

¿QUÉ LAZOS de oro
aúnan 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

“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 commueva
ahora por medio del
Capehart y el Farnsworth.

“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"

Domingo
Huang

C. D. Record 1000

SIGNATURE & DATE

8/11/43

WITER'S O. K.

3, D.

QUE LAÇO de ouro une
todas as nações numa só?
Não são os sistemas
políticos nem os navios com
seus porões abarrotados
de ouro. O povo ó uno no
seu amor pela música.

• FARNSWORTH

Este modelo, fabricado para
exportação, é o ideal para os
trópicos. Cinco faixas de
recepção—local, tropical e todas as extensões
importantes de ondas curtas até 13 metros,
inclusive. Tem também faixa de difusão. Tudo
é típico da qualidade do Farnsworth em rádios
e rádio-fonógrafos.



Dança festiva das tribos nômades Polovetzianas. Execução de Robert Riggs,
para a Coleção Capehart, das Danças Polovetzianas do "Príncipe Igor" de Borodin.

Tanto o selvagem Kahn,
como a adorável criança, são
movidos pela dança, pelo
arco, e pelo som da trompa.
Deixe-se comover pela
grandiosa e inspirada
música trazida pelo
Capehart e pelo Farnsworth.

• CAPEHART

Gracias ao seu novo e impecável sistema tonal, o Capehart
reproduz para o seu lar
música como nunca foi possível escutar.
Cudem-se, com toda a clareza, os instrumentos
musicais, reproduzidos com estupenda fidelidade.
Seus moveis são verdadeiras, peças clássicas de marcenaria, feitas por excelentes artífices.



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

*Stages C. D. 10th
Record Books*
JM/4/2

¿QUÉ dorado vínculo une a los pueblos en armonía? No es la política, ni los sistemas, ni los buques con raros tesoros en sus bodegas. Una es la humanidad en sus anhelos, una en su amor a la música. El Khan, con toda su ferocidad, al igual que el más cariñoso niño, se excita al ritmo de la danza, se commueve ante los arpegios y se ve arrebatado por

EL FARNSWORTH



Su construcción para el trópico caracteriza a este nuevo modelo Farnsworth para la exportación. Cinco bandas—para radiorrecepciones comunes y tropicales y todos los alcances importantes de onda corta, incluso de 13 metros. También en banda ensanchada. Típica calidad Farnsworth en radio y radio-fonógrafos.



Danza festiva de los tribus nómadas de los altiplanicies. Una interpretación de Roberto Riggs para la Colección "Grandes Danzas del Mundo", publicada por el "Fondo Gorr", de Barodio.

los penetrantes tañidos de la trompa. El grito del clarín llama de modo igual al siervo y al señor, al libre y al esclavo. Y es que la música habla todos los idiomas — es el apretón de manos universal, el libro siempre constante, siempre abierto. Deje que la música le hable a Vd., ahora, en toda su grandiosidad, por medio del Capehart y del Farnsworth.

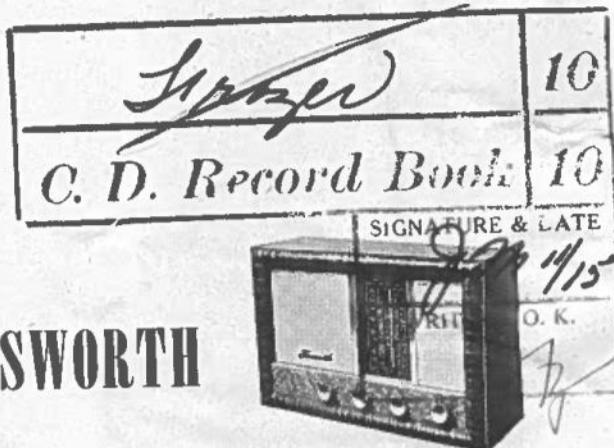
El CAPEHART



Gracias a un nuevo sistema realmente revolucionario, el Capehart lleva la música al hogar como no se ha llevado nunca. Toda la claridad del propio instrumento musical y de la voz humana la reproduce con sorprendente exactitud. Cajas de época por distinguidos ebanistas.

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. 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



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,

The FARNSWORTH



Tropical construction features this new Farnsworth export model. Five bands — broadcast, tropical broadcast and all important short-wave ranges to and including 13 meters. Spread band, also. Typical of Farnsworth quality in radios and phonograph-radios.



Festival dance of nomad Polovtsian tribesmen. An interpretation by Robert Riggs for the Capehart Collection of Polovtsian Dances from Borodin's "Prince Igor."

is stirred by dance, and bow, and horn.
The chant of trumpet calls alike to
slave and free. Music speaks
in all tongues—it is the universal
handelasp, 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



Through a revolutionary new tonal system, the Capehart brings music into the home as it has never been brought before. All the clarity of the original instruments and the human voice are reproduced with amazing fidelity. Period design cabinets by furniture craftsmen.

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

Todd Downing

Record Book

Downing

SELEÇÕES DO
READER'S DIGEST
—
ABRIL, 1947

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

QUE LAÇO de ouro une
todas as nações numa só?

Não são os sistemas
políticos nem os navios com
seus porões abarrotados
de ouro. O povo é uno no
seu amor pela música.

° FARNSWORTH

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

° CAPEHART



Graças ao seu novo e impecável sistema tonal, o Capehart
reproduz para o seu lar
música como nunca fora possível escutar.
Cudem-se, com toda a clareza, os instrumentos
musicais, reproduzidos com estupenda fidelidade.
Seus moveis são verdadeiras peças clássicas de marcenaria, feitas por excelentes artífices.



*C. D.
Record Book*

Page

*better salesmen
turn to
FARNSWORTH
when
demonstrating
FM*



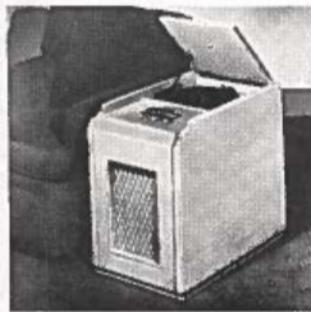
IT'S PROFITABLE to demonstrate the advantages of FM listening on a Farnsworth.

For Farnsworth makes the most of FM in every sense. And the quiet beauty and sturdy construction of Farnsworth cabinets complement the superlative Farnsworth tone . . . increase desire for ownership in prospects' minds. These, along with Farnsworth's expert engineering, make it easier to close more sales!

A new favorite is the Farnsworth EK-102, illustrated above. Its strikingly designed cabinet embodies advanced principles of construction, employing the finest of furniture woods and veneers, and is available in regular or blonde mahogany finished to a beautiful piano lustre. AM and FM reception. DeLuxe 3-point suspension automatic record changer gently handles 12 ten-inch or 10 twelve-inch records.

EK-102 is another powerful example of the saleabil-

ity of Farnsworth's "streamlined" line . . . a line that provides dealers a clean, fast-moving operation—proper margins, fair trading and adequate "elbow room." It's no wonder that Farnsworth dealers consider their franchise a valuable asset. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

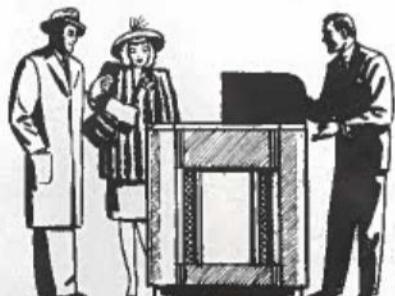


Growing more and more popular is Farnsworth's chair-side combination, No. EK-264. Its convenience is enhanced by a roomy built-in record storage cabinet. In walnut or blonde Prima Vera.

Farnsworth

Television · Radio · Phonograph-Radio

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



*C. D.
Record Book
F.W.*

*better salesmen
turn to
FARNSWORTH
when
demonstrating
FM*



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Farnsworth
Television · Radio · Phonograph-Radio

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

*On Auction
S. S. H.*

*Frogs
C. D. Record Book (10)
File*

Acclaimed!

"THE NEW CAPEHART IS HERE!"

Seldom has such a simple statement of fact created so much excitement among those who love good music. They came . . . they listened . . . and they were enthralled by the perfect tonal reproduction of the new Capehart. They marvelled at the timeless beauty of Capehart cabinet design. And they were quick to appreciate the excellence of engineering and the painstaking construction which distinguish the new Capehart phonograph-radio.

Too, they gave enthusiastic approval to the Capehart's extended frequency range, permitting not only faithful reproduction of today's quality recordings, but of selections that have been treasured and

enjoyed through the years, as well as the anticipated "high fidelity" records of tomorrow.

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



Shown at right
is The Chippendale,
Model 413

- Credenza cabinet, in walnut or mahogany
- Famous Capehart automatic changer, turns records over
- Handles 10-inch and 12-inch records intermixed
- True-Timbre pick-up reproduces all tonal values
- Balanced tonal system invites comparison with the original musical instruments and the human voice
- AM-FM and short wave radio

The Panamuse by Capehart
Model 26N2

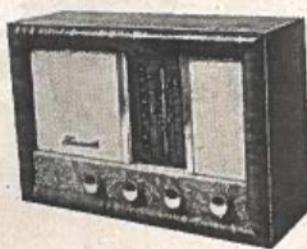
- Modern cabinet in mahogany, designed by Widdicombe
- True-Timbre pick-up with extended frequency range
- Drop-type automatic record changer
- AM-FM and short wave radio
- A product of Capehart engineering and craftsmanship



The Capehart • The Panamuse by Capehart

PRODUCTS OF

FARNSWORTH TELEVISION & RADIO CORPORATION



Mr. Downing

Prozer

C. D. Record Book

10

SIGNATURE DATE

R. Bayne '42

WRITER'S O.K.

J. D.

Este modelo Farnsworth para la exportación ha sido fabricado especialmente para los trópicos y tiene cinco bandas: para radiorrecepción en onda normal, en banda tropical y en todas las gamas importantes de onda corta de hasta 13 metros inclusive. También con banda ensanchada. Es típico de la calidad Farnsworth en radios y radio-fonógrafos.

EL FARNSWORTH

Primero un ritmo sordo, primitivo, en compás ternario. Luego, la melodía, reiterativa . . . y la culminación, majestuosa, arrebataradora. Ese es el bolero, la danza andaluza de rancio abolengo. . . Escúchelo ahora, captado en discos incomparables. ¡Pero todo el mundo de la música está a su disposición, para deleitar a Vd.! Sinfonía, danza, oratorio, la voz humana . . . deje que le hablen desde ahora por medio del Capehart o del Farnsworth.

EL CAPEHART

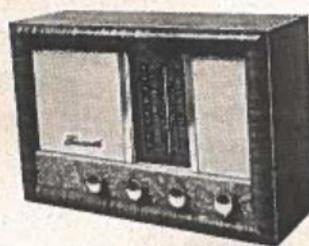


El Bolero de Ravel, pintado por Salvador Dalí para la Colección Capehart.

El "supremo instrumento para reproducción de música" la lleva al hogar mejor que nunca. Su nuevo y revolucionario sistema de tonalidad reproduce con nueva fidelidad el propio instrumento musical o la misma voz humana. Gabinetes de época ingenierados por destacados ebanistas.

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



THE FARNSWORTH

First the beat, the faint barbaric rhythm. Then the melody, recurrent—and the wild, tumultuous climax.

This is the bolero, the ancient Andalusian dance. Hear it now, captured on fine recordings. . . . But all the world of music is yours to enjoy!

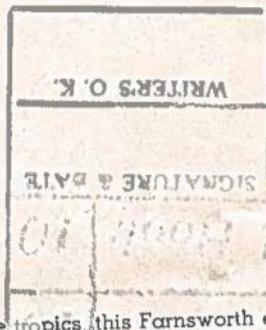
Symphony, dance, oratorio, the human voice . . . let them speak to you now through the Capehart or the Farnsworth.

THE CAPEHART



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



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

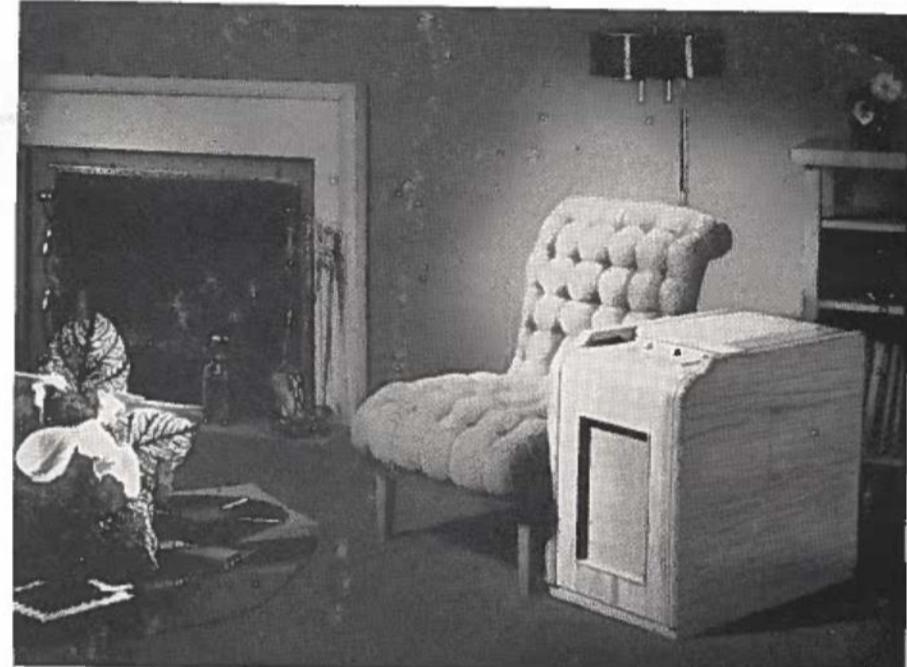
The "supreme instrument for musical reproduction" brings music into the home as never before. A revolutionary new tonal system reproduces the original instrument and the human voice with new fidelity. Period design cabinets by furniture craftsmen.

*C. D.
Record Book*

*Passenger
Copies 10
1-17-47*

THE FARNSWORTH DEALER WILL PROFIT FROM THIS PICTURE!

Appearing in the March 17 issue of Life magazine



THE FARNSWORTH CHAIRSIDE • Fingertip convenience—all phonograph and radio controls accessible from your easy chair. The compact, modern cabinet provides ample record storage—full, faultless sound reproduction. Available in walnut and genuine South American prince woods.

Farnsworth for Fidelity



MODEL EK-102 • Modern, elegantly styled phonograph-radio. Brilliant Full Band Modulation and AM performance. High-fidelity tone. 3-point turntable record changer. 15 records or 10 individual records. Choice of walnut or blonde mahogany cabinet.



MODEL ET-301 • Smart, handsome table radio. Dynamic 10-inch screen with remote control grille in blue, mahogany or blonde. Features brightly illuminated Farnsworth transmitter dial. Standard and foreign reception. Built-in high antenna. Set operates on either AC or DC current.



TELEVISION TABLE MODEL • The hit of the New York Television Show, brilliantly engineered by Farnsworth. 10-inch screen. Sharp, clear pictures on 10-inch direct-view, wide flat face tube. AM radio also available. Compact, modern cabinet in regular, or blonde mahogany.

WHETHER you enjoy the sparkle and drive of today's popular music, or the flooding richness of the symphony, you'll like the way each is re-created in your home by the new Farnsworth. These truly post-war instruments are endowed with a full, vibrant tone that brings you recorded and broadcast music of surpassing clarity. All incorporate new electronic advances, and the phonograph radios are equipped with an improved automatic record changer that is quick, quiet and gentle. Cabinets range from smart portables to luxurious phonograph radios—all combining quality with modest price (ranging from \$15 to \$400). Hear the new Farnsworth today at your nearest Farnsworth dealer. He is one of a limited number carefully selected because of his integrity, his willingness and ability to render proper service. You'll find him friendly and informed, and anxious to help you in every way.

FARNSWORTH TELEVISION & RADIO CORPORATION

Farnsworth

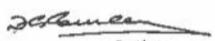
Television • Radio • Phonograph-Radio

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

Farnsworth RAILROAD RADIO

A MILESTONE IN RAILROAD RADIO!

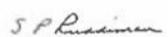
"Modern railroad transportation systems cannot function to their maximum efficiencies without the use of modern communications networks. That is why the Santa Fe System maintains complete telephone and teletype, as well as telegraph systems along its entire thirteen-thousand-mile right-of-way. It is 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



"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 technical 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."


President
Chicago and North Western Railway Co.



"THIS PIONEERING EFFORT..."

"The Chicago and North Western Railroad, always interested in technological developments which promise improvement in the efficiency and safety of railway operations, participated in the first regular use of very high frequency railway radio. This installation went into operation in our Proviso Yards in September, 1940, and continued for over a year thereafter."

"We are happy that the technical and operating information secured from the pioneering effort was subsequently useful to the Army Ordnance Department and to the operators of the large Army Ordnance Plants in making their decision to use railroad radio in connection with the war effort."

"The case histories provided by the use of radio at Proviso and in the large ordnance plants were later to become an important part of the railroad testimony in the Federal Communications Commission hearing which brought about the present allocation of frequencies for railway use."


President
Chicago and North Western
Railway Co.



F

Farnsworth radiotelephone systems, now ready to serve the Nation's railroads, provide:

(1) RELIABLE RADIOTELEPHONE CIRCUITS

Farnsworth guarantees its railroad radiotelephone systems for a period of one year—the same kind of comprehensive guarantee furnished with U. S. Government war-time radio equipment on which battles and lives depended.

(2) IMPROVED OPERATING SERVICES AND FACILITIES

Radiotelephone circuits between train crews and supervisory personnel permit industrial customer requirements to be fulfilled more rapidly; provide reliable and instantaneous communications even during adverse visibility conditions; enable the quick reporting of equipment failures and the more rapid and efficient dispatching of relief; permit crews instantly to report unscheduled stops to near-approaching trains.

(3) SAVINGS IN OPERATIONS

Railroads using modern radiotelephone circuits have reported through official Association of American Railroads documents convincing proof of the important money-saving, as well as safety-contributing abilities of radiotelephone circuits.

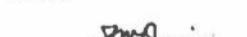
(4) LOW-COST INVESTMENT AND MAINTENANCE

Farnsworth equipment incorporates such important operating and maintenance features as standardized chassis with unitized construction, low-clearance antennas, automatically engaging plug-in type connectors, and special test circuits. The combination of these features, *found only in Farnsworth equipment*, guarantees maximum availability, flexibility, and usefulness with simplified low-cost maintenance. Yet, Farnsworth railroad radio equipment is priced competitively with other quality systems, many of which lack these special features.

For detailed particulars of Farnsworth Mobile Communications Systems, write Farnsworth Television & Radio Corporation, Dept. RA-3, Fort Wayne 1, Indiana.

"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.



"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



Commissioner
the development
neering days of
participated in
was then a new
has been asso
Commission an
mission, first a
February 1, 1938.

Farnsworth R
and Traffic Co

Fay 10
Fay
C. D.
Record Book

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON 25, D. C.

ADDRESS ALL
TO THE

IS READY TO SERVE THE NATION

November 27, 1946

Mr. John Curtis, Manager
Mobile Communications Division
Farnsworth Television & Radio Corp.
Fort Wayne 1, Indiana

Dear Mr. Curtis:

I wish to thank you for your letter outlining the excellent progress which the Farnsworth Television and Radio Corporation has made in developing and producing various types of equipment for railroad radio communication. I was especially pleased to read that section of your report which quotes various railroad presidents who recognize that radio will enhance safety and efficiency in railway operations.

As you know, the Commission has been convinced for some time that a properly engineered railroad radio system will contribute to safety of life and property, both in preventing accidents and in reducing the seriousness of injury and damage after accidents. While safety is of paramount importance we also recognize and encourage the use of radio as a means of improving the overall efficiency of the railroads.

Sincerely yours,



E. K. Jett,
Commissioner



Commissioner Ewell K. Jett has been a motivating factor in the development of radio communications since the pioneering days of the early 20th Century. From 1911-1929 he participated in the development of the Navy's use of what was then a new communications art. Since 1929, Mr. Jett has been associated with the Federal Communications Commission and its predecessor, the Federal Radio Commission, first as Assistant Chief Engineer; then, since February 1, 1938, as Chief Engineer. On February 15, 1944,

Mr. Jett was appointed Commissioner. Throughout his career with the Navy and the Commission, Mr. Jett has been alert to the ever-increasing usefulness of radio in mobile operations. More recently, with the development of radio equipment for railway and highway services and Mr. Jett's origination of the Citizens' Radio Communication Service, his activities with the Commission have taken on even more significance to American economy and well-being.

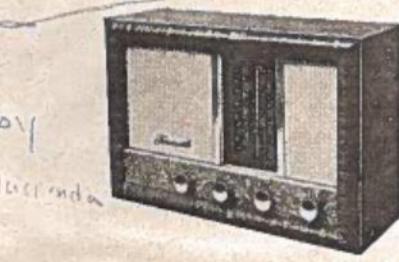
Farnsworth

Television · Radio · Phonograph-Radio

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

Revised Proof

as old by
by la huclenda



C. D.

Al Downing

F. D.

Report to Al Downing

C. D.

(10)

Downing

Este modelo Farnsworth para exportação foi fabricado especialmente para os trópicos e dispõe de cinco faixas: para ondas longas, transmissões na onda tropical e em todas as importantes faixas de ondas curtas de até 13 metros, inclusive. Também com faixa ampliada. Característica de qualidade Farnsworth em rádios e rádios-fonógrafos.

• FARNSWORTH

Primeiro uma pulsação, um desmaiado ritmo bárbaro. Depois a melodia, reiterativa . . . e a culminação, majestosa, arrebatadora. Este é o bolero, a vetusta dança andaluza. . . . Ouça-o agora, gravado em discos incomparáveis. . . . Mas todo o mundo da música está à sua disposição para deliciá-lo! Sinfonia, dança, oratório, a voz humana . . . deixe que lhe falem, agora, através do Capehart ou do Farnsworth



O Bolero, de Ravel, pintado por Salvador Dalí, para a Coleção Capehart.

• CAPEHART



O "súpremo instrumento para reprodução da música" leva-a aos lares melhor que nunca. Seu novo e revolucionário sistema de tonalidade reproduz com nova fidelidade o instrumento original e a voz humana. Caixas em estilo de períodos desenhadas por competentes artífices.

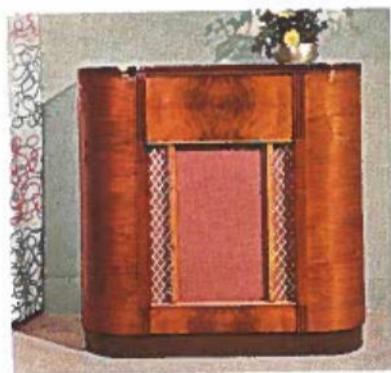
FARNSWORTH Television • Radio • Phonograph-Radio

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.



THE FARNSWORTH CHAIRSIDE • Fingertip convenience—all phonograph and radio controls accessible from your easy chair. The compact, modern cabinet provides ample record storage—full, faithful tonal reproduction. Available in walnut and genuine South American prima vera.

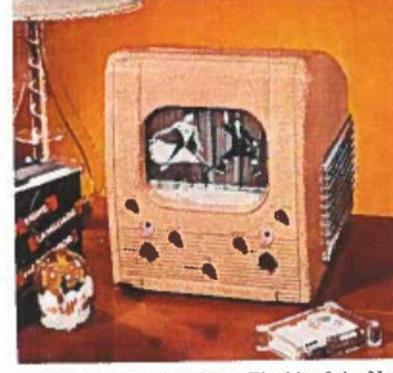
Farnsworth for Fidelity



MODEL EK-102 • Modern, beautifully styled phonograph-radio. Brilliant FM (Frequency Modulation) and AM performance. High-fidelity tone. 3-point suspension record changer plays 12 ten-inch or 10 twelve-inch records. Choice of walnut or blond mahogany cabinet.



MODEL ET-061 • Smart, handsome table radio. Lustrous ivory plastic cabinet with contrasting grille in blue, maroon or black. Features brightly illuminated Farnsworth travelite dial. Standard and foreign radio reception. Built-in loop antenna. This set operates on either AC or DC.



TELEVISION TABLE MODEL • The hit of the New York Television Show, brilliantly engineered by Farnsworth, television's pioneers. Sharp, clear pictures on 10-inch direct-view, semi-flat face tube. AM radio also available. Compact, modern cabinet in regular, or blond mahogany.

WHETHER you enjoy the spirit of today's popular music, the richness of the symphony, the way each is re-created in your new Farnsworths. These true instruments are endowed with a tone that brings you recorded music of surpassing clarity. New electronic advances, in phonograph-radios are equipped with automatic record changer that is smooth and gentle. Cabinets range from tables to luxurious phonograph cabinets combining quality with beauty (ranging from \$25 to \$400). Farnsworth today at your nearest dealer. He is one of a limited number of dealers fully selected because of his willingness and ability to render service. You'll find him friendly and anxious to help you.

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

FEDERAL COMMUNICATIONS COMMISSION
WASHINGTON 25, D. C.

Fraser

10

Fay

C. L.
Record Book

ADDRESS ALL
TO THE

IS READY TO SERVE THE NATION

Mr. John Curtis, Manager
Mobile Communications Division
Farnsworth Television & Radio Corp.
Fort Wayne 1, Indiana

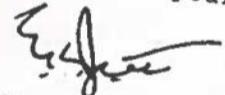
November 27, 1946

Dear Mr. Curtis:

I wish to thank you for your letter outlining the excellent progress which the Farnsworth Television and Radio Corporation has made in developing and producing various types of equipment for railroad radio communication. I was especially pleased to read that section of your report which quotes various railroad presidents who recognize that radio will enhance safety and efficiency in railway operations.

As you know, the Commission has been convinced for some time that a properly engineered railroad radio system will contribute to safety of life and property, both in preventing accidents and in reducing the seriousness of injury and damage after accidents. While safety is of paramount importance we also recognize and encourage the use of radio as a means of improving the overall efficiency of the railroads.

Sincerely yours,



E. K. Jett,
Commissioner



N TRAINS
Commissioner Ewell K. Jett has been a motivating factor in the development of radio communications since the pioneering days of the early 20th Century. From 1911-1929 he participated in the development of the Navy's use of what was then a new communications art. Since 1929, Mr. Jett has been associated with the Federal Communications Commission and its predecessor, the Federal Radio Commission, first as Assistant Chief Engineer; then, since February 1, 1938, as Chief Engineer. On February 15, 1944,

Mr. Jett was appointed Commissioner. Throughout his career with the Navy and the Commission, Mr. Jett has been alert to the ever-increasing usefulness of radio in mobile operations. More recently, with the development of radio equipment for railway and highway services and Mr. Jett's origination of the Citizens' Radio Communication Service, his activities with the Commission have taken on even more significance to American economy and well-being.

Farnsworth

Television · Radio · Phonograph-Radio

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

Frazier

Record Book

10

May

Capehart

CONTINUES TO BE THE MOST VALUABLE FRANCHISE IN THE MUSIC TRADES

If you were to ask, objectively, what is the most valuable franchise in music today, there could be only one reasonable answer: the Capehart. For this is, in all particulars, the most sought-after business in the music trades.

The reasons are apparent.

The Capehart is the world's most perfect instrument for musical reproduction. Its reputation, gained before the war, continued throughout the war years. It continues today . . . and it will be maintained into the future.

The new Capehart, is, in our opinion, the finest of all Capeharts. Its revolutionary tonal system recreates broadcast and recorded music with a faithfulness and clarity that is unique among phonograph-radios. Capehart's exclusive, time-proved

record changer is unmatched in the field. And Capehart cabinets—exquisitely designed, painstakingly built—are still the most acceptable as fine furniture.

Advertising, the finest on any musical instrument, continues to appear in national magazines, maintaining constant contact between a vast public and the Capehart dealer.

Among consumers, the Capehart is still accepted as the most distinguished instrument available today. Its prestige cannot help but grow and increase over the years.

Capehart dealers own one of the most valuable franchises in musical history.

Last and by no means least is the Capehart policy; its sincerity and effectiveness have been maintained and proven for more than fifteen years.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

PROOFING STOCK FOR FOUR-COLOR ADVERTISEMENTS TO APPEAR ON INSIDE PAGES OF

C. D. Frazer
Record Book

LIFE's 4-color pages are printed on high speed multicolor presses. Use no more color in plates than can be carried in actual production without filling or offset. Color values should be attained in plates and not by use of excessive amount of ink. Do not use 4 colors where the desired tone can be produced with 3.

PROOFING—Proof 4 colors WET, no interval between colors. A color bar, half solid and half 50% screen, placed under each color plate when proofing, will facilitate matching. The maximum proofing time for all 4-colors should not exceed forty seconds.

SEQUENCE—Yellow, Red, Black, Blue.

COLORS—As approved by A. A. A. A. & A. I. G. A.

ROLLING—From top to bottom of plate, *not* side to side.

PROGRESSIVES—Three sets required.

Proofing stock and inks furnished gratis on request.

BOOKLET OF DETAILED SPECIFICATIONS SUPPLIED GRATIS ON REQUEST. ADDRESS: LIFE, PRODUCTION DEPT., 330 EAST 22nd STREET, CHICAGO 16, ILL.



FEBRUARY, 1947

SEND ALL PLATES AND PROOFS TO ADDRESS BELOW

ESSENTIAL PLATE SPECIFICATIONS

KIND—Copper original halftones, 120-line screen.

DEPTH—Highlights .0032", middletones .0022", shadows .0014"

FINISHING—Make up complete patterns with type patched into position, unmounted with bearers. Retain all dead metal and hold within $\frac{1}{8}$ " of printing edges. When necessary to remove wholly enclosed areas (not possible to eliminate by friskets when proofing) do not rout down but cut out and reinsert in plate after proofing.

TYPEMATTER—16-gauge electrotypes; with heavy shell of at least .020" thickness suitable for lead moulding. Fill in open areas with type-high dead metal before moulding 16-gauge.

See detailed Specification Booklet for complete information.





Though Schubert's Symphony No. 8, in B Minor, the "Unfinished Symphony," is non-programmatic—that is, not based upon a story—the popular imagination ascribes to it a Spring romance. This the artist, Hobson Pittman, interprets in his painting for the Capehart Collection. Portfolios of reproductions in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or direct from Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

There are two "Unfinished Symphonies" From Schubert to Stravinsky, there are two of each composer's every work: the composition as written and the composition as heard. How nearly the two are one depends upon the interpreter—the orchestra in the symphony hall, the phonograph-radio in your home. The magnificent new Capehart, supremely, draws both into union. So faithfully does Capehart reproduction adhere to the original violin, piano, harp, and human voice that you expect, for a moment, to recognize friends in the parquet box next to you.

THE CAPEHART



In drawing-room or hall, in Maharajah's palace or Riverside Drive apartment, this magnificent Capehart offers the ultimate in listening enjoyment. The new and revolutionary tonal system is Capehart's alone. The Early Georgian cabinet, with its beautiful swirl grain paneling, is in the tradition of the finest cabinetmakers. Capehart's exclusive turn-over record-changer permits you to play entire symphonies and operas in their proper sequence for approximately three hours, without attention. Capehart television receivers, of the same high character, will be available soon. Prices of the Capehart start at \$1145.

THE PANAMUSE



This superb instrument, the Panamuse, is built by the same engineers who build the Capehart, and in the same plant. It offers a quality of performance, a beauty of tone, a dignity of presence at a price more modest than you had perhaps thought possible. The Sheraton model is illustrated, and is one of several handsome and appropriate cabinets for your selection. The record-changer assures you of uninterrupted musical enjoyment: you play your favorite selections leisurely, without rising from your chair—and rejoice in the quality of the performance. Prices of the Panamuse by Capehart start at \$695.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

ALL PROGRESSIVE PROOFS OF INSERTS for **NEW YORKER**
MUST BE PROOVED ON THIS STOCK

USE OUR STANDARD PROCESS INKS

Supplied free upon request

DIRECTION OF ROLLERS

Proof side to side whenever possible. If engraving cannot be accommodated that way on your press, proof head to foot

ORDER OF PROOFING

1. Red }
 2. Black } together wet

Then allow time to dry.

3. Yellow (transparent) }
 4. Blue } together wet

MAXIMUM DENSITY

The maximum density of each combination of two colors which are printed together cannot exceed 120%.

CORRECTIONS

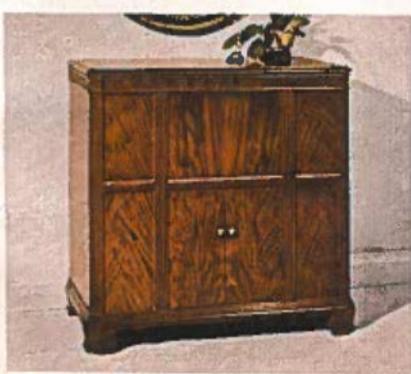
Clean proofs, without corrections required.
Proofs with numerous or serious corrections
are not acceptable



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

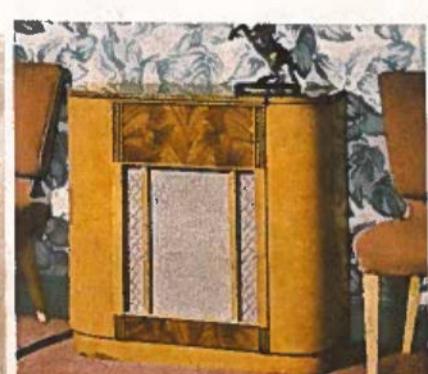
A Debussy new to you This, as you listen to the new Capehart, is the real Debussy, of the slow and solemn Clouds, the Festivals, the fluctuating Sea. For the superlative instrument before you captures note for note, subtlety for subtlety, the most elusive tonal shiftings of the great French impressionist.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

THE CAPEHART



Within this magnificent new swirled grain Capehart cabinet, faithful to the best traditions of Early Georgian design, is a new and revolutionary system of tonal reproduction, Capehart's alone. Only by comparing Capehart tone with original violin, piano or voice can you measure its excellence. The exclusive Capehart turn-over record-changer plays up to 16 records - 32 selections - ten-inch and twelve-inch, intermixed, turning them gently and quickly. (Capehart television receivers, of the same character, will be available soon.) Prices of the Panamuse by Capehart start at \$895. Prices of the Capehart start at \$1145.

THE FARNSWORTH



FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

B. D. C. D. C. D.

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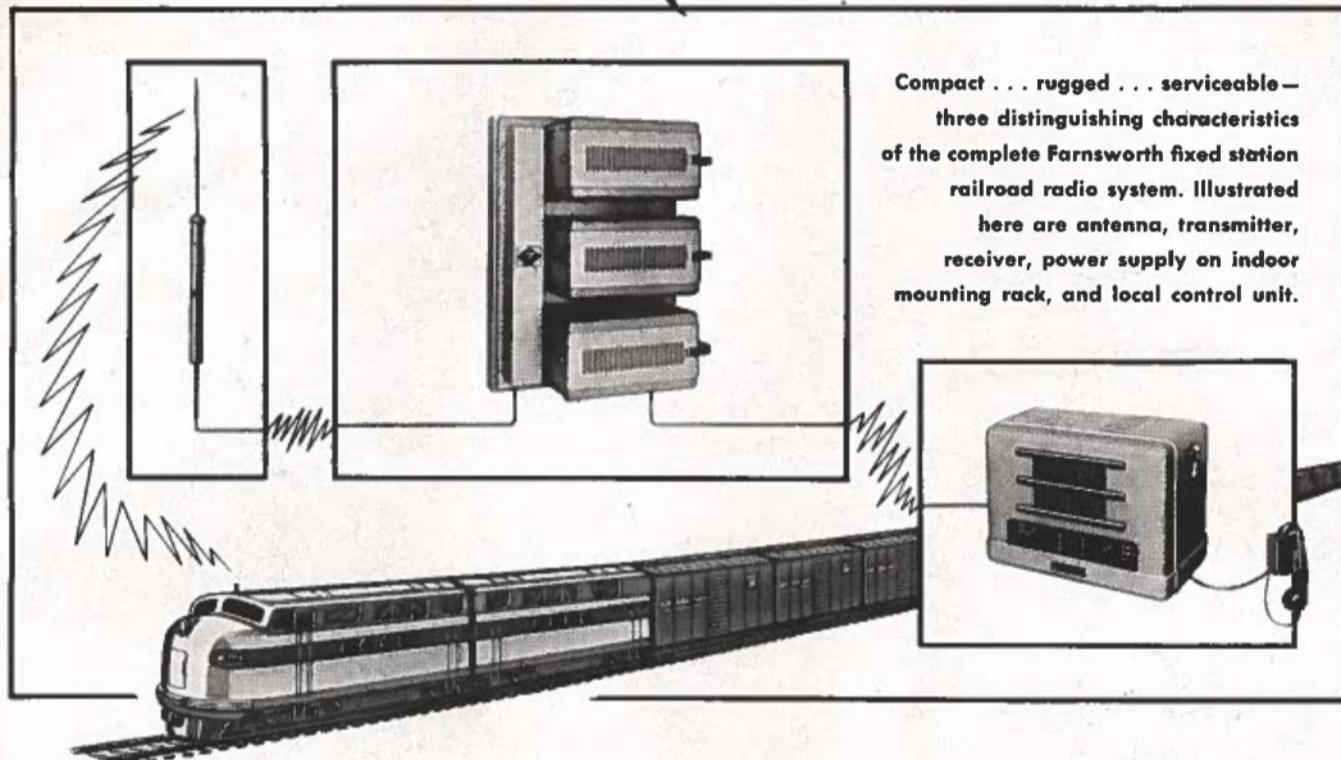
Erazer

*C. D.
Record Book*

(10)

Farnsworth

GUARANTEED*
VHF SYSTEMS
NOW AVAILABLE
for immediate installation



Compact . . . rugged . . . serviceable—
three distinguishing characteristics
of the complete Farnsworth fixed station
railroad radio system. Illustrated
here are antenna, transmitter,
receiver, power supply on indoor
mounting rack, and local control unit.

Progressive railroads have waited many years for railroad radio communications equipment in which they could invest with confidence.

Now Farnsworth engineers and designers—the same men who pioneered the adaptation of radio to rail communications—have developed practical, reliable, *guaranteed** railroad radio communications equipment which merits capital investments.

Farnsworth systems are *thoroughly engineered* to meet the unique and exacting standards of railway operation . . . *carefully designed* to provide maximum usefulness and flexibility . . . *comprehensively planned* to comply with regulations of the FCC and ICC, and the specifications of the AAR . . . *exhaustively field-engineered* over a period of years to guarantee simplified, low-cost maintenance. Developed systematically and without haste in one of the world's great

electronic laboratories, Farnsworth systems represent the best equipment designed and produced for this highly important service.

Write Dept. TT-5, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

* Farnsworth guarantees this equipment for a period of one year against defective design, material and workmanship, and agrees to remedy any such defect in any railway electronic unit of its manufacture, provided that the unit is returned intact, bearing original serial number with all transportation paid, for Farnsworth's examination at its Fort Wayne, Indiana, factory within one year and thirty days from date of purchase. This warranty does not, however, extend to tubes or moving parts (components which carry the guarantee of the manufacturers thereof).

Farnsworth
Television · Radio · Phonograph-Radio

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

Tom Cooper
MR. FARNWORTH

C. D. Record Boo

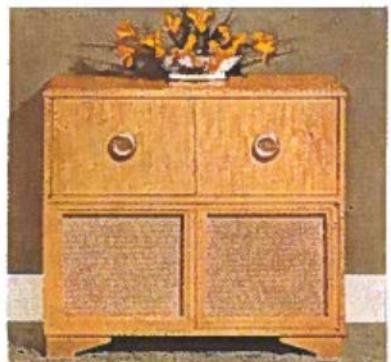
SIGNATURE
H. N. Cooper
WRITER
Cooper



THE FARNSWORTH CHIPPENDALE CHAIRSIDE • Relax next to this superbly styled phonograph-radio and enjoy hours of broadcast entertainment or recorded music without moving from your easy chair. All controls at your finger-tips. Cabinet also provides ample record storage space. Richly finished in mahogany.

Recordings or Radio, it's

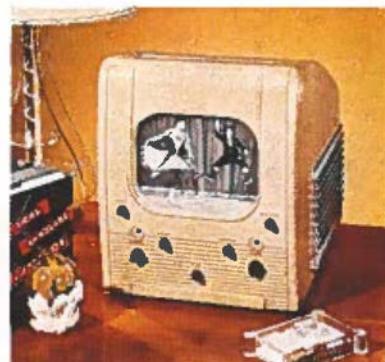
Farnsworth for Fidelity



MODEL GK-086 • Distinguished phonograph-radio in exquisitely designed modern cabinet. Brilliant AM and FM (Frequency Modulation) reception. Automatic record-changer plays 12 ten-inch or 10 twelve-inch records. Finished in genuine South American Prima Vera or Walnut.



MODEL EP-350 • A smart portable to enliven your holiday outing or camping trip with radio entertainment and music. Long-lasting batteries. This set, at home, serves brilliantly as a table radio on either AC or DC. Built-in antenna. Handsome case is sturdy, easy to carry.



TELEVISION TABLE MODEL • Exciting sports and theatrical events recreated in your home in clear, sharp detail. Ten-inch, semi-flat face picture tube. Covers all commercial television channels. AM radio also available. Beautifully compact modern cabinet, finished in mahogany.

Question: Is there available today a phonograph-radio that offers surpassing plus attractive appearance at modest price?

Answer: There is, indeed. This unique combination of quality and reasonable price is Farnsworth's own. And in the latest Farnsworth, which incorporates the sensational new record-changer with Tone Clarifier, the value is even more outstanding. This revolutionary development screens out face noise from old (even cracked) records. It reproduces new records with unaccustomed brilliance, and accommodates the full range of high frequency recordings! The Farnsworth models for all the family—portables for family outings, table sets for children's rooms, chairsides and living room consoles for all-together listening in the living room (\$28 to \$425). Hear these fine instruments at your Farnsworth dealer's today. You'll find him informed and fully equipped to give you expert

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

*C. D.
Record Book*



THE FARNSWORTH CHIPPENDALE CONSOLE • Brilliant phonograph-radio in a cabinet of truly royal beauty—prized master of the Farnsworth line. Short-wave, standard and FM (Frequency Modulation) reception. Treble and bass tone controls. Automatic record-changer. Beautifully finished in rich mahogany.

DEFEND ON *Farnsworth for Fidelity*

THE MANHATTAN CHAIRSIDE MODEL 62-324 • Unique television—radio combination—radio and television controls are controlled from your easy chair. The unique cabinet houses big set television and 5-preset television record-changer. In walnut or genuine South American prima rose.

TELEVISION TABLE MODEL • Brilliantly engineered by Farnsworth, television's pioneer. Completely automatic television broadcast in both upper and lower vision. Shows sharp pictures on 15-inch, 16-inch, 18-inch, 20-inch, AM radio also available. Compact modern cabinet.

MODEL EF-150 • A world of radio entertainment wherever you go. Ideal for beach, picnics or country picnics. Portable. Use it also as a house table radio on either AC or DC. 12-inch antenna. Sharp, quick action. Excellent tone. Handwheel, light weight, easy to carry.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

Appearing in the June 23 issue of *Life Magazine*

**ADVERTISING LIKE THIS
MEANS MORE PROFIT FOR
THE FARNSWORTH DEALER**

Next month, *LIFE Magazine* will place this Farnsworth message—in striking full color—before its 22,500,000 readers.

People interested in new radios will identify these outstanding models... will read anew of Farnsworth fidelity and quality... will note that the Farnsworth dealer has been selected for "his integrity, his willingness and ability" to serve

them expertly.

Thus, through quality advertising of its quality line, Farnsworth creates more business for the Farnsworth dealer... re-emphasizes the value of the Farnsworth franchise.

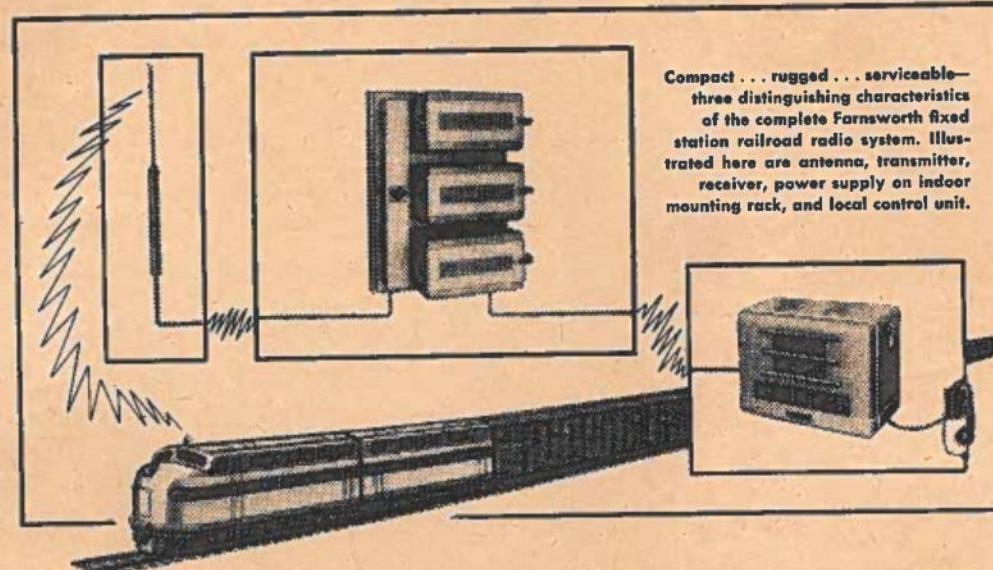
Farnsworth Television and Radio Corporation, Fort Wayne 1, Indiana.

Farnsworth
Television • Radio • Phonograph-Radio

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

S-100
C. D.
Record Dept.
7/10
Farnsworth

GUARANTEED* VHF SYSTEMS NOW AVAILABLE for immediate installation



Progressive railroads have waited many years for railroad radio communications equipment in which they could invest with confidence.

Now Farnsworth engineers and designers—the same men who pioneered the adaptation of radio to rail communications—have developed practical, reliable, *guaranteed** railroad radio communications equipment which merits capital investments.

Farnsworth systems are *thoroughly engineered* to meet the unique and exacting standards of railway operation... *carefully designed* to provide maximum usefulness and flexibility... *comprehensively planned* to comply with regulations of the FCC and ICC, and the specifications of the AAR... *exhaustively field-engineered*

over a period of years to guarantee simplified, low-cost maintenance. Developed systematically and without haste in one of the world's great electronic laboratories, Farnsworth systems represent the best equipment designed and produced for this highly important service.

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

Revised Book

C. D.

Record Book

Cooper

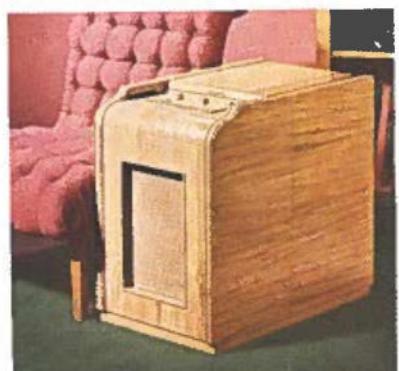
Cooper



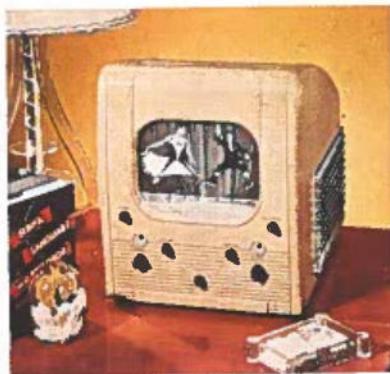
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DEPEND ON

Farnsworth for Fidelity



THE FARNSWORTH CHAIRSIDE (MODEL GK-264) • Finger-tip convenience—all phonograph and radio controls accessible from your easy chair. The modern cabinet houses big set circuit and 3 point suspension record-changer. In walnut or genuine South American prima vera.



TELEVISION TABLE MODEL • Brilliantly engineered by Farnsworth, television's pioneer. Covers all commercial television channels in both upper and lower groups. Clear, sharp pictures on 10-inch, semi-flat face tube. AM radio also available. Compact modern cabinet.



MODEL EP-350 • A world of radio entertainment wherever you go. Ideal for beach, picnic or country (long-lasting batteries). Use it also as a home table radio on either AC or DC. Built-in antenna. Sharp, quick tuning. Excellent tone. Handsome, lightweight, easy to carry.

HERE, to bring you sparkling radio entertainment and the musical riches of your favorite records, is a full range of brilliant new Farnsworth radios and phonograph-radios. Bearing one of the most celebrated names in electronic research, these instruments re-create in your home the clear detail and tonal vitality of the original performance, whether broadcast or recorded. The larger console models are equipped for static-free FM (Frequency Modulation) reception. They are fitted, too, with the famous Farnsworth three-point suspension changer that handles, swiftly and gently, 12 ten-inch or 10 twelve-inch records. Made by the makers of the incomparable Capehart, these new Farnsworths combine, in unusual measure, quality with modest price (\$28 to \$425). Hear one today at your nearest Farnsworth dealer's. He has been carefully selected for his integrity, his willingness and ability to serve you expertly.

N. W. AYER & SON

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA



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

SIGNATURE & DATE	
<i>B. S. Ayer</i>	1/6
WRITER'S O. K.	
<i>D. H.</i>	

The Capehart policy establishes confidence

The confidence and respect shared by the Capehart dealer and consumer for the Capehart instrument is a natural outgrowth of the Capehart policy. It is simply an extension of the trust that originates in the dealer's relationship with the manufacturer.

This is crystallized in Article 1 of the Capehart Franchise:

"Manufacturer agrees to sell within the United States of America the 'merchandise' (Capehart and Panamuse) covered hereby only to franchised dealers."

This means that every Capehart and Panamuse passes from the manufacturer through the Capehart dealer to the consumer . . . that Capehart dealers realize full profit on every Capehart and Panamuse . . . that no consumer can acquire a new Capehart or Panamuse save through direct purchase from the franchised Capehart dealer.

The Capehart dealer works in complete confidence, safeguarded by the most sought-after franchise in the music trades.

Built on confidence and carried out with sincerity for more than 15 years, the Capehart policy has been maintained and proven sound.

The Capehart • The Panamuse by Capehart

PRODUCTS OF

FARNSWORTH TELEVISION & RADIO CORPORATION

ALL PROGRESSIVE PROOFS OF INSERTS for
MUST BE PROOVED ON THIS

USE OUR STANDARD PROCESS INKS

Supplied free upon request

DIRECTION OF ROLLERS

Proof side to side whenever possible. If engraving cannot be accommodated that way on your press, proof head to foot



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FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

CN-1-A-1947- 1 page 4 colors bleed - 8 1/8 x 11 5/8
New Yorker - June 28

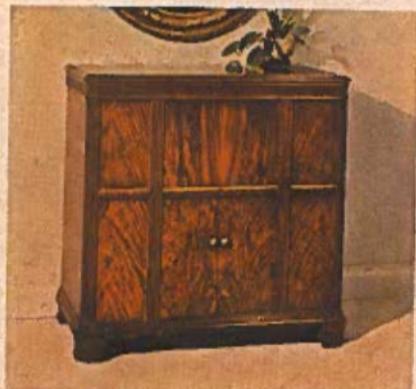
Music
C. D. K.



Tchaikovsky's overture-fantasy, "Romeo and Juliet," which Peter Lauck has interpreted for the Capehart composed, according to tradition, soon after a young French singer whom Tchaikovsky adored had sung another. In this painting, set in a Verona courtyard, the artist shows the two lovers in desolate embrace. A Capulet orchard. Juliet sadly turns her face from the dawn's arrival, for on this new day she and her lover must part. Reproductions from the Capehart Collection may be obtained at nominal cost from Capehart dealers or the Capehart Collection.

The shortest distance from Tchaikovsky. The distance from composer's score to orchestral interpretation is sometimes an insurmountable one. The distance from the Capehart to the orchestra be a great one. And, the distance is scarcely further when you listen to music played on the new Capehart. This magnificent instrument translates the clear, transparent harmonies of early church music, the passionate elation of Tchaikovsky, the darting tonalities of Stravinsky with a perfection of realism never before attained in musical reproduction. "The world's finest instrument for musical reproduction" is truer than ever of the present luxurious

THE CAPEHART



Standing, after dinner, on the veranda of an arbored country place, you will hear the majestic tones of this instrument; or in a Riverside Drive apartment, its glorious voice will speak. For this superb phonograph-radio belongs to those who appreciate, and can afford, the best. The exclusive Capehart record-changer plays up to 16 records (32 selections), 10-inch and 12-inch, intermixed, continuously turning them. Illustrated is the magnificent Early Georgian. (Soon, Capehart television receivers, too, of the same character will be available for your pleasure.) The new Capehart - \$1145 to \$1750.

THE PANAMUSE

The Panamuse by Capehart is built in the home of the Capehart, by Capehart engineers. Artistry of cabinetwork and the skill of the electronic scientist blend here in an instrument that will give you many years of enjoyment. Yet the price of the Panamuse by Capehart is well adjusted to the demands of the modest budget. The Chippendale, illustrated, is built of selected woods, turned and finished into a cabinet of distinction and beauty. The Panamuse record-changer plays twelve 10-inch, or ten 12-inch records, handling them delicately. The Panamuse by Capehart - \$365 to \$800.



FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

Wm. Farnsworth 10
C. D. Record Book 10

SIGNATURE & DATE

Dr. Wm. Farnsworth

Este modelo Farnsworth para exportação foi fabricado especialmente para os trópicos e dispõe de sistema duplo para ondas longas, transmissões na onda tropical e em todas as importantes faixas de ondas curtas de até 13 metros, inclusive. Também com faixa ampliada. Característica de qualidade Farnsworth em rádios e rádios-fotógrafos.



• FARNSWORTH

Primeiro uma pulsação, um desmaiado ritmo bárbaro. Depois a melodia, reiterativa . . . e a culminância, majestosa, arrebatadora. Este é o bolero, a vetusta dança andaluza. . . . Ouça-o agora, gravado em discos incomparáveis. . . . Mas todo o mundo da música está à sua disposição para deliciá-lo! Sinfonia, dança, oratório, a voz humana . . . deixe que lhe falem, agora, através do Capehart ou do Farnsworth.



O Bolero, de Ravel, pintado por Salvador Dalí, para a Coleção Capehart

O "supremo instrumento para reprodução da música" leva-a aos lares melhor que nunca. Seu novo e revolucionário sistema de tonalidade reproduz com nova fidelidade o instrumento original e a voz humana. Caixas em estilo de período desenhadas por competentes artífices.



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

Tom Tangle

10

C. D. Record Book 10

SIGNATURE & DATE

Brum 5/26

WRITER'S O. K.

Este modelo Farnsworth para la exportación ha sido fabricado especialmente para los trópicos y tiene cinco bandas: para radiorecepción en onda normal, en banda tropical y en todas las gamas importantes de onda corta de hasta 13 metros inclusive. También con banda ensanchada. Es típico de la calidad Farnsworth en radios y radio-fonógrafos.



EL FARNSWORTH

Primero un ritmo sordo, primitivo, en compás ternario. Luego, la melodía, reiterativa . . . y la culminación, majestuosa, arrebatadora. Ese es el bolero, la danza andaluza de rancio abolengo. . . Escúchelo ahora, captado en discos incomparables. ¡Pero todo el mundo de la música está a su disposición, para deleitar a Vd.! Sinfonía, danza, oratorio, la voz humana . . . deje que le hablen desde ahora por medio del Capehart o del Farnsworth.

EL CAPEHART



FARNSWORTH TELEVISION & RADIO CORPORATION
FORT WAYNE 1, INDIANA, E.U.A.



El Bolero de Ravel, pintado por Salvador Dalí para la Colección Capehart

El "instrumento supremo para reproducción de música" la lleva al hogar mejor que nunca. Su nuevo y revolucionario sistema de tonalidad reproduce con nueva fidelidad el propio instrumento musical o la misma voz humana. Gabinetes de época ingenierados por destacados ebanistas.

EX-5 (Span.) 1947-1 page-4 3-8 x 6 1-4 in.-Reader's Digest (Span. Ed.), Sept.
N. W. Ayer & Son, Inc. 7367

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C.D. Record

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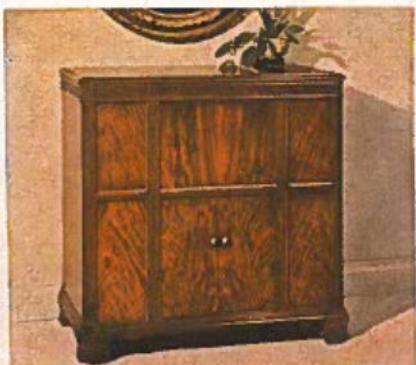
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Tchaikovsky's "Romeo and Juliet," interpreted by Peter Lauck for the Capehart Collection. The painting is set in a Verona courtyard. At the left is the Capulet orchard. Juliet sadly turns her face from the dawn's arrival, for on this new day she and her lover must part forever. Reproductions from the Capehart Collection may be obtained at nominal cost from Capehart dealers or the Capehart Division.

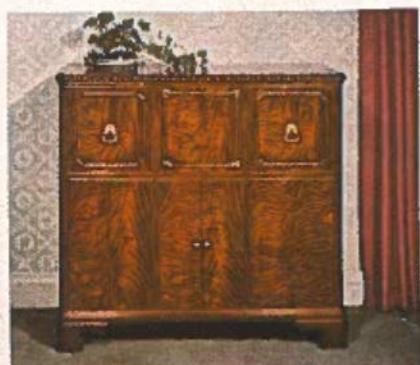
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FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

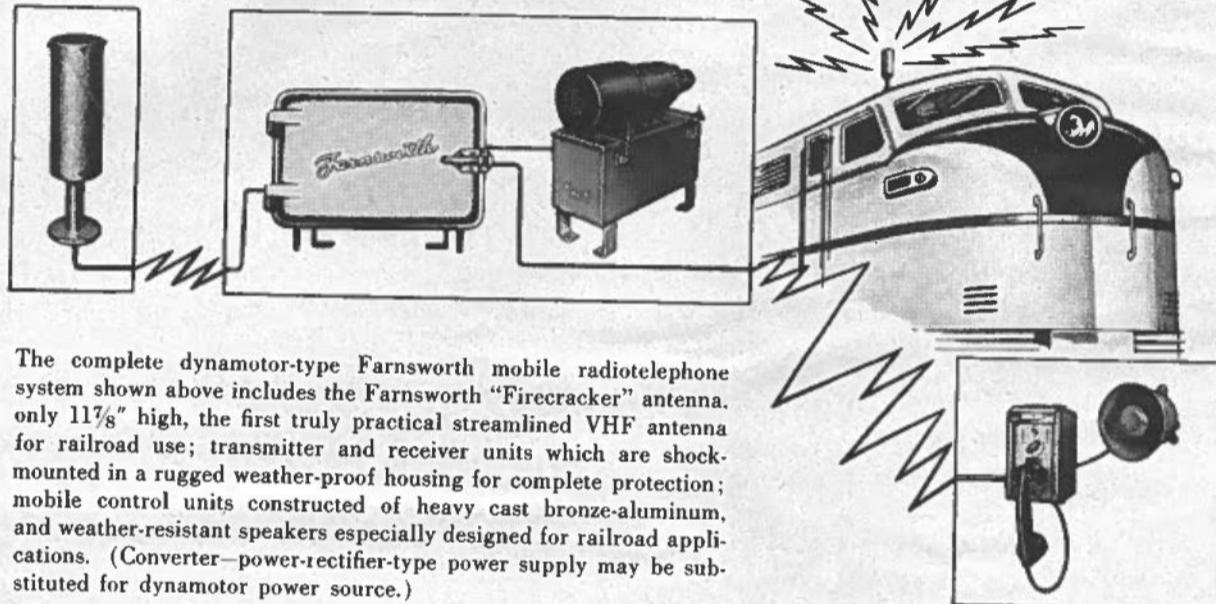
<i>Tom Casper</i>	10
<i>C. D. Record Book</i>	10
SIGNATURE & DATE <i>Tom Casper 6-10</i>	WRITER'S O. K. <i>Casper 6-10</i>

You are cordially invited
to inspect a display of America's foremost
train passenger program distribution
systems and electronic railway
radio-telephone equipment, which is
available for your study at the
Railway Supply Manufacturers' Association
exhibit in Booths F-42 and F-43,
Convention Hall, Atlantic City, New Jersey.

Mobile Communications Division
Farnsworth Television & Radio Corporation
FORT WAYNE 1, INDIANA



RADIOTELEPHONE SYSTEMS BUILT *specifically* TO MEET RAILROAD SERVICE REQUIREMENTS



The complete dynamotor-type Farnsworth mobile radiotelephone system shown above includes the Farnsworth "Firecracker" antenna, only $11\frac{1}{8}$ " high, the first truly practical streamlined VHF antenna for railroad use; transmitter and receiver units which are shock-mounted in a rugged weather-proof housing for complete protection; mobile control units constructed of heavy cast bronze-aluminum, and weather-resistant speakers especially designed for railroad applications. (Converter-power-rectifier-type power supply may be substituted for dynamotor power source.)

RADIO has already demonstrated its usefulness in railway operations. The design of proper specialized equipment for the practical application of this dependable communications tool in railway service is, however, dependent upon a thorough knowledge of the unique and exacting requirements of railway operation.

Because Farnsworth engineers have secured this knowledge through their pioneering accomplishments in adapting radio to railroad operations, Farnsworth is today producing VHF communications systems that have been *specifically designed and precisely developed for railway service*.

Standardized design and unitized construction are only two of many important engineering results of Farnsworth's pioneering, long-term development and field-testing program in railway radio communications.

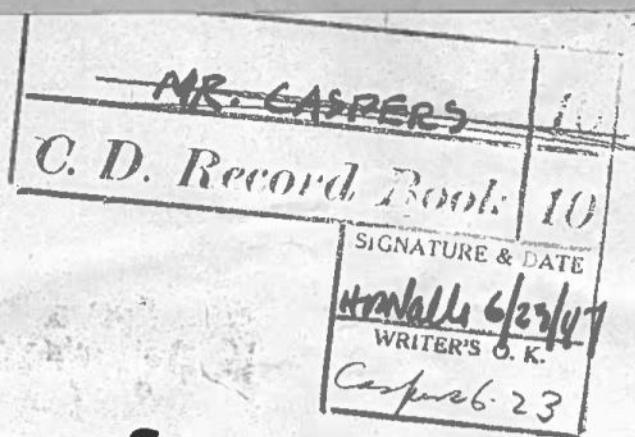
They give Farnsworth equipment these practical features:

- The same receiver, transmitter, and in some cases, power supply and remote control unit, is usable for mobile, wayside or relay installations, thus providing complete interchangeability of basic equipment.
- Because all connections are made by a single, break-away plug, transmitters, receivers and power converters can be instantly disassociated for purposes of maintenance or relocation without manually disconnecting a single wire.
- Personnel unlicensed by the FCC and without technical training can replace all units of Farnsworth systems.

Only Farnsworth radiotelephone systems offer all these vital service and maintenance advantages. For complete information write Farnsworth Television & Radio Corporation, Dept. RA-7, Fort Wayne 1, Indiana.

Farnsworth
Television · Radio · Phonograph-Radio

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



*Out of the many
one heads the field*

Superlatives are not unknown in the music trades. The Best! The Finest! The Greatest! These claims, paradoxically, are common enough. Yet, it stands to reason, there can be but one leader, but one superior to the rest. • In the quality music field the name Capehart stands alone. As a fine instrument for musical reproduction it has no peer. But even more—as a franchise—Capehart is in a class all its own. The reasons are apparent. • There is a unity of purpose, a unity of operation distinctive with Capehart. This is evident in the dealer's direct relationship with the Capehart manufacturer. Every Capehart and Panamuse by Capehart passes through the franchised dealer to the consumer. Capehart dealers realize full profit on the entire Capehart production. • Throughout the industry, no other manufacturer offers so wide a range in a single line of quality instruments. To the dealer, this presents a distinct advantage: there is no need to "sell off" one line to another. Further, he need have but one line to service, but one line to promote. One line . . . and it answers every consumer requirement for a quality instrument. • The revolutionary new tonal system of the new Capehart has never been equalled—even by any previous Capehart—for its reproduction of music or voice can be compared only with the original. From superb Panamuse to the Capehart masterpiece—at whatever the price level—every instrument is painstakingly built to meet the demands of the discriminating clientele of the better music dealer. • And consumer acceptance has proved that Capehart quality is unquestioned. Its leadership has been earned through the years. Capehart dealers operate under the most valuable franchise in musical history.

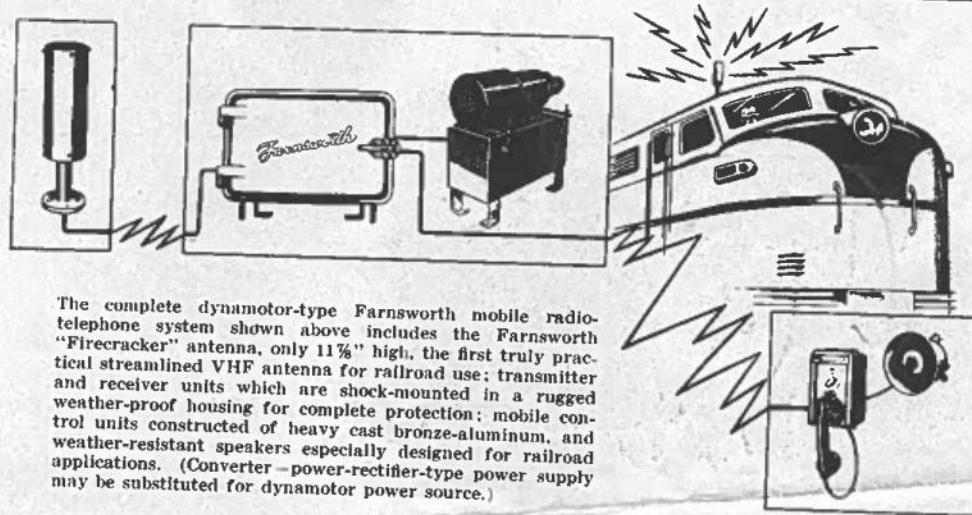
THE **CAPEHART**
THE **PANAMUSE**
BY CAPEHART

PRODUCTS OF FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

MR. CASPERS		10
C. D. Record Book		10
SIGNATURE & DATE		
Montello 6/25/47		
WRITER'S O. K.		
Casper 625		

Farnsworth

**radiotelephone systems built specifically
to meet railroad service requirements**



The complete dynamotor-type Farnsworth mobile radiotelephone system shown above includes the Farnsworth "Firecracker" antenna, only 11 1/8" high, the first truly practical streamlined VHF antenna for railroad use; transmitter and receiver units which are shock-mounted in a rugged weather-proof housing for complete protection; mobile control units constructed of heavy cast bronze-aluminum, and weather-resistant speakers especially designed for railroad applications. (Converter-power-rectifier-type power supply may be substituted for dynamotor power source.)

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Standardized design and unitized construction, two of many important engineering results from Farnsworth's pioneering, long-term development and field-testing program in railway radio communications, give Farnsworth

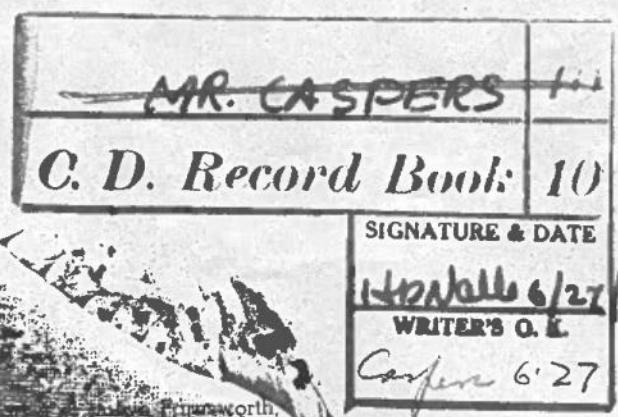
equipment these practical features:

- The same receiver, transmitter, and in some cases, power supply and remote control unit, is usable for mobile, wayside or relay installations, thus providing complete interchangeability of basic equipment.
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Farnsworth
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**Un Debussy
nuevo para usted**

Esto, al oír el nuevo Capehart, es un Debussy nuevo para usted. La fidelidad de tono es una nota, sutileza por sutileza por estos brillantes instrumentos. En ellos, los ingenieros de la Farnsworth han creado una fidelidad de tono que trae a usted hasta los cambios tonales más fugaces del gran impresionista.



Las Nubes de Debussy, pintadas por Bernard Lamotte para la Colección Capehart

CAPEHART



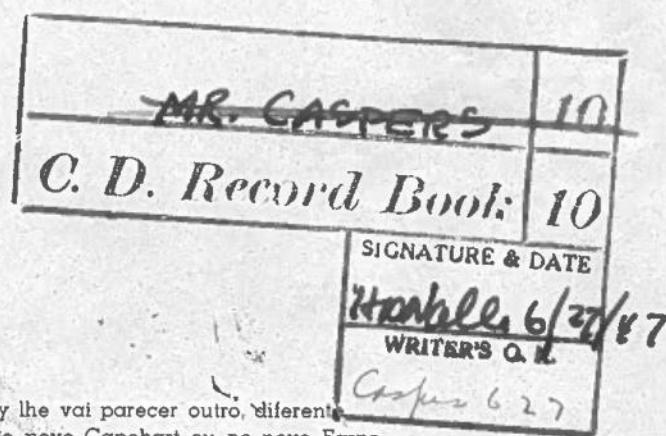
El Capehart, a la izquierda, incorpora un nuevo sistema tonal revolucionario que reproduce, con máxima fidelidad, la presencia viviente de los artistas e instrumentos originales. Ofrecidos en gabinetes tanto modernos como de estilos de otras épocas, estos instrumentos maestros caracterizan el mundialmente famoso cambiadiscos volteador Capehart.

FARNSWORTH



El radio-fonógrafo Farnsworth, a la derecha, caracterizando el nuevo y exclusivo cuadrante "Band-O-Lite" para la sintonización rápida y fácil de todas las cinco bandas de ondas, ofrece inigualable brillo tonal y confiabilidad de funcionamiento tanto de música grabada como del entretenimiento de transmisiones radiales.

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



**Debussy vai
parecer-lhe
diferente**

Verá que Debussy lhe vai parecer outro, diferente, quando o ouvir no novo Capehart ou no novo Farnsworth. Nota por nota, nuança por nuança, estes prodígiosos aparelhos nada deixam perder da sua sutileza. Os engenheiros da Farnsworth souberam imprimir-lhes uma fidelidade de tom que permite captar mesmo as tonalidades mais esquivas do grande impressionista.



As Nuvens de Debussy — na interpretação do pintor Bernard Lamotte para a Coleção Capehart

• CAPEHART



O Capehart (à esquerda) consubstancia uma verdadeira revolução no sistema tonal, capaz de re-criar com a máxima fidelidade a presença "viva" dos artistas e dos respectivos instrumentos. Apresentando-se em estilos de "época" ou modernos, estes aparelhos supremos oferecem também o sistema Capehart — hoje famoso em todo o mundo — que muda e vira automaticamente os discos.

• FARNSWORTH



O Rádio-fonógrafo Farnsworth (à direita), ao apresentar o seu novo mostrador exclusivo "Band-O-Lite", para mais rápida e simples sintonização nas suas cinco faixas de onda, oferece um brilho tonal inigualável e funcionamento de confiança, tanto em música de discos como em rádio-transmissões. As portas abrem-se a um leve toque dos dedos; o armário tem espaço de sobra para os discos.

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

EX-6-Port.-1947—1 page—4 3-8 x 6 1-4—Seleções de Reader's Digest, Oct.
N. W. Ayer & Son, Inc. 7869

A Debussy new to you

MR. GASPERS 10
C. D. Record Book 10

SIGNATURE & DATE
Washburn 1947

WRITER'S O.K.
Capehart 7-8

This, as you listen to the new Capehart or the new Farnsworth Debussy new to you . . . captured note for note, subtlety for subtlety by these brilliant instruments. In them, Farnsworth engineers have created a fidelity of tone that brings you even the most elusive tonal shiftings of the great French impressionist.



Debussy's Clouds, painted by Bernard Lamotte for the Capehart Collection

THE CAPEHART



• The Capehart, left, incorporates a revolutionary new tonal system that recreates, with maximum fidelity, the living presence of original artists and instruments. Available in both period and modern cabinets, these matchless instruments feature the world-celebrated Capehart turnover record-changer.

• Featuring the new, exclusive Band-O-Lite dial for swift, easy tuning on all five wave bands, the Farnsworth phonograph-radio, right, offers unequalled tonal brilliance and operating dependability from both recorded music and broadcast entertainment. Touch-doors, opening at finger-tip pressure, and ample record storage space are important added convenience features.

THE FARNSWORTH



FARNSWORTH TELEVISION & RADIO CORPORATION • FORT WAYNE 1, INDIANA, U.S.A. • CABLE ADDRESS, "TELEVISION"

MR. FRAZER

C. D. Record Book

RE &
R'S C
3 Fa



An interpretation of Till Eulenspiegel's Merry Pranks, by Richard Strauss, painted for the Capehart Collection by Walter Reinsel. Till was a legendary medieval character, whose gay misbehavior has delighted peoples of many centuries. The artist has chosen to portray Till, in ghostly form, as a prankster, wearing the dunce's cap; as a "gallant," and chivalrous knight; and, at the left, as an imitator of dogmatic professors. To the right of the canvas, Till rides through the market place, upsetting baskets. Village women chase him, and windows open in excitement.

What he had in mind

Quarter note, half note, arpeggio and coda march across the score. But how nearly can a phonograph-radio reflect, in your home, the inspiration of the composer? Owners of the new Capehart know. For this magnificent instrument captures the beauty of great music with unforgettable clarity. It interprets faithfully the fragile echo of the flute, the depths of the cello, the serene call of the strings. The world's finest instrument for musical reproduction, the Capehart declares by every note precisely what the composer had in mind.

THE CAPEHART



In every community, there are those who appreciate, and can afford, the fine things of life. Among such people, one of the proudest possessions is the Capehart. This phonograph-radio has a tone unmatched in music: the revolutionary new system of reproduction, Capehart's alone, recreates the original violin, piano, flute, or human voice. Capehart's exclusive record-changer plays up to 16 records (32 selections) 10-inch and 12-inch, intermixed, continuously turning them. Illustrated is the Chippendale. The new Capehart-\$1145 to \$1750.

Visit your Capehart dealer to hear these superlative instruments, or to inquire about reproductions of paintings in the Capehart Collection, available at nominal cost.

THE PANAMUSE

Closely associated with the Capehart, by reason of background and engineering, is the Panamuse by Capehart. This fine instrument is built by the same engineers who create its more expensive companion. Yet, for all its beauty of line and tone, its skillful engineering, the Panamuse is modestly priced. The Modern is illustrated, a cabinet clean of line, free from ornamentation, finished in luxurious bisque or cordovan. The exclusive Panamuse record-changer plays twelve 10-inch, or ten 12-inch records. Panamuse by Capehart-\$365 to \$800.



N. W. AYER & SON

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

MR. FRAZER

C. D. Record Book

SIGNATURE & D.

Donald F. Frazer

WRITER'S C.

Frazer



A color photograph of Alicia Markova in the Ballet Theater production of Stravinsky's glittering "Firebird." Décor by Marc Chagall

There are two "Firebirds" From Schubert to Stravinsky, there are two of each composer's every work: the composition as written and the composition as heard. How nearly the two are one depends upon the interpreter—the orchestra in the symphony hall, the phonograph-radio in your home. The magnificent new Capehart, supremely, draws both into union. So faithfully does Capehart reproduction adhere to the original violin, piano, harp, and human voice that you expect, for a moment, to recognize friends in the parquet box next to you.

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FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

MR. FRAZER	10
C. D. Record Book	10
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WRITER'S O. K.	
Fay	



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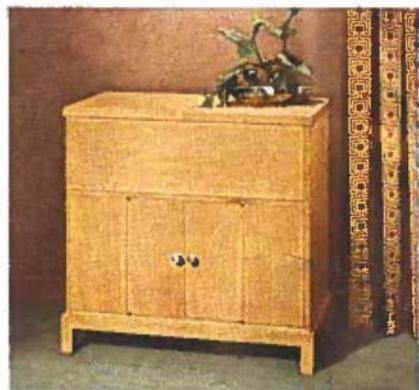
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FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

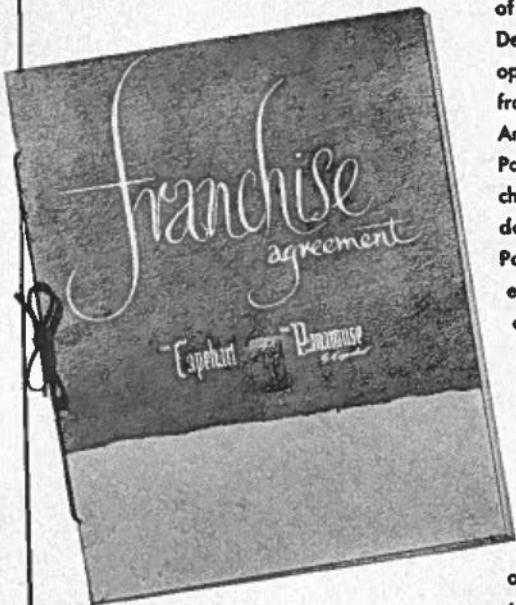
H. H. Aver & Son

NEW YORKER - RESIZE.

MR. CASPERS	10
C. D. Record Book	10
SIGNATURE & DATE	
Hornell 8/4/48	
WRITER'S O. K.	
Cape 8/11	

MUTUAL CO-OPERATION is paramount in the Capehart policy.

For, while the Capehart was earning its reputation as the world's finest instrument for musical reproduction, a dealer force worthy of its representation was being carefully selected. • Mutual respect and confidence, a desire to work together for the best interests of both — this is the strength of the Capehart-Dealer relationship. • As evidence of this co-operation, Capehart has agreed in a written franchise, "to sell within the United States of America the 'merchandise' (Capehart and Panamuse) covered herewith only to franchised dealers." Thus, Capehart assures its dealers of full profit on all Capehart and Panamuse instruments sold. But Capehart goes even further. • Capehart has not adopted an opportunist policy by increasing the number of dealers because of the unusual market which has prevailed. This policy of maintaining dealers of the highest type and in limited numbers assures each Capehart dealer that his business will be kept free from profit-destroying competition and from having to share his business with others. • By working together — by adhering to this policy of mutual recognition of each other's problems — Capehart and Capehart dealers are continuing an association unequalled in all industry.



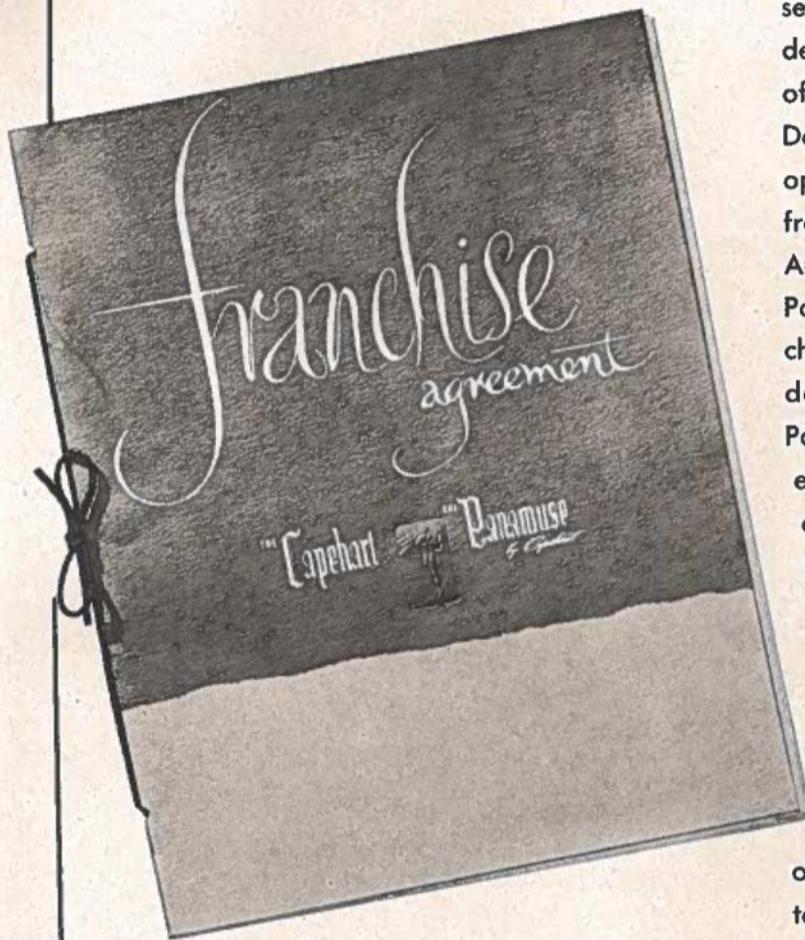
THE **CAPEHART**
THE **PANAMUSE**
BY CAPEHART

PRODUCTS OF FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

MR. CAPEHART	10
C. D. Record Book 10	
SIGNATURE & DATE	
Hansell 8/4/47	
WRITER'S O. K.	
Capehart 8/12	

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MR. CASPERS 10

C. D. Record Book 10

SIGNATURE & DATE

MON 11/13/47

8/13/47

Cap 8/13



BECAUSE Farnsworth offers the only thoroughly tried and proved systems

Farnsworth currently produces the only thoroughly tried and proved passenger program distribution systems now available. For the past 17 months, this equipment has been in constant use by several of America's leading railroads, has demonstrated its ability to eliminate travel boredom and fatigue — to replace these enemies of passenger revenue with continuous, passenger-satisfying service and trouble-free, quality performance. 82 trains and 275 cars are today being equipped with Farnsworth Systems.



BECAUSE

Farnsworth's background offers more

The same laboratories which developed the world's greatest instrument for musical reproduction — The Capehart — have designed Farnsworth Passenger Program Distribution Systems. As a result, many features, such as automatic volume control mechanisms, which vary the sound level of distributed programs in accordance with the rise and fall of ambient noises, are found only in Farnsworth Systems.



BECAUSE

Farnsworth Systems are especially engineered for railroad service

Many of the nation's leading railroad and car-building engineers have co-operated in designing and proving Farnsworth Systems. These systems are so flexible that they can fit the varying operating conditions of different railroads. Quick disconnect plugs facilitate uninterrupted service and easy inexpensive maintenance. Cars can be cut in and out of trains without resetting the levels of sound channels or the loss of quality.



BECAUSE

Farnsworth Systems are guaranteed*

Farnsworth Systems are thoroughly field-tested; guaranteed against defective design or components for a period of one year.

Invest your modernization dollars carefully. Buy Farnsworth Systems — the only thoroughly proved railway passenger program distribution systems now available for railway service.

*For details of the Farnsworth guarantee, write Mobile Communications Division, Farnsworth Television & Radio Corp., Ft. 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

YOU GET

Vastly clearer pictures

Dependable, carefree performance

Simplicity of operation

WITH THE NEW

FARNSWORTH TELEVISION

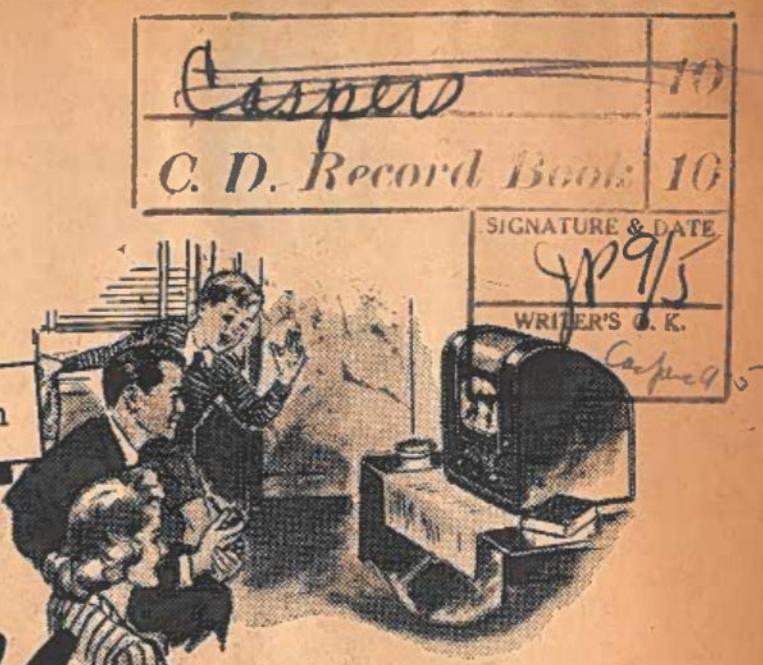
TABLE MODEL



Brilliant 52-square-inch pictures, visible all the way across the room.

Large, ten-inch, flat-face picture tube—yet cabinet is only 18" high and 16" wide.

Full, rich tone—every word conversation-clear. Perfect synchronization of speech and action.





Brilliant 52-square-inch pictures, visible all the way across the room.

Large, ten-inch, flat-face picture tube—yet cabinet is only 18" high and 16" wide.

Full, rich tone—every word conversation-clear. Perfect synchronization of speech and action.

Covers all commercial television channels in any one locality.

ONLY

\$349.50

INCLUDING
FEDERAL EXCISE TAX

STANDARD FACTORY WARRANTY
INSTALLATION AND SERVICE POLICY ADDITIONAL

HERE is the newest in the great new world of television — from Farnsworth, the creators of electronic television! This sensational receiver brings you pictures that are sharp and clear even in lighted rooms. Sight and sound are perfectly synchronized — you *hear* the roar of the football crowd, you *see* the runner break through.

Farnsworth pioneered electronic television — Farnsworth brings you television at its finest!

You will see television today as Farnsworth scientists conceived it two decades ago when developing the world's first all-electronic television system. Here it is, in a modern set from the home of television — Farnsworth. Compare its pictures, its tone, the simple and easy-to-operate controls, and its price. See it at your nearest dealer's.

WHAT OTHER TELEVISION RECEIVER OFFERS YOU ALL THESE FARNSWORTH ADVANTAGES?

PICTURES are brighter. An exclusive flat screen eliminates external reflections. You see in a daylight room!

CABINET. A sleek, modern cabinet, the most compact in television. Height, 18 inches; width, 16 inches.

CONTROLS. Illuminated and handy to operate . . . you choose the degree of picture contrast or brilliance you want, easily, quickly.

CHANNELS. Selector switch can be set

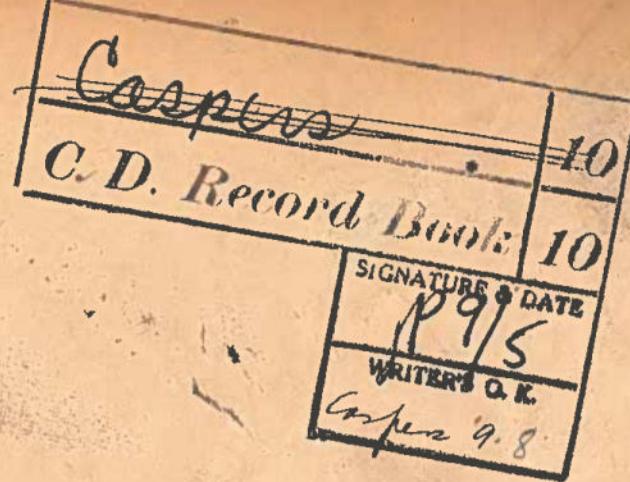
to accommodate all commercial channels assigned to any locality.

SOUND. Center-mounted 6-inch, permanent magnet Alnico speaker provides full, vibrant tone.

LONGER TUBE LIFE. Special mirror-back picture tube for greater brilliance and longer life.

PRICE. \$349.50, including excise tax. Standard factory warranty; installation and service policy additional.

EVERY FARNSWORTH TELEVISION RECEIVER IS UNDERWRITER LISTED

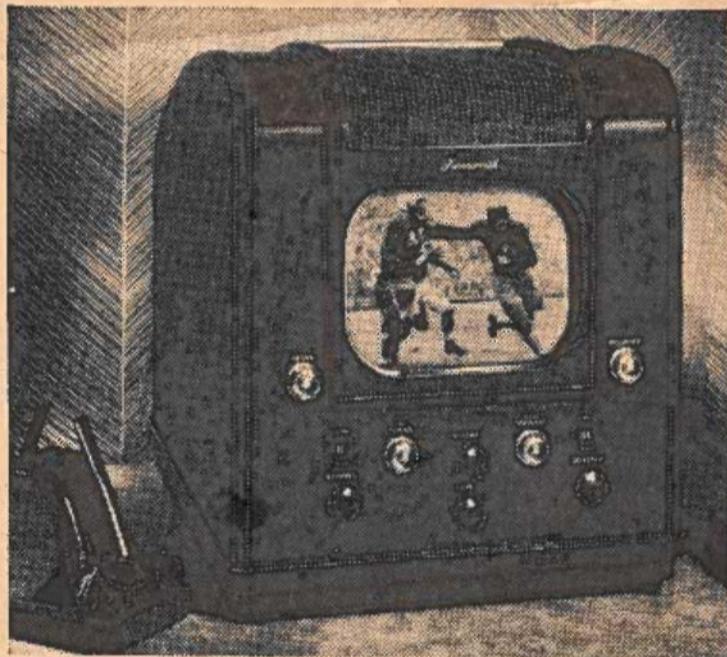


TRILLING & MONTAGUE

announces
a full year's service policy
in connection with the new

FARNSWORTH TELEVISION

table model



WHEN you purchase a Farnsworth Television receiver from any Farnsworth dealer, the customary additional installation charge also covers *one year's free service and guarantee on all parts*. This includes the cathode ray picture tube.

There is a great demand for the new Farnsworth television receivers — and only a limited number of sets is available. For the immediate present these are now on display and for sale in the dealer stores listed in the Farnsworth advertisement on the adjoining page.

As production increases, additional dealer outlets will be announced.

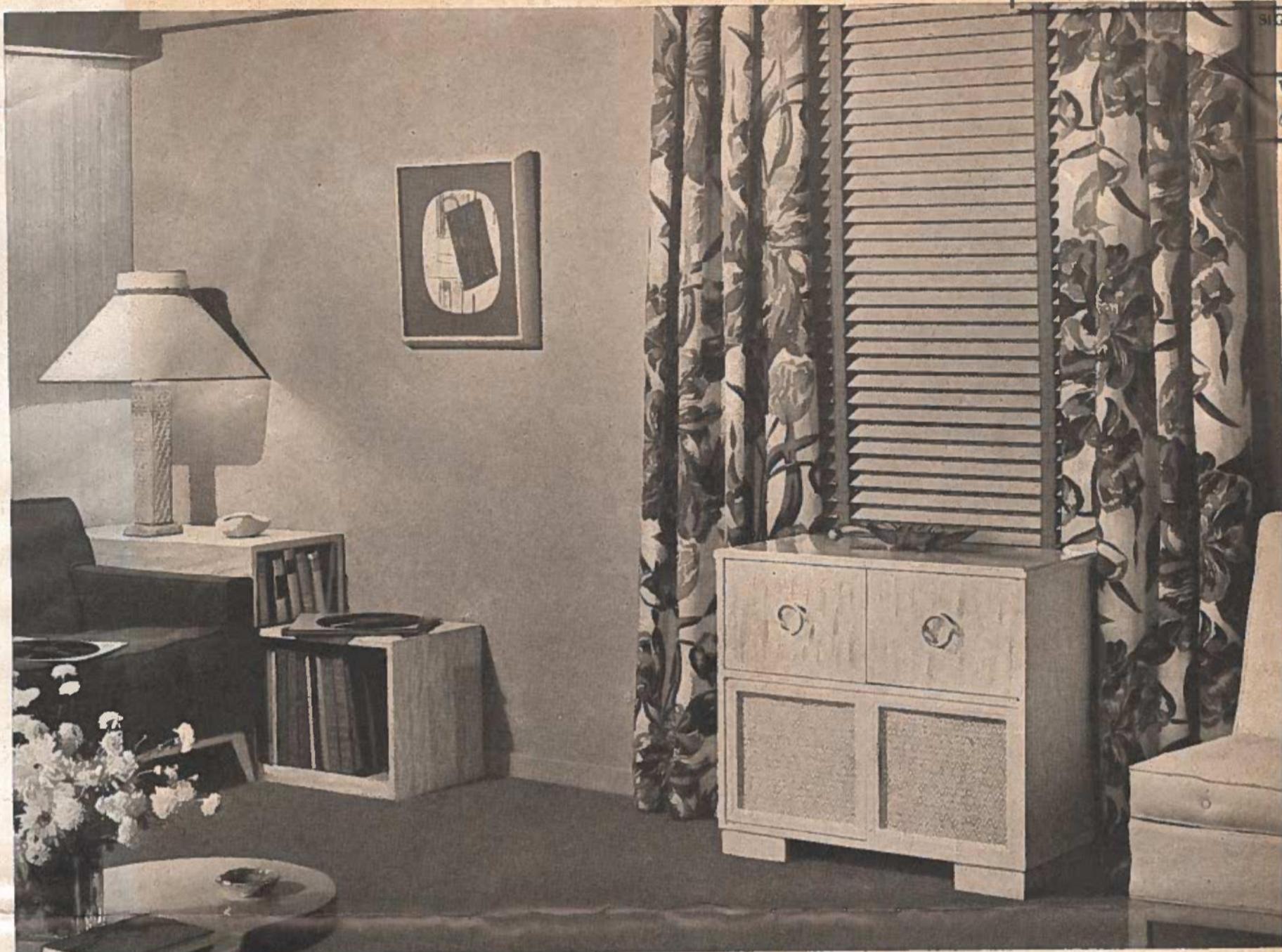
Trilling & Montague

Exclusive Farnsworth Distributor for the Philadelphia area
Walnut St. at 24th St., Philadelphia

LOcust 7-7555

Casper

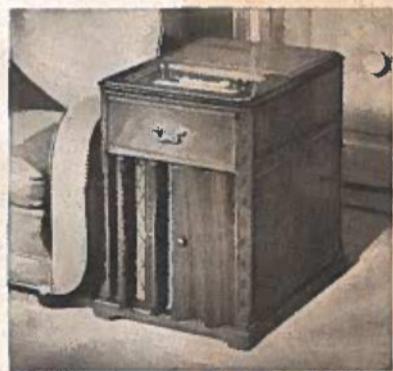
C. D. Record



THE FARNSWORTH MODERN CONSOLE • Exquisite cabinetry and brilliant engineering distinguish this newest addition to the proud Farnsworth line. Superb AM and FM (Frequency Modulation) reception. Automatic record-changer. Full, vibrantly alive tone. Genuine South American prima vera or walnut finish.

IT COSTS NO MORE
TO ENJOY

Farnsworth Fidelity



CHIPPENDALE CHAIRSIDE MODEL • A superbly styled, compact phonograph-radio. Automatic record-changer handles, quickly and quietly, 12 ten-inch or 10 twelve-inch recordings. All controls at your finger-tips. Cabinet, in rich mahogany finish, provides ample record storage space.



MODEL GK-087 • Styled in classic Sheraton, this elegant console provides superb AM and FM radio reception, or hours of uninterrupted music from recordings as you sit in your living room and relax. 12-inch Alnico-5 speaker. Finished in lustrous, dark mahogany.



MODEL GK-143 • Authentic Chippendale cabinet of truly regal beauty. Brilliant AM, FM and short-wave radio reception. Automatic record-changer incorporates sensational new Tone Clarifier. Treble and bass controls. Push-button tuning. Beautifully grained mahogany finish.

It will pay you well, before you select your next radio or phonograph-radio, to see and hear the new Farnsworths. These instruments bring you quality at modest cost, proving that excellence of performance need not be expensive. This is especially true of phonograph-radios fitted with the new Farnsworth record-changer, which incorporates the sensational Tone Clarifier. A truly revolutionary development, this record-changer with the Tone Clarifier eliminates noise and scratch from old (even cracked) records and, in addition, reproduces standard new records and the latest high-frequency recordings with incredible tonal brilliance. Created by outstanding engineers, the new Farnsworths come in beautifully styled modern and period cabinets—in models for every member of the family (prices: \$24.95 to \$425). See these fine instruments today at your Farnsworth dealer's. He has been chosen for his ability to give you expert service.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

Coopers
C. D. Record Boo...

SIGNATURE
OP 9/11
WRITER
Coopers 9

FARNSWORTH PRESENTS...

THE DOOR TO PROFITS
FOR THE YEARS AHEAD
WITH
TELEVISION



Farnsworth opens the door to profits for the years ahead with its new 1948 line now being shown to dealers across the country.

At the recent Chicago convention, distributors hailed the new line as Farnsworth's greatest. They admired new Farnsworth style, tone and performance; applauded Farnsworth FM, and marvelled at the new Farnsworth Tone Clarifier—phonograph pick-up and control with a three-position switch which produces beautiful tone from old, new, and wide-range Vinylite records.

This new line is now being presented to dealers who are ready to realize on the Farnsworth heritage of television. Two television models are included—a modern console, incorporating AM-FM, phonograph and television in one instrument and a table model, smallest on the market, with full-size, 10-inch, flat-face, direct-view tube. When you see Farnsworth's new line of phonograph-radios, you'll agree it truly represents musical perfection at modest cost—a line that assures full margin of profit to Farnsworth dealers.



GT-111. AM-FM radio-phonograph with improved automatic record-changer and Tone Clarifier. Period styling in rubbed mahogany.



GT-051. Powerful 5-tube table model whose performance equals that of previous Farnsworth 6-tube sets. Sleek, ultra-modern.



Television Table Model. Only 16" wide! Smallest on the market. Large, flat-face, direct-view tube—bright, clear pictures. Compact, modern.

The 1948 line is complete from bottom to top. Three compact table models . . . a smart portable . . . 3 AM console combinations . . . 9 masterpieces in modern and period styling offering AM-FM and phonographs . . . 2 television models, table and console.

Farnsworth
Television • Radio • Phonograph-Radio

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

YOU GET

Vastly clearer pictures

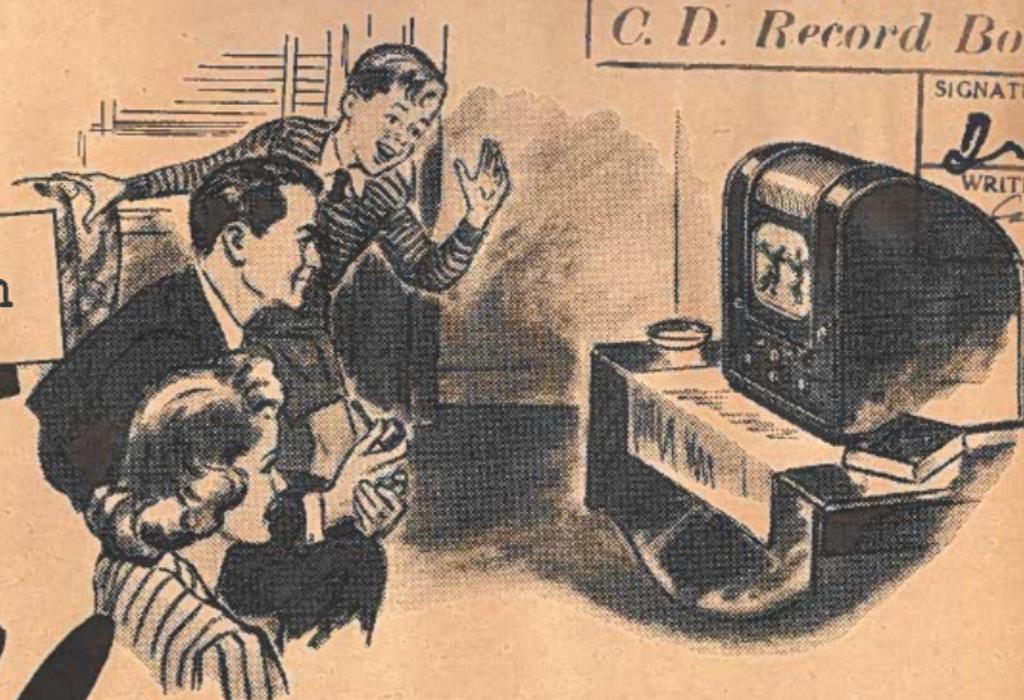
Dependable, carefree performance

Simplicity of operation

WITH THE NEW

FARNSWORTH TELEVISION

TABLE MODEL



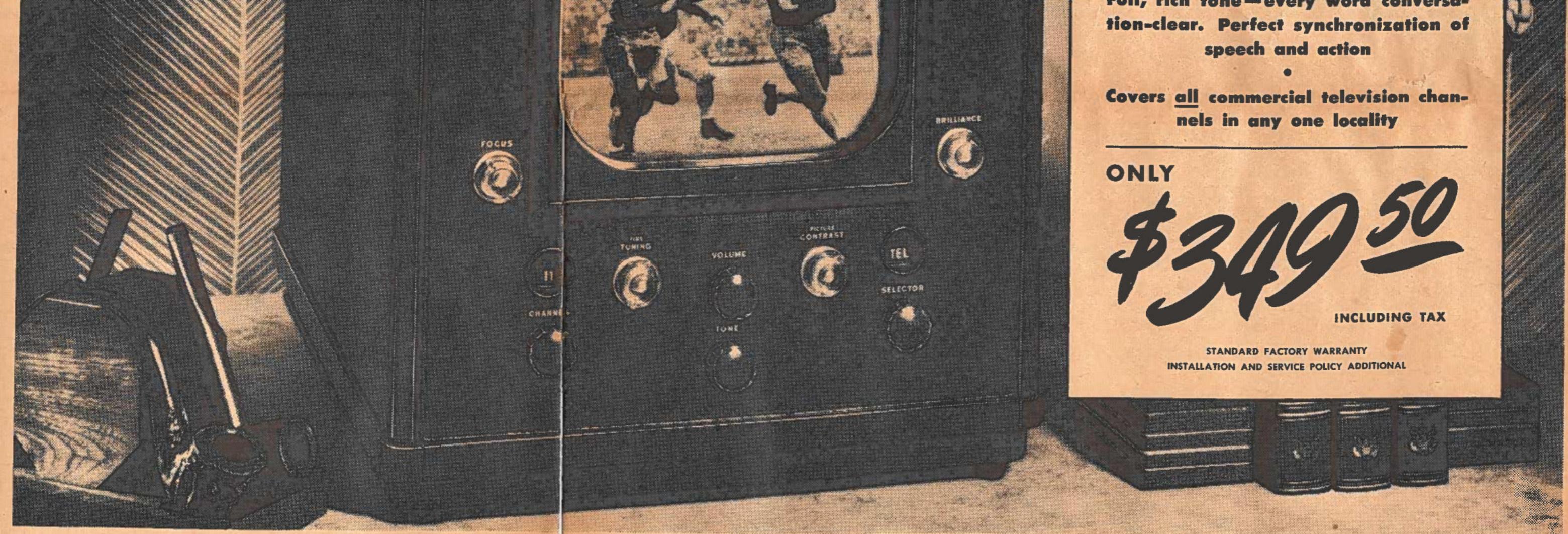
Mr. Cooper

Mr. Frazer

C. D. Record Book

SIGNATURE &

John
WRITER'S C
Copy



Full, rich tone—every word conversation-clear. Perfect synchronization of speech and action

Covers all commercial television channels in any one locality

ONLY

\$349.50

INCLUDING TAX

STANDARD FACTORY WARRANTY
INSTALLATION AND SERVICE POLICY ADDITIONAL

HERE is the newest in the great new world of television—from Farnsworth, the creator of electronic television! This sensational receiver—only a little taller than a large book, brings you pictures that are sharp and clear even in lighted rooms. Sight and sound are perfectly synchronized—you *hear* the roar of the football crowd,

you *see* the runner break through. Controls are simple and easy to operate. You've waited a long time for *perfected* television—here it is, at last, in a modern set by Farnsworth. Compare its pictures, its tone, and above all, its price. Visit your nearest dealer and see the sensational new Farnsworth *in action!*

What other television receiver offers you all these Farnsworth advantages?

PICTURES are brighter. An exclusive flat screen eliminates external reflections. You see in a daylight room!

CABINET. A sleek, modern cabinet, the most compact in television. Height, 18 inches; width, 16 inches; weight, only 68 pounds!

CONTROLS. Illuminated and handy to operate . . . you choose the degree of contrast or brilliance you want.

CHANNELS. 8-position switch can be set to accommodate any commercial channel assigned to any locality.

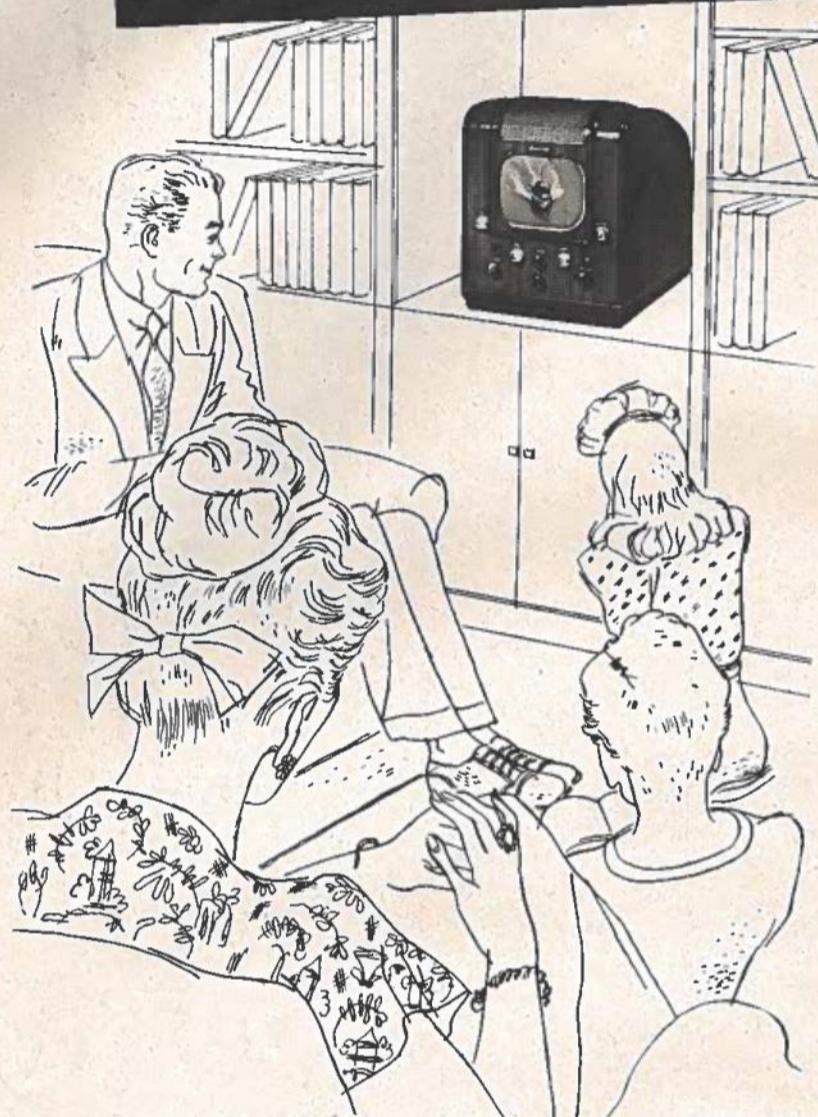
Farnsworth invented electronic television—now Farnsworth brings you television at its finest!

COME IN FOR A DEMONSTRATION

Capehart
C. D. Record Book

SIGNATURE

FARNSWORTH PRESENTS...



THE DOOR TO PROFITS FOR THE YEARS AHEAD WITH TELEVISION

Farnsworth opens the door to profits for the years ahead with its new 1948 line now being shown to dealers across the country.

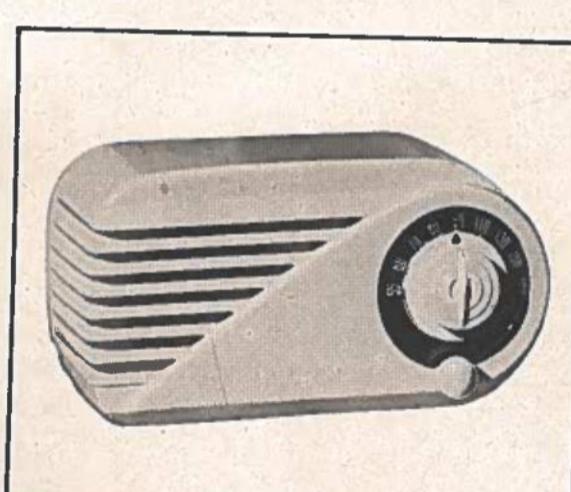
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This new line is now being presented to dealers who are ready to realize on the Farnsworth heritage of television. Two television models are included — a modern console, incorporating AM-FM, phonograph and television in one instrument and a table model, smallest on the market, with full size 10-inch flat-face direct-view tube. And when you see Farnsworth's new line of phonograph-radios, you'll agree it truly represents musical perfection at modest cost — a line that assures full margin of profit to Farnsworth dealers.

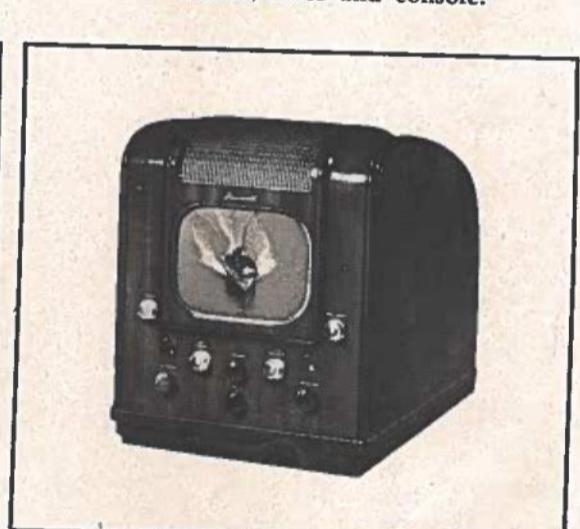
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GT-051. Powerful 5-tube table model whose performance equals that of previous Farnsworth 6-tube sets. Sleek, ultra-modern. Handsome, airplane-type dial.



Television Table Model. Only 16 inches wide! Smallest on the market. Large, flat-face, direct-view tube—bright, clear pictures. Compact, modern.

Farnsworth
Television · Radio · Phonograph-Radio

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



Model GK-111 A brilliantly engineered phonograph-radio, housed in a cabinet of real distinction. Automatic record-changer incorporates the sensational new Farnsworth Tonal Clarifier. Twelve-inch Alnico-5 speaker. AM and FM radio reception. Cabinet beautifully finished in mahogany.

Model GK-086 Beautifully styled in the modern manner, compactly designed for today's apartment. AM and FM reception. Improved record-changer plays 12 ten-inch or 10 twelve-inch recordings, and stops automatically. Finished in genuine South American prima vera or walnut.

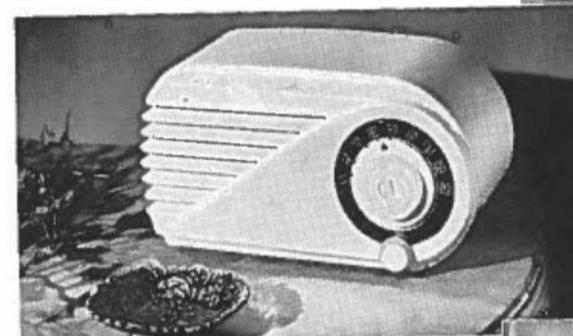
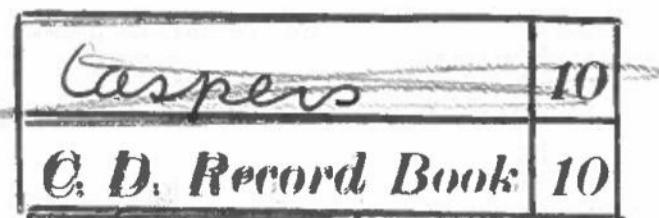


FARNSWORTH

This advertisement appears
Life, November 3, 1947
The Saturday Evening

Farnsworth *P*resents ...

... exciting radios and phonograph-radios to make this Holiday Season a memorable one for every member of your family! What better gift than a luxurious Farnsworth console, fitted with the new Farnsworth record-changer which incorporates the sensational Tonal Clarifier! Noise and scratch from old (or even cracked) records are eliminated with this revolutionary invention — and new and high-frequency recordings are reproduced with incredible brilliance! Farnsworth offers you a wide variety of radio and phonograph-radio styles — the convenient chairside for all-the-family listening; handsome table models for the children's own room; portables for the picnic or excursion — and all priced to your budget. Made by the makers of the incomparable Capehart, these new Farnsworths prove that excellence need not be expensive. (Prices: \$24.95 to \$425.) Your Farnsworth dealer, carefully chosen for his willingness and ability to serve you expertly, can, if you order soon, arrange for timely Christmas delivery.



Model GT-050 Smartly styled table radio. Ideal for children's room, Mother's kitchen or Dad's den. Built-in antenna. Automatic volume control. Alnico speaker. Distinctive airplane-type dial for easy, accurate tuning.



Model GK-087 Styled in classic Sheraton, this distinguished console provides AM and FM radio reception, and pleasurable, care-free, uninterrupted music from your recordings. Finished in lustrous, dark mahogany.



Model GK-114 A chairside phonograph-radio in authentic Chippendale design. All controls within reach from your easy chair. Automatic record-changer. Ample record storage space in mahogany finished cabinet.



Model GP-350 Wherever you go, this light, sturdy portable will provide music and entertainment. Fine, clear tone; ample volume. Serves also as a table radio on either AC or DC. Perfect gift for outdoor enthusiasts.



Model GK-266 Brand-new phonograph-radio in strikingly modern cabinet. Equipped with Farnsworth 3-point suspension record-changer playing 12 ten inch or 10 twelve-inch records. Mahogany or blond finish.



Television Table Model Here is your family's "season ticket" to all the big sports and theatrical events. Sharp, steady pictures on 10-inch, semi flat face tube. AM radio also available. Mahogany or blond finish.

Model GK-115 A distinguished phonograph-radio offering brilliant AM-FM radio reception and record reproduction. Automatic record-changer incorporates revolutionary Tonal Clarifier. Twelve-inch speaker. Cabinet finished in beautifully swirled mahogany.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

Fraen
C. D. Re



The Capehart Chippendale. The cabinet is wrought of fine woods, and the design is a museum piece. A magnificent Christmas gift for the home where finest things are known.

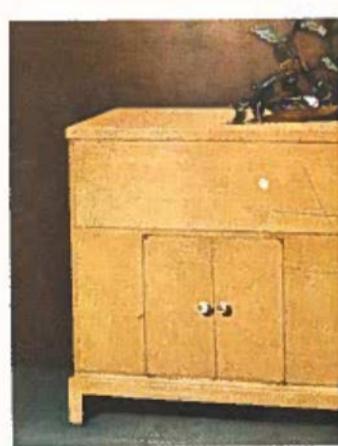
Capehart

"THE WORLD'S FINEST INSTRUMENT FOR MUSICAL REPRODUCTION"

Christmas will follow Christmas, but the superb Capehart that you give today will still yield its unalloyed treasures of enjoyment, year after year. It is not by chance that this luxurious phonograph-radio holds the admiration of those who own it. For, to a degree perhaps greater than in any other instrument of its kind, the Capehart combines new knowledge of sound reproduction with the disciplined art of the cabinetmaker. The revolutionary new tonal system is Capehart's alone.

The exclusive Capehart record-changer plays up to 16 records, 32 selections, 10-inch and 12-inch intermixed—continuously and without reloading; turning them over in proper sequence or playing one side only, as desired. You are cordially invited to hear this supreme Christmas gift at your Capehart dealer's. Prices of the Panamuse by Capehart from \$365 to \$695, and of the Capehart, \$845 to \$1595.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA



The Panamuse Modern, built by Capehart. Finished in luxurious bisque or cordovan. Purchase this for Christmas giving, if you can.

⑩ CD Record Book

FARNSWORTH PRESENTS...



THE DOOR TO PROFITS
FOR THE YEARS AHEAD
WITH
TELEVISION

Farnsworth opens the door to profits for the years ahead with its new 1948 line now being shown to dealers across the country.

At the recent Chicago convention, distributors hailed the new line as Farnsworth's greatest. They admired new Farnsworth style, tone and performance.

This new line is now being presented to dealers who are ready to realize on the Farnsworth heritage of television. Two television models are included—a modern console, incorporating AM-FM, phonograph and television in one instrument and a table model...smallest on the market, with full size 10-inch flat-face direct-view tube. Here is the newest in television—from Farnsworth, creators of electronic television—in a line that assures full margin of profit to Farnsworth dealers.

Farnsworth
Television · Radio · Phonograph-Radio

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

FT-68-B-1947 1pg Record Retailing Sept.

ALL PROGRESSIVE PROOFS OF INSERTS for **NEW YORKER** MUST BE PROOFED ON THIS STOCK

USE OUR STANDARD PROCESS INKS

Supplied free upon request

DIRECTION OF ROLLERS

Proof side to side whenever possible. If engraving cannot be accommodated that way on your press, proof head to foot

ORDER OF PROOFING

1. Red } together wet
2. Black }
3. Yellow (transparent) }
4. Blue } together wet

Then allow time to dry

MAXIMUM DENSITY

The maximum density of each combination of two colors which are printed together cannot exceed 120%.

CORRECTIONS

Clean proofs, without corrections required. Proofs with numerous or serious corrections are not acceptable

Free
C. D. Remond

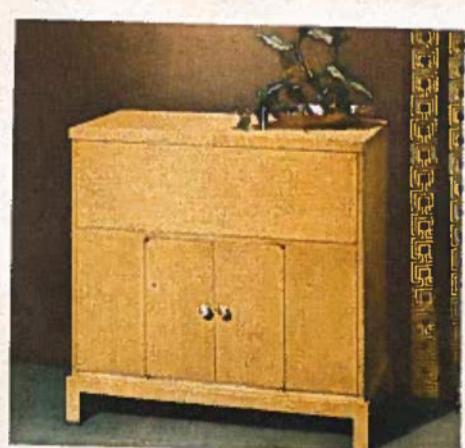


The Capehart Chippendale. The cabinet is wrought of fine woods, and the design inspired by a museum piece. A gift for the home where the finest things are welcomed.

Capehart

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The Panamuse Modern, built by Capehart. Finished in luxurious bisque or cordovan. Ready in time for your Christmas giving.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

*Frazer
C. D. Record*



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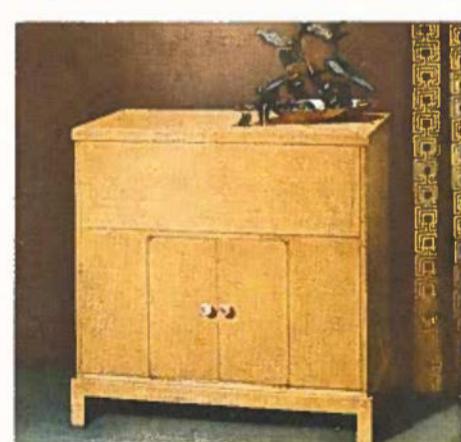
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FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA



The Panamuse Modern, built by Capehart. Finished in luxurious bisque or cordovan. Ready in time for your Christmas giving.

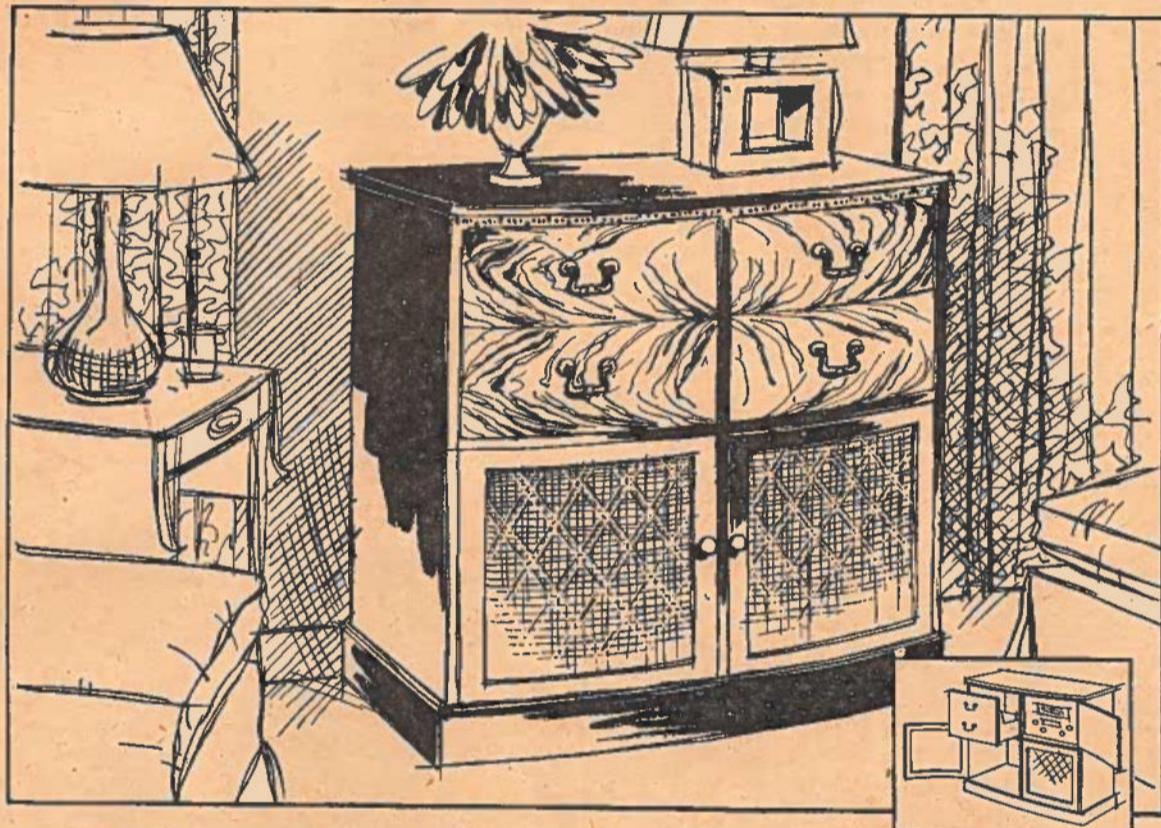
10 Coopers
CD Record Book

FZ 10-16

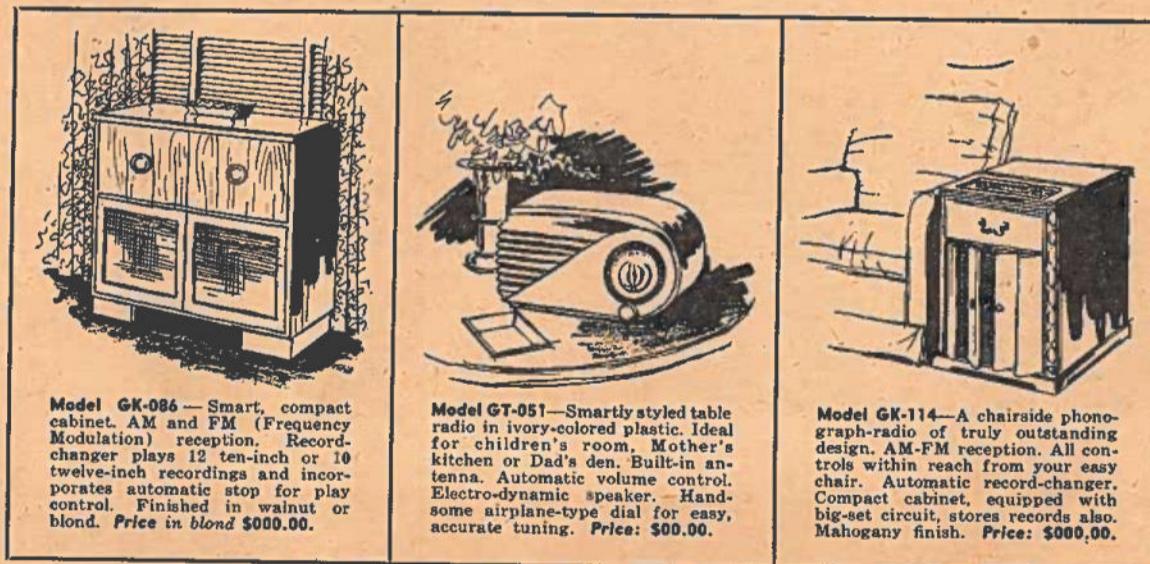
FARNSWORTH

HOLIDAY GIFT PREVIEW

• Drop in for a preview of the exciting phonograph and radio gifts Farnsworth currently features in *Life*. Luxurious consoles, chairsides, table models—order now for special Holiday delivery!



Above: Farnsworth's brilliant GK-111 phonograph-radio. Automatic record-changer incorporates sensational Tone Clarifier. This amazing development screens noise from old (even cracked) records, assures greater tonal richness from new and high-frequency recordings! 12-inch speaker. AM and FM radio reception. Distinguished cabinet. Price \$600.



Model GK-086—Smart, compact cabinet. AM and FM (Frequency Modulation) reception. Record-changer plays 12 ten-inch or 10 twelve-inch recordings and incorporates automatic stop for play control. Finished in walnut or blond. Price in blond \$600.00.

Model GT-051—Smartly styled table radio in ivory-colored plastic. Ideal for children's room, Mother's kitchen or Dad's den. Built-in antenna. Automatic volume control. Electro-dynamic speaker. Handsome airplane-type dial for easy, accurate tuning. Price: \$60.00.

Model GK-114—A chairside phonograph-radio of truly outstanding design. AM-FM reception. All controls within reach from your easy chair. Automatic record-changer. Compact cabinet, equipped with big-set circuit, stores records also. Mahogany finish. Price: \$600.00.

(DEALER'S NAME)

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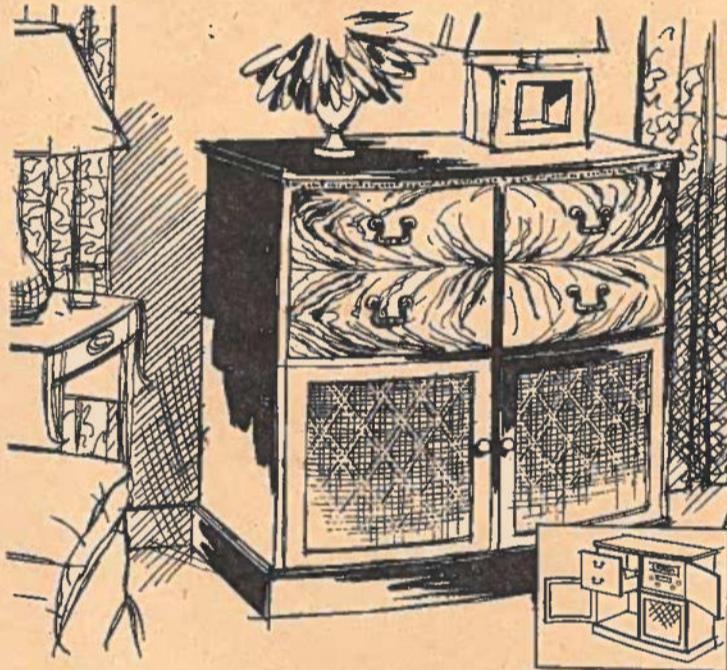
to Caspers
CD Record Book

Fe 10-16

FARNSWORTH

Holiday Gift Preview

• Drop in for a preview of the exciting phonograph and radio gifts Farnsworth currently features in LIFE. Luxurious consoles, chairsides, table models — order now for Holiday delivery!



Above: Farnsworth's brilliant GK-111 phonograph-radio. Automatic record-changer incorporates sensational Tone Clarifier. This amazing development screens noise from old, cracked records, assures greater tonal richness from new and high-frequency recordings! 12-inch speaker. AM and FM reception. Distinguished cabinet. Price \$600.

(DEALER'S NAME)

100-A-1947—220 lines—2 cols. x 110 lines—Newspapers, Fall
N. W. Ayer & Son, Inc. M.O. 4028

alternate copy
attached

~~To Casper~~
CDR

F2

FARNSWORTH Holiday Gift Preview

Drop in for a preview of the exciting phonograph and radio gifts Farnsworth currently features in LIFE. Luxurious consoles, chairsides, table models — order now for special Holiday delivery!



FARNSWORTH'S brilliant GK-111 phonograph-radio . . . Automatic record-changer incorporates sensational Tone Clarifier. This amazing development screens noise from old, cracked records, assures greater tonal richness from new and high-frequency recordings! 12-inch speaker. AM and FM reception. Distinguished cabinet. Price \$1000.

(DEALER'S NAME)

100-B-1947—84 lines
1 col. x 84 lines—Newspapers, Fall
N. W. Ayer & Son, Inc. M.O. 4028

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copy at

~~Mr. Farnsworth~~
C. S. Record Book
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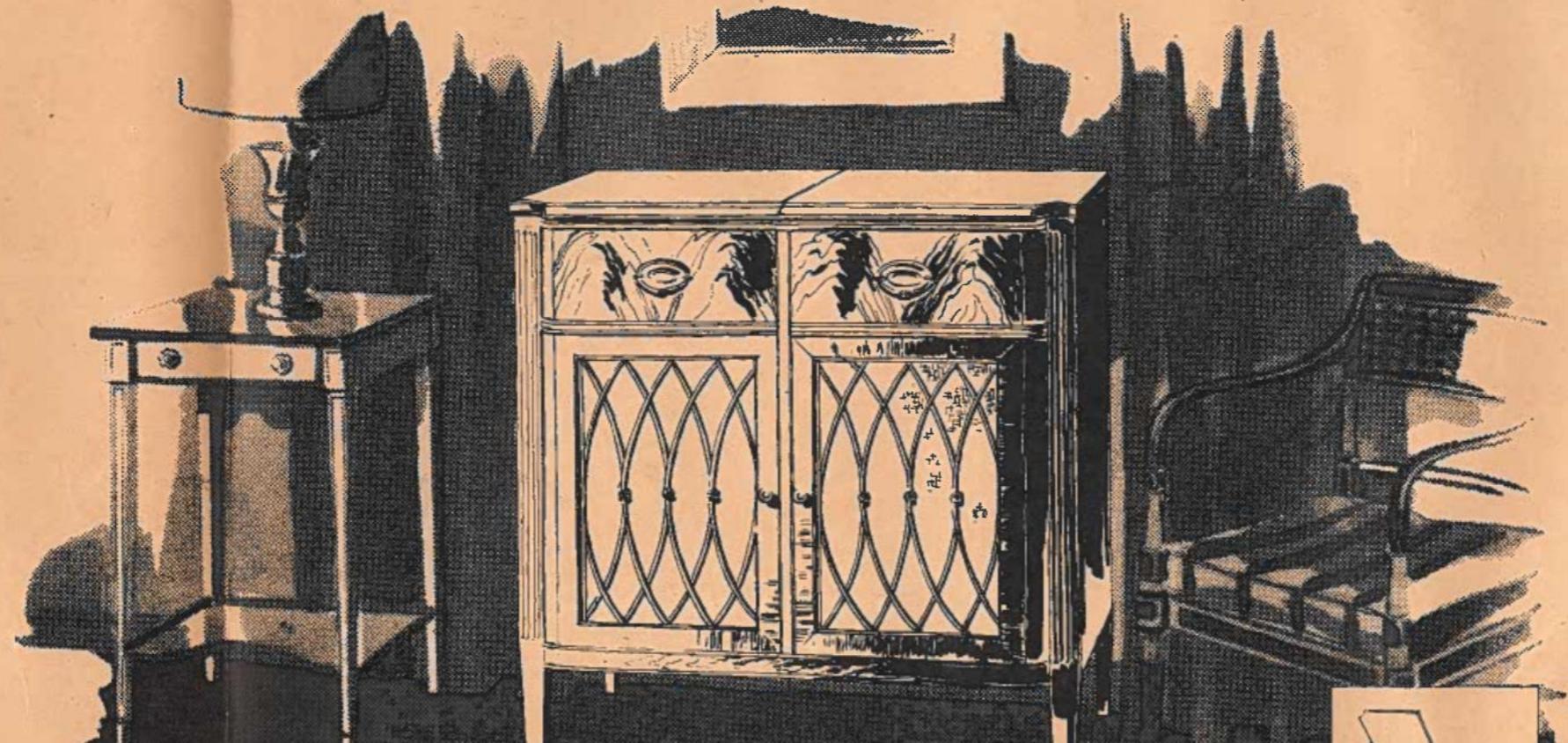
Farnsworth

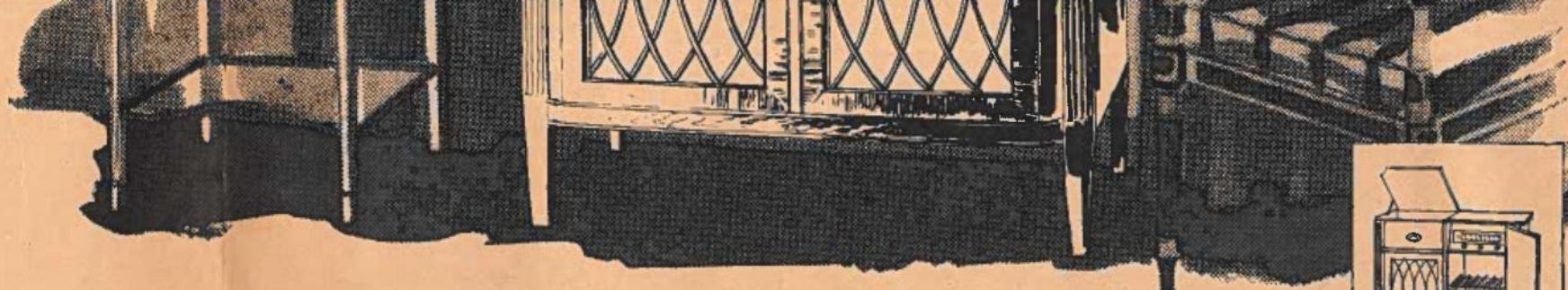
PHONOGRAPH — RADIO

tops in everything but price!

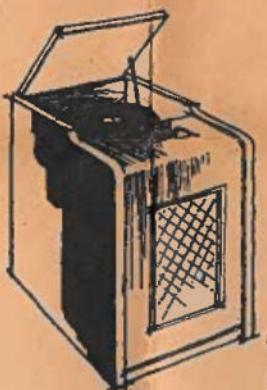
To prove to yourself that excellence need not be expensive—listen to a Farnsworth! Compare Farnsworth's tone and style with ordinary radios. See and hear how much better the Farnsworth record changer

works . . . how gently it handles your records . . . how natural they sound. Then look at the price tag! You'll be amazed that musical perfection can cost so little. Make it a date to see your Farnsworth dealer soon!



**Model GK-087**

Superb period cabinetry, authentically expressing classic Sheraton design. Brilliant AM, crystal clear FM reception, coupled with the rich high-fidelity reproduction of your favorite recordings. With Farnsworth's precision-automatic record changer, this is today's most sought-after modern console. Half lift lid for convenient stacking of records—ample record storage space.

**Model GK-267**

Operate all phonograph and radio controls without moving from your chair. Brilliant, clear reception. Automatic record changer plays 10- or 12-inch records. Store your records inside its smart, modern cabinet.

Finished in walnut

\$169.95

Blonde prima vera

\$179.95

In beautiful mahogany finish,

\$299.50**Model GK-266**

Ideally suited to the small home or apartment. Compact, modern console. Powerful reception. Pull-out record changer. Record storage space. Equally at home in modern or period setting.

Finished in mahogany

\$189.95

Blonde prima vera

\$199.95**See and hear the Phonograph-Radio known for tone**

MUSICAL PERFECTION

Farnsworth

MODESTLY PRICED

CUYAHOGA COUNTY DEALERS

BUESCHER COMPANY
1310 Huron Road

FRIES & SCHUELE COMPANY
W. 25th at Lorain Ave.

HALLE BROTHERS COMPANY
1228 Euclid Avenue

HIGBEE COMPANY
Public Square

KONRAD FURNITURE COMPANY
4004 E. 71st St.

MAY COMPANY
Public Square

SNOW BROTHERS RADIO COMPANY
13916 St. Clair Ave.

STERLING & WELCH COMPANY
1225 Euclid Avenue

WM. TAYLOR SON & COMPANY.
630 Euclid Ave.

For name of nearest authorized Farnsworth Dealer outside of Cuyahoga County, call or write

MIDLAND ELECTRIC COMPANY—WHOLESALE DISTRIBUTORS

2125 SUPERIOR AVENUE

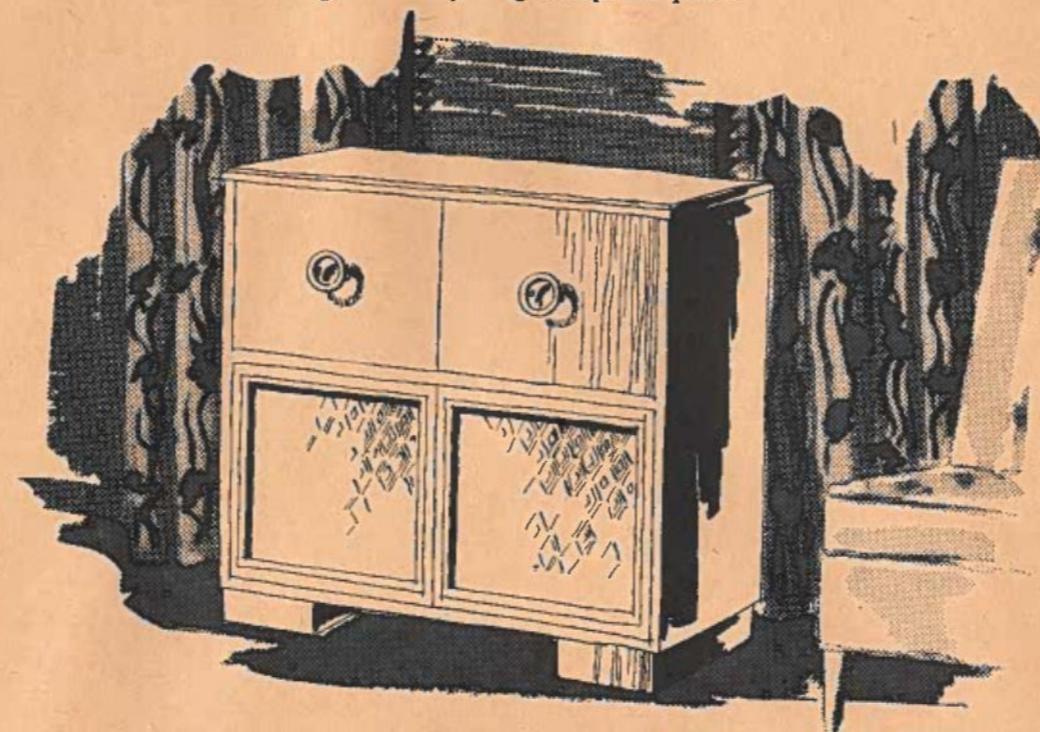
SU 2125

~~Mr. Farnsworth~~ Production Dept
⑩ C. D. Record Book
~~Mr. Casper~~

FZ
10-23

FAR MORE WORTH IN A
Farnsworth
PHONOGRAPH-RADIO

Whether you want a luxurious console, a convenient chairside, a smart portable or table model, you'll find it in a Farnsworth. These handsome instruments, known for tone, are easy on your budget, too, because a Farnsworth is tops in everything *except* its price.



Model GK-086. Under a window, along a wall—the beautiful Modern Console is at home with good styling anywhere. Wide-range AM-FM reception. Solid top with pull-out precision automatic record changer. Convenient record storage space.

Finished in walnut **\$259.50**

Blonde finish, in genuine South American prima vera **\$269.50**



Model GK-084. At your fingertips—the tonal richness and flawless AM-FM radio reception that is traditionally



Model GK-086. Under a window, along a wall—the beautiful Modern Console is at home with good styling anywhere. Wide-range AM-FM reception. Solid top with pull-out precision automatic record changer. Convenient record storage space.

Finished in walnut **\$259.50**

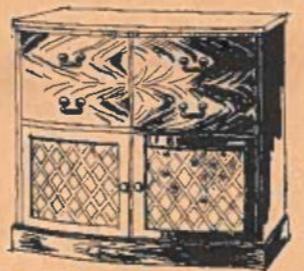
Blonde finish, in genuine South American prima vera \$269.50



Model GK-084. At your fingertips—the tonal richness and flawless AM-FM radio reception that is traditionally Farnsworth. Automatic volume control. Top slides out for easy access to record changer. Roomy record storage space. In walnut finish **\$219.50**

Blonde finish in genuine South American prima vera \$229.50

Model GK-111. Add distinction to your home with this Farnsworth masterpiece. AM-FM reception. Precision automatic record changer with the exclusive Farnsworth Tone Clarifier plays old records like new—new records with concert-hall realism. Solid top. Large record storage compartment. In rubbed mahogany finish, **\$425.00**



See and hear the Phonograph-Radio known for tone

MUSICAL PERFECTION *Farnsworth* MODESTLY PRICED

CUYAHOGA COUNTY DEALERS

Buescher Company
1310 Huron Road

Fries & Schuele Company
W. 25th at Lorain Avenue

Halle Brothers Company
1228 Euclid Avenue

Higbee Company
Public Square

Konrad Furniture Company
4004 E. 71st Street

May Company
Public Square

Snow Brothers Radio Company
13916 St. Clair Avenue

Sterling & Welch Company
1225 Euclid Avenue

Wm. Taylor Son & Company
630 Euclid Avenue

For name of nearest authorized Farnsworth Dealer outside of Cuyahoga County, call or write

MIDLAND ELECTRIC COMPANY—WHOLESALE DISTRIBUTORS

2125 Superior Avenue • SU-2125

Mr. G. P. G. *Sept. 7, 1950*
C.I.D. Record Book
FC 10123

**Tops in FM-AM and Phonograph...
Tops in everything but price -**

SEE - HEAR - COMPARE THE NEW

Farnsworth
PHONOGRAPH-RADIO

AT YOUR NEAREST FARNSWORTH DEALER

CHECK THESE FARNSWORTH FEATURES

- Outstanding FM Performance
- Brilliant AM Reception
- 3-point suspension automatic record changer
- Plays up to 12 records without restacking
- Choice of mahogany, walnut or blonde finish
- Large record storage compartment
- AC superheterodyne circuit
- Built-in loop AM antenna
- Built-in folded dipole FM antenna
- Fingertip tuning control

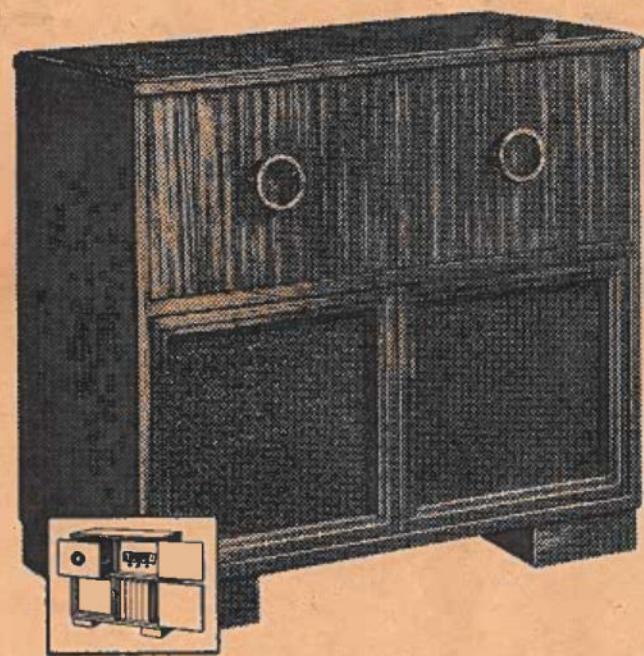


NOW ON DISC

SEE - HEAR - COMPARE
these better
Phonograph-Radios
Convenient terms
on all models



Model GK-087. Superb period cabinetry, authentically expressing classic Sheraton design. Crystal-clear FM, brilliant AM reception, coupled with the rich high-fidelity reproduction of your favorite records, this is nsworth's precision-automatic record changer, this is ht-after console. Exceptionally large record storage inch permanent magnet Alnico 5 ful mahogany finish. **\$29950**



Model GK-266. Ideally suited to the small home or apartment. Compact, modern console. Powerful AM reception. Pull-out record changer. Ample record storage compartment. Equally at home in modern or period setting. In mahogany finish . . . **\$189.95**

Blonde Finish, in genuine bleached mahogany, \$199.95



Model GK-086. Compactly proportioned for any location in the room—under a window—along a wall—styled to grace any room setting. Solid top with pull-out Farnsworth record changer and spacious record compartment. Superior FM-AM reception. In walnut finish.

Blonde finish, in genuine South American prima vera \$269.50.

Farnsworth

MUSICAL PERFECTION...MODESTLY PRICED

Caesars 10
C. D. Record Book 10
FARNSWORTH
Holiday WRITER'S O. K.
Gift Preview *Caesars* 10-24

Drop in for a preview of the exciting phonograph and radio gifts Farnsworth currently features in *Life*, *The Saturday Evening Post* and *Collier's*. Luxurious consoles, chairsides, table models — order now for special Holiday delivery!



FARNSWORTH'S brilliant GK-111 phonograph-radio . . . Automatic record-changer incorporates sensational Tone Clarifier. This amazing development screens noise from old, scratched records, assures greater tonal richness from new and high-frequency recordings! 12-inch speaker. AM and FM reception. Distinguished cabinet beautifully finished in mahogany. Price \$1000.

(DEALER'S NAME)

F-61-1947—93 lines
1 col. x 93 lines—Newspapers, Fall
N. W. Ayer & Son, Inc. M.O. 4028

Caesars 10
C. D. Record Book 10
FARNSWORTH
For Lasting WRITER'S O. K.
Dependability *Caesars* 10-24

Drop in for a preview of the dependable phonograph and radio instruments Farnsworth is currently featuring in leading national magazines. Each model guarantees unsurpassed performance and the cabinet artistry traditional with the Farnsworth name.



FARNSWORTH'S brilliant GK-111 phonograph-radio . . . Automatic record-changer incorporates sensational Tone Clarifier. This amazing development screens noise from old, scratched records, assures greater tonal richness from new and high-frequency recordings! 12-inch speaker. AM and FM reception. Distinguished cabinet beautifully finished in mahogany. Price \$1000.

(DEALER'S NAME)

F-62-1947—93 lines
1 col. x 93 lines—Newspapers, Fall
N. W. Ayer & Son, Inc. M.O. 4028

*Casper
C.H.*

Book 16

Page & Date

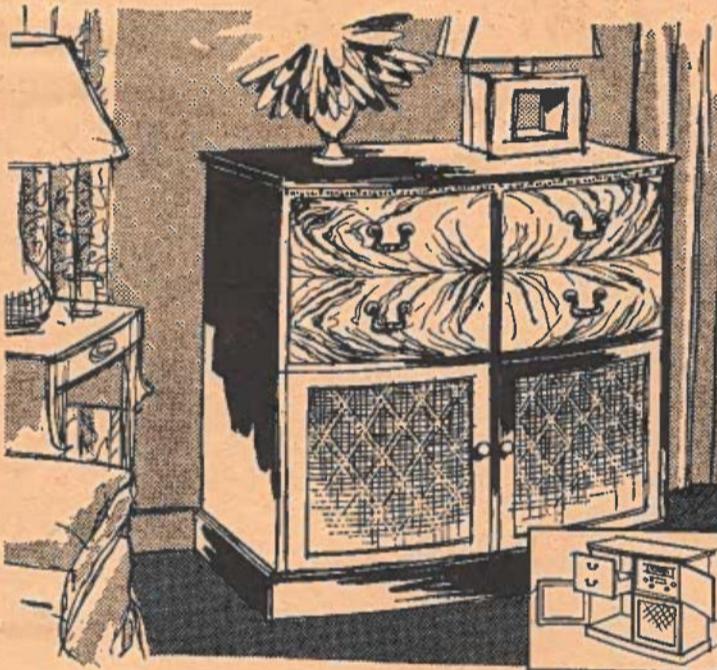
10/27

Aug 10-24

FARNSWORTH

Holiday Gift Preview

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(DEALER'S NAME)

Caspers

C. D. Record Book 10

SIGNATURE DATE

JP 9/24

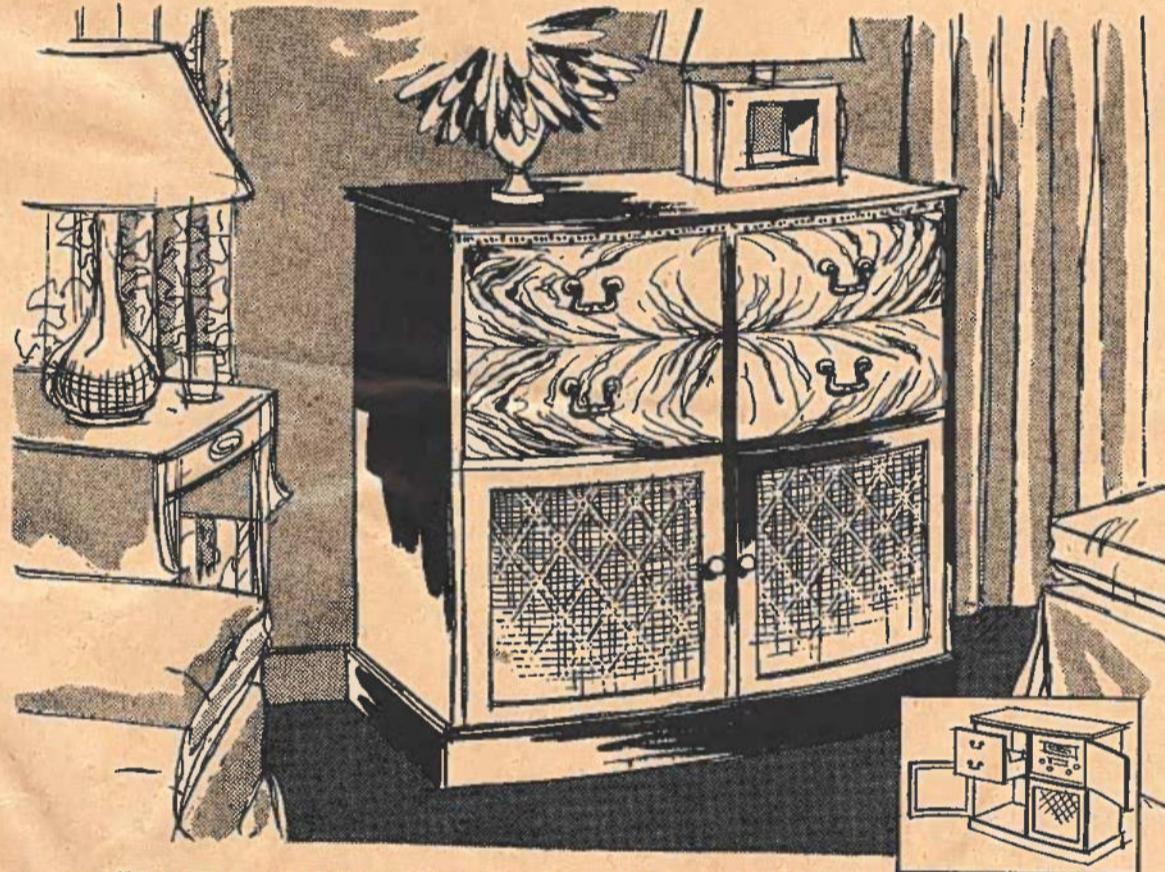
WRITER'S O. K.

Casper 10.24

FARNSWORTH

HOLIDAY GIFT PREVIEW

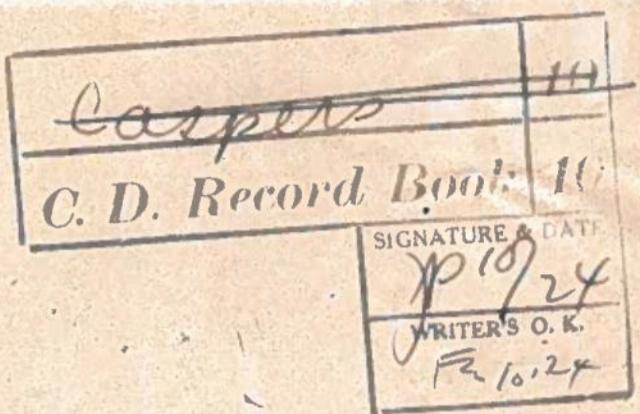
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<p>Model GK-086 — Smart, compact cabinet. AM and FM (Frequency Modulation) reception. Record-changer plays 12 ten-inch or 10 twelve-inch recordings and incorporates automatic stop for play control. Finished in walnut or blond prima vera. Price in blond prima vera, \$1000.00.</p>	<p>Model GT-051 — Smartly styled table radio in ivory-colored plastic. Ideal for children's room, Mother's kitchen or Dad's den. Built-in antenna. Automatic volume control. Electro-dynamic speaker. Handsome airplane-type dial for easy, accurate tuning. Price: \$100.00.</p>	<p>Model GK-114 — A chairside phonograph-radio of truly outstanding design. AM-FM reception. All controls within reach from your easy chair. Automatic record-changer. Compact cabinet, with exclusive tone clarifier, stores records also. Mahogany finish. Price: \$1000.00.</p>

(DEALER'S NAME)



Capehart thinks first of the Dealer

Successful music dealers and their methods of operation are bound to find reciprocation in the Capehart policies. For nowhere in the music trades do they find a relationship more sympathetic to their views.

To sell successfully, the dealer must have an honored name—and an outstanding line of products. Capehart dealers score high on both counts. Through the years, Capehart has attracted a dealer force of great reputation—dealers with whom it is proud to share the heritage of the Capehart instrument, the world's finest for musical reproduction.

To protect these dealers—and to co-operate with them—is paramount in the Capehart policy. Capehart dealers are assured a proper margin. They know that a vast consumer public acclaims the Capehart as the most distinguished instrument available today. And they know that the Capehart Franchise assures them of full profit on all Capehart and Panamuse instruments sold.

Based on the principles which the most esteemed dealers themselves would choose, is it any wonder that the Capehart Franchise is regarded without equal in all industry?

the CAPEHART
the PANAMUSE by Capehart

Products of
FARNSWORTH TELEVISION & RADIO CORPORATION

Espresso

C. D. Record Book 10

SIGNATURE & DATE

SP 28

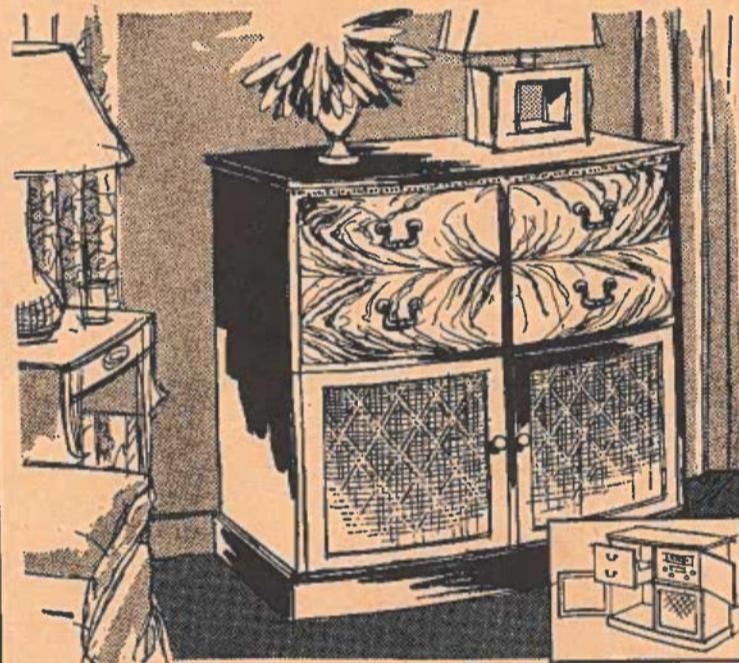
WRITER'S O. K.

Apr 10, 1928

FARNSWORTH

Musical Perfection... Modestly Priced

• Yes, the new Farnsworth, with its sensational Tone Clarifier, its precision-built automatic record changer, wide-ranging radio receiver and acoustically correct cabinet, is your guarantee of musical perfection. Yet, despite these and many other equally outstanding features, the Farnsworth is priced to fit every budget.



Above: Farnsworth's brilliant GK-111 phonograph-radio. Automatic record-changer incorporates sensational Tone Clarifier. This amazing development screens noise from old, scratched records, assures greater tonal richness from new and high-frequency recordings! 12-inch speaker. AM and FM reception. Distinguished cabinet, mahogany finish. Price \$300.

(DEALER'S NAME)

Gasper

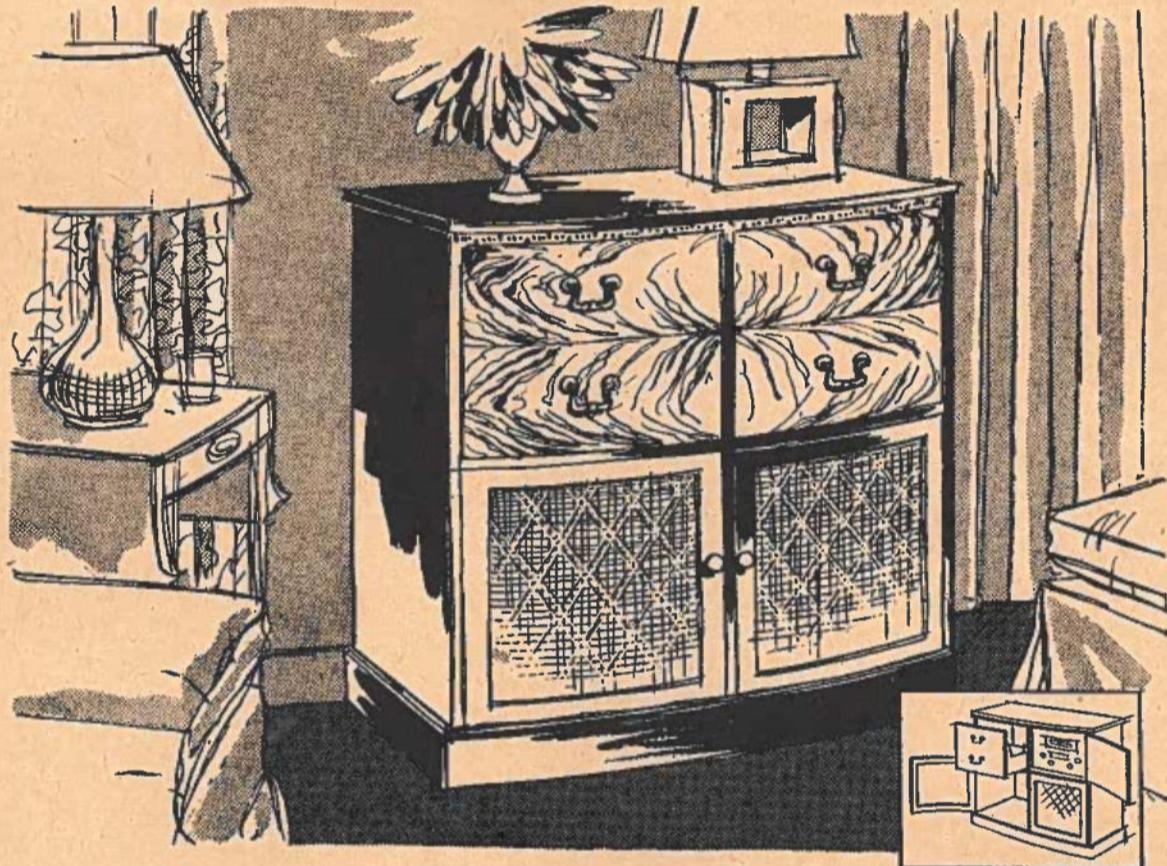
C. D. Record Book 19

SIGNATURE OR DATE
JP 9/28
WRITER'S O. K.
Gasper 10-24

FARNSWORTH

Alone has the Tone Clarifier

• Almost unbelievable, the absolute freedom from surface noise with which this sensational new Farnsworth development reproduces *all* the beauty from your favorite records. Yet the Tone Clarifier is but one of many exciting features that definitely make the new Farnsworth today's outstanding phonograph-radio.



Above: Farnsworth's brilliant GK-111 phonograph-radio. Automatic record-changer incorporates sensational Tone Clarifier. This amazing development screens noise from old, scratched records, assures greater tonal richness from new and high-frequency recordings! 12-inch speaker. AM and FM radio reception. Distinguished cabinet, beautifully finished in mahogany. Price \$1000.

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(DEALER'S NAME)

Carp
C. D. Rec



THE FARNSWORTH CHIPPENDALE CHAIRSIDE • Relax next to this superbly styled phonograph-radio and enjoy hours of broadcast entertainment or recorded music without moving from your easy chair. All controls at your finger-tips. Cabinet also provides ample record storage space. Richly finished in mahogany.

Farnsworth Fidelity

To brighten your Holidays
and the years ahead



MODEL GK-266 • Small-home owners will find this compact new Farnsworth phonograph-radio perfectly suited to space requirements. Offering rich, high-fidelity tone from records and wide-ranging radio reception, this superb console is finished in mahogany or blonde prima vera.



MODEL GT-051 • A handsome table radio to entertain the children in their own room, or to brighten Mother's kitchen or Dad's den. Built-in antenna. Automatic volume control. Sturdy, thoroughly dependable in operation. Large airplane-type dial assures easy, accurate tuning.



MODEL GK-086 • Exquisitely proportioned—fits neatly under a window, along a wall, wherever desired—ideal for today's modern apartment. AM-FM radio. Precision-built changer stops automatically after last record. Finished in rich walnut or blonde prima vera.

Let a Farnsworth fill your home with Holiday music—now and through coming years. For this brilliant new phonograph-radio—with the exclusive Farnsworth Tone Clarifier—is your lasting guarantee of musical pleasure. The Tone Clarifier makes possible the unblemished reproduction of recorded music. Surface needle scratch disappear. Even records reproduce flawlessly, music complete. Farnsworth phonograph-radios are available in a wide choice of popular modern cabinets. Luxurious AM-FM models with the celebrated Farnsworth automatic record-changer and Tone Clarifier; compact table models for your convenience. When you see a Farnsworth—listen to its tonal beauty—compare its cost, you will find that it truly represents musical performance at a modestly priced (\$24.95 to \$425). See your Farnsworth dealer today. He has been selected for his integrity and will arrange for prompt delivery of the Farnsworth you want.

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

Casper
C. D. Record Book

SIGNATURE
J. P.
WRITER'S
RE 10

HOW FARNSWORTH'S NEW **Tone Clarifier** HELPS YOU SELL



You're looking at the heart of a Farnsworth phonograph-radio—the Farnsworth Automatic Record Changer P-56MP. Years of dependable performance, of trouble-free operation—have made it one of your strongest selling points.

Now—with an amazing new feature, the Tone Clarifier—the Farnsworth changer adds a still more powerful sales clincher.

The Tone Clarifier has three easily-set switch positions to answer every record-playing need. Set it for old records—you'll hear undiminished brilliance. Set it for new records—still greater dynamic range. At wide-range position—it reproduces perfectly the highest frequency recordings available today.

Show your customers how easily it works. Let them hear for themselves how it banishes surface noise dramatically, convincingly—even while playing badly scratched records. They'll agree that the Tone Clarifier is one of the greatest improvements ever made in phonograph-radios.

With this new record-changer—incorporating—

- PRE-AMPLIFIER
- VARIABLE RELUCTANCE PICK-UP
- VIRTUAL FREEDOM FROM "NEEDLE TALK"
- STABILITY UNDER HUMIDITY, HEAT OR COLD
- GENUINE SAPPHIRE STYLUS
- HANDY NEEDLE SET-DOWN ADJUSTMENT KNOB

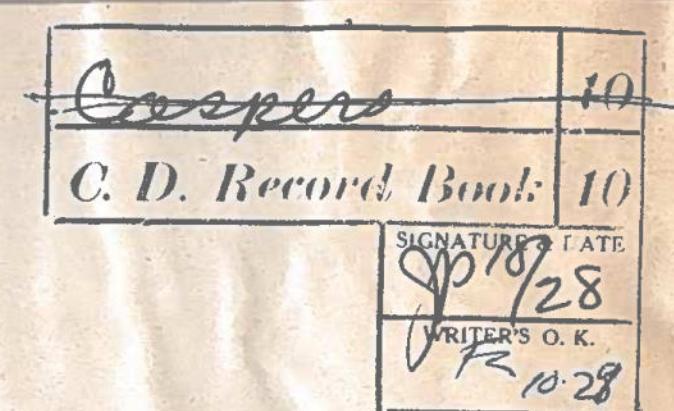
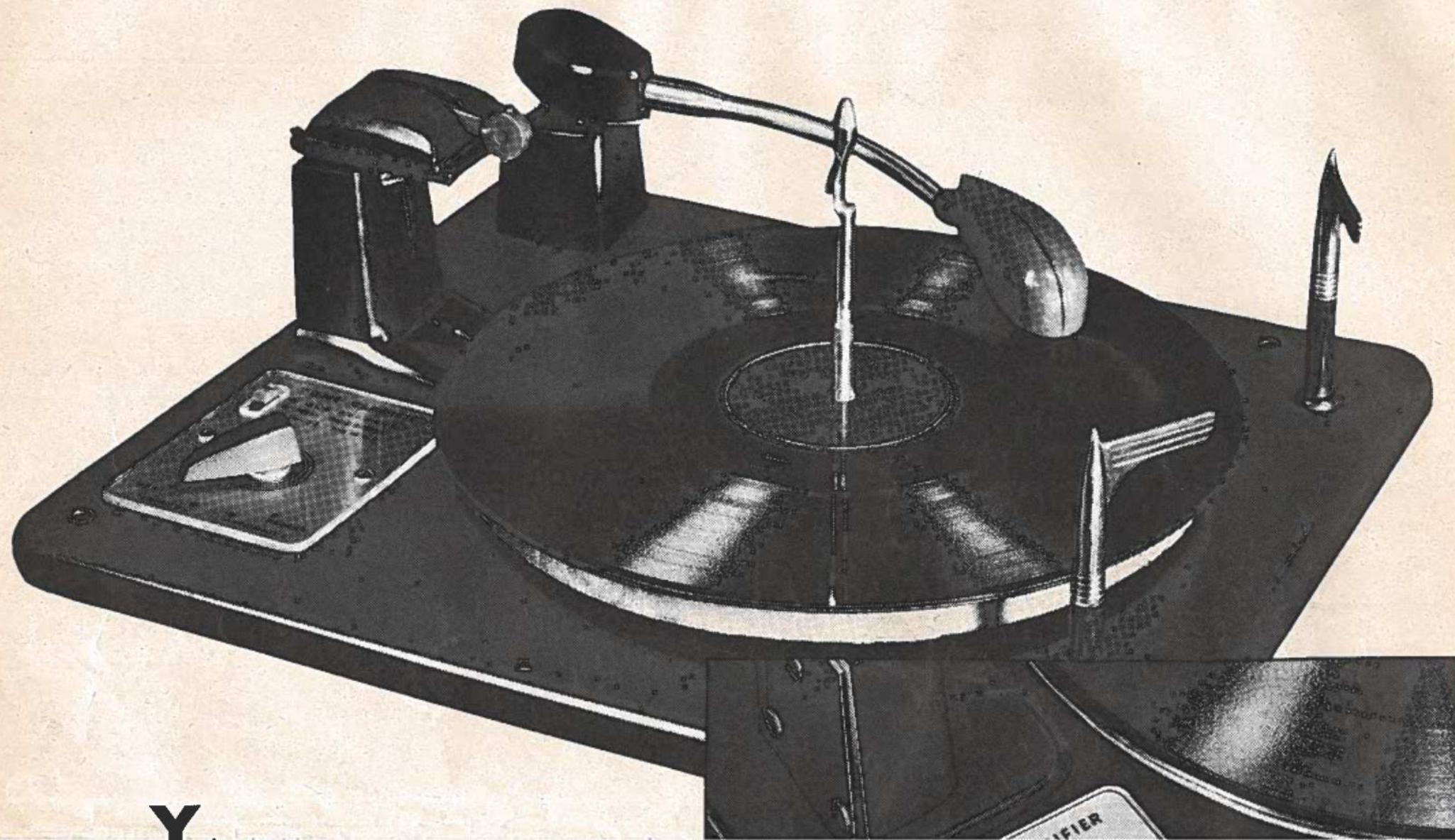
and the sensational new *Tone Clarifier*—Farnsworth's de luxe models are easier to sell—and they stay sold! Every sale motivates another sale. Each new Farnsworth owner becomes a "salesman" working for you—telling his friends that Farnsworth is proof of the fact that quality need not be expensive.

Farnsworth
TELEVISION
RADIO
PHONOGRAPH-RADIO

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

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

HOW FARNSWORTH'S NEW
Tone Clarifier HELPS YOU SELL



You're looking at the heart of a Farnsworth phonograph-radio—the Farnsworth Automatic Record-Changer P-56MP. Years of dependable performance, of trouble-free operation—have made it one of your strongest selling points.

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Show your customers how easily it works. Let them hear for themselves how it banishes surface noise dramatically, convincingly—even while playing badly scratched records. They'll agree that the Tone Clarifier is one of the greatest improvements ever made in phonograph radios.

With this new record-changer—incorporating—

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- VARIABLE RELUCTANCE PICK-UP
- VIRTUAL FREEDOM FROM "NEEDLE TALK"
- STABILITY UNDER HUMIDITY, HEAT OR COLD
- GENUINE SAPPHIRE STYLUS
- HANDY NEEDLE SET-DOWN ADJUSTMENT KNOB

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Farnsworth

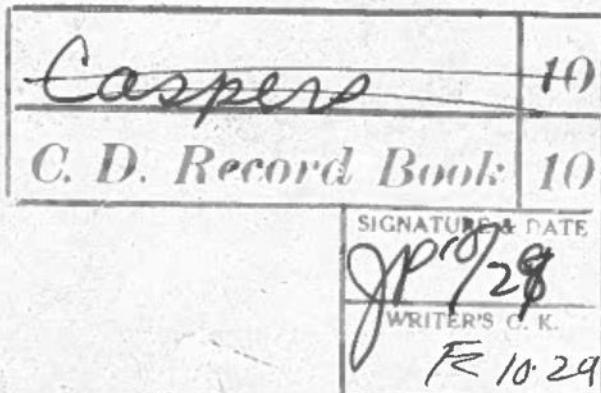
TELEVISION

RADIO

PHONOGRAPH-RADIO

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

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA



HOW FARNSWORTH'S NEW
Tone Clarifier HELPS YOU SELL



You're looking at the heart of a Farnsworth phonograph-radio—the Farnsworth Automatic Record-Changer P-56MP. Years of dependable performance have made it one of your strongest selling points.

Now—with an amazing new feature, the Tone Clarifier—the Farnsworth changer adds a still more powerful sales clincher.

The Tone Clarifier has three easily-set switch positions to answer every record-playing need . . . for old records, new records and the highest frequency recordings.

Let your customers hear for themselves how it banishes surface noise—even while playing badly scratched records. They'll agree that the Tone Clarifier is one of the greatest improvements ever made in phonograph-radios.

With this truly new record-changer—incorporating—

- Pre-amplifier
- Variable reluctance pick-up
- Virtual freedom from "needle talk"
- Stability under humidity, heat or cold
- Genuine sapphire stylus
- Handy needle set-down adjustment knob

and the sensational new Tone Clarifier—Farnsworth's de luxe models are easier to sell—and they stay sold! Every sale motivates another sale. Each new Farnsworth

owner becomes a "salesman" working for you—telling his friends that Farnsworth is proof of the fact that quality need not be expensive.

Farnsworth
 TELEVISION
 RADIO
 PHONOGRAPH-RADIO

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

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

HOW FARNSWORTH'S NEW

Tone Clarifier

HELPS YOU SELL

Caspers

C. D. Record Book

10

SIGNATURE & DATE
J.P.'18/19
WRITER'S O. K.
Fe 10. 24



You're looking at the heart of a Farnsworth phonograph-radio—the Farnsworth Automatic Record-Changer P-56MP. Years of dependable performance, of trouble-free operation—have made it one of your strongest selling points.

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- GENUINE SAPPHIRE STYLUS
- HANDY NEEDLE SET-DOWN ADJUSTMENT KNOB

and the sensational new Tone Clarifier—Farnsworth's de luxe models are easier to sell—and they stay sold! Every sale motivates another sale. Each new Farnsworth owner becomes a "salesman" working for you—telling his friends that Farnsworth is proof of the fact that quality need not be expensive.

Farnsworth TELEVISION RADIO PHONOGRAPH-RADIO

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

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA

~~Art. easper~~
C. D. Read Book

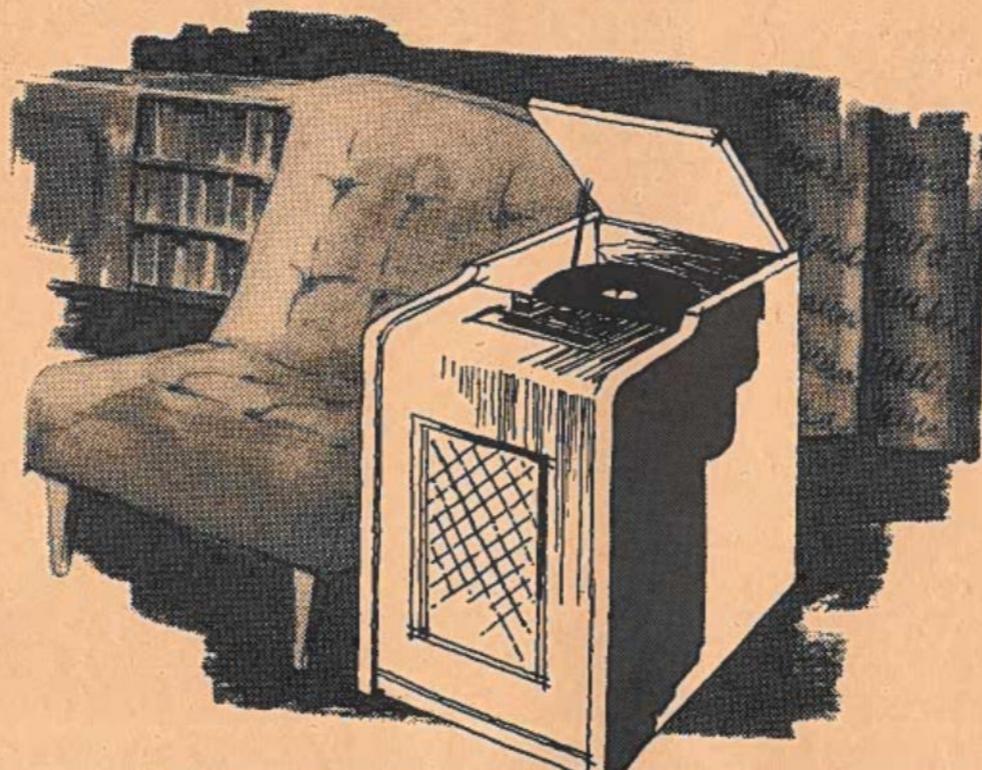
RE
1113

for luxury listening
on a budget - choose

Farnsworth

phonograph-radio

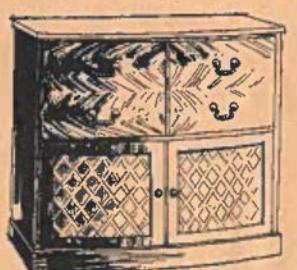
It will pay you well, before you buy your next phonograph-radio, to see and hear a Farnsworth. These fine instruments, known for tone, provide luxury listening and enhance the beauty of your home. Yet, a Farnsworth costs no more than an ordinary radio. It's musical perfection - modestly priced!





MODEL GK-267. Operate all phonograph and radio controls without moving from your chair! Brilliant, clear reception. Automatic record changer plays 12 ten-inch or 10 twelve-inch records. Store your records inside its smart, modern cabinet. Walnut finish, **\$16995**

Blonde finish in genuine South American prima vera, \$179.95



MODEL GK-111. Add distinction to your home with this traditionally-styled masterpiece. AM-FM reception. Automatic record changer with the amazing new Tone Clarifier plays old records like new—gives new records concert hall realism! 12" speaker. Solid top, Record storage compartment. Rubbed mahogany finish, **\$42500**



MODEL GK-266. Ideally suited to the small home or apartment. Compact, modern console. Powerful reception. Pull-out record changer. Record storage space. Equally at home in modern or period setting. In mahogany finish, **\$18995**

Blonde finish in genuine South American prima vera, \$199.95

See and hear the Phonograph-Radio known for tone

MUSICAL PERFECTION *Farnsworth* MODESTLY PRICED

CUYAHOGA COUNTY DEALERS

Buescher Company
1310 Huron Road

Fries & Schuele Company
W. 25th at Lorain Avenue

Halle Brothers Company
1228 Euclid Avenue

Higbee Company
Public Square

Konrad Furniture Company
4004 E. 71st Street

May Company
Public Square

Snow Brothers Radio Company
13916 St. Clair Avenue

Sterling & Welch Company
1225 Euclid Avenue

Wm. Taylor Son & Company
630 Euclid Avenue

For name of nearest authorized Farnsworth Dealer outside of Cuyahoga County, call or write

MIDLAND ELECTRIC COMPANY—WHOLESALE DISTRIBUTORS
2125 Superior Avenue • SU-2125

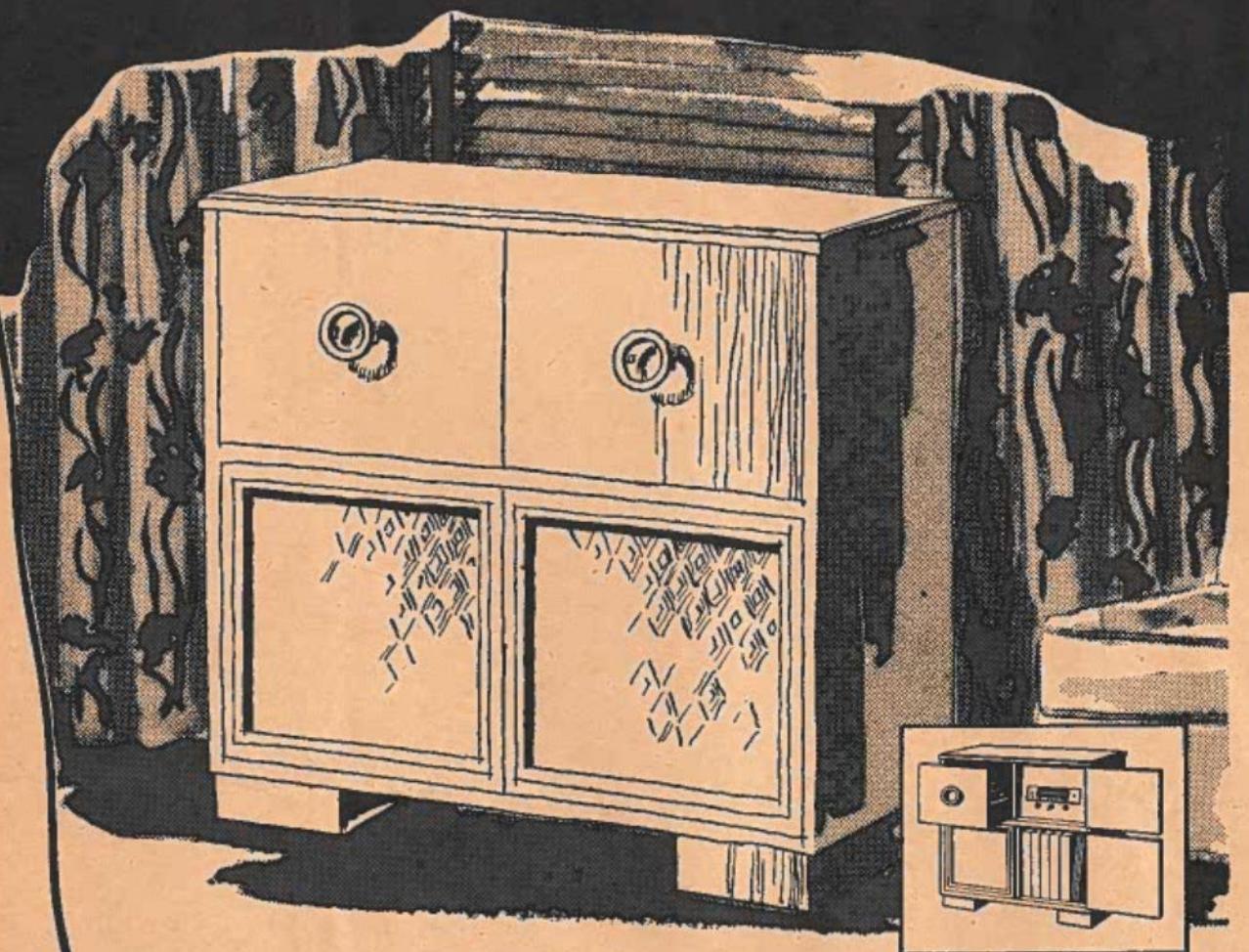
F-59

Her Caspers
C.O. Rent Book
R 11.2

Luxury listening on a Budget -
the new
tops in
FM!

Farnsworth
phonograph-radio

See and hear the new Farnsworth
at these leading Dealers



Farnsworth FM-AM Modern. The simplicity of this handsome console tastefully blends with any room setting. Recorded and broadcast entertainment in true Farnsworth tradition. Solid top with pull-out Farnsworth precision-automatic record changer. Spacious

SEE HOW MUCH MORE YOU GET WITH FARNSWORTH!

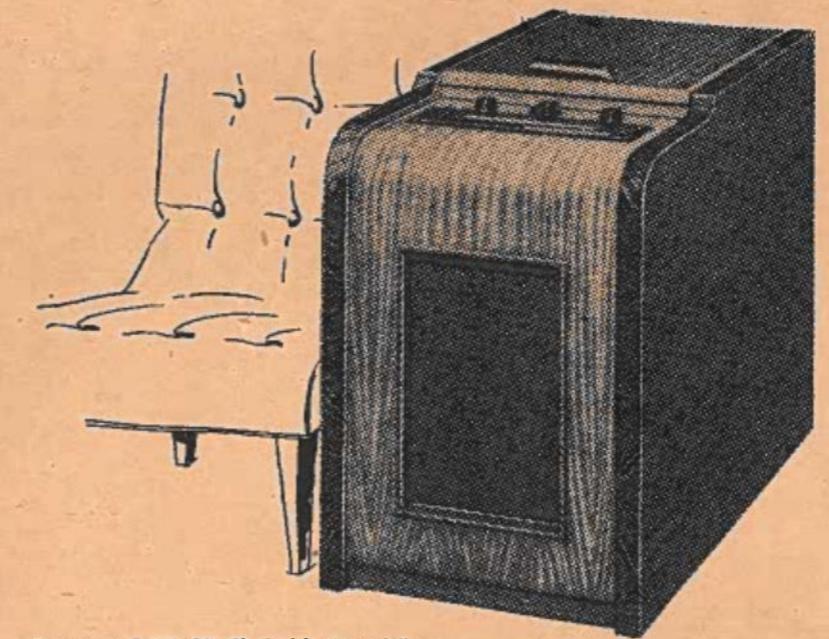
- ✓ Outstanding FM Performance.
- ✓ Brilliant AM Reception.
- ✓ Exclusive three-point suspension precision record changer.
- ✓ Plays up to 12 records without restacking.
- ✓ Large record storage compartment.
- ✓ AC superheterodyne circuit.
- ✓ Built-in loop AM antenna.
- ✓ Built-in folded dipole FM antenna.
- ✓ Superior Farnsworth Tone.
- ✓ Permanent magnet Alnico 5 speaker.
- ✓ Modern and Period cabinet styles.
- ✓ Choice of mahogany, walnut or blonde finish.

Convenient terms on all models



Farnsworth FM-AM "Sheraton." Beauty is the keynote of this new concept of Sheraton styling by Farnsworth's master designers. Its grace and charm place it among the finest period pieces. Farnsworth precision-automatic record changer. Surprisingly large record compartment. 12-inch permanent magnet Alnico 5 speaker. Model GK-087. In selected, hand-rubbed mahogany finish,

\$299.50



Farnsworth FM-AM Chairside. Gracefully designed for relaxed, luxurious listening from your easy chair. Beneath its sliding top is the Farnsworth precision-automatic record changer. Brilliant tone quality. Large record storage. Model GK-084.

\$219.50

In walnut finish, **\$169.50**
Blonde finish, in genuine South American prima vera, \$229.50.

Farnsworth AM Chairside. Similar in appearance to above, but with lift lid. AM reception and superior Farnsworth tone. Large record storage. Model GK-267.

In walnut finish, **\$169.50**
Blonde finish, in genuine South American prima vera, \$179.95.

MUSICAL PERFECTION

Farnsworth

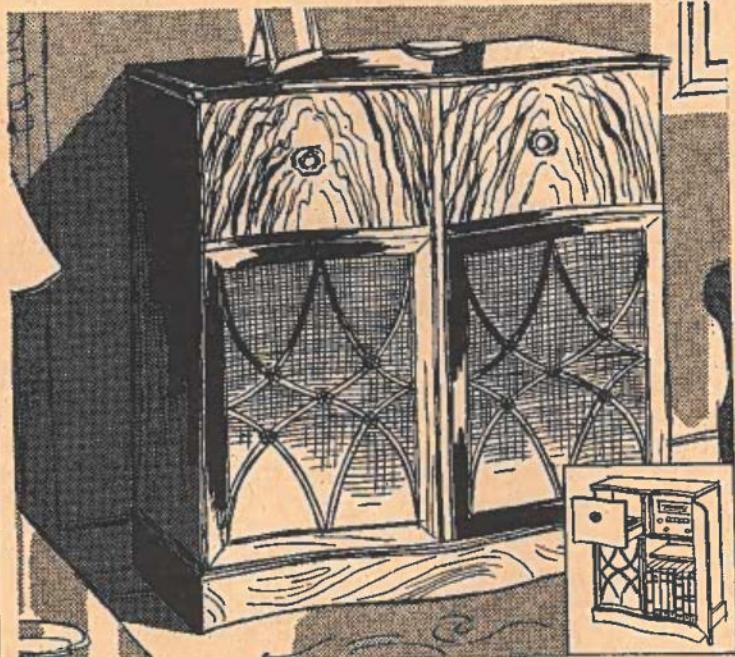
MODESTLY PRICED

Caspers
C. D. Record Book 17s

SIGNATURE & DATE
J. P. 14/4
WRITER'S O.K.
FZ 114

THE DISTINGUISHED Panamuse by Capehart

Supreme cabinet artistry and tone reflect traditional Capehart quality in the Panamuse — built by Capehart. You are cordially invited to see and hear these superb instruments in our salons at your earliest convenience.



The Panamuse Hepplewhite is housed in an elegant cabinet of swirled mahogany veneers, simply styled in the traditional manner. Its delicate metal grilles and hardware are made of English antique brass and are replicas of museum pieces. Full, vibrant tone on standard broadcasts, records or static-free FM. Pianissimo pickup and Panamuse drop-type record-changer. Price: \$000.

Other Panamuse by Capehart
Instruments from \$000 to \$000

(DEALER'S NAME
AND ADDRESS)

Capehart

C. D. Record Book 10

SIGNATURE & DATE
J. P. 11/4
WRITER'S O. K.
12 11-4

THE DISTINGUISHED
Panamuse
by Capehart

Supreme cabinet artistry and tone reflect traditional Capehart quality in the Panamuse — built by Capehart. You are cordially invited to see and hear these superb instruments in our salons at your earliest convenience.



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Price: \$1000.

Other Panamuse by Capehart
Instruments from \$1000 to \$1000

(DEALER'S NAME
AND ADDRESS)

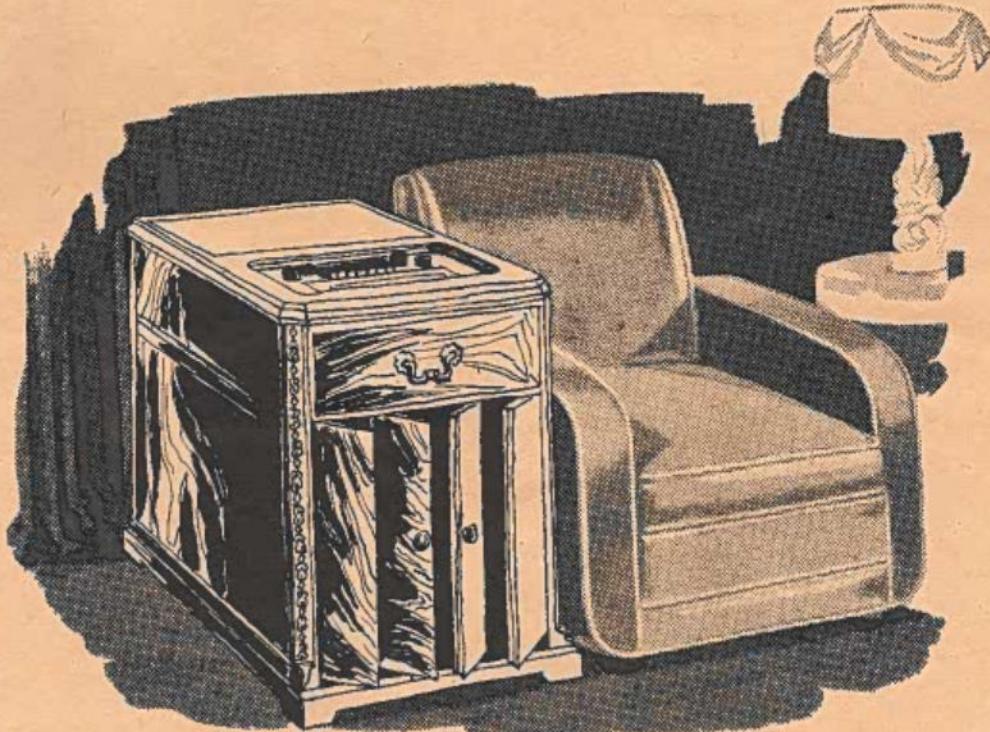
101-B-1947—94 lines
1 col. x 94 lines
Newspapers
N. W. Ayer & Son, Inc. M.O. 4028

*Mo Casper 11/17
C.P. Moore, Inc.
Casper 11/17*

Farnsworth

holiday gift preview

Before you buy *any* phonograph-radio this Holiday season, come in and hear Farnsworth's distinguished new Chippendale Chairside, currently advertised in national magazines. It's tops in everything but price!



This superbly designed instrument is compact, yet it brings you all the advantages of big-set performance: brilliant AM and crystal clear FM radio reception, 12-inch speaker, push-button tuning, and the new Farnsworth record-changer incorporating the sensational Tone Clarifier. This revolutionary development reproduces standard and high-frequency recordings with incredible fidelity, and eliminates surface noise and scratch from older records!

All controls are at your finger tips — no need to rise from your chair to change stations or to reload the record-changer! Cabinet, finished in lustrous mahogany, even provides ample record storage space. This beautiful instrument is yours for

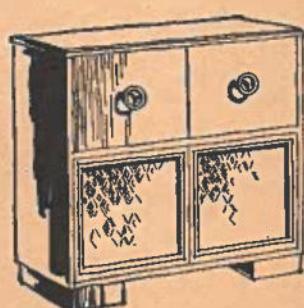
\$1000.00

Model GK-086 — Under a window, along a wall — this beautiful Modern Console is at home with good styling anywhere. AM-FM. Solid Top. Pull-out record changer. Blonde or walnut finishes. (Shown at left.)

\$1000.00

Model GK-266 — Ideal for small-home owners or apartment dwellers. Farnsworth pull-out automatic record changer. Solid top. Convenient record storage space. Blonde or mahogany finishes. Mahogany version:

\$1000.00



DEALER'S NAME

F-67

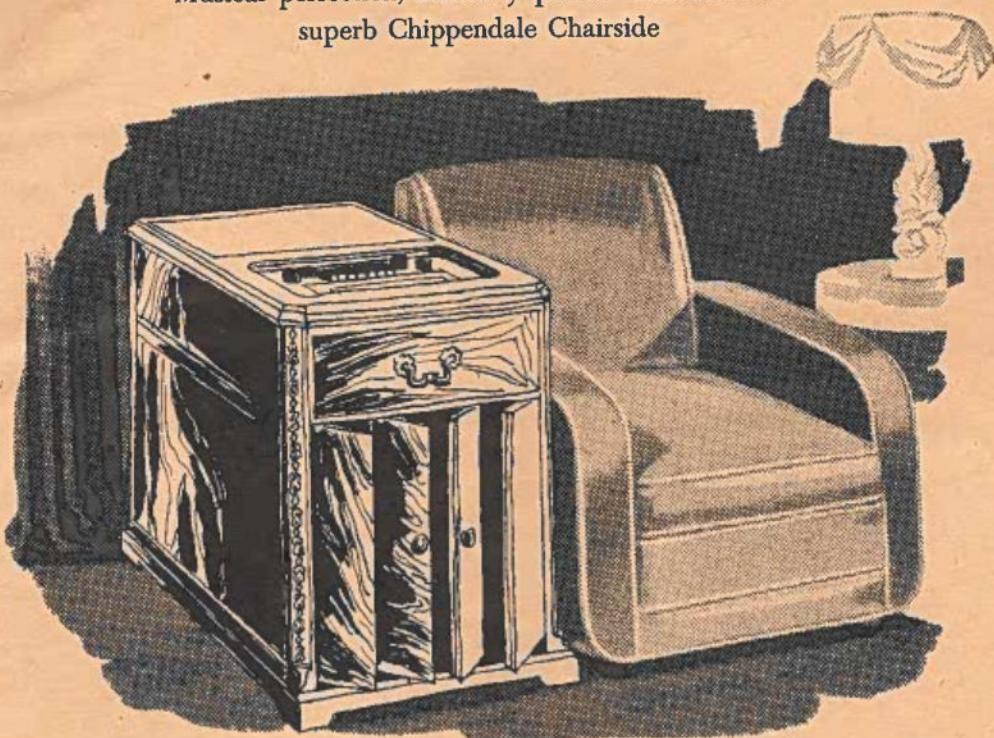
MO-5211-480 lines (3 cols. x 160 lines) — Newspapers, 1947 — N. W. Ayer & Son, Inc.

PLEASE NOTE! Publishers must verify all prices before inserting this advertisement.

Mo. 5211-480 lines (3 cols. x 160 lines) - Newspapers, 1947 - N. W. Ayers & Son, Inc.
C. D. Record Book
Casper
11-17

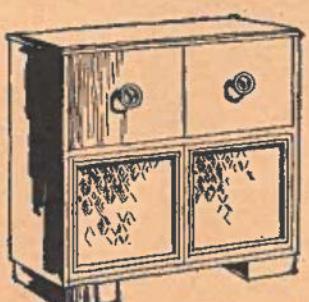
Hear this distinguished
Farnsworth
before you buy
any phonograph-radio

Musical perfection, modestly priced—Farnsworth's
superb Chippendale Chairside



This superbly designed instrument is compact, yet it brings you all the advantages of big-set performance: brilliant AM and crystal clear FM radio reception, 12-inch speaker, push-button tuning, and the new Farnsworth record-changer incorporating the sensational Tone Clarifier. This revolutionary development reproduces standard and high-frequency recordings with incredible fidelity, and eliminates surface noise and scratch from older records!

All controls are at your finger tips—no need to rise from your chair to change stations or to reload the record-changer! Cabinet, finished in lustrous mahogany, even provides ample record storage space. This beautiful instrument is yours for **\$100.00**



Model GK-086—Under a window, along a wall—this beautiful Modern Console is at home with good styling anywhere. AM-FM. Solid Top. Pull-out record changer. Blonde or walnut finishes. (Shown at left.)

\$100.00

Model GK-266—Ideal for small-home owners or apartment dwellers. Farnsworth pull-out automatic record changer. Solid top. Convenient record storage space. Blonde or mahogany finishes. Mahogany version:

\$100.00



DEALER'S NAME

~~mcaspers 10~~

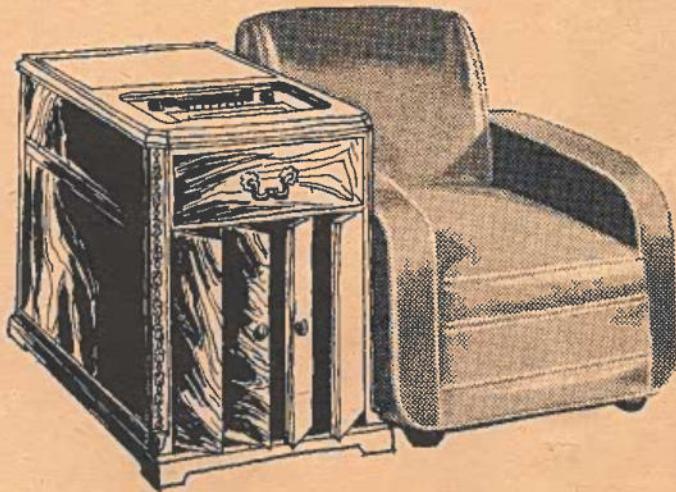
(10)

CD Record
Book - inter

P2 11-17

**Hear this distinguished
Farnsworth
before you buy
any phonograph-radio**

Musical perfection, modestly priced—Farnsworth's
superb Chippendale Chairside.



This compact, superbly designed instrument offers big-set performance: brilliant AM and crystal clear FM reception, 12-inch speaker, push-button tuning, and the new Farnsworth record-changer with the sensational Tone Clarifier, which reproduces standard and high-frequency recordings with incredible fidelity and eliminates surface noise and scratch from older records!

Finger-tip controls—no need to rise from your chair to change stations or to reload the record-changer! Cabinet, finished in lustrous mahogany, has ample record storage space. Price:

\$100.00

DEALER'S NAME

F-69

MO-5211—220 lines (2 cols. x 110 lines)—Newspapers, 1947—N. W. Ayer & Son, Inc.

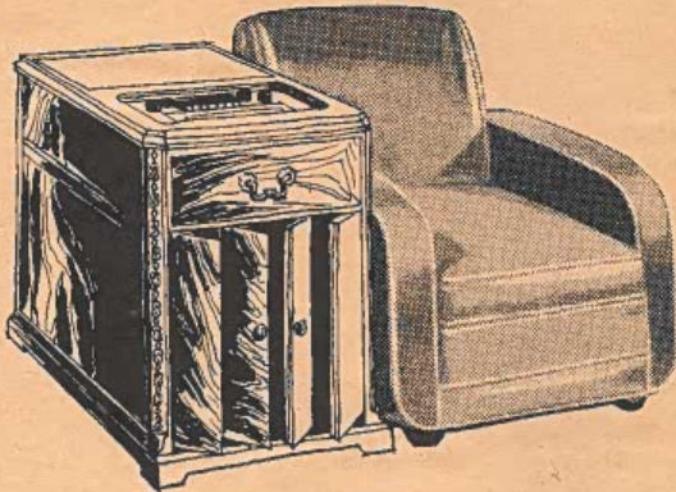
**PLEASE NOTE! Publishers must verify all
prices before inserting this advertisement.**

~~Mr. Carpenter, Jr.~~
C. S. Record Book

T. Carpenter
11/17

Farnsworth holiday gift preview

Before you buy *any* phonograph-radio this Holiday season, come in and hear Farnsworth's distinguished new Chippendale Chairside, currently advertised in national magazines. It's tops in everything but price!



This compact, superbly designed instrument offers big-set performance: brilliant AM and crystal clear FM reception, 12-inch speaker, push-button tuning, and the new Farnsworth record-changer with the sensational Tone Clarifier, which reproduces standard and high-frequency recordings with incredible fidelity, and eliminates surface noise and scratch from older records!

Finger-tip controls—no need to rise from your chair to change stations or to reload the record-changer! Cabinet, finished in lustrous mahogany, has ample record storage space. Price: **\$100.00**

DEALER'S NAME

F-70

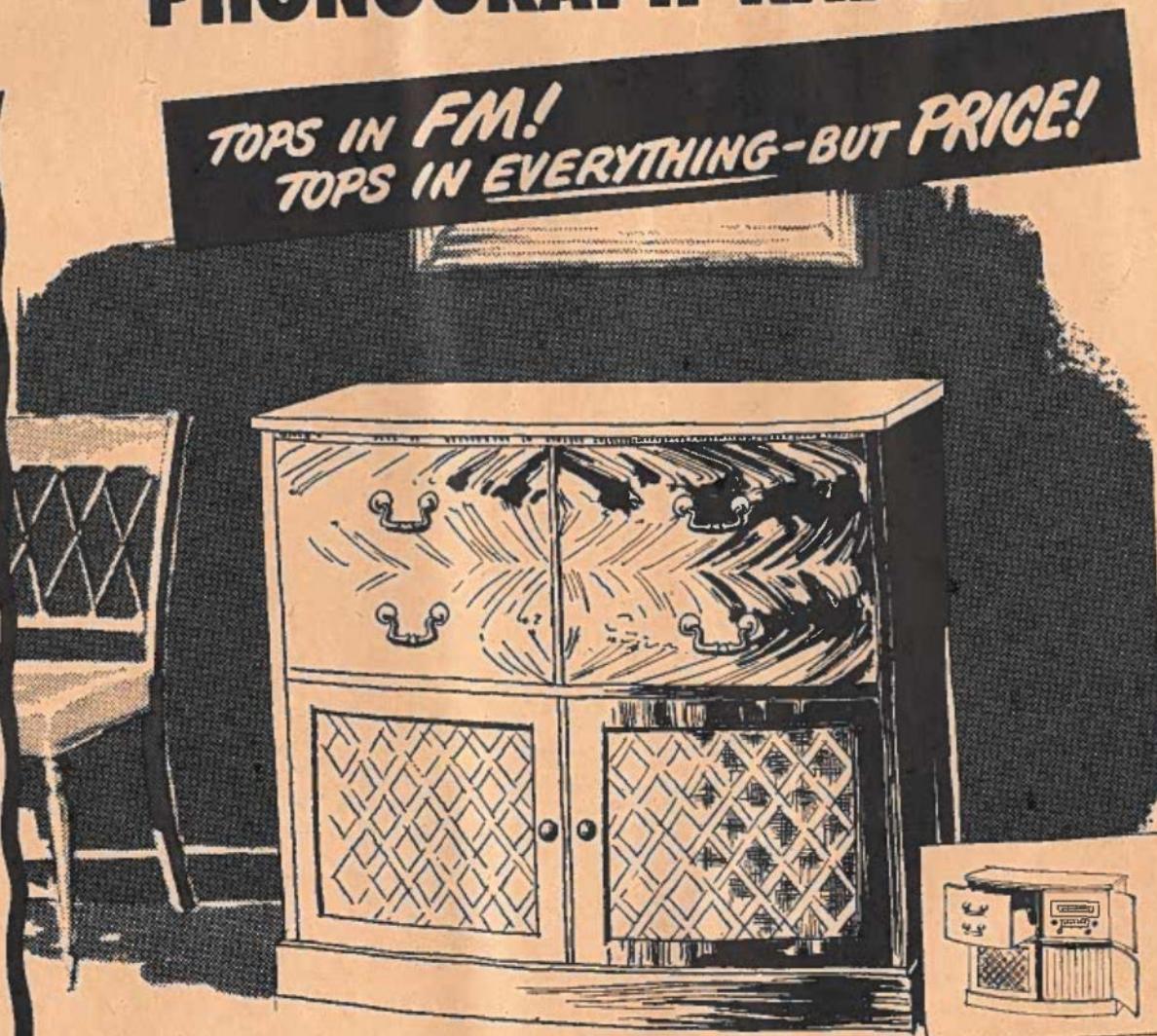
MO-5211-220 lines (2 cols. x 110 lines) - Newspapers, 1947 - N. W. Ayer & Son, Inc.

**PLEASE NOTE! Publishers must verify all
prices before inserting this advertisement.**

LISTEN! IT'S KNOWN FOR TONE!

the new **Farnsworth**
PHONOGRAPH-RADIO

Hear the new Farnsworth in your
own neighborhood at any of
these leading dealer stores!



Farnsworth FM-AM Traditional. This brilliantly-engineered phonograph-radio is housed in a cabinet of real distinction. Farnsworth precision-built automatic record changer with exclusive new Tone Clarifier eliminates needle scratch and surface noise, plays old records like new—new records with concert hall realism. 12-inch Alnico 5 speaker. Model GK-111. Beautifully finished in rubbed mahogany.

\$425⁰⁰

ONLY FARNSWORTH OFFERS SO MANY DELUXE FEATURES AT SUCH MODEST COST!

• Choice of mahogany, walnut or

• Built-in folded dipole FM

C.D. Record Book
Aug 11. 1957

Farnsworth FM-AM Traditional. This brilliantly-engineered phonograph-radio is housed in a cabinet of real distinction. Farnsworth precision-built automatic record changer with exclusive new Tone Clarifier eliminates needle scratch and surface noise, plays old records like new—new records with concert hall realism. 12-inch Alnico 5 speaker. Model GK-111. Beautifully finished in rubbed mahogany,

\$425.00

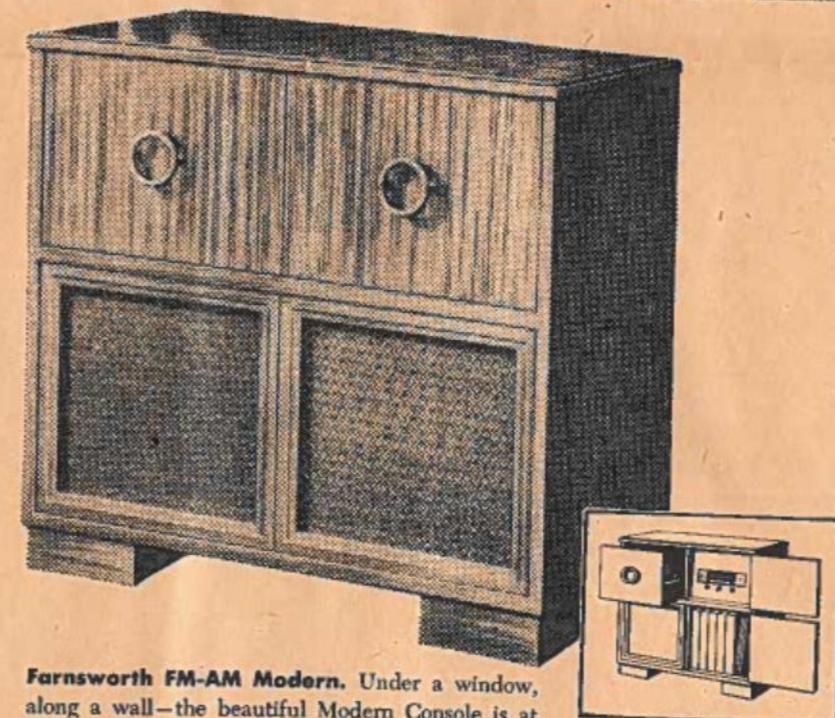
ONLY FARNSWORTH OFFERS SO MANY DELUXE FEATURES AT SUCH MODEST COST!

- Outstanding FM Performance
- Brilliant AM Reception
- Exclusive three-point suspension record changer
- Plays up to 12 records without restacking
- Built-in loop AM antenna
- Choice of mahogany, walnut or blonde finish
- Large record storage compartment
- AC superheterodyne circuit
- Modern and Period Cabinet styles
- Built-in folded dipole FM antenna
- Superior Farnsworth Tone
- Permanent magnet Alnico 5 speaker
- Exclusive Farnsworth Tone Clarifier

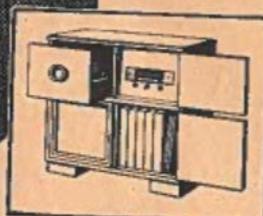
Convenient terms on all models



Farnsworth FM-AM "Sheraton." Superb Sheraton styling by Farnsworth's master designers. Precision-built automatic record changer. Surprisingly large record compartment. 12-inch permanent magnet Alnico 5 speaker. Model GK-087. In rich mahogany finish, **\$299.50**



Farnsworth FM-AM Modern. Under a window, along a wall—the beautiful Modern Console is at home with good styling anywhere. Recorded and broadcast entertainment in true Farnsworth tradition. Solid top with pull-out Farnsworth precision-built automatic record changer. Plays 10 or 12-inch records. Model GK-086. **\$259.50**



Blonde finish, in genuine South American prima vera, \$269.50

MUSICAL PERFECTION

Farnsworth

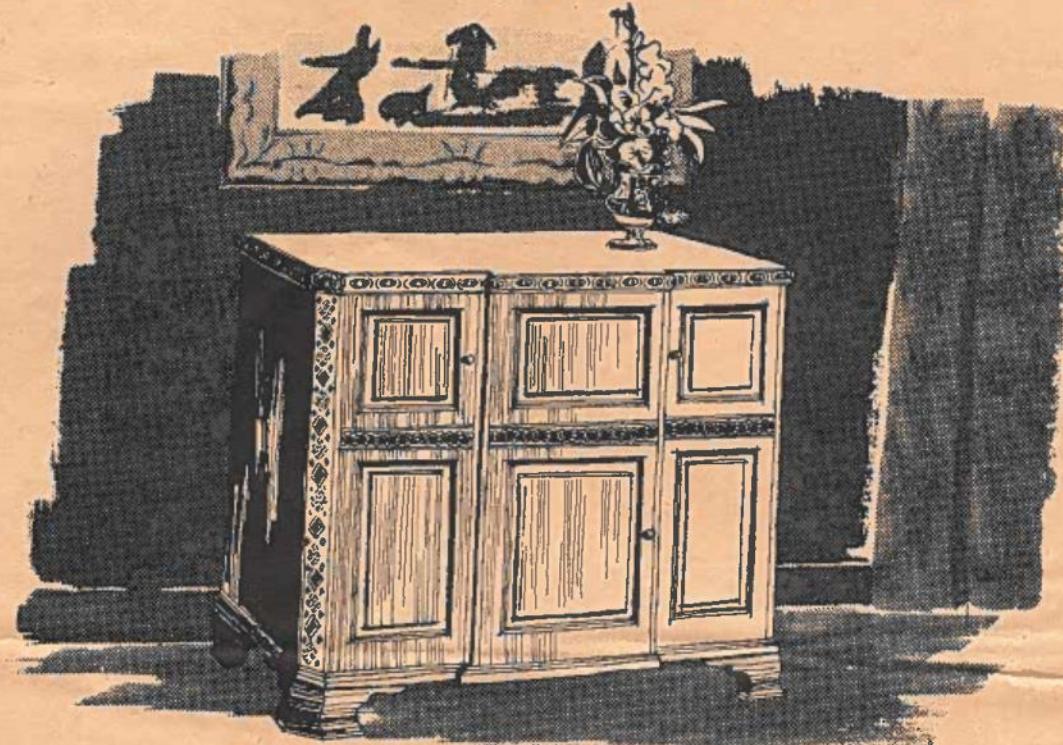
MODESTLY PRICED

Mr. FRAZER →
C. D. Record Park

Fay

Capehart

the gift that lives on



The Capehart Chippendale
The cabinet is fashioned of fine woods and the design
inspired by a museum piece. \$0000.
Other Capeharts from \$0000 to \$0000.

No Christmas gift matches the Capehart—*world's finest instrument for musical reproduction*. None repays the giver with such remembrance, nor the receiver with years of such unparalleled enjoyment.

The Capehart combines new knowledge of sound reproduction with the aged mastery of the cabinet maker. The exclusive Capehart record changer plays up to 16 records, 10 and 12 inch intermixed—continuously and without reloading; turning them over in sequence or playing one side only, as desired.

The Panamuse Hepplewhite, built by Capehart. Exquisitely finished in selected mahogany. \$000. Other Panamuse by Capehart instruments to \$000.



*You are cordially invited
to hear this supreme Christmas gift at*

DEALER'S NAME

C-135

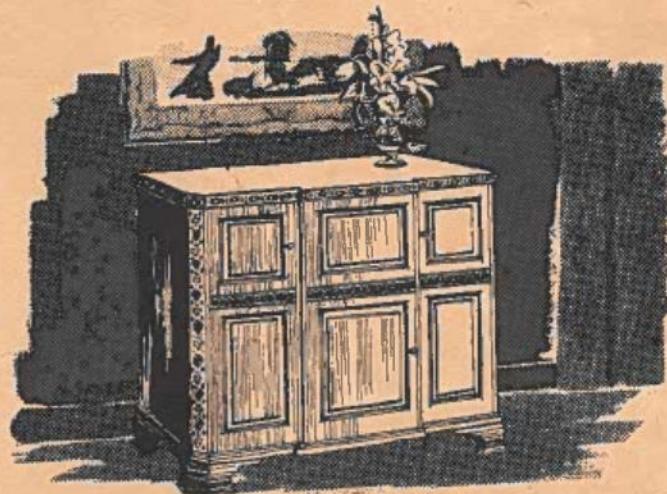
MO-5212-1947 (C) - 480 lines (3 cols. x 160 lines) - Nsp., 1947 - N. W. Ayer & Son, Inc.

PLEASE NOTE! Publishers must verify all
prices before inserting this advertisement.

~~Mr. FRAZER~~
C. B. Record Book
Fy

Capehart

the gift that lives on



The Capehart Chippendale
The cabinet is fashioned of fine woods and the
design inspired by a museum piece. With
Capehart turn-over changer, \$0000.
Other Capeharts from \$0000 to \$0000.

No Christmas gift matches the Capehart—world's finest instrument for musical reproduction. The Capehart combines new knowledge of sound reproduction with the aged mastery of the cabinet maker. The exclusive Capehart record changer plays up to 16 records, 10 and 12 inch intermixed, turning them over in sequence or playing one side only, as desired.

The Panamuse Hepplewhite, built
by Capehart. Exquisitely finished in
selected mahogany. With Panamuse
drop-type changer, \$000. Other Pan-
muse by Capehart instruments to \$000.



You are cordially invited
to hear this supreme Christmas gift at

DEALER'S NAME

C-134

MO-5212-1947 (C)—280 lines (2 cols. x 140 lines)—Nsp., 1947—N. W. Ayer & Son, Inc.

PLEASE NOTE! Publishers must verify all
prices before inserting this advertisement.

10 AM. caspers
CD Record
Book

FZ
11.20

THE CELEBRATED *Panamuse* BY CAPEHART

Supreme cabinet artistry and tonal reproduction reflect traditional Capehart quality in the Panamuse—designed by Capehart engineers, built by Capehart craftsmen. Record concerts, frequency modulation and standard broadcasts take on new meaning, new tonal brilliance, when you listen to the Panamuse. The Panamuse precision-built drop-type record changer plays 10 or 12-inch records, gently, safely, automatically. Our salons are showing a distinguished selection of Panamuse by Capehart instruments, priced \$000 to \$000.



the Panamuse Hepplewhite

... newest Panamuse instrument—is housed in an elegant cabinet of swirled mahogany veneers, styled in the traditional manner. Its delicate metal grilles and hardware are made of English antique brass and are replicas of museum pieces. Full, vibrant tone on standard broadcasts, records or static-free FM. Pianissimo pickup and Panamuse drop-type record changer.

\$000

DEALER'S NAME

C-141

MO-5213-480 lines (3 cols. x 160 lines)—Newspapers 1947—N. W. Ayer & Son, Inc.

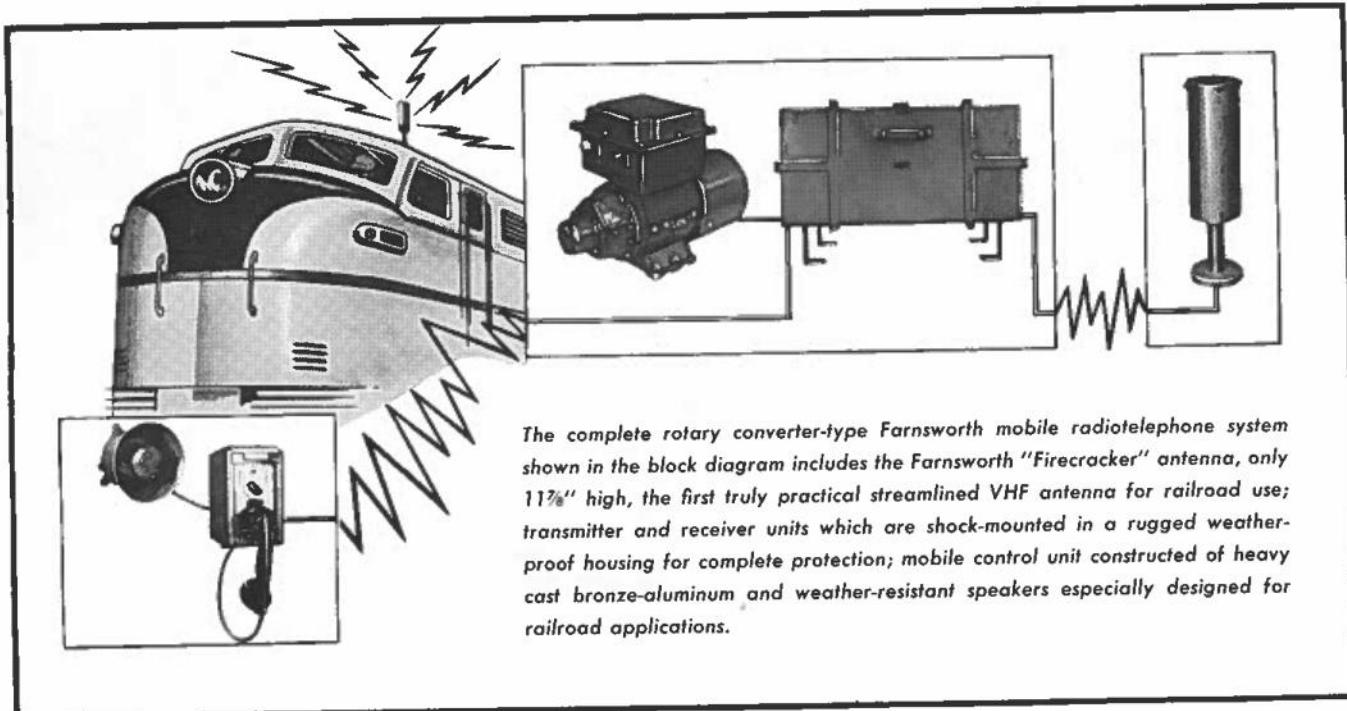
PLEASE NOTE! Publishers must verify all
prices before inserting this advertisement.

10 *How to use*
Record Book
T2
11-20

Farnsworth

Radiotelephone

systems designed exclusively
for Railroad Radio Service



The complete rotary converter-type Farnsworth mobile radiotelephone system shown in the block diagram includes the Farnsworth "Firecracker" antenna, only 11 $\frac{1}{2}$ " high, the first truly practical streamlined VHF antenna for railroad use; transmitter and receiver units which are shock-mounted in a rugged weather-proof housing for complete protection; mobile control unit constructed of heavy cast bronze-aluminum and weather-resistant speakers especially designed for railroad applications.

The unique technical, operational and service problems of railroad radio service require an especially designed line of rugged radiotelephone equipment. The variations in equipment requirements demand extreme system flexibility and special engineering effort. Farnsworth engineers, pioneers in the railroad radio field, with the constant assistance of railroad operational personnel, have produced the first complete line of VHF railway radiotelephone equipment providing the many types of systems required by varying operating conditions and fitting precisely into existing maintenance and service routines.

Only Farnsworth Radiotelephone Systems offer all of these features:

- ★ **Units plug-in to racks and housings.**
A Farnsworth transmitter, receiver, power supply or mobile control unit can be changed without tools more easily and more rapidly than a common light globe.
- ★ **Each unit is contained on a separate standardized chassis.**
Servicing is not complicated by crowding many unrelated circuits onto a single chassis.
- ★ **Standard, readily obtainable components are used throughout.**
Instruction manuals contain all data for ordering replacement parts either from Farnsworth or from your local parts dealer.
- ★ **Units of equipment are interchangeable as between fixed and mobile installations.**
Fifteen watt mobile or fixed stations use identical receiver, power supply and basic transmitter units. Further, merely by adding an additional power
- unit, fifteen watt stations can be increased to thirty watt stations, where operating conditions require.
- ★ **Individual units of equipment can be sealed.**
Maladjustments due to tampering can be avoided. Non-licensed personnel can replace transmitters with spare sealed units.
- ★ **Single or dual frequency transmitters and receivers available.**
An additional channel can easily be added to Farnsworth single frequency equipment when it is required.
- ★ **Alternate types of control units operate with the same basic station equipment.**
Six different types of standard control units permit system flexibility.
- ★ **Basic unitized equipment is susceptible to unlimited installation variations.**
Farnsworth engineers are available to design special control features for particular applications.

Improved Communications Means Increased Operating Efficiency

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

Farnsworth
TELEVISION • RADIO • PHONOGRAPH • RADIO

Mr. Capers
C. D. Record Book

Fy
PROUDLY—WE PRESENT

The Capehart

... WORLD'S FINEST INSTRUMENT
FOR MUSICAL REPRODUCTION

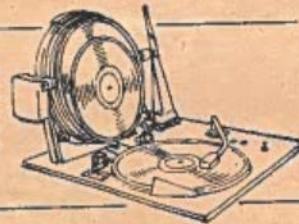
The Capehart is far more than a phonograph and radio, it is a fine musical instrument. So true—so resonant are its tones that, as you listen, it becomes a violin, a piano, a flute—one with the instrument it expresses. If you prefer, The Capehart will sing for you—or you may enjoy all the combinations of instruments and voices from the world's great library of music. The Capehart is expressly created to grace America's most finely appointed homes. On exhibit at our salons is a distinguished group of Capehart instruments, priced from

\$0000

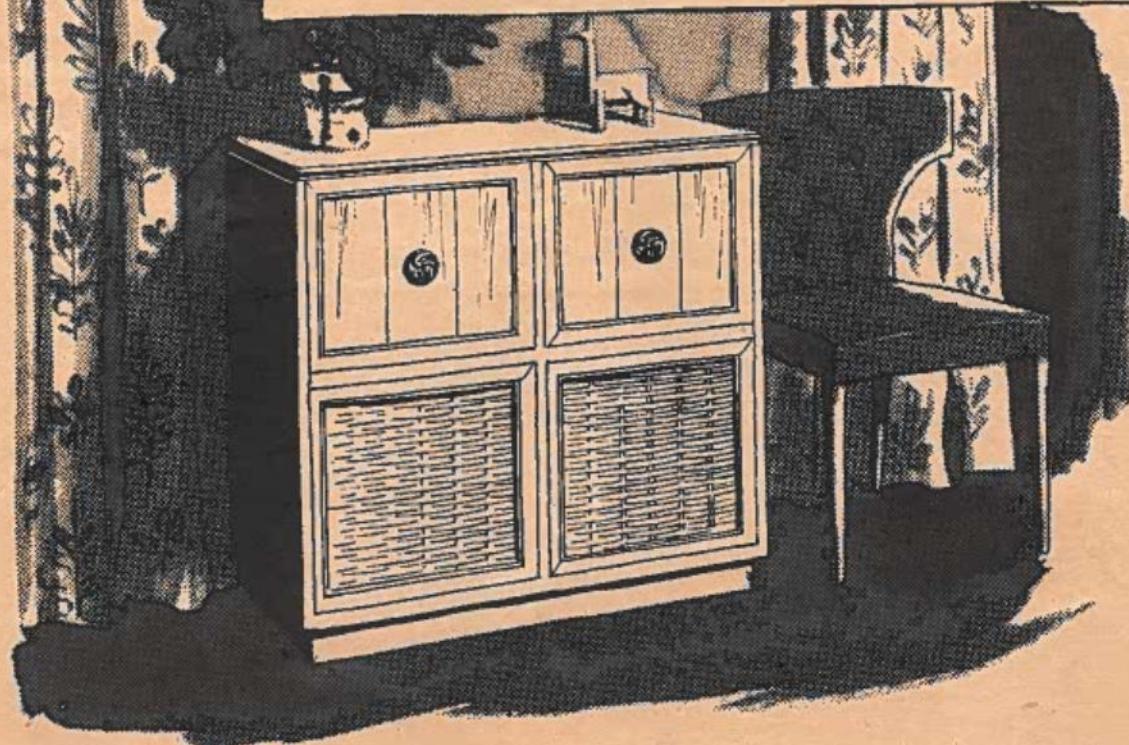
THE CAPEHART MODERN (Illustrated), Capehart's newest design reflects contemporary style that harmonizes equally well with traditional or modern decor. Accurate tonal reproduction of FM-AM broadcast or record programs. In handsome cabinet of mahogany veneers, choice of bisque or cordovan finish, with Capehart turn-over record changer.

\$0000

The exclusive Capehart record changer plays up to 16 records, 32 selections, 10-inch and 12-inch intermixed—continuously and without reloading; turning them over in proper sequence or playing one side only, as desired.



DEALER'S NAME



C-142

Mr. Caspers

C. D.

Record Book

74

THE INCOMPARABLE

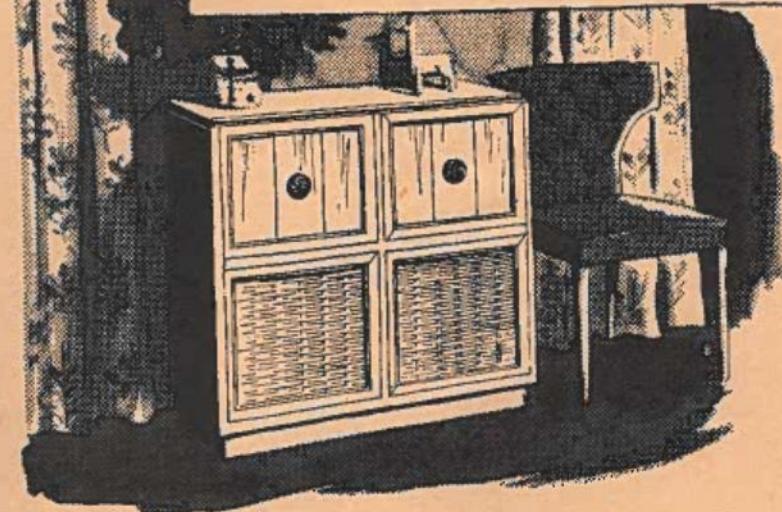
Capehart

...WORLD'S FINEST INSTRUMENT
FOR MUSICAL REPRODUCTION

The matchless performance of The Capehart permits you to relive, enthralled, great moments of the concert stage as they are expressed, with infinite fidelity, through the True-Timbre tonal system of this incomparable instrument. So true, so brilliant is Capehart tone that, as you listen, it recreates the full beauty of the original performance, be it piano, full orchestra or human voice.

THE CAPEHART MODERN. Capehart's newest design harmonizes equally well with traditional or modern decor. Supreme tonal reproduction of FM-AM broadcasts or record programs. The Capehart exclusive turn-over record changer provides uninterrupted concerts in full, vibrant tone without attention on your part. Handsome cabinet of mahogany veneers, choice of bisque or cordovan finish.

\$0000



DEALER'S NAME

C-143

MO-5214-220 lines (2 cols. x 110 lines) -Newspapers, 1947-N. W. Ayer & Son, Inc.

Mr. Fisher (10)

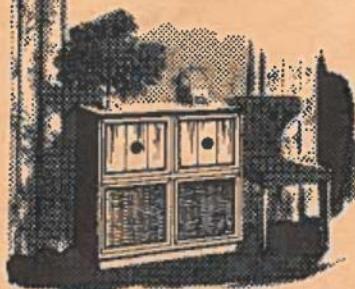
Mr. Capers

(10) C. D.

Record
Book
by

The
Capehart
WORLD'S FINEST
INSTRUMENT FOR
MUSICAL
REPRODUCTION

The Capehart's new tonal system so accurately reproduces violin, cello, flute, piano, that you should compare the reproduction only with the original instruments.



Featured this week

The Capehart Modern. Capehart's newest design harmonizes equally well with traditional or modern decor. True tonal reproduction of AM-FM broadcasts and recorded concerts. The Capehart exclusive turn-over record changer provides uninterrupted concerts in full, vibrant tone without attention on your part. Handsome cabinet of mahogany veneers, choice of bisque or cordovan finish.

\$1000

DEALER'S
NAME

C-144

MO-5214-110 lines (1 col. x 110 lines)
Newspapers, 1947
N. W. Ayer & Son, Inc.

Mr. Casper
C. P. Record
Book

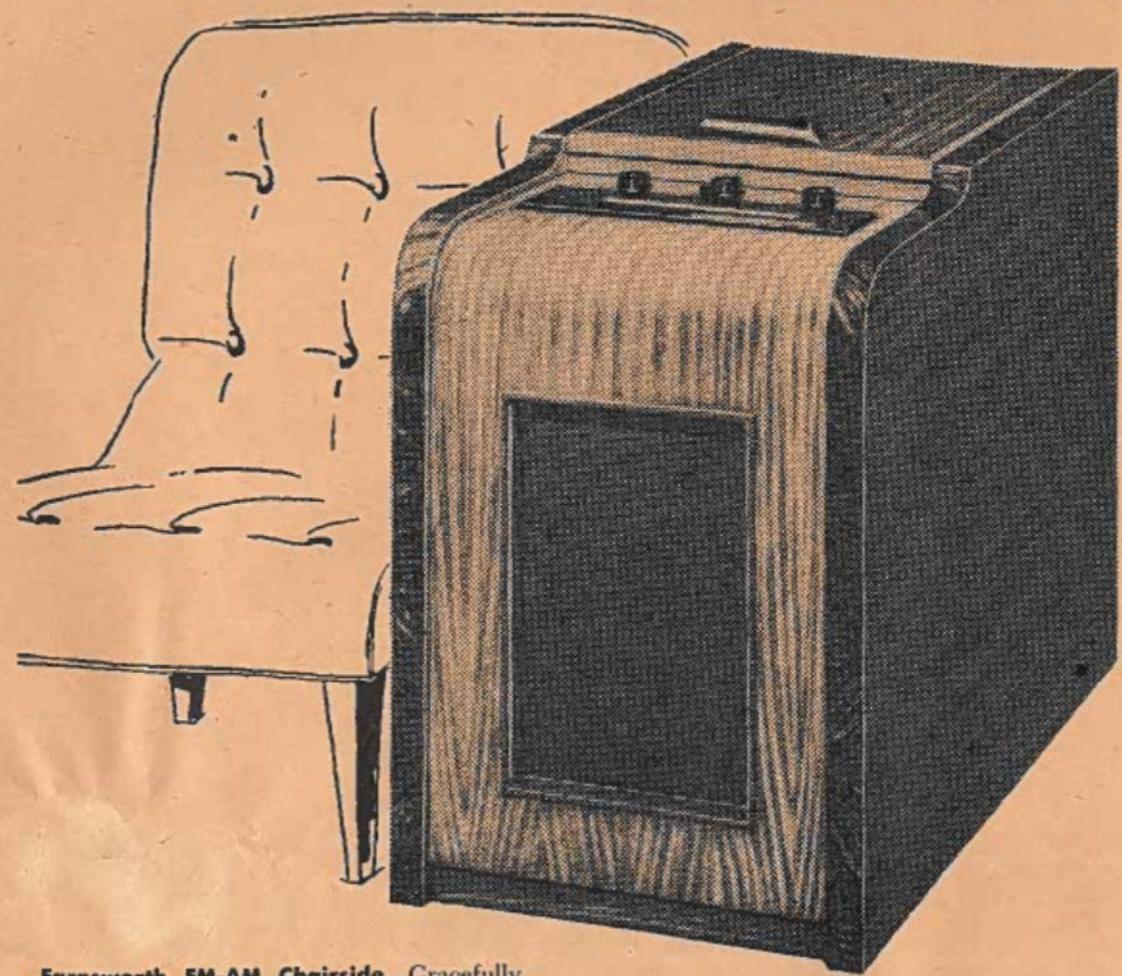
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BEFORE YOU BUY ANY PHONOGRAPH-RADIO...

*LISTEN to the new Farnsworth
today at these leading dealers!*

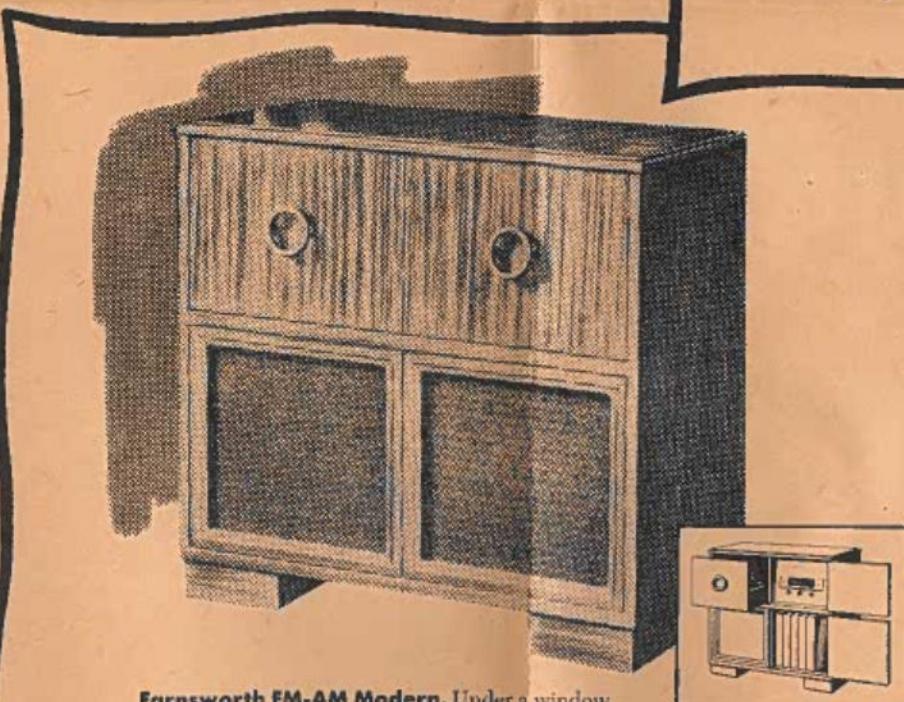
HEAR THE NEW

Farnsworth
**TOPS IN FM! TOPS IN EVERYTHING
BUT PRICE!**



Farnsworth FM-AM Chairside. Gracefully
designed for relaxed, luxurious listening from

**Convenient terms
on all models**



Farnsworth FM-AM Chairside. Gracefully designed for relaxed, luxurious listening from your easy chair. Beneath its sliding top is the Farnsworth precision-automatic record changer. Brilliant tone quality. Large record storage. Model GK-084. In **\$219.50**
walnut finish

Blonde finish, in genuine South American prima vera, \$229.50.

Farnsworth AM Chairside. Similar in appearance to above, but with lift lid. AM reception and superior Farnsworth tone. Large record storage. Model GK-267. In **\$169.95**
walnut finish

Blonde finish, in genuine South American prima vera, \$179.95.

**COMPARE THESE DELUXE FEATURES WITH THOSE OF
PHONOGRAPH-RADIOS COSTING MUCH MORE!**

- Outstanding FM Performance
- Brilliant AM Reception
- Exclusive three-point suspension record changer
- Plays up to 12 records without restacking
- Modern and Period Cabinet styles
- Large record storage compartment
- Choice of mahogany, walnut or blonde finish
- AC superheterodyne circuit
- Built-in loop AM antenna
- Built-in folded dipole FM antenna
- Superior Farnsworth Tone
- Permanent magnet Alnico 5 speaker

Farnsworth FM-AM Modern. Under a window, along a wall—the beautiful Modern Console is at home with good styling anywhere. Recorded and broadcast entertainment in true Farnsworth tradition. Solid top with Farnsworth precision-built automatic record changer. Plays 10 or 12-inch records. Model GK-086. In walnut finish,

\$259.50

Blonde finish, in genuine South American prima vera, \$269.50

Farnsworth
MUSICAL PERFECTION
MODESTLY PRICED



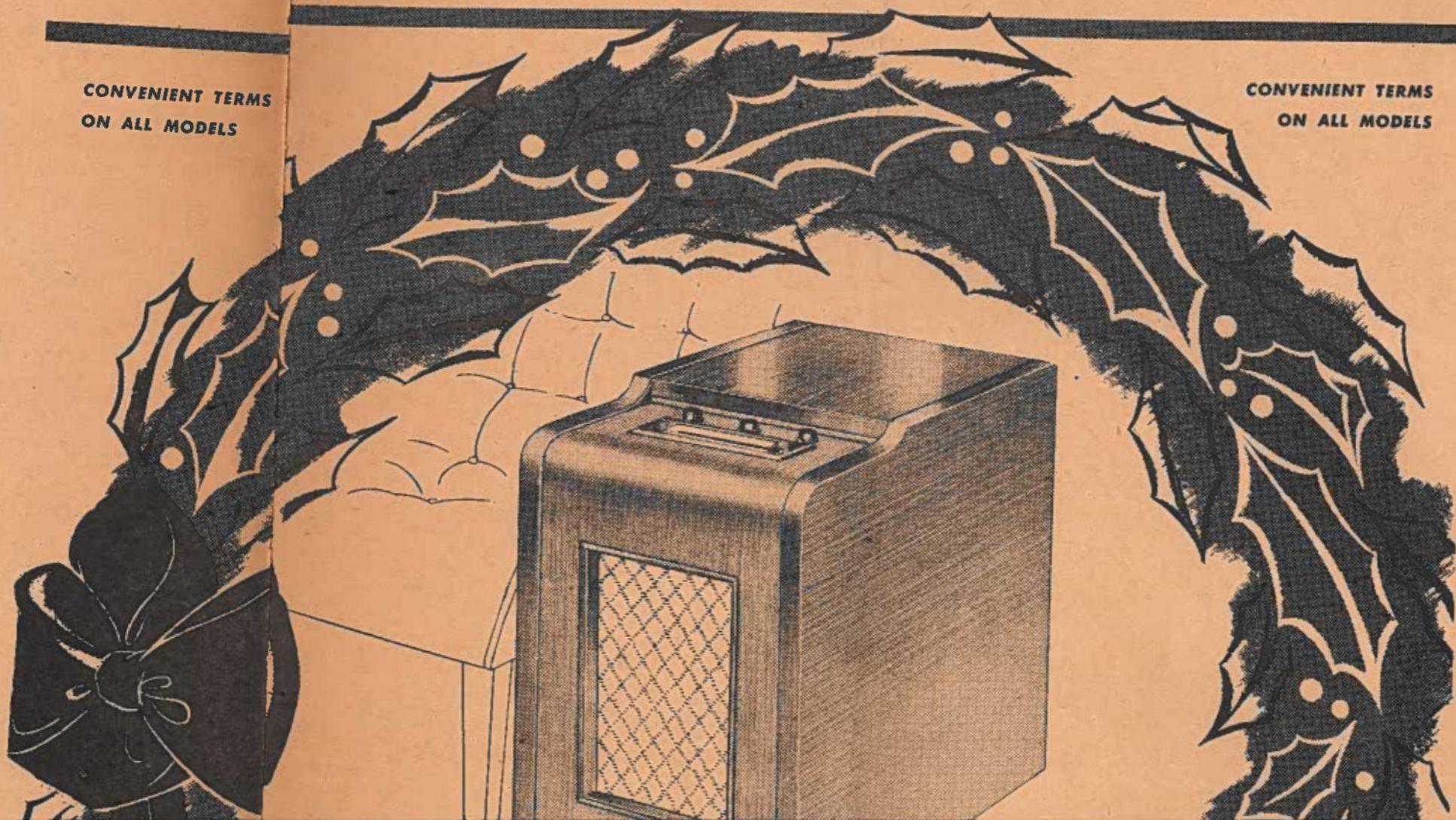
Farnsworth FM-AM "Sheraton." Beauty is the keynote of this new concept of Sheraton styling by Farnsworth's master designers. Its grace and charm place it among the finest period pieces. Farnsworth precision-automatic record changer. Surprisingly large record compartment. 12-inch permanent magnet Alnico 5 speaker. Model **\$299.50**
GK-087. In selected, hand-rubbed mahogany finish.

At these leading Farnsworth Dealers —

John Casper
10 C 5
Record Book
12.5

CONVENIENT TERMS
ON ALL MODELS

CONVENIENT TERMS
ON ALL MODELS



PHONOGRAPH-RADIO

SAYS "MERRY CHRISTMAS"
365 DAYS A YEAR!

**Tops in everything
but PRICE!**

Farnsworth
KNOWN FOR TONE
phonograph-radios

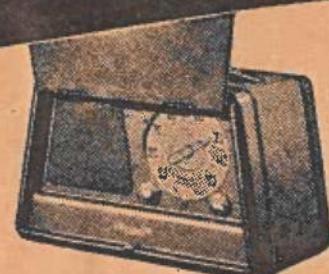


Farnsworth AM Console. Ideally suited for the small home or apartment. Compact, modern console. Powerful reception. Pull-out record changer. Record storage space. Equally at home in modern or period setting. Model GK-266, finished in mahogany. \$189.95

Finished blonde prima vera, \$199.95



Farnsworth Table Model—Smartly styled teardrop design. Ideal for children's room, kitchen, bedroom or den. Built-in antenna. Automatic volume control. Airplane dial for easy, accurate tuning. Model GT-050. Mahogany color. \$24.95
Model GT-051. Ivory color, \$26.95



Farnsworth Portable—To accompany that "special person" wherever he goes. "Big set" power and tone on long life battery and on AC or DC. Door-contained loop antenna. Luggage fabric covered aluminum cabinet in two-tone brown. Model GP-350 (less batteries) \$47.00



Farnsworth Table Model—You'll play it with pride in any room in your home. A marvel of modern plastic design with unusual, gay-colored grille. Slide rule dial. Built-in antenna. Automatic volume control. Model GT-060. Mahogany color. \$32.95
Model GT-061. Ivory color, \$34.95



Farnsworth FM-AM "Sheraton"—Superb Sheraton styling by Farnsworth's master designers. Precision-built automatic record changer. Surprisingly large record compartment. 12-inch permanent magnet Alnico 5 speaker. Model GK-087. Hand-rubbed mahogany finish. \$299.50

**COMPARE HOW FARNSWORTH IS
TOPS IN EVERYTHING BUT PRICE!**

- Outstanding FM performance
- Brilliant AM reception
- Exclusive three-point suspension record changer
- Plays up to 12 records without restacking
- Modern and period cabinet styles
- Choice of mahogany, walnut or blonde finish
- Large record storage compartment
- AC superheterodyne circuit
- Built-in loop AM antenna
- Built-in folded dipole FM antenna
- Superior Farnsworth tone
- Permanent magnet Alnico 5 speaker

MUSICAL PERFECTION

MODESTLY PRICED