

Revised C
Record
N

Day of Deliverance



An interpretation of "La Marseillaise," the French national anthem, the authorship of which is attributed to Claude Joseph Rouget de l'Isle. Bernard Lamotte, celebrated French painter, has depicted in his painting a present-day city in France which has just been evacuated by the Germans after their customary destruction. The people march into the public square led by the modern Jeanne d'Arc who raises anew the tricolor. . . . Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or direct from the Capehart Division at Fort Wayne 1, Indiana.

CAPEHART - PANAMUSE
Products of
FARNSWORTH TELEVISION & RADIO CORPORATION

A NEW DAY! . . . Out of the dark hovels of poverty and despair come the people, long oppressed. Timidly they step into the arena of light—hoping yet fearing lest they be smitten anew. . . . But the tyrant weakens and reels! And for them—the people of France—day of deliverance!

Day of joy—when Liberté, Egalité and Fraternité are reborn with a rapturous meaning. When men may sing—unshackled, ungagged—the song of a free people—"Allons, enfants de la Patrie!"

Yes, come, you children of France—and come you children of all beggared nations of the earth, arise! And—as the chains of slavery fall—sing!

For song is the ever-ready accompaniment of freedom. In music of all kinds men find the true reflection of their hopes, their dreams and their loftiest aspirations. Find in it, too, the inspiration to greater courage and mightier action!

Men who love music—be it the stirring strain of a national anthem or the sweep of a symphony—have come to look to the Capehart for music supremely interpreted. Today the Farnsworth Television & Radio Corporation is developing and producing highly scientific electronic instruments for war; but new Capeharts will be available after victory is won.

However, your Capehart dealer is still ready to serve you in other ways. And you are invited to showrooms where you may hear "La Marseillaise" as recorded by Marcel Journet (Victor No. 655) or as conducted by A. V. Alexandroff (Columbia No. 36266). And you may hear the heroic works of France's great national composers—Berlioz, Franck, Debussy, Bizet, Ravel.

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

INVEST IN VICTORY—BUY WAR BONDS

CAPEHART-PANAMUSE SHERATON



Revised
M

Day of Deliverance



An interpretation of "La Marseillaise," the French national anthem, the authorship of which is attributed to Claude Joseph Rouget de l'Isle. Bernard Lamotte, celebrated French painter, has depicted in his painting a present-day city in France which has just been evacuated by the Germans after their customary destruction. The people march into the public square led by the modern Jeanne d'Arc who raises anew the tricolor. . . . Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or direct from the Capehart Division at Fort Wayne 1, Indiana.

A NEW DAY! . . . Out of the dark hove and despair come the people, lone Timidly they step into the arena of light, yet fearing lest they be smitten anew. Tyrant weakens and reels! And for the people of France — day of deliverance!

Day of joy — when Liberté, Egalité, Fraternité are reborn with a rapturous mea men may sing — unchained, ungagged — a free people — "Allons, enfants de

Yes, come, you children of France — you children of all beggared nations of the world arise! And — as the chains of slavery

For song is the ever-ready accompaniment of freedom. In music of all kinds men find reflection of their hopes, their dreams, their loftiest aspirations. Find in it, too, the greater courage and mightier action!

Men who love music — be it the stirring of a national anthem or the sweep of a symphony — have come to look to the Capehart for supremely interpreted. Today the Farnsworth & Radio Corporation is manufacturing and producing highly scientific electronic instruments for war; but new Capeharts will be made after victory is won.

However, your Capehart dealer is still here to serve you in other ways. And you are invited to showrooms where you may hear "La Marseillaise" as recorded by Marcel Journet (Victor 12500) or as conducted by A. V. Alexandroff (Victor No. 36266). And you may hear the heroic music of France's great national composers — Franck, Debussy, Bizet, Ravel.

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

CAPEHART-PANAMUSE SHERATON

CAPEHART - PANAMUSE
Products of
FARNSWORTH TELEVISION & RADIO CORPORATION



Record
handed S
D

ANOTHER YEAR CLOSER TO TELEVISION

As we go into our third and most optimistic year of war, planning for peacetime receives more and more public attention.

Forward-looking retailers want to know what manufacturers will offer. Manufacturers are still using all their engineering talent for the war program, and their post-war activities must remain in the planning stage.

Farnsworth will produce radios and phonograph-radio combinations soon after war contracts are cancelled. These will be improved sets, more salable;

there will be more emphasis on Frequency Modulation.

Then will come Farnsworth Television — one of the greatest of post-war merchandising opportunities, with a market prepared and educated by our advertising. Television will be closely associated with radio in both sales and service.

Farnsworth is equipped to play a larger part in the post-war market. Our facilities have been considerably enlarged . . . all our resources today are devoted to the manufacture of

precision military communications equipment and other electronic devices that require the same experience as our peacetime production. We have developed many new techniques and methods.

I can promise you that — as fast as Farnsworth plans are formulated — we will pass them on to you to help your planning. For the organization that is ready for post-war business is the one that will benefit from it.

G. H. Nichols
President

FARNSWORTH TELEVISION



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

Revised Proof

*C. D.
Record Bo*

*Eager
S*

H

WHAT golden ligature ties nations

into one? Not politics, or systems,

or ships with treasure in the hold. People
are one in aspiration, and in their
love for music. The savage Khan, no less
than lovely child, is stirred by

THE FARNSWORTH



Price may often be a consideration in the purchase of a radio or a phonograph-radio, but modest price still can be combined with quality, as in the Farnsworth. There are table models, chair-side types, portables, and phonograph-radio combinations, some equipped with FM. They offer a quality of performance you might expect of higher priced instruments. (Farnsworth television receivers, available soon in some cities, particularly where programs are being televised, present the same blending of quality and economy.) Convenient purchase terms. Radio and phonograph-radio prices: **\$25 to \$350**



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

dance, and bow, and horn. The chant
of trumpet calls alike to slave and
free. Music speaks in all tongues—it
is the universal handclasp, the constant,
open look. Let the inspiration
of great music speak to you, now,
through the medium of
the Capehart and the Farnsworth.

THE CAPEHART



As the full beauty of horn, the
medium of the new Capehart.
A revolutionary new technique
is used to create a system of strings
that are created to bring all the clarity of the original performance.
Distinctive cabinets, a period design,
is equipped for FM reception. (Capehart television, when presented, will be of traditional Capehart
excellence.) Prices: The Panamuse by Capehart, **\$300 to \$700**. The Capehart, **\$925 to \$1500**

FARNSWORTH TELEVISION & RADIO CORPORATION

C. D.
Record Book
D. 8/5 Fugger
Huy

FARNSWORTH TELEVISION

**TELEVISION! Air waves that bring
you music and voices now bring
electronic pictures to go with the
music! Television is no longer
in rehearsal. It is here, now, in many**



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. Prices: Farnsworth radios and phonograph-radios, **\$25 to \$350**

A color-action photograph from "Song of Norway," Broadway musical hit now in its second year, based on the life and music of Edvard Grieg.



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

**cities. 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



Only by comparison with the human voice, or with the original musical instrument, can the clarity and purity of tone of the new Capehart be appreciated. That standard of excellence will be inherent, also, in the new Capehart television receivers. Just as Capehart brings you the finest in musical reproduction, so will Capehart bring you the finest in visual entertainment. Prices: The Capehart-Panamuse Phonograph-Radio, **\$300 to \$700**. The Capehart **\$925 to \$1500**

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

• POST-WAR POLICIES •

RESTRICTED DEALERSHIPS
VOLUME AT FAIR PROFITS

FARNSWORTH

Television · Radio · Phonographs

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

Mr. Seltzer

10

C. D. Record Book

10

SIGNATURE & DATE

Andrew 6/6

WRITER'S O. K.

Seltzer

FT-18-1944-1-8 page-4 1-2 x 3-Radio and Television Weekly N. W. Ayer & Son, Inc. 7043

• POST-WAR POLICIES •

QUALITY AT
POPULAR PRICES

FARNSWORTH

Television · Radio · Phonographs

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

Mr. Seltzer

10

C. D. Record Book

10

SIGNATURE & DATE

Andrew 6/6

WRITER'S O. K.

Seltzer

FT-19-1944-1-8 page-4 1-2 x 3-Radio and Television Weekly N. W. Ayer & Son, Inc. 7044

POST-WAR
POLICIES

FM
STANDARD BROADCAST
RECORD-CHANGERS
SALES-APPEAL CABINETS

TOP QUALITY IN EVERY PRICE RANGE

FARNSWORTH

Television · Radio · Phonographs

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

Mr. Seltzer

10

C. D. Record Book

10

SIGNATURE & DATE

Andrew 6/6

WRITER'S O. K.

Seltzer

FT-20-1944-1-8 page-4 1-2 x 3-Radio and Television Weekly N. W. Ayer & Son, Inc. 7045

Mar. Sch.

C. D. Record



Village Festival

Fast-falling shadow . . . and fast-twirling figures of the village dance. Festive laughter fills the twilight, and, through it all, the singing rhapsody of the music!

How fortunate are those to whom the blessing of good music is a familiar experience. That good fortune is a double felicity when the Capehart or the Farnsworth is music's medium . . . for theirs is a supreme interpretation which captures the full riches of the world's great compositions.

War's needs now demand vital Radar and electronic instruments produced by the Farnsworth Television & Radio Corporation. With the return of peace, however, a new Capehart or new Farnsworth will be a reality to welcome into your own home.

Many of these matchless radios and phonograph-radios will bring for your pleasure the glorious reception to be found with FM. And one day, with television, others will open windows to a new world.

An interpretation of Liszt's "Hungarian Rhapsody No. 1," painted by R. Riggs for the Capehart Collection. Merrymaking villagers are celebrating harvest with a whirling "Csardas," national dance of the Magyars. Gathering to watch are two children whose legs are crimsoned from pressing grapes, a genial patriarch in shepherd's robes, and an old woman tippling wine.

Your choice can range tomorrow across a vast array of cabinet styles and sizes . . . from luxurious instruments of handsome design to dependable phonograph-radios of modest price. And you may be confident that in each field your Capehart or Farnsworth will express a quality finest at its cost. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

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



INVEST IN VICTORY — BUY WAR BONDS

REVISED

10 AM. Sat.

C. D.
Record Book

M. Wa

M



The wedding march from Mendelssohn's "A Midsummer Night's Dream," painted for the Capehart Collection by Andre Girard. This delightful scene depicts Duke Theseus and his bride Hippolyta wending through the woods from Athens, followed by the four lovers . . . Hermia, Lysander, Demetrius and Helena, and a procession of Shakespeare's figures, as Queen Titania and her elfin company look on. 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.

He, and she,
and
Summer's dream

Love is a never-never land, where days are but dreams and nights are deep in summer's magic. Yet even lovers must sometime face the winter of the outside world. Youth's vision seems lost . . . the green years, fled.

Music, then, can help the heart find its way back to that first enchanted realm. Through the glory of the Capehart or the Farnsworth, romance's songs are newly radiant. Old favorites, from opera to rhapsody, hold fresh promise for the present hour.

Now, many thousands can again look forward to exquisite Capeharts and new, modest-priced Farnsworths. From the hands of men who today make Radar and precision military equipment, these phonograph-radios and radios foreshadow new vistas in the pleasure of music.

Finer record reproduction will be yours, for one, and richer tone, as well. FM reception will be available in many. Reliable record-changers, too, with the assurance of time-proved dependability. And television sets when tomorrow's programs arrive in bright reality.

Make a place in your plans for a Capehart or a Farnsworth . . . confident that there will be a wealth of cabinet styles and sizes to afford a perfect choice. Confident, too, that whichever you select, it will be a product of beauty and of skill, the highest possible quality at its price. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

THE *Capehart* THE *Farnsworth*
RADIO · TELEVISION · PHONOGRAPHS

FARNSWORTH TELEVISION & RADIO CORPORATION

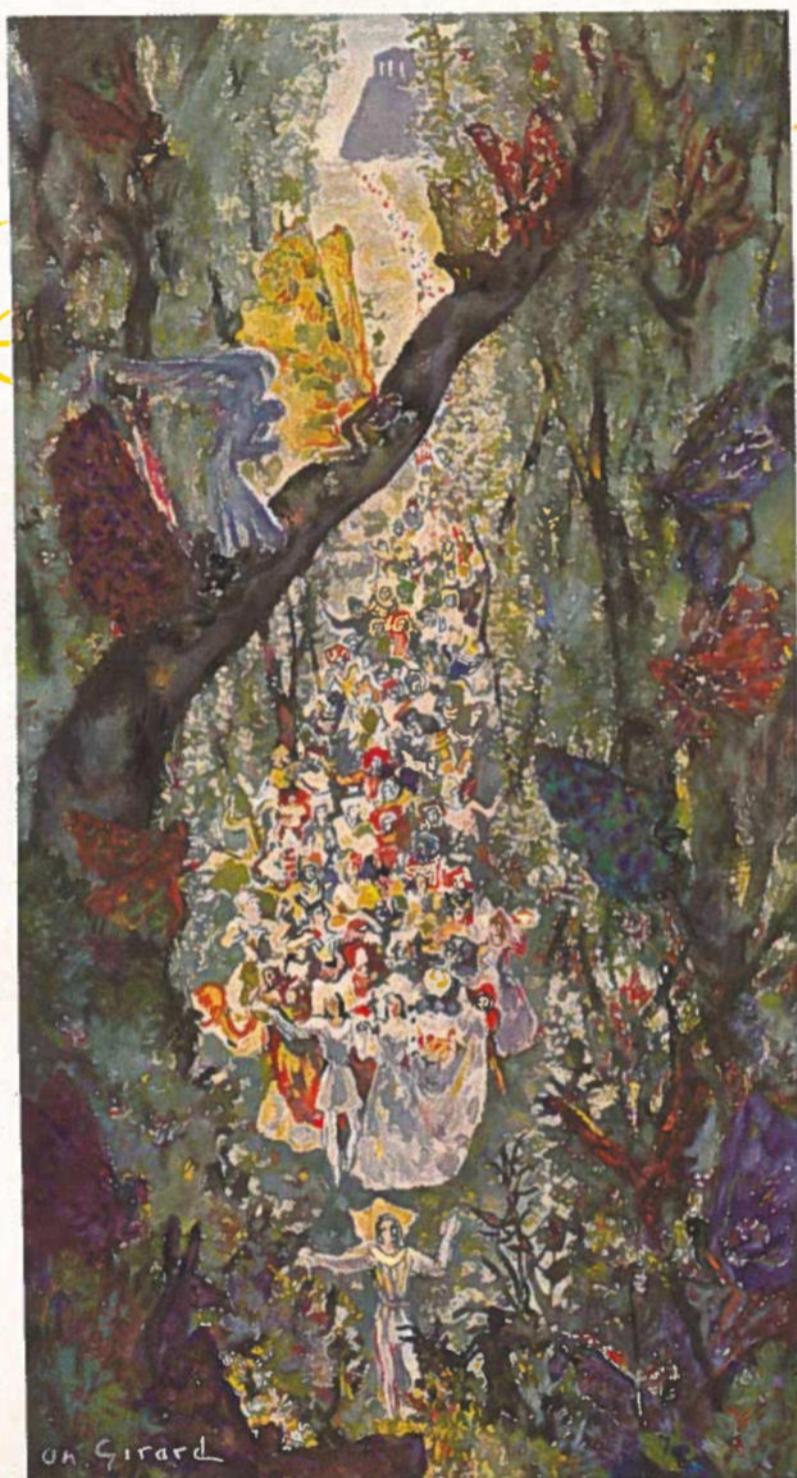


H. M. AYER & SON

REVISED

16
C. D.

Record B



The wedding march from "A Midsummer Night's Dream" by Mendelssohn, painted for the Capehart Collection by Andre Girard. In this delightful scene, the artist depicts Duke Theseus and his bride Hippolyta wending through the woods from Athens, followed by the four lovers... Hermia, Lysander, Demetrius and Helena, and a procession of Shakespeare's figures, as Queen Titania and her elfin company look on. 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.

Love is a never-never land, where days are but dreams and nights are deep in summer's magic. Yet even lovers must sometime face the winter of the outside world. Youth's vision seems lost... the green years, fled.

Music, then, can help the heart find its way back to that first enchanted realm. Through the glory of the Capehart or the Farnsworth, romance's songs are newly radiant. Old favorites, from opera to rhapsody, hold fresh promise for the present hour.

Now, many thousands can again look forward to exquisite Capeharts and new, modest-priced Farnsworths. From the hands of men who today make Radar and precision military equipment, these phonograph-radios and radios foreshadow new vistas of music pleasure.

Finer record reproduction will be yours, for one, and richer tone, as well. FM reception will be available in many. Reliable record-changers, too, with the assurance of time-proved dependability. And television sets when tomorrow's programs arrive in bright reality.

Make a place in your plans for a Capehart or a Farnsworth... confident that there will be a wealth of cabinet styles and sizes to afford a perfect choice. Confident, too, that whichever you select, it will be a product of beauty and of skill, the highest possible quality at its price. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

THE *Capehart* THE *Farnsworth*
RADIO · TELEVISION · PHONOGRAFS
FARNSWORTH TELEVISION & RADIO CORPORATION



E

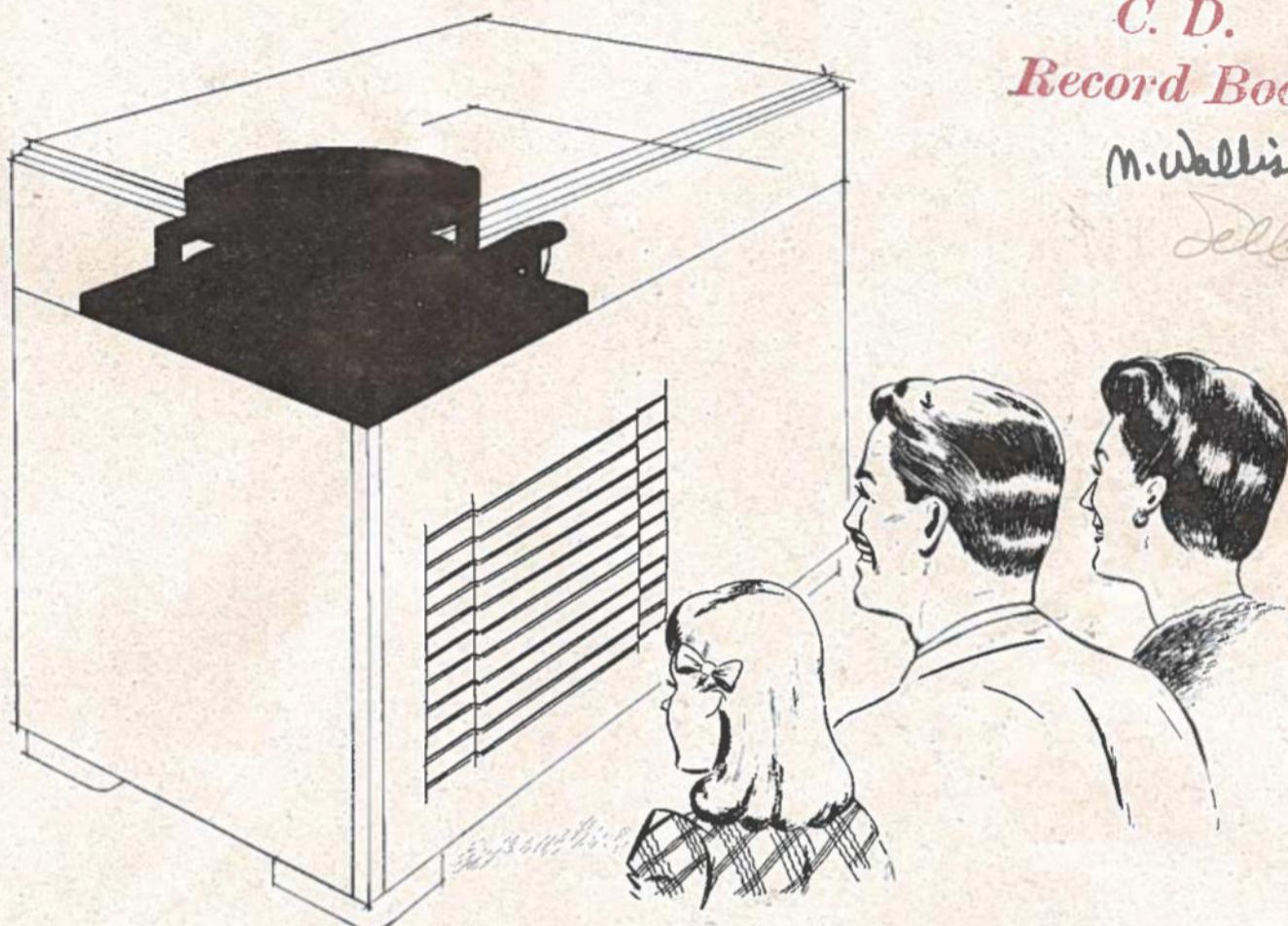
REVISED

10 Mr. Sathers

**C. D.
Record Book**

M. Wallis 2/13

Dellars



*Farnsworth Record Changers
Guarantee Satisfied Customers*

THERE is no question that the biggest dollar volume and profit item in the radio store of tomorrow will be the phonograph-radio combination. Surveys show that an overwhelming majority of prospective purchasers want to make their first purchase a phonograph-radio combination.

All the more reason, then, to tie up with Farnsworth! For the new, improved record changers in the post-war line of Farnsworth combinations will add to a reputation already established for dependability. Your customers will appreciate their simple construction, their care-free operation, their careful handling of records. *And remember, a successful record changer in the home is the opening wedge for repeat sales in your record department!*

Back of these new Farnsworth changers are 17 years of experience in designing, engineering and building service-free changers, including the incomparable Capehart. This experience means that the Farnsworth dealer retains his customer good-will and full profit on every sale.

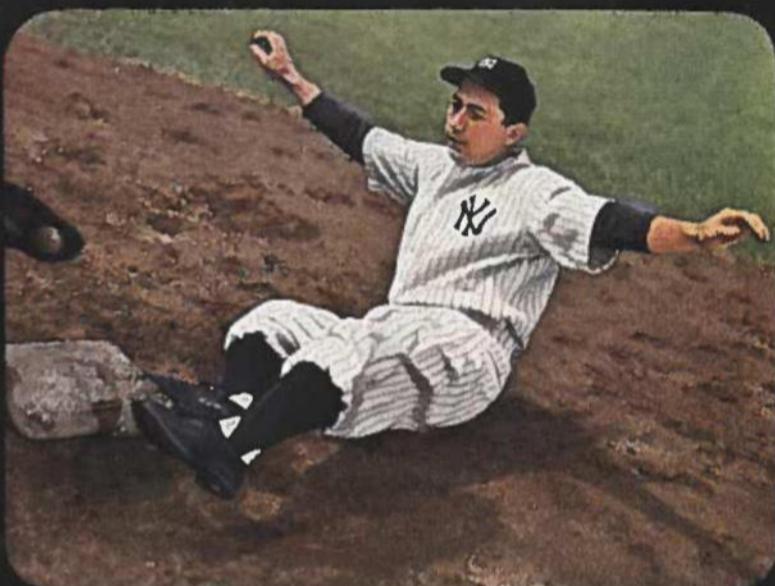
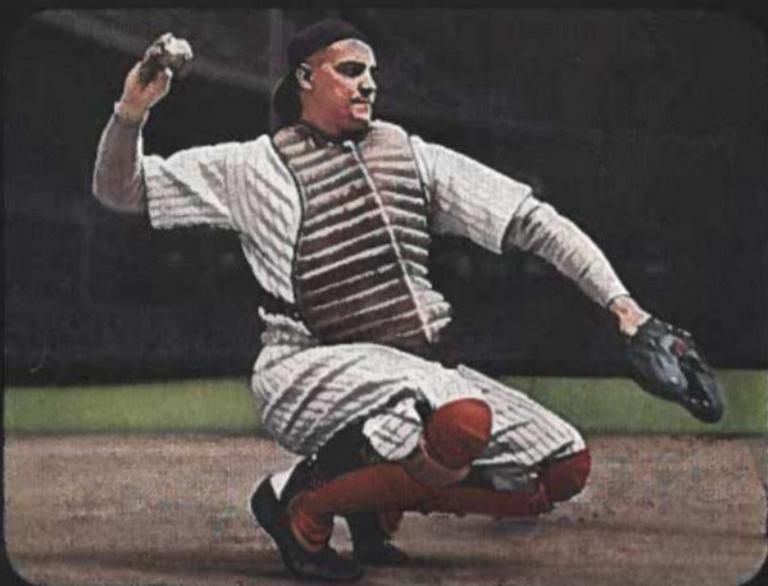
The new Farnsworth radios, phonograph-radios and television sets will be housed in "idea" cabinets of distinctive styling — styling that sells! The tremendously effective Farnsworth national advertising campaign will continue to back up the individual dealer's own sales promotional efforts. But most important, the Farnsworth selected dealer policy affords a *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, Ft. Wayne 1, Ind. • Farnsworth Radio and Television Receivers and Transmitters; Aircraft Radio Equipment; Farnsworth Television Tubes; the Farnsworth Phonograph-Radio; the Capehart, the Capehart-Panamuse

HOME RUN IN YOUR LIVING ROOM - BY TELEVISION!

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



From the comfort of your living room, you'll watch the runs that win the pennant, the champ's knock-out punch, close-ups of the great moments of sport, news and entertainment—brought to you by a Capehart or Farnsworth electronic television receiver.

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

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.

Keep on Buying War Bonds

H. W. AYER & SON

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

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

This advertisement appears in the following publications:

The Saturday Evening Post, September 15, 1945

Life, September 17, 1945

Time, September 10, 1945

The New Yorker, August 25, 1945

Newsweek, August

Mrs. Schmidt

C. D. Record Book

SIGNATURE

M. Wall

WRITER'S

M



So there may be a flowering

Clap of thunder, rising wind, and then . . . the rains come. On roof and window-pane, they tap a friendly rhythm. For they speak of freshened earth, golden harvests, a garden at the rainbow's end.

This is the message, too, of music. For the Capehart or the Farnsworth brings the song of rain to restore the weary. Concertos and symphonies that nourish tender dreams!

To make the riches of music yours, at a touch, the Farnsworth Television & Radio Corporation is calling on skills of

long years' standing, as well as war-learned techniques. Bringing you phonograph-radios, radios and television receivers so clear—so brilliant—it seems the artist plays at your express command.

You'll have even better record reproduction . . . and, for added ease, record-changers which provide hours of effortless enjoyment. FM reception, available in many models . . . all-wave standard radio sparkling as you've always hoped.

Look for greater freedom of choice than ever possible before! Beautiful cabinet

styles, of many sizes, from the magnificent Capeharts to the more modestly priced Farnsworths. Whatever its cost, it will again be the very finest for the price! Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

Debussy's "JARDINS SOUS LA PLUIE," interpreted for the Capehart Collection by Bernard Lamotte. Between Paris and Versailles lies the charming region so beloved by Debussy—and by the artist, who envisions this country garden, refreshed by gentle summer rains. 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.



N. W. AYER & SON

The **CAPEHART** The **FARNSWORTH**

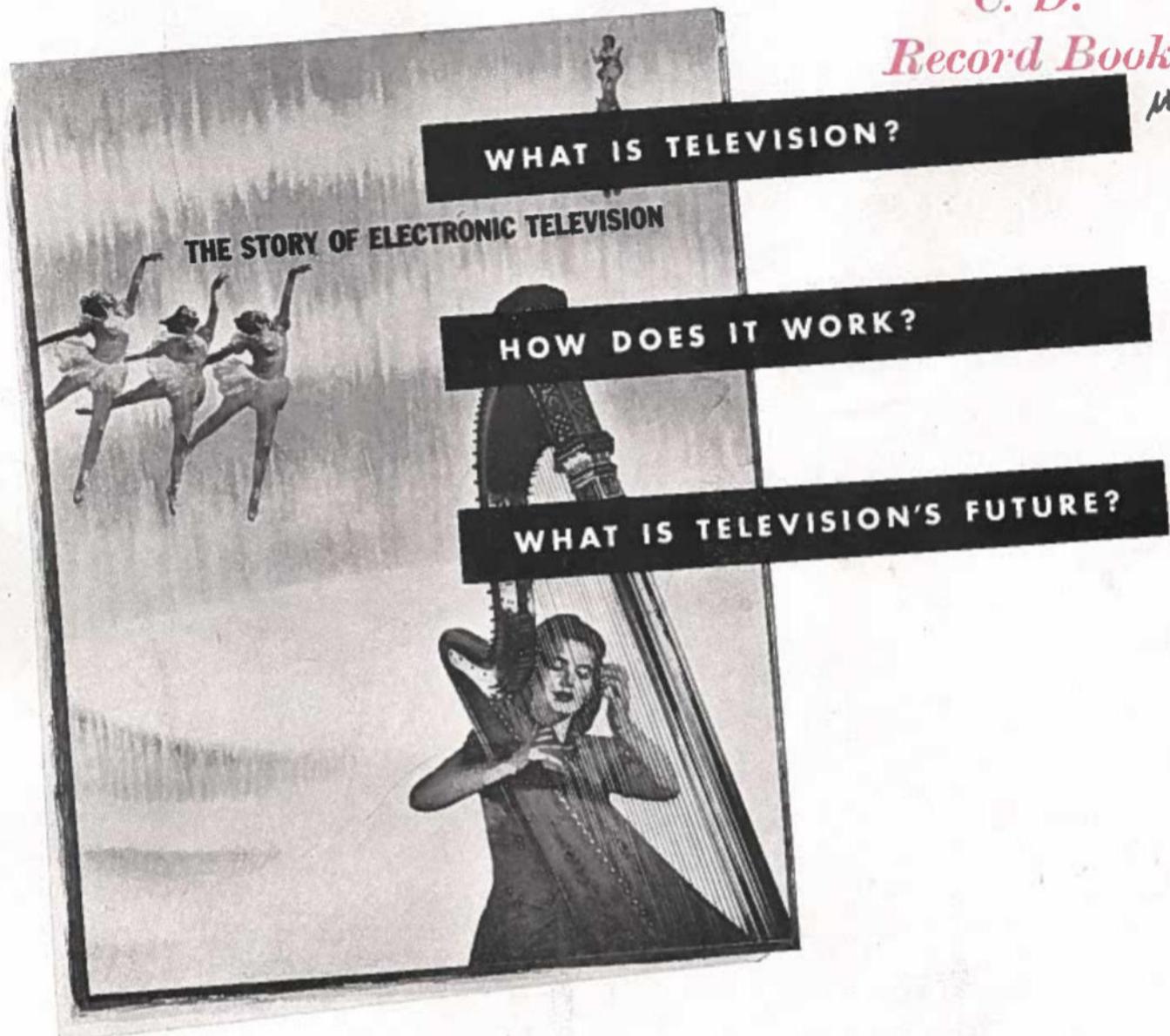
RADIO · TELEVISION · PHONOGRAHES
FARNSWORTH TELEVISION & RADIO CORPORATION

Mr. Sellers
C. D.

Record Book

11. Wallis 7/2

Sellers



SCORES OF QUESTIONS like the above will be answered for you when you read "The Story of Electronic Television." Here, in a colorfully illustrated, easy-to-read booklet is the complete, concise explanation of the miracle of modern television.

Heretofore, this fascinating booklet was available only to those directly connected with the television industry. Now it can be offered to all interested persons. It sets forth in plain, non-technical language the entire story of television, how it began back in the minds of the ancients, how present-day science has made it a reality. In this booklet you will find how electronic television

works, how it has been developed since the early days when Philo T. Farnsworth first set forth the basic idea as a fifteen-year-old high school student. And in this booklet you will find a key to the potentialities of television as it will affect our daily living, how it will contribute to the fields of entertainment, industry and education.

"The Story of Electronic Television" has been called the most complete, understandable explanation of this important new endeavor yet written. For your free copy, write the Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

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.

FT-56-1945(C)-1 page (7 x 10 inches)-Television, September, 1945-Televiser, November-December, 1945-N. W. Ayer & Son, Inc.

prepared & furnished
by Chicago office

To Mr. Setters

C. D.

Record Book

M. Wallin 8/21

Setters

IT'S STREAMLINED!

THE NEW LINE OF FARNSWORTH PHONOGRAPH-RADIOS

THE FARNSWORTH line of radios and phonograph-radios is a new note in the radio industry—a "Streamlined Line."

- **IT'S STREAMLINED!** Created with the sole idea of giving greater volume and more substantial profits.
- **IT'S STREAMLINED!** Half the usual number of models and each designed and built for top value.
- **IT'S STREAMLINED!** Reflecting 17 years of experience in building quality record-changers and circuits.

● **IT'S STREAMLINED!** Authentic period cabinets—"idea" cabinets with the modern touch, styled by designers who know what the public wants, crafted by furniture experts.

With the Farnsworth "Streamlined Line" go full benefits of the Farnsworth Selected Dealer Franchise. Year after year, the two together will bring more and more prestige to your store, more and more profit for you.

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

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; Mobile Communications and Control Systems for Rail and Highway; the Farnsworth Phonograph-Radio; the Capehart, the Capehart-Panamuse.

10 Mr. Setters
C. D.
Record Book

M. Wallis
8/2
Setters

IT'S STREAMLINED!

THE NEW LINE OF FARNSWORTH PHONOGRAPH-RADIOS

THE FARNSWORTH line of radios and phonograph-radios is a new note in the radio industry—a "Streamlined Line."

- **IT'S STREAMLINED!** Created with the sole idea of giving greater volume and more substantial profits.
- **IT'S STREAMLINED!** Half the usual number of models and each designed and built for top value.
- **IT'S STREAMLINED!** Reflecting 17 years of experience in building quality record-changers and circuits.

● **IT'S STREAMLINED!** Authentic period cabinets—"idea" cabinets with the modern touch, styled by designers who know what the public wants, crafted by furniture experts.

* * *

With the Farnsworth "Streamlined Line" go full benefits of the Farnsworth Selected Dealer Franchise. Year after year, the two together will bring more and more prestige to your store, more and more profit for you.

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

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; Mobile Communications and Control Systems for Rail and Highway; the Farnsworth Phonograph-Radio; the Capehart, the Capehart-Panamuse.

10 Mr. Downing
C. D.

Record Book

M. Wallis 8/22

Downing

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 sales 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; Mobile Communications and Control Systems for Rail and Highway; the Farnsworth Phonograph-Radio; the Capehart; the Capehart-Panamuse

10 Mr. Downing
C. D.
Record Book
M. Wallis 8/1
Downing

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 sales 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 • Mobile Communications and Control Systems for Rail and Highway • the Farnsworth Phonograph-Radio • the Capehart • the Capehart-Panamuse

10 Mr. Setters
C. D.

Record Book

M. Wallis
9/19
Setters

"T

The war has sharply demonstrated that the service of railroads is indispensable and that private ownership, management and operation are able and efficient. Now that the war is over, railroad plants should be modernized to take advantage of new things learned during the war years and to permit operation under new and higher standards. Railroad radio is one of these new developments, and, as a means of communication, has already been installed experimentally at several points in yard operation and its experimental use on certain sections on our main line is planned."

G. Metzman

President, New York Central System

Mr. Metzman's statement symbolizes the forward-looking thinking of top railway management today. The railroads are going forward, with improvements and modernization designed to increase the efficiency and safety of all types of operations.



The Farnsworth Television & Radio Corporation, through its recent acquisition of the Halstead Traffic Communications Corporation, is playing an increasingly important part in furthering these aims. Halstead Systems provide a factor of safety unique to the field of mobile communications. A radio counterpart of the closed-circuit principle, perfected during the war, is contained in the exclusive "auto-pulse" unit, standard

on all Halstead equipment, whether AM or FM, space or induction type systems.

The combined talent of Farnsworth and Halstead research and engineering, together with Farnsworth's productive skills and facilities will keep in step with the railroads' growing interest in mobile communications.

For specific information, write Farnsworth Television & Radio Corporation, Dept. RA-11, Fort Wayne 1, Ind.

FARNSWORTH

TELEVISION &
RADIO CORPORATION

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 Capehart-Panamuse

Mr. Sellers
C. D.

Record Book

m.wallis 9/64

Seller



Hear what they're saying about the new FARNSWORTH LINE!

No wonder they're enthusiastic! Farnsworth's new line of radios, phonograph-radios and phonographs is a positive sensation!

Every one's a stand-out! From the smart "idea" cabinets in the smaller models, to the truly modern and the graceful period designs of the floor models!

Those distributors and dealers who've already seen the Farnsworth "streamlined" line, are loud

in their praise. And delighted, too, with the Farnsworth Selected Dealer Program.

We're sending the Farnsworth show to every distributor point in the country. Farnsworth Franchised dealers who have yet to see it have "really something" to look forward to—and when they do, will, more than ever, be glad they signed with Farnsworth.

FARNSWORTH

TELEVISION &
RADIO CORPORATION
FORT WAYNE 1, IND.

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 Capehart-Panamuse

(10) Sellen

C. D.

Record Book

M. Wallis 8/27

YDER CO

RYDE

RYDER CO

RYPER CO

Sellen

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

10 Mr. Sellers

C. D.

Record Book

M. Wallace 2/27

Sellers

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

YOU'LL ATTEND THE SHOW AT HOME-BY TELEVISION!

Phonograph-radio in
period style, one of many from
the new Farnsworth line.



Action photographs of Freddie Trinkler and Virginia Liltz, stars of "Hats Off to Ice," at Rockefeller Center Theater, New York.

You'll turn a favorite easy chair toward your Capehart or Farnsworth television receiver—you'll flick the switch—and watch as well as hear your choice of the evening's shows, sports or entertainments—while they are taking place miles away!

The wonder of universal home television is not far off. And the latest marvels of radio and music reproduction are here . . . in Farnsworth factories, where new phonograph-radios and radios are being manufactured for you.

These are the finest Capehart and Farnsworth instruments we have ever been privileged to build. In tonal beauty, in faithful reception and reproduction, you will recognize the fruits of 19 years of electronic research at Farnsworth.

Each model will provide brilliant performance—many with FM radio. Cabinets are rich with flawless woods or the colors of exciting new materials. Even the justly famous Capehart and Farnsworth record-changers have been further perfected

—to assure you quiet, dependable performance, and careful handling of your records. Superb Capehart or more modestly priced Farnsworth—each is built to bring you the finest quality and greatest value for your pleasure and enjoyment. Farnsworth Television & Radio Corporation, Ft. Wayne 1, Ind.

THE
CAPEHART
TELEVISION • RADIO • PHONOGRAFS

THE
FARNSWORTH
FARNSWORTH TELEVISION & RADIO CORPORATION

H. W. AYER & SON

TRINKLER

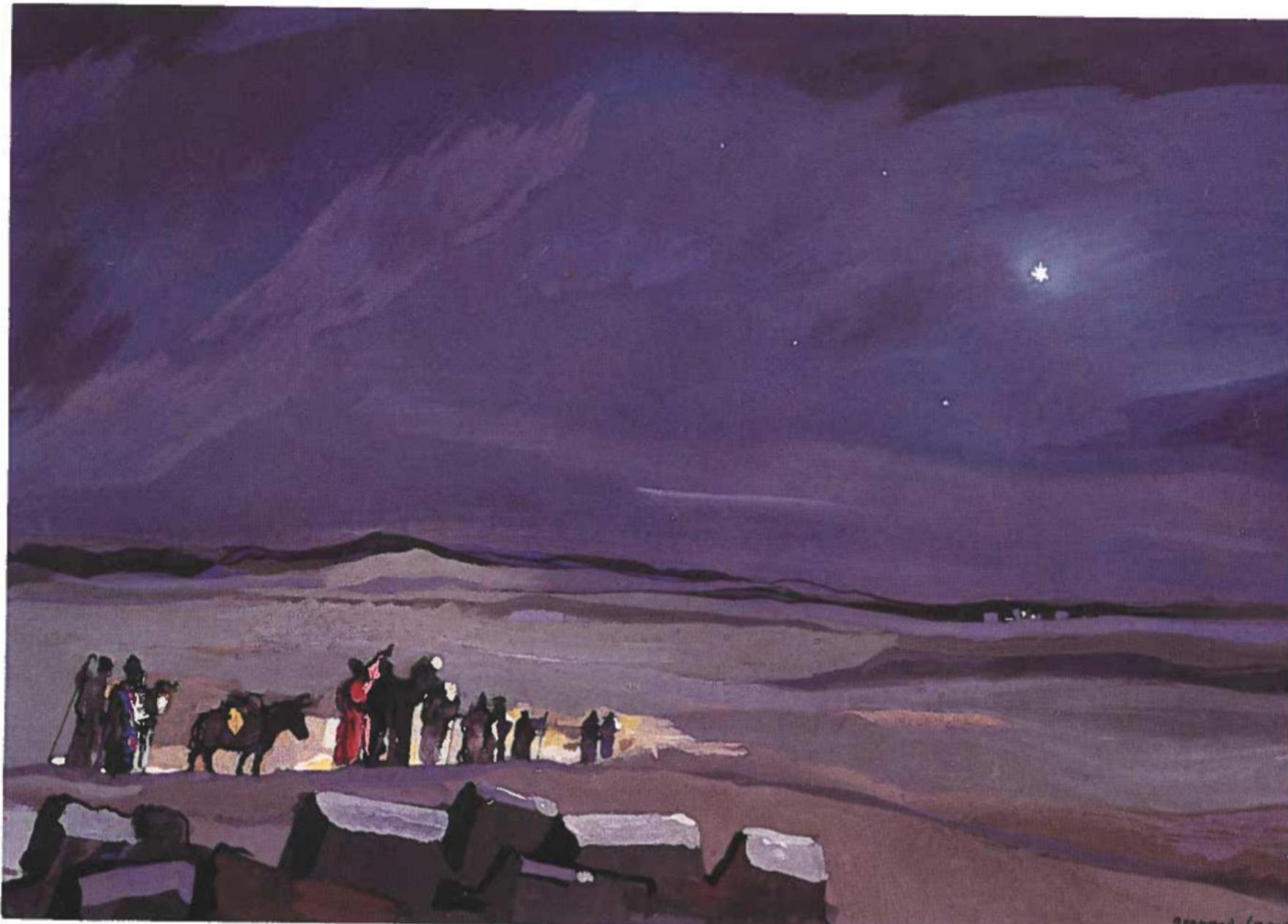
REVISED

(10) Mr. F

C. D

Record

Journey to a Star



THIS is the hour—out of all time—when the heart has reason to make known its joy. With a welcome for the traveler, home from many a hard journey—with a candle in the window, a carol sung in the night.

But there is perhaps no more eloquent way to express the season's gladness than through a gift of music. Year after year, your Capehart or Farnsworth will reweave the star-touched spell of Christmas—like some enchanted package whose contents never wane.

Already today's new Farnsworth models, in sizes from table sets to important cabinets—from around

\$25 to \$300—are arriving in dealers' showrooms—delighting listeners with their stirring, richly colored quality of tone—convincing testimony to electronic research which stretches back long before war's coming.

Or, may we suggest that you plan now towards early ownership of a magnificent Capehart endowed with a revolutionary new tonal system—improved in every respect even to the record-changer which has won so much acclaim for its smooth, unique action? The new Capeharts and the Panamuse by Capehart will be priced from approximately \$300 to \$1500.

Whatever your selection—Capehart or Farnsworth you will choose an instrument of lasting pleasure, highest quality possible at the cost. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

"O LITTLE TOWN OF BETHLEHEM," one of the most beloved of Christmas carols, is the theme of Bernard Lamotte's painting which depicts the familiar story of the Wise Men wending toward the glowing light of the risen star. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from Capehart dealer, or you may write direct to Fort Wayne 1, Indiana.

The CAPEHART The FARNSWORTH
RADIO · TELEVISION · PHONOGRAPHS
FARNSWORTH TELEVISION & RADIO CORPORATION

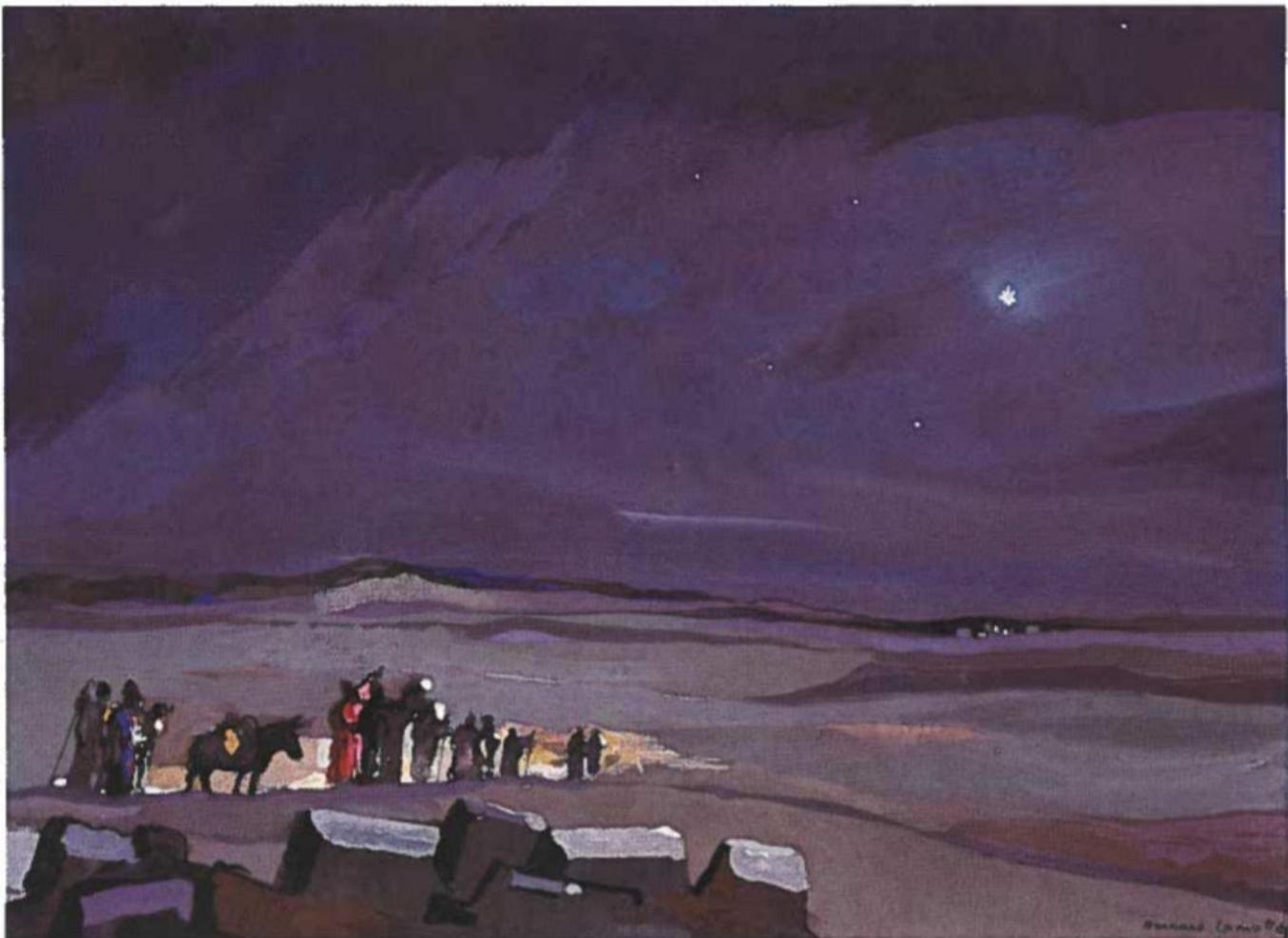


REVISED

Mrs. Frazer
C. D. Record B.

SIGNAL
M. L.
WRIT
3

Journey to a Star



This is the hour—out of all time—when the heart has reason to make known its joy. With a welcome for the traveler, home from a journey—with a candle in the window, a carol sung in the night.

But there is perhaps no more eloquent way to express the season's gladness than through a gift of music. Year after year, your Capehart or Farnsworth will reweave the star-touched spell of Christmas—like some enchanted package whose contents never wane.

Already today's new Farnsworth models, from table sets to important

cabinets—from approximately \$25 to \$300—are arriving in dealers' showrooms—delighting eager listeners with their stirring, richly colored quality of tone—convincing testimony to electronic research which stretches back long before war's coming.

Or, may we suggest that you plan now towards early ownership of a magnificent Capehart endowed with a revolutionary new tonal system—improved in every respect even to the record-changer which has won so much acclaim for its smooth, unique action? The new

Capeharts and the Panamuse by Capehart will be priced at about \$300 to \$1500.

Whatever your selection—Capehart or Farnsworth, you will be choosing an instrument of lasting pleasure, the highest quality possible at its cost. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

"O LITTLE TOWN OF BETHLEHEM," one of the most beloved of all Christmas carols, is the theme of Bernard Lamotte's painting which depicts the familiar story of the Wise Men wending toward the beckoning light of the risen star. 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 **CAPEHART** The **FARNSWORTH**
RADIO • TELEVISION • PHONOGRAPHS
FARNSWORTH TELEVISION & RADIO CORPORATION



N. W. AYER & SON

10 Mr. Frazer

C. D.

Record Book

M. Wallis 10/15
Tay

T

The war has sharply demonstrated that the service of railroads is indispensable and that private ownership, management and operation are able and efficient. Now that the war is over, railroad plants should be modernized to take advantage of new things learned during the war years and to permit operation under new and higher standards. Railroad radio is one of these new developments, and, as a means of communication, has already been installed experimentally at several points in yard operation and its experimental use on certain sections on our main line is planned."

G. Metzman

President, New York Central System

Mr. Metzman's statement symbolizes the forward-looking thinking of top railway management today. The railroads are going forward, with improvements and modernization designed to increase the efficiency and safety of all types of operations.



The Farnsworth Television & Radio Corporation, through its recent acquisition of the Halstead Traffic Communications Corporation, is playing an increasingly important part in furthering these aims. Halstead Systems provide a factor of safety unique to the field of mobile communications. A radio counterpart of the closed-circuit principle, perfected during the war, is contained in the exclusive "auto-pulse" unit, standard on all Halstead equip-

ment, whether AM or FM, space or induction type systems.

The combined talent of Farnsworth and Halstead research and engineering, together with Farnsworth's productive skills and facilities will keep in step with the railroads' growing interest in mobile communications.

For specific information, address Farnsworth Television & Radio Corporation, Dept. 0-00, Fort Wayne 1, Indiana.

FARNSWORTH TELEVISION & RADIO CORPORATION

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 Capehart-Panamuse

Here's **WHY** they're raving about the

FARNSWORTH'S FAMOUS

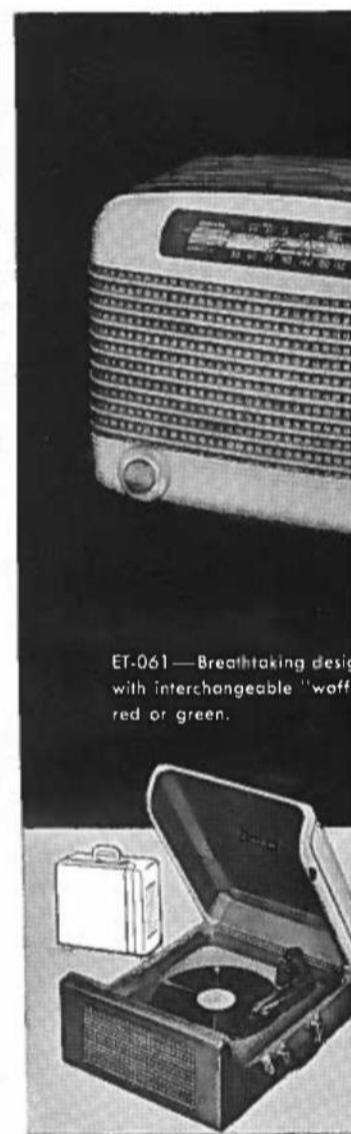
OUTSTANDING PHONOGRAPH RADIOS!

Wherever shown, these new Farnsworth Quality combinations have won enthusiastic acclaim by dealers. They represent the certainty of continuous prestige and profit for the holder of the Farnsworth Selected Dealer Franchise!



OUTSTANDING TA

Farnsworth—famous for top Quality also outstanding with new table models. Completely engineered, superbly styled. Selected Dealers ahead of the



F A R N S W O R T H

Television

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana • Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Televisi

on Tubes • Halstead Mobile on Highway • the Farnsworth Phone

10 Mr. Frazer

C. D.

Record Book

Medallis 10/19

RE

about the New Farnsworth Line !

QUALITY LIVES AGAIN !

OUTSTANDING TABLE MODEL RADIOS !

Farnsworth—famous for top Quality in consoles and combinations—is now also outstanding with new table model and "outdoor" lines. These brilliantly engineered, superbly styled models are going to keep Farnsworth Selected Dealers ahead of the field.

PHONOGRAPH
RADIOS TABLE MODELS
PHONOGRAPHS
PORTABLES



ET-061—Breathtaking design. Plastic and wood effect with interchangeable "waffle grill" and knobs in blue, red or green.



ET-020—"The Traveler"—electric phonograph in smart contrasting simulated leather.

EP-030—Deluxe portable automatic phonograph in simulated leather carrying case.

EP-350ST—"The Triple-Play"—compact portable in smart luggage leather.

EP-350DL—"The Sophisticate" ultra-smart pin-striped plasticised fabric cover.

Television • Radio • Phonograph-Radio

sion Tubes • Halstead Mobile Communications and Traffic Control Systems for Rail and Highway • the Farnsworth Phonograph-Radio • the Capehart • the Capehart-Panamuse.

Here's WHY they're raving

FARNSWORTH'S FAMOUS

OUTSTANDING PHONOGRAPH RADIOS!

Wherever shown, these new Farnsworth Quality combinations have won enthusiastic acclaim by dealers. They represent the certainty of continuous prestige and profit for the holder of the Farnsworth Selected Dealer Franchise!

EK-262—"The Comrade"—Superbly designed with matching record compartment base providing utmost convenience and storage capacity—a stand out automatic phonograph-radio.



EK-264—"The Companion"—Chairside combination with built-in record storage space. Walnut or Golden Harvest.



EK-081—"The Beverly"—A graceful, Sheraton-inspired design in rich mahogany. New type Acousticraft cabinet houses a sensational chassis and the new Farnsworth deluxe three point suspension record changer.

EK-263—"The Vogue"—Simple, graceful modern lines mark this cabinet, in selected walnut and maple or Golden Harvest Blonde. A "natural" for that great new market.



EK-082—"The Regent"—Massive design, for wide market appeal, characterizes the traditional styling of this new model.

F A R N S W O R T H

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana • Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Televi-

10 Mr. Frazer
C. D.
Record Book

A. Wallis 10/19
Fy

g about the New Farnsworth Line!

IS **QUALITY LIVES AGAIN!**

OUTSTANDING TABLE MODEL RADIOS!

Farnsworth—famous for top Quality in consoles and combinations—is now also outstanding with new table model and "outdoor" lines. These brilliantly engineered, superbly styled models are going to keep Farnsworth Selected Dealers ahead of the field.

PHONOGRAPH RADIOS

TABLE MODELS

PHONOGRAFS

PORTABLES

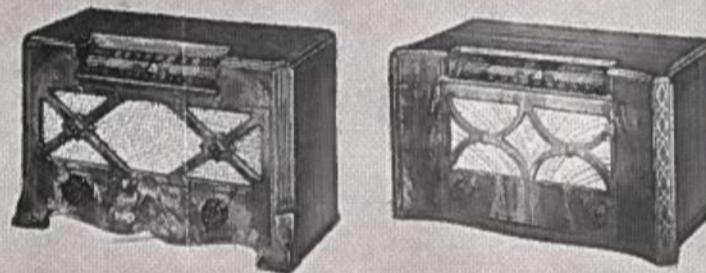


ET-061—Breathtaking design. Plastic and wood effect with interchangeable "waffle grill" and knobs in blue, red or green.



ET-056 — Early American cabinet in maple and gold.

ET-051 — gold and ebony plastic
ET-052 — in ivory and silver with retractable handle.



ET-055 — Graceful design in matched swirl mahogany.

ET-063 — Period design in mahogany. Standard and shortwave.



EP-020 — "The Traveler" — electric phonograph in smart contrasting simulated leather.

EP-030 — Deluxe portable automatic phonograph in simulated leather carrying case.



EP-350ST — "The Triple-Play" — compact portable in smart luggage leather.



EP-350DL — "The Sophisticate" — ultra-smart pin-striped plasticized fabric cover.

H

Television • Radio • Phonograph-Radio

lio and
Televi-
sion Tubes • Halstead Mobile Communications and Traffic Control Systems for Rail and
Highway • the Farnsworth Phonograph-Radio • the Capehart • the Capehart-Panamuse.

10 Mr. Frazer
C. D.
Record Book

M. Wallis '49

Hy



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. 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

2nd Revised

Mr. Fraser

10

C. H. Horner Book 10

SIGNATURE & ATC

M. Wallis '48
WRITER'S O.K.

[Signature]

"Railroads... Like a Giant Conveyor Belt"

"The war has emphasized the importance of American railroads. Like a giant conveyor belt, they link up the industrial, agricultural and mining areas of this country with the many thousands of markets that dot our land. With reconversion a fact, far-sighted railroad management is carefully exploring many technological war developments, and, in particular, radio, with the expectation that radio will help keep American railroads the safe, efficient and modern network of transportation which has so ably served the Nation during the war."



S. P. Russiman

President, Detroit, Toledo & Ironton R. R. Co.

RADIO has a story to tell the railroads... a story that will contribute to their continued safety, efficiency and economy of operation. Through its Mobile Communications Division, the Farnsworth Television & Radio Corporation is now telling its railroad radio story to railroads in all parts of the country.

Farnsworth brings to railroad radio specially designed, thoroughly tested equipment, utilizing either space radiation or induction principles... equipment which gives positive, unfailing voice communication between the operating units of a railroad, whether moving or stationary.

Furthermore, Farnsworth brings sound engineering, backed up by adequate facilities and by eight years of research into the problems of railroad radio... the experience of the Halstead Traffic Communications Corporation, whose assets and key personnel were recently acquired by Farnsworth. *For instance, the corrosive effects of coal gases on radio equipment is one of a number of problems which have been solved in the design of Farnsworth Mobile equipment.*

Write for the complete story of Farnsworth railroad radio. Address the Farnsworth Television & Radio Corporation, Dept. 0-00, Fort Wayne 1, Indiana.

FARNSWORTH

**TELEVISION &
RADIO CORPORATION**

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

2nd Revised:

10 M. Frazer

C. D.

Record Book

M. Wells 27

"Railroads . . . Like a Giant Conveyor Belt"

"The war has emphasized the importance of American railroads. Like a giant conveyor belt, they link up the industrial, agricultural and mining areas of this country with the many thousands of markets that dot our land. With reconversion a fact, far-sighted railroad management is carefully exploring many technological war developments, and, in particular, radio,

with the expectation that radio will help keep American railroads the safe, efficient and modern network of transportation which has so ably served the Nation during the war."



S. P. Russiman

President, Detroit, Toledo & Ironton R. R. Co.

RADIO has a story to tell the railroads . . . a story that will contribute to their continued safety, efficiency and economy of operation. Through its Mobile Communications Division, the Farnsworth Television & Radio Corporation is now telling its railroad radio story to railroads in all parts of the country.

Farnsworth brings to railroad radio specially designed, thoroughly tested equipment, utilizing either space radiation or induction principles . . . equipment which gives positive, unfailing voice communication between the operating units of a railroad, whether moving or stationary.

Furthermore, Farnsworth brings sound engineering, backed up by adequate facilities and by eight years of research into problems peculiar to railroad radio . . . the knowledge and experience of the Halstead Traffic Communications Corporation, whose assets and key personnel were recently acquired by Farnsworth. *For instance, the corrosive effects of coal gases on radio equipment is one of a number of problems which have been solved in the design of Farnsworth Mobile equipment.*

For the complete story, write the Farnsworth Television & Radio Corporation, Dept. WSJ-1, Fort Wayne 1, Ind.

FARNSWORTH TELEVISION & RADIO CORPORATION

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

HT-64-A-1945-420 lines-6 1-6 in. x 140 lines-Journal of Commerce, Wall Street Journal (280 lines; 5 3-8 x 140 lines), Jan. 3, 1946-N. W. Ayer & Son, Inc. 9686

Mr. Frazer

C. D. Record B

SIGN
M.
WR

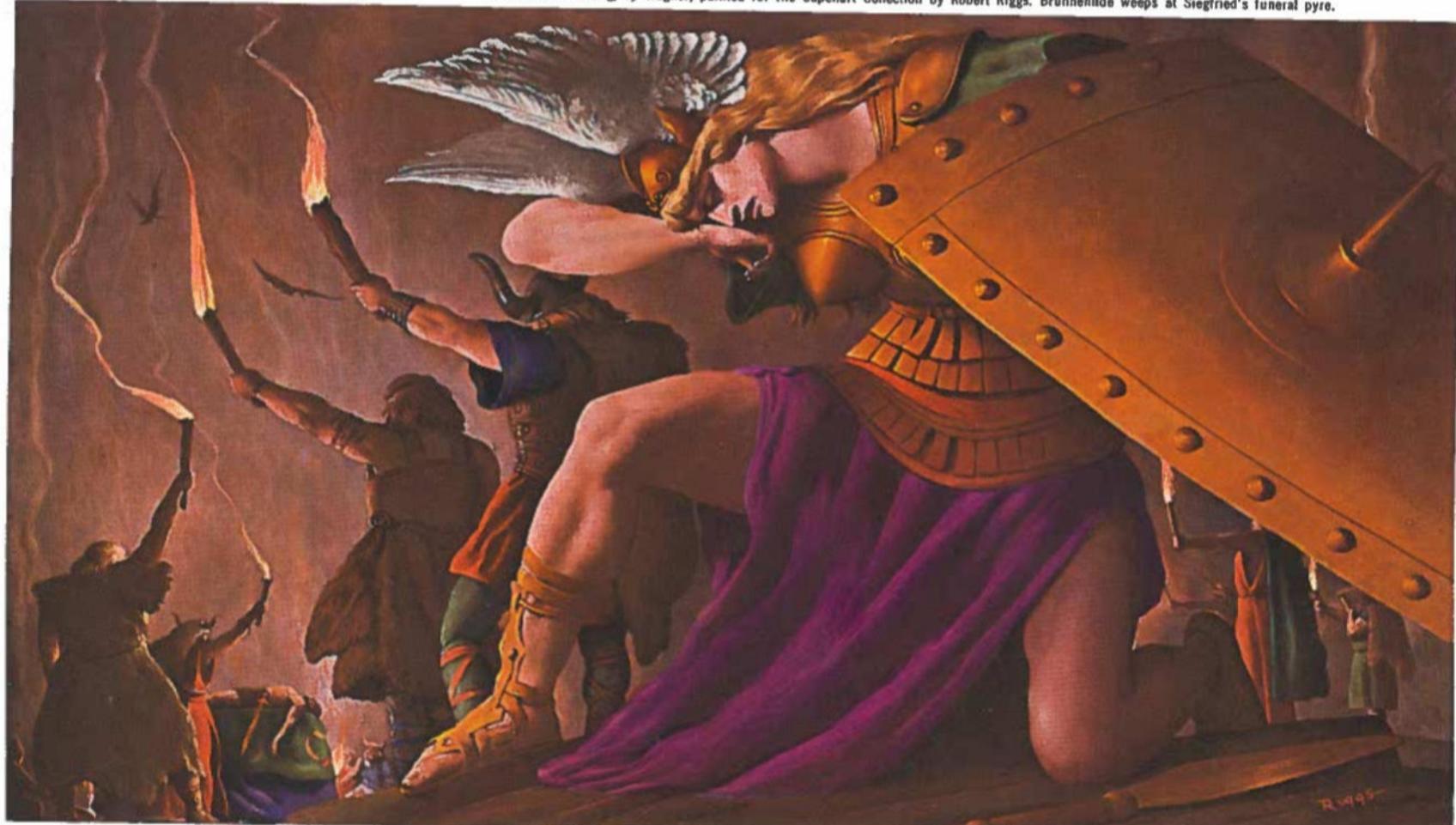
DYNASTY and empire come and are
gone. Conquerors ride and ride no
more. A gun speaks and a gun is silent,
and time, the slow tendril, conceals
the green years. What endures, then?
Art, and music, and the imperishable

THE CAPEHART



The phonograph-radio for those who appreciate the best, this magnificent new Capehart, endowed with a revolutionary new tonal system, can be compared only with the original musical instruments it so gloriously reproduces. (Capehart television, to come, will be of the same high excellence.) Panamuse by Capehart, \$300 to \$550. The Capehart, **\$750 to \$1500**

Die Götterdämmerung by Wagner, painted for the Capehart Collection by Robert Riggs. Brünnhilde weeps at Siegfried's funeral pyre.



Portfolios of reproductions at nominal cost from your Capehart dealer, or, Capehart Div'n, Farnsworth Tel. & Radio Corp., Ft. Wayne 1, Ind.

convictions of the soul. Melody heard
in an April garden will enchant a
thousand Aprils. Fragments of song
addressed to the heart will die only
when time dies. Music abides. It stays
and will stay. Enjoy it, now, with the
new Capehart or the new Farnsworth.

THE FARNSWORTH



The new Farnsworth offers a beauty of cabinet design, a richness of tone, a standard of engineering for which you might expect to pay far more. Table models for porch, bedroom; portables for use indoor and outdoor, with or without electric current; phonograph-radios for your favorite records or selected programs. (Look to Farnsworth for coming television receivers of the same quality and economy.) Convenient purchase terms. Prices: **\$25 to \$300**

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

10 *Mr. Frazer*
C. D.

Record Book

*1/24
M. Wallis 1/24*

Every Farnsworth IS A **SELLING DISPLAY!**

Whether in your showroom, or in a customer's home, the Farnsworth phonograph-radio combination is always working for you! Once delivered to the home, it'll prove its superiority, not only to the owner, but to all of his friends. For, the owner is always proud to demonstrate his Farnsworth!

And with good reason! Handsome cabinet styling, the latest in technical developments, superb tone quality... all these give him pride in ownership. And, too, he'll be particularly proud of the flawless performance of Farnsworth's new DeLuxe 3-point suspension record changer.



Model EK-265—Farnsworth phonograph-radio combination of gracefully modern design in walnut.

FARNSWORTH

Television · Radio · Phonograph-Radio

Farnsworth Television & Radio Receivers and Transmitters · Aircraft Radio Equipment · Farnsworth Television Tubes
Halstead Traffic Communications Corporation · The Farnsworth Phonograph-Radio · The Capehart · Panamuse by Capehart



Just consider these outstanding features of the new Farnsworth changer, the heart of the phonograph-radio:

3-POINT SUSPENSION

Records are handled, not by one or two, but by 3 points of suspension, perfectly synchronized for balanced action. They're handled only at the edges—no marring of surface grooves.

CONTROLLED DROP

Records are quickly but gently lowered into position on a column of air—no chipping or marring.

FEATHERWEIGHT TONE ARM...

together with a climatic tested crystal pick-up and a precious-metal stylus make for safe, positive positioning, superb reproduction—without the annoyance of constantly changing needles.

HOLD BACK

The tone arm automatically returns to an off-side position, enabling the user to remove all records from the turntable without having to manipulate the tone arm.

AUTOMATIC STOP

When the last record is played, the mechanism shuts off. Plays any number of records up to twelve 10" or ten 12".

* * *

With Farnsworth quality, customer's service calls are eliminated. *But* customers' calls giving you the names of friends who are interested in a Farnsworth will grow and grow and grow!

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

practically nonexistent

**Every Farnsworth
IS A
SELLING DISPLAY!**

Whether in your showroom, or in a customer's home, the Farnsworth phonograph-radio combination is always working for you! Once delivered to the home, it'll prove its superiority, not only to the owner, but to all of his friends. For, the owner is always proud to demonstrate his Farnsworth!

And with good reason! Handsome cabinet styling, the latest in technical developments, superb tone quality... all these give him pride in ownership. And, too, he'll be particularly proud of the flawless performance of Farnsworth's new DeLuxe 3-point suspension record changer.



Model EK-265—Farnsworth Phonograph-radio combination in walnut.

FARNSWORTH

Television · Radio · Phonograph-Radio

Farnsworth Television & Radio Receivers and Transmitters · Aircraft Radio Equipment · Farnsworth Television Tubes
Halstead Traffic Communications Corporation · The Farnsworth Phonograph-Radio · The Capehart · Panamuse by Capehart

practically nonexistent

⑩ Mr. Frazer
C. D.

Record Book

m.wallis 1/24

Frazer



Just consider these outstanding features of the new Farnsworth changer, the heart of the phonograph-radio:

3-POINT SUSPENSION

Records are handled, not by one or two, but by 3 points of suspension, perfectly synchronized for balanced action. They're handled only at the edges—no marring of surface grooves.

CONTROLLED DROP

Records are quickly but gently lowered into position on a column of air—no chipping or marring.

FEATHERWEIGHT TONE ARM...

together with a climatic tested crystal pick-up and a precious-metal stylus make for safe, positive positioning, superb reproduction—without the annoyance of constantly changing needles.

HOLD BACK

The tone arm automatically returns to an off-side position, enabling the user to remove all records from the turntable without having to manipulate the tone arm.

AUTOMATIC STOP

When the last record is played, the mechanism shuts off. Plays any number of records up to twelve 10" or ten 12".

With Farnsworth quality, customer's service calls are eliminated. *But* customers' calls giving you the names of friends who are interested in a Farnsworth will grow and grow!

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

(10) Mr. Frazer
C. D.
Record Book

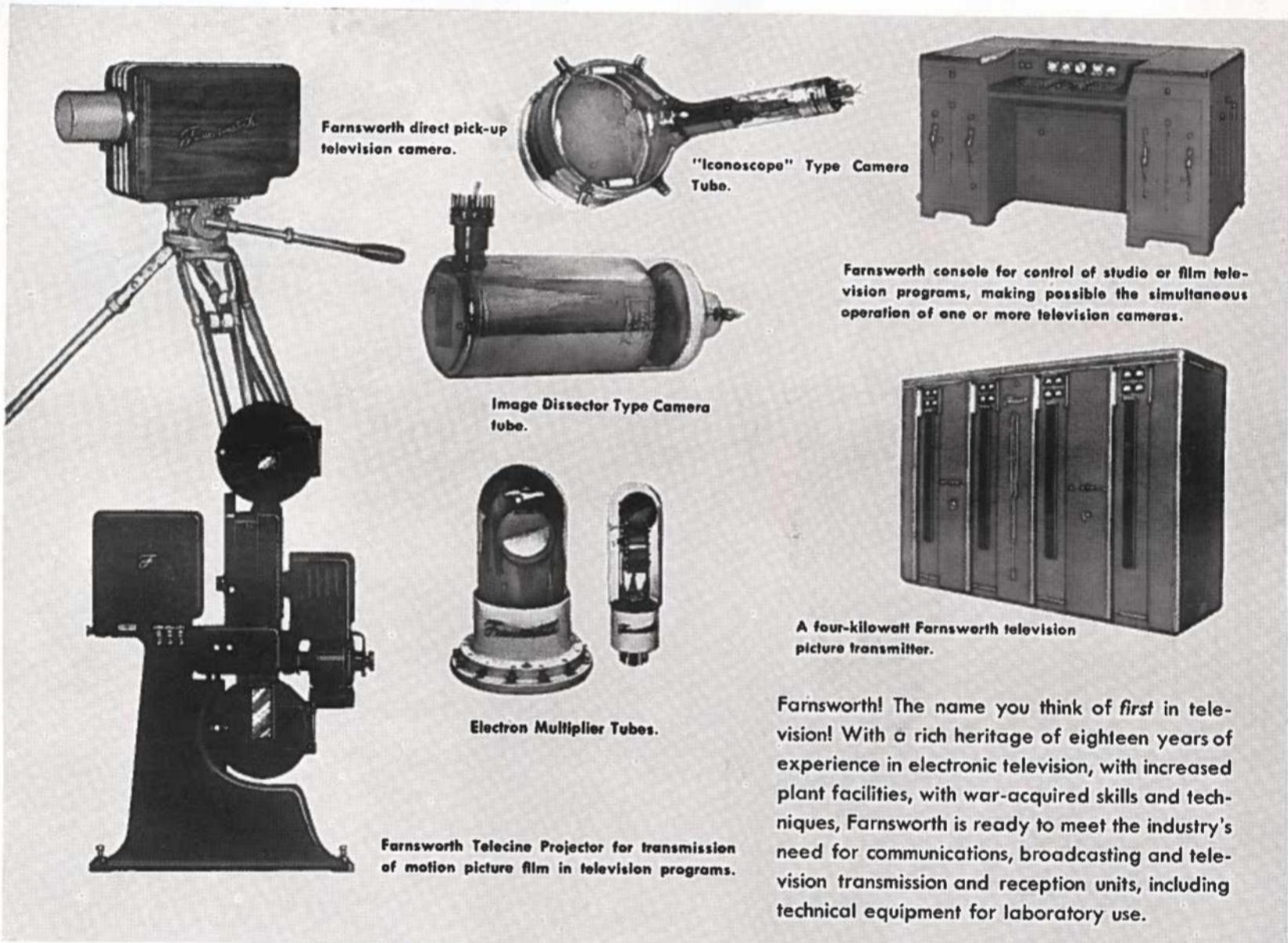
M. Wallis 12/

Fay

Look to the pioneer...

FARNSWORTH...

for Better Television Equipment!



FARNSWORTH

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 Traffic Control Systems for Rail and Highway • the Farnsworth Phonograph-Radio • the Capehart • the Panamuse by Capehart

Television • Radio
Phonograph-Radio

10 Mr. Frazer
C. D.

Record Book

the FARNSWORTH



M. Wallis
12/28

DYNASTY and empire come and are
done. Conquerors ride and ride no more.

A gun speaks and a gun is silent, and
time, the slow tendril, conceals the green
years. What endures, then? Art, and
music, and the imperishable convictions of

Farnsworth AC-DC three band compact receiver. Broadcast, tropical and all short wave ranges to and including 13 meters. Designed to withstand severe tropical conditions, it is typical of the outstanding value built into all Farnsworth phonographs and phonograph-radio.



Die Götterdämmerung, by Wagner, painted for the Capehart collection by Robert Riggs. Brünnhilde weeps at Siegfried's funeral pyre

**the soul. Melody heard in a spring
garden will enchant a thousand Springs.

Fragments of song addressed to the
heart will die only when time dies. Music
abides. It stays and will stay. All our
tomorrows reach out glad arms to
embrace it. Enjoy it now, with the new
Capehart or the new Farnsworth.**

the CAPEHART



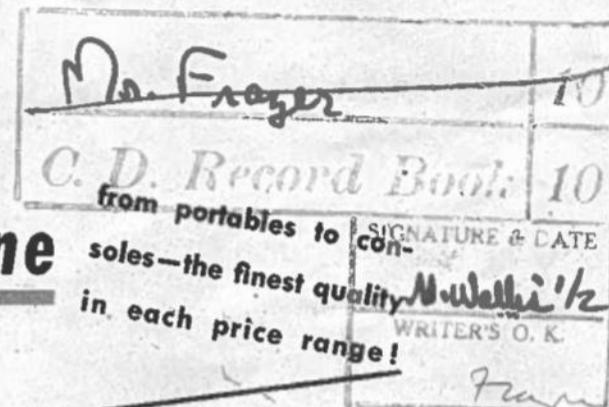
One of the magnificent Capehart phonograph-radio instruments, endowed with a revolutionary new tonal system. Only by a direct comparison with the original musical instrument or the human voice can you appreciate the character of its superlative tone. Includes the famous Capehart record changer.

FARNSWORTH

Television · Radio · Phonograph-Radio

Farnsworth Television & Radio Corporation, Dept. AE-2, Fort Wayne 1, Indiana, U. S. A. Cable Address, "Television" · 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.

full line



farnsworth

TELEVISION • RADIO • PHONOGRAFS

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

(10) Ma. Frazer
C. D.

Record Book

outstanding

- CABINETS
- RECORD-CHANGERS
- FM
- STANDARD BROADCAST

M. Wallace
 $\frac{1}{2}$

72

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.

Mr. Froger

C. D. Record I

SIG
Q.
W

THE CAPEHART

**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**



Those 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. Period design cabinets. (Later, Capehart will offer the finest in television receivers.) The Panamuse by Capehart, \$300 to \$500. The Capehart, **\$750 to \$1500**

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



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

**your heart. So music heard awakens
music still unheard. A line of song
can stir a tender dream. A hyacin-
thine voice, white, fragile, clear,
unleashes cords long tightly wound.
Listen, now, with the new Capehart
or the new Farnsworth.**

THE FARNSWORTH



Will it be possible to buy a post-war radio or a phonograph-radio of quality, and yet pay no more than a modest price? It will be, indeed. Farnsworth will offer a wide assortment of cabinet styles—table models for porch and bedrooms; portables for use indoors or outdoors with batteries or power-lines; combination phonograph-radios, many with FM. (Look to Farnsworth, too, for coming advances in television receivers.) Convenient 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

C. D.

Record Book

A. Whittlesey

1/11/46

Chicago

**Every Farnsworth
IS A
SELLING DISPLAY!**

Whether in your showroom, or in a customer's home, the Farnsworth phonograph-radio combination is always working for you! Once delivered to the home, it'll prove its superiority, not only to the owner, but to all of his friends. For, the owner is always proud to demonstrate his Farnsworth!

And with good reason! Handsome cabinet styling, the latest in technical developments, superb tone quality . . . all these give him pride in ownership. And, too, he'll be particularly proud of the flawless performance of Farnsworth's new DeLuxe 3-point suspension record changer.



Model EK-265—Farnsworth phonograph-radio combination of gracefully modern design in walnut.



Just consider these outstanding features of the new Farnsworth changer, the heart of the phonograph-radio:

3-POINT SUSPENSION

Records are handled, not by one or two, but by 3 points of suspension, perfectly synchronized for balanced action. They're handled only at the edges—no marring of surface grooves.

CONTROLLED DROP

Records are quickly but gently lowered into position on a column of air—no chipping or marring.

**FEATHERWEIGHT
TONE ARM...**

together with a climatic tested crystal pick-up and a precious-metal stylus make for safe, positive positioning, superb reproduction—without the annoyance of constantly changing needles.

HOLD BACK

The tone arm automatically returns to an off-side position, enabling the user to remove all records from the turntable without having to manipulate the tone arm.

AUTOMATIC STOP

When the last record is played, the mechanism shuts off. Plays any number of records up to twelve 10" or ten 12".

* * *

With Farnsworth quality, customers' service calls are practically non-existent. *But* customers' calls giving you the names of friends who are interested in a Farnsworth will grow and grow and grow!

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

FARNSWORTH

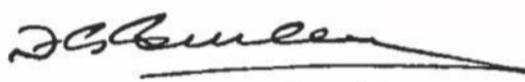
Television • Radio • Phonograph-Radio

Farnsworth Television & Radio Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Television Tubes
Halstead Traffic Communications Corporation • The Farnsworth Phonograph-Radio • The Capehart • The Panamuse by Capehart

C. D.
Record Book
a. whittlesey
1/1/46
chicago

A MILESTONE IN RAILROAD RADIO!

"Modern railroad transportation systems cannot function to their maximum efficiencies without the use of modern communications networks. That is why the Santa Fe System maintains complete telephone and teletype, as well as telegraph systems along its entire thirteen-thousand-mile right-of-way. It is also the reason for Santa Fe's immediate and careful exploration of all new communications techniques, such as railroad radio, and accounts for the many 'firsts' contributed by the Santa Fe to the railroad communications art."


President

Atchison, Topeka and Santa Fe Railway



AM or FM? Which to use on railroad radio? This question has long troubled engineers in both the railroad and the radio fields.

To determine the comparative operating characteristics of AM and FM radio equipment, The Atchison, Topeka and Santa Fe Railway, in conjunction with the Farnsworth Television & Radio Corporation, recently conducted an exhaustive series of tests.

As a result, railway men the nation over have for the first time a thorough evaluation of both types of modulation for railroad service. Of equal importance is the fact that the information derived now enables

Farnsworth to design better railroad radio equipment. Efficiency will be increased; the way has been opened to reductions in purchase price and maintenance cost.

Such tests add one more milestone to the development of railroad communications. The engineers of Farnsworth's Mobile Communications Division have pioneered many other important achievements. Backed by Farnsworth's ample production facilities, these engineers are now prepared to offer practical radio assistance to all the railroads of America.

The Farnsworth Television & Radio Corporation, Dept. RA-2, Ft. Wayne 1, Indiana.

FARNSWORTH

TELEVISION & RADIO CORPORATION

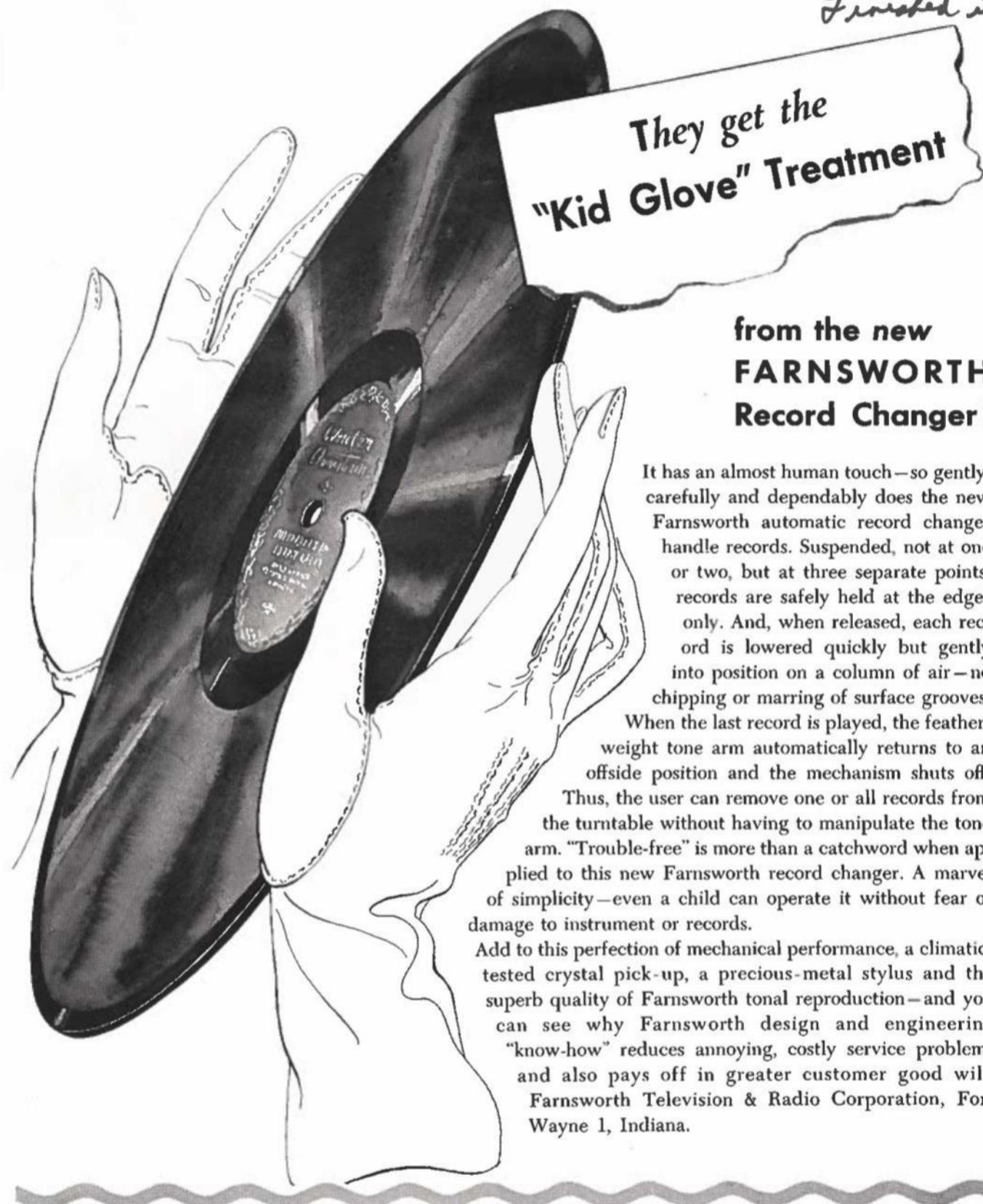
Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Television Tubes • Halstead Mobile Communications and Traffic Control Systems for Rail and Highway • the Farnsworth Phonograph-Radio • the Capehart • the Panamuse by Capehart

C. D.

Record Book

a. Whittlesey 1/21/46
Finished in Chicago.

HW



from the new
FARNSWORTH
Record Changer!

It has an almost human touch—so gently, carefully and dependably does the new Farnsworth automatic record changer handle records. Suspended, not at one or two, but at three separate points, records are safely held at the edges only. And, when released, each record is lowered quickly but gently into position on a column of air—no chipping or marring of surface grooves.

When the last record is played, the feather-weight tone arm automatically returns to an offside position and the mechanism shuts off.

Thus, the user can remove one or all records from the turntable without having to manipulate the tone arm. "Trouble-free" is more than a catchword when applied to this new Farnsworth record changer. A marvel of simplicity—even a child can operate it without fear of damage to instrument or records.

Add to this perfection of mechanical performance, a climatic-tested crystal pick-up, a precious-metal stylus and the superb quality of Farnsworth tonal reproduction—and you can see why Farnsworth design and engineering "know-how" reduces annoying, costly service problems and also pays off in greater customer good will.

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

C. D.

Record Book

a. Whittetsey

1/29/46

Finished in
Chicago.

FY

A MILESTONE IN RAILROAD RADIO

"Modern railroad transportation systems cannot function to their maximum efficiencies without the use of modern communications networks. That is why the Santa Fe System maintains complete telephone and teletype, as well as telegraph systems along its entire thirteen-thousand-mile right-of-way. It is also the reason for Santa Fe's immediate and careful exploration of all new communications techniques, such as railroad radio, and accounts for the many 'firsts' contributed by the Santa Fe to the railroad communications art."

D. C. Gause

President

Atchison, Topeka and Santa Fe Railway



AM or FM? Which to use on railroad radio? This question has long troubled engineers in both the railroad and the radio fields.

To determine the comparative operating characteristics of AM and FM radio equipment, the Atchison, Topeka and Santa Fe Railway, in conjunction with the Farnsworth Television & Radio Corporation, recently conducted an exhaustive series of tests.

As a result, railway men the nation over have for the first time a thorough evaluation of both types of modulation for railroad service. Of equal importance is the fact that the information derived

now enables Farnsworth to design better railroad radio equipment. Efficiency will be increased; the way has been opened to reductions in purchase price and maintenance cost.

Such tests add one more milestone to the development of railroad communications. The engineers of Farnsworth's Mobile Communications Division have pioneered many other important achievements. Backed by Farnsworth's ample production facilities, these engineers are now prepared to offer practical radio assistance to all the railroads of America.

The Farnsworth Television & Radio Corp., Dept. WSJ-1, Ft. Wayne 1, Ind.

FARNSWORTH

TELEVISION &
RADIO CORPORATION

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 Capshart • the Panamuse by Capshart

M. Gray

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

THE FARNSWORTH

The above Farnsworth Chairside phonograph-radio is from a new line in which tone is that you actually seem to be present in the concert hall. Engineering reflects traditional skills, cabinets offer a wider choice than ever—table models, consoles, portables, and p. including frequency modulation. The new Farnsworth is for those who wish to own a qua phonograph-radio but are content to pay only a modest price. (Look to Farnsworth, later, to receivers combining the same quality and economy.) Convenient terms. Prices \$25

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



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

love for music. He will sing in his own tongue; he will dance the mazurka or the Virginia reel; he will be moved by the petally notes of an Offenbach aria, 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 be among the first to experience the satisfaction of enjoying a new tonal system so revolutionary that reproduction can be as good as the original musical instrument or the human voice. The brilliant radio is equipped with great clarity both AM and FM (Frequency Modulation) reception. Period design (Capehart television receivers, which will be announced before too long, will be of the same excellence.) Prices: The Panamuse by Capehart, \$300 to \$500. The Capehart, \$750 to \$1,000.



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

C. D.

Record Book

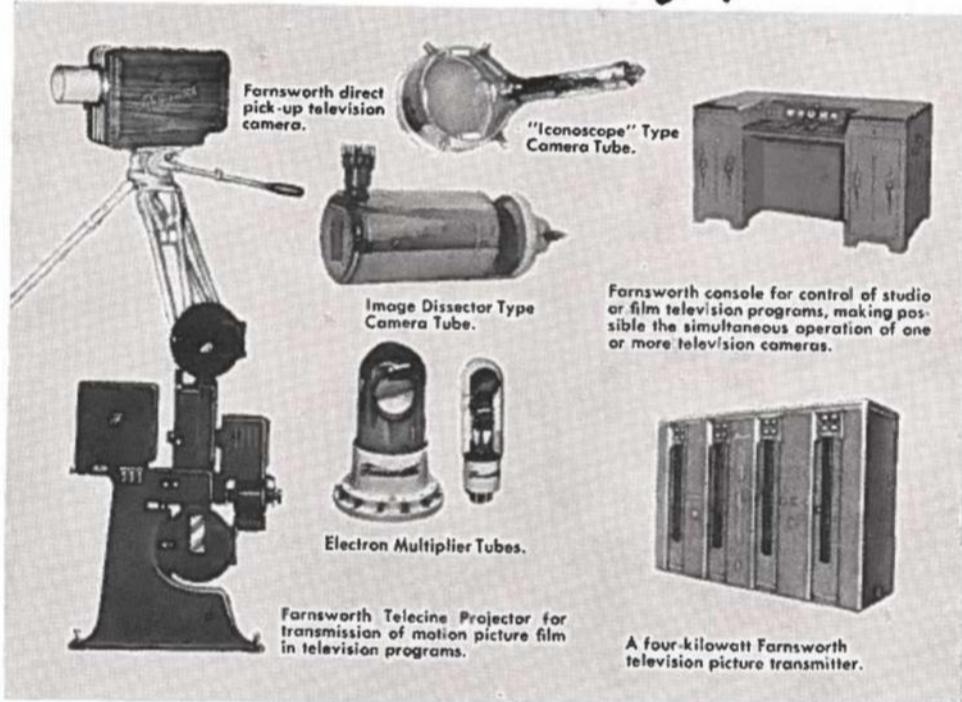
Salisbury 7/6

Fay

Look to the pioneer...

FARNSWORTH...

for Better Television Equipment!



Farnsworth! The name you think of *first* in television! With a rich heritage of eighteen years of experience in electronic television, with increased plant facilities, with war-acquired skills and techniques, Farnsworth is ready to meet the industry's need for communications, broadcasting and television transmission and reception units, including technical equipment for laboratory use.

FARNSWORTH

*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
Halstead Mobile Communications and Traffic Control Systems for Rail and Highway • the Farnsworth Phonograph-Radio
the Capehart • the Panamuse by Capehart

C. D.

Record Book

Schmidt
7



Reflecting the finest traditions of 18th Century furniture design, the "Chippendale," Farnsworth's Model EK 158, combines FM reception with Farnsworth's improved automatic record changer and storage space for record albums.

**The leader in Farnsworth's *streamlined* line of
phonograph-radio combinations with FM**

This is *it* . . . the coming sales leader in the profit-full line of Farnsworth automatic phonograph-radio combinations with FM. You'll want it right up in your window, and in your feature display area. By its appearance alone, you'll find the "Chippendale" giving your store the "quality look" that comes to every Farnsworth dealer.

But wait until you *hear* it! Wait until you and your customers hear *all* the sets in Farnsworth's *streamlined* FM line! Then you will realize how the seventeen years of pioneering

in electronic research has enabled Farnsworth to develop the finest in this new art. Then you will understand why Farnsworth's basic engineering know-how . . . Farnsworth's development of trouble-free record changers . . . have contributed to Farnsworth's reputation for *quality* products.

Then you will realize, all the more, how your Farnsworth Selected Dealer Franchise means more profit for you!

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

FARNSWORTH

TELEVISION • RADIO
PHONOGRAPH - RADIO

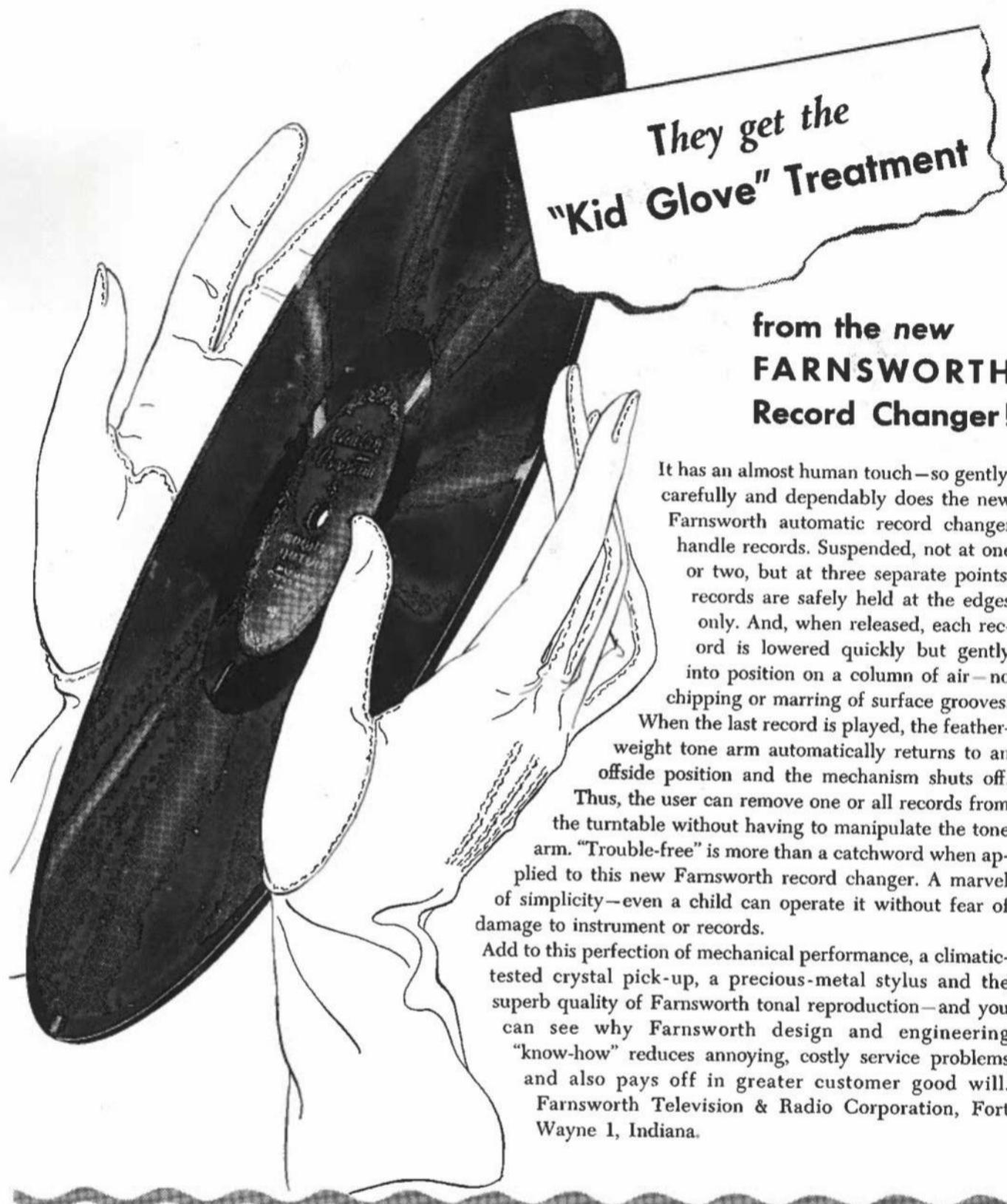
Farnsworth Radio and Television Receivers and Transmitters • Aircraft Radio Equipment • Farnsworth Television Tubes • Halstead Mobile Communications and Traffic Control Systems for Rail and Highway • the Farnsworth Phonograph-Radio • the Capehart • the Panamuse by Capehart

Frazer-10

C. D.

Second Book
DABREW
2/17

Frazer



from the new
FARNSWORTH
Record Changer!

It has an almost human touch—so gently, carefully and dependably does the new Farnsworth automatic record changer handle records. Suspended, not at one or two, but at three separate points, records are safely held at the edges only. And, when released, each record is lowered quickly but gently into position on a column of air—no chipping or marring of surface grooves.

When the last record is played, the feather-weight tone arm automatically returns to an offside position and the mechanism shuts off. Thus, the user can remove one or all records from the turntable without having to manipulate the tone arm. "Trouble-free" is more than a catchword when applied to this new Farnsworth record changer. A marvel of simplicity—even a child can operate it without fear of damage to instrument or records.

Add to this perfection of mechanical performance, a climatic-tested crystal pick-up, a precious-metal stylus and the superb quality of Farnsworth tonal reproduction—and you can see why Farnsworth design and engineering "know-how" reduces annoying, costly service problems and also pays off in greater customer good will.

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

C. D.
Record Book

John Doe

Carson
2/22/46



Reflecting the finest traditions of 18th Century furniture design, the "Chippendale," Farnsworth's Model EK 158, combines FM reception with Farnsworth's improved automatic record changer and storage space for record albums.

NO DARK CORNERS FOR THIS NUMBER!

**The leader in Farnsworth's *streamlined* line of
phonograph-radio combinations with FM**

This is *it* . . . the coming sales leader in the profit-full line of Farnsworth automatic phonograph-radio combinations with FM. You'll want it right up in your window, and in your feature display area. By its appearance alone, you'll find the "Chippendale" giving your store the "quality look" that comes to every Farnsworth dealer.

But wait until you *hear* it! Wait until you and your customers hear *all* the sets in Farnsworth's *streamlined* FM line! *Then* you will realize how the seventeen years of pioneering

in electronic research has enabled Farnsworth to develop the finest in this new art. *Then* you will understand why Farnsworth's basic engineering know-how . . . Farnsworth's development of trouble-free record changers . . . have contributed to Farnsworth's reputation for *quality* products.

Then you will realize, all the more, how your Farnsworth Selected Dealer Franchise means more profit for you!

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



Reflecting the finest traditions of 18th Century furniture design, the "Chippendale," Farnsworth's Model EK 158, combines FM reception with Farnsworth's improved automatic record changer and storage space for record albums.

NO DARK CORNERS FOR THIS NUMBER!

The leader in Farnsworth's *streamlined* line of phonograph-radio combinations with FM

This is *it*... the coming sales leader in the profit-full line of Farnsworth automatic phonograph-radio combinations with FM. You'll want it right up in your window, and in your feature display area. By its appearance alone, you'll find the "Chippendale" giving your store the "quality look" that comes to every Farnsworth dealer.

But wait until you *hear* it! Wait until you and your customers hear *all* the sets in Farnsworth's *streamlined* FM line! *Then* you will realize how the seventeen years of pioneering in electronic

research has enabled Farnsworth to develop the finest in this new art. *Then* you will understand why Farnsworth's basic engineering know-how... Farnsworth's development of trouble-free record changers... have contributed to Farnsworth's reputation for *quality* products.

Then you will realize, all the more, how your Farnsworth Selected Dealer Franchise means more profit for you!

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

C. D.

Record Bus
J. Miller
21

There's a lot of sweat in a symphony

Genius is not the only ingredient in an enduring symphony. Long hours of hard work, of dogged determination, must go into a musical composition before the composer is satisfied that it is "right."

So it is with any enterprise that is built to endure. In addition to their merchandising abilities, the leading music dealers of today—those who have best withstood the effects of wartime shortages—have long been accustomed to spending countless extra hours in order to make their business of most service to music lovers.

It's no wonder then, that the leading music dealers are Capehart dealers. For, in the organization back of the Capehart and the Panamuse by Capehart, the dealer finds

the same sound, constructive policies that meet with his philosophy of doing business. Realizing the Capehart is the supreme instrument for musical reproduction, he knows that the Capehart franchise offers him an unrivalled opportunity to create a successful music business.

These leading music dealers are now attending the current showings of the new Capehart and the new Panamuse by Capehart in New York, Chicago, Atlanta, Dallas, Los Angeles, San Francisco, and Denver. And Capehart dealers are again confirming the fact that the Capehart franchise is their most valuable asset.

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

The **Capehart** • The **Panamuse** by Capehart

PRODUCTS OF

FARNSWORTH TELEVISION & RADIO CORPORATION

"TO ATTAIN

STILL HIGHER STANDARDS OF SERVICE..."

"An asset in which the Nickel Plate Road takes great pride is the high standard of service which it renders to the shipping public. With its record for outstanding performance during the war years back of it, the Nickel Plate is looking forward to the utilization of new technological developments, such as radio and teletype, in order to attain still higher standards of service and usefulness."

J.W. Daum
President,

The New York, Chicago & St. Louis R.R. Co.



To fulfill completely its promise of increased rail efficiency, railroad radio equipment must be so designed that individual system units, such as transmitters, receivers, power supplies, and remote control units, will be readily accessible for inspection and quickly removable for service, replacement, or re-location.

Realizing the importance of these requirements, the Farnsworth Mobile Communications Division has engineered its railway communications equipment on the bases of *standardized design* and *unitized construction*.

Practical results from the application of these two engineering principles include the facts that—

(1) The basic components of Farnsworth systems, whether of space-radiating or inductive type, are *separate units*, which can be *quickly disassociated* from a system, either for maintenance or relocation.

(2) The same receiver, transmitter, or remote control unit is usable for wayside, mobile, or relay installations, thus providing *complete interchangeability* of basic equipment throughout any Farnsworth communications system.

(3) Space-radio and inductive type Farnsworth units can be interchanged, whether a part of mobile or stationary installations, and can be readily utilized in combination to meet varying railway operating conditions and requirements.

These are a few of the many engineering features incorporated in Farnsworth railway communications equipments to guarantee *maximum availability and flexibility with simplified, low-cost maintenance*. Farnsworth Television & Radio Corporation, Dept. E-4, Fort Wayne 1, Indiana.

FARNSWORTH

**TELEVISION &
RADIO CORPORATION**

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 Canehart • the Panorama by Camera

J. Miller
C. D. Record Book 1
1

SIGNATURE & A
J. Miller 3/8
WRITER'S O. K.

**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 is great music. In the dark hour,**

the FARNSWORTH



Farnsworth AC-DC three-band compact receiver. Broadcast, tropical and all short wave ranges to and including 13 meters. Designed to withstand severe tropical conditions, it is typical of the outstanding value built into all Farnsworth phonographs and phonograph-radios.



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

**music is a stone removed from the
highway, a hedge cut through, a
tree felled. It is a hand reached out, a
voice recognized, a door swung
open in welcome. 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 the discriminating. The magnificent new Capehart, endowed with a revolutionary new tonal system should be compared only with the original musical instruments or with the human voice.

FARNSWORTH

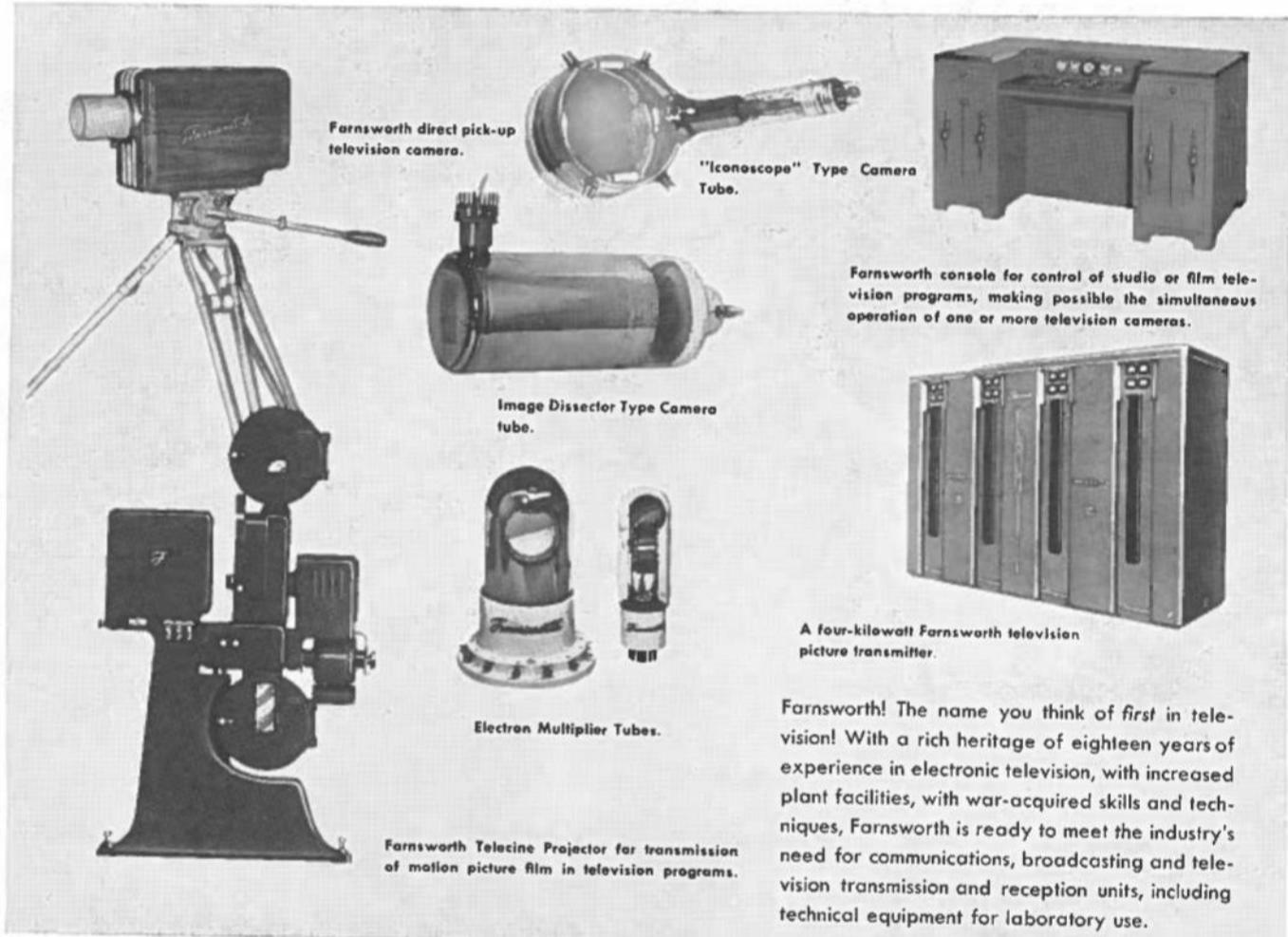
Television · Radio · Phonograph-Radio

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana, U. S. A. Cable Address, "Television" · 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.

Spicer • 10
C. D. Record Book: 10

Look to the pioneer...
FARNSWORTH...

for Better Television Equipment!



FARNSWORTH

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 • Halstead Mobile Communications and Traffic Control Systems for Rail and Highway • the Farnsworth Phonograph-Radio • the Capehart • the Panamuse by Capehart



HERE'S A STAND-OUT! The ET-061—traffic-stopping design with simulated wood grain band across top and sides. Ivory plastic cabinet with grille in red, blue, or black. ET-060 (right) has contrasting grille and tuning knobs, mahogany-plastic cabinet.

Prager
64 Record is
10
1
NATURE & ATC
9:53 3/4
WRITER'S O.K.

J

Surprised? No, but we're mighty happy!

We weren't surprised when we began getting reports—wonderful reports—from our distributors and dealers about the outstanding performance of the new Farnsworth table model radios. Everybody seems pleased that the Farnsworth reputation for quality—that same reputation which has attached itself so firmly to our phonograph-radio combinations—should be so evident among Farnsworth table models.

We planned it that way! Every number in the Farnsworth table model line was designed, engineered and produced in accordance with Farnsworth's high standards. Every set has been rigidly inspected. There has been no compromise with

quality, no use of "so-so" parts in order to gain a temporary production advantage.

We feel that our dealers and the public have a right to expect topnotch performance and full dollar value from *every* Farnsworth set—no matter what model, style or price! And so, we're mighty pleased that our table models, as well as our phonograph-radios, are making such a big hit among the men "out on the firing line." It again proves that Farnsworth's manufacturing ability and engineering skills plus the Farnsworth Selected Dealer Policy is an unbeatable combination. 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 Mobiline Communications and Traffic Control Systems for Rail and Highway • the Farnsworth Phonograph-Radio • the Capehart • the Panamuse by Capehart



HERE'S A STAND-OUT! The ET-061—traffic-stopping design with simulated wood grain band across top and sides. Ivory plastic cabinet with grille in red, blue, or black. ET-060 (right) has contrasting grille and tuning knobs, mahogany-plastic cabinet.

Surprised? No, but we're mighty happy!

We weren't surprised when we began getting reports—wonderful reports—from our distributors and dealers about the outstanding performance of the new Farnsworth table model radios. Everybody seems pleased that the Farnsworth reputation for quality—that same reputation which has attached itself so firmly to our phonograph-radio combinations—should be so evident among Farnsworth table models.

We planned it that way! Every number in the Farnsworth table model line was designed, engineered and produced in accordance with Farnsworth's high standards. Every set has been rigidly inspected. There has been no compromise with

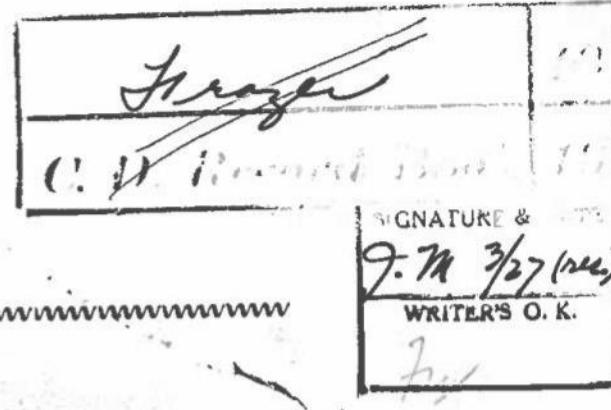
quality, no use of "so-so" parts in order to gain a temporary production advantage.

We feel that our dealers and the public have a right to expect topnotch performance and full dollar value from *every* Farnsworth set—no matter what model, style or price! And so, we're mighty pleased that our table models, as well as our phonograph-radios, are making such a big hit among the men "out on the firing line." It again proves that Farnsworth's manufacturing ability and engineering skills plus the Farnsworth Selected Dealer Policy is an unbeatable combination. 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



"TO ATTAIN STILL HIGHER STANDARDS OF SERVICE..."

"An asset in which the Nickel Plate Road takes great pride is the high standard of service which it renders to the shipping public. With its record for outstanding performance during the war years back of it, the Nickel Plate is looking forward to the utilization of new technological developments, such as radio and teletype, in order to attain still higher standards of service and usefulness."


President,

The New York, Chicago & St. Louis R. R. Co.



To fulfill its promise of increased rail efficiency, railroad radio equipment must be so designed that individual system units, such as transmitters, receivers, power supplies, and remote control units, will be readily accessible for inspection and quickly removable for service, replacement, or re-location.

Realizing the importance of these requirements, the Farnsworth Mobile Communications Division has engineered its railway communications equipment on the bases of *standardized design and unitized construction*.

Practical results from the application of these two engineering principles include the facts that—

(1) The basic components of Farnsworth systems, whether of space-radiating or inductive type, are *separate units*, which can be *quickly disassociated* from a system,

either for maintenance or relocation.

(2) The same receiver, transmitter, or remote control unit is usable for wayside, mobile, or relay installations, thus providing *complete interchangeability* of basic equipment throughout any Farnsworth communications system.

(3) *Space-radio and inductive type Farnsworth units can be interchanged*, whether a part of mobile or stationary installations, and can be *readily utilized in combination* to meet varying railway operating conditions and requirements.

These are a few of the many engineering features incorporated in Farnsworth railway communications equipments to guarantee *maximum availability and flexibility with simplified, low-cost maintenance*. Farnsworth Television & Radio Corporation, Dept. WSJ-3, Fort Wayne 1, Indiana.

FARNSWORTH

**TELEVISION &
RADIO CORPORATION**

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

C. D.
Record Book

2003/11

27

TRAIN RADIO TO AID IN OPERATION OF PERE MARQUETTE'S NEW, STREAMLINED TRAINS

"By virtue of their efficient and effective performance during the war, the nation's Railroads have won the respect and goodwill of the American people. It is essential that this public esteem be maintained. That is why progressive railroad managements are planning the use of many technical developments capable of making additional contributions to the safety and comfort of rail passenger service, and why the new, streamlined passenger trains which Pere Marquette soon will put into operation are to be equipped with train radio communication systems."



President
Pere Marquette Railway Company

In designing mobile communications facilities for the nation's progressive railroads, Farnsworth has met and solved a number of unique engineering problems.

For example, before train radio could be of maximum service in streamlined train operation, new antenna techniques had to be developed. On the one hand, minimum clearance, far below the seventeen-to-twenty-inch height of the normal VHF railroad antenna, was a prime requisite. On the other hand, because human life, as well as valuable property, is involved in passenger train movements, efficiency and reliability could not be sacrificed.

Faced with this dual objective, Farnsworth engineers set to work. Creative engineering, coupled with careful field testing, resulted in the new *Farnsworth VHF train radio antenna*. Though as efficient as the taller, quarter-wave, ground-plane antenna, heretofore accepted as standard, it is only *eleven inches in height*.

This new antenna is another instance of the careful engineering and thorough research through which Farnsworth railway communications systems guarantee *maximum usefulness and flexibility with simplified, low-cost maintenance*. Farnsworth Television & Radio Corporation, Dept. E1-5, Fort Wayne 1, Indiana.

FARNSWORTH TELEVISION & RADIO CORPORATION

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

*C. D.
Record Book
26/7
HAR*

Phonograph-radio in
period style, one of many from
the Farnsworth line.



YOU'LL ATTEND THE SHOW AT HOME—BY TELEVISION



Action photographs of Fredie Trunier and Virginia Lutz, stars of "Stars off to Ice," at Rockefeller Center Theater, New York.

You'll turn a favorite easy chair toward your own Capehart or Farnsworth television receiver—you'll flick the switch—and watch as well as hear your choice of the evening's shows, sports or entertainments—while they are taking place miles away.

New television receivers by Farnsworth and Capehart are not far off. Whether your choice is the direct view or the screen projector type, you will have in your living room the results of 19 years of electronic research at Farnsworth.

Meanwhile the latest marvels of radio and music reproduction are here . . . in Farnsworth factories where new phonograph-radios and radios are being manufactured for you.

Each new model provides brilliant performance—many with FM radio. Cabinets are of flawless woods or exciting new materials. Even the justly famous Capehart and Farns-

worth record-changers have been further perfected to assure you quiet, dependable performance. Superb new Capehart or more modestly priced Farnsworth—each is built to bring you the finest quality and the greatest value for your pleasure and enjoyment. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

THE CAPEHART
TELEVISION • RADIO • PHONOGRAPH-RADIO
THE FARNSWORTH
FARNSWORTH TELEVISION & RADIO CORPORATION

Mr. Farnsworth

C. D. Reilly

SIGNATURE

Moore

WRITER'S

Fay

FARNSWORTH TELEVISION



TELEVISION! It is not film alone, but it has the pace and excitement of film. It is not theater alone, but it can be brittle, gay, suspenseful as theater. It is not radio alone, but in intimacy and variety it complements

Today there are portable Farnsworth radios, for indoor party or outdoor picnic; there are distinctive table models, and magnificent phonograph-radios. But all, at whatever the low price, are built to Farnsworth standards. Farnsworth television, as soon as available, will offer the same combination of quality and economy. Terms. Prices of Farnsworth radios and phonograph-radios. **\$25 to \$350**

A color photograph of Alicia Markova in the Ballet Theater production of Stravinsky's glittering "Firebird," based on a Russian fairy tale. Decor by Marc Chagall



Capehart and Farnsworth television will bring ballet, theater, opera, news and sports events to your home—in sparkling, detailed black-and-white action pictures

radio. It is a new dimension, a new flight of mind toward mind, an art that takes in many arts. How soon will television arrive? It is here now, in many cities. It will be here, in greater brilliance, through new Capehart and Farnsworth television receivers.

CAPEHART TELEVISION



To the discriminating music lover, no name stands so high in the field of musical reproduction as the Capehart. Soon Capehart will bring that same tradition of excellence to television—and present the finest achievement of electronic engineers, the new Capehart television receiver. Phonograph-radio prices: The Panamuse by Capehart, **\$300 to \$675**. The Capehart, **\$895 to \$1500**

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

N.W. AYER & SON

WITH HIGH humor and vigor, Julio de Diego has converged upon one canvas the whole panorama of "The Three-Cornered Hat," by Manuel de Falla. Laughing villagers poke fun at the aged governor, frustrated in his attempts to

the FARNSWORTH



C. D.
Record Player
1/18
Ayer

Three band compact table model receiver. One of five special export chassis incorporating tropical construction. Broadcast, tropical and all short wave ranges to and including 13 meters. Typical of Farnsworth quality radios and phonograph-radios.



woo the Miller's wife. They toss his effigy in the air while the Miller and his wife dance a jubilant Jota... Long after the curtain has descended, you can re-create the mood of this riotous ballet... as interpreted by the superb new Capehart or the modest-priced Farnsworth phonograph-radio.

the CAPEHART



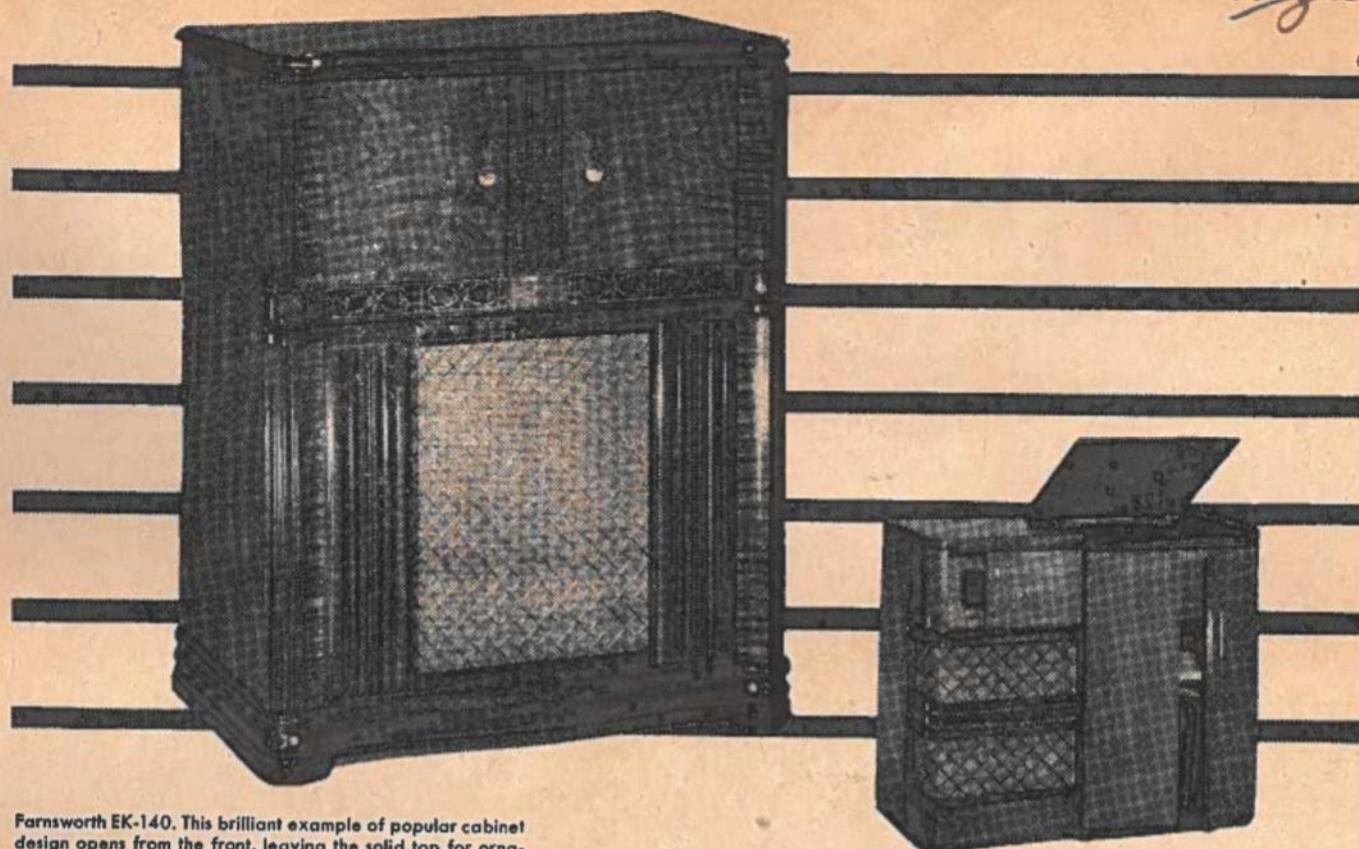
Truly the supreme instrument for musical reproduction. The new Capehart phonograph-radio, endowed with a revolutionary new tonal system, should be compared only with the original musical instrument or the human voice.

FARNSWORTH

Television · Radio · Phonograph-Radio

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana, U. S. A. Cable Address, "Television" · Farnsworth Radio and Television Receivers
Farnsworth Television Tubes · Halstead Mobile Communications and Traffic Control Systems for Rail and Highway · The Farnsworth Phonograph-Radio
The Capehart · The Panamuse by Capehart.

C. D. 10
Record



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

C.P. 10
Record Book
Page 10
Buy 05/1



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

*C. D.
Record Book* '10

*Frayer '10
F. B. 65*

F

ON EXHIBIT!

INCLUDING

- **New—TELEVISION**
- **New—FM Phonograph-Radio**
- **New—Chairside Phonograph-Radio**
- **New—Table Model Radio**

AT

**National Association of
Music Merchants
Convention and Trade Show**

July 15th, 16th, 17th, 18th
Room 801, Palmer House, Chicago

AND

JULY FURNITURE MARKET

July 8th through July 20th
Space 535B
(Permanent location)
American Furniture Mart, Chicago

We look forward to seeing every Farnsworth dealer who attends these shows. Dealers will be just as enthusiastic about the new models as they are about the Farnsworth Automatic Record Changer and those models already received. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

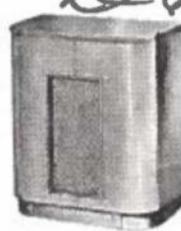
FARNSWORTH

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

C. D. 10
Record Book

10/6/47



try

FARNSWORTH TELEVISION

TELEVISION: It is not film alone, but it has the pace and excitement of film. It is not theater alone, but it can be brittle, gay, suspenseful as theater. It is not radio alone, but in intimacy and variety it complements

Today there are portable Farnsworth radios, for indoor party or outdoor picnic; there are distinctive table models, and magnificent phonograph-radios. But all, at whatever the low price, are built to Farnsworth standards. Farnsworth television, as soon as available, will offer the same combination of quality and economy. Terms. Prices of Farnsworth radios and phonograph-radios, **\$25 to \$300**

A photograph of Alicia Markova in the Ballet Theater production of Stravinsky's glittering "Firebird," based on a Russian fairy tale. Decor by Marc Chagall



Capehart and Farnsworth television will bring ballet, theater, opera, news and sports events to your home—in sparkling, detailed black-and-white action pictures

radio. It is a new dimension, a new flight of mind toward mind, an art that takes in many arts. How soon will television arrive? It is here now, in many cities. It will be here, in greater brilliance, through new Capehart and Farnsworth television receivers.

CAPEHART TELEVISION



To the discriminating music lover, no name stands so high in the field of musical reproduction as the Capehart. Soon Capehart will bring that same tradition of excellence to television—and present the finest achievement of electronic engineers, the new Capehart television receiver. Phonograph-radio prices: The Parrot by Capehart, **\$300 to \$700**. The Capehart, **\$925 to \$1500**

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

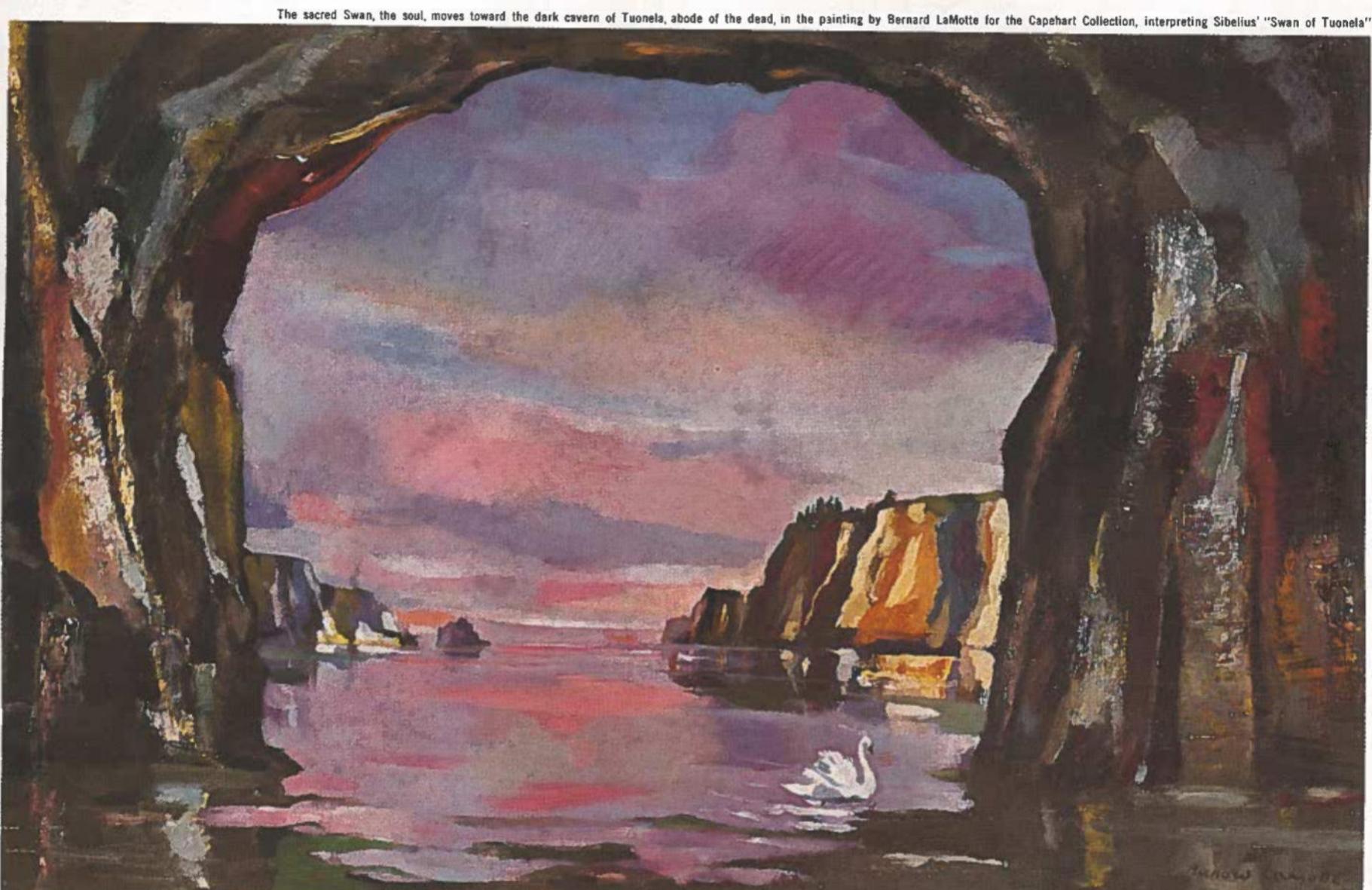
Mr. Frazee
C. D. Record Ba

SIGNAL
Mr.
WRIT
Fra

THE CAPEHART

**A door closes. A key turns. Now alone
in the room of life, the heart asks its
pignant questions. But man was not made
for loneliness. Friends, colors, a sense
of purpose are necessities for us
all. And music, more than all the arts,**

Cello, flute, piano or human voice, heard on concert stage or in private recital, is heard again as clear and resonant in this magnificent musical instrument, the Capehart phonograph-radio. A revolutionary new tonal system reproduces all tones and overtones as they have never been reproduced before. The brilliant radio is equipped for FM and AM reception. Distinctive cabinets of authentic period design. (Capehart television receivers, which engineers are now creating, will be of the same standard of excellence.) Prices: The Panamuse by Capehart, **\$300 to \$700**. The Capehart, **\$925 to \$1500**



Portfolios of reproductions in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or, Capehart Division, Farnsworth Television & Radio Corp., Ft. Wayne 1, Indiana

**can return these to the heart. Music is a
hand at your hand, a voice with your
voice. Music is influence, meaning.
discovery, a way when ways are hidden.
The rise of strings, the twining lute,
the misty brooding cello speak beyond all
speaking. Let them speak to you, now,
through the Capehart or the Farnsworth.**

THE FARNSWORTH



A table model radio for the upstairs room; a portable for garden party or Saturday picnic; a phonograph-radio for your favorite radio program, or hours of enjoyment with familiar recordings—all these Farnsworth offers in instruments that dramatically combine quality with low price. Engineering reflects Farnsworth skills, and demonstrates, again, that excellence need not be expensive. A variety of cabinet designs—some models equipped with FM. (Farnsworth television receivers, which soon will be available in certain cities, will blend quality and economy in the same degree.) 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



TODAS las imágenes dibujadas en el corazón humano son reflejos de la experiencia. Un rostro querido que parte, una esperanza que muere, una promesa que se quiebra. Entonces, el corazón refleja la tristeza, y las

El CAPEHART

Toda la grandiosidad de una sinfonía o de un coro está siempre a la disposición de los afortunados que poseen el Capehart. Este radio-fonógrafo, mediante un nuevo sistema revolucionario de tonalidad, reproduce la música de tal modo que sólo es igualada por los propios instrumentos.



Los espejos y formas siniestras, que simbolizan la confusión de la mente, se muestran a través de esta interpretación de la "Sinfonía Fantástica" de Berlioz, pintada por Julio de Diego para la Colección

formas fantásticas no quieren borrarse. Así fué como el joven compositor Hector Berlioz pintó el estado de su alma. Pero aun en los momentos tempestuosos de la vida, la música puede ser un lenitivo. Para la sombra, es una luz; para la tempestad, una bonanza.

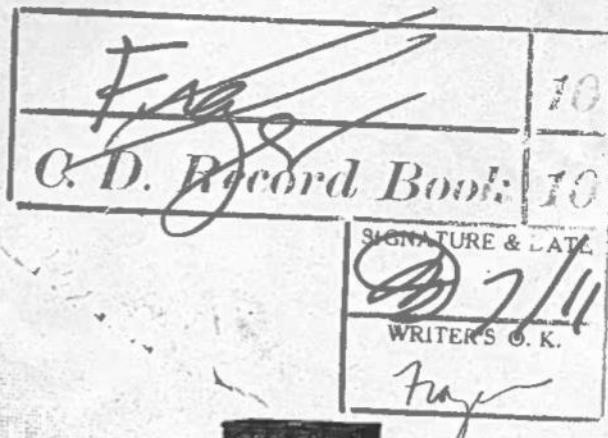
El FARNSWORTH



Los nuevos radios y radio-fonógrafos Farnsworth combinan la calidad de su funcionamiento con un precio bajo. Estos nuevos instrumentos se presentan en una amplia variedad de muebles de belleza imperecedera: modelos de mesa, tipos de costillas, sillones, portátiles para excursiones, y combinaciones de fonógrafo y radio.

FARNSWORTH Television · Radio · Phonograph-Radio

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana, E.U.A. Dirección cablegráfica: "Television" • Receptores de Radio y Televisión Farnsworth • Tubos de Televisión Farnsworth • Sistemas móviles de Comunicaciones y Señales de Tráfico para Ferrocarriles y Carreteras marca Halstead • El Radio-fonógrafo Farnsworth • El Capehart • El Panamuse de



TODOS LOS CUADROS
inspirados en el corazón
humano llevan los
colores de la experiencia.
Desaparece una faz y
se esfuma una esperanza.
El cuadro sombrío
refleja entonces un
sentimiento lúgubre y las

■ CAPEHART



La gloria de la sinfonía o del
coro está siempre a la orden
de los dueños de un Capehart. Esta combina-
ción de fonógrafo y radioreceptor, gracias a
un revolucionario sistema tonal, reproduce la
música de un modo que sólo los instrumentos
originales pueden igualarla.



Los espíritus y las formas misteriosas se entrelazan en la "Symphonie Fantas-
tique" de Berlioz, pintada por Julio de Diego, para la Colección Capehart.

formas fantásticas
quedan triunfantes.
Pero aún en los momentos
tempestuosos, la música
puede ser un gran
alivio: para la sombra
es claridad, para la
tormenta, cielo despejado.

■ FARNSWORTH



Los nuevos radioreceptores
Farnsworth ofrecen funciona-
miento irreprochable unido a precio mode-
rado. Seis modelos especiales para el exporto,
de construcción tropical, serán disponibles en
una variedad de estilos de mueble de belleza
duradera.

FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE 1, INDIANA, E. U. A. • DIRECCIÓN TELEGRÁFICA: "TELEVISION"

Again!

Record Book

Finger 10
D-7/9

CAPEHART ADVERTISING ART
TAKES TOP AWARDS
IN NEW YORK AND CHICAGO!

IN NEW YORK—

The New York Art Directors Club Awards
Gold Medal to Robert Riggs' Interpretation of
Wagner's "Die Gotterdamerung."

IN CHICAGO—

The Art Directors Club of Chicago Bestows
Medal Award to Julio de Diego's Interpretation
of de Falla's "Three Cornered Hat."

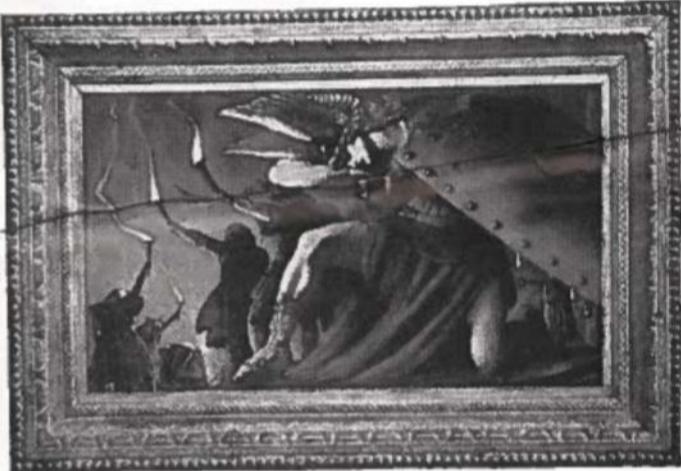
Another clean sweep! For the second successive year, Capehart advertising art has been honored with selection for top honors by two organizations of experts: men whose business it is to prepare successful advertising!

In Chicago, merit awards were also given to Bernard La Motte's painting illustrative of Offenbach's "Gaite Parisienne," and to William Palmer's interpretation of the Ballet Music in Copland's "Rodeo."

Thus, as the Capehart Collection grows in numbers, it grows in stature, too. With these new laurels Capehart is again affirmed as the advertiser most successful in interpreting the beauty of fine music through the printed page.

Here, then, is further recognition of Capehart's ability to create a desire for ownership. As Capehart instruments appear on dealers' floors, this desire will take definite shape . . . in the form of Capehart sales.

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



The Capehart The Panamuse by Capehart

PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION

*C. D.
Record Book*

Aug 2, 1946

Fay

It's not no strange...

► **that THE BUYING PUBLIC
DEMANDS PROVEN QUALITY!**

Mere availability of merchandise is no assurance of sales! Dealers are finding that off-brand radios are getting tougher to sell and bouncing back more frequently. The public wants quality merchandise . . . made by firms whose reputation they know and believe in!

► **that FARNSWORTH WILL NOT
COMPROMISE WITH QUALITY!**

The public has come to expect superior quality for its money from Farnsworth—and it's going to get superior quality! Any temporary production volume advantage in producing sets of "just any available components" that do not come up to Farnsworth's rigid standards of quality would bring more harm than good in the long run.

► **that THE FARNSWORTH DEALER
IS IN A STRONG POSITION!**

The Farnsworth reputation for quality is widespread . . . every set sold creates more customers for the Farnsworth Dealer. A large part of the selling job has already been done.

We're shipping today as many sets as we possibly can. We're distributing them on a basis that's fair to every dealer. And we're looking forward to the day when we'll be able to ship each Farnsworth dealer all the sets he can sell!

The Farnsworth Selected Dealer Policy is proving to be one of the strongest ever created. It gives dealers "room to sell" and assures them of protected prices and proper margins. This policy means much to the dealer today . . . and will mean even more in the competitive days ahead.

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

.....
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



THE CAPEHART

ALL PICTURES drawn on the
human heart are the colors
of experience. A face departs, a
hope is cancelled, a word
cuts with a sword. Then
the dark painting reflects

The full glory of symphony or choir is always at the command of Capehart owners. This phonograph-radio, through a revolutionary new tonal system, reproduces music so that it is equaled only by the original instruments.



Spirits and weird shapes weave through Berlioz's "Symphonie Fantastique." Painted for the Capehart Collection by Julio de Diego

the dark mood, and
fantastic shapes will not go.
So the composer, young Berlioz,
portrayed his own confusions.
Yet even in life's tem-
pestuous moments, music
can be a calm. To shadow, it is
light, to storm, a clearing.

THE FARNSWORTH



The new Farnsworth radios and phonograph-radios combine quality of performance with modest price. These new instruments are offered in a wide variety of cabinets of enduring beauty: table models, chair-side types, portables, and phonograph-radio combinations.

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

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana, U.S.A. Cable Address, "Television" • Farnsworth Radio and Television Receivers • Farnsworth Television Tubes • Mobile Communications and Traffic Control Systems for Rail and Highway • The Farnsworth Phonograph-Radio • The Capehart • The Panamuse by Capehart

TODAS LAS imágenes dibujadas en el corazón humano son reflejos de la experiencia. Un rostro querido que parte, una esperanza que muere, una promesa que se quiebra. Entonces, el corazón refleja la tristeza, y las

EL CAPEHART



Toda la grandiosidad de una sinfonía o de un coro están siempre a la disposición de los afortunados que poseen el Capehart. Este radiofonógrafo, mediante un nuevo sistema revolucionario de tonalidad, reproduce la música de tal modo que sólo es igualada por los propios instrumentos.



Los espectros y formas siniestras se muestran a través de la "Sinfonía Fantástica" de Berlioz, pintada por Julio de Diego para la Colección Capehart.

formas fantásticas no quieren borrarse. Así fué como el joven compositor Hector Berlioz pintó el estado de su alma. Pero aun en los momentos tempestuosos de la vida, la música puede ser un lenitivo. Para la sombra, es una luz; para la tempestad, una bonanza.

EL FARNSWORTH



Los nuevos radio y radio-ionógrafos Farnsworth combinan la calidad de su funcionamiento con un precio bajo. Estos nuevos instrumentos se presentan en una extensa variedad de muebles de belleza impermeable: modelos de mesa, tipos de costado de sillones, portátiles para excursiones, y combinaciones de fonógrafo y radio.

FARNSWORTH Television . Radio . Phonograph-Radio

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana, U.S.A. Dirección cablegráfica: "Television" • Receptores de Radio y Televisión Farnsworth • Tubos de Televisión Farnsworth • Sistemas móviles de Comunicaciones y Señales de Tráfico para Ferrocarriles y Carreteras • El Radio-fonógrafo Farnsworth • El Capehart • El Panamuse de Capehart



TODAS AS IMAGENS
pintadas no coração
humano constituem as cores
da experiência.
Desaparece um rosto,
morre uma esperança.
Em seguida as tintas escuras
refletem um sombrio

• CAPEHART

Toda a glória de uma sinfonia
ou de um coral está sempre à
disposição dos que possuem um Capehart. Este
rádio-fotógrafo, mediante novo e revolucionário
sistema de tons, reproduz a música de maneira
apenas igualada pelos próprios instrumentos



Formas e espíritos fantasmagóricos movem-se inquietos através da "Symphonie Fantastique" de Berlioz, como se vê no quadro que Julio de Diego pintou para a Coleção Capehart.

estado de espírito,
e permanecem certas formas
fantásticas. No entanto,
mesmo nos momentos
tumultuosos, a música
acalma. E a luz na sombra,
é claridade na tormenta.

• FARNSWORTH

Os novos rádios Farnsworth
combinam qualidade de desempenho com um preço modesto. Seis modelos
especiais para o exportação, de construção
tropical, serão disponíveis na variedade de
caixas de duradoura beleza



FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE 1, INDIANA, E.U.A. • ENDEREÇO TELEGRÁFICO "TELEVISION"

C. D.

Record Book

All aboard...to music!

Santa Fe Trains To Get Radio, Music Systems

In announcing forthcoming installation of musical wire reproducers, radio and public address systems on their passenger trains, Fred G. Gurley, president of the Atchison, Topeka, and Santa Fe Railway, yesterday disclosed that individual outlets will be placed in sleeping cars.

Each roomette, bedroom, compartment, and drawing room will be equipped with push-button selector, a loud speaker, and volume control, so that occupants may have their choice of radio or wire-reproduced popular or semi-classical music, Mr. Gurley stated. A pilot lamp, lighting automatically when the announcement system is in use, will be installed so that passengers may turn the system on if they so desire.

As a forerunner of this innovation, wire reproducing units providing programs of various types of music, will be placed on the Santa Fe dining car 1450 when it goes into transcontinental service on March 10. As soon as equipment and labor are available, the railroad president declared, similar installations will be made on both new and old dining cars, as well as sleeping, chair, and club-lounge cars.

Speakers will be placed in the ceiling of these cars to provide an even distribution of low-level sound throughout the car. The volume will be set at an advantageous point for both the listener and conversationalist, it was stated.

Farnsworth Television and Radio Corporation of Fort Wayne, Indiana, designed the over-all integrated system.

Reprinted
from the Chi-
cago Journal
of Commerce,
March 4, 1946.

*New Program Distribution Systems Make Rail Travel
More Pleasant; Will Increase Passenger Traffic!*

Systems Produced by Pioneers in Quality Sound Reproduction, Communications and Television.

Music now brings its magic to the railway passenger—and gives railroads another tool with which to sell travel by rail!

In announcing the first modern electronic program distribution systems for railroads, the Farnsworth Television & Radio Corporation takes a logical step forward. Known for its superlative phonograph-radios, including The Capehart, for its pioneering in the fields of tonal reproduction, television and other forms of electronics, Farnsworth now extends its engineering knowledge and manufacturing skill to the field of passenger entertainment.

These new systems will meet the varying tastes of passengers and the specific operating conditions of individual roads. Based upon the knowledge secured from railroad-conducted surveys, the most complete Farnsworth system provides four channels for individual selection: one for classical and one for popular music; a third for radio programs; and a fourth for train announcements and travel talks. More simplified Farnsworth Systems are also available.

Farnsworth engineering has met and overcome the problems peculiar to pleasing sound reproduction in passenger cars, including the need for uniform, low-level distribution and automatic compensation for varying ambient noise levels.

With these comprehensive, flexible systems, railroads can now provide passengers with the same standard of entertainment and comfort they expect in their own homes. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

Farnsworth
MAKERS OF

THE CAPEHART • THE PANAMUSE BY CAPEHART

Other Products Include: 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

C. D.
Record Book

E. Ayer '10
7/30
Mayer

All aboard...to music!

Santa Fe Trains To Get Radio, Music Systems

In announcing forthcoming installation of musical wire reproducers, radio and public address systems on their passenger trains, Fred G. Gurley, president of the Atchison, Topeka, and Santa Fe Railway, yesterday disclosed that individual outlets will be placed in sleeping cars.

Each roomette, bedroom, compartment, and drawing room will be equipped with push-button selector, a loud speaker, and volume control, so that occupants may have their choice of radio or wire-reproduced popular or semi-classical music, Mr. Gurley stated. A pilot lamp, lighting automatically when the announcement system is in use, will be installed so that passengers may turn the system on if they so desire.

As a forerunner of this innovation, wire reproducing units providing programs of various types of music, will be placed on the Santa Fe dining car 1450 when it goes into transcontinental service on March 10. As soon as equipment and labor are available, the railroad president declared, similar installations will be made on both new and old dining cars, as well as sleeping, chair, and club-lounge cars.

Speakers will be placed in the ceiling of these cars to provide an even distribution of low-level sound throughout the car. The volume will be set at an advantageous point for both the listener and conversationalist, it was stated.

Farnsworth Television and Radio Corporation of Fort Wayne, Indiana, designed the over-all integrated system.

Reprinted
from the Chi-
cago Journal
of Commerce
March 4, 1946.

New Program Distribution Systems Make Rail Travel More Pleasant; Will Increase Passenger Traffic!

Systems Produced by Pioneers in Quality Sound Reproduction, Communications and Television.

Music now brings its magic to the railway passenger—and gives railroads another tool with which to sell travel by rail!

In announcing the first modern electronic program distribution systems for railroads, the Farnsworth Television & Radio Corporation takes a logical step forward. Known for its superlative phonograph-radios, including The Capehart, for its pioneering in the fields of tonal reproduction, television and other forms of electronics, Farnsworth now extends its engineering knowledge and manufacturing skill to the field of passenger entertainment.

These new systems will meet the varying tastes of passengers and the specific operating conditions of individual roads. Based upon the knowledge secured from railroad-conducted surveys, the most complete Farnsworth system provides four channels for individual selection: one for classical and one for popular music; a third for radio programs; and a fourth for train announcements and travel talks. More simplified Farnsworth Systems are also available.

Farnsworth engineering has met and overcome the problems peculiar to pleasing sound reproduction in passenger cars, including the need for uniform, low-level distribution and automatic compensation for varying ambient noise levels.

With these comprehensive, flexible systems, railroads can now provide passengers with the same standard of entertainment and comfort they expect in their own homes. . . . Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.

Farnsworth

MAKERS OF

THE CAPEHART • THE PANAMUSE BY CAPEHART

Other Products Include: 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

HT-41A-1946(C)-20 inches—Wall Street Journal, Sept. 4, Oct. 2, 1946
30 inches—Journal of Commerce and LaSalle Street Journal, Sept. 4, Oct. 2, 1946—N. W. Ayer & Son, Inc.

*C. D.
Record Book
Farnsworth
8/6
W*

FARNSWORTH

DEALERS *benefit* **STANDARDS!**

BY FARNSWORTH *quality*

FARNSWORTH phonograph-radio combinations . . . with the improved new Farnsworth automatic 3-point suspension record changer . . . are joining Farnsworth table models in increasing volume. The enthusiastic reception given these record-playing members of the Farnsworth line is even greater, if possible, than that given the table models.

Here is convincing proof that it pays to insist upon quality.

There isn't a bolt or a screw in the Farnsworth record changer which doesn't measure up to Farnsworth's rigid quality standards.

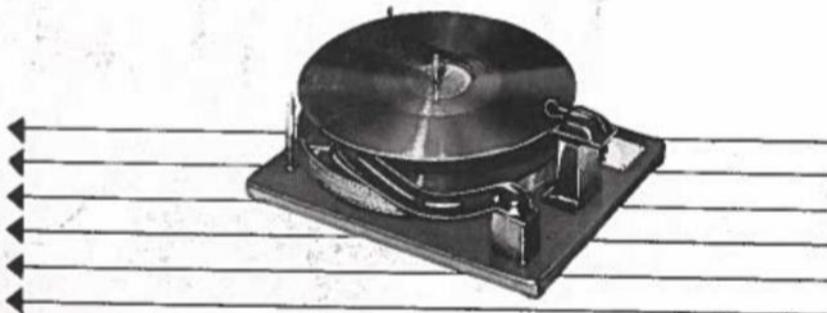
It would have been easy to use "alternative" materials . . . to

take manufacturing shortcuts . . . in order to put more phonograph-radios on the market sooner.

But there was too much at stake. Reputation, for one thing. Reputation for designing and building changers of superior quality. A reputation for treating the Farnsworth dealer fairly and equitably. A reputation for giving the public full value, dollar for dollar.

Because Farnsworth has kept its quality standards, the Farnsworth dealer benefits by more satisfied customers . . . more satisfactory profits.

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

Farnsworth

*C. D.
Record Book*

2000/1

F

FARNSWORTH **DEALERS** benefit BY FARNSWORTH *quality* **STANDARDS!**

FARNSWORTH phonograph-radio combinations . . . with the improved new Farnsworth automatic 3-point suspension record changer . . . are joining Farnsworth table models in increasing volume. The enthusiastic reception given these record-playing members of the Farnsworth line is even greater, if possible, than that given the table models.

Here is convincing proof that it pays to insist upon quality.

There isn't a bolt or a screw in the Farnsworth record changer which doesn't measure up to Farnsworth's rigid quality standards.

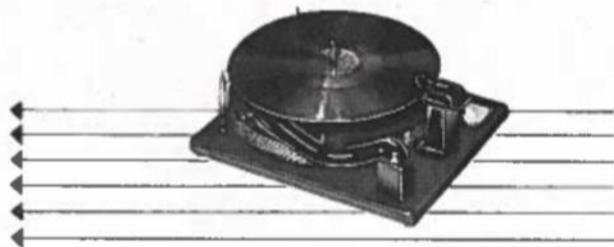
It would have been easy to use "alternative"

materials . . . to take manufacturing shortcuts . . . in order to produce more phonograph-radios sooner.

But there was too much at stake. Reputation, for one thing. Reputation for designing and building changers of superior quality. A reputation for treating the Farnsworth dealer fairly. A reputation for giving the public full value, dollar for dollar.

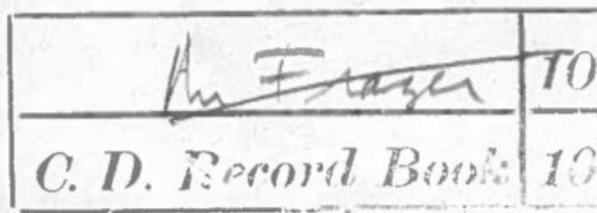
Because Farnsworth has kept its quality standards, the Farnsworth dealer benefits by more satisfied customers . . . more satisfactory profits.

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

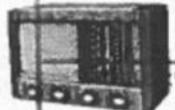


Com humor e vigor
Júlio de Diego retrata
toda a história de "El
Sombrero de Tres Picos",
de Manuel de Falla. Os
aldeões, as gargalhadas,
carregam, em procissão,
a imagem do governador
fracassado . . . o moleiro e

• FARNSWORTH

Um dos novos modelos Farnsworth para exportação, de
fabricação especial para os
trópicos. Cinco faixas — para transmissões nos
trópicos e todas as importantes faixas de ondas
curtas, incluindo faixa ampliada — é caracte-
rística a qualidade do Farnsworth em rádios e
rádios-fonógrafos.

SIGNATURE & DATE



8/28

S. O. K.



sua espôsa dansam a
"jota". V. pode sentir
o espírito dêste ballet
. . . quando interpretado
pelo novo e soberbo
rádio-fonógrafo Capehart
ou pelo Farnsworth
de baixo custo.

• CAPEHART

Em verdade, o supremo ins-
trumento para reprodução
de música. O novo rádio-
fonógrafo Capehart, dotado de um novo e revo-
lucionário sistema de tonalidade, somente pode
ser comparado com o próprio instrumento
musical ou com a voz humana.



FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE 1, INDIANA, E.U.A. • ENDERÉCO TELEGRÁFICO "TELEVISION"

Mr. Domingo

~~Mr. Frazer~~ 10

C. D. Record Book 10

SIGNATURE & DATE

M.H. 9/12

WRITER'S O. K.

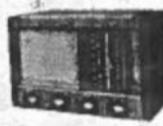
Frazer

J. B.

Con mucha gracia y vigor
Julio de Diego ha sabido
reflejar el genial
ambiente de "El Sombrero
de tres picos" de Manuel
de Falla. Los aldeanos,
entre careajadas, lanzan
al aire la efíge de
gobernador fracasado,
mientras el molinero y

■ FARNSWORTH'

Uno de los nuevos modelos
Farnsworth para la exportación,
fabricado especialmente
para los trópicos. Cinco bandas—Para transmisio-
nes en onda normal, en la banda tropical y en
todas las gamas importantes de onda corta, in-
cluso ensanche de banda—Es típico de la ca-
lidad Farnsworth en radios y radio-fonógrafos.



su esposa bailan la jota.
Usted puede también
apreciar el fino y juguetón
sentido de esta danza . . .
cuando la interpreta
el incomparable radio-
fonógrafo nuevo Capehart
o el Farnsworth de
precio módico.

■ CAPEHART

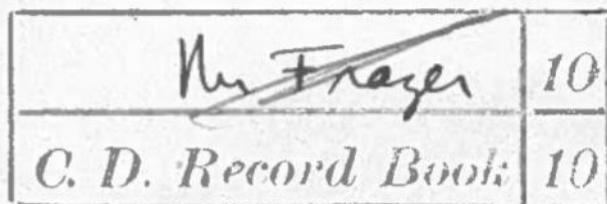
Es en verdad el supremo ins-
trumento para reproducción
de música. El nuevo radio-
fonógrafo Capehart, dotado de un nuevo y revo-
lucionario sistema de tonalidad, solamente
puede ser comparado con el propio instrumento
musical o con la voz humana.



FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE 1, INDIANA, E. U. A. • DIRECCIÓN CABLEGRÁFICA: "TELEVISION"

EX-45-B-Sp.-1946-1 page-4 3-8 x 6 1-4-Selecciones de Reader's Digest, Jun., 1947
N. W. Ayer & Son, Inc. 9113

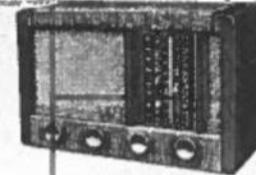
*Final
revision*



COM humor e vigor Júlio de Diego retrata toda a história de "El Sombrero de Tres Picos", de Manuel de Falla. Os aldeões, às gargalhadas, carregam,

o FARNSWORTH

Um dos novos modelos Farnsworth para exportação, de fabricação especial para os trópicos. Cinco faixas—Para transmissões nos trópicos e todas as importantes faixas de ondas curtas, incluindo faixa ampliada. — E característica a qualidade do Farnsworth em rádios e rádios-fonógrafos.



em procissão, a imagem do governador
fracassado . . . o moleiro e sua
esposa dansam a "jota". V. pode
sentir o espírito dêste ballet
... quando interpretado pelo novo e
soberbo rádio-fonógrafo Capehart
ou pelo Farnsworth de baixo custo.

o CAPEHART



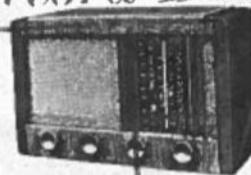
Em verdade, o supremo instrumento para reprodução de música. O novo rádio-fonógrafo Capehart, dotado de um novo e revolucionário sistema de tonalidade, somente pode ser comparado com o próprio instrumento musical ou com a voz humana.

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

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana, E.U.A. Endereço 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 •
O Capehart • O Rádio-Fonógrafo Farnsworth • O Panamuse de Capehart.

WITH HUMOR and vigor
Julio de Diego portrays the entire
panorama of "The Three-Cornered Hat,"
by the composer Manuel de Falla.
The frustrated governor and

THE FARNSWORTH



<i>Mr. Farnsworth</i>	10
C. D. Record Book	10

RE & DATE
11-8-29
 U.S. O. K.
Farnsworth

One of Farnsworth's new export models of tropical construction. Five bands—Broadcast tropical and all important short-wave ranges incorporating bandspread—It is typical of Farnsworth quality in radios and phonograph-radios.



his effigy tossed in the air by the
 laughing villagers... the miller
 and his wife dancing a Jota.
 You can recreate the mood of this
 ballet... as interpreted by the superb
 new Capehart or the modest-
 priced Farnsworth phonograph-radio.

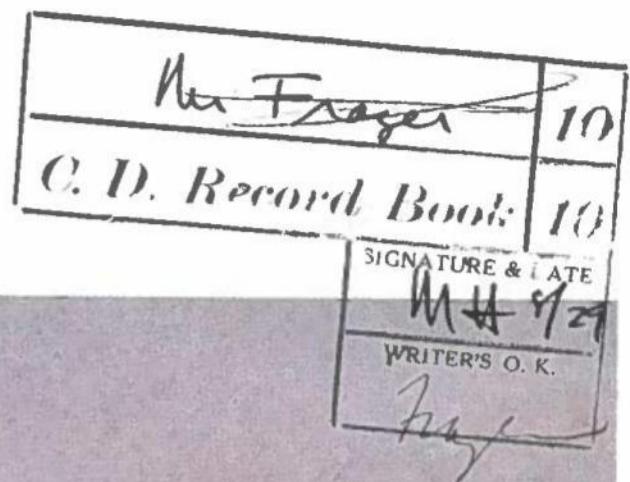
THE CAPEHART



Truly the supreme instrument for musical reproduction. The new Capehart phonograph-radio, endowed with a revolutionary new tonal system, should be compared only with the original musical instrument or the human voice.

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

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana, U.S.A. Cable Address, "Television" • Farnsworth Radio and Television Receivers • Farnsworth Television Tubes • Mobile Communications and Traffic Control Systems for Rail and Highway • The Farnsworth Phonograph-Radio • The Capehart • The Panamuse by Capehart



The New Capehart is Here

An event of great importance is now taking place in the musical life of the nation.

The new Capehart, the finest instrument ever created by Capehart engineers, is being presented for the first time to the American public.

This distinguished new instrument is far more than a new model. Naturally, it continues the tradition of excellence which set apart the Capeharts of past

years. But the new Capehart is far in advance of those glorious instruments. It is an utterly new phonograph-radio.

Engineers spent a full year, after the cessation of their war activities, perfecting the new Capehart. Many ideas in it had not even reached the blueprint stage before the war.

The revolutionary new tonal system reproduces tones with a clarity never before captured by any phonograph-

radio. A new electronic pick-up, for the first time, gives to orchestra, choir or solo voice its true timbre. The time-proved record-changer, turning records more gently than human hands can do, is at a new point of perfection.

There may not be enough Capeharts to meet the immediate demand, for this superlative instrument is built too unhurriedly for mass-production. It is painstakingly made by artisans who

have for eighteen years produced "the world's finest instrument for musical reproduction."

These first models of the new Capehart await your inspection now, together with its worthy companion, the Panamuse by Capehart. You are cordially invited to see them in the show-rooms of authorized Capehart dealers — and to hear great music played as it has never been played before.

FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE 1, INDIANA

N. W. AYER & SON

CON MUCHA gracia y vigor Julio de Diego ha sabido reflejar el genial ambiente de "El Sombrero de tres picos" de Manuel de Falla. Los aldeanos, entre carcajadas, lanzan al aire la efigie del gobernador

EL FARNSWORTH

Uno de los nuevos modelos Farnsworth para la exportación, fabricado especialmente para los trópicos. Cinco bandas—Para transmisiones en onda normal, en la banda tropical y en todas las gamas importantes de onda corta, incluso ensanche de banda—Es típico de la calidad Farnsworth en radios y radio-fonógrafos.



fracasado, mientras el molinero y su esposa bailan la jota. Usted puede también apreciar el fino y juguetón sentido de esta danza . . . cuando lo interpreta el incomparable radio-fonógrafo nuevo Capehart o el Farnsworth de precio módico.

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

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana, E.U.A. Dirección cablegráfica: "Television" • Receptores de Radio y Televisión Farnsworth • Tubos de Televisión Farnsworth • Sistemas móviles de Comunicaciones y Señales de Tráfico para Ferrocarriles y Carreteras, marca Halstead • El Radio-fonógrafo Farnsworth • El Capehart • El Panamuse de Capehart

EL CAPEHART



Es en verdad el supremo instrumento para reproducción de música. El nuevo radio-fonógrafo Capehart, dotado de un nuevo y revolucionario sistema de tonalidad, solamente puede ser comparado con el propio instrumento musical o con la voz humana.

Mr. Frager (10)

C. D.

Record Book

McKinley 9/3

Frager

the new Capehart



As each Capehart dealer installs the new demonstration models in his showroom, he will affirm what his eyes and ears told him at the recent Capehart showings: the new Capehart is *really new!*

New—"Personal Appearance" tone. New—"True-Timbre" pick-up. New—military type circuit wiring. New—radio tuning system. New—FM circuit. New—built-in AM-FM antennae. New improvements in the time-proven Capehart record changer which turns the

records over—plays both sides continuously.

An achievement, like the new Capehart, cannot be performed by waving a magic wand. Even so, the creation of a new and improved Capehart within the first twelve months of peace, has been called miraculous by those who know the problem. No less wonderful is the building of the new Panamuse by Capehart, a companion line of phonograph-radios which embody the ex-

perience and skill of Capehart engineers and craftsmen, and which are housed in exquisite cabinets of traditional and modern design.

Every Capehart dealer will soon demonstrate to his discerning prospects that the *new* Capehart is more than ever "the supreme interpreter of the world's great music."

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

The Capehart • The Panamuse by Capehart

PRODUCTS OF

FARNSWORTH TELEVISION & RADIO CORPORATION



**EXPERIENCE IS PROVING THE
SOUNDNESS OF FARNSWORTH'S
SELECTIVE DEALER POLICY**

WHEN you signed your name to a Farnsworth franchise, you gained more than identification with a famous line . . . you laid the foundation for a sound business future.

As a selected Farnsworth dealer you are benefitting in these ways:

LIMITED COMPETITION—You are one of a few. There are only one-fourth as many Farnsworth dealers in your market area as there are dealers representing other lines. Hence, four times the sales potential!

REPUTATION—You are in good company. Every Farns-

worth dealer is reputable . . . has been selected only on his qualifications to conform to the Farnsworth franchise requirements.

PROTECTED PROFITS—You enjoy a proper margin on a line brilliantly engineered and aggressively promoted. Furthermore, your Farnsworth profits are safeguarded through established fair trade practices.

Farnsworth is a high quality line. Yet, excellence need not be expensive. Farnsworth products are competitively priced and sold by dealers whose stores are recognized as quality outlets for radio, phonograph, radio and television sets. Farnsworth, as a quality line, will continue to have quality representation. 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

Ant Fazenda
Ant Domingo

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

MT 9/18
J. D.

COM humor e vigor Júlio de Diego retrata toda a história de "El Sombrero de Tres Picos", de Manuel de Falla. Os aldeões, às gargalhadas, carregam,

o FARNSWORTH

Um dos novos modelos Farnsworth para exportação, de fabricação especial para os trópicos. Cinco faixas—Para ondas longas, transmissões na onda tropical e em todas as importantes faixas de ondas curtas, incluindo faixa ampliada—É característica a qualidade do Farnsworth em rádios e rádios-fonógrafos.



em procissão, a imagem do governador fracassado . . . o moleiro e sua espôsa dansam a "jota". V. pode sentir o espírito dêste ballet . . . quando interpretado pelo novo e soberbo rádio-fonógrafo Capehart ou pelo Farnsworth de baixo custo.

o CAPEHART



Em verdade, o supremo instrumento para reprodução de música. O novo rádio-fonógrafo Capehart, dotado de um novo e revolucionário sistema de tonalidade, somente pode ser comparado com o próprio instrumento musical ou com a voz humana.

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

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana, E.U.A. Endereço 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 • O Capehart • O Rádio-Fonógrafo Farnsworth • O Panamuse de Capehart.



Com humor e vigor
Júlio de Diego retrata
toda a história de "El
Sombrero de Tres Picos",
de Manuel de Falla. Os
aldeões, às gargalhadas,
carregam, em procissão,
a imagem do governador
fracassado . . . o moleiro e

• FARNSWORTH

Um dos novos modelos Farnsworth para exportação, de fabricação especial para os trópicos. Cinco faixas—para ondas longas, transmissões na onda tropical e em todas as importantes faixas de ondas curtas, incluindo faixa ampliada — É característica a qualidade do Farnsworth em rádios e rádios-fonógrafos.



J. D.



sua espôsa dansam a
"jota". V. pode sentir
o espírito dêste ballet
. . . quando interpretado
pelo novo e soberbo
rádio-fonógrafo Capehart
ou pelo Farnsworth
de baixo custo.

• CAPEHART

Em verdade, o supremo instrumento para reprodução de música. O novo rádio-fonógrafo Capehart, dotado de um novo e revolucionário sistema de tonalidade, somente pode ser comparado com o próprio instrumento musical ou com a voz humana.



FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE 1, INDIANA, E.U.A. • ENDERÉCOS TELEGRÁFICO "TELEVISION"

Revista
C. D.

Record Bo

9/25

7

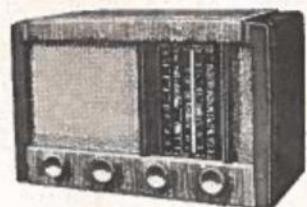
D

CON MUCHA gracia y vigor Julio de Diego
ha sabido reflejar el genial ambiente de

"El Sombrero de tres picos" de Manuel de Falla.

Los aldeanos, entre carcajadas, lanzan
al aire la efigie del gobernador

el FARNSWORTH



Uno de los nuevos modelos Farnsworth para la exportación, fabricado especialmente para los trópicos. Cinco bandas — Para transmisiones en onda normal, en la banda tropical y en todas las gamas importantes de onda corta, incluso ensanche de banda — Es típico de la calidad Farnsworth en radios y radio-fonógrafos.



fracasado, mientras el molinero y su esposa
bailan la jota. Usted puede también
apreciar el fino y juguetón sentido de esta
danza . . . cuando la interpreta el
incomparable radio-fonógrafo nuevo
Capehart o el Farnsworth de precio módico.

el CAPEHART



Es en verdad el supremo instrumento para reproducción de música. El nuevo radio-fonógrafo Capehart, dotado de un nuevo y revolucionario sistema de tonalidad, solamente puede ser comparado con el propio instrumento musical o con la voz humana.

FARNSWORTH

Television · Radio · Phonograph-Radio

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana, E.U.A. Dirección cablegráfica: "Television" • Receptores de Radio y Televisión Farnsworth • Tubos de Televisión Farnsworth
• Sistemas móviles de Comunicaciones y Señales de Tráfico para Ferrocarriles y Carreteras • El Radio-fonógrafo Farnsworth • El Capehart • El Panamuse de Capehart

Mr. Frazer
C. D. Record Book

SIGNATURE & .
Dempfield
WRITER'S O. K.

THE FARNSWORTH



**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 great desire of all who wish to spend a modest sum for a radio or a phonograph-radio is that it be of high quality. The new Farnsworth proves that excellence need not be expensive. Quality is inherent in all table radios, new portables, phonograph-radios. (Farnsworth television offers the same combination of quality and economy.) Terms. Prices: **\$25 to \$350**

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*.



Portfolios 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



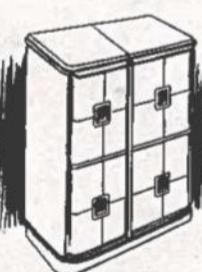
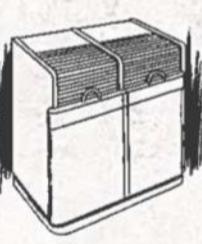
This master instrument for musical reproduction has always been a high choice of musicians, artists, and discriminating social leaders. The new Capehart, with its revolutionary new tonal system, is ready now for your pleasure and entertainment. It can be compared only with the original instruments it reproduces. (Capehart television receivers will be the finest expression of the engineers' art.) Prices: Panamuse by Capehart, \$300 to \$700. The Capehart, **\$925 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
H. W. AYER & SON

*Grad. Dept.
8th floor*

*George C. D. 10 cl
Record Book
JUL 10/8*

Seeing is Believing..



Inside and out, Farnsworth quality is evident. When you see today's television on a Farnsworth — you see it at its best.

Television is no longer in rehearsal. It is here, now! And when you see the clear, bright, highly defined pictures of modern day television as received on one of Farnsworth's table or console models, you know that today's television is outstanding.

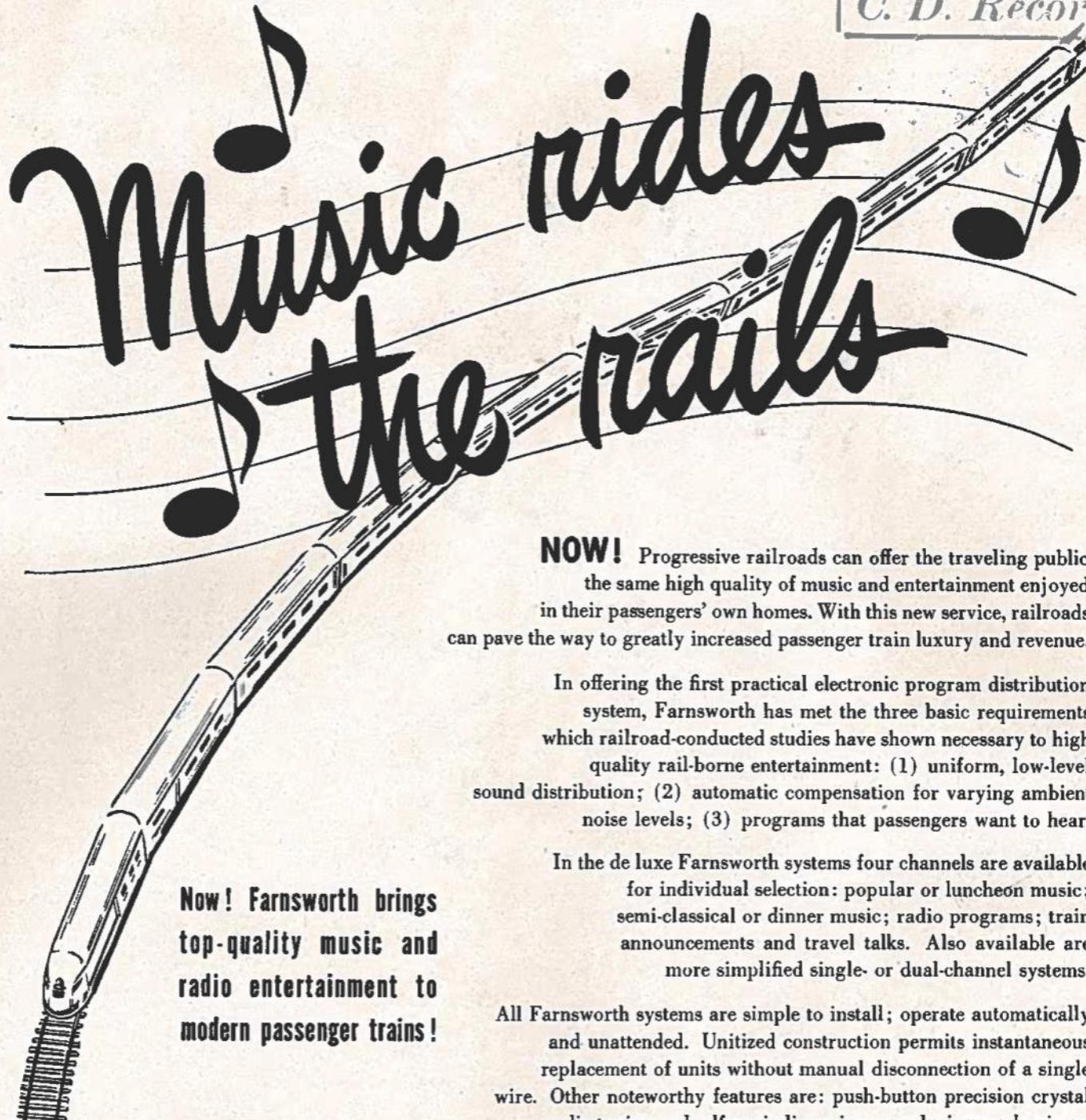
For two decades Farnsworth has pioneered in advancing television from a promise to a fact. The technical accomplishments of Farnsworth engineers—from the original development of the electronic television system to practical television as we know it today—have made history.

Superb modern designs characterize Farnsworth's current line of television receivers that, 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 service in one instrument.

These instruments offer the same superior performance that has become synonymous with the Farnsworth name in every branch of its electronics activity. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

Farnsworth

TELEVISION
RADIO
PHONOGRAPH-RADIO



Now! Farnsworth brings top-quality music and radio entertainment to modern passenger trains!

NOW! Progressive railroads can offer the traveling public the same high quality of music and entertainment enjoyed in their passengers' own homes. With this new service, railroads can pave the way to greatly increased passenger train luxury and revenue.

In offering the first practical electronic program distribution system, Farnsworth has met the three basic requirements which railroad-conducted studies have shown necessary to high quality rail-borne entertainment: (1) uniform, low-level sound distribution; (2) automatic compensation for varying ambient noise levels; (3) programs that passengers want to hear.

In the de luxe Farnsworth systems four channels are available for individual selection: popular or luncheon music; semi-classical or dinner music; radio programs; train announcements and travel talks. Also available are more simplified single- or dual-channel systems.

All Farnsworth systems are simple to install; operate automatically and unattended. Unitized construction permits instantaneous replacement of units without manual disconnection of a single wire. Other noteworthy features are: push-button precision crystal radio tuning and self-rewinding wire reproducing mechanisms.

Farnsworth Passenger Program Distribution Systems have been engineered by the same laboratories that gave the world its finest instrument for musical reproduction -- The Capehart.

Farnsworth Television & Radio Corp., Dept. RS-11, 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

HT-50-1946-1 page-7 x 10-Railway Trade, Nov. and Dec.—N. W. Ayer & Son, Inc. 9826

Farnsworth Television & Radio Corp., Dept. SJ-12, Fort Wayne 1, Indiana.

Farnsworth Television & Radio Corp., Dept. RP-11, Fort Wayne 1, Indiana.

Farnsworth Television & Radio Corp., Dept. EI-12, Fort Wayne 1, Indiana.

Farnsworth Television & Radio Corp., Dept. E-12, Fort Wayne 1, Indiana.

Farnsworth Television & Radio Corp., Dept. TT-11, Fort Wayne 1, Indiana.

Farnsworth Television & Radio Corp., Dept. C-11, Fort Wayne 1, Indiana.

Farnsworth Television & Radio Corp., Dept. RN-12, Fort Wayne 1, Indiana.

Farnsworth Television & Radio Corp., Dept. FM-12, Fort Wayne 1, Indiana.

Farnsworth Television & Radio Corp., Dept. RE-11, Fort Wayne 1, Indiana.

Farnsworth Television & Radio Corp., Dept. MR-12, Fort Wayne 1, Indiana.



**Now! Farnsworth Brings
Top-quality Music and Radio Entertainment
to Modern Passenger Trains!**

NOW! Progressive railroads can offer the traveling public the same high quality of music and entertainment enjoyed in their passengers' own homes. With this new service, railroads can pave the way to greatly increased passenger train luxury and revenue.

In offering the first practical electronic program distribution system, Farnsworth has met the three basic requirements which railroad-conducted studies have shown necessary to high quality rail-borne entertainment: (1) uniform, low-level sound distribution; (2) automatic compensation for varying ambient noise levels; (3) programs that passengers want to hear.

In the de luxe Farnsworth systems four channels are available for individual passenger selection: popular or luncheon music; semi-classical or dinner music; radio programs; train announcements and travel talks.

Also available are more simplified single- or dual-channel systems.

All Farnsworth systems are simple to install; operate automatically and unattended. Unitized construction permits instantaneous replacement of units without manual disconnection of a single wire. Other noteworthy features are: push-button precision crystal radio tuning and self-rewinding wire reproducing mechanisms.

Farnsworth Passenger Program Distribution Systems have been engineered by the same laboratories that gave the world its finest instrument for musical reproduction — The Capehart.

Farnsworth Television & Radio Corp., Dept. WSE-12, 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

HT-50-A-1946-20 inches-5 3-8 x 10 in.-Wall Street Journal (East and Pacific Coast Ed.);
Chicago Journal of Commerce and La Salle Street Journal (30 in.), Nov. 6 and Dec. 4-
N. W. Ayer & Son, Inc. 9828

Farnsworth Television & Radio Corp., Dept. WSP-12, Fort Wayne 1, Indiana.

Farnsworth Television & Radio Corp., Dept. JC-12, Fort Wayne 1, Indiana.

FARNSWORTH STABILITY EXTENDS THROUGH FARNSWORTH DISTRIBUTION

When the order-taking days are over, the dealer with the Farnsworth franchise will be spared many of the headaches common to high-pressure marketing.

One reason is the stability of the Farnsworth distributor. Chosen for his merchandising experience and his reputation for fair dealing, the Farnsworth distributor carries into his work of distributing the Farnsworth line the same singleness of purpose that Farnsworth puts into its manufacture.

Another reason is Farnsworth quality. Backed up by eighteen years of engineering research and manufacturing experience in the field of electronics, the

Farnsworth "streamlined" line of radios and phonograph-radios is winning more satisfied customers every day for Farnsworth dealers.

Too, the Farnsworth Selected Dealer Policy brings to *every* Farnsworth dealer the assurance of profit—remember, there are only one-fourth as many Farnsworth dealers in your market area as there are dealers representing other lines. Hence, four times the sales potential.

Truly, the Farnsworth dealer is going places! 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

ALL PICTURES drawn on the
human heart are the colors
of experience. A face departs, a
hope is cancelled, a word
cuts with a sword. Then
the dark painting reflects

Downing
Frazee
C. D. Record Books

THE FARNSWORTH



July 11/8

One of Farnsworth's new export models of tropical construction. Five bands—broadcast, tropical broadcast and all important short-wave ranges to and including 13 meters. Spread band also. This model is typical of Farnsworth quality in radios and phonograph-radios.



Spirits and weird shapes weave through Berlioz's "Symphonie Fantastique." Painted for the Capehart Collection by Julio de Diego.

the dark mood, and
fantastic shapes will not go.
So the composer, young Berlioz,
portrayed his own confusions.
Yet even in life's tem-
pestuous moments, music
can be a calm. To shadow, it is
light, to storm, a clearing.

THE CAPEHART

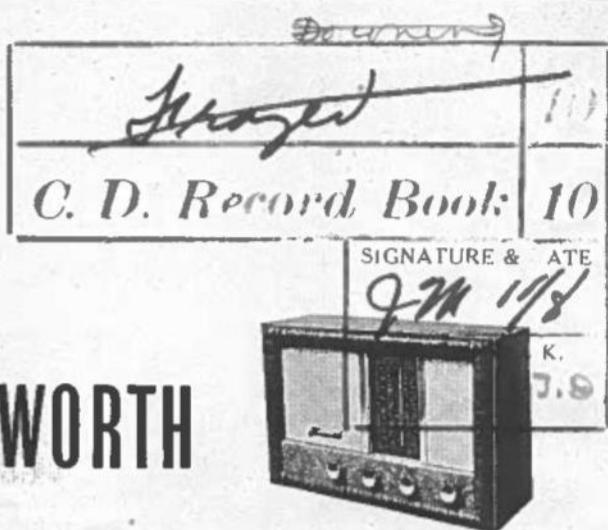


The full glory of symphony, concerto or choir is always at the command of Capehart owners. This phonograph-radio, through a revolutionary new tonal system, reproduces recorded music so that it is equaled only by the original instruments or by the human voice.

FARNSWORTH

Television . Radio . Phonograph-Radio

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana, U.S.A. Cable Address, "Television" • Farnsworth Radio and Television Receivers
• Farnsworth Television Tubes • Mobile Communications and Traffic Control Systems for Rail and Highway • The Farnsworth Phonograph-Radio
• The Capehart • The Panamuse by Capehart



TODOS LOS CUADROS que se graban
en el corazón tienen por colores
los de nuestros sentimientos.
Una cara que se nos aleja. . . .
Una esperanza que se desvanece. . . .
Una palabra que corta como un sable. . . .
¡Si oscuro es el colorido,
oscuros son nuestros momentos

el FARNSWORTH

Uno de los nuevos modelos de exportación Farnsworth de construcción tropical. Cinco bandas—Radiodifusión, banda de radiodifusión tropical y todas las bandas importantes de onda corta hasta la de 13 metros inclusivos. También banda espaciada. Típico de la calidad Farnsworth en radios y radiofonógrafos.



Espíritus y formas misteriosas se entremezclan a través de la "Symphonie Fantastique" de Berlioz, en el cuadro pintado para la Colección Capehart por Julio de Diego.

y mil formas fantásticas
parecen no querer abandonarnos,
como cuando el joven Berlioz
pintó con música maravillosa
su propia confusión. . . .!

¡Pero en los más tempestuosos
instantes de la vida, la música es sosiego
... porque... entre las sombras, es luz
en medio de la tormenta, es bonanza!

el CAPEHART



La gloria plena de la sinfonía o de la música coral está siempre a la disposición de quienes poseen un Capehart. Este radiofonógrafo, dotado de un nuevo sistema tonal revolucionario, reproduce la música tan magistralmente que sólo puede compararse con la voz o los instrumentos originales.

FARNSWORTH

Television - Radio - Phonograph-Radio

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana, E.U.A. Dirección Cablegráfica: "Television" • Receptores Farnsworth para Radio y Televisión • Válvulas Farnsworth para Televisión • Sistemas Móviles de Comunicaciones y Control del Tráfico de Ferrocarriles y Carreteras • El Radiofonógrafo Farnsworth • El Capehart • El "Panamuse" por Capehart

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

SIGNATURE & DATE

29/1/51

J.D.



° FARNSWORTH

A sua fabricação especial para os trópicos caracteriza este novo modelo Farnsworth para exportação. Cinco faixas para rádio-recepções comuns e tropicais e todos os importantes alcances de ondas curtas, incluindo-se o de 13 metros. Conta também, com faixa ampliada. Típica qualidade Farnsworth em rádios e rádios-fonógrafos.



Danças festivas das tribos nômades polovtsianas. Uma interpretação de Robert Riggs, para a Coleção Capehart, das Danças Polovtsianas do "Príncipe Igor", de Borodin.

um violino ou é arrebatado pelos penetrantes sons de uma trompa. O grito de um clarim chama, de modo igual, ao servo e ao senhor. Isto porque a música fala todos os idiomas — é o aperto de mãos universal, o livro constante, sempre aberto. Deixe que a inspiração da boa música lhe fale, agora, por meio do Capehart e do Farnsworth.

FARNSWORTH Television · Radio · Phonograph-Radio

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana, U. S. A. Endereço 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 • O Capehart • O Rádio-Fonógrafo Farnsworth • O Panamuse de Capehart



° CAPEHART

Mediante um novo sistema revolucionário de tonalidade, o Capehart leva a música ao seu lar como jamais fôra levada. Toda a clareza do próprio instrumento musical e da voz humana é reproduzida com surpreendente exatidão. Peritos em móveis de estilos desenham os gabinetes do Capehart.

This advertisement will appear
in the issue designated unless
contrary instructions are received.

SELECCIONES
DEL
READER'S DIGEST

MARZO, 1947

C. D.
Record Book

J. D.

¿QUÉ LAZOS de oro
núnan el sentimiento de
las naciones? No la
política, no los sistemas
ni los buques con sus
bodegas repletas de tesoros.
Los pueblos se unifican
en su afición a la música.
El khan salvaje, no menos

EL FARNSWORTH

Este nuevo modelo Farnsworth para la exportación se caracteriza por construcción tropical. Cinco bandas—emisión regular, emisión tropical y todas las escalas importantes de ondas cortas hasta la de 13 metros. Ensanche de bandas, también. Todo esto es típico de la calidad Farnsworth.



Danza festiva de los miembros de la tribu nómada Polovtsiana. Una interpretación para la Colección Capehart de Danzas Polovtsianas de Borodin, del "Príncipe Igor", ejecutada por Roberto Riggs.

que el niño inocente,
se alegra al sonido de una
danza o al toque de una
corneta. Deje que la
inspiración de la música
clásica le comueva
ahora por medio del
Capehart y el Farnsworth.

EL CAPEHART

Gracias a un revolucionario
nuevo sistema tonal, el Capehart
reproduce la música con
una fidelidad sin precedente. Toda la claridad
de los instrumentos originales se reproduce con
una exactitud sorprendente. Muebles de estilos
clásicos proyectados por artistas en el ramo.



FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE 1, INDIANA, E. U. A. DIRECCIÓN TELEGRÁFICA: "TELEVISION"