

Suddenly, the mists of memory lift. Fragments of a waltz drift into mind as phantom figures take their places upon a polished floor. Faster, faster swells the music . . . till lights whirl and footsteps fly and all the world spins 'round.

Moments of remembered gaiety are readily at hand, for men who love good music. Ready in all their original enchantment if the Capehart or the Farnsworth relives them for you. These are music's finest interpreters . . . capturing faithfully the power and beauty of great compositions.

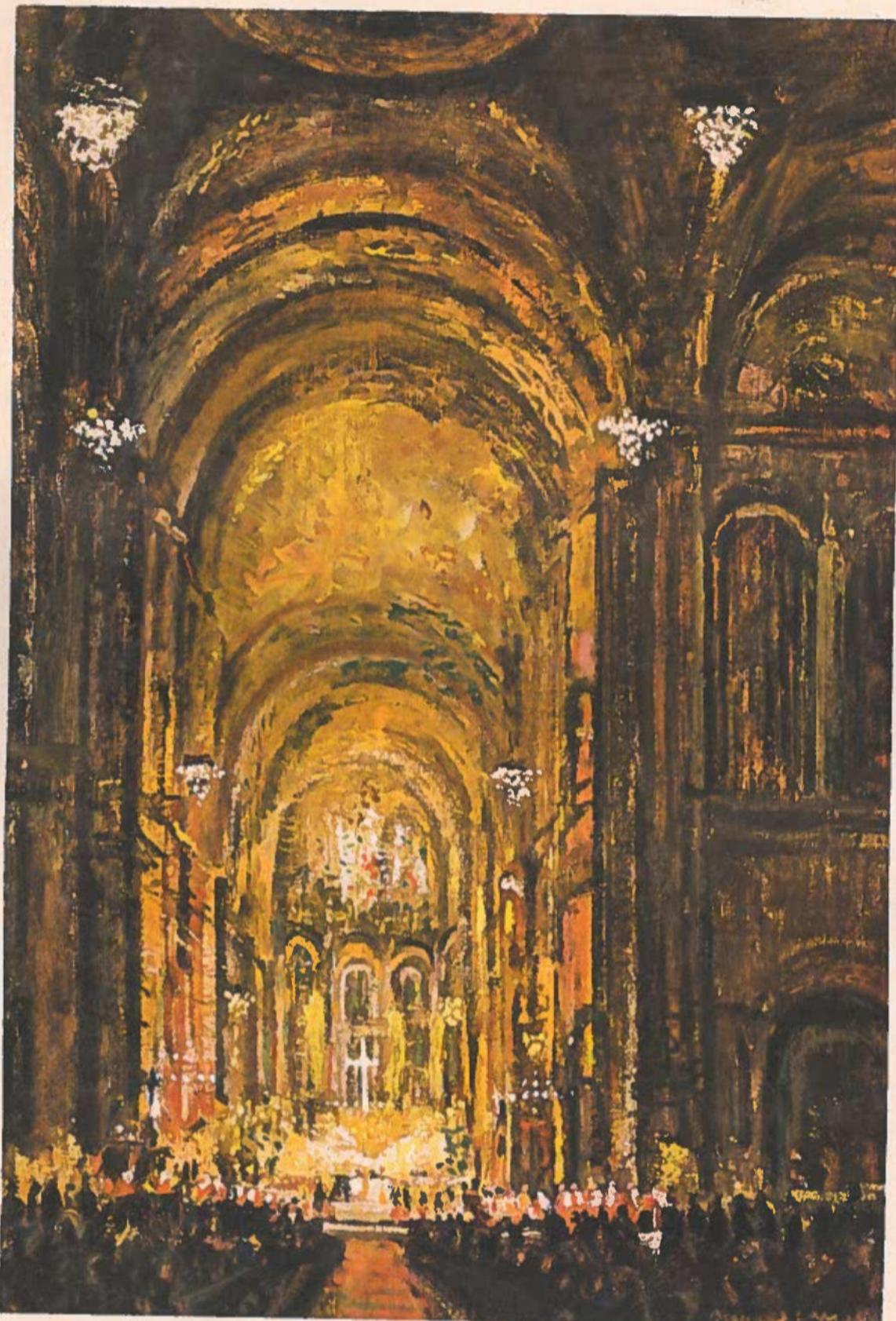
You, too, may share the pleasure of owning one of them — for soon now the incomparable Capehart or the modest-priced Farnsworth for which you've waited will be available.

Farnsworth Television & Radio Corporation . . . expert in Radar and electronic weapons . . . is planning many war-speeded developments which will set these new instruments apart. Bringing you phonograph-radios and radios far richer in tone and reception . . . easily operated record-changers . . . the lifelike clarity of FM. In time, television too.

Your eye, as well as your ear, will delight to the selection. It will include cabinet styles and sizes to gratify every taste, be it modest or luxurious. Proud possessions, each one . . . the highest possible quality at its price, because it's Farnsworth-built. Farnsworth Television & Radio Corporation, Ft. Wayne 1, Ind.

FARNSWORTH TELEVISION & RADIO CORPORATION

H. W. AYER & SON



And the Glory of the Lord " the great anthem from Handel's "Messiah," interpreted for the Capehart Collection by Bernard Lamotte. . . . For information on reproductions of paintings in the Capehart Collection, write to Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

Mrs. Schmidt

C. D. Record

SIGNATURE & DATE

KT8 10/10

WRITER'S O. K.

ML

And the Glory of the Lord

Ring out, oh voices, in glad hosanna! Ring out . . . from solemn cathedral and simple chapel, from distant ship and island shore. Lift heavenward a hymn whose message fills the world with hope.

To men free to sing their faith, Christmas, this year, comes as a day of deep rejoicing. To men still fettered, yet unafraid, it offers new-forged comfort. To both, it is a time of prayer that may soon know fulfilment. . . .

For the light of peace is lengthening, and there is promise that at last the forces of hatred shall be banished from the earth . . . that the hearts of all peoples, shadowed by great sacrifice and sorrowing, shall once again hold only mercy and good-will.

Then, truth shall triumph over tyranny.

And the glory of the Lord shall be revealed.

The Capehart — The Farnsworth

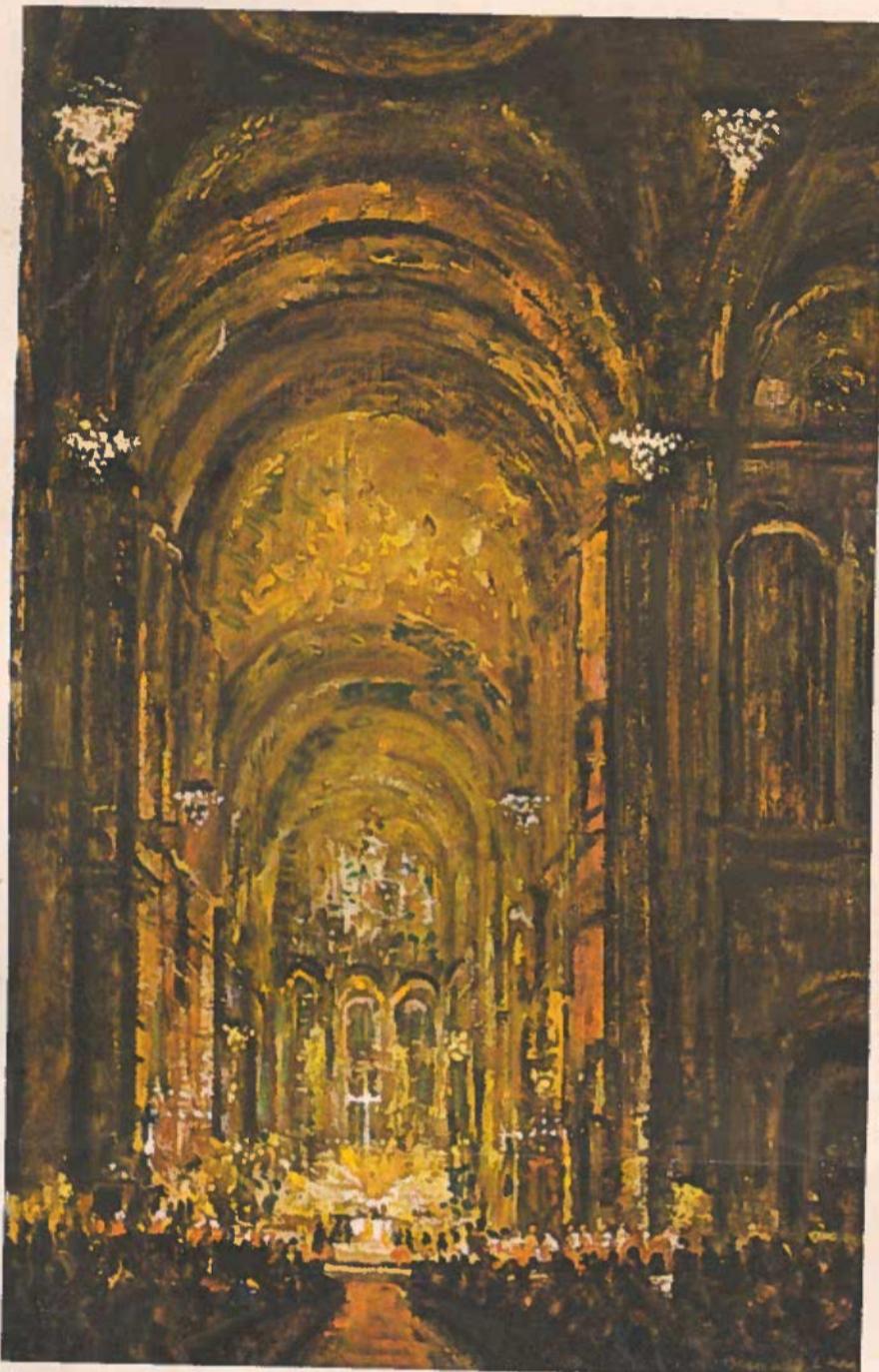
PRODUCTS OF FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

Revised

*Mrs. Schmidt
C. D.
Record Book*

KTS 10/20



And the Glory of the Lord the great anthem from Handel's "Messiah," interpreted for the Capehart Collection by Bernard Lamotte. For information on reproductions of paintings in the Capehart Collection, write to Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

*And the Glory
of the Lord*

Ring out, oh voices, in glad hosanna!
Ring out . . . from solemn cathedral
and simple chapel, from distant ship
and island shore. Lift heavenward a
hymn whose message fills the world
with hope.

To men free to sing their faith,
Christmas, this year, comes as a day
of deep rejoicing. To men still fettered,
yet unafraid, it offers new-forged
comfort. To both, it is a time of prayer
that may soon know fulfilment. . . .

For the light of peace is lengthening,
and there is promise that at last the
forces of hatred shall be banished from
the earth . . . that the hearts of all
peoples, shadowed by great sacrifice
and sorrowing, shall once again hold
only mercy and good-will.

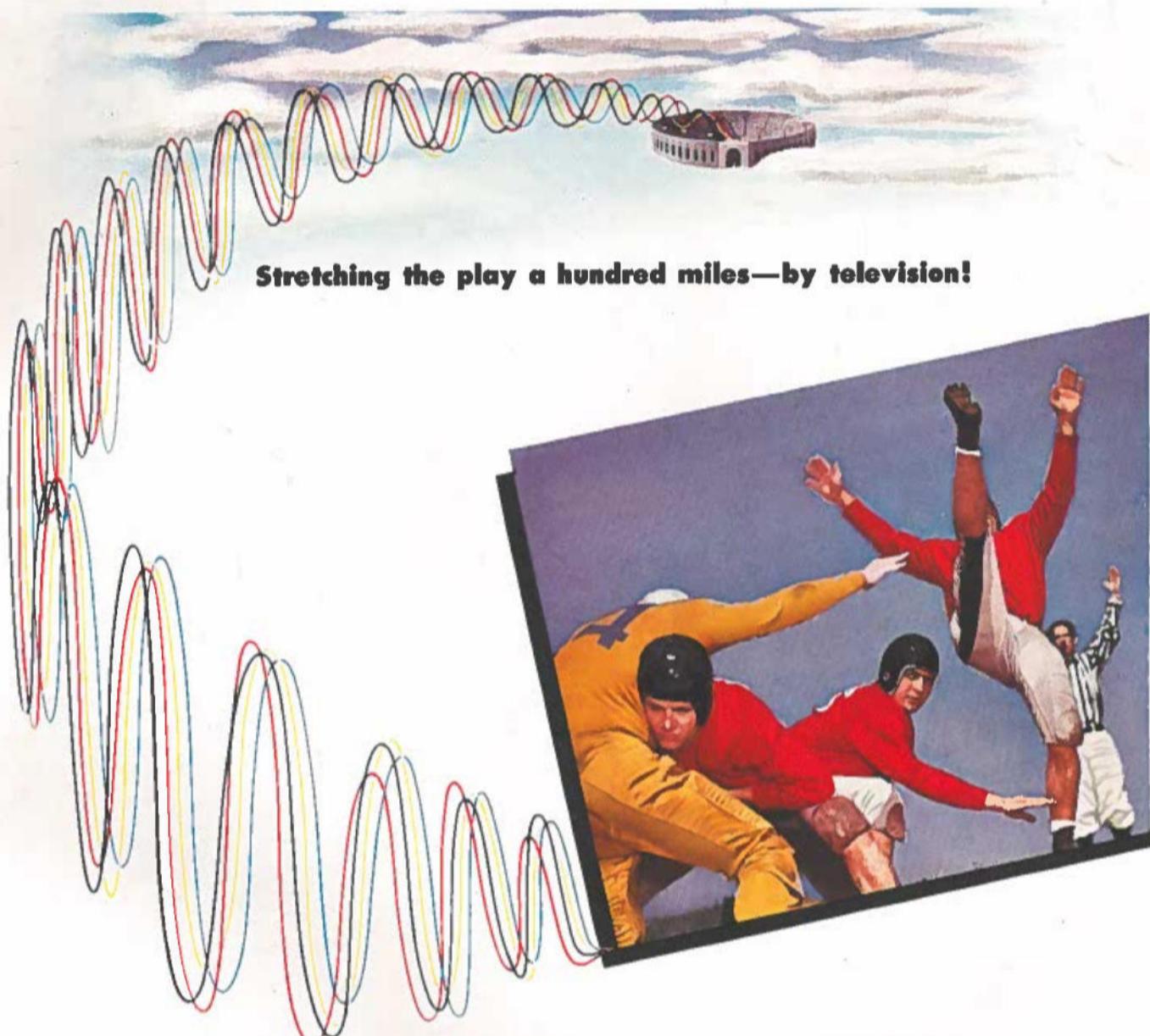
Then, truth shall triumph over tyranny.
And the glory of the Lord shall be
revealed.

The Capehart — The Farnsworth

PRODUCTS OF FARNSWORTH TELEVISION & RADIO CORPORATION

Revised

Mo-Selco's	10
C. D. Record Book 10	
SIGNATURE & DATE	
DA Green 7/6	
WRITER'S O. K.	
Scilim	



Stretching the play a hundred miles—by television!

So SWIFTLY do televised scenes rocket through space that, while part of a picture is appearing on your receiving set, the television camera is still "taking" the rest of it possibly many hundreds of miles away!

Each second, 30 complete pictures are thrown on the television screen . . . so your eyes see—not half-pictures—but large, clear images and motion without blurring.

Eventually, after the war, you'll have home television in both Farnsworth and

Capehart models, the marvelous *electronic television* developed over 19 years by Farnsworth engineers. It will come in cabinets of your choice, combined with radio, or with a phonograph-radio.

Today, Radar and military electronic weapons employ all the research and production facilities of the Farnsworth Television & Radio Corporation. But new Capeharts and new Farnsworth radios and phonograph-radios, at a wide range of prices, will come from our plants after Victory.

There will be improvements over your pre-war instruments. More faithful tone and reception—glorious, interference-free FM—simple, dependable record-changers—and the miracle of television.

You'll have a wide choice, from modestly priced Farnsworth sets to magnificent Capeharts in distinguished cabinets. And every one—whether Capehart or Farnsworth—will offer you the highest possible quality at its cost. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

WAR BONDS FIGHT, TOO—BUY AN EXTRA ONE TODAY



THE **FARNSWORTH**
Televisions · Radios · Phonographs
FARNSWORTH TELEVISION & RADIO CORPORATION

THE **CAPEHART**

Television · Radio ·

FARNSWORTH TELEVISION &

N. W. Ayer & Son

Furnished by The Curtis Publishing Company for Proving THE SATURDAY EVENING POST and LADIES' HOME JOURNAL
Inside Black & White & Color Advertising Pages also COUNTRY GENTLEMAN 4 Color Advertising Pages

Revised

Mr. Downing

C. D. Record Book

SIGNATU

DAB
WRITE

Dou



Puppets and People

The carnival scene from Stravinsky's ballet, "Petrouchka," painted for the Capehart Collection by Serge Soudeikine, famous painter and scenic designer whose décor for "Petrouchka" enhanced the Metropolitan Opera Company's production. The canvas depicts the characters of the puppet show . . . Petrouchka, The Ballerina, The Blackamoor and The Showman . . . in the colorful animation of the entire carnival. . . Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or you may write direct to Fort Wayne 1, Ind.

The children laugh as the sawdust doll magically moves and speaks. But the grown-ups merely smile, seeing in him the reflection of their own loves and heartaches, joys and hopes. . .

Puppets are endeared to all ages of men. They are the more beloved when, as in "Petrouchka," their stories are synchronized with great music. For music lends enchantment . . . especially if its color and meaning are provided in full measure by the Capehart or the Farnsworth.

Those who have made music part of their most intimate lives look with pride . . . and listen with pleasure . . . to these sublime instruments. Their delight will be shared tomorrow by many others when the Farnsworth Television & Radio Corporation turns from the making of Radar and war-vital electronic instruments.

Then, all may have the new Capehart or Farnsworth so eagerly awaited now. A wait indeed worth while, for these future radios and phonograph-radios

will include far-reaching advances in faithful reception and round, true tone.

Perhaps your ultimate choice may be a radio with glorious FM . . . perhaps a phonograph-radio with the time-proved Capehart record-changer that turns the records over. Eventually, you may decide upon a television model. In a variety of cabinet styles and sizes, each will be built by Capehart and Farnsworth engineers to bring you the best in its price field! Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.

INVEST IN VICTORY — BUY WAR BONDS



THE

CAPEHART

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

FARNSWORTH

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

Curtain Call... IN YOUR LIVING ROOM

C. D.
Record
Player

10
Farnsworth
Television
Radio



You'll think you're *there*—front row, center—when you see and hear your favorite telecast on a Farnsworth table model or console.

In your own living room, you'll see why the modern, compact table model shown above was the hit of recent television shows. You'll see brighter, clearer, steadier pictures... amazingly lifelike... on a 10-inch direct view tube that brings out every detail, sharply defines it. You'll see why Farnsworth television is outstanding.

Farnsworth console models, in addition

to television sight and sound reception, include standard radio and/or frequency modulation. Some models also combine the deluxe Farnsworth record changer for complete television, radio and phonograph entertainment in one instrument.

Every Farnsworth instrument offers the superior performance that has been synonymous with the Farnsworth name throughout 20 years of pioneering electronics activity. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

Farnsworth

**Television
Radio
Phonograph-Radio**

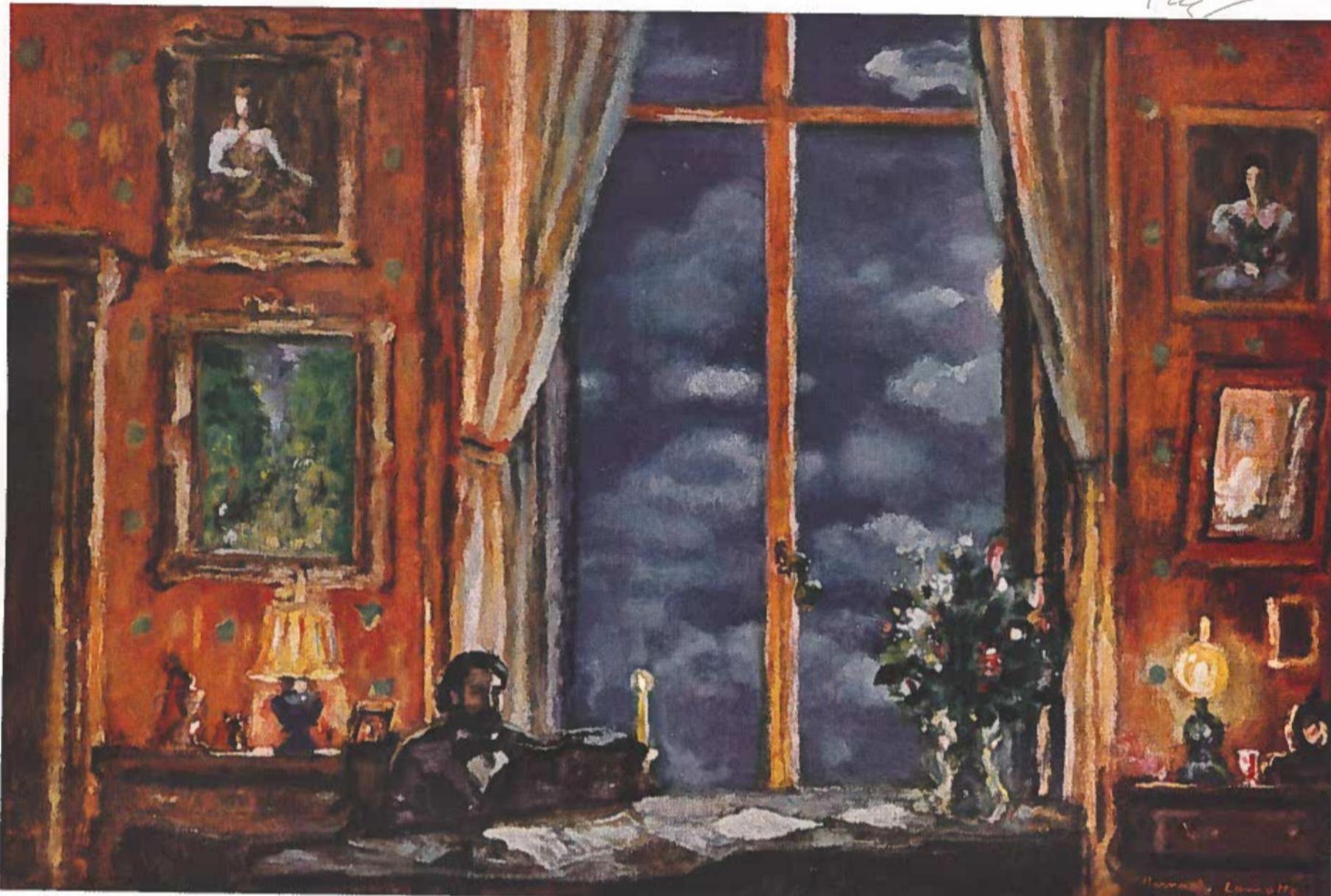
Bugay-10

C. D.

Revised Proof

Record Book

na 10



Nuages (Clouds), first of the series of three orchestral nocturnes ("Clouds," "Festivals," "Sirens") by the French composer, Claude Debussy, interpreted for the Capehart Collection by Bernard LaMotte. Portfolios of reproductions in the Capehart Collection may be secured at nominal cost from your Capehart dealer. Or, write to Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

A Debussy new to you This, as you listen to the new Capehart, is the real Debussy, of the slow and solemn Clouds, the Festivals, the fluctuating Sea. For the superlative instrument before you captures note for note, subtlety for subtlety, the most elusive tonal shiftings of the great French impressionist. You are hearing a Debussy new to you.... And on the brilliant new Farnsworth also, priced at a more modest sum, recordings are reproduced to superb advantage. Farnsworth electronic engineers have made possible a fidelity of tone that takes you right to the concert platform.

THE CAPEHART



Within this magnificent new swirled grain Capehart cabinet, faithful to the best traditions of Early Georgian design, is a new and revolutionary system of tonal reproduction, Capehart's alone. Only by comparing Capehart tone with original violin, cello, piano or voice can you measure its excellence. The exclusive Capehart record-changer plays up to twenty records, 10 inch and 12 inch, intermixed, continuously turning them more gently than human hands. (Capehart television receivers, of the same high character, will be available soon.) Prices: the Panamuse by Capehart, to \$800. The Capehart, to \$1750.

THE FARNSWORTH



There's a new Farnsworth for living-room, sun-room, upstairs, workroom, or picnic grove. And there is a model for any budget: phonograph-radios in console and chair-side styles; table models in wood or plastic; smart portables that operate on batteries or power-line. The cabinet illustrated is the new GK-102, in blend walnut. The improved Farnsworth 3-point Suspension Record-Changer handles either 12 ten-inch or 10 twelve-inch records easily and safely. Soon, too, in certain selected cities, you will be able to select a Farnsworth television receiver. Radio and phonograph-radio prices: \$28 to \$400.

F A R N S W O R T H T E L E V I S I O N & R A D I O C O R P O R A T I O N

(10) Mr. Frazer

C. D.
Record Book

M. Dallas 1/13

**ALL HEARTS, sometime in life,
Journey to the end of night. Fears
hem in on every side, and the gates
of morning are closed. Yet, for
every valley of despair, there are
resources of courage. One of these**

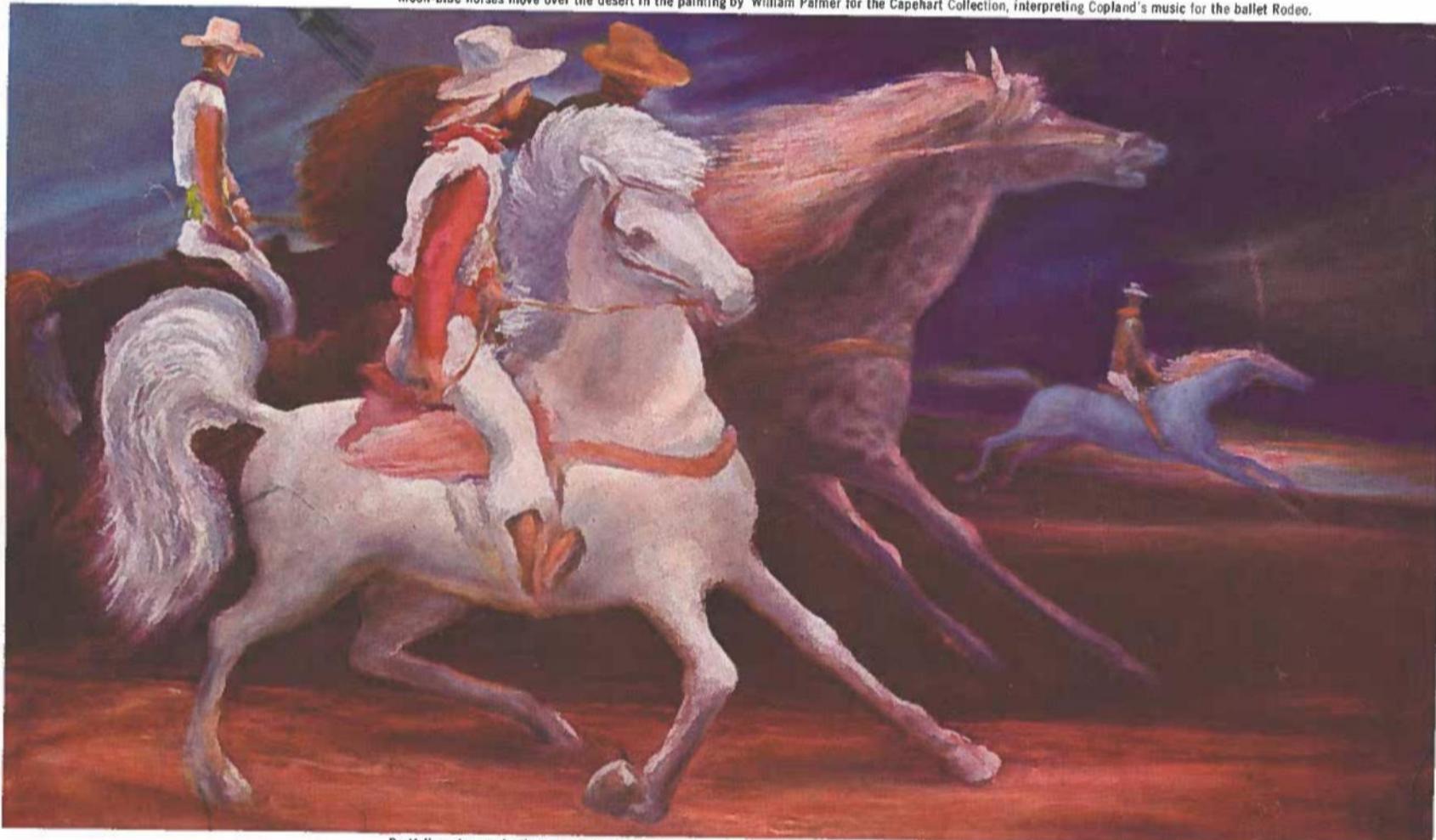
THE FARNSWORTH



73

The great desire of all who wish to spend a modest sum for a radio or a radio-phonograph is that it be of high quality. The new Farnsworth combines low price with excellence in a way not done before. Wide choice of cabinets—table radios, new portables, phonograph-radios. (Farnsworth television will offer the same combination of quality and economy.) Terms. Prices: **\$25 to \$300**

Moon-blue horses move over the desert in the painting by William Palmer for the Capehart Collection, interpreting Copland's music for the ballet Rodeo.



Porfolios of reproductions at nominal cost from your Capehart dealer, or, Capehart Division, Farnsworth Television & Radio Corp., Fort Wayne 1, Ind.

**is great music. In the dark hour,
music is a stone removed from the
highway, a hedge cut through,
a tree felled. Music, interpreted by
the new Capehart or the new
Farnsworth, can enrich and deepen
all the experiences of life.**

THE CAPEHART



This master instrument for musical reproduction has always been the choice of musicians and of the nation's leaders in business and social life. Now, with its revolutionary new tonal system, the new Capehart can be compared only with the original musical instruments it so brilliantly reproduces. (Capehart television receivers will be the finest expression of the engineers' art.) Prices: Panamuse by Capehart, \$300 to \$550. The Capehart, **\$750 to \$1500**

FARNSWORTH TELEVISION & RADIO CORPORATION
N. W. AYER & SON

⑩ Mr. Fraayer

C. D.
Record Book

M. Wallace 2/4

Fraayer



Meet Mr. Music!

That's not his real name, of course. It's a term of respect and affection bestowed on him by his customers for his friendly interest, his deep appreciation of their needs.

"Mr. Music" operates the leading music store. But it's more than a store. It's the nerve center for the entire musical life of the community. Its influence extends into the home, the school, the church . . . every place where music has meaning.

"Mr. Music" knows the value and the importance of music. Like as not, he's on the board of the symphony association. Possibly he has been responsible, more than

any other citizen, for the advancement of music in the community. And he's probably the "angel" for the harmonica band made up of kids from across the tracks.

"Mr. Music" knows the Capehart, too. He knows it as the supreme instrument for musical reproduction—the outstanding name in the music world today. That's why he's proud to display and sell the Capehart—he knows that every Capehart installation furthers the cause of good music.

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

The CAPEHART • The PANAMUSE by CAPEHART

PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION
Join the National Association of Music Merchants

Review

Mr. Downing

10

C. D. Record Book

10

SIGNATURE & DATE

Downing 7/20

WRITER'S O. K.

Downing



The carnival scene from Stravinsky's "Petrouchka," painted for the Capehart Collection by Serge Soudeikine. The canvas depicts the puppet show characters . . . Petrouchka, The Ballerina, The Blackamoor, and The Showman . . . in the colorful animation of the entire carnival. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or you may write direct to Fort Wayne 1, Indiana.

Puppets and People

Puppets are endeared to all ages of men. And they are the more beloved when, as in "Petrouchka," their stories are synchronized with great music. For music lends enchantment . . . especially if its color and meaning are provided in full measure by the Capehart or the Farnsworth.

Those who have made music part of their most intimate lives look with pride . . . and listen with pleasure . . . to these sublime instruments. Their delight will

be shared tomorrow by many others when the Farnsworth Television & Radio Corporation turns from making war-vital Radar and electronic instruments.

Then, all may have the new Capehart or Farnsworth so eagerly awaited now . . . radios and phonograph-radios which will include far-reaching advances in faithful reception and round, true tone.

Perhaps your ultimate choice may be a radio with glorious FM . . . perhaps

a phonograph-radio with the time-proved Capehart record-changer that turns the records over. Eventually, you may decide upon a television model, bringing the world into your living-room. In a variety of cabinet styles and sizes, each will be built by Capehart and Farnsworth engineers to be the best in its price field! Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.

INVEST IN VICTORY — BUY WAR BONDS



THE
CAPEHART

Television • Radio • Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

THE
FARNSWORTH

Revised

Mr. Downing

10

C. D. Record Book: 10

SIGNATURE & DATE

O'Brien Jr.

WRITER'S O. K.

Downing

CAPEHART



OPENS DOORWAYS TO NEW PROFITS

To enable Capehart Dealers to build for sales tomorrow . . . that's the purpose of the distinguished series of Capehart prints, available now to music lovers through Capehart dealers across the United States.

Selected as the most popular subjects in the Capehart Collection, these facsimiles of interpretations of music's masterpieces by leading artists met with immediate acclaim. Dealers everywhere recognize in them a means of building

their prestige during a period when Capehart instruments are unobtainable.

In fact, the facsimiles themselves are music merchandise. As such, they afford the Capehart Dealer's staff promotional material to stimulate sales of sheet music and recordings of the compositions which inspired them. On display in their showroom windows, they link their stores with Capehart and with Capehart advertising in the minds of their customers.

This building for the future costs nothing — as a matter of fact, the Capehart Dealer actually makes some profit from it now.

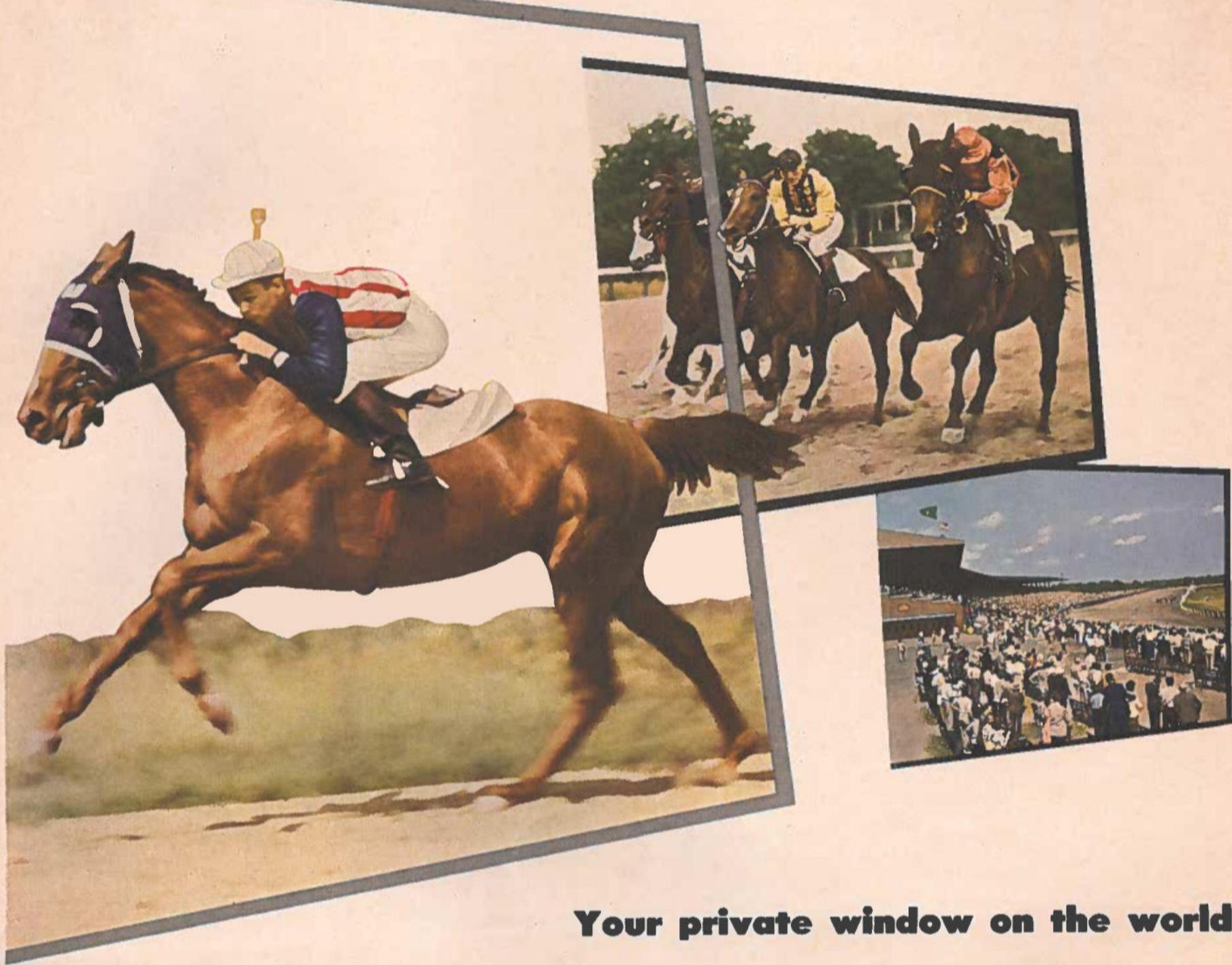
Here, again, is another example of Capehart's constant and continuing effort to assure each and every one of its dealers a valuable stake in the present and future of the music business. Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

CAPEHART - PANAMUSE

PRODUCTS OF

FARNSWORTH TELEVISION & RADIO CORPORATION

Mr. Sellers	10
C. D. Record Book	10
SIGNATURE & DATE	
KTS 9/27	
WRITER'S O. K.	
Sellers	



Your private window on the world

IN THE coming age of television, your home will be a stage where famous personalities act their greatest hours. On your television receiver—like a magic window with a world-wide view—you'll watch and hear sports, entertainment and news events *while they are taking place!*

The Farnsworth laboratories that bring you the pleasures of superb phonograph and radio will be ready with the newest magic of all—*electronic television*.

Finer Capeharts and new Farnsworth phonograph-radios and radios will come, after the war, from the Farnsworth factories that now hum with production of Radar, military radios and other highly scientific electronic equipment.

Tomorrow's models will take advantage of wartime discoveries with even better record reproduction and radio reception. Many will include interference-free FM reception, dependable, time-proven

record-changers that provide hours of entertainment of your own selection without attention.

You will choose from a rich selection of cabinet styles and sizes, from the modestly priced Farnsworth instruments to magnificent Capeharts. And each one, creation of the distinguished Farnsworth engineering staff, will reflect the very finest quality at its price. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

INVEST IN VICTORY—BUY WAR BONDS



THE CAPEHART

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

THE FARNSWORTH

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

C. D.
Record Book
RTS 11/30

Sellers



in record
changers



FARNSWORTH

You can safely stake your reputation on Farnsworth record-changers—today accepted as the standard for the industry.

Farnsworth has 16 years of pioneering experience in designing and producing fine, trouble-free, automatic record-changers. It has developed many important inventions and principles that have simplified operation and improved performance.

Farnsworth owners and dealers all say,

"Farnsworth has the most dependable record-changers." Prewar experience will make for postwar confidence and sales. Further record-changer improvements will be featured in the new Farnsworth line.

Farnsworth changers are right for the dealer . . . simple, long-lasting, trouble-free and time-proven . . . do away with frequent and costly service. . . . When you sell a Farnsworth, it stays sold!

FARNSWORTH

Television · Radio · Phonographs

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

Furnished by The Curtis Publishing Company for Proving THE SATURDAY EVENING POST and LADIES' HOME JOURNAL
Inside Black & White & Color Advertising Pages also COUNTRY GENTLEMAN 4 Color Advertising Pages

Revised

C. D.
Record Book
KTS 11/22

ML



Ravel's "La Valse," interpreted for the Capehart Collection by Bernard Lamotte. High-pitched as the splendor of a vanished Vienna, it captures brilliantly the magic rhythm of the beloved waltz. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or you may write direct to Capehart Division, Fort Wayne 1, Indiana.

Dream Dance

Suddenly, the mists of memory lift. Fragments of a waltz drift into mind as phantom figures take their places upon a polished floor. Faster, faster swells the music . . . till lights whirl and footsteps fly and all the world spins 'round.

Moments of remembered gaiety are readily at hand, for men who love good music. Ready in all their original enchantment if the Capehart or the Farnsworth relives them for you. These are music's finest interpreters . . . capturing faithfully the power and beauty of great compositions.

You, too, may share the pleasure of owning one of them — for soon now the incomparable Capehart or the modest-priced Farnsworth for which you've waited will be available.

Farnsworth Television & Radio Corporation . . . expert in Radar and electronic weapons . . . is planning many war-speeded developments which will set these new instruments apart. Bringing you phonograph-radios and radios far richer in tone and reception . . . easily operated record-changers . . . the lifelike clarity of FM. In time, television too.

Your eye, as well as your ear, will delight to the selection. It will include cabinet styles and sizes to gratify every taste, be it modest or luxurious. Proud possessions, each one . . . the highest possible quality at its price, because it's Farnsworth-built. Farnsworth Television & Radio Corporation, Ft. Wayne 1, Ind.

THE CAPEHART
THE FARNSWORTH



Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

H. M.AYER & SON

Revised
C. D.
Record Boo
KTS 1/30



Ravel's "La Valse," interpreted for the Capehart Collection by Bernard Lamotte. High-pitched as the splendor of a vanished Vienna. It captures brilliantly the magic rhythm of the waltz. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or you may write direct to Capehart Division, Fort Wayne 1, Ind.

Dream Dance

Suddenly, the mists of memory lift. Fragments of a waltz drift into mind as phantom figures take their places upon a polished floor. Faster, faster swells the music . . . till lights whirl and footsteps fly and all the world spins 'round.

Moments of remembered gaiety are readily at hand, for men who love good music. Ready in all their original enchantment if the Capehart or the Farnsworth relives them for you.

You, too, may share the pleasure of such moments—for soon now the incomparable Capehart or the modest-priced Farnsworth for which you've waited will be available.

Farnsworth Television & Radio Corporation . . . expert in Radar and electronic weapons . . . is planning many war-speeded developments which will set these new instruments apart. Bringing you phonograph-radios and radios far richer in tone and reception . . . easily operated record-changers . . . the lifelike clarity of FM. In time, television too.

Your eye, as well as your ear, will delight to the selection. It will include cabinet styles and sizes to gratify every taste. Proud possessions, each one . . . and each the highest possible quality at its price. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

THE CAPEHART
*** FARNSWORTH



Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

H. W. AYER & SON

Reused

Frayer

C. D. Record Book

SIGNATURE & DATE
John 9/2
WRITER'S O. K.
Page

FARNSWORTH TELEVISION



TELEVISION! Air waves that
bring you voices of musical stars, the
silver melody of the trumpet, the
enseading surge of the symphony, now
bring you electronic pictures of excellent
quality to go with the music! Television

In those cities where television programs are broadcast, a limited number of Farnsworth table model television sets will soon be available. Like the Farnsworth portable radio, table model, and phonograph-radio, the new television receiver combines modest price with the quality you expect from the home of television. The inventor, Philo T. Farnsworth, developed the first practical system of electronic television, and it is the company which bears his name that today offers for your entertainment and pleasure the fruits of electronic research. Prices: Farnsworth radios and phonograph-radios, **\$25 to \$350**

A color-action photograph from "Song of Norway," Broadway musical triumph based on the life and music of the Norwegian composer, Edvard Grieg.



Capehart and Farnsworth television will bring the greatest stage shows to your home—in sparkling, detailed black-and-white action pictures

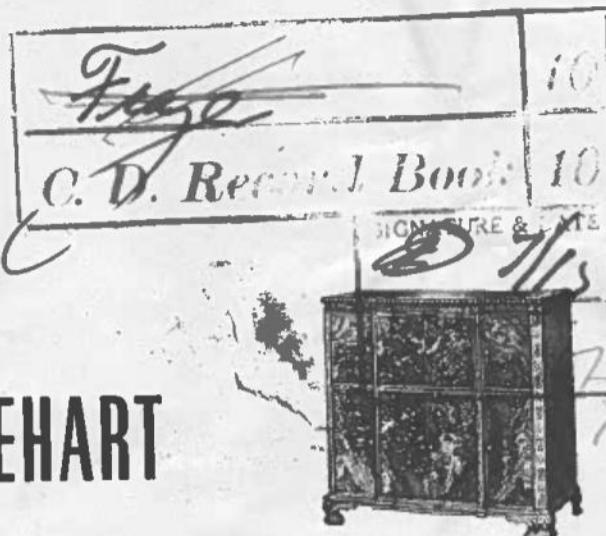
is no longer in rehearsal. It is here, now, in many cities for your delight and enjoyment. In your own home, on the Capehart and the Farnsworth, television will reproduce in clear, sparkling black and white the musical comedy, the opera, the play, the ballet, the news of the hour, as it happens.

CAPEHART TELEVISION



In the field of musical reproduction, one phonograph-radio stands supreme, and that is the Capehart. Only by comparison with the human voice, or with the original musical instrument, can its clarity and purity of tone be appreciated. That standard of excellence will be inherent, also, in the new Capehart television receivers for the home. Just as Capehart now brings you the finest instruments for musical reproduction, so will Capehart bring you the finest instruments for your visual entertainment. Phonograph-radio prices: The Panamuse by Capehart, **\$300 to \$700**. The Capehart, **\$925 to \$1500**

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA



TÔDAS AS figuras desenhadas no
coração são reflexos da experiência.

Um ente querido que parte, uma
esperança que morre, uma palavra que
se quebra. Então, o coração
reflete a tristeza e as formas

CAPEHART

Os possuidores do Capehart têm sempre ao seu dispor toda a grandiosidade da sinfonia ou côro. Este rádio-fonógrafo, mediante um novo sistema revolucionário de tonalidade, reproduz a música de maneira tal que só é igualada pelos próprios instrumentos.



Os capitóis e as formas do destino são mostrados através da "Sinfonia Fantástica," de Berlioz, pintado por Julio de Diego, para a Coleção Capehart.

fantásticas que não desaparecem. Assim foi como o jovem compositor Berlioz pintou o seu próprio estado de alma. Ainda mesmo nos momentos tempestuosos da vida, a música pode ser um lenitivo. Para a sombra, é a luz; para a tempestade, a bonança.

FARNSWORTH



Os novos rádios e rádios-fonógrafos Farnsworth combinam qualidade de performance com preço baixo. Estes novos aparelhos são apresentados em uma larga variedade de móveis de permanente beleza: modelos de mesa, tipos de lado de cadeiras, portáteis para excursões e combinações de rádios-fonógrafos.

EARNSWORTH Television · Radio · Phonograph-Radio

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana, U.S.A. Enderéço telegráfico: "Television" • Receptores de Rádio e Televisão Farnsworth • Válvulas Farnsworth para Televisão • Sistemas móveis de Comunicações e Controle de Tráfego em Estradas de Ferro e de Rodagem • Farnsworth • O Rádio Farnsworth • O Rádio Fármaco Farnsworth • O Panamuse de Capehart.



Farnsworth EK-140. This brilliant example of popular cabinet design opens from the front, leaving the solid top for ornaments. Trouble-free record changer—no pull-out—is placed in brightly lighted, readily-accessible compartment. 14-tube (including rectifier), AM-FM chassis with all the true tonal qualities of FM reflected in the phonograph circuit.

Farnsworth EK-142. Distinctively modern cabinet with partial lid opening. Same 14-tube AM-FM chassis and automatic record changer as EK-140 at left. Another example of Farnsworth's originality in designing for every class of customer.

They'll Stop! They'll Look! They'll Listen!

... to Farnsworth's NEW FM Combinations!

- Farnsworth *Beauty* will stop them! Farnsworth *Quality* will sell them!
- *Beauty* of Cabinet . . . each design a masterpiece of its type . . . made to endure . . . by skilled craftsmen . . . to Farnsworth's rigid quality requirements!
- *Beauty* of Tone . . . created through a totally new tonal system capable of interpreting the best in AM . . . the full clarity and fidelity of FM, in both radio and phonograph reproduction.
- *Quality* of Manufacture . . . nineteen years of pioneering electronic research, plus Farnsworth's complete and modern engineering and productive facilities result in quality standards that have been . . . and will continue to be . . . maintained at the highest level.
- *Quality* and *Beauty* . . . that's why the public will Stop, Look and Listen . . . will want a new Farnsworth.
- That's why Farnsworth dealers so highly value the Selected Dealer Franchise.

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana

FARNSWORTH

TELEVISION • RADIO
PHONOGRAPH-RADIO

Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Television Tubes • Halstead Mobile Communications and Traffic Control Systems for Rail and Highway • The Farnsworth Phonograph-Radio • The Capehart • The Panamuse by Capehart

Fraser
C. D. Fraser, Son

SIGNATURE
R. S.
WRITER'S
PAGE

THE CAPEHART

**A POINT of time is not on calendar
or clock, but in the heart. Back in the past,
remembered as though engraved, is a
cypress tree in the wind, a young girl's face,
a star iron-red at twilight. And, not
strange at all, music returns the image to**

Beauty born in resonant cellos or pastoral flutes is born again in your own salon through the brilliant new Capehart. This superb instrument, incorporating the latest advances in electronic research, comes to you with a revolutionary new tonal system that recreates the original performance with unbelievable fidelity and clarity of detail. Capehart's period cabinets are beautifully wrought and the radio is equipped for both AM and Frequency Modulation. (Coming soon: Television receivers of illustrious Capehart quality.) Prices: The Panamuse by Capehart, **\$300 to \$675**. The Capehart, **\$895 to \$1500**

Bohemian acrobat and ballerina frolic in the peasant dance from Smetana's Bartered Bride. Painted for the Capehart Collection by the Czech artist, Tibor Gergely



Portfolios of reproductions at nominal cost from your Capehart dealer, or, Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana

**this hour. What tender dreams the
thoughtful cello stirs! How brave the distant
sound of trumpet, and the horn! Music is
yesterday again, things past attending
now, a glimpse and foretaste of new-drawn
tomorrows. You can revisit, now,
these places of the heart with the new
Capehart and the new Farnsworth.**

THE FARNSWORTH



The special purpose behind the building of the new Farnsworth is to combine advanced electronic engineering with attractive cabinet design. The result is an instrument of tonal beauty and charm of appearance unusual for radios in Farnsworth's modest price range. Cabinets include table models, and portables for use at home or traveling, with batteries or power line. Many phonograph-radio combinations are equipped for Frequency Modulation also. (A pioneer in the field, Farnsworth will soon bring you television receivers of the same quality and economy.) Convenient terms. Prices: **\$25 to \$350**

FARNSWORTH TELEVISION & RADIO CORPORATION

Mr. Frazer
C. B. Record Book 10
SIGNATURE & DATE
M. Walli '48
WRITER'S Q. R.

THE FARNSWORTH

A SKIN is white, or black, or bronze; a jacket, of denim or seal-skin. Man differs in his outward dress, and custom varies with geography. But in France, Peru or Norway, in city square or frozen valley, man is one in this: his love



The new Farnsworth is for those who wish to own a quality radio but are content to pay only a modest price for it. Today, more than ever, the Farnsworth meets that demand! Tone is so improved that you actually seem present in the concert hall. Engineering reflects traditional Farnsworth skills. Cabinets offer a wider choice than ever—table models, consoles, portables, phonograph-radios. FM (Frequency Modulation) reception is available in many models. (Look to Farnsworth, later, for television receivers combining the same quality and economy.) Convenient terms. Prices, **\$25 to \$300**

Boulevardiers and grandes dames promenade gaily in the painting by Bernard Lamotte for the Capehart Collection, interpreting Offenbach's *Gaité Parisienne*.



Portfolios of reproductions at nominal cost from your Capehart dealer, or, Capehart Division, Farnsworth Television & Radio Corp., Fort Wayne 1, Indiana.

for music. He will sing in his own tongue; he will dance the mazurka or the Virginia reel; he will be moved by the thin fragile notes of a shepherd's lute or the interlocking beauty of a Bach fugue.

Music is the universal language.

Listen, now, on the new

Capehart or the new Farnsworth.

THE CAPEHART



Naturally, only a few people can own the new De Luxe Capehart. But these fortunate ones will have the satisfaction of enjoying a new tonal system so revolutionary that reproduction can be compared only with the original musical instrument or the human voice. The brilliant radio is equipped to bring you with great clarity both AM and FM (Frequency Modulation) reception. Period design cabinets. (Capehart television receivers, which will be announced before too long, will be of the same excellence.) Prices: Panamuse by Capehart, \$300 to \$500. The Capehart, **\$750 to \$1500**

F A R N S W O R T H T E L E V I S I O N & R A D I O C O R P O R A T I O N

N. W. AYER & SON

Mr. Frazer
C. D. Record Book
SIGNATURE
M. Wal
WRITER'S

**A STONE in the field, a petal dyed
scarlet, a fissure of blue in a
cloud are pictures that paint new
pictures. You look and see not stone
or flower or sky only, but a name
close to your name, a heart close to
your heart. So music heard awakens**

THE CAPEHART



Those who are in a position to gratify their desire for the very best in everything, including the world's great music superbly reproduced, will turn naturally to the new Capehart. The revolutionary new tonal system has never been equaled, even by any previous Capehart, for its reproduction of cello, flute, or piano can be compared only with the original musical instrument. A choice of period cabinet designs. The record-changer is still further improved. (Later, Capehart will offer the finest in television receivers.) Prices: Panamuse by Capehart, \$300 to \$500. The Capehart, **\$750 to \$1500**

In a Summer's Garden, by Delius, painted for the Capehart Collection by Hobson Pittman as a place of reverie and bitter-sweet memories of things past.



Portfolios of reproductions at nominal cost from your Capehart dealer, or, Capehart Division, Farnsworth Television & Radio Corp., Fort Wayne 1, Indiana.

**music still unheard. A line of song
can stir a tender dream. A hyacin-
thine voice, white, fragile, clear,
unlooses cords long tightly wound.
The rise and fall of strings, the mel-
ancholy cello, the silver exultation
of a trumpet speak beyond all
speaking. Listen, now, with the new
Capehart or the new Farnsworth.**

THE FARNSWORTH



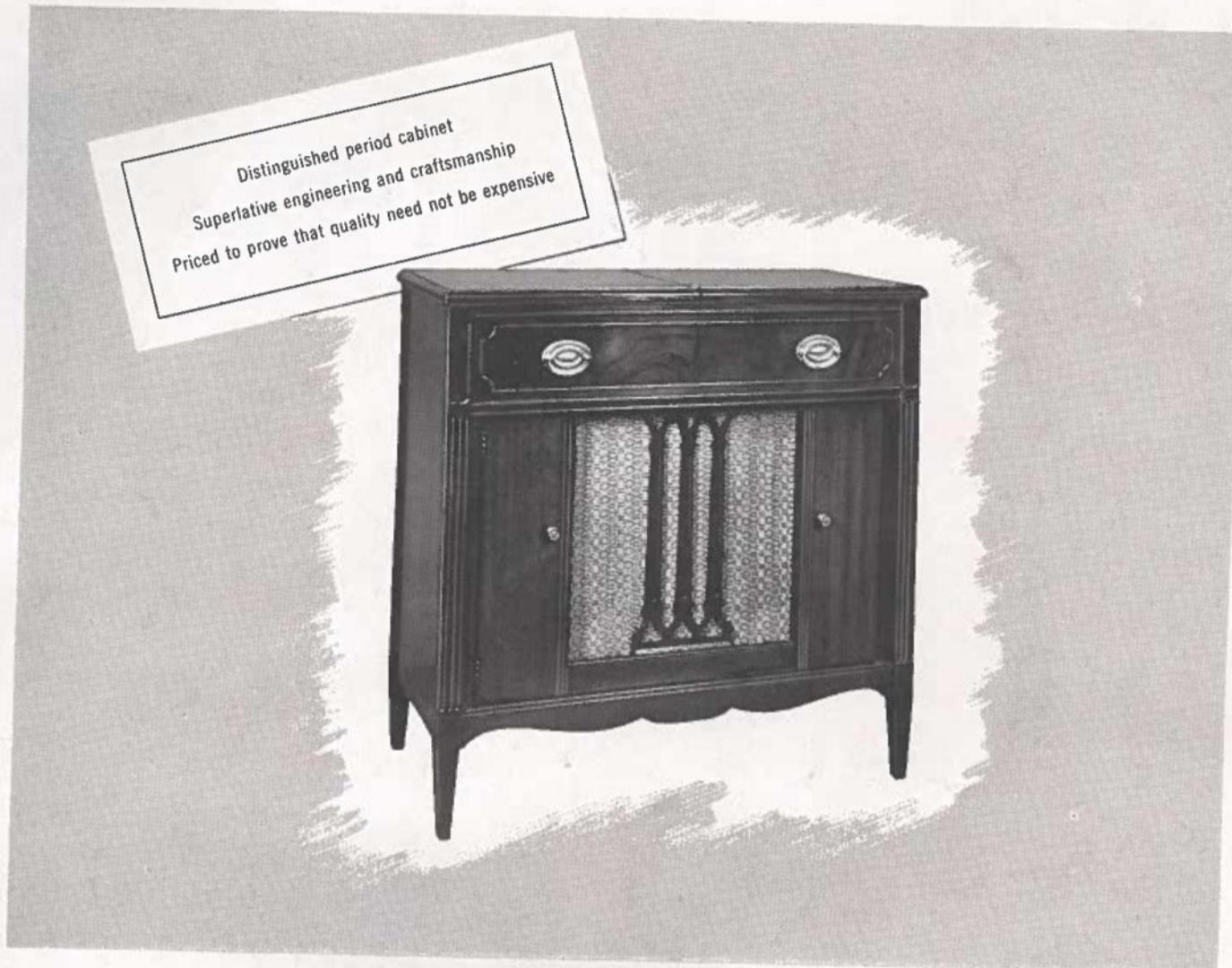
Is it possible to buy a post-war radio or a phonograph-radio of quality, wearing the name of a distinguished maker, and yet pay no more than a modest price? It is, indeed, and that instrument is the new Farnsworth. There is a wide and popular assortment of cabinet styles—table models for porch and bedrooms; portables for use indoors or outdoors with batteries or power-lines; combination phonograph-radios for recordings that you admire, or your favorite programs. (Look to Farnsworth, too, for coming advances in television receivers.) Convenient purchase terms. Prices, **\$25 to \$300**

F A R N S W O R T H T E L E V I S I O N & R A D I O C O R P O R A T I O N

N. W. AYER & SON

Production
8th

Frazer 10
Rec'd C. D. Hager



A Standout in any Farnsworth showroom!

The new Farnsworth GK-141—a brilliant example of traditional Farnsworth styling and quality in a phonograph-radio for the discriminating, *value-minded* buyer.

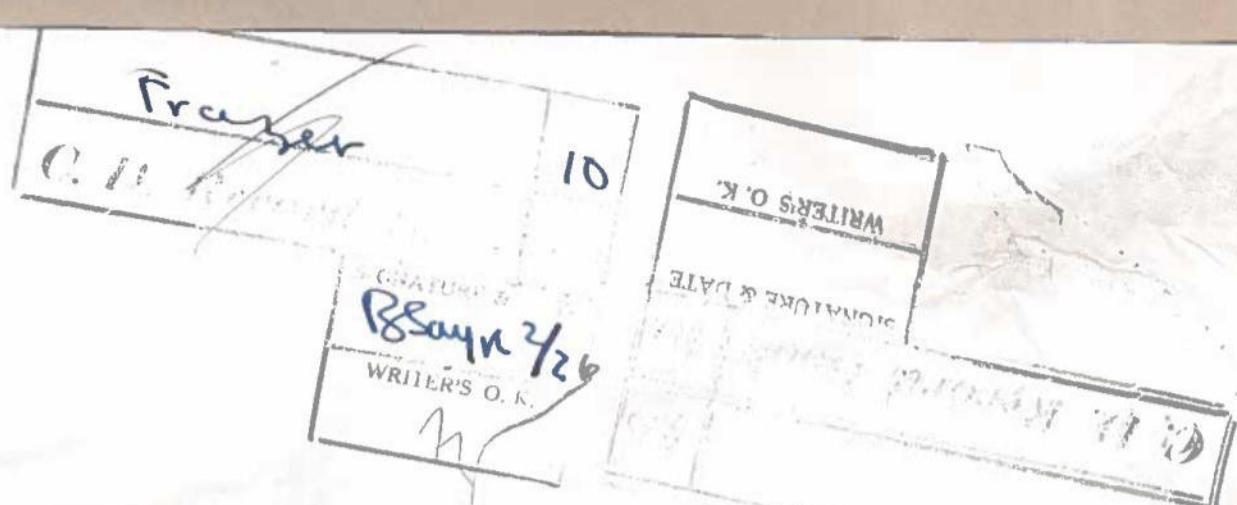
A charming cabinet of authentic Heppelwhite design—to attract the prospect's eye! Farnsworth's famous tone quality, Farnsworth's dependable 3-point suspension record changer—to rivet his attention! Deluxe Farnsworth features... push button tuning on both FM and AM, individual tone control on both treble and bass, outstanding performance—to whet his desire!

And a price tag surprisingly low—to impel him to buy!

With distinguished self-selling models such as this, Farnsworth emphasizes the superior quality built into all Farnsworth sets—emphasizes Farnsworth's ability to prove that real quality need not be expensive. This reputation for quality—combined with the Farnsworth policy of proper margins and ample "elbow room" for its dealers—continues to be their most valuable asset. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

Farnsworth
Television • Radio • Phonograph-Radio

Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Television Tubes • Mobile Communications and Traffic Control Systems for Rail and Highway • The Farnsworth Phonograph-Radio • The Capehart • The Panamuse by Capehart.



Designed for finest home or maharajah's palace is this distinguished Chippendale Capehart. The new tonal system so exactingly reproduces the tones and overtones of flute, piano, cello, or human voice that comparison should only be made between the Capehart and the original musical instrument. Authentic period design cabinets, of superior craftsmanship. Capehart television, as it becomes available, will be of the same standard of excellence. Prices: The Panamuse by Capehart, to **\$800**. The Capehart, to **\$1750**.

THE CAPEHART

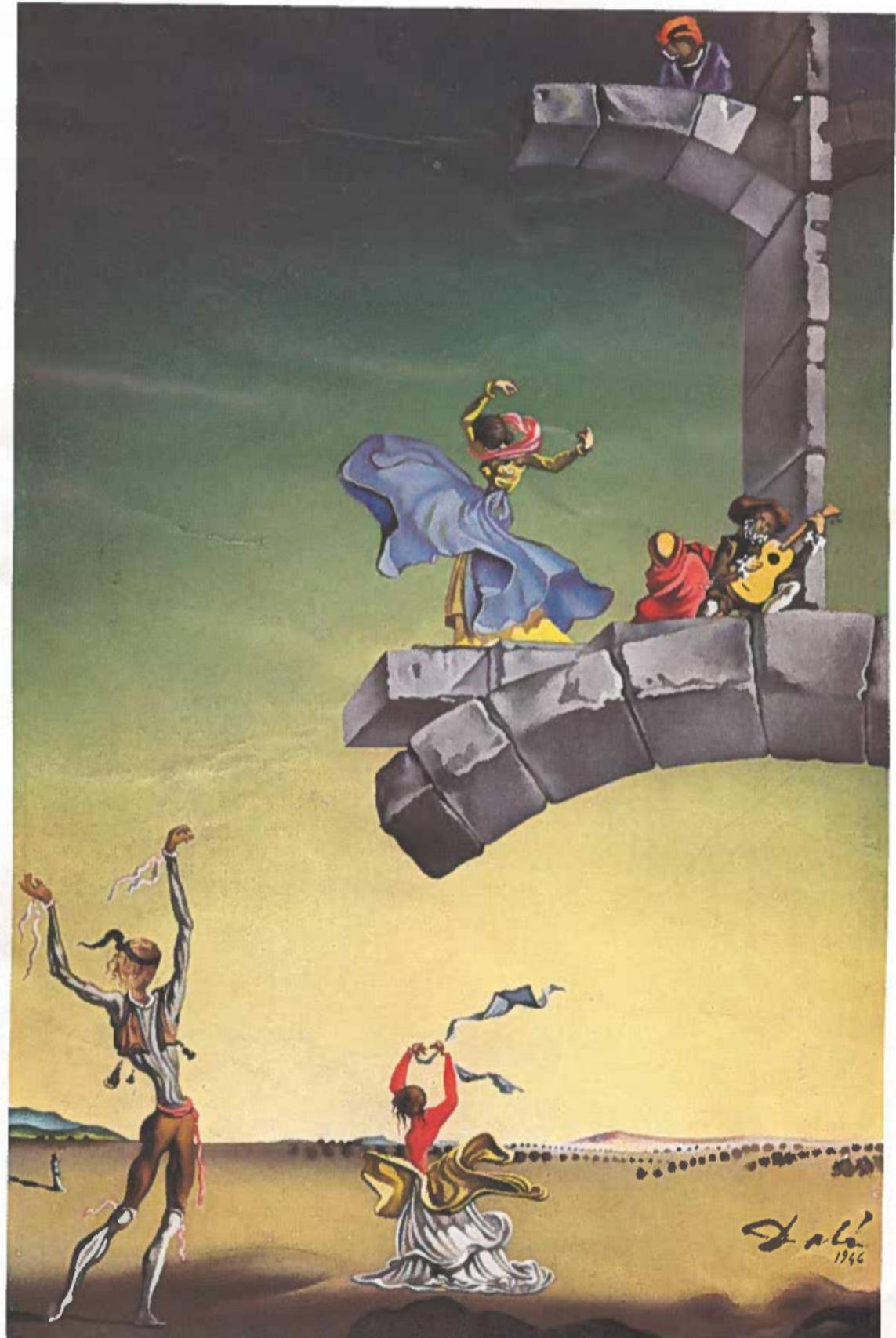
First the beat, the faint barbaric rhythm.
Then the melody, recurrent — and the wild, tumultuous climax. This is the bolero, the ancient Andalusian dance. Moors introduced it to southern Spain. Ravel introduced it to America!
Now you can hear it, in all its splendor, captured on fine recordings. . . . But all the world of music is waiting for your enjoyment!
Symphony, dance, oratorio, the exultation of the human voice are ready to inspire you.
Let great music speak to you now through the medium of the Capehart or the Farnsworth.

A portfolio of reproductions in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or from Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

THE FARNSWORTH



FARNSWORTH TELEVISION & RADIO CORPORATION



Ravel's Bolero, painted for the Capehart Collection by Salvador Dalí.

Illustrated is the modern EK-102, a newly designed combination phonograph-radio. Provides faultless reception on both FM and AM bands, as well as superlative phonograph performance. Farnsworth's 3-point Suspension Record-Changer plays either 12 ten-inch or 10 twelve-inch records — simple and dependable operation. New models, of traditional and modern design, including console, chairside and table types. Farnsworth television models available shortly. Farnsworth radio and phonograph-radio prices: **\$28 to \$350**.

N. W. AYER & SON

FARNSWORTH

EXTENDS COMMUNICATION ACTIVITIES

BY ACQUIRING

THE HALSTEAD

TRAFFIC COMMUNICATIONS CORPORATION



WILLIAM S. HALSTEAD, president of the Halstead Company, joins the Farnsworth organization as consultant on radio communications equipment and traffic control, as well as on other phases of Farnsworth's broad electronic developments.



JOHN A. CURTIS, vice president of the Halstead Company and chairman of its management committee, joins the Farnsworth organization as manager of the mobile communications division.

To extend its broad communications activities into the rapidly expanding field of mobile railway and highway communications and control, Farnsworth has acquired the assets of the Halstead Traffic Communications Corporation, including its developments, designs and patents. Key personnel, including William S. Halstead, president, and John A. Curtis, vice president, have joined the Farnsworth staff.

The Halstead organization is a recognized pioneer in this relatively new field of radio communications. It has invented, developed and produced field-tested equipment to provide railroads with modern, unfailing radio communications. It gave the world its first successful highway radio service, including the centralized control of busses, trucks and passenger vehicles.

The Halstead technical staff will establish new headquarters at the Fort Wayne Farnsworth laboratories. The organization will be merged and coordinated with more than two hundred Farnsworth research and development engineering personnel—a staff of scientists and technicians recognized as one of the country's leading technical organizations in the development of television; broadcast transmitters and receivers; radio-phonographs, and the most complicated types of radio and radar equipment for the Armed Forces.

Farnsworth resources, plus its seventeen years of electronic pioneering, its extensive engineering staff, and specialized manufacturing facilities, will strongly augment the outstanding position of the Halstead developments in this field.

FARNSWORTH TELEVISION & RADIO CORPORATION FORT WAYNE 1, INDIANA

Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Television Tubes • Halstead Mobile Communications and Control Systems for Rail and Highway • the Farnsworth Phonograph-Radio • the Capehart • the Capehart-Panamuse

REVISEP

10 ~~Miss Schmidt~~C. D.
Record Book

M. Wallin 9/12

mb



Folly and Fiesta

"THE THREE-CORNERED HAT," by Manuel de Falla, interpreted for the Capehart Collection by Julio de Diego. With characteristic Latin humor and vigor, the artist has converged the whole panorama of this popular ballet upon one canvas, depicting the aged Governor, frustrated in his attempts to woo the Miller's wife, attacked by the giddy townspeople who toss an effigy of him in the air while the Miller and his wife dance a jubilant jota. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or you may write direct to Fort Wayne 1, Indiana.

For all his golden buckles and his fancy breeches, the haughty official is no better than a clumsy buffoon! Laughing villagers poke fun. And high spirits break loose in a riotous ballet . . .

When the curtain descends upon the dancers, their magic need not vanish, too. Music . . . long evenings after . . . can bring to your living room the swirling rhythm of "The Three-Cornered Hat." With the Capehart or the Farnsworth to hold its bright and sparkling color, ballet . . . like opera and symphony . . . is at your beckoning!

If you have longed to find an instrument which at last achieves this mood of intimate music, a great thrill awaits you in the new Capehart.

You'll find, in fact, a *host* of exciting features among the new Capehart and the new Farnsworth phonograph-radios and radios—many with FM. Hear tone more brilliant than any in their history . . . so clear, so true, it recreates the original performance. And, of course, famous record-changers, more reliable than ever, which leave you free to listen for hours—without effort—to your favorite music.

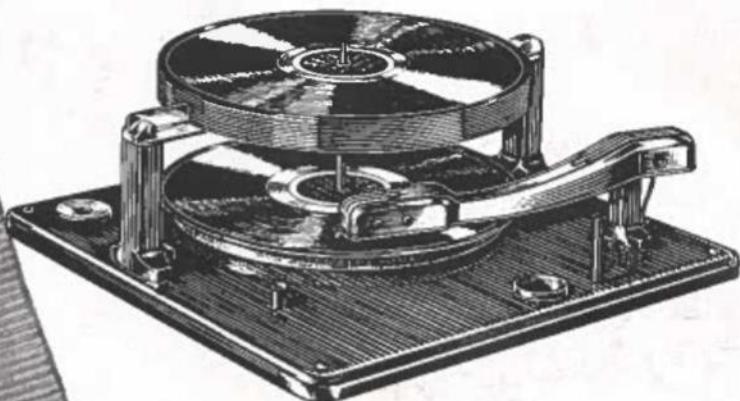
Handsome cabinets, in many styles and sizes, will house these finer instruments. Select a peerless Capehart . . . or the more modestly priced Farnsworth . . . with full assurance that each reflects the highest value. Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.



The CAPEHART The FARNSWORTH
RADIO • TELEVISION • PHONOGRAFS
FARNSWORTH TELEVISION & RADIO CORPORATION



in record
changers



C. D.
Record Book
KTS 12/1

Dellers

You can safely stake your reputation on Farnsworth record-changers—today accepted as *the* standard for the industry.

Farnsworth has 16 years of pioneering experience in designing, and producing fine, trouble-free, automatic record-changers. It has developed many important inventions and principles that have simplified operation and improved performance.

Farnsworth owners and dealers all say,

"*Farnsworth has the most dependable record-changers.*" Prewar experience will make for postwar confidence and sales. Further record-changer improvements will be featured in the *new Farnsworth line*.

Farnsworth changers are right for the dealer . . . simple, long-lasting, trouble-free and time-proven . . . do away with frequent and costly service. . . . When you sell a Farnsworth, it stays sold!

FARNSWORTH
Television · Radio · Phonographs

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

Ad No. FT-33-1944—7 x 10 in.
Radio & Television Retailing, Dec., 1944
Radio & Television Weekly, Dec. 6, 1944
Electrical Merchandising, Jan., 1945
National Furniture Review, Jan., 1945
Radio-Television Journal, Jan., 1945
N. W. AYER & SON, INC.
11-20-44 (8)

Furnished by The Curtis Publishing Company for Proving THE SATURDAY EVENING POST and LADIES' HOME JOURNAL
Inside Black & White & Color Advertising Pages also COUNTRY GENTLEMAN 4 Color Advertising Pages

Mrs. Schleier		1/1
C. D. Revere, Bauer		1/1
SIGNATURE & DATE		
Kate Schley 1/9		
WRITER'S O.K.		

Night of Serenity

Day is easily endured. But in the darkness of the night, the lonely heart wants comforting. Restlessly it seeks assurance from the stars, an omen from the moon. Asks one moment of serenity . . . unspoiled by disillusion . . . in which to dream anew.

Music provides this tranquil interlude in happiest form. That is why, when night falls, the Capehart or the Farnsworth becomes the center of the home. Interpreting, eloquently, music's deepest message,

these great instruments bring an evening of release, of magic-touched beauty, to all who hear their voice.

If you are one who has yet to know that pleasure, here is news for you! Soon now the Farnsworth Television & Radio Corporation will present the glorious phonograph-radios and radios so eagerly anticipated during these war years.

Created by men who produced Radar and precision weapons, these coming finer Capeharts and

reasonably priced Farnsworths will reflect new advances in electronic engineering . . . in fuller tone . . . in FM reception . . . in faithful record-changers. Even television will one day be available to you.

Ahead, too, are cabinet sizes and styles in a rich selection. Each of quality unsurpassed . . . whether its price is Farnsworth-small or Capehart-precious. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.



Beethoven's beloved "MOONLIGHT SONATA" inspired artist Bernard Lamotte . . . as it did the critic who christened the composition with its present name . . . to envision a Bavarian lake shimmering in the moon's silver glow. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or Capehart Division, Fort Wayne 1, Indiana.



THE CAPEHART

Mrs. Schmidt

C. D. Schmidt

SIGNATURE & DATE

Kate Schley 1/9

WRITER'S O.L.

M

Night of Serenity

Day is easily endured. But in the darkness of the night, the lonely heart wants comforting. Restlessly it seeks assurance from the stars, an omen from the moon. Asks one moment of serenity . . . unspoiled by disillusion . . . in which to dream anew.

Music provides this tranquil interlude in happiest form. That is why, when night falls, the Capehart or the Farnsworth becomes the center of the home. Interpreting, eloquently, music's deepest

message, these great instruments bring an evening of release, of magic-touched beauty, to all who hear their voice.

If you are one who has yet to know that pleasure, here is news for you! Soon now the Farnsworth Television & Radio Corporation will present the glorious phonograph-radios and radios so eagerly anticipated during these war years.

Created by men who produced Radar and precision weapons, these coming finer Capeharts and reasonably priced

Farnsworths will reflect new advances in electronic engineering . . . in fuller tone . . . in FM reception . . . in faithful record-changers. Even television will one day be available to you.

Ahead, too, are cabinet sizes and styles in a rich selection, fitting complements to your future rooms. Each of quality unsurpassed . . . whether its price is Farnsworth-small or Capehart-precious. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.



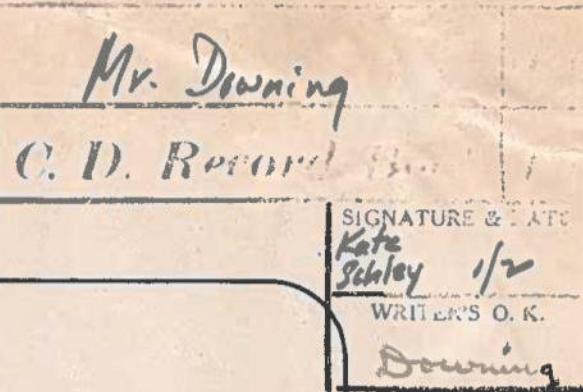
Beethoven's beloved "MOONLIGHT SONATA" inspired artist Bernard Lamotte to envision a Bavarian lake, encircling a secret island, washed in the moon's silver glow. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or Capehart Division, Ft. Wayne 1, Ind.



THE CAPEHART
THE FARNSWORTH

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION



What Makes LEADERSHIP?

AMERICANS don't take leadership in any field as a matter of course. They want to know what basis there is for it.

Music dealers, for instance, make a point of examining the prestige enjoyed by the name of Capehart. To begin with, there's the fact that Capehart offers a superior product, recognized by discriminating people as "The World's Finest Instrument for Musical Reproduction." Furthermore, Capehart has a long, consistent and unmatched record of friendly relations with music dealers.

Capehart has always been interested in the music dealer and his problems. We realize the tradition behind him and his cultural value to his community. As a result of this understanding, we originated a number of basic policies to bring us closer together and help him in his business. It is a tribute to the worth of these policies that others have attempted to imitate them from time to time.

Capehart dealers benefit by the policies of distribution, discounts and advertising which we were the first to put into effect. They have always had "profit-protection" through our policy of restricted dealerships. Our sincerity in establishing these policies and our determination to maintain them are proven by our operations of the past 17 years.

The advertising program which we inaugurated before the war continues to be of real help to Capehart dealers. The original and distinctive series of Capehart color advertisements, running in national magazines, stimulates new enthusiasm for music. By offering — through Capehart dealers — reproductions of these paintings, we enable them to strengthen their ties with present customers and establish profitable new contacts.

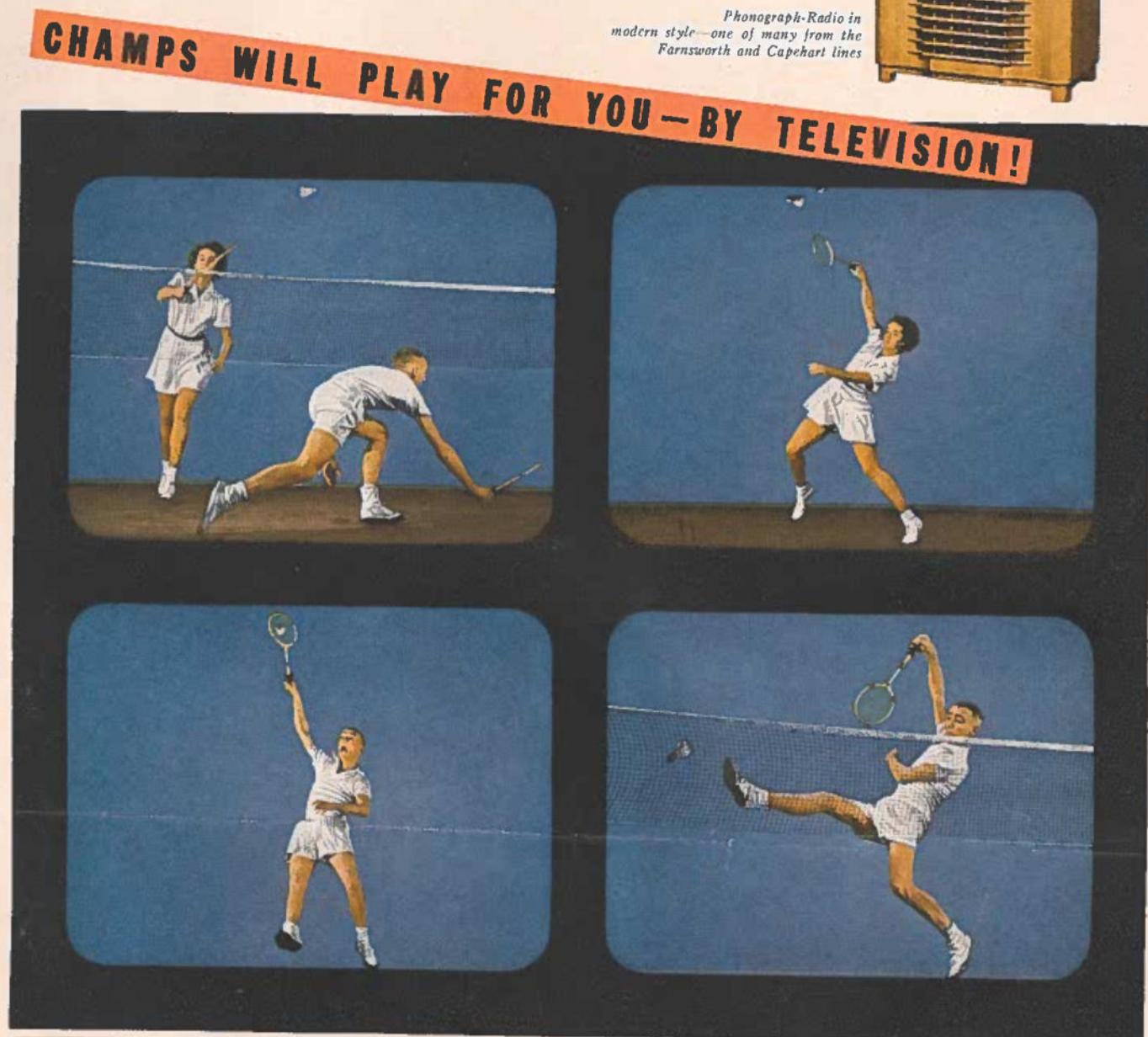
Capehart leadership assures our dealers that their franchise will remain the most valuable in the music world. Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.

The CAPEHART • The CAPEHART-PANAMUSE
PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

C. D.
Record Book
KTS 12/27
Dell

INVEST IN VICTORY - BUY WAR BONDS!



Dave Freeman and Evelyn Boldrick, 1942 Badminton Singles and Doubles Champions.

You'll see the final smash, the runner slide home, the touchdown play—when Farnsworth's electronic television shows you the thrills of sports, stage and news while they take place miles away!

For the great new things in radio and phonographs, look to Farnsworth—first name in electronic television, wartime makers of Radar and electronic military devices.

Now being readied for you are glorious new Capeharts and new Farnsworth radios and phonograph-radios to surpass in quality and tone the sets you considered "tops" before the war.

You'll have a wider choice: full-toned, interference-free FM . . . improved standard radio . . . dependable, simple record-changers . . . a rich selection of cabinets designed

to fit varying needs. From modestly priced Farnsworth models to magnificent Capehart instruments, each will offer you the finest quality at its price. . . . Farnsworth Television & Radio Corporation, Ft. Wayne 1, Indiana.

THE
CAPEHART
RADIO • TELEVISION • PHONOGRAPHS
THE
FARNSWORTH
FARNSWORTH TELEVISION & RADIO CORPORATION

<i>Mr. Sellers</i>	FO
<i>C. D. Record Book</i>	FO
SIGNATURE & ATC	
<i>Ed Sellers 1/10</i>	
WRITER'S O.K.	
<i>Sellers</i>	

Farnsworth engineers

... WILL BE
AT YOUR SERVICE

You can call on a wide range of experience in the Farnsworth engineering staff. This outstanding organization includes specialists in television . . . FM and AM reception and transmission . . . Radar . . . phonograph reproduction . . . acoustics . . . record-changers.

War keeps these men busy today. Tomorrow they will be the background for Farnsworth radio, phonograph and television equipment . . . drawing upon a rich experience of more than 19 years in electronics research and development . . . a guarantee of leadership.

And they will welcome your questions regarding all phases of radio and television transmission and reception. You'll find Farnsworth engineers leading in more and more fields . . . Farnsworth experience and Farnsworth equipment belong in your plans for the future.

* WRITE FOR COPIES of "The Story of Electronic Television"—a non-technical brochure for which you'll have many uses.

F A R N S W O R T H

TELEVISION • RADIO • PHONOGRAFPHS

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana • Farnsworth Radio and Television Transmitters and Receivers • Aircraft Radio Equipment • Farnsworth Television Tubes • The Farnsworth Phonograph-Radio • The Capehart, the Capehart-Panamuse

Suddenly, the mists of memory lift. Fragments of a waltz drift into mind as phantom figures take their places upon a polished floor. Faster, faster swells the music . . . till lights whirl and footsteps fly and all the world spins 'round.

Moments of remembered gaiety are readily at hand, for men who love good music. Ready in all their original enchantment if the Capehart or the Farnsworth relives them for you.

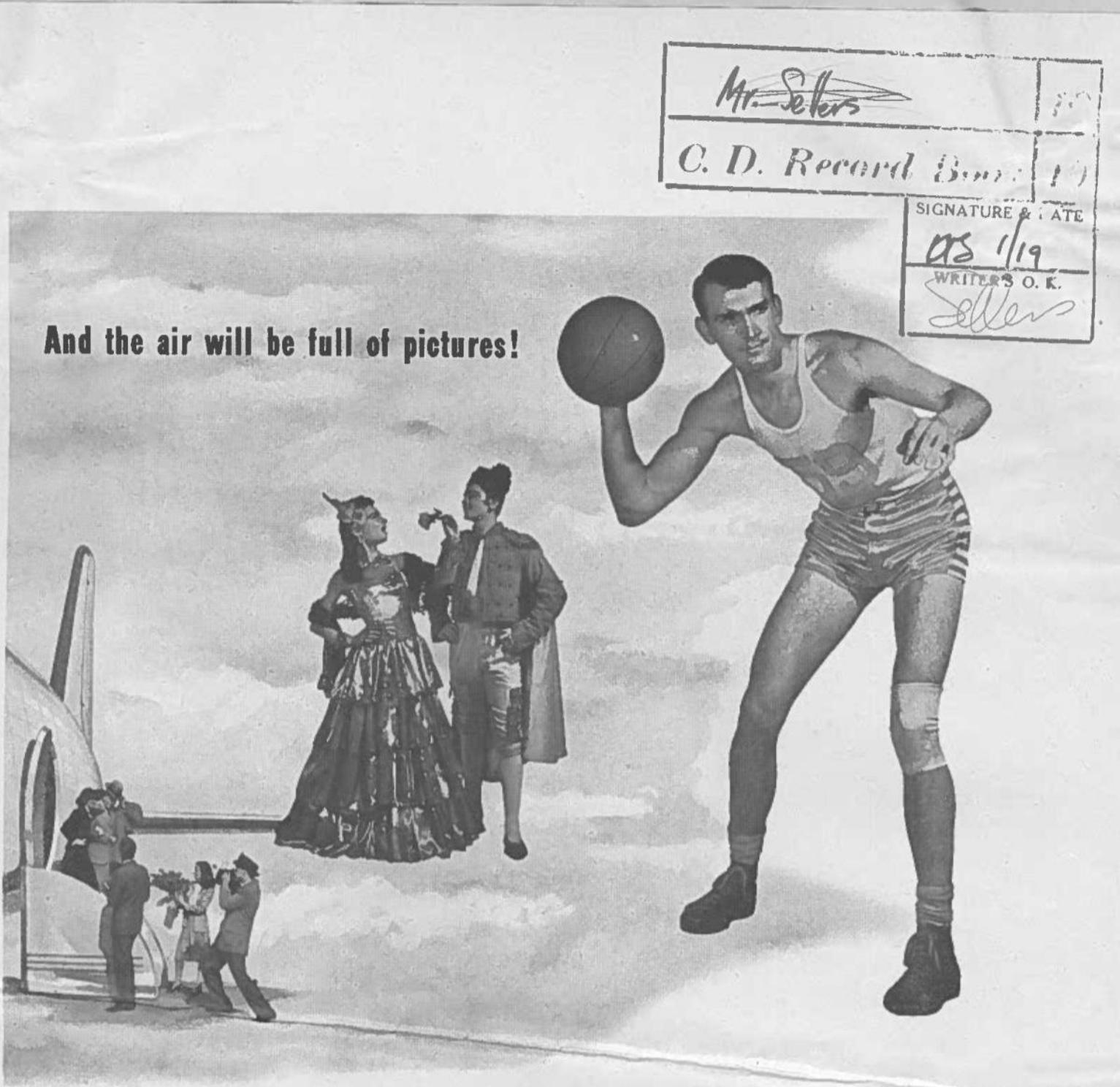
You, too, may share the pleasure of such moments—for soon now the incomparable Capehart or the modest-priced Farnsworth for which you've waited will be available.

Farnsworth Television & Radio Corporation . . . expert in Radar and electronic weapons . . . is planning many war-speeded developments which will set these new instruments apart. Bringing you phonograph-radios and radios far richer in tone and reception . . . easily operated record-changers . . . the lifelike clarity of FM. In time, television too.

Your eye, as well as your ear, will delight to the selection. It will include cabinet styles and sizes to gratify every taste. Proud possessions, each one . . . and each the highest possible quality at its price. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

FARNSWORTH TELEVISION & RADIO CORPORATION

NEW-AYER & SON



Just as your radio captures music and drama and news from the air, so your television receiving set will snatch from space *the sight as well as the sound* of the programs you tune in—while they are taking place miles away!

You can expect many exciting things—in radios, in phonograph-radios, and in television—from the engineers who develop Capehart and Farnsworth instruments. Their experience enabled them—almost overnight—to turn the

Farnsworth plants to production of Radar, military radios for planes, ships and land forces, and other communications equipment for Allied fighters.

Out of this unique background, after the war, will come new Capeharts and new Farnsworth radios and phonograph-radios with reception and tone and fidelity that will amaze you.

You will choose from a rich selection of Farnsworth and Capehart instruments . . . sizes and styles in great variety, and

at a wide range of prices . . . both standard broadcast and the new FM radio, dependable record-changers, and eventually the magic of television (reward of 19 years of Farnsworth research and development), in models from the most modestly priced to the most luxurious.

And every Farnsworth or Capehart will be a precision instrument—the finest that can be made for you at its cost! Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

WRITE FOR COPIES OF "The Story of Electronic Television"—a non-technical brochure for which you'll have many uses.



THE
CAPEHART

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

Invest in Victory—
Buy War Bonds

N. W. AYER & SON

C. D.
Record Book



BUILD YOUR POST-WAR PLANS

ON A **FARNSWORTH** SELECTED DEALERSHIP

THE FARNSWORTH LINE will be handled on a *selected dealership* basis—to provide *profitable volume* at *established prices* and *proper margins*.

Outstanding area distributors are already selected nationally. Plans for post-war Farnsworth radios, phonograph-radios and television are now completed. National advertising is

building an even greater public urge for the Farnsworth line.

The Farnsworth engineering staff provides a backing of research and development that guarantees leadership.

The new models will carry still further the Farnsworth record for distinctive "idea" cabinets that really help you sell.

New and improved Farnsworth record-changers will add to the line's reputation for trouble-free, practical and dependable performance.

Sound interesting? Add to these advantages the fair trade practices of our Farnsworth Selected Dealer policy, and you've got a real post-war profit plan. Let's talk it over.

FARNSWORTH
TELEVISION • RADIO • PHONOGRAPH-RADIO

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

C. D.
Record Book

CTS 2/2

Deller



BUILD YOUR POST-WAR PLANS

ON A FARNSWORTH SELECTED DEALERSHIP

THE Farnsworth line will be handled on a *selected dealership* basis—to provide *profitable volume at established prices and proper margins*.

Outstanding area distributors are already selected nationally. Plans for post-war Farnsworth radios, phonograph-radios and television are now completed. National adver-

tising is building an even greater public urge for the Farnsworth line.

The Farnsworth engineering staff provides a backing of research and development that spells leadership.

The new models will carry still further the Farnsworth record for distinctive "idea" cabinets that really help you sell.

New and improved Farnsworth record-changers will add to the line's reputation for trouble-free, practical and dependable performance.

Sound interesting? Add to these advantages the fair trade practices of our Farnsworth Selected Dealer policy, and you've got a real post-war profit plan. Let's talk it over.

FARNSWORTH

TELEVISION • RADIO • PHONOGRAPH-RADIO

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

Ad No. FT-7-1945—7 x 10 inches—Radio & Television Retailing, February, 1945
Radio & Television Weekly, February 7, 1945

Furnished by The Curtis Publishing Company for Proving THE SATURDAY EVENING POST and LADIES' HOME JOURNAL
Inside Black & White & Color Advertising Pages also COUNTRY GENTLEMAN 4 Color Advertising Pages

March 11, 1945
C. D. Record Book
Revised

SIGNATURE &
Kate Schaeffer
WRITER'S C

Night of Serenity

Day is easily endured. But in the darkness of the night, the lonely heart wants comforting. Restlessly it seeks assurance from the stars, an omen from the moon. Asks one moment of serenity . . . unspoiled by disillusion . . . in which to dream anew.

Music provides this tranquil interlude in happiest form. That is why, when night falls, the Capehart or the Farnsworth becomes the center of the home. Interpreting, eloquently, music's deepest message,

these great instruments bring an evening of release, of magic-touched beauty, to all who hear their voice.

If you are one who has yet to know that pleasure, a rich experience is coming. Coming when the Farnsworth Television & Radio Corporation presents the glorious phonograph-radios and radios so eagerly anticipated during these war years.

Created by men with a heritage of outstanding achievements in musical reproduction, these

planned-for finer Capeharts and reasonably priced Farnsworths will reflect new advances in electronic engineering . . . in fuller tone . . . in FM reception . . . in faithful record-changers. Even television will one day be available to you.

Ahead, too, are cabinet styles and sizes in a rich selection. Each of quality unsurpassed . . . whether its cost be moderate or precious. Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.



Beethoven's beloved "MOONLIGHT SONATA" inspired artist Bernard Lamotte . . . as it did the critic who christened the composition with its present name . . . to envision an Old World lake in which the silver moon watches its lengthened reflection cast a pathway across the waters. A scene tinged with melancholy, for the moon, too, stands sentinel over ruined towers where troubadours once sang to ladies fair. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or Capehart Division, Fort Wayne 1, Indiana.



THE CAPEHART

THE FARNSWORTH

Television • Radio • Phonographs

N. W. AYER & SON

F A R N S W O R T H T E L E V I S I O N & R A D I O C O R P O R A T I O N

Harcella Schmidt 19

C. D. Record Bonn 19

SIGNATURE & ATC
K.F. Schley
2/8
WRITER'S C. O. 10
MS

Night of Serenity

Day is easily endured. But in the darkness of the night, the lonely heart wants comforting. Restlessly it seeks assurance from the stars, an omen from the moon. Asks one moment of serenity . . . unspoiled by disillusion . . . in which to dream anew.

Music provides this tranquil interlude in happiest form. That is why, when night falls, the Capehart or the Farnsworth becomes the center of the home. Interpreting, eloquently, music's deepest

message, these great instruments bring an evening of release, of magic-touched beauty, to all who hear their voice.

If you are one who has yet to know that pleasure, a rich experience is coming. Coming when the Farnsworth Television & Radio Corporation presents the glorious phonograph-radios and radios so eagerly anticipated during these war years.

Created by men with a heritage of outstanding achievement in musical reproduction, these planned-for finer

Capeharts and reasonably priced Farnsworths will reflect new advances in electronic engineering . . . in fuller tone . . . in FM reception . . . in faithful record-changers. Even television will one day be available to you.

Ahead, too, are cabinet styles and sizes in a rich selection. Each of quality unsurpassed . . . whether its cost be moderate or precious. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.



Beethoven's beloved "MOONLIGHT SONATA" inspired artist Bernard Lamotte to envision an Old World lake in which the silver moon watches its lengthened reflection. A scene tinged with melancholy, for the moon, too, stands sentinel over ruined towers where troubadours once sang to ladies fair. Portfolios of faithful reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or you may write direct to Capehart Division, Ft. Wayne 1, Indiana.



THE CAPEHART
THE FARNSWORTH

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

C. D.
Record Book
KT5a62/26

INSURE YOUR LEADERSHIP WITH THE NEW POST-WAR



A Pre-War Farnsworth Changer

FOR YEARS, dealers and customers have been saying: "Farnsworth has the most dependable record-changers."

But wait 'till you sell the *new, improved*, post-war Farnsworth record-changers! They set a new high in simple construction, long-lasting, trouble-free, automatic operation.

But this is only one of the many good things in store for you. Farnsworth radios, phonograph-radios, and television sets, each new model in cabinets of distinctive styling and with superlative tonal refinements, will await your inspection.

Remember, the new Farnsworth line will be handled on a *selected dealership* basis... provides *profitable volume at established prices and proper margins*.

Back of this dealership is the pioneering research and development work of the Farnsworth engineering staff. This gives you *product leadership*—and a supporting campaign of hard-hitting advertising will help give you *sales leadership*.

The Farnsworth post-war sales plans are all set—right now. And right now is the time for you to get the complete details from your Farnsworth distributor.

F A R N S W O R T H
Television · Radio · Phonographs

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

Ad No. FT-10-1945—1 page (7 x 10 inches)—Radio & Television Retailing, March, 1945
Radio & Television Weekly, March 7, 1945
N. W. Ayer & Son, Inc.

C. D.

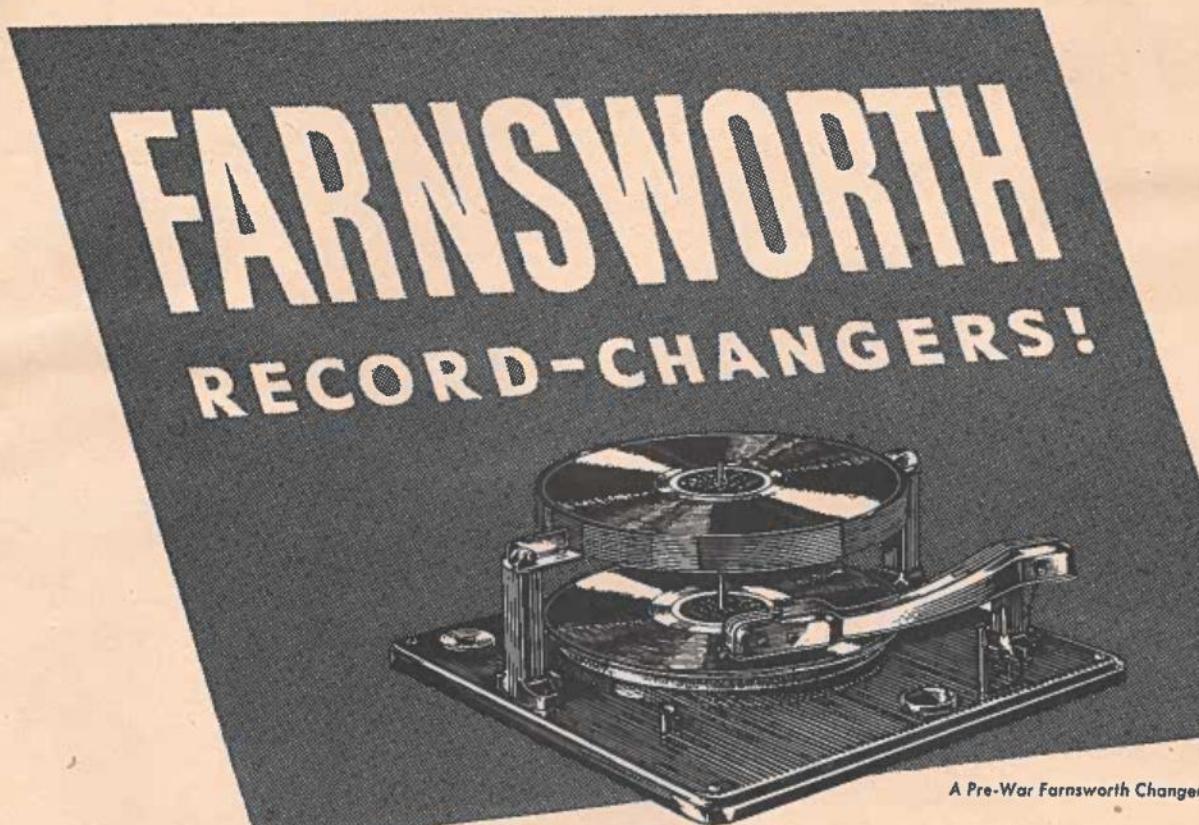
Record Book

KTS Chay, 3/26

Allen

INSURE YOUR LEADERSHIP WITH THE NEW POST-WAR

★
★
★
★



A Pre-War Farnsworth Changer

★
★

FOR YEARS, dealers and customers have been saying: "Farnsworth has the most dependable record-changers."

But wait 'till you sell the new, improved, post-war Farnsworth record-changers! They set a new high in simple construction, long-lasting, trouble-free, automatic operation.

But this is only one of the many good things in store for you. Farnsworth radios, phonograph-radios, and television sets, each new model in cabinets of distinctive styling and with superlative tonal refinements, will await your inspection.

Remember, the new Farnsworth line will be handled on a *selected dealership* basis . . . provides *profitable volume at established prices and proper margins*.

Back of this dealership is the pioneering research and development work of the Farnsworth engineering staff. This gives you *product leadership*—and a supporting campaign of hard-hitting advertising will help give you *sales leadership*.

The Farnsworth post-war sales plans are all set—right now. And right now is the time for you to get the complete details from your Farnsworth distributor.

F A R N S W O R T H
Television · Radio · Phonographs

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

10 Mr. Downing

C. D.

Record Book

M. Wallis 3/5

Downing

CRESCEndo!

From all over the world they come... in ever-increasing numbers... letters from men on the fighting fronts... from men on many seas... letters of praise for the inspiring messages in our national advertising... letters thanking us for the safe arrival of a portfolio of Capehart reproductions... and letters filled with the hope of Capehart ownership.

What does this mean to you... the Capehart dealer? Simply this... that through the struggle and bitterness of war, the magic of music still lives... and that more people than ever before intend to buy a Capehart.

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

"May I express my appreciation for the fine taste exemplified in your advertisements and your fine choice of a manner to keep before future 'Capehart' owners, the name of the radio phonograph I myself some day hope to possess."
—Y3c USCGR (W)

"I have enjoyed your past Capehart painting very much. Also I may add that I have enjoyed many a lovely Symphony on a Capehart phonograph. I am looking forward to owning a Capehart when I get home."
—Sgt. U. S. Army

"My wife and I have long admired the series of beautiful paintings you have used for many months past to advertise your products. In fact, they have made us hope and plan for a Capehart for our postwar radio and recording pleasure." —Capt. U. S. Army

"I want to add my personal opinion on those advertisements. They are without a doubt the most beautiful I have ever seen and I am sure they are very effective.

"When I say they are effective it's not idle talk. They have sold me. A 'Capehart' is high on my list for post war purchase." —Seaman 1/c USNR

"The pleasure which you have given to thousands of appreciative readers of your advertisement can hardly be estimated." —Captain, USMCR

"Recently I found a December 11, 1944 'Life' in a foxhole. The Magazine was open at Page 6 on which was a reproduction of Bernard Lamotte's magnificent 'And the Glory of God.'

"Lamotte's painting somehow satisfies an unsatisfied need for man-made beauty which after three years out here I've almost forgotten. I appreciate your taste in advertising."
—1st Lt. CAC

"In my post-war home, I have laid plans of being another proud owner of a Capehart."
—PhM U. S. N. R. Hospital Corps.

"You can also list me as a prospective customer for one of those new Capeharts your ads have been playing up."
—Ensign, USNR

The CAPEHART • The CAPEHART-PANAMUSE

PRODUCTS OF

FARNSWORTH TELEVISION & RADIO CORPORATION

Ad No. CT-12-1945-1 page (7-5/6 x 10-1/2 inches) — Music Trades, March, 1945
Piano Trade Magazine, April, 1945
N. W. Ayer & Son, Inc.

REVISED

TO Mr. Sellers
C. D.
Record Book

Mary Wallis 3/16
Sellers

KEEP ON BUYING WAR BONDS



Phonograph-Radio in
modern style—one of many from the
Farnsworth and Capehart lines

STARS WILL DANCE FOR YOU - BY TELEVISION!



A waltz by the world-famous ballroom dancers, the De Marcus

What will you choose to watch? A Broadway opening night—today's championship matches—or a reporter's-eye-view of tomorrow's headlines being made? Your Farnsworth or Capehart electronic television receiver will bring your choice at the flick of a switch!

And there are great new things—rich new enjoyments—in store for you in phonographs and radios.

There will be superb new Capeharts and a whole new selection of advanced Farnsworth radios and phonograph-radios . . . all precisely made in the Farnsworth factories now busy with Radar and other military equipment.

You'll have more choice than before the war. Full-toned FM radio in many models—finer all-wave standard radio—improved, dependable record-changers—beautiful cabinets to fit your space needs and decorative ideas.

And whether you select a magnificent Capehart instrument or a modestly priced Farnsworth model—each one, backed by Farnsworth engineering, will reflect the finest quality at its price. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

THE CAPEHART

TELEVISION • RADIO • PHONOGRAHS

THE FARNSWORTH

FARNSWORTH TELEVISION & RADIO CORPORATION

Mr. Setters

10

C. D. Record Book 10

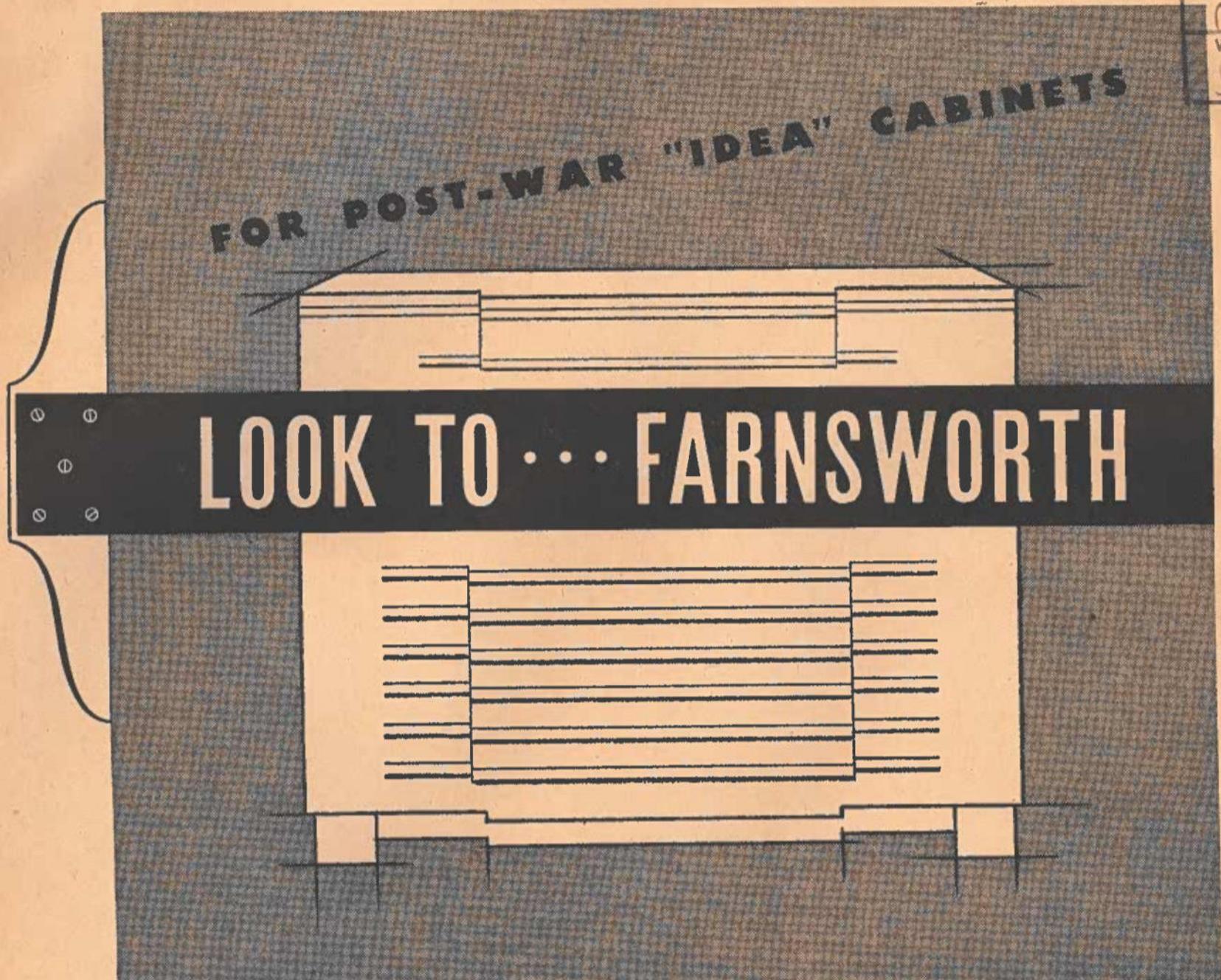
SIGNATURE & TR

M. Walsh 3/4
WRITER'S O. K.

Seller

FOR POST-WAR "IDEA" CABINETS

LOOK TO ... FARNSWORTH



THE Farnsworth dealer is always out in front with cabinet styling—offering that *extra idea* that means *extra sales*.

And just wait 'til you sell the *new* Farnsworth post-war "idea" cabinets . . . with exclusive features that will have the whole trade talking!

Finest quality in every price range will mark the entire new Farnsworth line—radios, phonograph-radios and television sets. Even the famous Farnsworth record-changers will feature simpler operation, trouble-free performance.

Built into every new model will be the fruits of all the pioneering skill and research experience of the top-ranking Farnsworth engineering staff. This is your assurance of product and sales leadership.

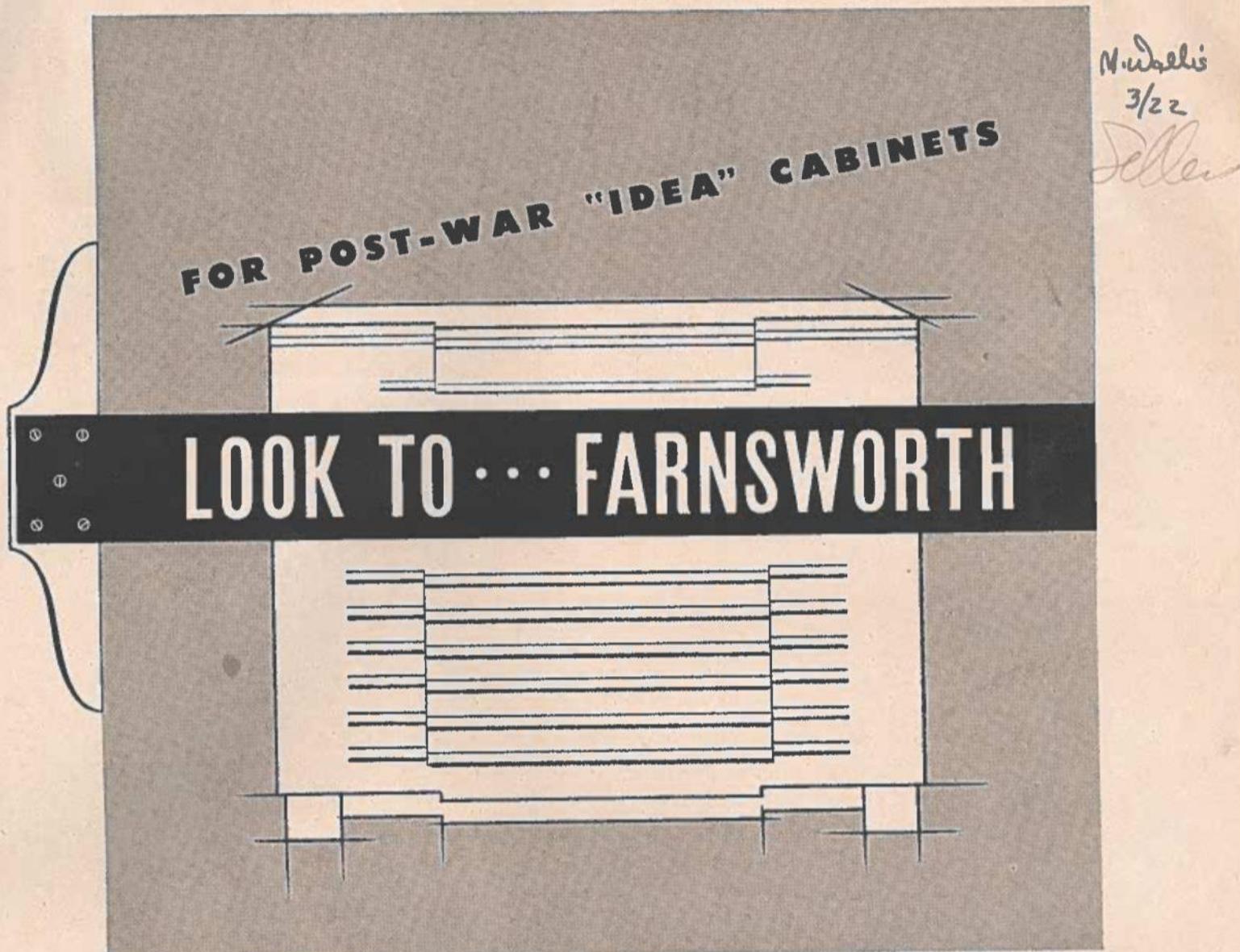
The post-war Farnsworth line will be handled on a *selected dealership basis*—giving you *profitable volume at established prices and proper margins*.

Definite post-war sales plans are already made. It will pay you to investigate—**NOW**.

F A R N S W O R T H
Television · Radio · Phonographs

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana • Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Television Tubes • The Farnsworth Phonograph-Radio • The Capehart, the Capehart-Panamuse

REVISED 10 Mr. Seltars
C. D.
Record Book



THE Farnsworth dealer is always out in front with cabinet styling — offering that *extra idea* that means *extra sales*.

And just wait 'til you sell the *new* Farnsworth post-war "idea" cabinets . . . with exclusive features that will have the whole trade talking!

Finest quality in every price range will mark the entire new Farnsworth line — radios, phonograph-radios and television sets. Even the famous Farnsworth record-changers will be

improved for simpler operation, better trouble-free performance.

Built into every new model will be all of the pioneering skill and research experience of the Farnsworth engineering staff. This is your assurance of product and sales leadership.

The Farnsworth line will sell on a *selected dealership basis* — giving you *profitable volume at established prices and proper margins*.

Definite post-war sales plans are already made. It will pay you to investigate — NOW.

FARNSWORTH

Television · Radio · Phonographs

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

REVISED

10 A. Sellars

C. D.

Record Book

Mary Wall
Selle



Phonograph-Radio in
modern style—one of many from the
Farnsworth and Capehart lines

STARS WILL DANCE FOR YOU - BY TELEVISION!



What will you choose to watch? A Broadway opening night—today's championship matches—or a reporter's-eye-view of tomorrow's headlines being made? A screen of magic on your Farnsworth or Capehart electronic television receiver will bring it at the flick of a switch! And there are great new things—rich new enjoyments—phonographs and radios.

There will be superb new Capeharts and a whole new selection of advanced Farnsworth radios and phonographs . . . all precisely made in the Farnsworth factories so

You'll have more choice than before the war. Full-toned FM radio will be available in many models—finer all-wave standard radio—improved, dependable record-changers—

You'll have more choice than before the war. FM radio will be available in many models—finer all-wave standard radio—improved, dependable record-changers—

A waltz by the world's
And whether you select a magnificent Capehart instrument or a modestly priced Farnsworth model—each, backed by Farnsworth engineering, will reflect the finest quality at its price. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

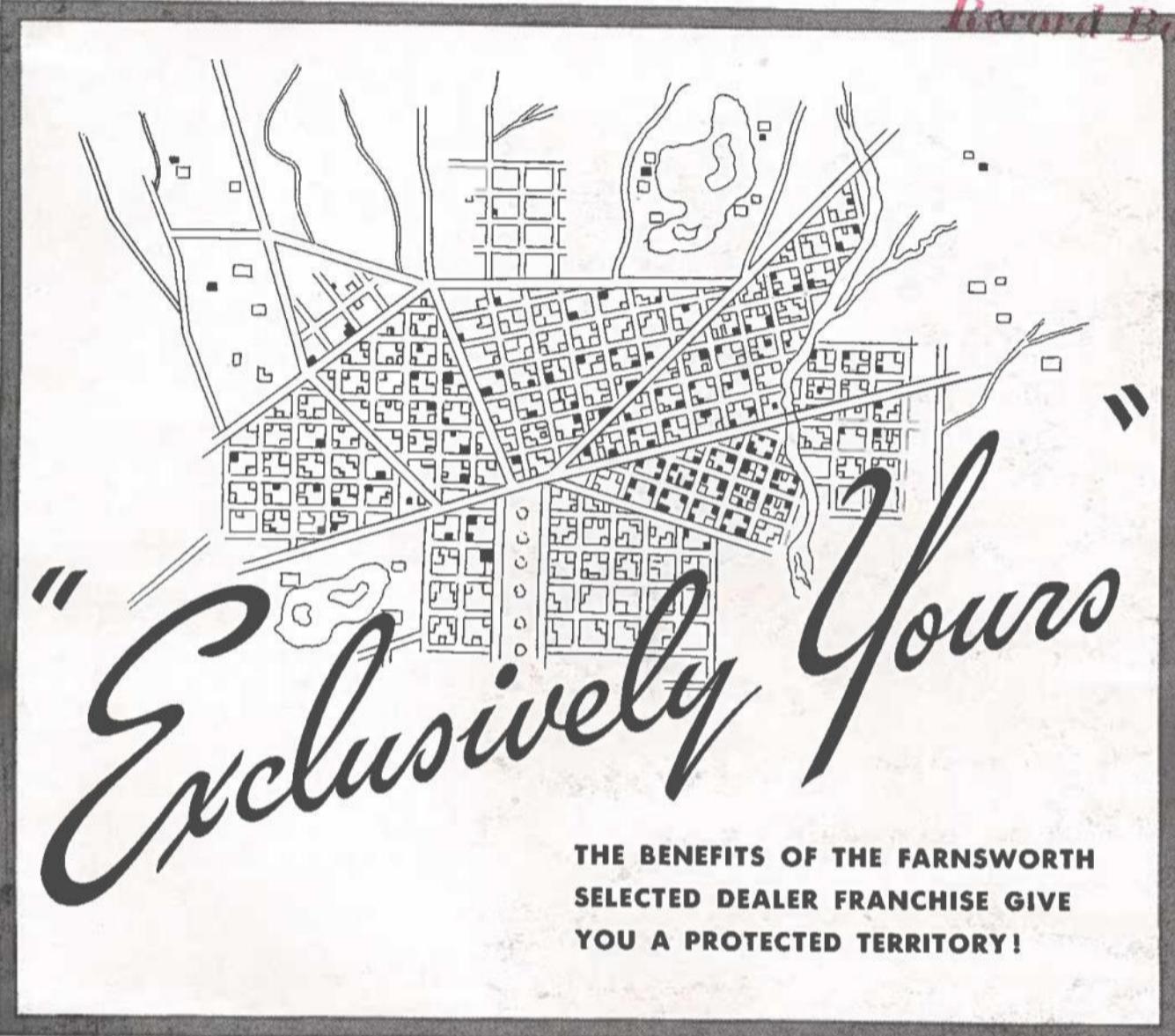
THE CAPEHART

TELEVISION • RADIO • PHONOGRAPHS

THE FARNSWORTH
VISION & RADIO CORPORATION

The logo for the Farnsworth Television & Radio Corporation. It features the word "THE" in a small, black, sans-serif font above the word "FARNSWORTH" in a large, bold, black, sans-serif font. Below "FARNSWORTH" is the company name "FARNSWORTH TELEVISION & RADIO CORPORATION" in a smaller, black, sans-serif font. The entire logo is set against a light purple background.

(10) Mr. Seklars
C. D.
Record Book
M. Wallis 4/30
Seklars



"Exclusively Yours"

**THE BENEFITS OF THE FARNSWORTH
SELECTED DEALER FRANCHISE GIVE
YOU A PROTECTED TERRITORY!**

... WHEN YOU SIGN up with Farnsworth, you will gain more than identification with a famous name in radio, television and radio-phonographs... you'll be laying the foundation for a sound business future.

You will be in good company. You may be sure that all other Farnsworth dealers will be selected only on their qualifications to conform to the Farnsworth franchise requirements. You will have every opportunity to exploit to the fullest the Farnsworth sales program. You will have "plenty of room."

You are assured a profitable volume. As the Farnsworth dealer, you will cash in on a great line, brilliantly

engineered, soundly merchandised and aggressively promoted. The Farnsworth name has been continuously and prominently before the public eye.

You will enjoy a proper margin. Farnsworth's established fair trade prices safeguard your profits. It's only common sense, we feel, to give you complete merchandising co-operation... to help you become "the" phonograph, radio and television headquarters in your community.

Outstanding distributors have been selected nationally. Dealers are rapidly signing up. Now's the time to act. Write us today.

F A R N S W O R T H

Television · Radio · Phonograph-Radio

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

Adv. No. FT-13-1945-1 page (7 x 10 inches)
Radio & Television Retailing, May, 1945
Radio & Television Weekly, May 2, 1945
N. W. Ayer & Son, Inc.

*(prepared by Chicago
office)*

C. D.
Record Book

*Together,
5/7/45
M*



CAPEHART ADVERTISING WINS TOP AWARD!

NEW YORK ART DIRECTORS CLUB AWARDS GOLD MEDAL FOR PAINTING OF
"HUNGARIAN RHAPSODY" BY ROBERT RIGGS!

New laurels for the Capehart Collection! We take justifiable pride in announcing that the Gold Medal for the best advertising color illustration of 1944 was awarded by the top critics, the New York Art Directors Club, to Robert Riggs' painting of Liszt's "Hungarian Rhapsody No. 1."* Capehart has won several awards, including the 1942 "Advertising and Selling" medal for technical excellency of visual presentation.

* "Village Festival," in four colors, appeared last year in "Newsweek," July 24; "The New Yorker," July 29; "Time," August 7; "Life," August 21.

It is with this caliber of musical interpretation that we have for years been addressing Capehart owners, present and future . . . with paintings which symbolize the incomparable ability of the Capehart to reproduce the world's finest music. It is unquestionably building business for Capehart Dealers.

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

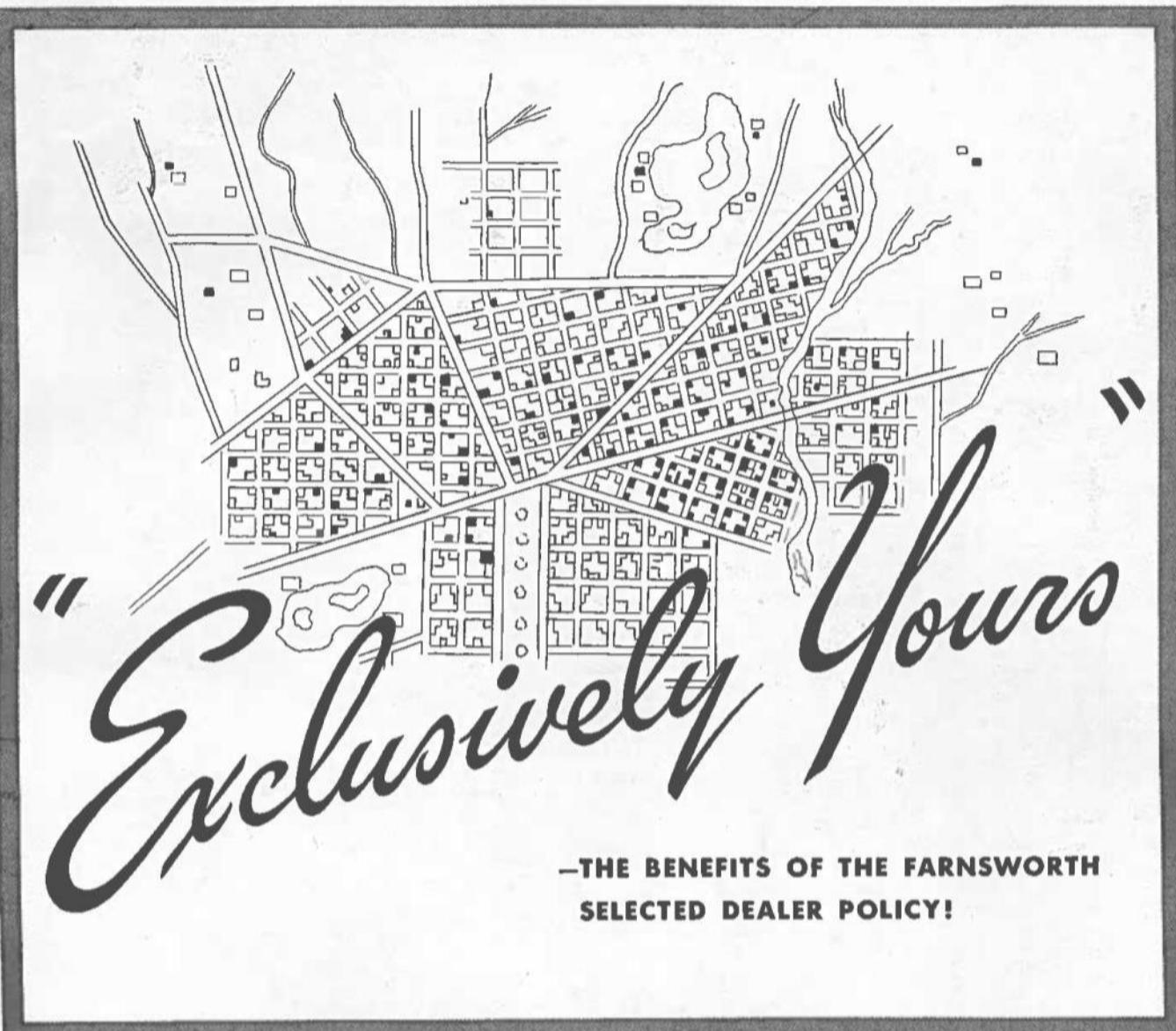
The CAPEHART • The CAPEHART-PANAMUSE
PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION

Adv. No. CT-14-1945—1 page (7-5/6 x 10-1/2 inches)—Music Trades
Piano Trade Magazine
N. W. Ayer & Son, Inc.

C. D.

Record Book

*Lighthorn,
5/1/45
Sellers*



**-THE BENEFITS OF THE FARNSWORTH
SELECTED DEALER POLICY!**

WHEN YOU SIGN up with Farnsworth, you will gain more than identification with a famous name in radio, television and radio-phonographs... you'll be laying the foundation for a sound business future.

You will be in good company. You may be sure that all other Farnsworth dealers will be selected only on their qualifications to conform to the Farnsworth franchise requirements. You will have every opportunity to exploit to the fullest the Farnsworth sales program. You will have "plenty of room."

You are assured a profitable volume. As the Farnsworth dealer, you will cash in on a great line, brilliantly

engineered, soundly merchandised and aggressively promoted. The Farnsworth name has been continuously and prominently before the public eye.

You will enjoy a proper margin. Farnsworth's established fair trade practices safeguard your profits. It's only common sense, we feel, to give you complete merchandising co-operation... to help you become "the" phonograph, radio and television headquarters in your community.

Outstanding distributors have been selected nationally. Dealers are rapidly signing up. Now's the time to act. Write us today.

F A R N S W O R T H
Television · Radio · Phonograph-Radio

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

Adv. No. FT-13-1945—1 page (7 x 10 inches)
Radio & Television Retailing, May, 1945
Radio & Television Weekly, May 2, 1945
N. W. Ayer & Son, Inc.

REVISED

Mr. Schmidt

8141 Research Brook

SIGNATURE &
SIGNATURE &
M. Wall

WRITER'S
WRITER'S



IN TIME OF TYRANNY

Some tyrants leave their trace in history books. Others cast their shadows, only on the heart. These are the little tyrants of day-by-day living: uncertainty . . . destroyer of the morning's adventuresome mood; misgiving . . . oppressor of the evening's peace of mind.

To win against such forces, man has a mighty weapon. Music! Sublimely rendered by the Capehart or the Farnsworth, it becomes a source of courage and solace, of fresh enthusiasm for the morrow's work.

Like so many others, you, too, may be looking forward to unhurried hours of enjoyment beside one of these magic

instruments. These pleasures will be yours, with the faultless tone and trouble-free performance which has for 17 years distinguished products of the Farnsworth Television & Radio Corporation.

Among tomorrow's models will be the finest phonograph-radios and radios in this brilliant history of Capehart and Farnsworth. Skilled television engineers, who contributed toward the development of Radar and precision electronic devices, promise you sparkling reception. If you wish, select an FM program. Or enjoy through a flawless record-changer an entire evening of effortless entertainment.

From the popular Farnsworth to the connoisseur's Capehart, cabinet styles and sizes will offer great variety. And in each price range, surpassing quality . . . the key to Farnsworth leadership! Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

The Coronation Scene, from the opera "Boris Godounov" by Modest Mussorgsky, interpreted for the Capehart Collection by Robert Riggs. With a rich brush, the artist has brought to life the turmoil within the usurper-Tsar's mind as he appears in the courtyard of the Kremlin on the way to the cathedral to assume imperial rank. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or you may write direct to Capehart Division, Fort Wayne 1, Indiana.

THE
Capehart
Farnsworth



RADIO · TELEVISION · PHONOGRAHS
FARNSWORTH TELEVISION & RADIO CORPORATION

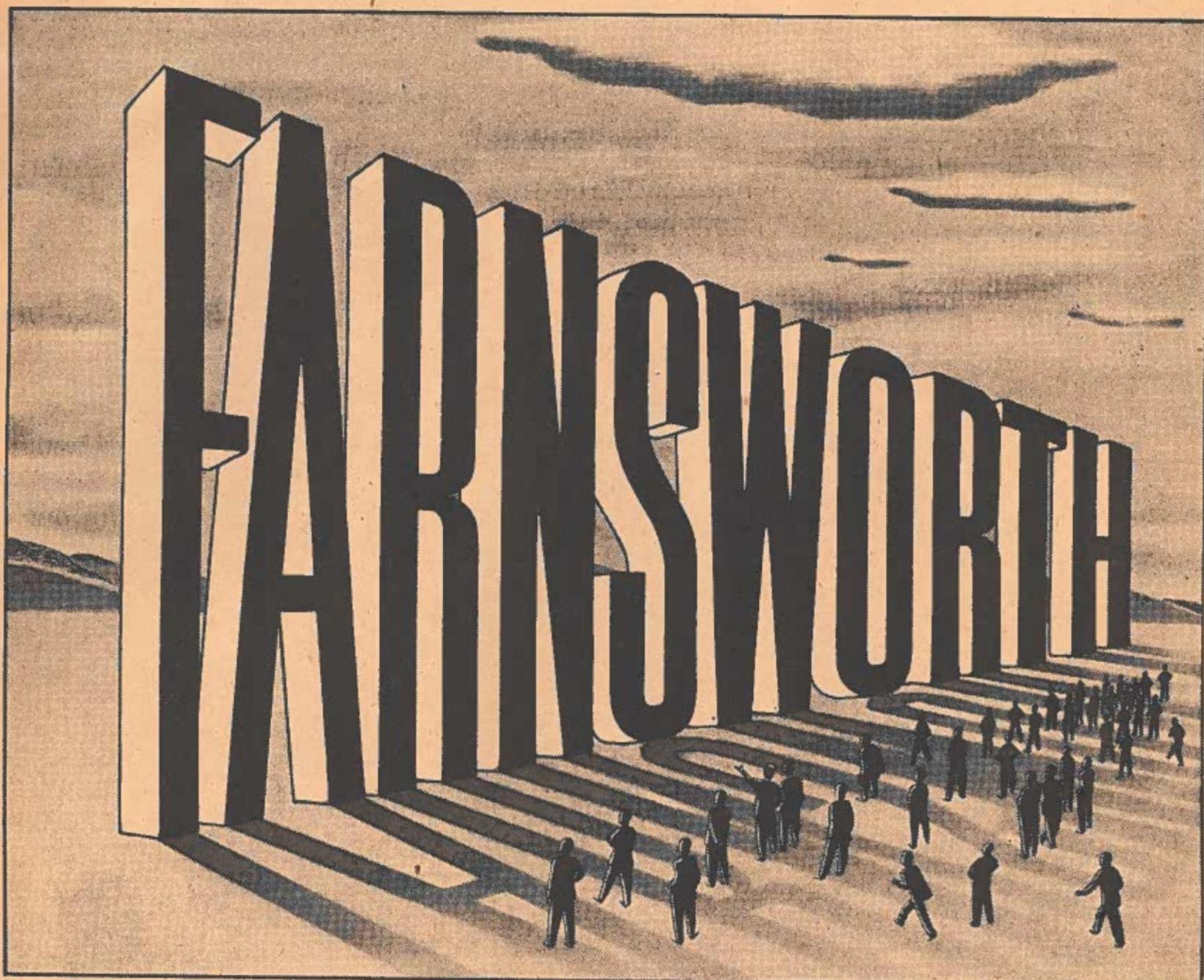
H. W. AYER & SON

REVISED

Mr. Sellers
C. D.

Record Book

M. Wallis
52
Sellers



RECOGNIZED FOR QUALITY

When merchandise is available once more, the public will look for quality.

"Farnsworth"—more than ever—is what people will want to buy! For they know that the name "Farnsworth" stands for top-quality radios in distinctive cabinets—superb tonal reproduction—proven record changers. They know, too, of Farnsworth's leadership in the field of television.

They know because we've been reminding them . . . in colorful, full-page advertisements in the country's leading

magazines . . . consistent informative messages designed to give Farnsworth new esteem in the public eye.

During the war, Farnsworth has created new facilities, gained new skills, achieved new techniques . . . which will win for Farnsworth an even greater standing in the post-war world.

Why don't you plan now to sell people what they want to buy—Farnsworth! The Farnsworth Selected Dealer Franchise has many profit-winning advantages. Ask your Farnsworth distributor or write today.

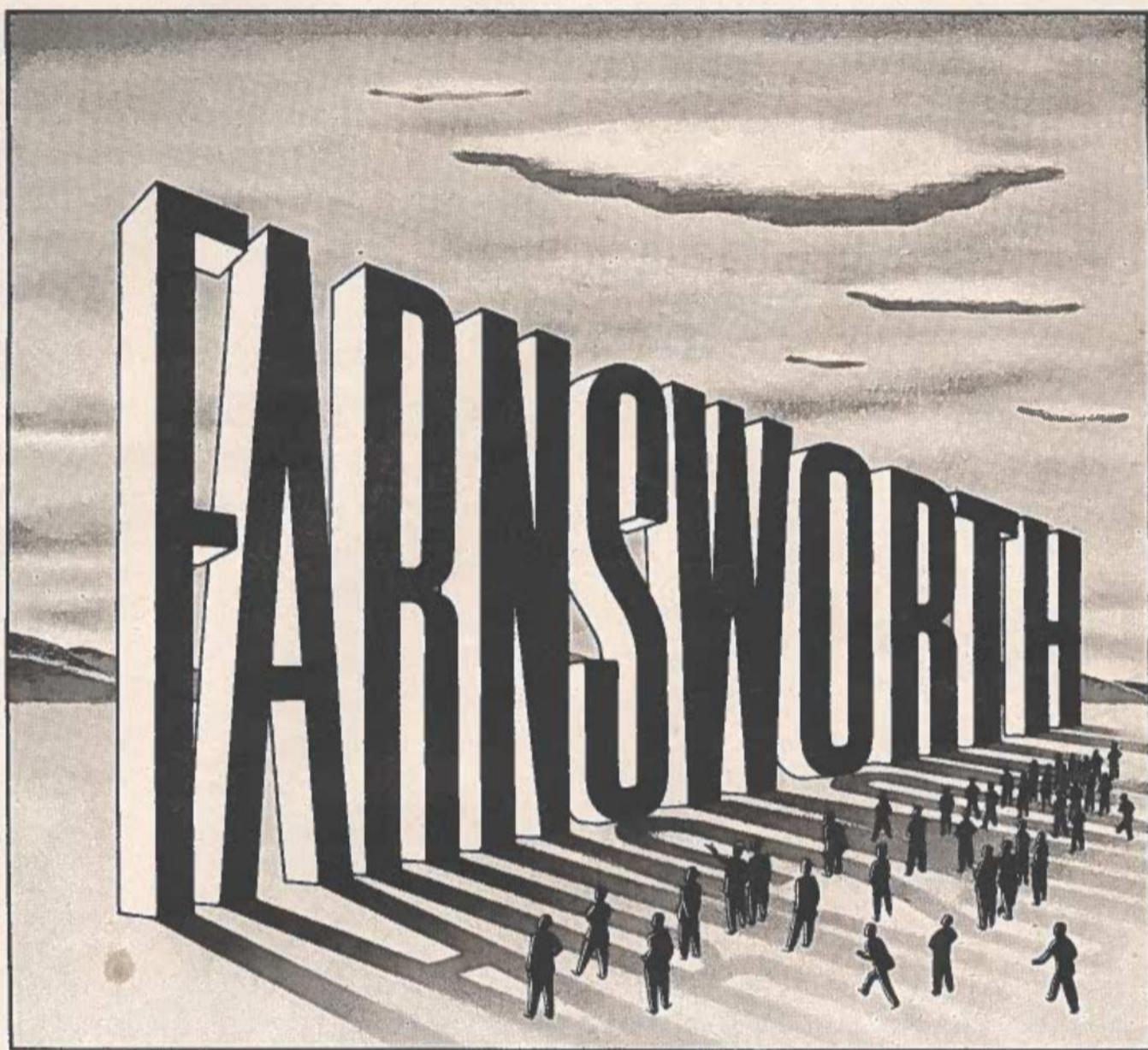
FARNSWORTH *Television · Radio · Phonographs*

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

REVISED

10 Mr. Sellers
C. D.
Record Book

M. Wallis
5/22
Ellen



RECOGNIZED FOR QUALITY

When merchandise is available once more, the public will look for quality.

"Farnsworth"—more than ever—is what people will want to buy! For they know that the name "Farnsworth" stands for top-quality radios in distinctive cabinets—superb tonal reproduction—proven record changers. They know, too, of Farnsworth's long leadership in the field of modern electronic television.

They know because we've been reminding them . . . in colorful, full-page advertisements in the country's

leading magazines . . . consistent informative messages designed to give Farnsworth new esteem in the public eye.

During the war, Farnsworth has created new facilities, gained new skills, achieved new techniques . . . which will win for Farnsworth an even greater standing in the post-war world.

Why don't you plan now to sell people what they want to buy — Farnsworth! The Farnsworth Selected Dealer Franchise has many profit-winning advantages. Ask your Farnsworth distributor or write today.

FARNSWORTH Television · Radio · Phonographs

Farnsworth Television & Radio Corporation, Ft. Wayne 1, Ind. • Farnsworth Radio and Television Transmitters and Receivers, Aircraft Radio Equipment, Farnsworth Television Tubes, the Farnsworth Phonograph-Radio, the Capehart, the Capehart-Panamuse

REVISED

~~Mrs. Schmidt~~

C. D. Record Book

SIGNATURE & DATE

McWallie
WRITER'S O. K.
Ma



IN TIME OF TYRANNY

Some tyrants leave their trace in history books. Others cast their shadows only on the heart. These are the little tyrants of day-by-day living: uncertainty . . . destroyer of the morning's adventuresome mood; misgiving . . . oppressor of the evening's peace of mind.

To win against such forces, man has a mighty weapon. Music! Sublimely rendered by the Capehart or the Farnsworth, it becomes a source of courage and solace, of fresh enthusiasm for the morrow's work.

Like so many others, you may be looking forward to unhurried hours of enjoyment beside one of these magic instruments in your own home. These pleasures

will be yours, with the faultless tone and fine performance which has for seventeen years distinguished products of the Farnsworth Television & Radio Corporation.

Among tomorrow's models will be the finest phonograph-radios and radios in this brilliant history of Capehart and Farnsworth. Skilled television engineers, who contributed toward the development of Radar and precision electronic devices, promise you sparkling reception. If you wish, select an FM program. Or enjoy through a flawless record-changer an entire evening of effort-free entertainment.

From the popular Farnsworth to the connoisseur's Capehart, cabinet styles and sizes will offer great variety. And in each price range, surpassing quality . . . the key to Farnsworth leadership! Farnsworth Television & Radio Corporation, Ft. Wayne 1, Ind.

The Coronation Scene, from the opera "Boris Godounov" by Modest Moussorgsky, interpreted for the Capehart Collection by Robert Riggs. With a rich brush, the artist has brought to life the turmoil within the usurper-Tsar's mind as he appears in the courtyard of the Kremlin, sumptuously robed, on the way to the cathedral to assume imperial rank. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or you may write direct to Capehart Division, Fort Wayne 1, Indiana.

THE
Capehart
THE
Farnsworth



RADIO · TELEVISION · PHONOGRAHS
FARNSWORTH TELEVISION & RADIO CORPORATION

H. W. AYER & SON

<i>Dr. Downing</i>	10
<i>C. D. Record Book</i>	10

SIGNATURE & DATE
M. Wallie 7
 WRITER'S O.K.
Downing

SAMPLE THE evidence

EVERY DAY they come in . . . big batches of them . . . letters from homemakers . . . from business and professional people . . . from fighting men . . . unsolicited letters of praise for the messages in Capehart's unique advertisements . . . testimonials to the enjoyment of the Capehart reproductions . . . and letters expressing a desire for future Capehart ownership.

Here, then, is evidence that the Capehart reputation continues to gain new luster . . . that a constantly increasing number of people look upon the Capehart as the ultimate in musical reproduction . . . that you, the Capehart dealer, will have a large and appreciative audience when you can once again tell the Capehart quality story.

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

"We plan to buy a Capehart after the war because we enjoy the quality that a Capehart gives to any recording." —HOUSEWIFE

"I have been saving my money (and I still am) in order to buy a Capehart." —HOUSEWIFE

"We have a record-radio player of another make and, although a machine of the CAPEHART quality is beyond our reach now, it is within our vision, and my fondest hope is that we may own one some day." —WIFE OF LIEUT., U. S. ARMY

"I have long been an admirer of the Capehart paintings and the beautiful legends accompanying them in your advertisements. I look forward to owning a Capehart Phonograph-Radio after the war." —HOUSEWIFE

"From what I have seen of your recent advertising, the enchanting interpretive paintings are indeed a fitting complement to the finest instrument of its kind in the world—a Capehart. It has long been one of our fondest hopes to own this masterpiece of musical reproduction and we look forward eagerly to its luxurious possession in the not too distant future when the earth is no longer in a turmoil." —HOUSEWIFE

"The undersigned has long been appreciative of the great beauty and intelligence brought to the field of advertising in our country by your reproduction of paintings in the Capehart Collection, and is desirous of obtaining at least some portfolios of these paintings." —PRIEST, CATHOLIC COLLEGE

"You might be interested in knowing that we are using the pictures in your portfolios in our music classes in our local high school, featuring on our board each week 'The Picture of the Week,' with the music which has inspired your artists. It is very interesting to us all, and I appreciate the fine opportunity you have given us to make this project highly attractive to my students." —HIGH SCHOOL MUSIC TEACHER

"My husband and I have been undecided between a *x* and a Capehart after the war, but I think your print collection has tipped the scales in favor of Capehart." —HOUSEWIFE

The CAPEHART • The CAPEHART-PANAMUSE
 PRODUCTS OF
 FARNSWORTH TELEVISION & RADIO CORPORATION

10 Mr. Sellers

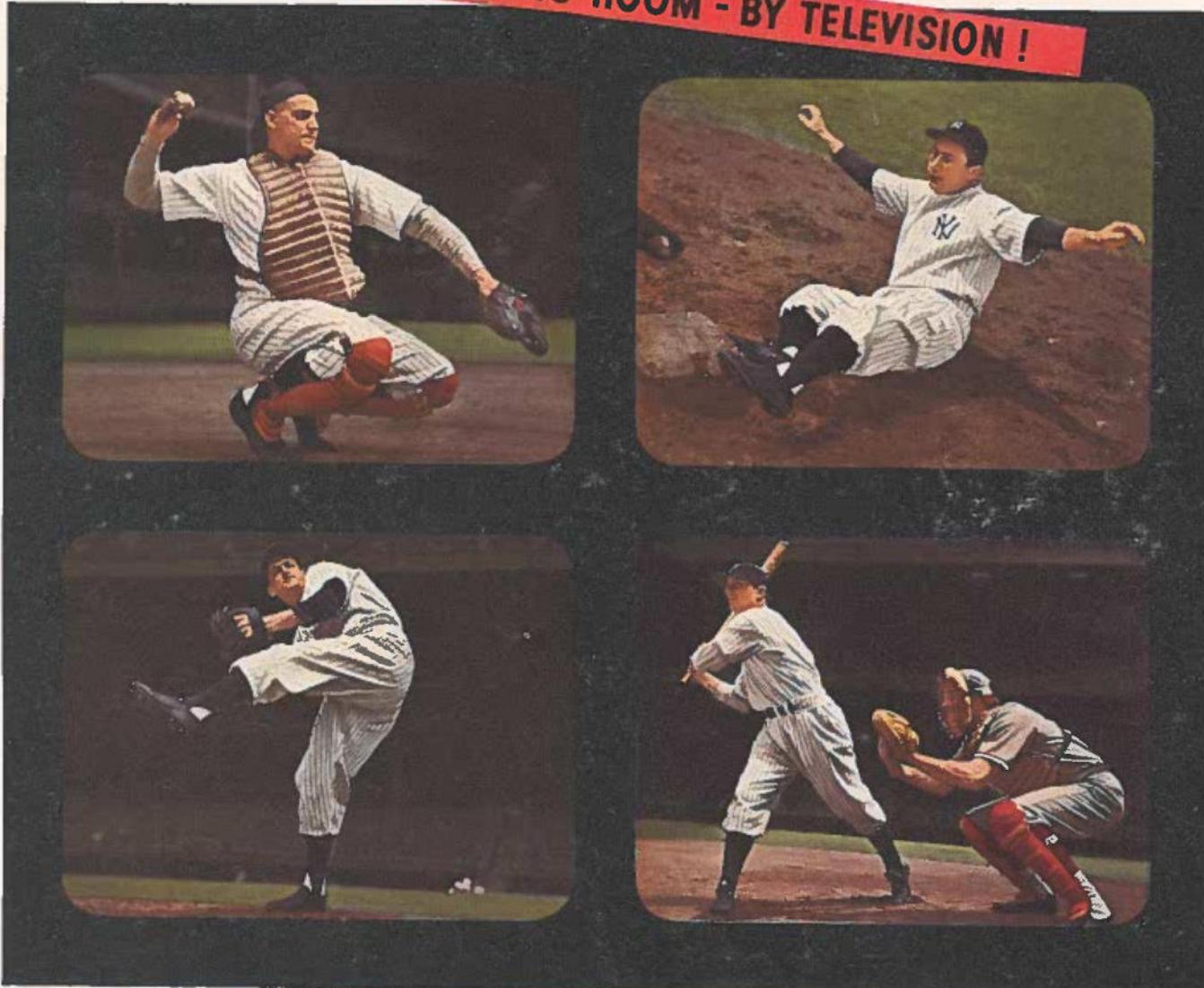
C. D.
Record Book

M. Wallis
Seller



Phonograph-Radio in
modern style—one of many from the
Capehart and Farnsworth lines.

HOME RUN IN YOUR LIVING ROOM - BY TELEVISION!



Action close-ups of N. Y. Yankees—Mike Garbark, catcher; George Stirnweiss, 2nd base; Hank Borowy, pitcher (now with Chicago Cubs); and Nick Elen, 1st base.

KEEP ON BUYING WAR BONDS

o
H
H
You'll watch the runs that win the pennant, the champ's knock-out punch close-ups, the great moments of sport, news and entertainment when you turn on the magic of your Farnsworth or Capehart electronic television receiver.

You'll soon be able to enjoy important advances in radio and music reproduction, too—fruits of the electronic research of Farnsworth, pioneer of modern television.

The new Capeharts and the new Farnsworth radios and phonograph-radios will bring you superior reception and tone—and richer enjoyment.

Many of the new models will include full-toned FM, as well as finer standard radio. There will be a wide selection of distinctive cabinets . . . and further improvements in the famous Capehart and Farnsworth record-changers.

Perhaps you'll choose a superb Capehart—perhaps a modestly priced Farnsworth . . . you may be sure that into each is built the finest quality at its price. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

THE CAPEHART
TELEVISION • RADIO • PHONOGRAHS
THE FARNSWORTH
FARNSWORTH TELEVISION & RADIO CORPORATION



<u>Dr. Downing</u>	10
<i>C. D. Record Book</i>	10

SIGNATURE & DATE

M. Wallis 6/21
WITER'S O. K.
Downing

CAPEHART ADVERTISING SCORES AGAIN!

"Petrushka" Wins Merit Award of Art Directors Club of Chicago

CHALK up another achievement for the Capehart Collection! The Art Directors Club of Chicago, the Midwest's leading critics, presented an award of merit for Serge Soudeikine's interpretation of the carnival scene from Stravinsky's immortal "Petrushka." The painting, together with a copy of the advertisement,* hung in the galleries of the Chicago Art Institute during the month of May.

This award quickly followed the presentation of the Gold Medal of the New York Art

Directors Club to Robert Riggs' painting of Liszt's "Hungarian Rhapsody." Thus, 1945 has already added two more to the impressive number of awards given the Capehart Collection. Every Capehart dealer can share with us the pride we take in acknowledging these awards.

But there is more to the Capehart Collection than the winning of awards. These expressive paintings are created as a tribute to America's love of good art—just as the Capehart itself is a tribute to America's love

of good music—incomparably reproduced.

The Capehart Collection is building an appreciation for fine music and is also building business for the Capehart dealer. Facsimiles and reproductions of the paintings in the Collection help him tell the quality story of the Capehart—and will become a "plus factor" when the Capehart is once again in the dealer's showroom.

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

*"Petrushka," in four colors, appeared last year in the Saturday Evening Post, Time, Life, Newsweek and the New Yorker.

The CAPEHART • The CAPEHART-PANAMUSE
PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION



The Farnsworth Authorized Dealer Display
is designed to stop both window and store
traffic. Mounted reproductions of current four-
color Farnsworth national magazine adver-
tisements keep the display timely.

<i>Mr. Sellers</i>	10
<i>C. D. Record Book</i>	10
SIGNATURE & DATE	
<i>M. Wallie 9/26</i>	
WRITER'S O. K.	
<i>Sellers</i>	

*A Good Deal
for
Good Dealers*

NOT MANY RADIO DEALERS can have
this new, modern display. It is the
badge of a *good* dealer who has
made a *good* deal—he holds a

Farnsworth Selected Dealer Franchise

with its many profit advantages. The Farnsworth

dealer organization will include less than one-quarter of the
number of dealers representing the average popular pre-war radio line.

The Farnsworth dealer will handle a line of radios and phonograph-radios backed by
years of sound research, progressive engineering and practical pre-war manufacturing experience. In his
showroom will be distinctive "idea" cabinets designed for maximum customer appeal and satisfaction.

Record changers—already proved in pre-war—have been further improved and will provide
care-free performance and careful record handling—will help build the dealer's record business.

An impressive national advertising campaign has already built a strong demand for
Farnsworth—and this advertising will be continued—thereby building a still stronger
public demand for the Farnsworth line.

The Authorized Dealer Display stamps you as *the* dealer in your area
worthy of the Farnsworth Selected Dealer Franchise—based on profit-
able volume at established prices and proper margins.

F A R N S W O R T H

Television · Radio · Phonograph-Radio

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

Adv. No. FT-51-1945 (C)—7 x 10 inches—Radio & Television Retailing, July, 1945

Radio & Television Weekly, July 4, 1945
National Furniture Review, September, 1945
Radio Television Journal, September, 1945
N. W. Ayer & Son, Inc.



<i>M. Sellers</i>	10
<i>C. D. Record Book</i>	10

The Farnsworth Authorized Dealer Display is designed to stop both window and store traffic. Mounted reproductions of current four-color Farnsworth national magazine advertisements keep the display timely.

SIGNATURE & DATE
M. Wallis 6/26
WRITER'S O. K.
Seller

*a Good Deal
for
Good Dealers*

NOT MANY RADIO DEALERS can have this new, modern display. It is the badge of a *good* dealer who has made a *good deal*—he holds a Farnsworth Selected Dealer Franchise with its many profit advantages. The Farnsworth dealer organization will include less than one-quarter of the number of dealers representing the average popular pre-war radio line.

The Farnsworth dealer will handle a line of radios and phonograph-radios backed by years of sound research, progressive engineering and practical pre-war manufacturing experience. In his showroom will be distinctive "idea" cabinets designed for maximum customer appeal and satisfaction. Record changers—already proved in pre-war—have been further improved and will provide care-free performance and careful record handling—will help build the dealer's record business.

An impressive national advertising campaign has already built a strong demand for Farnsworth—and this advertising will be continued—thereby building a still stronger public demand for the Farnsworth line.

The Authorized Dealer Display stamps you as *the dealer* in your area worthy of the Farnsworth Selected Dealer Franchise—based on profitable volume at established prices and proper margins.

F A R N S W O R T H

Television · Radio · Phonograph-Radio

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