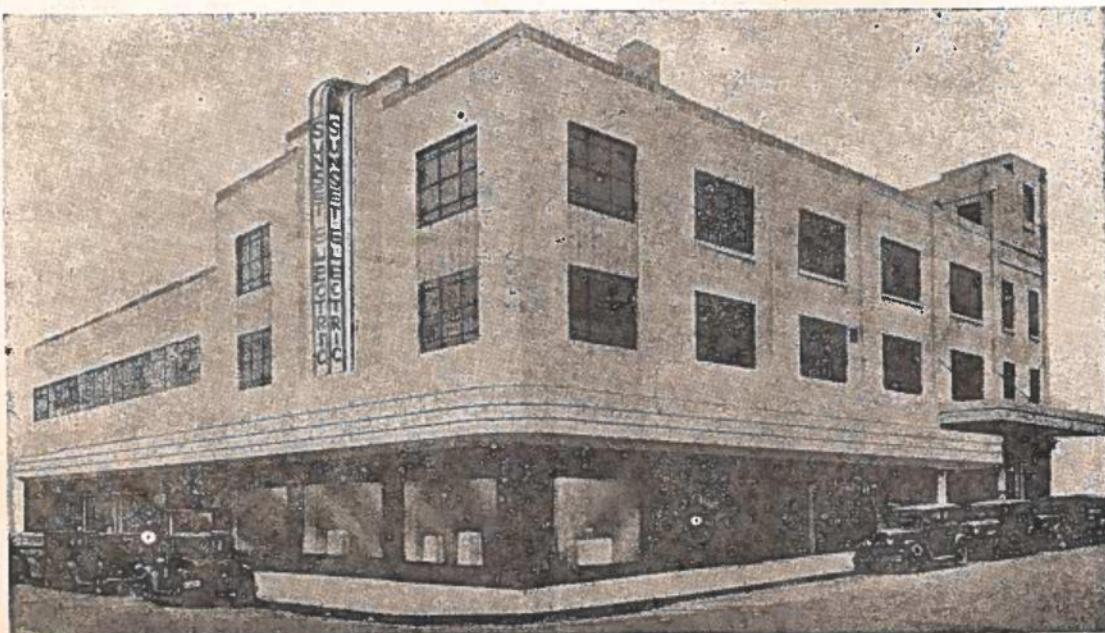
JUST SHORT OF A YEAR AGO, the initial group of Farnsworth distributors assembled to view the first products of the newly-formed Farnsworth organization.

Since that time these Farnsworth pioneers have made radio history. They have won the reputation of being perhaps the most progressive distributors in the industry.

In a few days, Farnsworth will again hold a Convention... at which these, as well as other leading distributors, who have since joined the Farnsworth ranks, will see the sensational new

Mr. Charles W. Stewart, Manager of the Seattle Branch of the Sunset Electric Company.

Here is the modern and spacious new Seattle branch of the Sunset Electric Company



1941 Farnsworth Line. Among these will be the Sunset Electric Company of Seattle, Wash.—headed by Mr. Gordon Prentice, President, and C. W. Stewart, Manager of the Seattle Branch.

HERE'S WHY SUNSET GOES FARNSWORTH IN SEATTLE, TOO

"Having been actively engaged in the distribution of a major line of radio sets for several years, and prior to that as distributor of Atwater Kent Radio from its inception, we naturally surveyed the field very carefully before arriving at this decision.

"In considering the line and the manufacturer, we have given thought to the experience of those associated with the manufacturer, the reputation of the company, the knowledge and background of the engineers, the merchandising policies and the public acceptance of the product. We feel that Farnsworth fills all of these requirements to the nth degree.

"The very satisfactory experience of our Portland house in the distribution of Farnsworth for the past year has had, of course, considerable weight in our decision. We are looking forward to many profitable and satisfactory years ahead with the Farnsworth franchise."

Yours very truly,
SUNSET ELECTRIC CO.,
(SIGNED) C. W. Stewart, Manager.

WATCH FARNSWORTH FOR '40

It's worth money to you to get the advance news about the profit-producing new 1941 Farnsworth Line when your Farnsworth distributor returns next week from the Convention.

Learn the complete story of man-power, promotion-power, product-power and selling-power behind the newest money-making name in the radio industry! We're convinced your business judgment will tell you that the new '41 models make it more than ever

WORTH GOING FARNSWORTH IN '40

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE AND MARION, INDIANA

Issue of May 29, 1940
RADIO and Television WEEKLY

Ad# FT-13-1940

G. D.
Record Book
R. L. Kaisel
5/24/1940

C. D.

Record Book

R. L. Kaiser

5/27/40

Davenport

5/27

CAPEHART-FARNSWORTH RECORD CHANGER

C. D.

Record Book

R. L. Kaiser

5/27/40

OUR enjoyment of a phonograph-radio depends to a great extent upon the performance of its record changer. So before you buy any phonograph-radio, we urge you to see the exclusive new Capehart-Farnsworth record changer in action. Playing up to 14 records automatically, it provides you with nearly an hour's entertainment. Easy to load. A marvel in quiet, trouble-free operation, unique handling of records prevents tipping, cutting or scratching. The feather-touch tone arm assures longer record life and higher fidelity reproduction.

This precision changer is only one of the many exclusive Farnsworth features . . . features never before combined in phonograph-radios at anywhere near the Farnsworth prices.

Hear the new Farnsworths. Admire the beautiful cabinets. Check their surprisingly low prices . . . from \$00.00 to \$000.00* with convenient terms . . . and you'll select one right away for your home. See your Farnsworth dealer today! Or write for attractive literature now. Farnsworth Television & Radio Corporation, Dept. , Fort Wayne, Indiana.

*Prices f.o.b. factory, Marion, Indiana.

• If your home has modern style furniture, you'll want the Beverly, Model BK-85, with its smart Moderne cabinet . . . styled for the times, yet done in restrained, good taste.

This distinctive model is equipped with the famous Capehart-Farnsworth record changer. Also a convenient record compartment, 8 tubes, 2 wave bands, push-button tuning, Bilt-In-Tenna, Tenna-Rotor, and a big 12-inch speaker. Television-sound connection. A superb instrument at a surprisingly low price.

Now you can direct the orchestra . . . blend the music to suit your own ear . . . with this amazing new Farnsworth development . . . the COLORTONE.

Notice the two tone-controls at either side of the dial above. Move them up or down and you can choose from more than 80 different tone combinations. The COLORTONE builds up either the bass or the high notes without chopping off the other end of the scale (as with the average radio). You get all of the tone . . . at the volume you desire.

Among the many other exclusive

Farnsworth features is the marvelous Hi-Spot Dial, which "high-spots" wave-band numbers . . . making it easier to read and tune to. Indeed, it has so many exclusive features been combined in radios at anywhere near the low Farnsworth prices . . . \$00.00 to \$000.00* with convenient terms. Housed in cabinets that are masterpieces of furniture craftsmanship.

Visit your Farnsworth dealer to see or write for attractive literature. Farnsworth Television & Radio Corporation, Dept. , Fort Wayne, Indiana.

*Prices f.o.b. factory, Marion, Indiana.

• You will admire the graceful, sweeping lines of this beautifully proportioned radio cabinet. Model BC-103 has all of the exclusive Farnsworth radio-features. Phonograph connection, Television-Sound Bridge. A remarkable

• If you like period furniture, see phonograph-radio Model BK-108. It has the marvelous Capehart-Farnsworth record changer, as well as all of the other exclusive Farnsworth features. A real value.

• Note the unusual simplicity of the Capehart-Farnsworth record changer. Playing as many as 14 records automatically, it offers you nearly an hour's entertainment. Quiet, trouble-free operation. Will not chip, cut or scratch the records. The feather-touch tone arm adds to the record life. See this wonderful changer perform.

FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS
THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

Only Farnsworth gives you the COLORTONE . . . an amazing new visual tone-blender which offers you a choice of more than 80 different tone combinations. You can bring up either the bass or the high notes without losing the tone value at the other end of the scale. It gives you tone to your own taste.

FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS
THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

C. D.

Record Book
R. L. Kaiser
5/27/40

Davenport
5/28

ONLY FARNSWORTH
GIVES YOU THIS!

We sincerely believe that no other record changer except that of the De Luxe Capehart itself is so quiet, trouble-free and easy to load and operate. A marvel of simplicity, its unique handling of the records and the feather touch tone arm assure long record life. Playing up to fourteen records automatically, it provides approximately an hour's continuous entertainment, without reloading.

COLORTONE . . .
Only Farnsworth has it!

This amazing new kind of visual tone-blender, available only in a Farnsworth, provides over eighty different tone combinations—enabling you to "custom-build" the tone quality of any radio or recorded program to suit your individual taste . . . increasing your enjoyment many-fold.

MAGNIFICENT NEW
FARNSWORTH RADIOS

Be sure to see and hear the superb new 1941 Farnsworth radios. They represent, we believe, truly advanced radio engineering, a complete line of all types, priced for every purse—from \$0.00 to \$000.00.* Typical of Farnsworth radio value is the beautiful table model (BT-71) with period trim, illustrated at the left. When you hear it and price it, you'll want it.

"So that more American families can enjoy their favorite music, reproduced on a good instrument, obtainable at moderate cost, the Farnsworth organization is devoting its resources to building phonograph-radios and radios that incorporate the experience of the leading experts in the fields of electronic television and sound."

PRESIDENT

PHONOGRAPH-RADIOS AT MODERATE PRICES EQUIPPED
WITH THE CAPEHART-FARNSWORTH RECORD CHANGER

ONLY in a Farnsworth can you secure the exclusive new Capehart-Farnsworth record changer . . . the changer that is the *big news* of the industry because of its smooth efficiency and quiet, trouble-free operation.

And that's only one of the amazing new Farnsworth features. In fact, never before have so many advanced developments been combined in instruments anywhere near the low Farnsworth prices! Compare the many Farnsworth advantages with those of other makes . . . marvel at the remarkable "Hi-Spot" dial with COLORTONE, "Tip-Top Tuning," the beautiful new Farnsworth cabinets and many other exclusive Farnsworth advancements.

Hear the Farnsworth and we believe you will no longer deny yourself the thrill and pleasure of your favorite music . . . beautifully reproduced. Prices of Farnsworth phonograph-radios range from \$0.00 to \$000.00.* Terms to suit your convenience. See your Farnsworth dealer today! Or write for attractive literature. Farnsworth Television & Radio Corporation, Dept. 00, Fort Wayne, Indiana. *Prices f.o.b. factory, Marion, Indiana

The distinctive AVON, 18th Century English lowboy (Model BK-106) shown above, is typical of Farnsworth phonograph-radio value. Equipped with all the exclusive Farnsworth advancements—Capehart-Farnsworth record changer, "Hi-Spot" dial, COLORTONE, Bilt-In-Tenna and Television Sound Bridge. Ten tubes. Three wave bands. Twelve-inch speaker. Truly an instrument built for the years to come. Yet priced surprisingly low.

FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS
THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

C. D.

Record Book
R L Kaiser
6/24/40

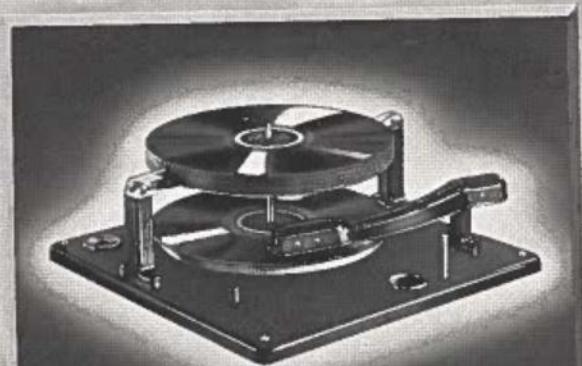
Now

FARNSWORTH

Gives you the Amazing

CAPEHART-FARNSWORTH RECORD CHANGER

Daverton
6/24



enjoyment of a phonograph-radio tends to a great extent upon the performance of its record changer.

before you buy any phonograph-radio, we urge you to see the new Capehart-Farnsworth record changer *today*. Playing up to 14 records automatically, it provides you with nearly an hour's entertainment. Easy to load. A jewel in quiet, trouble-free operation, unique handling of records prevents skipping, cutting or scratching. The finger-touch tone arm assures longer record life and higher fidelity reproduction. This precision changer is only one of

the many exclusive Farnsworth features . . . features never before combined in phonograph-radios at anywhere near the Farnsworth prices. Both Farnsworth phonograph-radios and radios are "Overseas Tested" for positive foreign reception.

Hear the new Farnsworths. Admire the beautiful cabinets. Check their surprisingly low prices . . . from \$39.95 to \$275,* with convenient terms . . . and you'll select one right away for your home. See your Farnsworth dealer *today*! Or write for attractive literature now. Farnsworth Television & Radio Corporation, Dept. 1, Fort Wayne, Indiana.

*Prices f.o.b. factory, Marion, Indiana.

If your home has modern-style furniture, you'll want the Beverly, Model BK-85, with its smart Modern cabinet . . . styled for the times, yet done in restrained, good taste.

This distinctive model is equipped with the famous Capehart-Farnsworth record changer. Also a convenient record compartment, 8 tubes, 2 wave bands, push-button tuning, Bilt-In-Tenna, Tenna-Rotor, and a big 12-inch speaker. Television-sound connection. A superb instrument at a surprisingly low price.

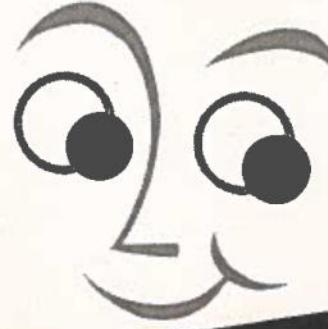


Only Farnsworth gives you the COLORTONE . . . amazing new visual tone-blender which offers a choice of more than 80 different tone combinations. You can bring up either the bass or the treble notes without losing the tone value at the other ends of the scale. It gives you tone to your own taste.

FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS
CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

C. D.

Record Book
R L Kaiser
5/31/40



WE'VE SEEN THE NEW
FARNSWORTH LINE
... AND IT'S A HONEY!
LOOK ON PAGE ★ THEN GET
IN TOUCH WITH US—QUICK!

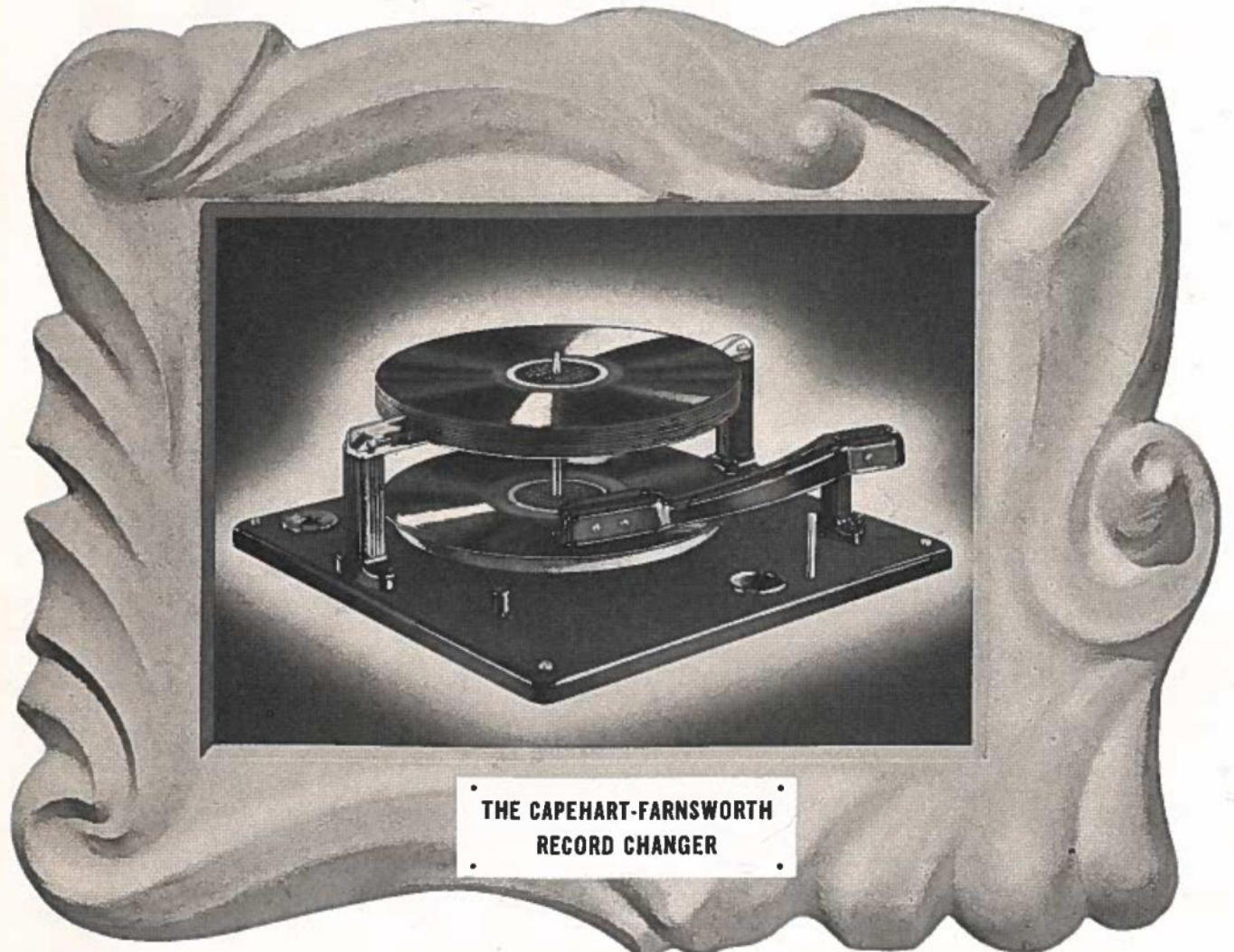
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Savannah, Ga.
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Little Rock, Ark.
THE STEVE WISE COMPANY
Wichita, Kansas

M. O. 1657

• FARNSWORTH gives you



... the heart of Farnsworth's superb 1941 radio-phonograph line . . . the changer the whole industry is talking about . . . the one that sets an entirely new standard for the medium-price field.

• • •

The new Capehart-Farnsworth changer plays up to 14 records automatically . . . is extremely simple to load and unload. It handles any standard-size record . . . without chipping, cutting or scratching . . . unfailingly plays each record to the end of the selection, then softly, gently feeds the

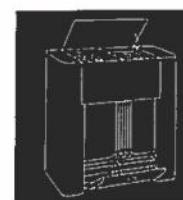
one of the quietest changers ever built, and its simple, fool-proof mechanism eliminates service problems.

This truly marvelous changer is one of the many big features of the 1941 Farnsworth radio-phonograph line . . . made to fit every price-bracket competitively . . . backed by powerful advertising in *The Saturday Evening Post*, *Life*, *Collier's* and through a national spot-radio broadcast campaign, as well as a complete program of merchandising helps . . . clinched by the well-known Farnsworth policies designed to protect your profit-interests.

every style of combination

A QUICK LOOK AT FARNSWORTH CABINET TYPES

The sketches on this page will give you a slight impression of the tremendous Farnsworth strength and position in the combination field . . . one of the broadest, most complete lines in the industry . . . with a type of cabinet to suit *every one of your prospects*. Don't wait! See your Farnsworth distributor and get the whole story on this great profit-making line.



One-piece
Lift-lid Types



Divided
Lift-lid Types



Front-opening
(Single Compartment) Types



Front-opening
(Double Compartment) Types



Half-top and Front
opening (Single Compartment) Types



Tip-Top-Tuning
Type



Chair-side Type



Table-model Type



Automatic Record
Player Attachment



Home Recorder



High-boy Types



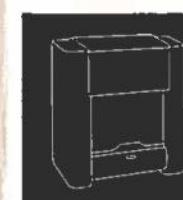
Low-boy Types



Period Types



Conventional Types



Modern Types

There's an equally startling line of 1941 radios in the Farnsworth picture for '40. Don't overlook it . . . a few minutes spent in visiting your distributor now may save you many months wishing you had.

C. D.

Record Book
K & J Kaiser
6/24/40

Darla
6/24



A Distinguished Name in Television presents the new 1941

FARNSWORTH

PHONOGRAPH-RADOS AT MODERATE PRICES EQUIPPED
WITH THE CAPEHART-FARNSWORTH RECORD CHANGER

Now in a Farnsworth you can secure the new Capehart-Farnsworth record changer . . . the *big news* of the industry because of its smooth efficiency and quiet, trouble-free operation.

And that is only one of the startling new Farnsworth features. In fact, never before have so many advanced developments been combined in instruments anywhere near the low Farnsworth prices! Compare the many Farnsworth advantages with those of other makes . . . marvel at the remarkable "Hi-Spot" dial with COLORTONE, "Tip-Top Tuning," Tenna-Rotor, the beautiful, superbly proportioned Farnsworth cabinets and many other exclusive advancements. Farnsworth radios and phonograph-radios are "Overseas Tested" for positive foreign reception.

Hear the Farnsworth and we believe you will no longer deny yourself the thrill and pleasure of your favorite music . . . beautifully reproduced. Prices of Farnsworth phonograph-radios range from \$39.95 to \$275.00.* Terms to suit your convenience. See your Farnsworth dealer today! Or write for attractive literature now. Farnsworth Television & Radio Corporation, Dept. 00, Fort Wayne, Indiana.

*Prices f.o.b. factory, Marion, Indiana

Shown above is the GAINSBOROUGH, 18th Century English lowboy (Model BK-108). Equipped with Capehart-Farnsworth record changer and all the other exclusive Farnsworth features . . . "Hi-Spot" dial, COLORTONE, Bilt-In-Tenna, Tenna-Rotor and Television Sound Bridge. Ten tubes. Three wave bands. Twelve-inch speaker. Truly an instrument built for the years to come. Yet it is priced surprisingly low.



ONLY CAPEHART-FARNSWORTH GIVES YOU THIS!

No other record changer except that of the De Luxe Capehart is so quiet and easy to load and operate. A marvel of simplicity, its unique handling of records assures long record life. Playing up to fourteen records automatically, it provides approximately an hour's program.

THE EXCLUSIVE COLORTONE

Only FARNSWORTH has it!

This amazing new kind of visual tone-blender provides over eighty different tone combinations—enabling you to "custom-build" the tone quality of any radio or recorded program to suit your taste.

NEW FARNSWORTH RADIOS

Be sure to hear the superb 1941 Farnsworth radios. They represent truly advanced radio engineering. A complete line, priced from \$9.95 to \$99.95.* Typical of Farnsworth radio value is beautiful table model (BT-71) with period trim, illustrated at left. When you hear it and price it, you will want it.

"So that more American families can enjoy their favorite music, reproduced on a good instrument, obtainable at moderate cost, the Farnsworth organization is devoting its resources to building phonograph-radios and radios that incorporate the experience of the leading experts in the fields of electronic television and sound."

L. H. Nichols PRESIDENT

FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS
THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

C. D.
Record Book
R. L. Laiet
7/3/40

Enjoy Radio's Finest Tone
with the new
FARNSWORTH
"Colortone"

Dovercourt
7/5



Now you can direct the orchestra . . . blend the music to suit your own ear . . . with this amazing new Farnsworth development . . . the **COLORTONE**.

Notice the two tone-controls at either side of the dial above. Move them up or down and you can choose from more than 80 different tone combinations. The **COLORTONE** builds up either the bass or the high notes without chopping off the other end of the scale (as with the average radio). You get all of the tone . . . at the volume you desire.

Among the many other exclusive Farnsworth features is the "Tenna-Rotor"

and the marvelous Hi-Spot Dial, which "high-spots" the wave-band numbers . . . making them easier to read and tune to. Indeed, never before have so many exclusive features been combined in radios at anywhere near the low Farnsworth prices . . . from \$9.95 to \$99.95,* with convenient terms. Housed in cabinets that are masterpieces of furniture craftsmanship. *Farnsworth radios are "Overseas Tested" for foreign reception.*

Visit your Farnsworth dealer today. Or write for attractive literature now. Farnsworth Television & Radio Corporation, Dept. , Fort Wayne, Indiana.

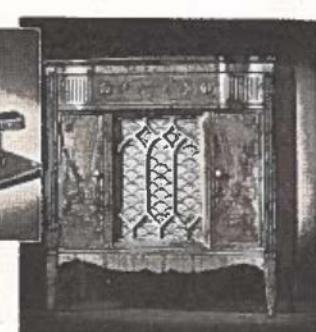
*Prices f.o.b. factory, Marion, Indiana.

• You will admire the graceful, sweeping lines of this beautiful cabinet. Radio model BC-103, shown at the left, has all of the exclusive Farnsworth radio-features. Phonograph connection and Television-Sound Bridge. A remarkable value.

• If you like period furniture, see phonograph-radio Model BK-87 (below). It has the marvelous Capehart-Farnsworth record changer, as well as other exclusive Farnsworth features. Amazingly low priced.

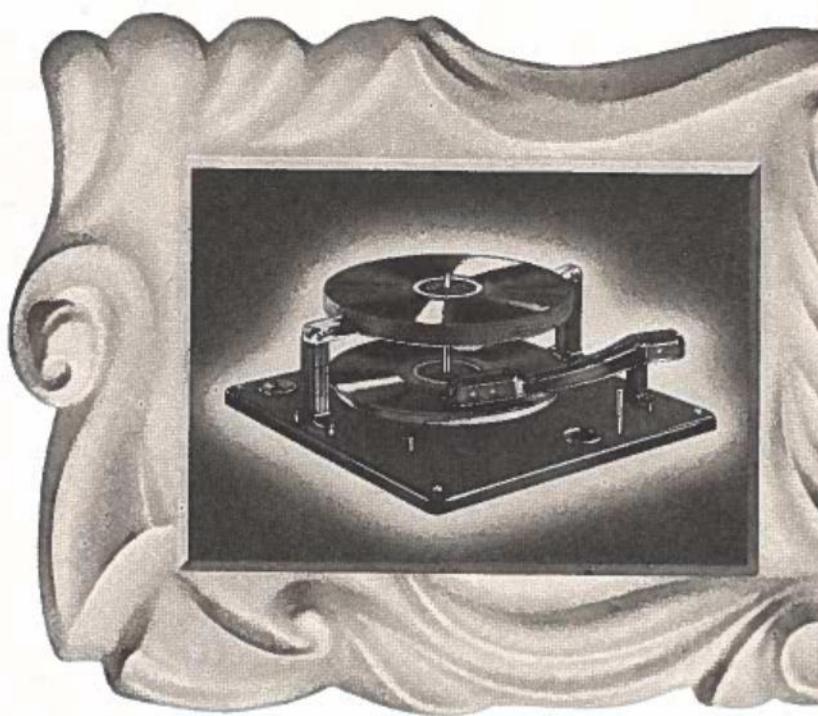


• Note the unusual simplicity of the Capehart-Farnsworth record changer. Playing as many as 14 records automatically, it offers you nearly an hour's entertainment. Quiet, trouble-free operation. Will not chip, cut or scratch the records. The feather-touch tone arm adds to the record life. See this wonderful changer perform.



Now
FARNSWORTH
Gives you the Amazing

CAPEHART-FARNSWORTH RECORD CHANGER



YOUR enjoyment of a phonograph-radio depends to a great extent upon the performance of its record changer.

So before you buy any phonograph-radio, we urge you to see the new Capehart-Farnsworth record changer in action. Playing up to 14 records automatically, it provides you with nearly an hour's entertainment. Easy to load. A marvel in quiet, trouble-free operation, its unique handling of records prevents chipping, cutting or scratching. The feather-touch tone arm assures longer record life and higher fidelity reproduction. This precision changer is only one of

the many exclusive Farnsworth fea- . . . features never before combin- phonograph-radios at anywhere ne-

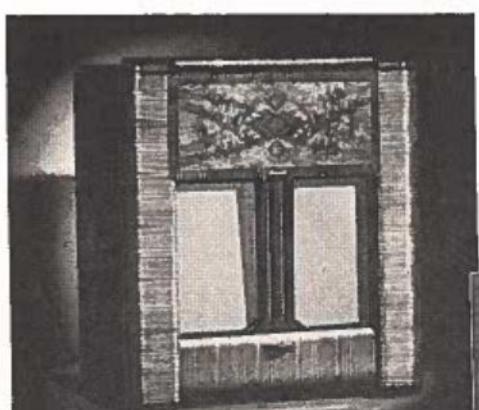
Farnsworth prices. Both Farn- phonograph-radios and radios are "seas Tested" for positive foreign rece-

Hear the new Farnsworths. At the beautiful cabinets. Check their prisingly low prices . . . from \$39.95 to \$275,* with convenient terms . . . you'll select one right away for home. See your Farnsworth dealer. Or write for attractive literature Farnsworth Television & Radio Corporation, Dept. , Fort Wayne, Indiana.

*Prices f.o.b. factory, Marion, Indiana.

• If your home has modern-style furniture, you'll want the Beverly, Model BK-87. Its smart Modern cabinet . . . styled times, yet done in restrained, good taste.

This distinctive model is equipped with famous Capehart-Farnsworth record changer. Also a convenient record compartment, 2 wave bands, push-button Bilt-In-Tenna, Tenna-Rotor, and a 10-inch speaker. Television-sound connection, superb instrument at a surprisingly low price.



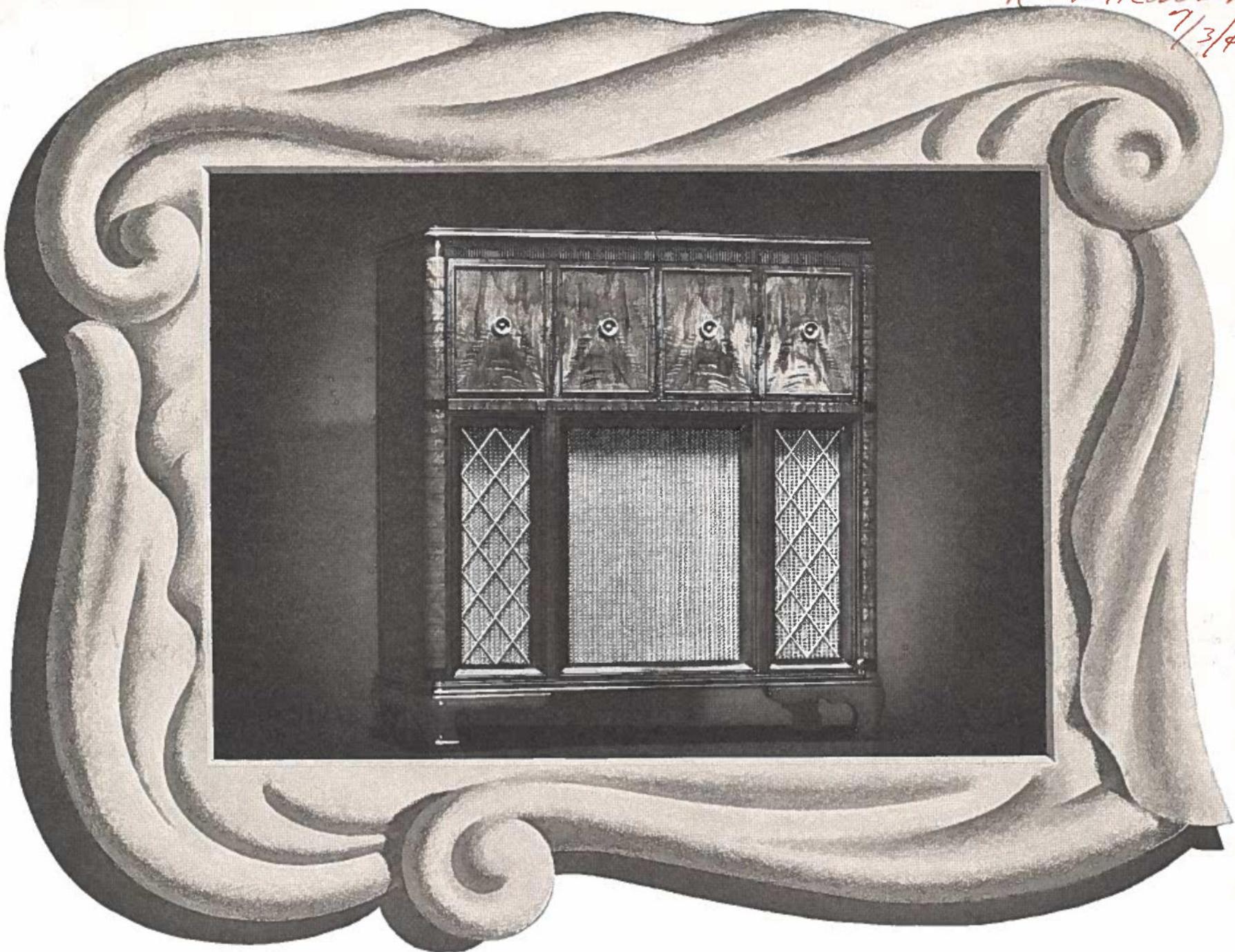
• Only Farnsworth gives you the **COLORTONE** . . . the amazing new visual tone-blender which offers you a choice of more than 80 different tone combinations. You can bring up either the bass or the high notes without losing the tone value at the other end of the scale. It gives you tone to your own taste.



FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS
THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS
THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

C. D.
Record Book
R. L. Kaiser
7/3/40.



A Distinguished Name in Television presents the new 1941

FARNSWORTH

PHONOGRAPH-RADIOS AT MODERATE PRICES EQUIPPED
WITH THE CAPEHART-FARNSWORTH RECORD CHANGER

Now in a Farnsworth you can secure the new Capehart-Farnsworth record changer... the *big news* of the industry because of its smooth efficiency and quiet, trouble-free operation.

And that is only one of the startling new Farnsworth features. In fact, never before have so many advanced developments been combined in instruments anywhere near the low Farnsworth prices! Compare the many Farnsworth advantages with those of other makes... marvel at the remarkable "Hi-Spot" dial with COLORTONE, "Tip-Top Tuning," Tenna-Rotor, the beautiful, superbly proportioned Farnsworth cabinets and many other exclusive advancements. Farnsworth radios and phonograph-radios are "Overseas Tested" for positive foreign reception.

Hear the Farnsworth and we believe you will no longer deny yourself the thrill and pleasure of your favorite music... beautifully reproduced. Prices of Farnsworth phonograph-radios range from \$39.95 to \$275.00.* Terms to suit your convenience. See your Farnsworth dealer today! Or write for attractive literature now. Farnsworth Television & Radio Corporation, Dept. 00, Fort Wayne, Indiana.

*Prices f.o.b. factory, Marion, Indiana

Shown above is the GAINSBOROUGH, 18th Century English lowboy (Model BK-108). Equipped with Capehart-Farnsworth record changer and all the other exclusive Farnsworth features... "Hi-Spot" dial, COLORTONE, Bilt-In-Tenna, Tenna-Rotor and Television Sound Bridge. Ten tubes. Three wave bands. Twelve-inch speaker. Truly an instrument built for the years to come. Yet it is priced surprisingly low.



ONLY CAPEHART-FARNSWORTH GIVES YOU THIS!

No other record changer except that of the De Luxe Capehart is so quiet and easy to load and operate. A marvel of simplicity, its unique handling of records assures long record life. Playing up to fourteen records automatically, it provides approximately an hour's program.

THE EXCLUSIVE COLORTONE

Only FARNSWORTH has it!

This amazing new kind of visual tone-blender provides over eighty different tone combinations—enabling you to "custom-build" the tone quality of any radio or recorded program to suit your taste.

NEW FARNSWORTH RADIOS

Be sure to hear the superb 1941 Farnsworth radios. They represent truly advanced radio engineering. A complete line, priced from \$9.95 to \$99.95.* Typical of Farnsworth radio value is beautiful table model (BT-71) with period trim, illustrated at left. When you hear it and price it, you will want it.

"So that more American families can enjoy their favorite music, reproduced on a good instrument, obtainable at moderate cost, the Farnsworth organization is devoting its resources to building phonograph-radios and radios that incorporate the experience of the leading experts in the fields of electronic television and sound."

L. M. Nichols
PRESIDENT

FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS
THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS



Farnsworth

THE LINE THAT HAS **EVERYTHING!**

1 A BROAD, COMPLETE LINE—Combinations. Consoles. Table models. Record players. Home recorders. No Farnsworth dealer need ever lose a sale—there's a Farnsworth model for every conceivable desire and purse, and each cabinet style stands out as a *distinctive* model—individual in both design and features.

2 COMPETITIVE PRICES—Every model is priced so competitively that sales need never be lost because of price. Farnsworth discounts are based on the knowledge that dealers must make a *good profit*—including trade-in sales.

3 HOT SELLING FEATURES—Cabinets styled to the taste of today. COLORTONE, "Ampli-filter," "Tenna-Rotor" . . .

"Hi-Spot" Dial . . . "Tip-Top Tuning" . . . and many other features give Farnsworth dealers a competitive edge that closes more sales.

4 BACKED BY POWERFUL ADVERTISING—A continuous schedule of sales-creating advertisements in *The Saturday Evening Post*, *Life* and *Collier's*. Plus a **NATIONAL SPOT-RADIO BROADCAST CAMPAIGN**. Plus a powerful program of merchandising helps.

YES SIR . . . Farnsworth gives you **EVERYTHING** to go to town. Don't delay. See your Farnsworth distributor now and get the money-making facts. Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS.
THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

FT-24—1940—7 x 10—Radio and Television Publications, July—N. W. Ayer & Son, Inc. 5893

Davenport
7/11

C. D.

Record Book
R. L. Kaiser
7/19/40



Now you can hear the 1941 edition of the new Capehart-Panamuse phonograph-radios . . . with features that give them new tonal excellence . . . and with new cabinet designs in authentic period furniture styles.

With the Capehart-Panamuse, you will find no foggy treble or rumble bass. Faithfully and clearly, it reproduces the music of your choice . . . from the deepest tone of the bass viol to the highest tone of the piccolo.

Developed by the same Capehart engineers who created the distinguished *De Luxe* Capehart, the new 1941 Capehart-Panamuse is built for music lovers who want a moderately priced instrument in the great Capehart tone-tradition.

EXCLUSIVE RECORD CHANGER

Among the exclusive new features of the Capehart-Panamuse is its unique "Play-Control" Changer that permits you to predetermine the number of selections you wish to play . . . from one to fourteen records. (The instrument does the rest—automatically.) It provides nearly an hour's continuous entertainment with the music of your own choice.

You will be proud to entertain your friends with the superb music of the new Capehart-Panamuse. You can be equally

CAPEHART
Panamuse

proud of its splendid radio unit, equipped for television sound. Models also designed for Frequency Modulation reception available at slight additional cost.

Illustrated above is the Capehart-Panamuse George I, at \$259.50.* Other Capehart-Panamuse instruments are priced from \$149.50* to \$299.50. They may be purchased with a modest down payment and convenient monthly terms.

For a new experience in musical enjoyment, we suggest you hear the new Capehart-Panamuse at your Capehart dealer's soon. Or, write now for attractive illustrated booklet. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

*Prices slightly higher on the West Coast

S. D.
Record Book
R. L. Kaiser
8/15/40

FARNSWORTH DEALERS GET THIS EXTRA PROFIT!



WITH THIS CAPEHART-FARNSWORTH AUTOMATIC RECORD CHANGER

This startling, new Capehart-Farnsworth Automatic Record Changer (Model BP-2) cracks the radio market wide open . . . gives you an opportunity to make *another* sale—a *profitable* sale—to customers who have already bought a radio. • It will increase sales in your record department. A dramatic home or showroom demonstrator, it gives you a chance to SELL-UP these record customers to a Farnsworth phonograph-radio.

FOR A BOOMING MARKET!

Realizing the promotional possibilities to the dealer of an Automatic Record Changer attachment, Farnsworth introduced this startling value at its June convention. It went over big—has continued to be a great sales producer, outstanding even in the broad Farnsworth line.

THEY TRY IT—THEY BUY IT!

Model BP-2 is the famous Capehart-Farnsworth Record Changer housed in a beautiful cabinet that will harmonize with the design of any quality radio receiver. It plays fourteen 10-inch or ten 12-inch records automatically. One of the quietest changers ever built, its mechanism is simple and fool-proof. A demonstration always means a sale.



THE GAINSBOROUGH is typical of the style, performance, and value of the broadest combination line in the industry—Farnsworth.



DISTINCTIVE STYLES—Outstanding values in every console price bracket—providing real demonstrable, sales-making features.



Farnsworth also combines styling with performance and outstanding value in a complete table model line of both wood and plastic cabinets.



Another Farnsworth innovation—an Automatic Phonograph-Radio Combination in Chairside model that has everything—including a low list price.

★ TYPICAL FARNSWORTH VALUE LEADERS ★

C.D.
Record Book

R. L. Kaiser
8/15/40

C. D.
Record Book

*Prestige and Profit are your Partners
with the*

**CAPEHART and the
CAPEHART-PANAMUSE**

*Wiley
8/28*

HAVE you considered the opportunity that the new 1941 Capehart and Capehart-Panamuse line may offer to you?

This line carries with it tremendous prestige; for people know the Capehart name stands for the finest in musical reproduction.

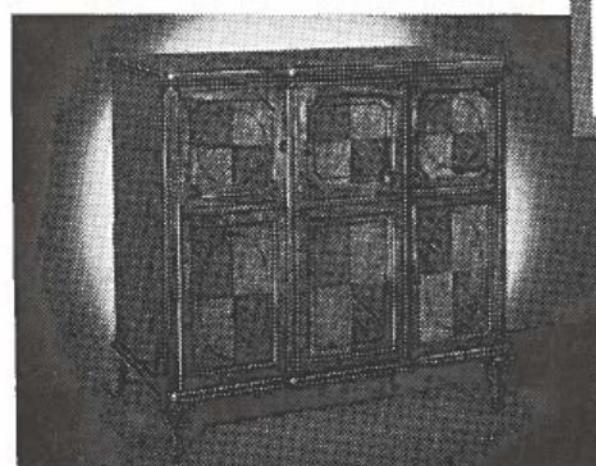
And not only does this line embrace the Capehart, to appeal to your wealthiest customers; but it also contains the Capehart-Panamuse — providing virtually unlimited sales opportunities. For the Capehart-Panamuse with a price range from \$149.50 to \$299.50 brings to those of moderate income an instrument in the Capehart heritage of quality and styling. Let your customers *see and hear* the Capehart-Panamuse, and they will want one for their homes.

You don't have to worry about "cut-price" competition. For your profits are protected through a consistent policy of restricted dealerships maintained over many years.

This fall, a big campaign of 20 full-page advertisements in *Time*, *The New Yorker*, *Country Life* and *Town and Country* on both the Capehart and the Capehart-Panamuse will **SUPPORT YOUR SALES!**

Mail the coupon below for information as to whether a protective Capehart dealership franchise is available in your area.

DE LUXE CAPEHART
Regency period design... \$995



**CAPEHART-
PANAMUSE**
Sheraton period
design... \$219.50



**CAPEHART-
PANAMUSE**
Georgian period
design... \$299.50



**CAPEHART-
PANAMUSE**
Modern
design... \$199.50



The CAPEHART and the CAPEHART-PANAMUSE

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

Please advise me if a Capehart franchise is available in my city.

Name _____

Address _____

City _____ State _____

C. D.
Record Book

Prestige and Profit are your Partners
with the

CAPEHART and the
CAPEHART-PANAMUSE

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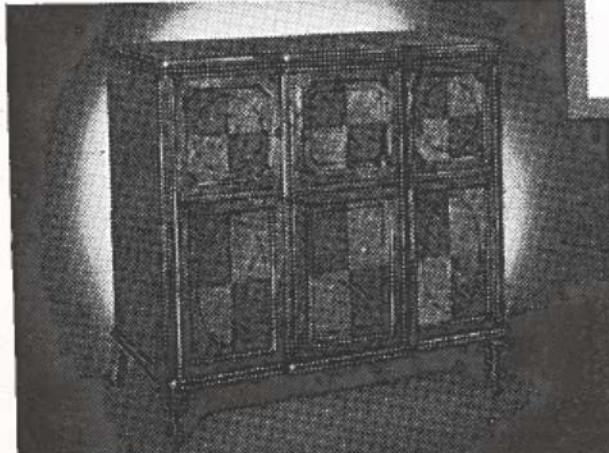
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PANAMUSE
Modern
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The CAPEHART and the CAPEHART-PANAMUSE

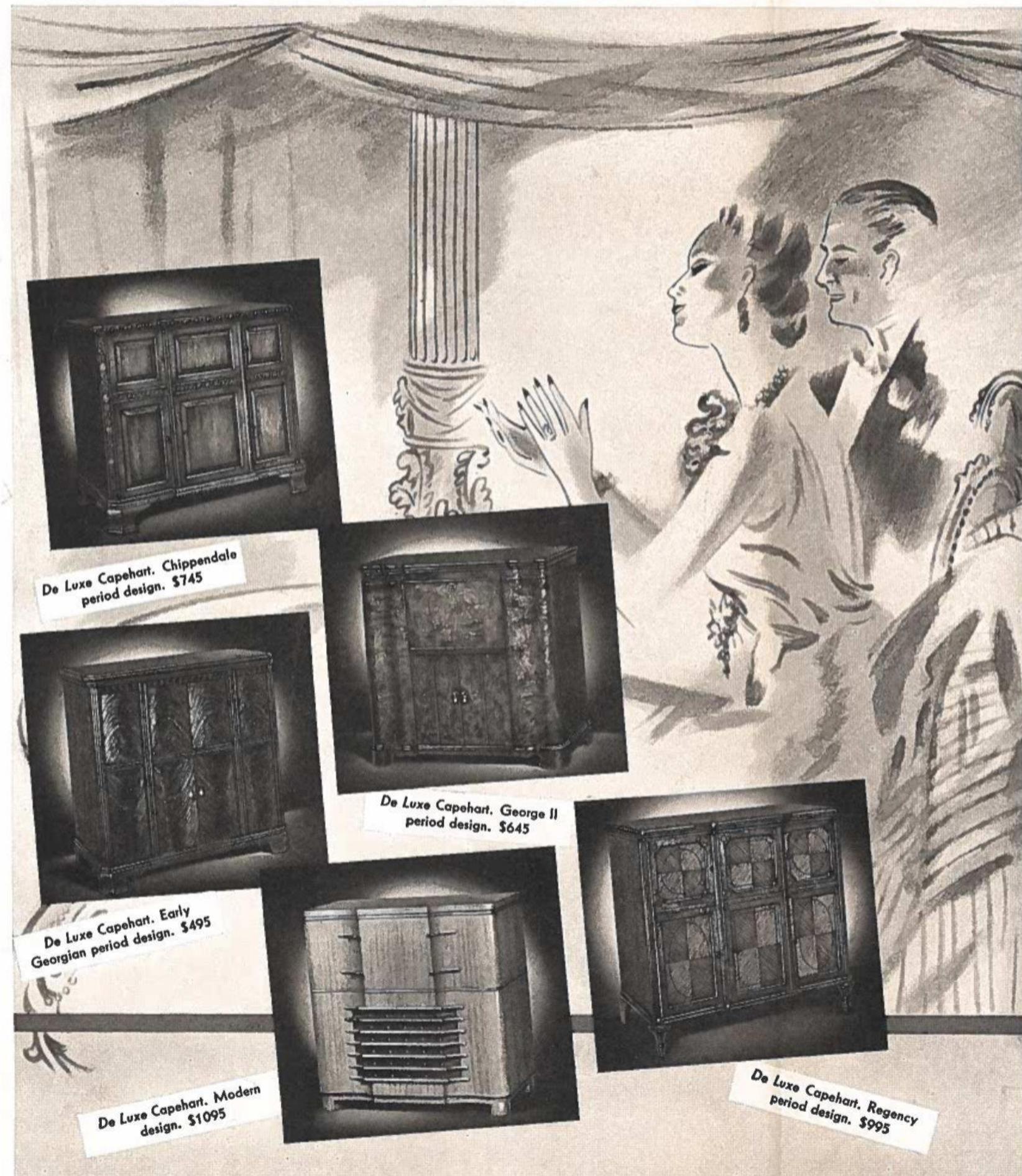
The Capehart Division
Farnsworth Television & Radio Corp., Fort Wayne, Indiana
Please advise me if a Capehart franchise is available in my city.

Name _____

Address _____

City _____ State _____

Prestige and Profit are your Partners with the CAPEHART and the CAP



Here you will find
of the new 1941
Panamuse line which re-
ceived a most favorable
reception at the
convention in Chicago.

These pictures tell on
the eyes of the public, the
for the finest in musical
store that carries this
prestige . . . AND PROFIT.

For this is no "cut-price" item
protected by a consistent
dealerships maintained
wide price range incre-
for profit. *De Luxe*
\$495 to \$2500 . . . Cap-
from \$149.50 to \$299.50.

Dealers receive power-
ful advertising and sup-
port. This fall and winter,
models on the Capehart
Panamuse will appear
in *Music Life*, *Music
Yorker*, *Country Life* and
Music Trade.

THE CAPEHART-PANAMUSE BROADENS YOUR MARKET

Introduced last year, the
Panamuse line has met with phenomenal
success. It is the ideal instrument for music lovers who want
the best in musical equipment at a reasonable price.

Sales opportunities are
available for dealers who want
the Capehart-Panamuse line at a
moderate income and in the
Capehart heritage of top quality.

Today, there are a few
available Capehart franchises
in accordance with Capehart
ship policies. The company
you information as to
franchise is available in
the *Music Trade*.

Wiley
8/29

CAPEHART-PANAMUSE

H

Here you will find representative models of the new 1941 Capehart and Capehart-Panamuse line which received such an enthusiastic reception at the Music Merchants' Convention in Chicago.

These pictures tell only part of the story. In the eyes of the public, the Capehart name stands for the finest in musical reproduction. The store that carries this line adds to its own prestige . . . AND PROFIT.

For this is no "cut-price" line. Profits are protected by a consistent policy of restricted dealerships maintained over many years. The wide price range increases your opportunity for profit. *De Luxe* Capeharts range from \$495 to \$2500 . . . Capehart-Panamuse models from \$149.50 to \$299.50.

Dealers receive powerful advertising backing. This fall and winter, 20 full-page advertisements on the Capehart and the Capehart-Panamuse will appear in *Time*, *The New Yorker*, *Country Life* and *Town and Country*.

**THE CAPEHART-PANAMUSE
BROADENS YOUR MARKET**

Introduced last year, the Capehart-Panamuse has met with phenomenal success. It is built for music lovers who want a moderately priced instrument in the great Capehart tone-tradition.

Sales opportunities are unlimited, for now the Capehart-Panamuse brings to those of moderate income an instrument built in the Capehart heritage of tone and styling.

Today, there are a few areas in which profitable Capehart franchises may be granted—in accordance with Capehart protective dealership policies. The coupon below will bring you information as to whether a Capehart franchise is available in your city.



THE CAPEHART DIVISION — FARNSWORTH TELEVISION & RADIO CORPORATION, Fort Wayne, Indiana
Please advise me if a Capehart franchise is available in my city.

Name _____

Address _____

City _____ State _____



Distinguished Conductors

CHOOSE IT FOR THEIR OWN HOMES



AT REHEARSAL, if he detects one off-note from a hundred instruments in crescendo, the leader of a great symphony orchestra raps his baton in sharp rebuke . . . so sensitive is his ear to tone.

When he relaxes to music in his own home, he cannot tolerate less than the best. So you will find the names of many distinguished conductors among the list of Capehart owners. For the *De Luxe* Capehart automatic phonograph-radio provides the ultimate in tonal reproduction. It faithfully recreates the full musical scale, both in fundamentals and harmonics.

Nothing else performs like the Capehart. It has the only record changer in the world that turns the records over—playing

20 records (40 selections) continuously—10-inch or 12-inch records, or both intermixed—on both sides or either side. It brings you complete symphonies, operas and other compositions in their correct sequence . . . three hours, or more, of the music of your own choice, without your having to go near the instrument.

The 1941 *De Luxe* Capehart incorporates new features which make it more than ever the finest instrument for both recorded music and radio. Its custom-designed radio-unit offers superlative performance . . . equipped for television sound and for reception of Frequency Modulation broadcasts, if you choose. Cabinets are authentic period designs fashioned from fine furniture woods.

Shown above is the Regency, in Walnut, at \$995. Other *De Luxe* Capeharts—\$495 to \$2500.* They may be purchased with a modest initial payment and convenient terms.

Also available are individually designed concealed installations of complete automatic phonograph and radio, with speakers and control stations throughout your home.

Visit your Capehart dealer and hear the new 1941 Capehart. Or write for brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

The new Capehart-Panamuse is a more moderately priced instrument built in the Capehart tradition. Models range from \$149.50 to \$299.50.* They may be purchased with a small down payment and convenient terms.

*Prices slightly higher on the West Coast

The CAPEHART
THE FINEST IN MUSICAL REPRODUCTION

Record
R ZK
9/1

Wild
8,

GET THIS EXTRA PROFIT WITH FARNSWORTH!



THE CAPEHART-FARNSWORTH AUTOMATIC RECORD CHANGER

- The new Capehart-Farnsworth Automatic Record Changer (Model BP-2) offers your store **FOUR BIG EXTRAS**. 1. *Extra profit* in your Radio Department. 2. *Extra profit* from your Record Department. 3. *Extra store traffic*. 4. *Extra op-*

portunity to re-approach and sell old customers who have bought a radio. You bring your customers and their friends new musical pleasure... gain their appreciation... and build up your store good-will. Read the interesting details below.

★ ★ ★ ★ ★ ★ ★

ACT NOW!

- The new Capehart-Farnsworth Record Changer attachment, like the entire Farnsworth line, is priced to move fast. It's competitive... and HOT! Get the profit-producing facts from your Farnsworth distributor this very week! Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

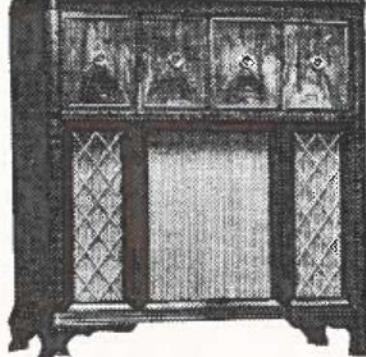
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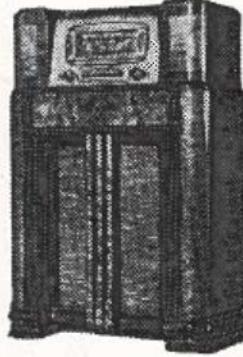
FARNSWORTH

... MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS.

THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS



THE GAINSBOROUGH is typical of the style, performance, and value of the broadest combination line in the industry — Farnsworth.



DISTINCTIVE STYLES—Outstanding values in every console price bracket—providing real sales-making features demonstrable to your customers.



Farnsworth also combines styling with performance and outstanding value in a complete table model line of both wood and plastic cabinets.

TYPICAL FARNSWORTH VALUE LEADERS



Distinguished Conductors

CHOOSE IT FOR THEIR OWN HOMES

Wiley
8/3



AT REHEARSAL, if he detects one off-note from a great symphony orchestra, the conductor raps his baton in sharp rebuke . . . so sensitive is his ear to tone.

When he relaxes to music in his own home, he cannot tolerate less than the best. So you will find the names of many distinguished conductors among the list of Capehart owners. For the De Luxe Capehart automatic phonograph-radio provides the ultimate in tonal reproduction. It faithfully recreates the full musical scale, both in fundamentals and harmonics.

Nothing else performs just like the Capehart. It has the only record changer in the world that turns the records over—playing 20 records (40 selections) contin-

uously—10-inch or 12-inch records, or both intermixed—on both sides or either side. It brings you complete symphonies, operas and other compositions in their correct sequence . . . three hours, or more, of the music of your own choice, without your having to go near the instrument.

The 1941 De Luxe Capehart incorporates new features which make it more than ever the finest instrument for both recorded music and radio. Its custom-designed radio-unit offers superlative performance . . . equipped for television sound and for reception of Frequency Modulation broadcasts, if you choose. Cabinets are authentic period designs fashioned from fine furniture woods.

Shown above is the Regency, in Walnut, at \$995. Other De Luxe Capeharts—\$495* to \$2500. They may be purchased with a modest initial payment and convenient terms.

Also available are individually designed concealed installations of complete automatic phonograph and radio, with speakers and control stations throughout your home.

Visit your Capehart dealer and hear the new 1941 Capehart. Or write for brochure. The Capehart Division of Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

The new Capehart-Panamuse is a more moderately priced instrument built in the Capehart tradition. Models range from \$149.50 to \$299.50.* They may be purchased with a small down payment and convenient terms.

*Prices slightly higher on the West Coast

The C A P E H A R T

THE FINEST IN MUSICAL REPRODUCTION



Première

THE 1941 CAPEHART



C. D.
Record Book
R. J. Kaiser
9/4/40

TODAY the curtain rises on a memorable experience for music lovers everywhere . . . the première of the new 1941 *De Luxe* Capehart automatic phonograph-radio . . . at selected music dealers' salons throughout America.

You who have heard the Capehart in the past . . . who have marveled at its fidelity of tone . . . can look forward to even greater excellence of performance. For new developments in sound-engineering give the new 1941 Capehart an almost unbelievable realism in reproducing the full musical scale, both in fundamentals and harmonics.

You will be equally delighted with the new cabinet interpretations of authentic period designs. The radio-unit is a superb example of advanced radio engineering.

You will marvel at the exceptional ease and clarity with which it receives foreign and standard broadcasts, as well as Frequency Modulation programs.

To see and hear the Capehart is to understand why its list of owners includes so many of the world's most distinguished names . . . famous musicians, leaders in business and social life and other music lovers.

Nothing else performs like the Capehart. It has the only record changer in the world that turns the records over—playing 20 records (40 selections) continuously—10-inch or 12-inch records, or both intermixed—on both sides or either side. It brings you complete symphonies, operas and other compositions in their correct sequence . . . three hours, or more, of

the music of your own choice, without your having to go near the instrument.

Shown above is the Early Georgian, at \$495. Other *De Luxe* Capeharts—\$495* to \$2500. They may be purchased with a modest initial payment and convenient terms.

Also available are individually designed concealed installations of complete automatic phonograph and radio, with speakers and control stations throughout your home.

Visit your Capehart dealer or write for illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

The new Capehart-Panamuse is a more moderately priced instrument built by Capehart craftsmen. Models range from \$149.50 to \$299.50.* They may be purchased on a small down payment and convenient terms.

* Prices slightly higher on the West Coast

The CAPEHART

THE FINEST IN MUSICAL REPRODUCTION

C. D.
Record Book
R. J. Kaiser
9/3/40

Mon Sept 2 Farnsworth Television & Radio Corp 145x4 Retailing H F 29192

GET THIS EXTRA PROFIT WITH FARNSWORTH!

THE CAPEHART-FARNSWORTH AUTOMATIC RECORD CHANGER



THEY TRY IT— THEY BUY IT!

Model BP-2 is the amazing Capehart-Farnsworth Record Changer housed in a beautiful cabinet that will harmonize with the design of any quality radio receiver. It plays fourteen 10-inch or ten 12-inch records automatically. One of the quietest Record Changers ever built, its mechanism is simple and fool-proof. Providing an interest-compelling action display, a demonstration always means a sale.

- The new Capehart-Farnsworth Automatic Record Changer (Model BP-2) offers your store **FOUR BIG EXTRAS**. 1. *Extra* profit in your Radio Department. 2. *Extra* profit from your Record Department. 3. *Extra* store traffic. 4. *Extra* opportunity to re-approach and sell old customers who have bought a radio. You bring your customers and their friends new musical pleasure . . . gain their appreciation . . . and build up your store good-will. Read the interesting details below.

FOR A BOOMING MARKET!

Realizing the promotional possibilities to radio dealers of an Automatic Record Changer attachment, Farnsworth introduced this startling value at its June convention. It went over **BIG**—has continued to be a great sales-producer, outstanding even in the broad Farnsworth line.

★ ★ ★ ★ ★ ★ ★

ACT NOW!

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FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS.

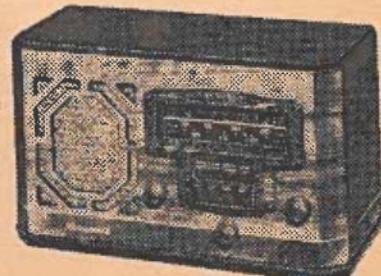
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DISTINCTIVE STYLES—Outstanding values in every console price bracket — providing real sales-making features demonstrable to your customers.



Farnsworth also combines styling with performance and outstanding value in a complete table model line of both wood and plastic cabinets.

TYPICAL FARNSWORTH VALUE LEADERS

FT-28-1940

EVERY WEEK IS

LIFE

Collier's

Now FARNSWORTH
gives you the Amazing

CAPEHART-FARNSWORTH RECORD CHANGER

A Distinguished Name in Television presents the new 1941
FARNSWORTH
PHONOGRAPH RADIOS AT MODERATE PRICES EQUIPPED
WITH THE CAPEHART-FARNSWORTH RECORD CHANGER

FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION

THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

THE SATURDAY EVENING POST

Enjoy Radio's Finest Tone
with the new
FARNSWORTH
"Colortone"

Now you can direct the orchestra.
With the amazing new Farnsworth development—the **Colortone**—you can play the two tone-controls at either side of the dial alone. Play them up or down and you get 100 tones from more than 80 different tone combinations. The Colortone holds up either the bass or the high notes without changing all the other end of the scale as with the average radio. You get all of the tone at the volume you desire.

Among the many other exclusive Farnsworth features is the "Tone-Roller".

Now in a Farnsworth you can secure the new Capehart-Farnsworth record changer, the first one of the industry to give its smooth efficiency and quiet, trouble-free operation.

And that's only one of the startling new Farnsworth features. In fact, never before have so many advanced developments been concentrated in one manufacturer. Compare the many Farnsworth stages with those of other makers . . . marvel at the remarkable "Hi-Fi" deal with Colortone's "Tip-Top Tuning". Tone-Roller, the beautiful, superbly proportioned Farnsworth radio units and other exclusive advancements. Farnsworth radios and phonographs are "Overseen Tested" for positive foreign reception.

Outstanding values in the Farnsworth automatic record-changer attachment. Model BP-2 for modernizing straight radios. Show it to your customers who have recently bought a radio, and you'll not only make another sale but also whet their appetites for a combination unit later on.

Outstanding values in the Farnsworth table models, in both wood and plastic cabinets, is exemplified in this exquisite model with period trim. A quality performer, priced for thrifty-minded buyers.

Your customers will go for this Chairside model. They sit in a chair, tune in and relax . . . they try it . . . they buy it. The only Chairside automatic combination on the market at anywhere near its price.



Farnsworth WEEK!



THE CAPEHART-FARNSWORTH CHANGER

... one of the many reasons why Farnsworth is the hottest combination line today. Another is that Farnsworth gives you *every* type and style of cabinets your prospects could possibly ask for. Most important of all, Farnsworth *values*, model for model, are not matched by any line . . . in performance, in price, in design and in dealer profit.

A BIG NATIONAL AD EVERY WEEK

Farnsworth advertising in *Life*, *The Saturday Evening Post* and *Collier's* will crowd dealers' stores with prospects for this great new line of radios and phonograph-radio combinations.

Here are the first three of the many big ads that will pound home the dynamic Farnsworth sales message to prospects in your community . . . ads with "sock" and power that set a pace 'way above the usual run-of-the-mill radio advertising.

EVERY AD IS YOUR AD!

Every one of these national Farnsworth ads is designed to create permanent prestige for Farnsworth dealers . . . without losing sight of the need for *immediate* store traffic and profits for you. Local tie-in ads are built the same way—to get prompt results. Hard-hitting promotional material hits the same fast pace.

ON THE AIR TOO!

National spot radio advertising in major cities from coast to coast will add another important push to the big swing to Farnsworth. All this, plus the industry's greatest line of combinations and sensational values in consoles, table models, portables and home recording, sums up to this important answer—*You're losing money every day that you delay "going Farnsworth"!*



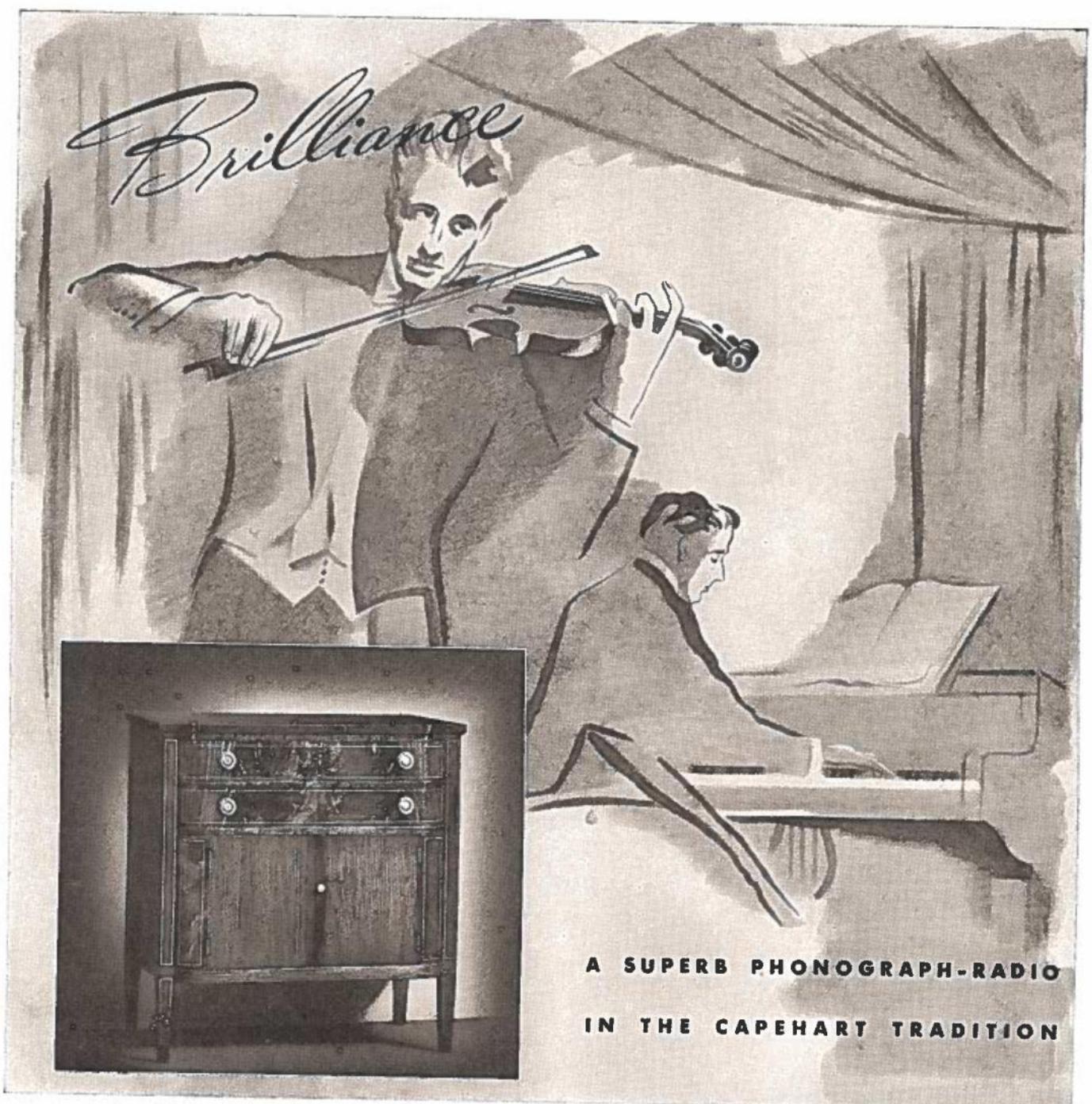
← The Empire, another Farnsworth innovation in an automatic phonograph-radio, has "Tip-Top Tuning." To tune, the customer simply pulls out the convenient dial panel that's "always at hand whether you sit or stand." Many big features for little cost.

→ This big console model (BC-80) gives your customers a lot of radio for the money. Styled to blend with any room setting. And just chock-full of exclusive Farnsworth radio features that you can demonstrate.

NOT A DAY TO LOSE!

The Farnsworth advertisements are appearing **RIGHT NOW** in the three big national weeklies. Customers are coming in to Farnsworth dealers' stores. Sales are being made *today* . . . with plenty more to pile up in the weeks ahead. Get the money-making facts from your Farnsworth distributor **TODAY!** Or wire, phone or write . . . Farnsworth Television & Radio Corporation, Fort Wayne, Ind.

FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS, THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS



THE NEW 1941 Capehart-Panamuse stems from a distinguished family. It has been created by the same Capehart engineers who developed the *De Luxe* Capehart... the world's finest automatic phonograph-radio.

The full musical scale is yours with the new 1941 Capehart-Panamuse phonograph-radio combination. For this superb instrument brings you full range without blur in the treble or rumble in the bass.

In addition to its marvelous tone quality, the new Capehart-Panamuse has an exclusive *new* record changer that permits you to play the exact number of records you wish. You predetermine this with a simple dial called the "Play-

Control." The instrument then follows your choice, automatically. Playing fourteen 10-inch or ten 12-inch records, it provides you with nearly an hour's continuous enjoyment of the music you personally select.

As you would expect, the Capehart-Panamuse has a splendid radio... equipped for television sound, and for reception of Frequency Modulation, if desired. Cabinets are authentic period designs fashioned from fine woods.

Hear the Capehart-Panamuse and you will understand why it is already the prized possession of thousands of American music-lovers.

Prices are most reasonable. Illustrated above is the Capehart-Panamuse in Sheraton design, at \$219.50. Models range from \$149.50 to \$299.50.* They may be purchased with a modest down payment and convenient monthly terms.

For an entirely new musical experience, we suggest that you see your Capehart dealer soon, or write for attractively illustrated booklet. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

* Prices slightly higher on the West Coast

CAPEHART
Panamuse



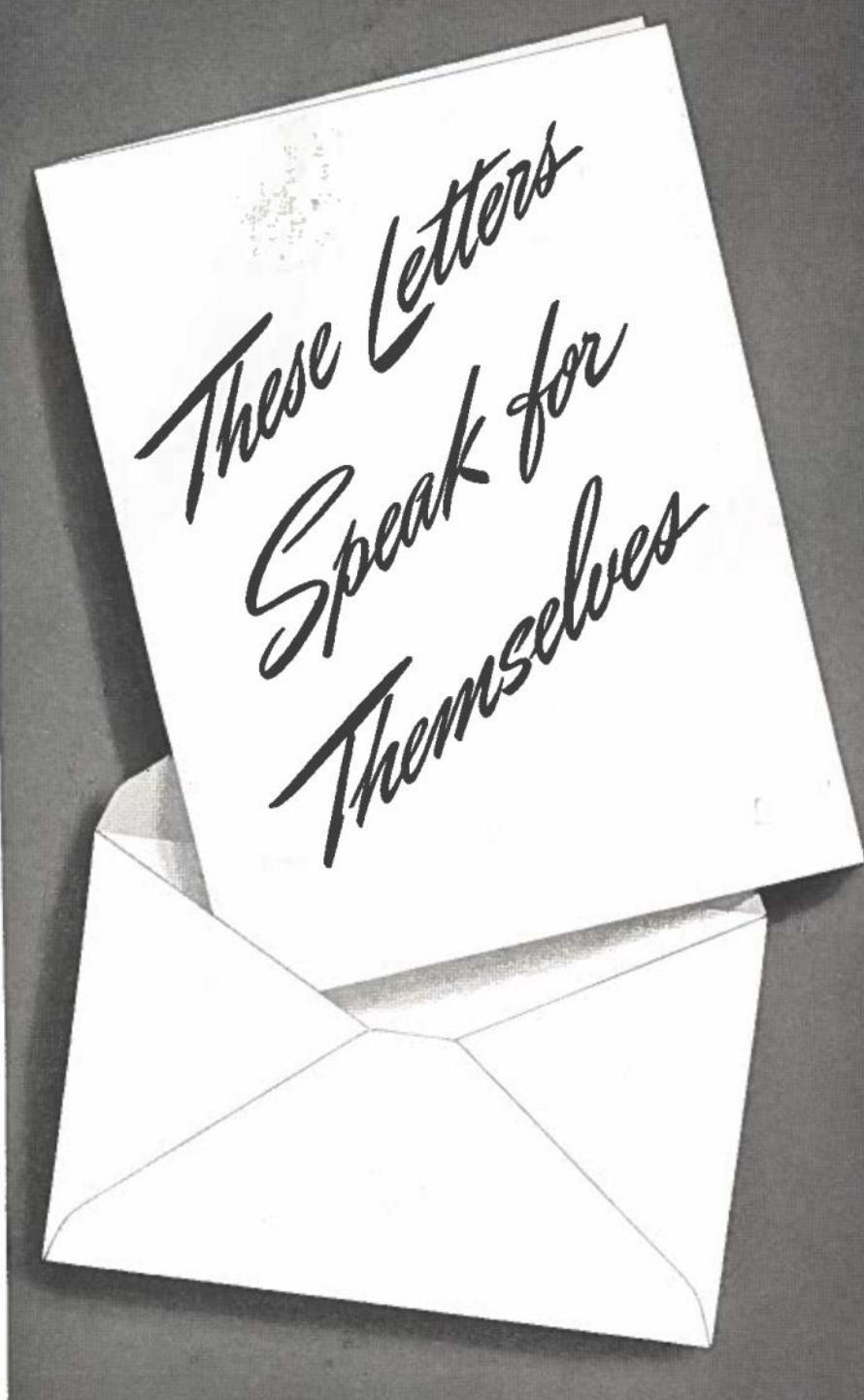
We will be glad to send you further information, and advise you whether a protective Capehart-Panamuse franchise is available in your territory. Write to the Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

The CAPEHART and the CAPEHART-PANAMUSE

C. D.

Record Book
R. L. Kaiser
9/25/40

CT-30-A-1940-6 3-8 x 10—Retailing Home Furnishings, Sept. 30—
N. W. Ayer & Son, Inc. 7254



We will be glad to send you further information, and advise you whether a protective Capehart-Panamuse franchise is available in your territory. Write to the Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

★ "It has been a most pleasant experience to work with an organization for eight years without encountering a single deviation in your policy of dealer protection."

SHERMAN, CLAY & Co., San Francisco, California

★ "Invariably, each purchaser refers other prospects to our store, and one selling creates a continuous list of additional customers for Capehart and Panamuse models."

LYON & HEALY, Chicago, Illinois

★ "It is truly remarkable the manner in which the Capehart resists declining graphs in the general radio industry, as well as the retail index."

"Our efforts are rewarded each month with an increased volume of business in spite of adverse market factors."

BISSELL-WEISERT, INC., Chicago, Illinois

★ "We consider the Capehart franchise one of our most valuable assets, not only because the Capehart is a beautiful musical instrument which is a pleasure to demonstrate and sell, but also because the owners of Capeharts are discriminating people and appreciative of good music, and in our line of business their patronage is highly desirable."

LOOMIS TEMPLE OF MUSIC, New Haven, Conn.

★ "Our profit on Capehart instruments has been among the highest per unit sale of any merchandise we have to offer. The class of trade to which Capehart caters has been of the highest calibre. The prestige of our organization has been greatly enhanced by these instruments appearing in our salesrooms."

E. E. FORBES & SONS PIANO CO., INC., Birmingham, Ala.

★ "We find that the Capehart and Panamuse lines have increased in sales, adding considerable total volume to our radio and phonograph departments."

BIRKEL-RICHARDSON CO., Los Angeles, California

★ "When we decided to add a Radio-Phonograph Department here at Steinway Hall, we wanted to recommend to our customers and friends only the best that could be offered. We are glad to say that the Capehart line is among these, due to its high quality and excellence throughout."

STEINWAY & SONS, New York, New York

★ "Aside from the high unit of sale the Capehart affords our selling organization, we are particularly pleased with the way the Capehart and Capehart-Panamuse instruments build up our sales volume throughout the year. Unlike straight radios, we have found there are no excessive high and low seasons with the Capehart line. It is a year-round profit line."

THE RUDOLPH WURLITZER COMPANY, Cincinnati, Ohio

★ "With Capehart we have no unfair competition as we have in radio, and as other dealers with ordinary radio-phonograph combinations. With the Capehart, every local prospect is a prospect for our store, and our selling energy and advertising is expended for our own benefit, which is something we cannot say of all other lines."

PAUL A. SCHMITT MUSIC COMPANY, Minneapolis, Minnesota

★ "Every Capehart sale we make brings us dollar volume equal to the sale of thirty average radios or eleven radio-phonograph combinations of other makes, and the best part of this is that this eleven-to-one ratio requires only one effort — takes only one customer out of circulation — needs only one delivery — one accounting entry and invoicing. When you add all this to the many other profits, you can see why we are so pleased with our Capehart sales record."

J. B. BRADFORD PIANO COMPANY, Milwaukee, Wisconsin

The CAPEHART and the CAPEHART-PANAMUSE

Record
R. L.
9/2



Only a Very Few

OF THESE SUPERB INSTRUMENTS CAN BE MADE



C. D.
Record Book
L. L. Kaiser
10/4/40

SOMETHING of the same unhurried craftsmanship that you recognize in a Gobelin tapestry or a Stradivarius violin is given to the *De Luxe* Capehart. Here is a superlative instrument that is built, without consideration of cost, to provide the world's finest musical reproduction.

Naturally, only a few people can own the *De Luxe* Capehart. But these people have the satisfaction of enjoying the ultimate in tonal quality . . . fidelity throughout the full musical scale, both in fundamentals and harmonics.

Nothing else performs like the Capehart. It has the only record changer in the world that turns the records over—

playing 20 records (40 selections) continuously—10-inch or 12-inch records, or both intermixed—on both sides or either side. It brings you complete symphonies, operas and other compositions in their correct sequence . . . three hours, or more, of the music of your own choice, without attention.

The *De Luxe* Capehart cabinets are carefully fashioned from the rarest of fine furniture woods and in the most authentic period designs. The superb radio unit brings you foreign and standard broadcasts with beautiful clarity. It is, of course, equipped for television sound and for Frequency Modulation reception, if you choose.

In every respect you will find that the *De Luxe* Capehart is an instrument befitting America's finest homes.

Shown above is the Chippendale, at \$1145. *De Luxe* Capeharts—\$495 to \$2500*—may be purchased with a modest initial payment and convenient terms.

For large estates, Capehart has designed luxurious concealed installations, individually built . . . with a superlative automatic phonograph and radio, and convenient speakers and control stations throughout your home and grounds.

Visit your Capehart dealer or write for illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

The new Capehart-Panamuse is a more moderately priced instrument built by Capehart craftsmen. Models range from \$149.50 to \$299.50.* They may be purchased with a small down payment and terms to suit your convenience.

*Prices slightly higher on the West Coast

The CAPEHART

THE FINEST IN MUSICAL REPRODUCTION



Only a Very Few

OF THESE SUPERB INSTRUMENTS CAN BE MADE



C. D.
Record Book
R. L. Kaiser
10/8/40

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The CAPEHART
THE FINEST IN MUSICAL REPRODUCTION



Only a Very Few
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*C. D.
Record Book
R. L. Kaiser
10/8/40*

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The CAPEHART
THE FINEST IN MUSICAL REPRODUCTION

Now that you've seen them all, you'll agree

Farnsworth
IS SUPREME IN
COMBINATIONS

You've "shopped" the market . . . compared lines . . . and now the verdict is in!

FARNSWORTH IS FIRST IN THE COMBINATION FIELD

FIRST in tone . . . you can *hear* the difference and *demonstrate* it to your customers.

FIRST in cabinet styling . . . with a wide variety of models to satisfy *every one* of your customers.

FIRST in values . . . every model more than *competitively* priced.

FIRST in performance on records and radio . . . "Overseas Tested" for better foreign reception.



THE HEART OF THE FARNSWORTH LINE

It's SENSATIONAL . . . the great new Capehart-Farnsworth record changer, made by the acknowledged masters of the industry! Dealers say it's one of the greatest sales-builders in history. Quiet service-free mechanism. Plays fourteen 10-inch or ten 12-inch records automatically. Customers see it, play it, then BUY it!



ONLY FARNSWORTH HAS THE COLORTONE

Another big SALES-MAKER. Show your customers how this amazing, visual device lets *them* produce 80 different tone combinations . . . suit the tone to their own taste . . . then watch them SELL THEMSELVES ON FARNSWORTH.



HERE'S A FARNSWORTH THAT TOPS EVERYTHING!

An outstanding example of up-to-the-minute Farnsworth styling is the popular "classic" Chairside automatic radio-phonograph. Always good for a dramatic demonstration. Customers sit in a chair, tune in and relax comfortably to either records or radio. A splendid performer and a beautiful piece of furniture (in blond or walnut) at a list price that brings in the customers. Don't miss this big profit-maker—see it—let your customers see it—you will sell it, for there's nothing quite like it on the market.

*DON'T DELAY
ANOTHER
DAY!*

Farnsworth also offers breath-taking values in consoles, table models, portables and home recording. You're actually losing money every day you delay . . . with the big holiday season still ahead. Get the money-making facts from your Farnsworth distributor *today!* Or wire, phone or write . . . Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

FARNSWORTH •

MAKERS OF RADIOS AND TELEVISION TRANSMITTERS AND RECEIVERS, THE CAPEHART,
THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS.

J. D.

Record Book

R. J. Kaiser

10/10/40

You can build a Business Solidly on the Capehart Plan

...WITH PROFITS PROTECTED
THROUGH THE YEARS

Dealers who are looking to the future will do well to consider the merits of the Capehart Plan.

Here is no "fly-by-night" proposition. The reputation of the Capehart Plan for protecting dealer profits through restricted dealerships has been established over many years.

Sales are more stable than in the radio business. There are no hectic high and low seasons. The Capehart and the Capehart-Panamuse line is a year-round profit line.

This fall and winter, sales are being stimulated by 21 full-page advertisements on the Capehart and the Capehart-Panamuse. These appear in *Time*, *The New Yorker*, *Country Life*, and *Town and Country*.

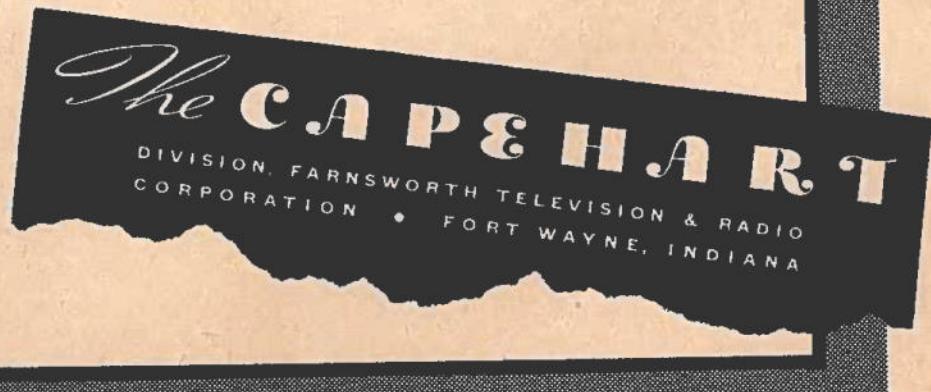
With high unit sales, substantial profits, tremendous national and local advertising support and acknowledged leadership in the industry, it is no

accident that Capehart and Capehart-Panamuse sales this year are up over 100%.

The Capehart-Panamuse multiplies your opportunity

Not only are your profit opportunities substantial with the Capehart line, priced from \$495 to \$2500, but the Capehart-Panamuse at \$149.50 to \$299.50 multiplies your profit potential manyfold. For the Capehart-Panamuse can be owned by hundreds of music lovers right in your own community who want a moderately priced instrument in the great Capehart heritage of tone.

We will be glad to advise you if a protective Capehart-Panamuse franchise is available in your territory. Just write the Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.



C. D.

Record Book
R L Kaiser
1/2 8/40



One of the Great Luxuries of Life



THOSE who are in a position to gratify their desire for the very best in everything, including the world's great music, superbly reproduced . . . choose the *De Luxe* Capehart for their homes. It costs more, yes . . . but it is the *world's finest instrument for musical reproduction*.

Its fidelity of tone is so preeminent that it simply cannot be compared with any other phonograph-radio. For the Capehart reproduces the full musical scale, both in fundamentals and harmonics. The result is a naturalness and realism of reproduction that is very difficult to distinguish from the original.

Nothing else performs like the Capehart. It has the only record changer in the world that turns the records over—plays 20 records (40 selections) continuously

—10-inch or 12-inch records, or both intermixed—on both sides or either side. It brings you complete symphonies, operas and other musical compositions in their correct sequence . . . providing three hours, or more, of the music of your own choice, without your having to go near the instrument.

Cabinets are exquisite interpretations of authentic period designs, fashioned from fine furniture woods. You will be pleased with the superb performance of the radio-unit in receiving both foreign and domestic broadcasts. Modernly equipped for television sound and for Frequency Modulation reception, if you wish.

See and hear the *De Luxe* Capehart and you will understand why it is one of the great luxuries of pleasurable living.

Shown above is the Regency, in walnut, at \$995. Other *De Luxe* Capeharts—\$495 to \$2500.* They may be purchased with a modest initial payment and convenient terms.

The luxury of a single Capehart instrument may be multiplied manyfold by the placing of convenient control stations and auxiliary speakers throughout your home and grounds. The Capehart is also provided for use in concealed or built-in installations.

Visit your Capehart dealer or write for illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

The new Capehart-Panamuse is a more moderately priced instrument built by Capehart craftsmen. Prices range from \$149.50 to \$299.50.* They may be purchased with a small down payment and convenient terms.

*Prices slightly higher on the West Coast

The CAPEHART
THE FINEST IN MUSICAL REPRODUCTION

C. D.

Record Book
R. L. Kaiser
10/29/40



One of the Great Luxuries of Life



THOSE who are in a position to gratify their desire for the very best in everything, including the world's great music . . . superbly reproduced . . . naturally choose the *De Luxe* Capehart for their homes. It costs more, yes . . . but it is the *world's finest instrument for musical reproduction*.

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Nothing else performs like the Capehart. It has the only record changer in the world that *turns the records over* — playing 20 records (40 selections) continuously — 10-inch

or 12-inch records, or both intermixed — on both sides or either side. It brings you complete symphonies, operas and other musical compositions in their correct sequence . . . providing three hours, or more, of the music of your own choice, without your having to go near the instrument.

Cabinets are exquisite interpretations of authentic period designs, pridefully fashioned from the finest furniture woods. You will also be pleased with the superb performance of the radio-unit in receiving both foreign and domestic broadcasts. Modernly equipped for television sound and for Frequency Modulation reception, if you wish.

See and hear the *De Luxe* Capehart . . . and you will understand why it is one of the truly great luxuries of pleasurable living.

Shown above is the Chippendale, at \$795. Other *De Luxe* Capeharts — \$495 to \$2500.* They may be purchased with a modest initial payment and convenient terms.

The luxury of a Capehart instrument may be enhanced by the placing of convenient control stations and speakers throughout your home and grounds. The Capehart is also provided for use in concealed or built-in installations.

Visit your Capehart dealer or write today for illustrated brochure. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

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The CAPEHART

THE FINEST IN MUSICAL REPRODUCTION

C. D.

Record Book

*R. L. Kais
10/29/40*



★ **THERE'S FAR MORE TO THE FARNSWORTH LINE THAN THE CAPEHART-FARNSWORTH RECORD CHANGER!**

TRUE — the Capehart-Farnsworth changer is the hottest selling feature in combinations today. But Farnsworth gives you a lot more.

A tremendous range of up-to-the-minute styles! FARNSWORTH spells VALUE. Competitive from every angle!

Sell Farnsworth

★ **FARNSWORTH GIVES YOU EVERYTHING**

FARNSWORTH offers the broadest line in the industry! Chairside combinations — superb cabinet phonograph-radios and radios! Gifts that put other presents in the shade! You can sell these hot models F-A-S-T — at Christmas and throughout the year. Radios for bedrooms, for children going back to school, for family group gifts.

Give yourself a Christmas present with FARNSWORTH's wide margin of profit! Get the facts — today. FARNSWORTH TELEVISION & RADIO CORP., FORT WAYNE, INDIANA.

★ **TYPICAL FARNSWORTH VALUE LEADERS!**



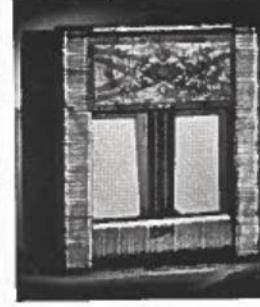
BK-112 (Jefferson). This splendid example of fine period designing is tops in the Farnsworth line! In mahogany or walnut. A knockout for the carriage trade!



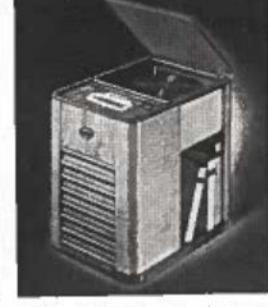
BK-89 (Regency). Here is a great big package for the money! Features front opening doors — a clinching sales point to a tremendous number of prospective customers!



BK-87 (Stratford). This impressive, fast-moving combination has great appeal for those who want period furniture. Available in either mahogany or walnut.



BK-85 (Modern). This combination sells itself on sight! Conservatively modern, classically simple. Also available in blond. A sales-producing bargain!



BK-73 (Classic). The hottest chairside model the industry has produced! Walnut or blond. Automatic record changer. Looks to customers like a swell buy — and is!



BC-82. This lowboy console is a marvelous performer in a distinctive cabinet.



BT-70. Beautifully styled, this table model looks like a small console. Real quality for little money.



BT-61. A superb instrument for both tone and cabinet-work. Compact and modern. At a "take-away" price!



BT-55. This handsome, ultra-modern table model is really smart styling! A honey for the money. Excellent tone.



BT-71. A distinguished model, unusual in its period trim, and richly grained woods. At a price that says "Buy me."

**FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS,
THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPHRADIO COMBINATIONS**

C. D.

*Record Book
R. L. Kaiser
11/7/40*

You Can Build a Business SOLIDLY on the Capehart Plan

*... with profits PROTECTED
through the years*

Music dealers who are looking to the future will do well to consider the merits of the Capehart Plan.

Here is no "fly-by-night" proposition. The reputation of the Capehart Plan for consistently protecting dealer profits through restricted dealerships has been established over a period of many years.

Sales are more stable than in the radio business. There are no hectic high and low seasons. The Capehart and the Capehart-Panamuse line is a year-round profit line.

This fall and winter, sales are being stimulated by 21 full-page advertisements on the De Luxe Capehart and Capehart-Panamuse. These are appearing in *Time*, *The New Yorker*, *Country Life*, and *Town and Country*.

With high unit sales, substantial profits, tremendous national and local advertising support and acknowledged leadership in the

industry, it is no accident that Capehart and Capehart-Panamuse sales this year are up over 100%.

*The Capehart-Panamuse multiplies
your opportunity*

Not only are your profit opportunities substantial with the Capehart line, priced from \$495 to \$2500, but the Capehart-Panamuse at \$149.50 to \$299.50 multiplies your profit potential manyfold. For the Capehart-Panamuse can be owned by hundreds of music lovers in your community who want a moderately priced instrument in the great Capehart heritage of tone.

We will be glad to advise you whether a protective Capehart-Panamuse franchise is available in your territory. Write to the Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

The CAPEHART

DIVISION, FARNSWORTH TELEVISION & RADIO CORPORATION...FORT WAYNE, INDIANA

*C. D.
Record Book
R. L. Kaiser
10/29/40*



WHAT MORE WELCOME GIFT THAN THIS SUPERB
INSTRUMENT IN THE CAPEHART TRADITION!

IN MANY American homes, Christmas, 1940, will be a day to be remembered throughout the years ahead. For near the cheerful tree will stand an instrument of distinguished lineage . . . the Capehart-Panamuse phonograph-radio.

Created by the same engineers who developed the *De Luxe* Capehart, the Capehart-Panamuse bespeaks its illustrious heritage. With fidelity, it brings you the full musical scale . . . from the deepest tone of the bass viol to the highest note of the piccolo.

You will appreciate the exclusive new "Play Control" record-changer that permits you to predetermine the exact group of selections you wish . . . from one to

fourteen records. The instrument then follows your choice automatically . . . providing nearly an hour's continuous enjoyment of the music you select.

Naturally, the Capehart-Panamuse has an exceptionally fine radio, equipped for television sound. Models equipped for Frequency Modulation reception available at slight additional cost.

You will be particularly pleased with the authentic period design cabinets.

CAPEHART
Panamuse

Illustrated above is the Capehart-Panamuse "Georgian" at \$299.50. Other models range from \$149.50 to \$299.50.* They may be purchased with a modest down payment and convenient terms.

It is not too early now to plan for your Capehart-Panamuse this Christmas . . . not only for your own pleasure but also for your children, so that they may grow up in the stimulating atmosphere of good music. See and hear these beautiful instruments at your Capehart dealer's today. Or write now for attractively illustrated booklet. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

*Prices slightly higher on the West Coast

C. D.

Record Book
R. L. Kaiser
1/7/40

SURE! BUSINESS
IS GOOD NOW...

but!

*I*t's not a day too soon . . . **RIGHT NOW** . . . while you're in your busy pre-Christmas season . . . to do something about the slack months from January through April.

During these dull months for other lines, the Capehart and Capehart-Panamuse lines *keep right on selling . . . and through the summer*. You don't have to wait until next fall for important business volume. You make high unit sales **THE YEAR ROUND!**

What's more, these sales can't walk down the street to "cut-price" competition. Your profits are protected through the consistent Capehart policy of restricted dealerships established over many years. Your store also shares in the prestige of the Capehart name. People know it stands for the finest in musical reproduction.

Not only are your profit opportunities substantial with the Capehart line, priced from \$495 to \$2500, but the Capehart-Panamuse at \$149.50 to \$299.50 multiplies your profit potential many times.

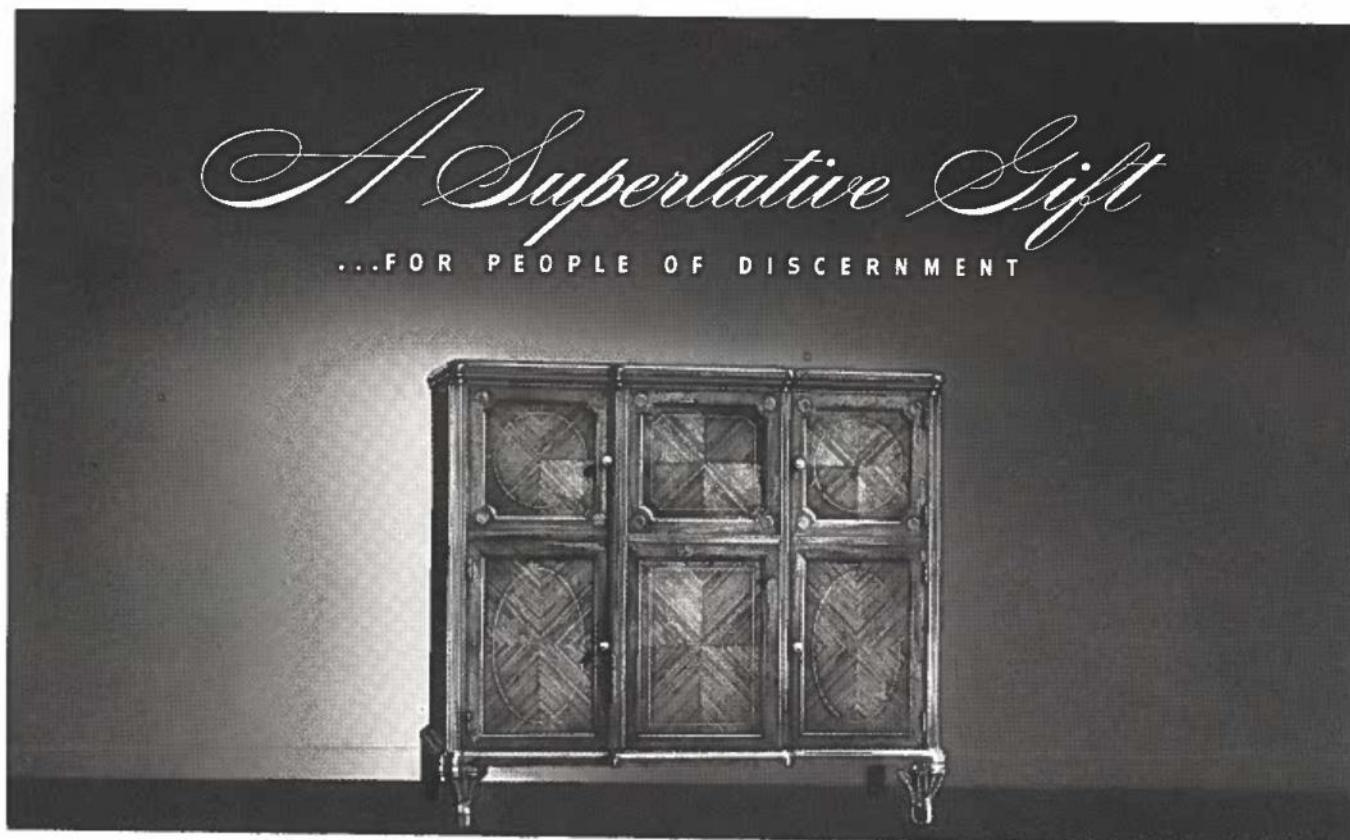
We will be glad to advise you if a protective Capehart dealership is open in your territory. We suggest that you write *immediately* to

**THE
CAPEHART**

DIVISION, FARNSWORTH TELEVISION &
RADIO CORP., FORT WAYNE, INDIANA



C. D.
Record Book
R. L. Kaisser
4/11/40



In fortunate homes throughout America, Christmas this year will be ushered in with the matchless tones of the De Luxe Capehart . . . the world's finest instrument for musical reproduction



Throughout the years to come the Capehart will enrich these homes with a background of great music . . . with all its warmth and inspiration for the hurried hours of living.

This superb instrument is one of the few products built, not to a price, but to a goal of perfection. Not only does it faithfully reproduce the full musical scale; but it has the only record changer that turns the records over—playing 20 records (40 selections) continuously—10-inch or 12-inch records, or both intermixed, on both sides, or either side . . . providing three hours or more of your favorite music, without your having to go near the instrument.

You will admire the cabinet masterpieces in authentic period designs, and the brilliant performance of the radio unit that receives both foreign and standard broadcasts. Equipped, if you wish, for television sound, and

for Frequency Modulation. De Luxe Capeharts are priced from \$495 to \$2500.*

THE CAPEHART-PANAMUSE

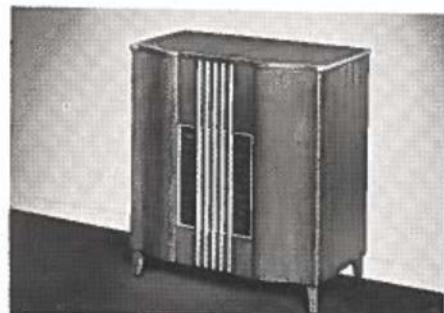
For those who desire a more moderately priced phonograph-radio, the Capehart-Panamuse has been developed in the great Capehart tone-tradition. You will like its exclusive record changer—playing up to fourteen selections automatically . . . nearly an hour's continuous entertainment. As in the Capehart, cabinets are authentic period designs, and the radio unit has advanced features. Models are priced from \$149.50 to \$299.50.*

Both the De Luxe Capehart and the Capehart-Panamuse may be purchased with a modest initial payment and convenient terms. Visit your Capehart dealer or write for booklets. The Capehart Division, Farnsworth Television & Radio Corp., Fort Wayne, Indiana.

* Prices slightly higher on the West Coast.



The beautiful instrument at the top of the page is the De Luxe Capehart, Regency period design, at \$995. Immediately above is the De Luxe Capehart, Early Georgian design, at \$495.



Striking in its simplicity is this Capehart-Panamuse in Modern design, at \$199.50.

The CAPEHART
THE FINEST IN MUSICAL REPRODUCTION

C. D.

Record Book

*R. L. Kaiser
11/4/40*

Sure! Business is good now...BUT

It's not a day too soon... RIGHT NOW... while you're in your busy pre-Christmas season... to do something about the slack months from January through April.

During these dull months for other lines, the Capehart and Capehart-Panamuse lines *keep right on selling... and through the summer.* You don't have to wait until next fall for important business volume. You make high unit sales **THE YEAR ROUND!**

What's more, these sales can't walk down the street to "cut-price" competition. Your profits are protected through the Capehart policy of restricted dealerships established over many years.

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The CAPEHART

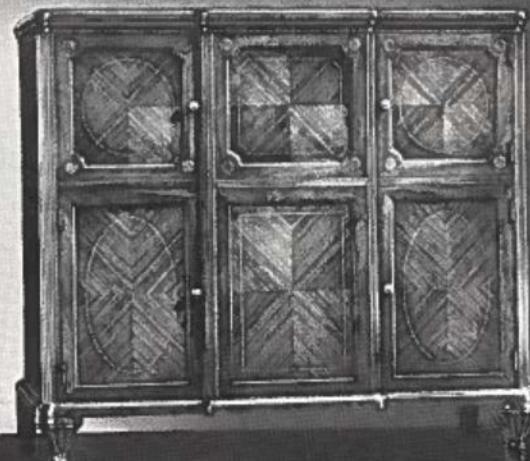
DIVISION, FARNSWORTH TELEVISION & RADIO
CORPORATION • FORT WAYNE, INDIANA



*C. D.
Record Book
R. L. Kaiser
11/4/40*

A Superlative Gift

...FOR PEOPLE OF DISCERNMENT



In fortunate homes throughout America, Christmas this year will be ushered in with the matchless tone of the De Luxe Capehart . . . the world's finest instrument for musical reproduction



Throughout the years to come the Capehart will enrich these homes with a background of great music . . . with all its warmth and inspiration for the unhurried hours of living.

This superb instrument is one of the few products built, not to a price, but to a goal of perfection. Not only does it faithfully reproduce the full musical scale; but it has the only record changer that *turns the records over*—playing 20 records (40 selections) continuously—10-inch or 12-inch records, or both intermixed, on both sides, or either side . . . providing three hours or more of your favorite music, without your having to go near the instrument.

You will admire the cabinet masterpieces in authentic period designs, and the brilliant performance of the radio unit that receives both foreign and standard broadcasts. Equipped, if you wish, for television sound, and

for Frequency Modulation. *De Luxe* Capeharts are priced from \$495 to \$2500.*

THE CAPEHART-PANAMUSE

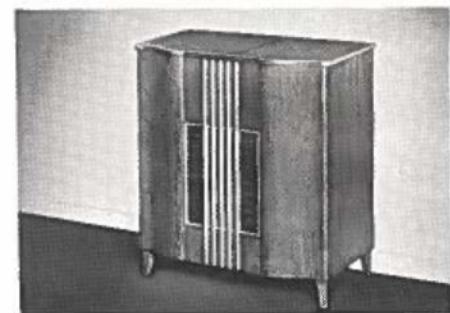
For those who desire a more moderately priced phonograph-radio, the Capehart-Panamuse has been developed in the great Capehart tone-tradition. You will like its exclusive record changer—playing up to fourteen selections automatically . . . nearly an hour's continuous entertainment. As in the Capehart, cabinets are authentic period designs, and the radio unit has advanced features. Models are priced from \$149.50 to \$299.50.*

The *De Luxe* Capehart and the Capehart-Panamuse may be purchased with a modest initial payment and convenient terms. Visit your Capehart dealer or write for booklets. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Ind.

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The CAPEHART
THE FINEST IN MUSICAL REPRODUCTION

C. D.

Revised

Record Book

R. L. Kais

11/20/40



Our Warmest Greetings
... for this Christmas
and for the years ahead

THIS YEAR, Farnsworth will celebrate its second Christmas of volume sales . . . a celebration happily shared by Farnsworth dealers who have been making splendid pre-Christmas sales and profits.

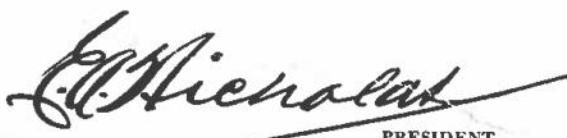
Before the Farnsworth line reached volume production, in the fall of 1939, some dealers perhaps were doubtful of the future of this new organization which had grown so sensationaly. From the very first, however, Farnsworth policies had as their main goal the success and prosperity of Farnsworth dealers. For upon your success, our success depended.

Our thinking has been directed to designing the Farnsworth program *from the dealer's point of view*.

Such policies do not permit sensational merchandising schemes that are so often ruinous to the dealer's

own profit picture. Instead, the Farnsworth merchandising program has been founded upon the basis of fair-minded business practices *with profits to all*. We shall continue these fundamental policies knowing that Farnsworth dealers can build up a stable and profitable business year in and year out.

Speaking for every member of the Farnsworth Television & Radio Corporation and for myself personally, we wish to extend our most cordial thanks to the rapidly growing Farnsworth family of dealers for the tremendous volume of Farnsworth business this year; and to tell you that in the months ahead you can look forward to many further Farnsworth developments in new merchandise with striking new features . . . and with unusual profit possibilities.


C. D. Kirschner
PRESIDENT

FARNSWORTH . . . MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS,
THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS

*C. D.
Record Book
R. L. Kaiser
1/25/40*



There Are Two Sides to Every Record



ONE of the very real pleasures of attending the Opera or the Orchestra is that you can listen to the flow of inspiring music . . . without interruption.

The *De Luxe* Capehart brings this same luxury into your home in an incomparable manner. For it has a record changer without peer in the world . . . a changer which turns records over, playing in its correct sequence any recording of a symphony, opera, or other musical composition.

This almost human mechanism will play twenty records (forty selections) continuously . . . 10-inch or 12-inch records, or both intermixed . . . on both sides or either side . . . providing three hours and more of your favorite music without your having to go near the instrument.

And its mechanical perfection is matched by the tone which gives Capehart its reputation as the finest instrument for musical reproduction. Even the trained ear of the musician finds it difficult to distinguish the liquid beauty of its music from the realism of the original.

Capehart cabinets are fashioned by craftsmen who love the challenge of fine furniture woods. You can be sure the one you select is an authentic period design. The radio unit, receiving both foreign and domestic broadcasts, is Capehart in its performance. Equipped for Frequency Modulation reception, if you wish.

Hear the *De Luxe* Capehart once . . . and you will know why it is in the homes of those people to whom nothing less than the very, very best will do.

Shown above is the Chippendale, at \$745. Other *De Luxe* Capeharts—\$495 to \$2500.* They may be purchased with a modest initial payment and convenient terms.

The luxury of a Capehart instrument may be enhanced by the placing of convenient control stations and speakers throughout your home and grounds. The Capehart is also provided for use in concealed or built-in installations.

Visit your Capehart dealer or write today for illustrated brochure . . . The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

The new Capehart Panamuse is a more moderately priced instrument built by Capehart craftsmen. Prices range from \$149.50 to \$299.50.* They may be purchased with a small down payment and convenient terms.

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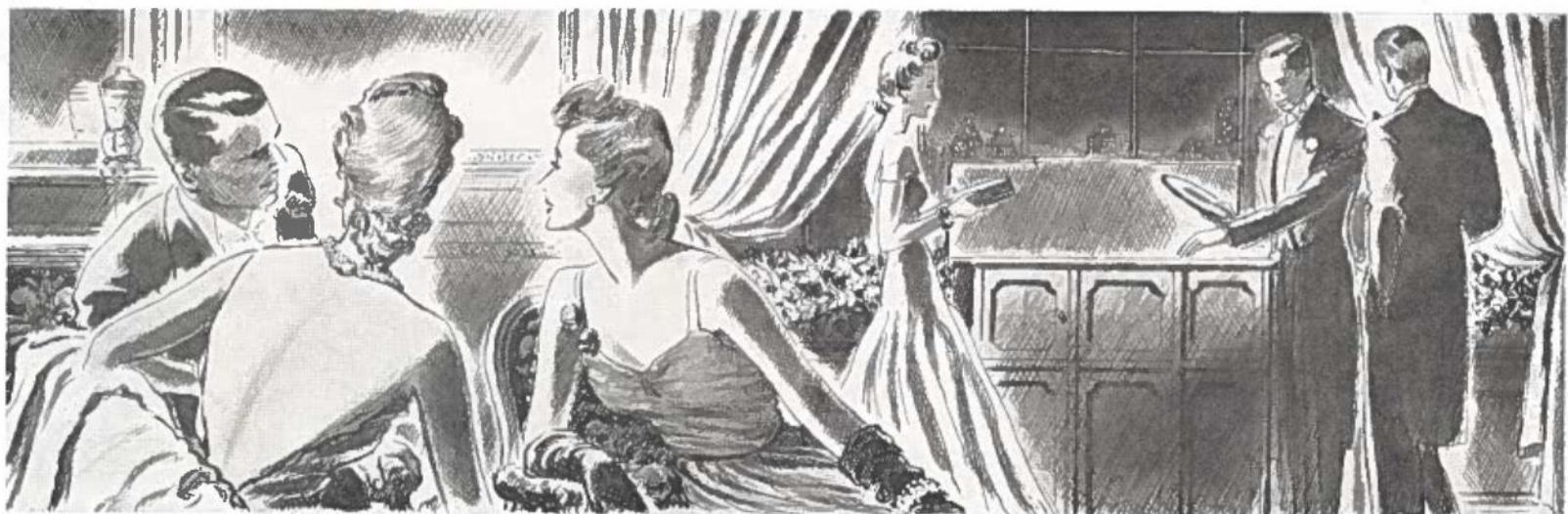
The CAPEHART
THE FINEST IN MUSICAL REPRODUCTION

C. D.

Record Book

L. L. Kaiser

12/3/40



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The CAPEHART
THE FINEST IN MUSICAL REPRODUCTION

C. D.

Record Book

R. L. Kaiser
12/3/40

Will Another Year

OF MUSICAL ENJOYMENT SLIP
THROUGH YOUR FINGERS ?



1940 is now measured in memories. During its span, you may have thought many times of the pleasure that a really fine phonograph-radio might bring to you and to your family.

And now, *another* year enters your lives. If you love music, we believe that you can make no better investment of treasured Christmas savings or gifts than in the proud possession of a Capehart Panamuse.

For this instrument is not just another phonograph-radio. It stems from a distinguished family . . . designed by the same engineers who developed the *De Luxe* Capehart . . . recognized as the

world's finest instrument for musical reproduction.

Hear the Capehart-Panamuse and you will know that it faithfully follows the great Capehart tone-tradition. Watch its exclusive "Play Control" Changer in smooth action and you will appreciate its performance even more. For you can predetermine the number of selections you desire to play . . . from one to fourteen records . . . and the instrument automatically does the rest of the work

CAPEHART
Panamuse

for you. It provides nearly an hour's continuous entertainment of your favorite music. The superb radio unit will also please you. Equipped for Frequency Modulation reception, if you choose.

Illustrated above is the Capehart-Panamuse Sheraton period design, at \$219.50. Other models range from \$149.50 to \$299.50.* They may be purchased with a modest down payment and convenient monthly terms. See your Capehart dealer this week. Or write now for an informative booklet. The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

*Prices slightly higher on the West Coast

CN-2—1940—7 x 10 3-16—Time, Jan. 13; The New Yorker, Jan. 18—N. W. Ayer & Son, Inc.

*C. D.
Record Book
R. L. Kaiser
12/6/40*



There Are Two Sides to Every Record



ONE of the very real pleasures of attending the Opera or the Symphony is that you can listen to the flow of inspiring music . . . without interruption.

The De Luxe Capehart brings this same luxury into your home in an incomparable manner. For it has a record changer without peer in the world . . . a changer which *turns records over*, playing in its correct sequence *any* recording of a symphony, opera, or other musical composition.

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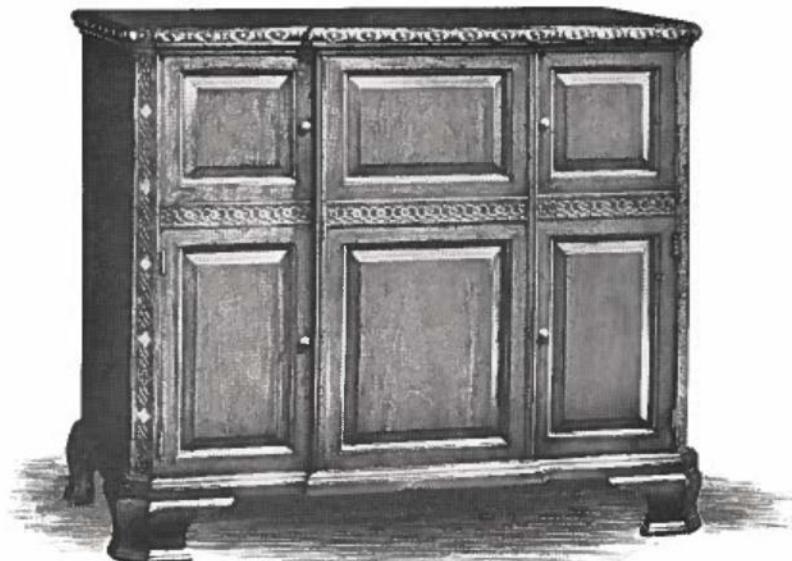
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The CAPEHART
THE FINEST IN MUSICAL REPRODUCTION

C. D.
Record Book
R. L. Kaiser
12/11/40



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The C A P E H A R T
THE FINEST IN MUSICAL REPRODUCTION

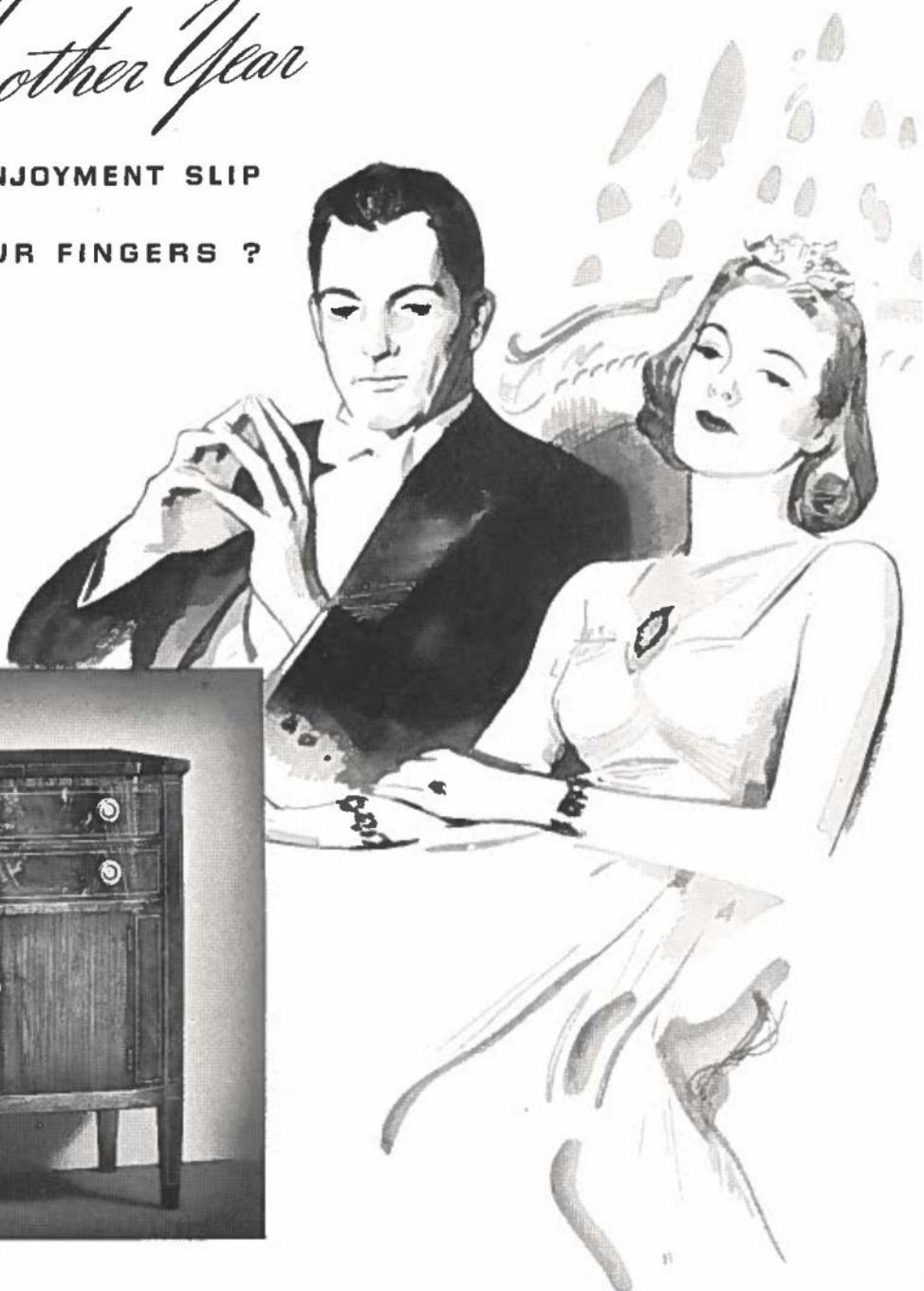
C. D.

Record Book
R. L. Kaiser
12/12/40

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OF MUSICAL ENJOYMENT SLIP

THROUGH YOUR FINGERS ?



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And now, another year enters your lives. If you love music, we believe that you can make no better investment of Christmas savings or gifts than in the proud possession of a Capehart-Panamuse, excepting the *De Luxe* Capehart itself.

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CAPEHART
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C. D.

Record Book

R. L. Kaiser

12/17/40

Revised

Farnsworth VALUES STILL LEAD

● 1941 sees Farnsworth dealers well out ahead with **VALUE-LEADERS** that the public "snaps up."

For today's market, Farnsworth offers dealers the most salable and profit-producing line available. Typical leaders are shown below. Every one has proved it's got "buy me" oomph . . . *competitive* from *any* angle. Outstanding profit-builders in themselves, these are only the forerunners of amazing Farnsworth announcements to come.

For tomorrow's market, Farnsworth will again have sensational new numbers . . . keyed to *tomorrow's demands* . . . sales-stars that will continue to measure up to the Farnsworth record of **SUCCESS**.

Get the new Farnsworth profit story that is now making more sales—more profits—for wide-awake dealers. See your Farnsworth distributor at once. Or wire, phone or write to **FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE, INDIANA.**

The fool-proof, service-free CAPEHART-FARNSWORTH record changer is one of the biggest sales-builders in the industry. Plays 14 tens or 10 twelves. Customers see it, play it, buy it!



BC-82. This lowboy console is a marvelous performer in a distinctive cabinet.



BT-70. Beautifully styled, this table model looks like a small console. Real quality for little money.



BT-61. A superb instrument for both tone and cabinet-work. Compact and modern. At a "take-away" price!



BT-55. This handsome, ultra-modern table model is really smart styling! A honey for the money. Excellent tone.



BT-71. A distinguished model, unusual in its period trim, and richly grained woods. At a price that says "Buy me."



BK-88 (Empire) has "Tip-Top Tuning." Simply pull out convenient dial panel that's "always at hand whether you sit or stand." Many features for little cost.



BK-112 (Jefferson). This splendid example of fine period designing is tops in the Farnsworth line! In mahogany or walnut. A knockout for the carriage trade!



BK-89 (Regency). Here is a great big package for the money! Features front opening doors—a clinching sales point to a tremendous number of prospective customers!



BK-87 (Stratford). This impressive, fast-moving combination has great appeal for those who want period furniture. Available in either mahogany or walnut.



BK-85 (Modern). This combination sells itself on sight! Conservatively modern, classically simple. Also available in blond. A sales-producing bargain!

FARNSWORTH • MAKERS OF RADIOS AND TELEVISION TRANSMITTERS AND RECEIVERS, THE CAPEHART. THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS.

C. D.
Record Book
R. L. Kaiser
1/10/41

Lewis 2/4/41



The Brilliance of Sunshine



WITH transcendent beauty, the pure golden notes of César Franck's "Quintet" bring you their glowing message of peace and solace. Here, truly, is chamber music in the grand tradition . . . for so faithful is the tone of the De Luxe Capehart, so clear, so brilliant, and so alive, that it is as though the musicians were playing a royal command performance right in your own living-room.

As you would expect, this master instrument for musical reproduction is the choice of distinguished musicians and of leaders in business and social life.

The De Luxe Capehart provides you with the luxury of three hours, or more, of your favorite music without your having to go near the instrument. For it

has the only record changer in the world that *turns the records over*—playing 20 records (40 selections) continuously—10-inch or 12-inch records, or both intermixed—on both sides or either side . . . bringing you in its correct sequence *any* recording of a symphony, opera, or other musical composition.

You will admire the cabinets in authentic period designs, and the superb performance of the radio unit that receives both foreign and standard broadcasts. Equipped for Frequency Modulation, if you wish.

See and hear the De Luxe Capehart and you will understand why it is recognized as the supreme instrument of its kind in the world.

Shown above is the George II, at \$645. Other De Luxe Capeharts—\$495 to \$2500.* They may be purchased with a modest initial payment and convenient terms.

Your enjoyment of a Capehart may be multiplied by placing convenient control stations and speakers throughout your home and grounds. The Capehart is also available for concealed or built-in installations.

Visit your Capehart dealer or write today for illustrated brochure. . . . The Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

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The CAPEHART
THE FINEST IN MUSICAL REPRODUCTION

Radio-Television Journal

REFRIGERATORS - RANGES - WASHERS
FEATURED AS ALLIED PRODUCTS

The Talking Machine World

PUBLISHED MONTHLY AT RADIO CITY, 1270 SIXTH AVENUE, NEW YORK

John H. Green
Editor

(ESTABLISHED 1908)

RKO Bldg. :: 1270 Sixth Ave. :: New York, N. Y.

PROOF

for THE JOURNAL

of your advertisement

Issue

Press Date

*It will appear as shown unless returned with changes
before press date.*

This proof is not a sample of press work which
has the proper "make-ready" for printing
workmanship of the highest character.

THE JOURNAL IS THE BLUE BOOK OF THE MUSIC,
RADIO AND ELECTRIC APPLIANCE BUSINESS.

Cuts not called for in 6 months will be destroyed.

C. D.

Record Book

lewis 3/1

FARNSWORTH OFFERS YOU

**this "TRIPLEPLAY"
FOR PROFIT**



\$19.95*

The Tripleplay CT-59
clicks your cash register

1. Three-way circuit—AC, DC or batteries. Two (not one) "A" batteries for longer life. Replacement batteries universally available.
2. Beautiful cabinet of *unbreakable* beige plastic. Leatherette trim of lighter beige.
3. Weighs only 4 lbs., 8 oz. with batteries.
4. Five tubes. Extreme sensitivity and selectivity.
5. Powerful P. M. dynamic speaker.
6. Bilt-In-Tenna.
7. Beam power output.
8. Band: 545 to 1630 kc.
9. On-off indicator prevents accidental battery discharge.

THIS sensational new Farnsworth Camera-type Portable has "see" and "hear" sales-appeal. Customers will be particularly interested in its 3-way power supply: AC, DC or batteries. They can take it *anywhere*.

IT'S PRICED TO MAKE AN IDEAL GIFT for birthdays, anniversaries, Mother's Day, graduations, Father's Day and other occasions. Perfect for vacation trips.

IT PUTS PROFIT INTO THE DEALER'S POCKET. In a hectic industry, Farnsworth has stood firm for *dealer* profit. Your success is ours. This new model is right in line with Farnsworth policy. See it at your Farnsworth distributor's. Also be sure you inspect the Farnsworth Luggage-type Portable . . . another brand-new value-leader. Get the money-making facts. Or phone, wire or write to Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

*Price f. o. b. factory, subject to change without notice

**FARNSWORTH • MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS. THE CAPEHART,
THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPH-RADIO COMBINATIONS.**

C. D.
Record Book

lewis
3/14/4

FARNSWORTH HANDS YOU

2 NEW RED-HOT SELLERS

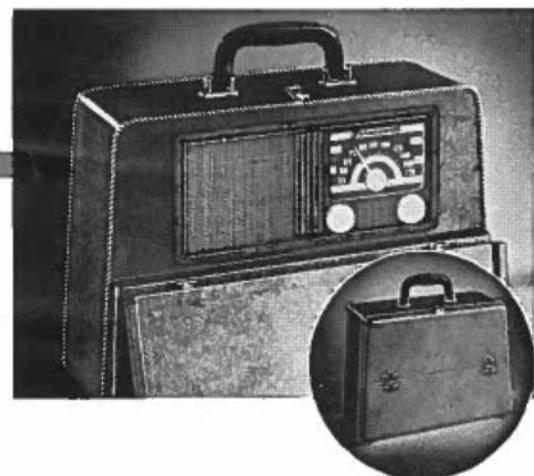


← The Tripleplay CT-59 clicks your cash register

1. Three-way circuit—AC, DC or batteries. Two (not one) "A" batteries for longer life. Replacement batteries universally available. 2. Beautiful cabinet of *unbreakable* beige plastic. Leatherette trim in lighter beige. 3. Weighs only 4 lbs., 8 ozs. with batteries. 4. Five tubes. Extreme sensitivity and selectivity. 5. Powerful P. M. dynamic speaker. 6. Bilt-In-Tenna. 7. Beam power output. 8. Band: 545 to 1630 kc. 9. On-off indicator prevents accidental battery discharge.

↓ The Luggage-type CT-60 is a honey for the money

1. Styled to look like expensive luggage. Rich, walnut-toned, durable leatherette. 2. Three-way power supply: AC, DC or batteries (all standard makes). 3. Six tubes. Tuned R. F. Amplifier and three-gang tuning condenser multiply image ratios. 4. 5½-inch dynamic speaker. 5. Band: 540 to 1600 kc. 6. Change-over switch prevents accidental battery discharge.



● **They're the Sensation of the Radio World** . . . the new Farnsworth Camera-type Portable and Luggage-type Portable. Built to sell on sight. Their outstanding performance *amazes* customers used to hearing ordinary portables. At prices that make people reach for pocketbooks.

● **They Make Ideal Gifts** for birthdays, anniversaries, Mother's Day, graduations, Father's Day and other occasions. Perfect for vacation trips.

● **They Put Profit in the Dealer's Pocket.** In a hectic industry, Farnsworth has stood firm for dealer profit. Your success is ours. These new models again reflect this basic Farnsworth policy. Inspect them at your Farnsworth distributor's *today*. He will give you the money-making facts. Or phone, wire or write to FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE, INDIANA.

FARNSWORTH

MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS. THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH PHONOGRAPHRADIO COMBINATIONS

*PRICES F. O. B. FACTORY, SUBJECT TO CHANGE WITHOUT NOTICE

Lewis
5/7/41

More NEW Models BY FARNSWORTH



FARNSWORTH MODEL CT-43 . . . A two-way winner. Cabinet-enclosed battery, 4-tube Superheterodyne. Permanent magnet dynamic speaker. Standard and police broadcasts. Automatic volume control. Convertible to 5 tube AC-DC by adding 117Z6GT tube. Operates from any standard make power pack. Two-tone mahogany plastic cabinet with bronze finish grille. Size 12" long, 7½" high and 7" deep.



FARNSWORTH MODEL CT-42 . . . 4-tube Superheterodyne. 6" permanent magnet dynamic speaker. Automatic volume control. Cabinet takes any standard make battery pack. Standard and police broadcasts, high legibility slide rule dial with two-tone metal escutcheon. Beautiful walnut veneer cabinet size 18½" long, 9½" high and 10¾" deep.



FARNSWORTH MODEL CT-41 . . . 4-tube Superheterodyne. Permanent magnet dynamic speaker. Standard and police broadcasts. Automatic volume control. Cabinet enclosed battery. Takes any standard power pack. Mahogany finish plastic cabinet size 12" long, 7½" high and 7" deep.

Following right on the heels of our successful introduction of the sensational three-way "Tripleplay" camera-type portable Model CT-59 at \$19.95 and the style leader Model CT-60 luggage-type super performer, Farnsworth presents a further forecast of more to come—and right in line with the season. Here's the low-down on three new beauties just introduced into the Farnsworth line—and they'll be there in 1942.

Battery operated—though that winner at the top is convertible either to AC or DC by the addition of one tube. Looks that a Ziegfeld girl could envy—tone and performance that is demonstrably superior—priced to close sales on the spot.

Opening Big New Markets For You

These new Farnsworth sets are built for the millions of un-wired homes. Farm homes. Country homes. Summer cottages. Hunting lodges. Fishing camps. The places your customers will be this summer. We are offering these to you now, in advance of our full line announcement, to give you the jump on this important market.

Low priced for quick sale and *many customers*. And still they show you a fine profit. Read the description accompanying each illustration—then be prepared to take the brakes off your order pencil. You can inspect these sensational new models at your Farnsworth distributor's, and get more money-making facts from him. Or phone, wire, or write to Farnsworth Television & Radio Corporation, Fort Wayne, Indiana.

FARNSWORTH

MAKERS OF RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS,
THE CAPEHART, THE CAPEHART-PANAMUSE AND FARNSWORTH
PHONOGRAPH-RADIO COMBINATIONS

C.
Record

You are invited to view

THE CAPEHART COLLECTION

•
*... perhaps the year's most important
contribution to the realm of music*

In the interest of greater musical appreciation, Capehart has commissioned world-famous artists to interpret the works of great musical composers. These original paintings, valued at thousands of dollars, comprise the Capehart Collection. The American people will see them this fall in full color in Capehart national magazine advertisements.

• You are cordially invited to a special preview of these paintings during the convention and trade show of the music industry. They will be on display in Rooms 832-33-34-35-36-37, Hotel New Yorker, from July 29th through August 1st. There you will also have an opportunity to see and hear the new Capehart and Capehart-Panamuse instruments.

The CAPEHART

DIVISION, FARNSWORTH TELEVISION & RADIO CORPORATION...FORT WAYNE, INDIANA

lewis
7/11/41

Farnsworth

CONTINUES TO PLAN FOR THE FUTURE



Although Farnsworth must contend with uncertainties like all other members of the radio industry, it is pushing ahead, confident that it can complete its aggressive merchandising program for the coming season.

The new Farnsworth line of radios and radio-phonographs is an excellent one, designed and engineered for fine performance and strong customer appeal. It is new in chassis and cabinet design--there are no carry-overs in the line. It is priced to return good margins of profit to our dealers.

The line covers every important price bracket. You already have seen our new portable receiv-

ers and battery-operated table models, which have proved so popular. On the opposite page you will find the new Farnsworth 5-tube and 6-tube AC-DC table models, on which production is scheduled for late in July. These will soon be followed by our consoles and radio-phonograph combinations, including a new Chairside automatic combination that we predict will be as popular as was Farnsworth's "73" of the past season, plus another Farnsworth innovation in a model that will instantly stand out as an exclusive design of widespread appeal.

This new line reflects Farnsworth traditions. As in previous years, it will offer the finest quality radio and radio-phonographs at prices which represent value for the public and profit opportunities for our dealers.

President

AGAIN MORE NEW MODELS BY

Farnsworth



Model CT-54. Here's a 5 tube "super" that will sell itself right off the dealer's display. A leading Farnsworth value in price, performance, and design. Furnished in attractive walnut grains with golden colored grille cloth. Domestic, short wave and band spread.



EVERY MODEL
A STAR PERFORMER
BRILLIANTLY STYLED
NEW PLASTICS—NEW WOODS

Model CT-64. The hottest table model bargain in the industry! Sparkling with originality, the contrasting wood and grille cloth give it a charm that appeals to everyone. It's a six tube star performer with domestic, short wave and band spread.



A 5 tube plastic of super beauty! Broadcast, short wave and band-spread. Model CT-52 Mahogany plastic with gold trim or Model CT-53 Ivory with brown trim.



A honey for the money! Here's a value unmatched in low priced 5 tube receivers. Model CT-50 Mahogany plastic and Model CT-51 in Ivory.



Model CT-43. Here is a dual purpose, low cost radio that is really practical! Battery operated—a tube converts it to AC-DC.



Model CT-59. The popular Farnsworth TRIPLE PLAY radio! Operates on battery or AC-DC current. Another top sales performer that brings in customers.



Model CT-60. A beautiful luggage type radio that sells on sight. A far reaching 6 tube set of unusual tonal quality. 3 gang condenser.



A superb 6 tube receiver of both superb tonal quality and design. Compact and ultra-modern. Model CT-61 Mahogany or Model CT-62 in Ivory plastic.



Model CT-63. Another 6 tube set of four star performance! Tone control, domestic, short wave and band spread and a plastic cabinet of Mahogany finish.



Model CK-58. In eye appeal or ear appeal you can't match this five tube combination radio-phonograph. Plays 10 or 12 inch records with lid open or closed.

C. D.

Record Book

lewis 8/6/41

Man is by Nature a Creature of Moods



The sun shines, and all is bright. The sun goes down, and life is a pale and melancholy thing.

In such moments, we need inspiration from beyond ourselves. Music offers it superbly. The glorious voice of the Capehart Phonograph-Radio wakens fresh hope, unveils a blue in the sky. Faithfully it captures the full majesty of recorded symphony and chorale, the beauty of the strong human voice. For the Capehart is built to provide the finest reproduction of music in the world.

It has the time-proved record-changer that *turns the records over*—playing 20 records (40 selections) continuously on both sides or either side. And it offers a superlative radio unit. Priced from \$545 to \$2500. Convenient terms.

The *Capehart Panamuse*, more moderately priced, follows the great Capehart tone-tradition. Models from \$159.50 to \$369.50. We invite you to hear these instruments.

CAPEHART
HALL-MARK OF
HARMONIOUS LIVING

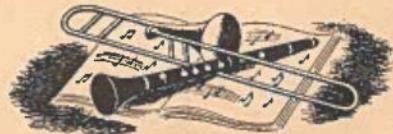
Illustrated: The Capehart Chippendale at \$1195



DEALER'S NAME

C. D.
Record Bon.
Lewis 8/6/41

Man is by Nature a Creature of Moods



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The CAPEHART
HALL-MARK OF HARMONIOUS LIVING

Illustrated: The Capehart Chippendale at \$1195

DEALER'S NAME

C. D.
Record Book

Lewis 8/6/41

*Man is by Nature a
Creature of Moods*



In moments of doubt and indecision, we need inspiration from beyond ourselves. Music offers it, superbly. The glorious voice of the Capehart Phonograph-Radio awakens fresh hope, unveils a blue in the sky. Faithfully it captures the full majesty of recorded symphony and chorale, the beauty of the strong human voice!

The Capehart is built to provide the finest reproduction of music in all the world. It has the time-proved record-changer that *turns the records over*—playing 20 records (40 selections) continuously on both sides or either side. And it offers a superlative radio unit. Prices range from \$545 to \$2500. Terms.

The Capehart Panamuse follows the great Capehart tone tradition. Models from \$159.50 to \$369.50. We invite you to hear these instruments.

Convenient

The CAPEHART
HALL-MARK OF HARMONIOUS LIVING

Illustrated: The Capehart
Chippendale at \$1195



DEALER'S NAME

MO-3278—2 cols. x 8