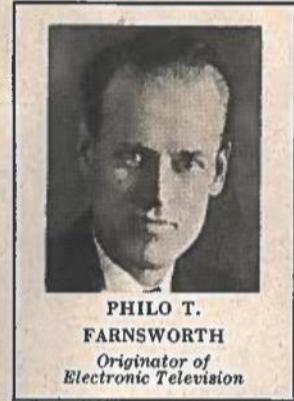


Mr. Setton

C. D. Record



PHILO T.
FARNSWORTH
*Originator of
Electronic Television*



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*Secretary and
Counsel*



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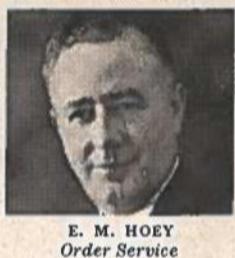
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They were veterans when they joined Farnsworth 5 years ago! These 21 men in the Farnsworth headquarters organization today are all in the same important positions they took in 1939 when Farnsworth expanded its research laboratories and entered into the production of radio, phonograph-combinations and television equipment.

This intact staff is a true indication of the sound planning and development within the Farnsworth organization.

These men are planning post-war products and services and policies now — natural developments of our 19 years of research in the electronic field . . . in television, radio and phonographic reproduction.

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SIGNATURE & DATE

Allen F. S.
LITER'S O. K.

Allen F. S.



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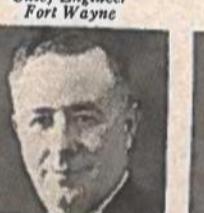
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**WITH THESE
MEN!**

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That's a record of stability with a very real value to Farnsworth dis-

tributors and dealers. It means sound policies and steady, healthy progress.

These men are planning post-war policies and products now — to help you plan your future....

Restricted dealerships for Farnsworth instruments—to produce volume at fair prices and profits....

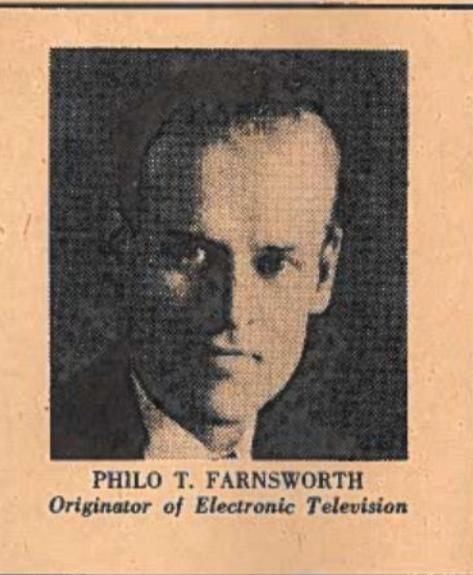
The finest merchandise in every price range. *Quality at popular prices.* Distinctive cabinet designs with assured

sales appeal. Improved reception for broadcast and shortwave. Radio-phonographs with time-proven record-changers — simple in construction and operation — *service-free in performance.* Advanced FM . . . and modern television, the result of 19 years of pioneering.

Farnsworth accomplishments in the past have received high recognition. Farnsworth possibilities in the future are unlimited.

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EDWIN M. MARTIN
Secretary and Counsel

• LOOK TO THE FUTURE •

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Chief Engineer, Marion

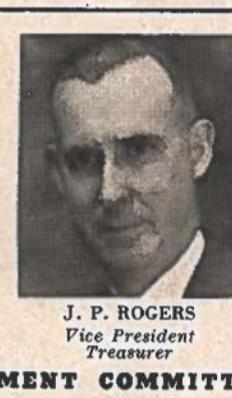


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REESE KENNAUGH <i>Superintendent Marion</i>	H. J. MYERS <i>Controller</i>	E. S. NEEDLER <i>Purchasing</i>	F. B. OSTMAN <i>Service</i>	J. H. PRESSLEY <i>Chief Engineer Marion</i>	A. E. SIBLEY <i>Credit</i>

They were veterans when they joined Farnsworth 5 years ago! These 21 men in the Farnsworth headquarters organization are today all in the same important positions they took in 1939 when Farnsworth expanded its research laboratories and began also to build radios, phonograph-combinations and special television equipment!

That's a record of stability with a very real value to Farnsworth distributors and dealers.

It means sound policies and steady, healthy progress.

These men are planning Farnsworth post-war policies and products now — to help you plan your future. . . .

Restricted dealerships for Farnsworth lines to produce volume at fair prices and profits. . . .

The finest merchandise in every price range. *Quality at popular prices.* Distinctive cabinet designs with assured sales appeal. Improved

reception for broadcast and shortwave. Radiophonographs with time-proven record-change — simple in construction — *service-free in performance.* Advanced FM . . . and modern television, the result of 19 years of pioneering.

Farnsworth accomplishments in the past have received high recognition. Farnsworth possibilities in the future are unlimited.

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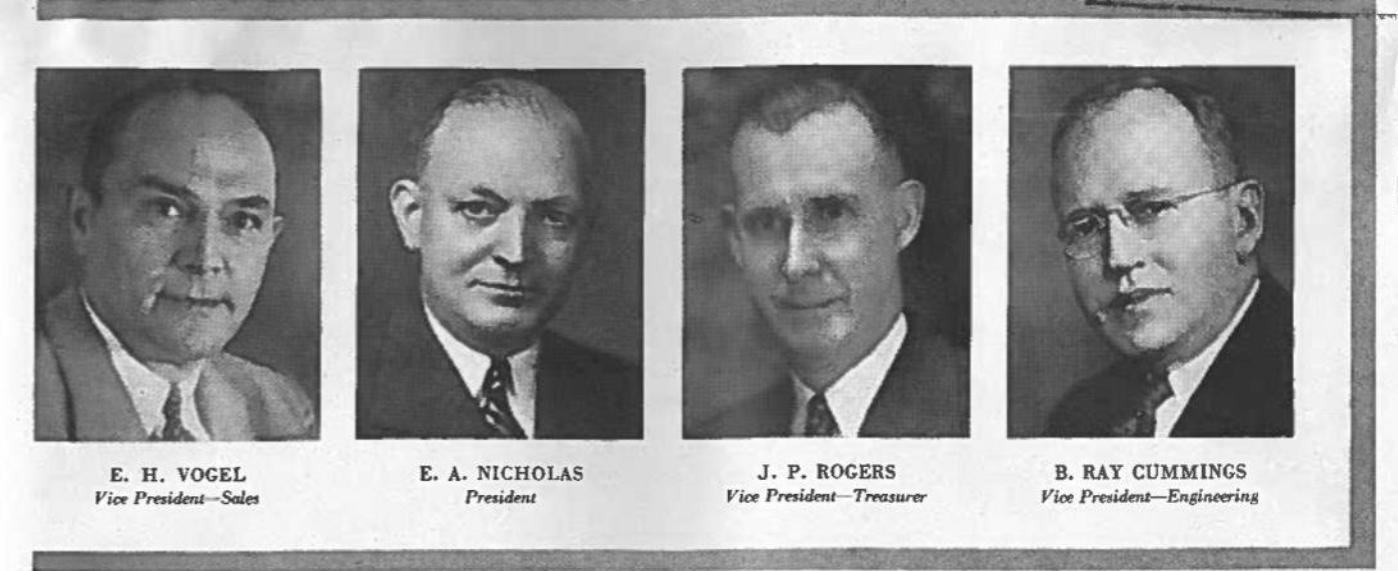
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Ottawa 5
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S. K.
Ellen



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Vice President

E. M. MARTIN
Secretary and Counsel



E. H. VOGEL
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President

J. P. ROGERS
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B. RAY CUMMINGS
Vice President—Engineering

• LOOK TO THE FUTURE

They were veterans when they joined Farnsworth 5 years ago! These 22 key men in the Farnsworth headquarters management are today all in the same important positions they took when Farnsworth switched from laboratory development to making radios and phonograph-radios and special television equipment five years ago!

That's a record with a very real value to Farnsworth distributors and dealers. It means stable policies and steady, healthy progress.

These men are planning post-war products and policies now — to help you plan *your* future. . . .

Restricted dealerships for Farnsworth sets — to produce volume at fair prices and profits. . . .

The finest possible merchandise in every price range. *Quality at popular prices.* Distinctive cabinet designs with proved sales appeal. Improved reception for broadcast and shortwave. Outstanding record-changers — simple and *built for service-free operation.* Advanced FM . . . and magnificent television, the fruit of 19 years of pioneering.

Farnsworth's progress in the past has been outstanding. Farnsworth possibilities in the future are unlimited.

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Television • Radio • Phonographs



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J. C. FERGUSON
*Chief Engineer
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Comptroller

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Owen S. ¹⁰
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FARNSWORTH
*Originator of
Electronic Television*



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*Secretary and
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Assistant Treasurer



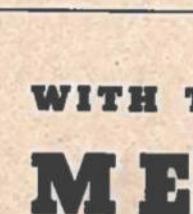
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WITH THESE
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Television · Radio · Phonographs

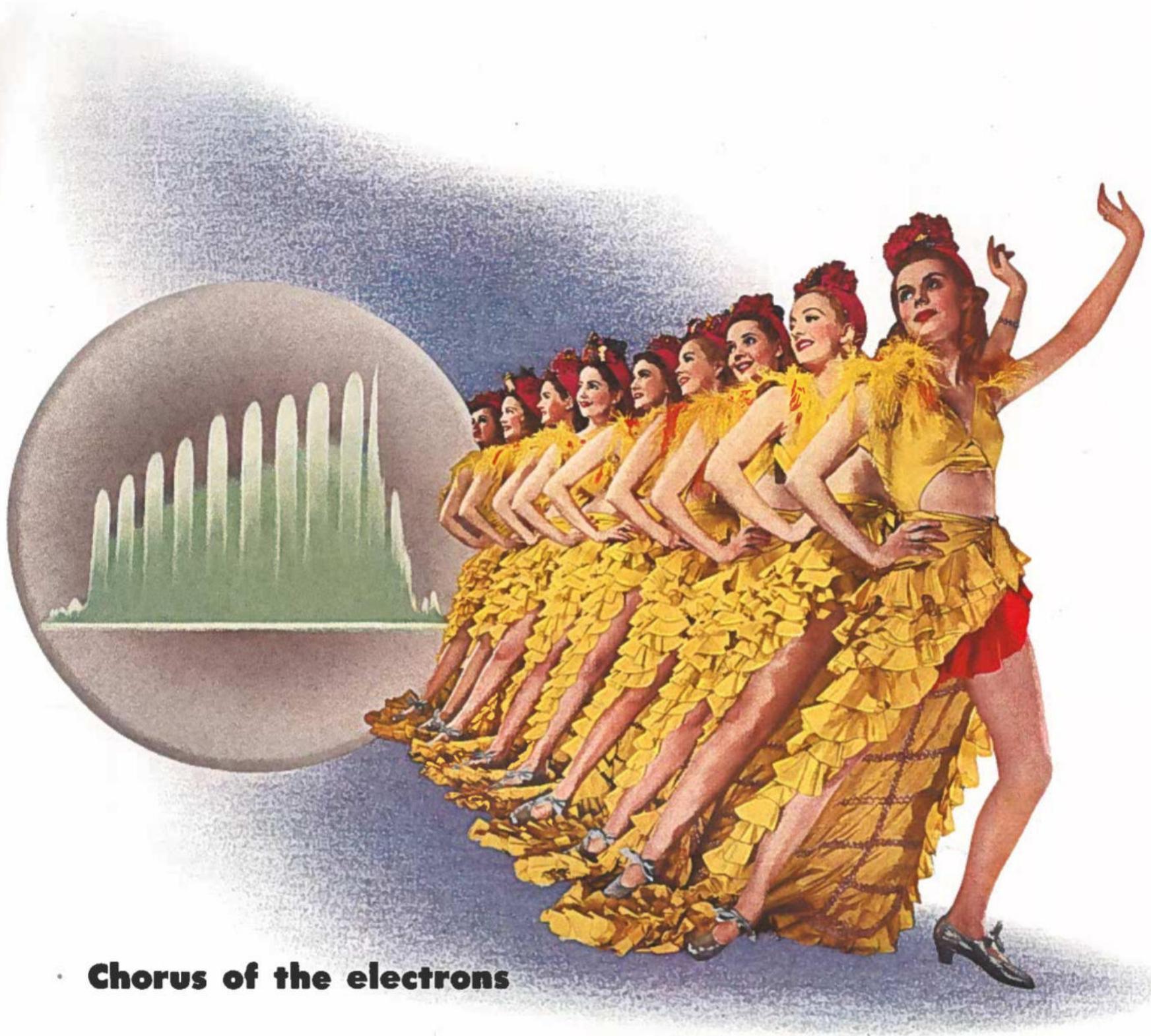
Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana • Farnsworth Radio and Television Transmitters and Receivers • Aircraft Radio Equipment • Farnsworth Television Tubes • The Farnsworth Phonograph-Radio • The Capehart

Revised

Mr. Seller

C. D. Record Be

SIGNA
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Chorus of the electrons

On the stage, it's a chorus dancing. But in the television camera, the color and personality and motion become a pattern of dancing electrons . . . an infinitesimal pattern, but enough for sensitive television equipment to catch, strengthen and fling through space to a receiving set in your home.

Television is only one of the advanced sound and sight instruments for your home that will come, after the war, from the Farnsworth Television & Radio Corporation. New Capeharts and new Farnsworth

radios and phonograph-radios will be made in the plants that today produce Radar and advanced military communications equipment. They'll take advantage of now-restricted wartime discoveries . . . bring you the pleasures of full tone, faithful reception and reproduction—and at a wide range of prices.

You will be able to choose from many styles and sizes . . . interference-free FM radio . . . dependable record-changers . . . cabinets designed for beauty and efficiency. Television, too, eventually will be

available in many Farnsworth and Capehart models.

And every Farnsworth or Capehart instrument, from the most modestly priced to the most luxurious, will bring you the highest possible quality at its cost—the fruit of 19 years of outstanding research and manufacturing in the electronics field.

Great things are coming in sound and sight reception and reproduction . . . you'll find the finest built by our engineers. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

YOUR WAR BONDS BRING PEACE CLOSER. BUY MORE.



THE
CAPEHART

Television · Radio · Phonographs

THE
FARNSWORTH

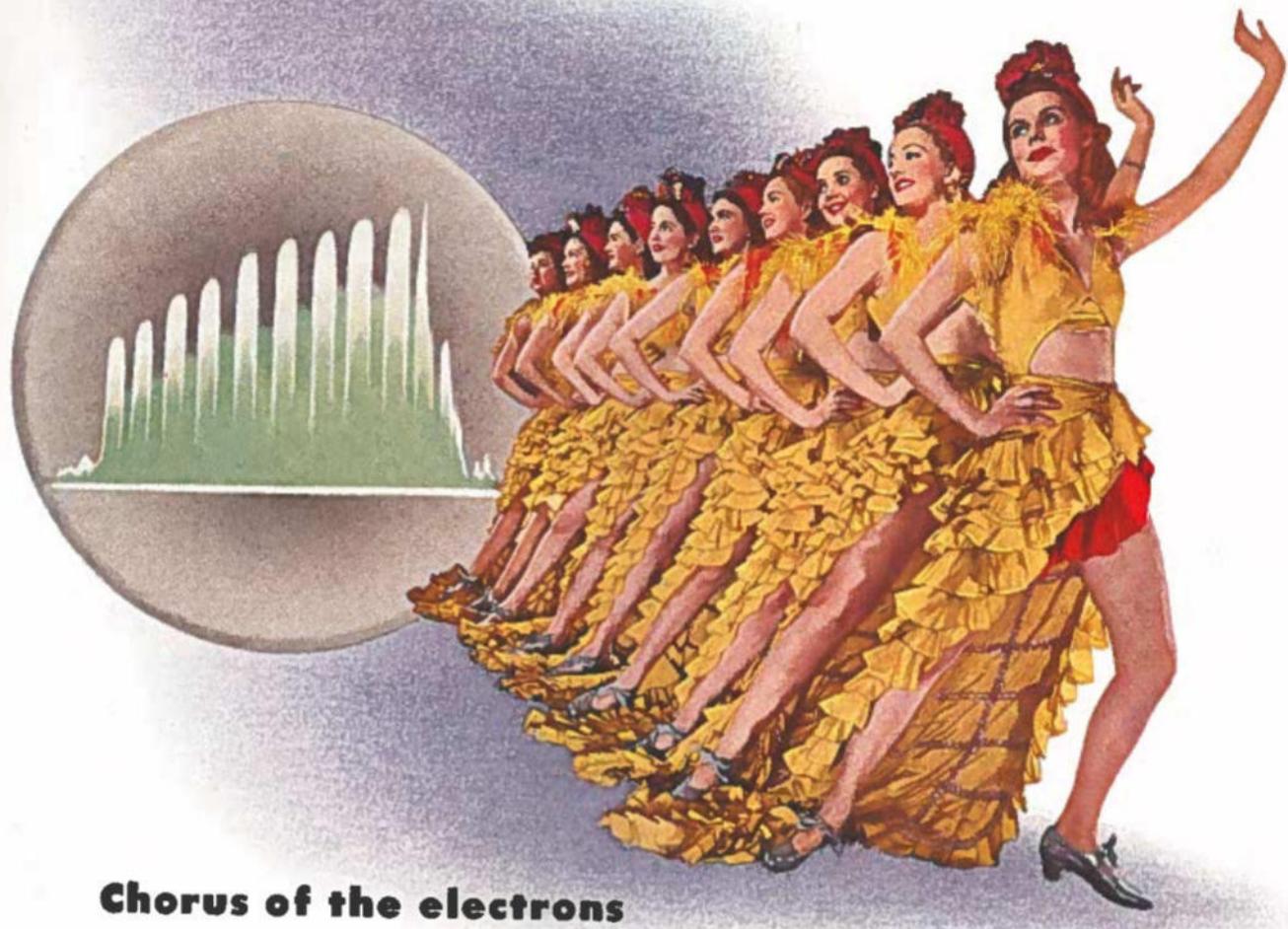
FARNSWORTH TELEVISION & RADIO CORPORATION

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WF



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THE
CAPEHART

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THE
FARNSWORTH

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FARNSWORTH TELEVISION & RADIO CORPORATION

Mr. Soltess

C. D. Record Bo

SIGNATURE
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• HOW WILL
YOU SELL
TELEVISION?



FARNSWORTH PIONEERING POINTS THE WAY!



It's been quite a while since you had a *brand-new kind of product to sell*. But the greatest new merchandise in years — television — is on its way!

Farnsworth pioneered in creating modern electronic television. Farnsworth is pioneering in making its market — the market *you will supply*.

Your radio experience will be valuable in selling television . . . the market will be similar. Store demonstration will be more important — new demonstrating techniques will bring people in crowds, help you sign orders. You'll shift from ear-appeal to *eye-and-ear-appeal* . . . with a chance to sell a whole new idea for the home.

Farnsworth advertising is preparing the way. Explaining television in a practical manner. Unfolding the great possibilities. Building confidence. Establishing a trade name — *Farnsworth* — that will help you sell.

Today, Farnsworth's only job is war production — with enlarged facilities and new skills that will stand in good stead when television is available nationally. For home television is coming — after Victory, and as soon as studios and telecasting stations are in operation.

Then your job and ours will be to *sell television sets — to the ready market our advertising is creating today*.

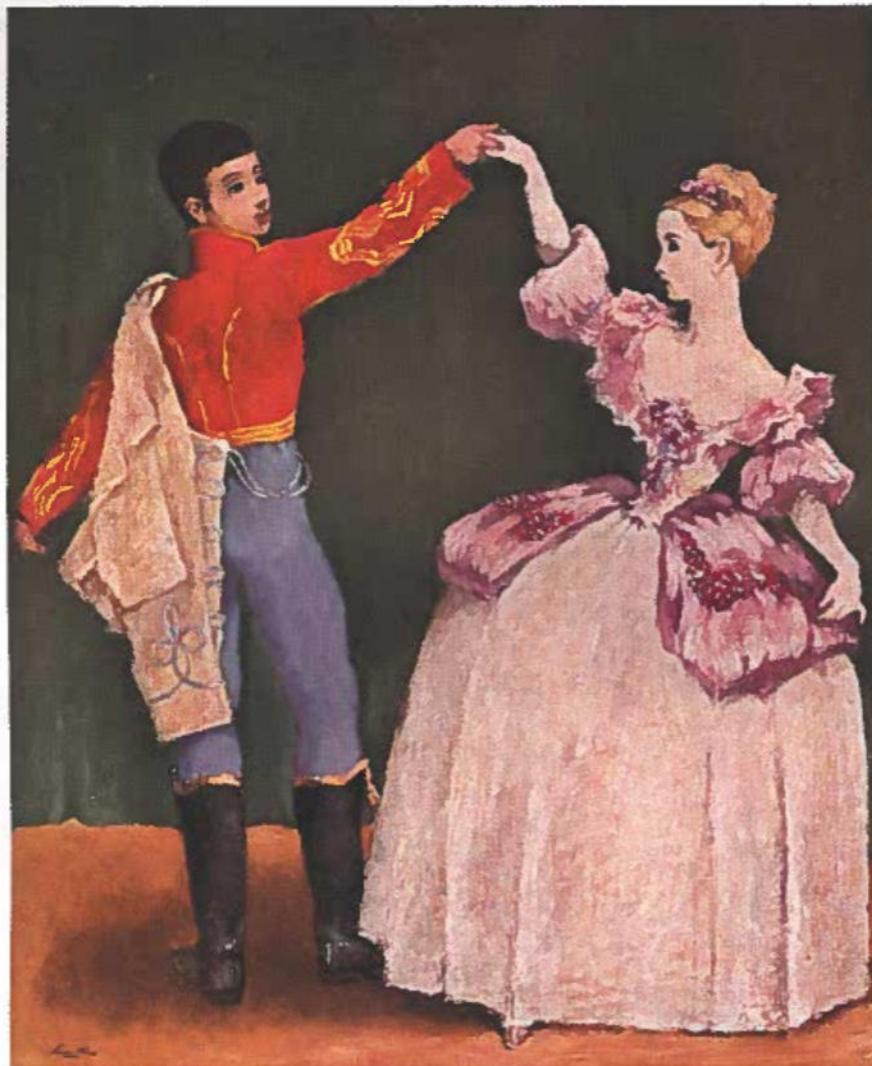
See the Farnsworth television advertisements in April 3 Newsweek, April 15 Collier's.

**FARNSWORTH
TELEVISION**



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

Renoir
et D.
Record Book
A MAN, A MAID AND THE MINUET



"The Minuet," an interpretation of the third movement of Haydn's Symphony Number 94 in G Major ("Surprise"), painted for the Capehart Collection by Leon Karp. The painting is done in the romantic mood of the music and depicts two young people dancing the graceful minuet. The artist has deftly caught the quality of an Eighteenth Century miniature. . . . Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your dealer, or direct from the Capehart Division at Fort Wayne 1, Indiana.

She curtsies deep as he touches her finger-tips. Violins sing for them in silken notes. Great chandeliers light the dancers, gleam on drifting figures of brocade. The melody tells their footsteps, tells their heart-beats . . . tells them that the minuet holds sway!

Be it the minuet or the more popular measures of today, music is the hand-maid of dancing. And those who love dancing—or enjoy watching the dance—are particular about the music that accompanies their delighting pastime.

They are particular, too, about how they want music interpreted. That is why the Capehart gives them such unalloyed pleasure, for it is a supreme interpreter of the world's finest music.

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

The doors of your Capehart dealer's showroom are open to you. You are invited to go there to hear the minuet movement from Haydn's "Surprise" Symphony, recorded by Koussevitzky and the Boston Symphony Orchestra (Victor M-55), or recorded by Barlow and the Columbia Broadcasting Symphony Orchestra (Columbia M-363).

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

INVEST IN VICTORY — BUY WAR BONDS

THE CAPEHART ADAM



Capehart-Panamuse
PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

Revised

C. D.
Record Box
March
3/1

Nusba

Forest Fantasy



CHILDREN play in the green, green meadows of the morning. . . . In their reveries, wolves prowl in the dark, deep forests of the night. . . . But never a dream-wolf that cannot be vanquished by a child. In that happy fantasy of childhood, captured villains are led in triumphant processions. Processionals leading to pleasant places of delight—castles and circuses and zoos.

Make-believe is childhood's blessing. But for the adult, escape from reality is harder to come by. That is why music is a heaven-sent boon, offering release from anxiety and a lift to happier living.

Men who look to music for moments of joy and fulfillment, look to the Capehart.

For the Capehart Phonograph-Radio is a supreme interpreter of the world's finest compositions.

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

In the meantime, your Capehart dealer invites you to come to his showrooms. You will enjoy—as will your children—the recordings of Prokofieff's "Peter and the Wolf," conducted by Stokowski and the All-American Orchestra (Columbia M-477), or by Koussevitzky and the Boston Symphony Orchestra (Victor

The processional scene from Prokofieff's "Peter and the Wolf," an interpretation painted by Eduard Bak Ullrich, distinguished American artist. The canvas depicts Peter in the vanguard of The Hunters, The Wolf, Grandfather and The Cat, while The Bird flies chirping overhead—all done in the delightful color and gay pomp of childhood. . . . Painted for the Capehart Collection. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your dealer, or direct from the Capehart Division at Fort Wayne 1, Indiana.

M-566), or by Smallens and the Decca Symphony Orchestra (Decca A-130).

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

INVEST IN VICTORY—BUY WAR BONDS

The Capehart Early Georgian



CAPE HART - PANAMUSE

Products of

FARNSWORTH TELEVISION & RADIO CORPORATION

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C. L.
Record

N



Sea Secret

Debussy's "La Mer," an interpretation painted by Bernard Lamotte, eminent French painter and colorist. Painted for the Capehart Collection. The artist gives his impressions of the last of the sea sketches, entitled "Dialogue between the Wind and the Sea." . . . Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or direct from the Capehart Division at Fort Wayne 1, Indiana.

The sea has secrets—but not to men who love it. To them its moods are eloquent. Its storm speaks clearly to men of destiny; its calm soothes the spirit freighted with care. Dawn over its deep brings open promise to the youth; twilight brings repose to the aged. It is restive, it is militant; it is sportive, it is gay!

Music, too, has secrets—but not to men who love it. There are strains from half-forgotten symphonies for those who live with memory; operas that bring romance into the present. There are

songs that a lover can cherish, melodies to beguile the wonder of a child.

Symphony, opera, love song, simple melody—no matter what the form—they who love music want it perfectly interpreted. To the Capehart owner this supreme interpretation of music is a familiar and happy reality.

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

Meanwhile, your Capehart dealer invites you to discuss your other musical needs with him. In his showrooms you may hear Debussy's "La Mer" as recorded by Koussevitzky and the Boston Symphony Orchestra (Victor No. M-643) or by Rodzinski and the Cleveland Orchestra (Columbia No. M-531).

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

INVEST IN VICTORY—BUY WAR BONDS

THE CAPEHART CHIPPENDALE

CAPEHART - PANAMUSE

Products of
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON



CN-44-A—1943-44—1 page, 4 colors—7 x 10—Time, June 12; The New Yorker, June 17;
The Atlantic, July—N. W. Ayer & Son, Inc. 10041

C. D.

Record Book

D. Allen
3/23

A MAN, A MAID AND THE MINUET



"The Minuet," an interpretation of the third movement of Haydn's Symphony Number 94 in G Major ("Surprise"), painted for the Capehart Collection by Leon Karp. The painting is done in the romantic mood of the music and depicts two young people dancing the graceful minuet. The artist has deftly caught the quality of an Eighteenth Century miniature. . . . Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your dealer, or direct from the Capehart Division at Fort Wayne 1, Indiana.



She curtsies deep as he touches her finger-tips. Violins sing for them in silken notes. Great chandeliers light the dancers past drifting figures of brocade. The melody tells their footsteps, tells their heart-beats . . . tells them that the minuet has just begun!

Be it the minuet or the more popular turns of today, music is the handmaid of dancing. And those who love dancing — or enjoy watching the dance — are particular about the music that accompanies their delighting pastime.

They are particular, too, about how they want music interpreted. That is why the Capehart gives them such unalloyed pleasure, for it is a supreme interpreter of the world's finest music.

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

The doors of your Capehart dealer's showroom are open to you. You are invited to go there to hear the minuet movement from Haydn's "Surprise" Symphony, recorded by Koussevitzky and the Boston Symphony Orchestra (Victor M-55), or recorded by Barlow and the Columbia Broadcasting Symphony Orchestra (Columbia M-363).

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

INVEST IN VICTORY — BUY WAR BONDS

THE CAPEHART ADAM



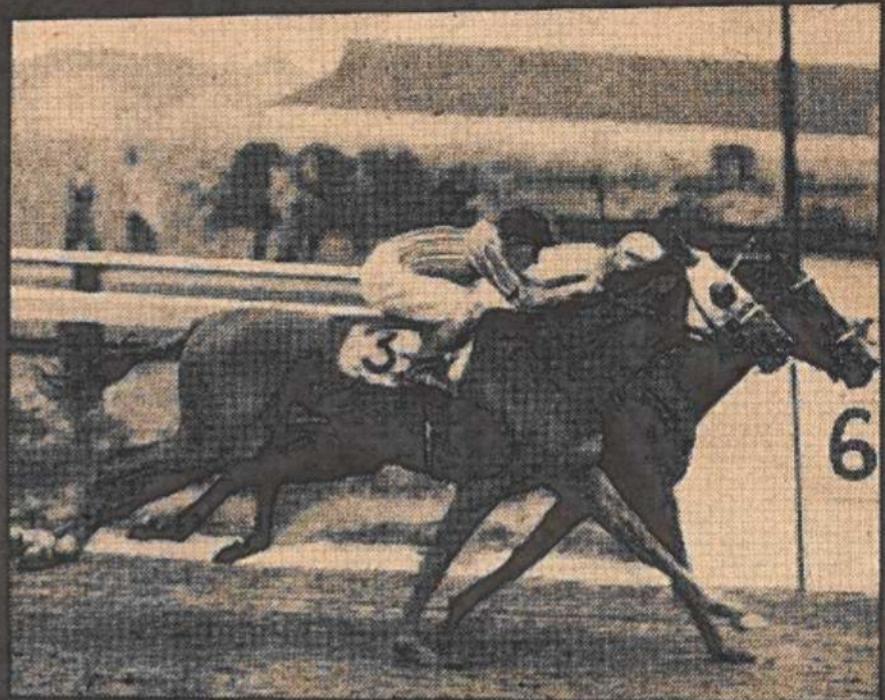
Capehart-Panamuse
PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

Mr. Selle
C. D. Record Be

SIGMA
WR

• HOW WILL YOU SELL TELEVISION?



FARNSWORTH PIONEERING POINTS THE WAY!



It's been quite a while since you had a *brand new kind of product to sell*. But the greatest new merchandise in years — *television* — is on its way!

Farnsworth pioneered in creating modern electronic television. Farnsworth is pioneering in making its market — the market *you will supply*.

Your radio experience will be valuable in selling television . . . the market will be similar. Store demonstration will be more important — new demonstrating techniques will bring people in crowds, help you sign orders. You'll shift from ear-appeal to *eye-and-ear-appeal* . . . with a chance to sell a whole new idea for the home.

Farnsworth advertising is preparing the way. Explaining television in a

practical manner. Unfolding the great possibilities. Building confidence. Establishing a trade name — *Farnsworth* — that will help you sell.

Today, Farnsworth's only job is war production—with enlarged facilities and new skills that will stand in good stead when television is available nationally. For home television is coming — after Victory, and as soon as studios and telecasting stations are in operation.

Then your job and ours will be to sell television sets — *to the ready market our advertising is creating today*.

SEE the Farnsworth television advertisements in April 3 *Newsweek*, April 15 *Collier's*.

FARNSWORTH TELEVISION



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

Revised

<u>Mr. Setters</u>	10
<u>C. D. Record Book</u>	10
SIGNATURE & DATE	
Attn: 5/12	
WRITER'S O. K.	
<u>Seller</u>	



The Wolf



Forest Fantasy

Children play in the green, green meadows of the morning. . . . In their reveries, wolves prowl in the dark, deep forests of the night. . . . But never a dream-wolf that cannot be vanquished by a child.

Make-believe is childhood's blessing. But for man, escape from reality is harder. That is why music is man's heaven-sent boon.

Men who look to music for moments of joy and fulfilment, look to the Capehart or the Farnsworth — supreme interpreters of the world's finest compositions.

Today, the Farnsworth Television & Radio Corporation is developing and producing

precision electronic weapons for war, including Radar; but new Capeharts and new Farnsworth radios and phonograph-radios will be available after Victory is won.

When that day comes, you will choose from a rich variety of Capehart and Farnsworth styles and sizes. Magnificent cabinets with instruments of glorious tone . . . magic record-changers . . . superb FM reception. And whether you select a radio, a phonograph-radio—whatever the instrument, the size and

INVEST IN
VICTORY—BUY
WAR BONDS

The processional scene from Prokofiev's "Peter and the Wolf," an interpretation painted by Eduard Bak Ulreich, distinguished American artist. The canvas depicts Peter in the vanguard of The Hunters, The Wolf, Grandfather and The Cat, while The Bird flies chirping overhead—all done in the delightful color and gay pomp of childhood. . . . Painted for the Capehart Collection.

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

the price — your Farnsworth or Capehart will enrich your life with the finest possible quality at its cost. . . . Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

N. W. AYER & SON

THE CAPEHART

Television • Radio • Phonographs

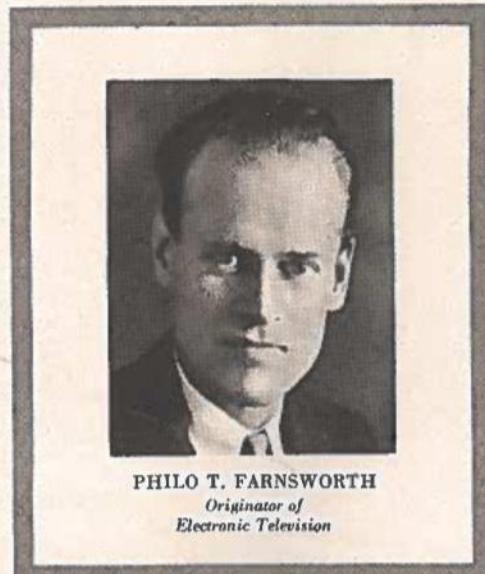
FARNSWORTH TELEVISION & RADIO CORPORATION



THE FARNSWORTH

Television • Radio • Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION



PHILO T. FARNSWORTH
*Originator of
Electronic Television*



EDWIN M. MARTIN
Secretary and Counsel

• LOOK TO THE FUTURE

They were veterans when they joined Farnsworth 5 years ago! These 21 men in the Farnsworth headquarters organization are today all in the same important positions they took in 1939 when Farnsworth expanded its research laboratories and began also to build radios, phonograph-combinations and special television equipment!

That's a record of stability with a very real value to Farnsworth distributors and dealers. It means sound policies and steady, healthy progress.

These men are planning post-war policies and products *now*—to help you plan *your* future. . . . Restricted dealerships for Farnsworth instruments

— to produce volume at fair prices and profits. . . . The finest merchandise in every price range. *Quality at popular prices.* . . .

Distinctive cabinet designs with assured sales appeal. Improved reception for broadcast and shortwave. Radio-phonographs with time-proven record-changers—simple in construction and operation—*service-free in performance*. Advanced FM . . . and modern television, the result of 19 years of pioneering.

Farnsworth accomplishments in the past have received high recognition. Farnsworth possibilities in the future are unlimited.

F A R N S W O R T H

Television • Radio • Phonographs

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



EDWIN M. MARTIN
Secretary and Counsel



ERNEST H. VOGEL
Vice President—Sales



E. A. NICHOLAS
President



J. P. ROGERS
Vice President—Treasurer



B. RAY CUMMINGS
Vice President—Engineering

Revised

Mr. Sellers

10

C. D. Record Book

10

SIGNATURE & DATE

Other 729
WRITER'S O.K.
Sellers

FARNSWORTH EXECUTIVE MANAGEMENT COMMITTEE

TURE

...with these men



W. J. AVERY
Export



MADISON CAWEIN
Research



J. C. FERGUSON
Chief Engineer
Fort Wayne



JOHN S. GARCEAU
Advertising



PAUL H. HARTMANN
Assistant Treasurer



E. J. HENDRICKSON
Sales



E. M. HOEY
Order Service



I. C. HUNTER
Sales



R. C. JENKINS
General Superintendent



GLENN KELSO
Superintendent
Fort Wayne



REESE KENNAUGH
Superintendent
Marion



H. J. MYERS
Controller



E. S. NEEDLER
Purchasing



F. B. OSTMAN
Service



J. H. PRESSLEY
Chief Engineer
Marion



A. E. SIBLEY
Credit

WHAT WILL YOU DO
IN TELEVISION?

Write for copies of "The Story
of Electronic Television"—a
preview of what you'll sell.

RTH
graphs
Television Transmitters and
Radio • The Capehart

C. D.
Record Bo
20



The Dealer's Ally in Peace—in War

THE Capehart Collection was conceived in times of peace.

The world's outstanding painters were commissioned to create interpretations of the great musical works of every age so that viewers might be inspired to hear more and more music . . . so that music might be made intelligible to every one . . . so that it might be a living part of man's images and thoughts and dreams.

In this conception, the Capehart Dealer took a leading part. For he became Capehart's spokesman as the musical authority of his community. And his showrooms became the musical center where reproductions of these paintings could be seen and purchased, where recordings could be heard, where all musical interests could be served.

Today—when the dealer has few if any Capeharts to sell, when other musical instruments are scarce, when the music business is beset with wartime difficulties—the Capehart Collection fills a more important function than ever.

For through the reproductions of Capehart Collection paintings, which continue to appear regularly in national magazines, his customers are kept alive to the fact that music is today's blessing. They are kept aware that the Capehart Dealer—in war as in peace—is cordial to music lovers and ready to serve them in all their musical requirements. That war has not changed the friendly atmosphere of his showrooms. . . . Moreover, new friends are welcomed to join the large and constantly growing Capehart family in his community.

Today all this is of inestimable benefit to the dealer. Through nation-wide advertising and through tremendous popular interest in the Capehart Collection—an interest proved by the thousands of requests for reproductions—his showrooms are kept busy with the steady traffic of old and new friends. All this toward the dealer's continuing profit. All this toward the day when good-will—firmly built in times of war—brings prosperous returns in times of peace.

The Capehart Collection is the Capehart Dealer's ally. It was in times of peace. It is in times of war. *It will continue to be in the peace to come.*

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



CAPEHART - PANAMUSE

PRODUCTS OF

FARNSWORTH TELEVISION & RADIO CORPORATION

*C. D.
Record Book
DA 6111
3/6*

FARNSWORTH ADS BUILD

**YOUR
FUTURE**

IN TELEVISION ... *Allen*

FARNSWORTH TELEVISION

PRODUCT OF

FARNSWORTH TELEVISION & RADIO CORPORATION

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

T-14-1944-1-8 page-4 1-2 x x3-Radio and Television Weekly, March and April
N. W. Ayer & Son, Inc. 5985

WILL YOU SELL TELEVISION?

Farnsworth advertising points to an answer



WILL the huge new market of television be yours to handle? When is it coming—and how? Farnsworth—television pioneer—can help you answer such questions.

All Farnsworth advertising is devoted to building demand for the television sets that you'll sell some day. We explain it as *sight and sound*—which means that radio is included. And that means that today's radio retailers will have the advantage in distribution.

You know the market—much the same as radio's. You know cabinets—and technical background—and how people buy. Television is a natural for you!

Farnsworth ads point out that war production postpones television for the duration . . . that home television, nationally, won't come immediately after Victory. Every ad explains television from a practical point of view—without overselling—makes the public familiar with its possibilities, builds understand-

ing and confidence, establishes a trade name, Farnsworth, that will help you sell a brand-new product.

Our 100% war production is enlarging our plants, advancing our knowledge and skill. Our ads are making your market. *Your selling skill will make television a really great business!*

• • •
Look for the Farnsworth television advertisements in February 26 and March 25 *Collier's*, March 6 *Newsweek*.

FARNSWORTH TELEVISION



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

C. D.
Record Book
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FARNSWORTH TELEVISION



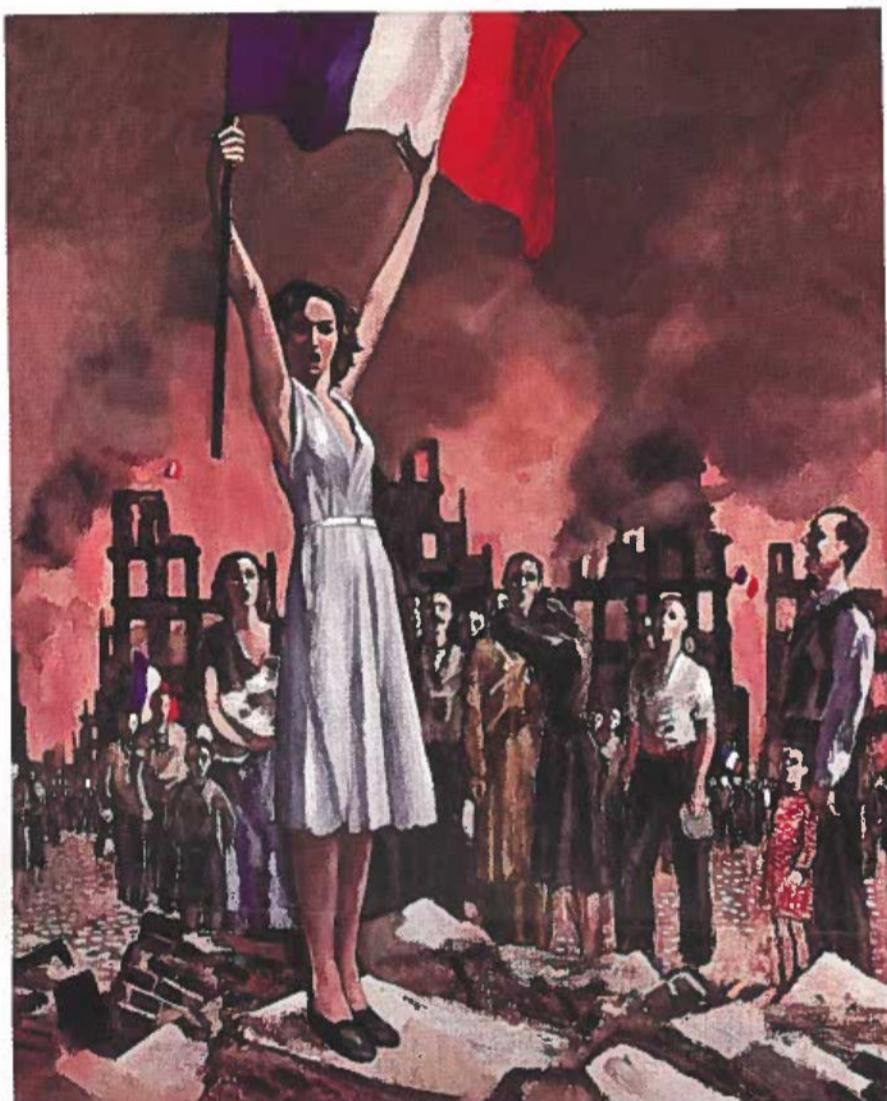
• Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.

C. D.

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Day of Deliverance



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

A NEW DAY! . . . Out of the dark hovels of despair come the people, long oppressed. Timidly they step into the arena of light—hoping—yet fearing lest they be smitten anew. . . . But the tyrant has been rendered powerless. And for the people of France—

Day of deliverance! Day of joy—when Liberté, Egalité and Fraternité are reborn! When men may sing—ungagged—"Allons, enfants de la Patrie!" . . . Yes, come you children of the beggared nations of the earth! Arise—and sing!

For song is the ever-ready accompaniment of freedom. In music of all kinds men find the truest reflection of their hopes, their dreams and their loftiest aspirations.

Men who love music—be it the strains of an anthem or of a symphony—have come to look to the Capehart for music supremely interpreted. But today no new Capeharts are available because the Farnsworth Television & Radio Corporation is developing and producing highly scientific electronic instruments for our Armed Forces.

But your Capehart dealer is still ready to serve you in other ways. In his showrooms you may hear La Marseillaise as recorded by Marcel Journet (Victor No. 6557), by Pryor's Band (Victor No. 20304), or as conducted by A. V. Alexandroff (Columbia No. 36266).

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

INVEST IN VICTORY—BUY WAR BONDS

CAPEHART-PANAMUSE SHERATON



CAPEHART - PANAMUSE
Products of
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

Record
Waldorf
Sel

**This meeting of
Sight and Sound
advanced
Television's future!**



IT WAS more than 15* years ago that Farnsworth research men synchronized sight with sound electronically and transmitted the two to experimental receiving sets.

By that important operation, they assured modern electronic television a wide public appeal. Its advance has been rapid—and nowhere more productive than at Farnsworth, where 18 years of television research have developed a number of key circuits, tubes

and synchronizing devices—including the Farnsworth Dissector Tube and the Photo-Cell Multiplier Tube.

We lay much credit for Farnsworth progress to our research policy, which has always stressed the advantages of parallel work in both tubes and circuits.

Farnsworth research and manufacturing facilities—greatly broadened—are now producing only military communications equipment and highly specialized electronic devices, and our

technical knowledge of applied electronics is enriched constantly.

When peace comes, our broadened background and resources will be better than ever able to help you in the fields of sight and sound reproduction.

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

Look for the Farnsworth Television advertisements in March 6, April 3 Newsweek; March 18, April 15 Collier's.

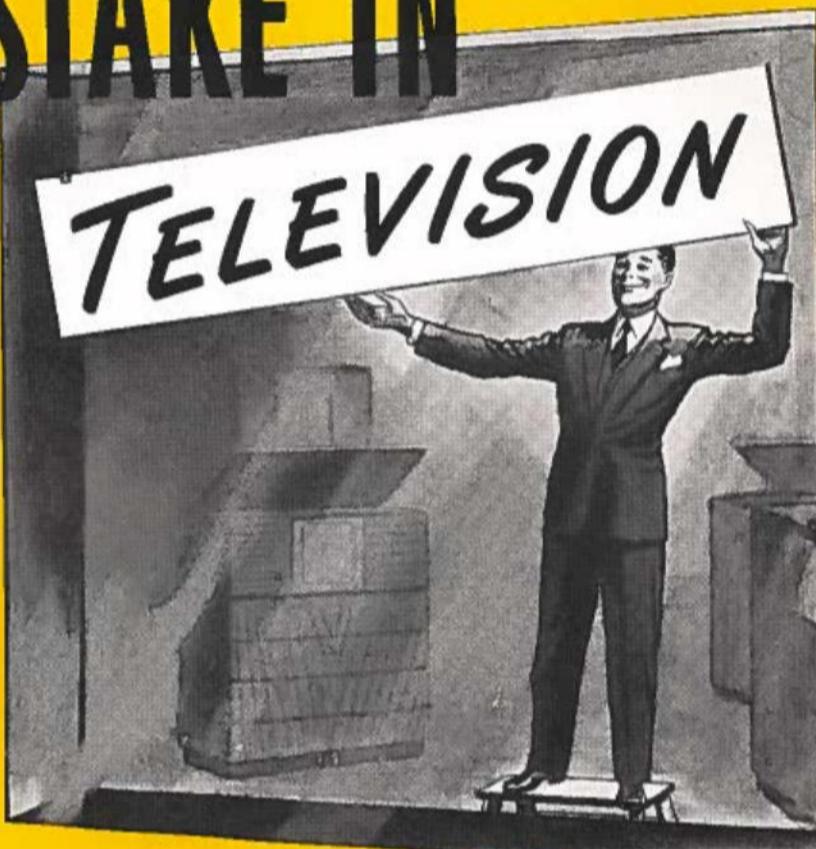
FARNSWORTH TELEVISION



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

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Record
Mildred Schu
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YOUR STAKE IN



FARNSWORTH ADS BUILD IT TODAY!

THERE'LL be a place for you in America's next great industry . . . Television will challenge all your selling skill, be perhaps the greatest opportunity of your lifetime!

We at Farnsworth, where modern television has been pioneered, are building that opportunity now—even though television can't come during the war, probably won't develop nationally in the first year of peace.

All Farnsworth advertising is devoted to educating the public on television's

possibilities, creating interest, building demand for the sets you'll sell.

It will be a brand-new product—a new kind of product. So Farnsworth advertising now is overcoming hurdles you might face later. We're explaining what it will do—without overselling it. We're presenting a practical point of view on when it can be expected as a new science. We're building confidence in a trademark that will help you sell.

All Farnsworth production naturally goes to war today. But we're working

in the field of electronics as we always have. And our people—in sales, in manufacturing, in all jobs—are still the same, with wider experience, greater facilities.

We at Farnsworth know that the dealer and the manufacturer must work together. We know you look forward to television's opportunity . . . so our job today is to build the opportunity!

SEE the Farnsworth Television advertisements in February 7 *Newsweek*, February 26 *Collier's*.

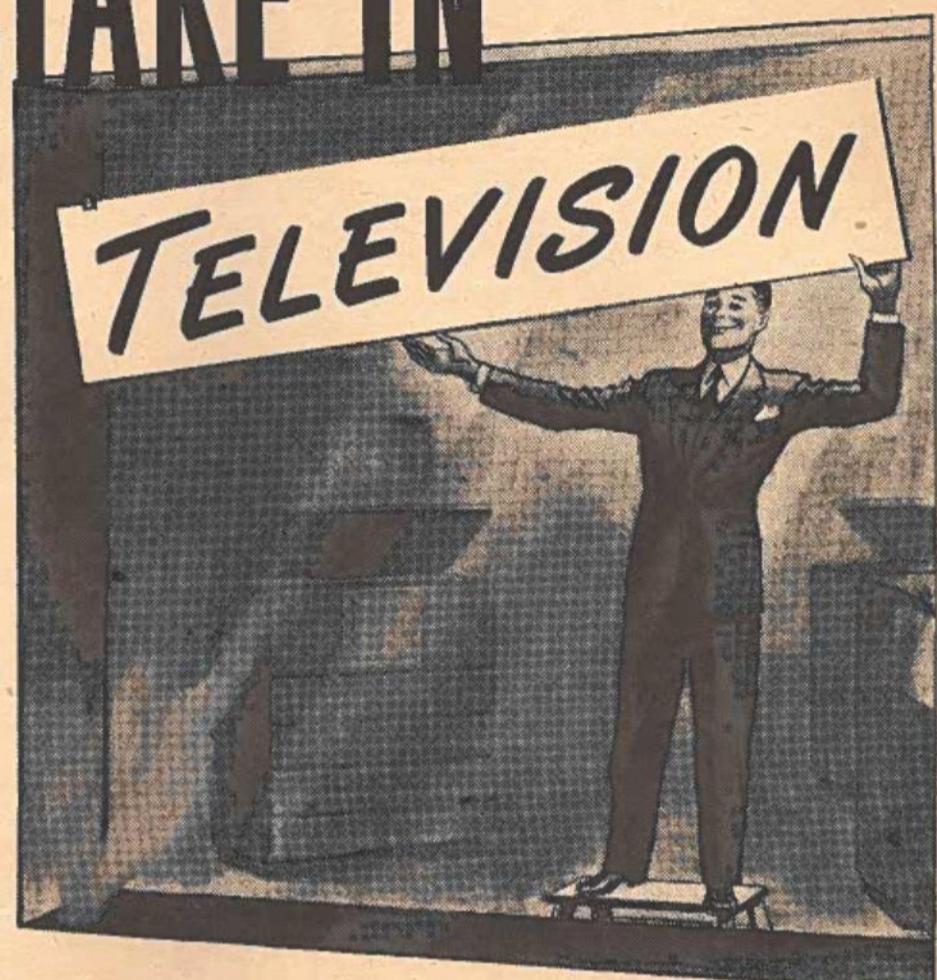
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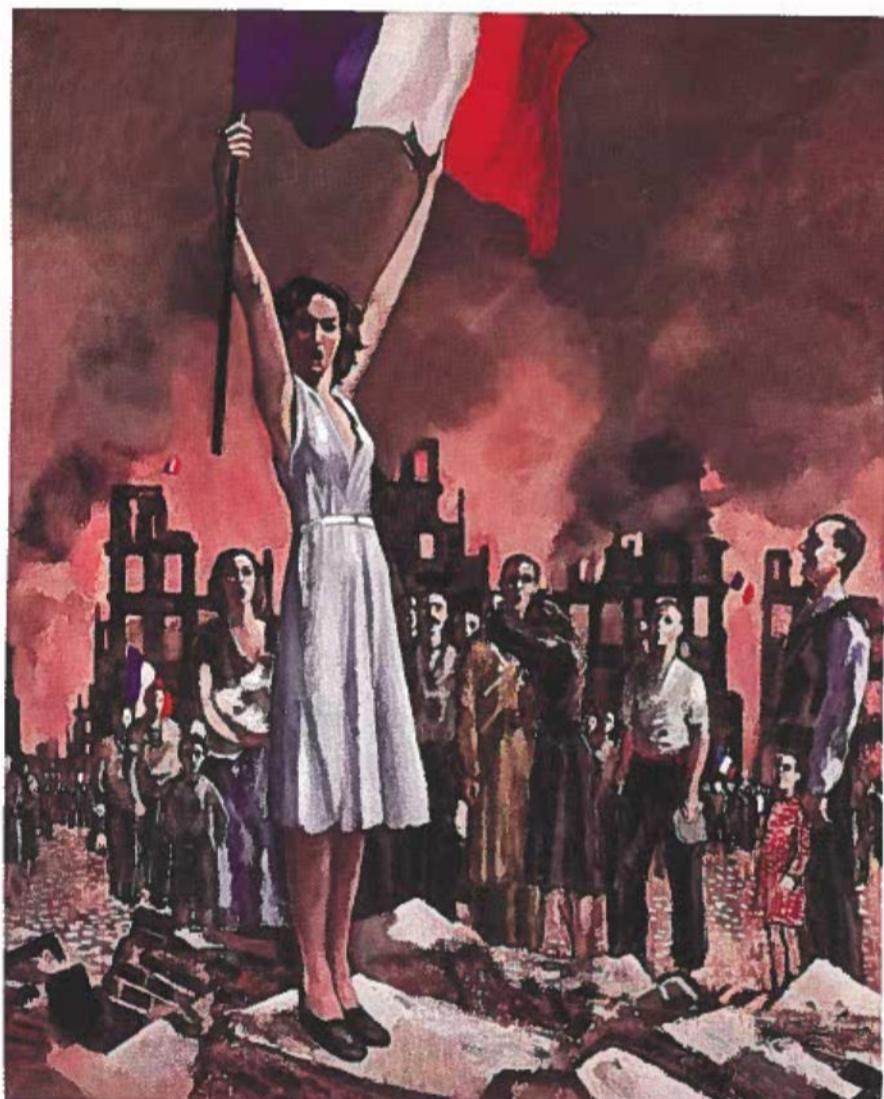
FARNSWORTH TELEVISION



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C. D.
Record Book
Hulbert Bichard
N. W. Ayer

Day of Deliverance



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

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

Day of joy—when Liberté, Egalité and Fraternité are reborn! When men may sing—ungagged—"Allons, enfants de la Patrie!" . . . Yes, come, you children of the beggared nations—arise! And—as the chains of slavery fall—sing!

For song is the ever-ready accompaniment of freedom. In music of all kinds men find the truest reflection of their hopes, dreams and loftiest aspirations.

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

However, your Capehart dealer is ready to serve you in other ways. In his showrooms you may hear "La Marseillaise" as recorded by Marcel Journet (Victor No. 6557), or as conducted by A. V. Alexandroff (Columbia No. 36266). And you may hear the heroic works of France's great national composers—Berlioz, Franck, Debussy, Bizet, Ravel.

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

INVEST IN VICTORY—BUY WAR BONDS

CAPEHART-PANAMUSE SHERATON



CAPEHART - PANAMUSE
Products of
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

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Wildard S.
Nash



Sea Secret

The sea has secrets—but not to men who love it. To them its moods are eloquent. Its storm speaks clearly to men of destiny; its calm soothes the spirit freighted with care. Dawn over its deep brings promise to the youth; twilight brings repose to the aged. It is restive, militant, sportive, gay!

Music, too, has secrets—but not to men who love it. There are strains

from half-forgotten symphonies for those who live with memory; operas that bring romance into the present. There are songs that a lover can cherish; melodies to beguile the wonder of a child.

Symphony, opera, love song, simple melody—no matter what form—they who love music want it perfectly interpreted. To the Capehart owner this

Debussy's "La Mer," an interpretation by Bernard Lamotte, famous French painter and exponent colorist. Painted for the Capehart Collection. The artist has transmuted to the canvas his impressions of the last of the sea sketches, entitled "Dialogue between the Wind and the Sea." Portfolios of reproductions of paintings in the Capehart Collection may be secured at no cost from your Capehart dealer, or direct from the Capehart Division at Fort Wayne 1, Indiana.

supreme interpretation of music is a familiar and happy reality.

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

Meanwhile, your Capehart dealer invites you to discuss your other musical needs with him. In his showrooms

you may hear Debussy's "La Mer" recorded by Serge Koussevitzky (Columbia No. M-643) or by Artur Rodzinski (Columbia No. M-531).

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

INVEST IN VICTORY—BUY WAR BONDS

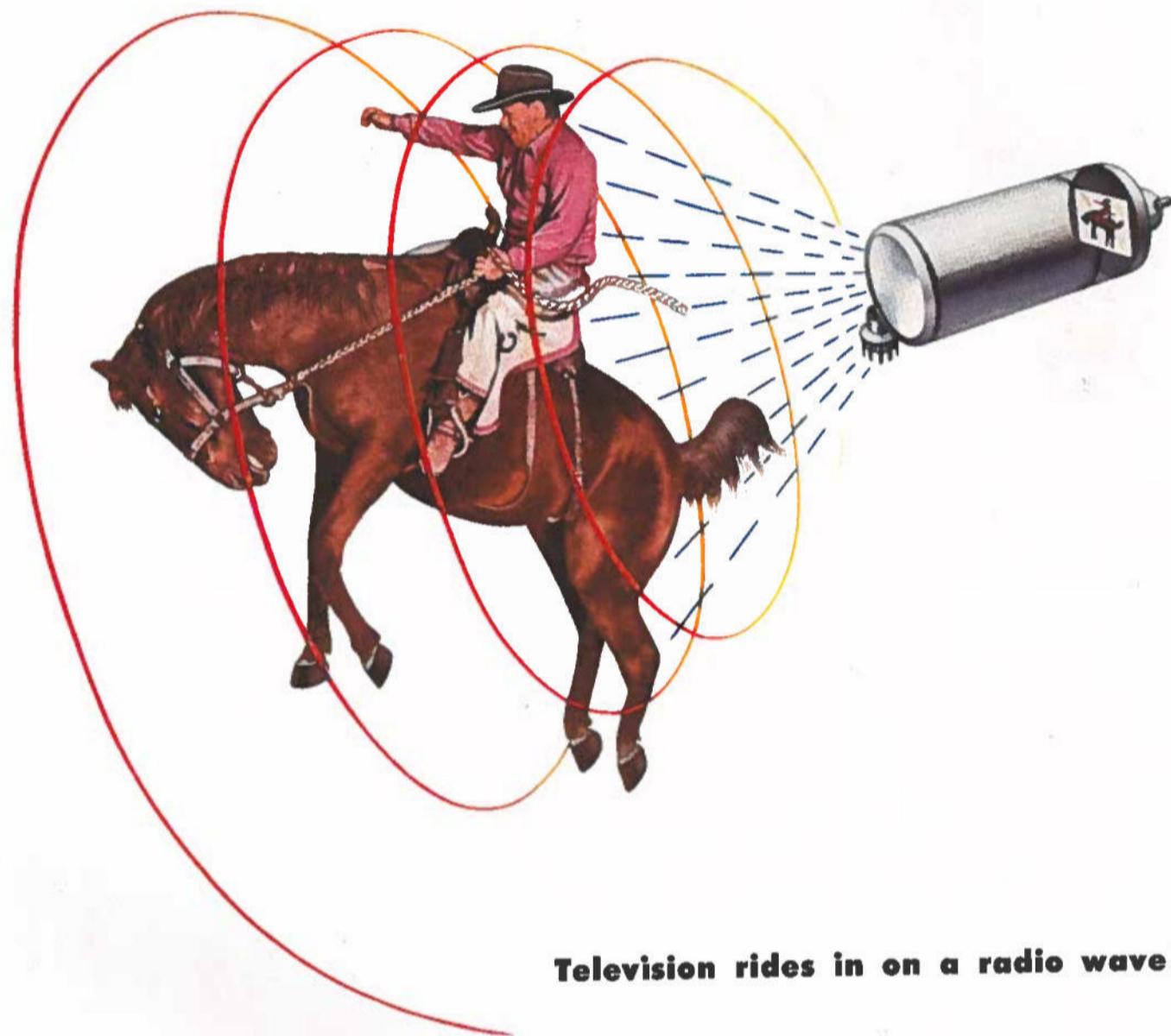
THE CAPEHART CHIPPENDALE

CAPEHART - PANAMUSE
Products of
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON



C. D.
Record P
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Television rides in on a radio wave!

Television gives eyes to radio! Employing the fabulous science of *electronics*, it saddles and bridles invisible radio waves so that pictures as well as sound can ride them through space straight into your home.

Television is radio, movies and the living theater all in one. Like radio, it carries music and voices over mysterious air-trails. Like movies, it brings you pictures with action. And like the theater, you see and hear instantaneously — at the very moment the action takes place miles away.

Scarcely 18 years ago, electronic television was only a theory, its first crude

tubes and circuits slowly taking shape in a small Farnsworth laboratory. Today it is complete — waiting the day of Peace to make the view from your home as wide as the world.

For war has halted television's public growth. In the plants and laboratories where Farnsworth television was perfected, the Dissector Tube and other equipment developed, and where the superb Capehart Phonograph-Radio was made, the only business today is military . . . precise electronic communications for attack and defense.

But television and radio techniques are forging ahead. Finer phonograph-

radios will come from Farnsworth after the war. Then television studio equipment, and special commercial and industrial applications.

And finally, Farnsworth home television sets — eyes to let you see news being made, the sports and entertainments of the day, where and while they are taking place!

Every War Bond you buy is a step toward that day!

* * * * *

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

N. W. AYER & SON



FARNSWORTH TELEVISION
PRODUCT OF
FARNSWORTH TELEVISION & RADIO CORPORATION

*Revised
Record
D*



This gun will paint the Peace

When all the guns of war fall silent, another more potent gun will help millions share in the building of a peaceful world.

This is the *electron gun*, fabulous tool of the new science of electronics.

Among its countless services, the *electron gun* paints the pictures you see on a television receiving set, faithfully reproducing scenes and action taking place many miles away.

You can expect this invisible electronic servant in your home after the war. It will give you power to

and nations, news as it is *made*, entertainment and sports — all on your own television set.

Before war put a halt to television's public growth, programs were televised regularly in several countries, thousands of receiving sets were in use. Television is ready for big things now, barely 18 years after the first experimental electronic television equipment was built in an early Farnsworth laboratory!

Today all Farnsworth's production is for war. The talent that pioneered electronic television, the skills that perfected and made the superb Capehart, are

But we are learning much from this war. Farnsworth will build finer phonograph-radios the war. Then complete television equipment studios and stations — and for commercial applications. And, of course, Farnsworth home television receiving sets to let you see — as well as hear what's going on all over the "One World."

P.S. — Right now, War Bonds are your potent weapon. Buy more.

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana
Farnsworth Radio and Television Transmitters and Receivers

Revised

Mrs. Schmidt

C. D. Record Bon

SIGNATURE

Wren

WRITER

A MAN, A MAID AND THE MINUET



"THE MINUET," an interpretation of the third movement of Haydn's Symphony Number 94 in G Major ("Surprise"), painted for the Capehart Collection by Leon Karp. The painting is done in the romantic mood of the music and depicts two young people executing one of the graceful steps of the minuet. The artist has deftly caught the quality of an 18th Century miniature. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your dealer, or direct from the Capehart Division at Fort Wayne 1, Indiana.



HE curtsies deep as he touches her finger-tips. Violins sing for them in silken notes. The room is perfumed with musk and hyacinth. Great chandeliers light the dancers, gleam on drifting figures of satin and brocade. The melody tells their footsteps, tells their heart-beats . . . tells them that the minuet holds sway!

Be it the minuet, the mazurka, the gavotte or the more popular measures of today, music is the handmaid of dancing. And those who love dancing — or enjoy watching the dance — are particular about the music that accompanies their delighting pastime.

They are particular, too, about how they want music interpreted. That is why the Capehart — "the world's finest instrument for musical reproduction" — gives them such unalloyed pleasure, for it is an interpreter supreme!

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

The doors of your Capehart dealer's showroom are open to you. You are invited to go there to hear the famous minuet movement from Haydn's "Surprise" Symphony as recorded by Koussevitzky and the Boston Symphony Orchestra (Victor M-55) or as recorded by Barlow and the Columbia Broadcasting Symphony Orchestra (Columbia M-363).

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

INVEST IN VICTORY — BUY WAR BONDS

THE CAPEHART ADAM

Capehart-Panamuse
PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION



N. W. AYER & SON

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M
C. D. Re



Sea Secret

Debussy's "La Mer," an interpretation painted by Bernard Lamotte, eminent French painter and colorist. Painted for the Capehart Collection. Here the artist has transmitted to canvas his impressions of the last of the sea sketches, entitled "Dialogue between the Wind and the Sea." Portfolios of reproductions of paintings in the Capehart Collection may be secured at a nominal cost from your Capehart dealer, or you may write direct to Fort Wayne 1, Indiana.

Mr. Seltzer

C. D. Record Bo

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Sea Secret

Debussy's "La Mer," an interpretation painted by Bernard Lamotte, eminent French painter and colorist. Painted for the Capehart Collection. Here the artist has transmitted to the canvas his impressions of the last of the sea sketches, entitled "Dialogue between the Wind and the Sea." Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or you may write direct to Fort Wayne 1, Indiana.

Like the sea, music, too, has secrets . . . but not to men who love it. There are strains from half-forgotten symphonies for those who live with memory, operas that bespeak romance, melodies to beguile a child.

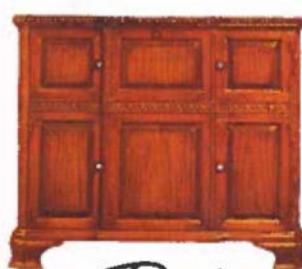
No matter what the form, they who love music want it perfectly interpreted. To the Capehart or Farnsworth owner, this supreme interpretation of music is a familiar and happy reality. It can be for you, also, after the war, when our

engineers again make such pleasure an experience you may enjoy.

Today, the Farnsworth Television & Radio Corporation is developing and producing Radar and other vital electronic instruments for war. But after Victory is won, new Capeharts and new Farnsworth radios and phonograph-radios . . . many with interference-free FM, many with the wonder of television . . . will bring you new adventures in superb reception and glorious tone.

Then you may have at your selection a wide variety of style and sizes. Luxurious musical instruments with magic record-changers and matchless tone. Phonograph-radios of superior construction. In each field, an outstanding product, fruit of long research . . . for, whatever the cabinet style or size, your Capehart or Farnsworth instrument will reflect the finest quality possible at its cost. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

INVEST IN VICTORY—BUY WAR BONDS



N. W. Ayer & Son

THE
CAPEHART

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

THE
FARNSWORTH

Revised

Mrs. Schmidt

C. D. Record Box

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WRITE
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Dear Sir:

"When reprints of paintings in the Capehart Collection were ready for distribution, I was in the Army and just learned recently that they were available. If you will reserve one of each copy for me and let me know the charges, I will remit immediately. Of course, I can't decorate the barracks with these prints but in anticipation of an early Victory, I am making plans for a home which will include these prints, and, I hope, a Capehart!"

"We admire your beautiful and unusual advertisements and would like to accept your kind offer of a portfolio of reproductions of paintings in the Capehart Collection. If you will please let me know the charge for these reproductions, I will gladly send you whatever the amount is. Also, I would appreciate knowing who the main Capehart dealer is in my city."

"P.S. Some of our War Bonds are being earmarked for a Capehart, you may be sure..."

"I have read with much interest your interpretations of the music of great composers in 'Life' magazine, and would like to have the portfolio of reproductions you describe. Would like to mention that your pages in 'Life' have led me to purchase more records from a Capehart dealer."

"I was greatly surprised to learn that I could have these reproductions for so small an amount, and hope that it will please you to know that they are worth much more to me than their price."

Sincerely Yours

SINCERELY YOURS... the Capehart Dealer's... is the force of friendship these letters express.

Yours are the reproductions of the Capehart Collection which inspire thousands of such requests. Created by distinguished artists to interpret great works of music, and featured widely in national magazines, these paintings are bringing to countless homes a visual conception of fine music

that has found a warm universal appeal.

Yours is the audience this tremendous interest has opened. As the sponsor of the Capehart portfolios in your vicinity, your showrooms attract a continuing and increasing circle of customers keenly attentive to music's requirements.

Yours, too, is the reservoir of good-will which will materialize as profitable sales when Capeharts again become available

—sales foreshadowed in nearly every letter received by Capehart now... for the desire to own "an instrument to go with these prints" is repeated again and again.

This activity is more than advertising —it is a substantial contribution to your assurance of a profitable business when, after victory, our normal relationship is resumed. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

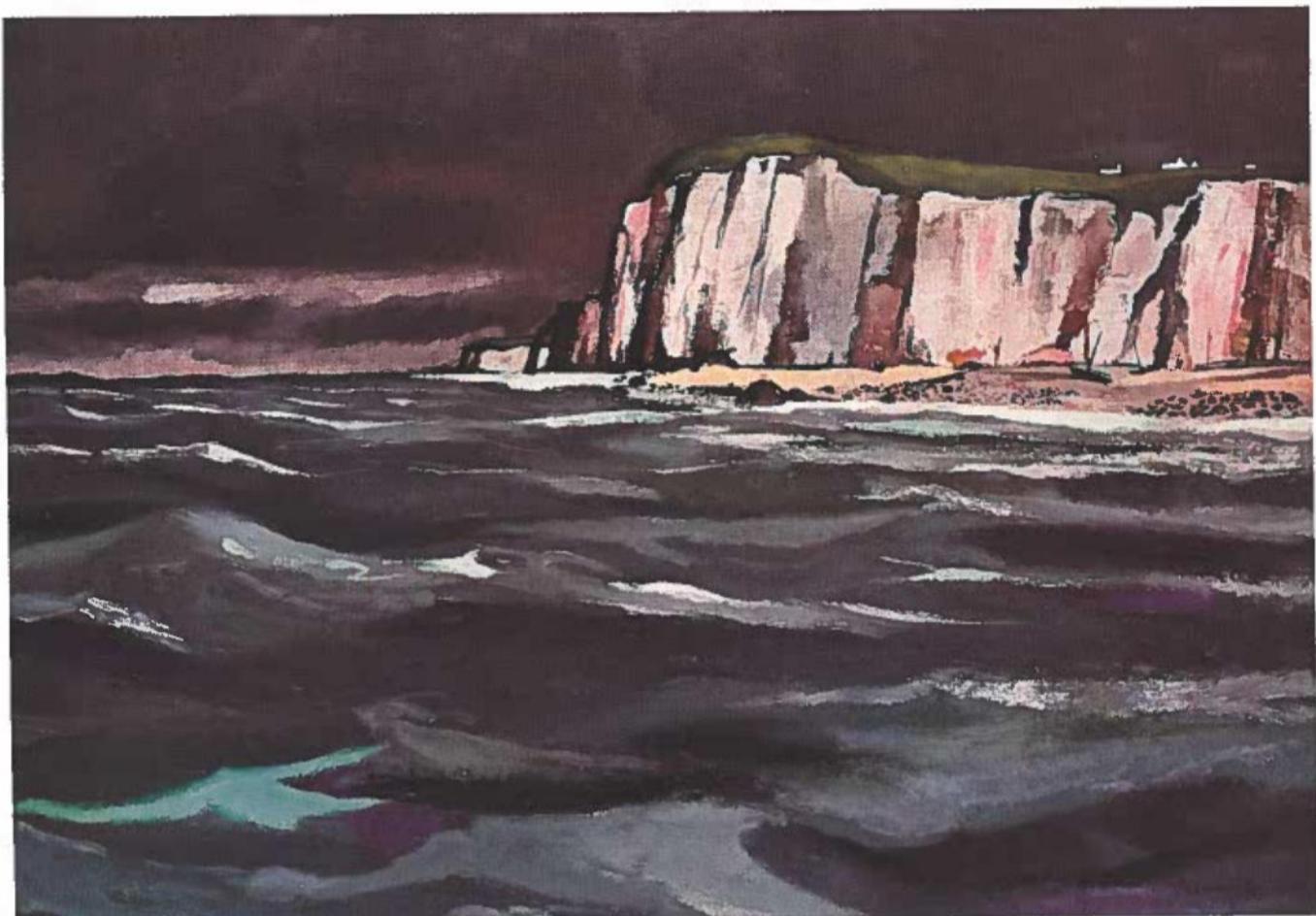
C A P E H A R T - P A N A M U S E
PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION

C. D.

Record

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Nusbaum



Sea Secret

Debussy's "La Mer," an interpretation by Bernard Lamotte, famous French painter and eminent colorist. Painted for the Capehart Collection. The artist gives his impressions of the last of the sea sketches, entitled "Dialogue between the Wind and the Sea." . . . Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or direct from the Capehart Division at Fort Wayne 1, Indiana.

The sea has secrets—but not to men who love it. To them its moods are eloquent. Its storm speaks clearly to men of destiny; its calm soothes the spirit freighted with care. Dawn over its deep brings open promise to the youth; twilight brings repose to the aged. It is restive, it is militant; it is sportive, it is gay!

Music, too, has secrets—but not to men who love it. There are strains from half-forgotten symphonies for those who live with memory; operas that bring romance into the present. There are

songs that a lover can cherish, melodies to beguile the wonder of a child.

Symphony, opera, love song, simple melody—no matter what the form—they who love music want it perfectly interpreted. To the Capehart owner this supreme interpretation of music is a familiar and happy reality.

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

Meanwhile, your Capehart dealer invites you to discuss your other musical needs with him. In his showrooms you may hear Debussy's "La Mer" as recorded by Koussevitzky and the Boston Symphony Orchestra (Victor No. M-643) or by Rodzinski and the Cleveland Orchestra (Columbia No. M-531).

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

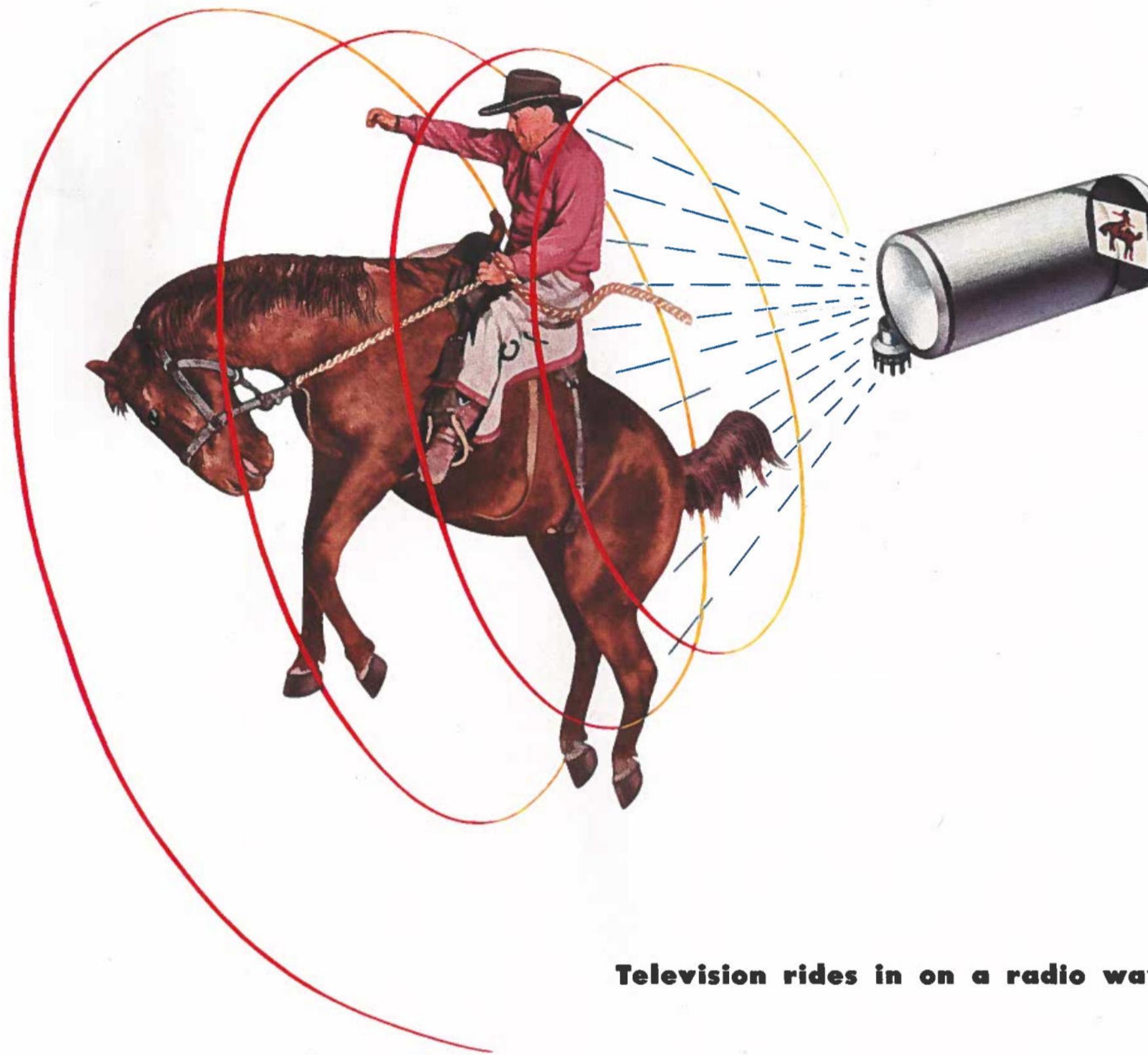
INVEST IN VICTORY—BUY WAR BONDS

THE CAPEHART CHIPPENDALE

CAPE HART - PANAMUSE
Products of
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON





Television rides in on a radio wave

Television gives eyes to radio! Employing the fabulous science of *electronics*, it saddles and bridles radio waves so that pictures as well as sound can ride them through space straight into your home.

Television is radio, movies and the living theater all in one. Like radio, it carries music and voices over mysterious air-trails. Like movies, it brings you pictures with action. And like the theater, you see and hear instantaneously — at the very moment the action takes place miles away.

Scarcely 18 years ago, electronic television was only a theory, its first crude tubes and circuits slowly

taking shape in a small Farnsworth laboratory. Today it is complete — waiting only Peace to make the view from your home as wide as the world.

For war has halted television's public growth. In the plants and laboratories where Farnsworth television was perfected, the Dissector Tube and other equipment developed, and where the superb Capehart was made, the only business today is military . . . precise electronic communications for attack and defense.

But television and radio techniques are forging ahead. Finer phonograph radios will come from

Farnsworth after the war. Then Farnsworth equipment for television studios, and for special commercial and industrial applications.

And finally, Farnsworth home television — eyes to let you see news being made, the special entertainments of the day, where and when they are taking place!

EVERY WAR BOND YOU BUY IS A STEP TOWARD THE PEACE YOU WANT.
Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana; Farnsworth Radio and Television Transmitters and Receivers; Gruetzmacher Radio Equipment; Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph.



N. W. AYER & SON

FARNSWORTH TELEVISION

PRODUCT OF
FARNSWORTH TELEVISION & RADIO CORPORATION

Revised

C. D.

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When all the guns of war fall silent, another more potent gun will help millions share in the building of a peaceful world.

This is the *electron gun*, fabulous tool of the new science of electronics. Among its countless services, it paints the pictures you see on a television set, faithfully reproducing scenes and action as they occur many miles away.

You can expect this invisible electronic servant in your home after the war. It will give you power to see and hear the leaders of Peace organizing a better world, the doings of men and nations, news as it is made, entertainment and sports—all on your own television set.

Before war put a halt to television's public growth, programs were televised regularly in several countries, thousands of receiving sets were in use. Television is ready for big things now, barely 18 years after the first experimental electronic television equipment was built in an early Farnsworth laboratory!

Today all Farnsworth's production is for war. The talent that pioneered electronic television, the skills that perfected and made the superb Capehart, are used to the utmost in turning out precise military electronic instruments.

But we are learning much from war work. Farnsworth will build finer

phonograph-radios after the war. Then will come complete Farnsworth television equipment for studios and stations—and for commercial applications.

And finally, of course, Farnsworth home television receiving sets to let you see—as well as hear—what's going on all over the "One World."

P. S.—Right now, War Bonds are your most potent weapon. Buy more.

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

N. W. AYER & SON



FARNSWORTH TELEVISION
PRODUCT OF
FARNSWORTH TELEVISION & RADIO CORPORATION

C. D.
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Forest Fantasy



CHILDREN play in the green, green meadows of the morning. . . . In their reveries, wolves prowl in the dark, deep forests of the night. . . . But never a dream-wolf that cannot be vanquished by a child.

In that happy fantasy of childhood, captured villains are led in triumphant processions. Processionals leading to pleasant places of delight—castles and circuses and zoos.

Make-believe is childhood's blessing. But for the man—matured by care and worn by toil—escape from reality is harder to come by. That is why music is man's heaven-sent boon. For in music—song or symphony, concerto or cantata—there is release from

Men who look to music for moments of joy and fulfilment, look to the Capehart. For the Capehart Phonograph-Radio is a supreme interpreter of the world's finest compositions.

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

Meanwhile, your Capehart dealer invites you to come to his showrooms. You will enjoy—as will your children—the recordings of Prokofieff's "Peter and the Wolf," narrated by Basil Rathbone with Stokowski and the All-American Orchestra (Columbia M-477) or narrated by Richard Hale with Koussevitzky

The processional scene from Prokofieff's "Peter and the Wolf" is an interpretation painted by Edward Burk Ulreich, distinguished American artist. The canvas depicts Peter in the van, the Wolf in the foreground, and the Grandfather and the Cat, who is being carried by the Wolf, in the background. The scene is set in a forest with a village in the background. The sky is filled with birds, and the overall atmosphere is whimsical and colorful.

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

and the Boston Symphony Orchestra (Victor L-1000) or narrated by Frank Luther with Smallens and the Decca Symphony Orchestra (Decca A-130).

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

INVEST IN VICTORY BUY WAR BONDS

C. D.
Record Book

DArcy 2/21

Nusbaum

Forest Fantasy





CHILDREN play in the green, green meadows of the morning. . . . In their reveries, wolves prowl in the dark, deep forests of the night. . . . But never a dream-wolf that cannot be vanquished by a child.

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Make-believe is childhood's blessing. But for the man—matured by care and worn by toil—escape from reality is harder to come by. That is why music is man's heaven-sent boon. For in music—song or symphony, concerto or cantata—there is release from anxiety and a lift to happier living.

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The processional scene from Prokofiev's "Peter and the Wolf," an interpretation painted by Edward Bok Ulreich, distinguished American artist. The canvas depicts Peter in the vanguard of The Hunters, The Wolf, Grandfather and The Cat, while The Bird flies chirping overhead—all done in the delightful color and gay pomp of childhood. . . . Painted for the Capehart Collection.

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

and the Boston Symphony Orchestra (Victor M-566), or narrated by Frank Luther with Smallens and the Decca Symphony Orchestra (Decca A-130).

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

INVEST IN VICTORY—BUY WAR BONDS



*The Capehart
Early Georgian*

CAPEHART - PANAMUSE

Products of

FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

© The Schmid

C. D.
Record Book

M. Wall

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Folly and Fiesta

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



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

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

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

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

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

The CAPEHART The FARNSWORTH

RADIO • TELEVISION • PHONOGRAHS
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

REvised

10 Dr. Set

C. D.
Record Bo

M.C.



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

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



Action photographs of Freddie Trunkler and Virginia Litz, stars of "Hats off to Ice," at Rockefeller Center Theater, New York.

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

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

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

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

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

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

TRUNKLER
changed to "TRUNKLER"



"The Passion According to St. Matthew," by Johann Sebastian Bach, interpreted for the Capehart Collection by Fred Nagler. This immortal cantata, dedicated like all Bach's works to "the glory of God alone," has become a part of the traditional Lenten devotions. Portrayed is the scene described in these words, "Now the centurion and they that were with him, and were watching Jesus, when they saw the earthquake, and those things that were done, they feared greatly, and said: 'Truly, this was the Son of God.' " The artist has also depicted in his composition the phrase, "And the tombs gave up their dead, and there arose many bodies of the dead."

On a Far Hill



Now it is ended, and the ninth hour. Faces turn aside, in fear and sudden wonderment. The sky trembles. Presentiment moves among the crimson figures. Truly, this was the Son of God!

All the centuries, before and since, look down on this timeless scene. Its mystery remains forever contemporary . . . and music, returning the heart again and again to that far hill, has helped to make it so.

Be it the strong chorale, the opera or string quartet, the power of music to stir deep pools of beauty will be manifest to more people tomorrow, through the golden magic of the Capehart and the Farnsworth.

Then, all the engineering growth of many years will again be directed toward your greater pleasure. There will be phonograph-radios and radios with new precision of tone, record-changers of proved reliability,

and, should you choose, FM . . . or, some day, television. Distinctive cabinets, of many styles and sizes, will offer wide selection. Incomparable Capehart or popular Farnsworth, you will find in every price range the highest possible quality and truest listening delight. Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.

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

N. W. AYER & SON

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

THE CAPEHART
Television • Radio • Phonographs

C. D.
Revised
Record
RTS



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FARNSWORTH TELEVISION & RADIO CORPORATION

Mrs. Schmidt

C. D. Record Book

SIGNATURE & I.A.

DA Green 6/

WRITER'S O.K.

M



Village Festival

An interpretation of Liszt's "Hungarian Rhapsody No. 1," painted by Robert Riggs for the Capehart Collection. Merrymaking villagers are celebrating the harvest with a whirling "Czardas." Mr. Riggs, a noted American artist, is represented in many of the leading museums.

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

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

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

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

Your choice can range tomorrow across a wide array of cabinet styles and sizes. And you may be confident that in each field your Capehart or Farnsworth will express a quality finest at its cost. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

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

INVEST IN VICTORY—BUY WAR BONDS



THE
CAPEHART

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

THE
FARNSWORTH

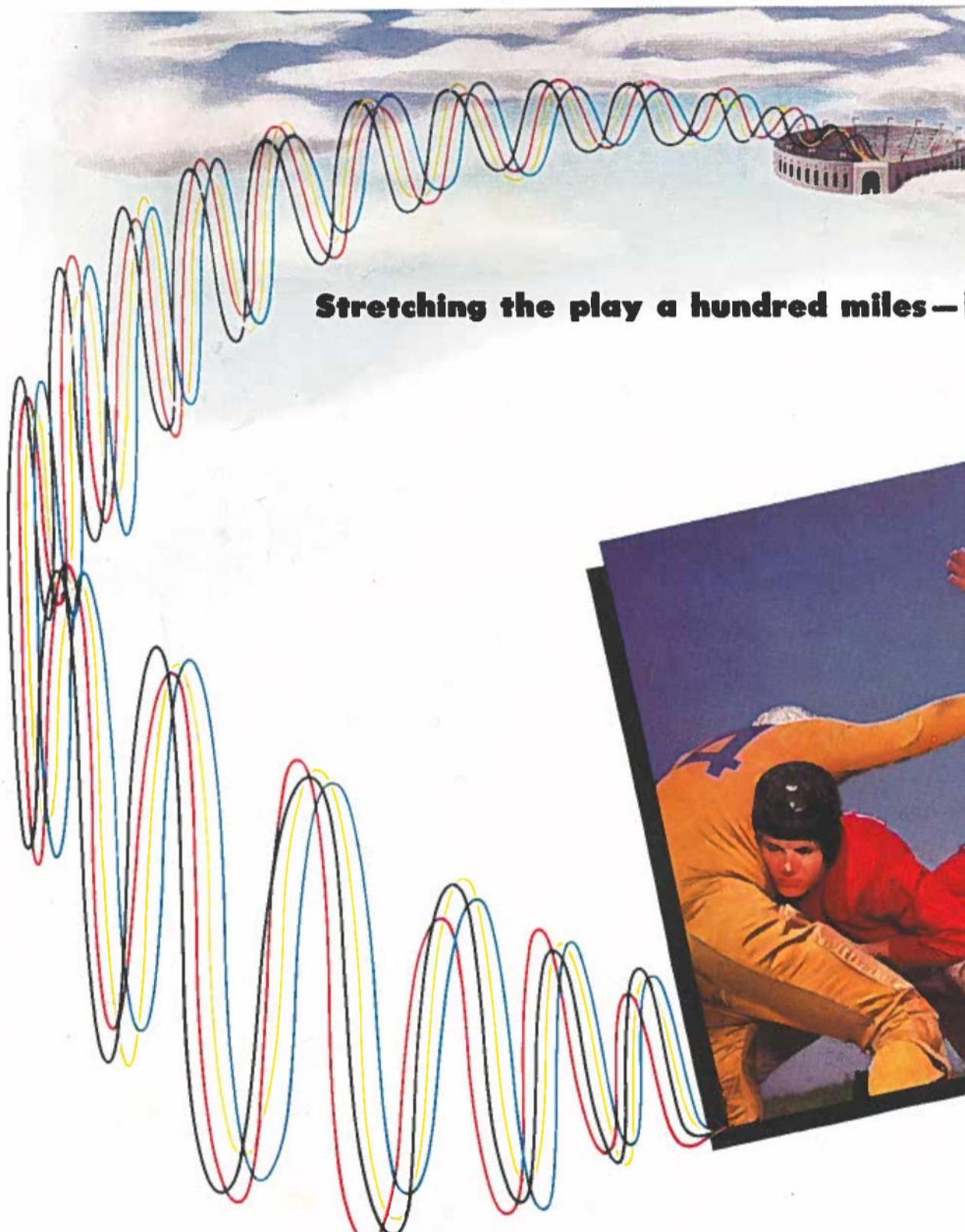
Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

Revised

Mr. Selby
C. D. Record E

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Stretching the play a hundred miles—by television!

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

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

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

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

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

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

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

WAR BONDS FIGHT, TOO. BUY AN EXTRA ONE.

THE
CAPEHART



THE
FARNSWORTH

Mr. Ford
Mrs. Schmidt

C. D.
Record Book

Dixie Wallis

ML



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

Puppets and People

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

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

be yours to share when you buy the new Capehart or Farnsworth . . . and hear music recreated with all its subtle nuances and lifelike charm.

Your wait has been long but the reward will be rich . . . the new Capehart and Farnsworth radios and phonographs embody far-reaching advances in faithful reception and round, true tone.

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

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

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana

INVEST IN VICTORY - BUY WAR BONDS



THE CAPEHART
Television · Radio · Phonographs
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

N-3-A-1944-1 page 7 x 10-Time, Oct. 2; The New Yorker, Sept. 23; Newsweek, Sept. 18; Saturday Evening Post, Sept. 25

N-3-A-Rev.-1944-1 page, 4 colors-7 x 10-Ballet Program-1945-46 Edition
N. W. Ayer & Son, Inc. 8044

10 *Am. Sch.*

C. D.
Record Book

Mc



So there may be a flowering

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

This is the message, too, of music. For the Capehart or the Farnsworth brings the song of rain to restore the weary. Concertos and symphonies that nourish tender dreams! Each . . . tune or masterpiece . . . voiced in fullest beauty, for these superb instruments are truly faithful spokesmen.

To make the riches of music yours, at a touch, the Farnsworth Television & Radio Corporation is calling on skills of long years' standing, as well as war-learned techniques. Bringing you phonograph-radios, radios and television receivers so clear—so brilliant—it seems the artist plays at your express command.

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

Look for greater choice than ever before! Cabinet styles of many sizes, from the magnificent Capeharts to the more modestly priced Farnsworths. Whatever its cost, it will again be the finest for the price! Farnsworth Television & Radio Corporation, Fort Wayne 1, Ind.

Debussy's "JARDINS SOUS LA PLUIE," interpreted for the Capehart Collection by Bernard Lamotte. Between Paris and Versailles lies the charming region so beloved by Debussy—and by the artist, who envisions this impression of a country garden spilling down the hill from a farmhouse, while the gentle summer rains refresh the lands and lend promise to the harvests soon to come. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or you may write direct to Fort Wayne 1, Indiana.



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

RADIO · TELEVISION · PHONOGRAHS
FARNSWORTH TELEVISION & RADIO CORPORATION

H. W. AYER & SON

<i>Mr. Setters</i>	10
<i>C. D. Record Book</i>	10
SIGNATURE & DATE <i>John 7/2</i>	TEPS O.X.

Farnsworth engineers

the men behind
your sales staff



WRITE US to get advance notice of Farnsworth post-war plans and products, and a copy of our new illustrated book on television.

FARNSWORTH's future is assured by this organization of technical specialists skilled in research and development in television . . . radio . . . Radar . . . phonograph reproduction . . . record-changers . . . acoustics. Each is an expert in his field — today engaged in jobs of war, but for the peacetime tomorrow they assure Farnsworth dealers sound engineering and production craftsmanship — a guarantee of leadership in new products of the future.

Their objectives are outstanding quality, performance and workmanship. These Farnsworth technicians are ready to provide your sales staff with the finest possible phonographs, radio and television sets in every price range.

Any dealer who has ever sold pre-war Farnsworth lines knows that Farnsworth engineering is sound and the products are right. The Farnsworth line you'll sell after the war will feature improved broadcast, shortwave and FM reception . . . fool-proof record-changers . . . television perfected through 19 years of research and development . . . cabinets with distinct sales appeal.

Sounds mighty interesting, doesn't it? That's why you'll want to build your post-war sales around a quality program that will pay dividends.

FARNSWORTH

Television · Radio · Phonographs

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

Mac Setters

C. D. Record Boo

SIGNATURE
Mac Setters
WRITER
Mac Setters

Farnsworth engineers...

**the men behind
your sales staff**



WRITE US to get advance notice
of Farnsworth post-war plans and products,
and a copy of our new illustrated book on television.

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

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

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Revised

Mr. Sellers

C. D. Record Book

SIGNATURE &

Obrien T.

WRITER'S

Farnsworth engineers...

AT YOUR SERVICE



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

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

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

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

FARNSWORTH

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION, FORT WAYNE 1, INDIANA. FARNSWORTH RADIO AND TELEVISION TRANSMITTERS AND RECEIVERS; AIRCRAFT RADIO EQUIPMENT; FARNSWORTH TELEVISION TUBES; THE FARNSWORTH PHONOGRAPH-RADIO; THE CAPEHART; THE CAPEHART-PANAMUSE.

Revised

<i>Mr. Setters</i>	10
<i>C. D. Record Book</i>	10
SIGNATURE & DATE <i>Attn: 7/21</i>	WRITER'S O.K. <i>Ellen</i>

Farnsworth engineers.

AT YOUR SERVICE



A CORY

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F A R N S W O R T H

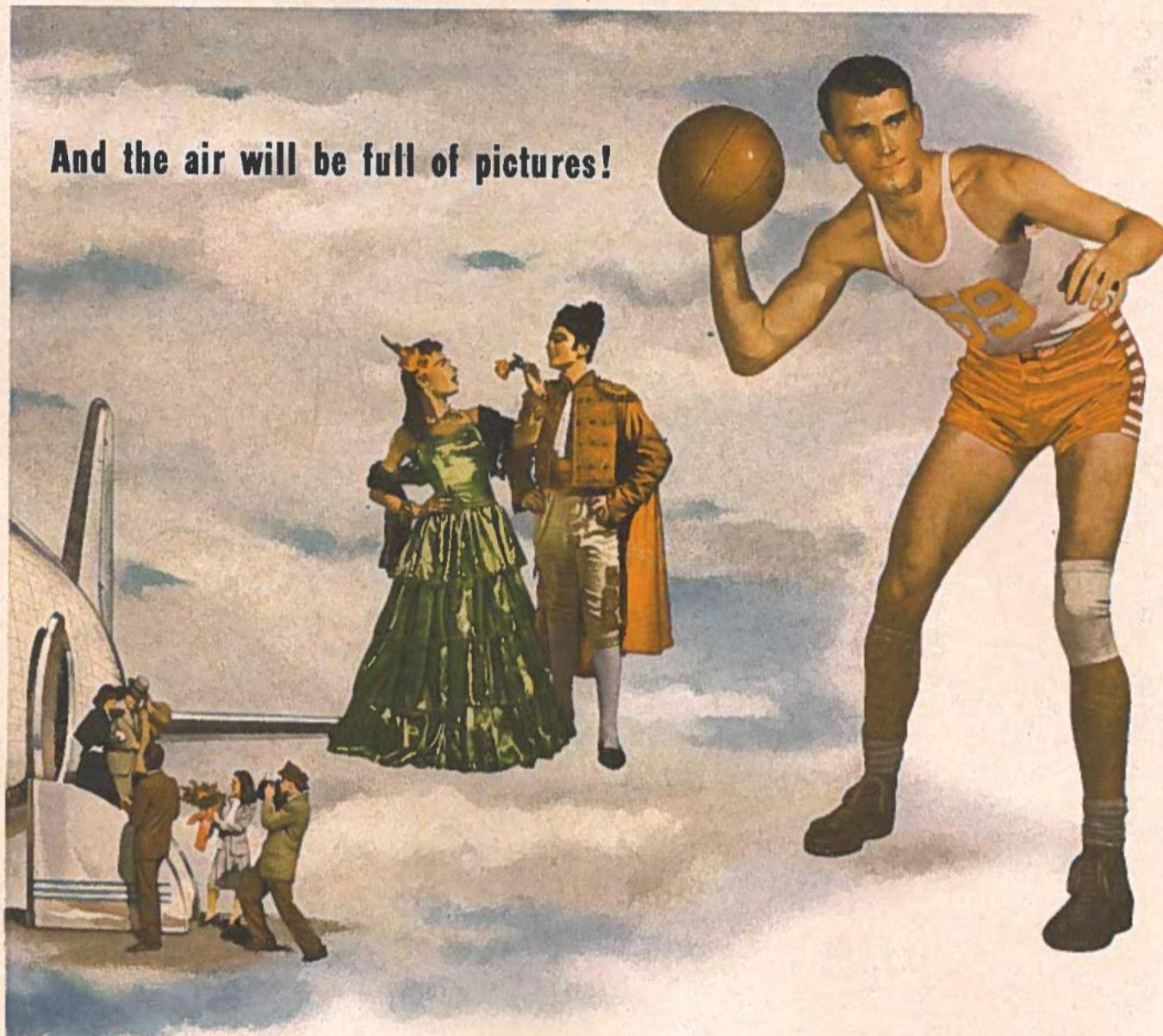
Television · Radio · Phonographs

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

Mr. Setters

C. D. Record Boo

SIGNATU
D. W. REE
WRITER
SELL



And the air will be full of pictures!

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

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

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

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

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

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

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

INVEST IN VICTORY—BUY WAR BONDS

THE
CAPEHART

Television • Radio • Phonographs
FARNSWORTH TELEVISION & RADIO CORPORATION



THE
FARNSWORTH

Television • Radio • Phonographs
FARNSWORTH TELEVISION & RADIO CORPORATION

© 1944 Farnsworth

Mrs. Schmidt

C. D. Record Bo

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CAPEHART

*What's back of its reputation
and leadership*

A prestige such as Capehart holds among music lovers cannot be accidental. Behind it must be a substantial record of accomplishment.

First, of course, Capehart offers a superior product. Discriminating people recognize "The World's Finest Instrument for Musical Reproduction" and appreciate the beauty and craftsmanship of its authentic period cabinets. Then, after purchasing, they remain satisfied — thanks to the competence and continued interest of their Dealers, as well as to the quality of the instrument itself.

Yes, Dealers have made an important contribution to Capehart leadership and reputation. They have built their businesses around the Capehart line. They have represented the instruments truly, then serviced them with care.

We appreciate this. Now we are doing our best to reciprocate at a time when Capehart instruments are unobtainable. Our national advertising, appearing in leading magazines in full color, features paintings by world-famous artists, interpreting great musical compositions. By offering — through Capehart Dealers — reproductions of these paintings, we help them strengthen their ties with present customers, establish contacts with new ones — and, moreover, to retain and build the market for the entire industry. This is a sincere effort on our part to assist the Capehart Dealers in continuing to be recognized as the headquarters for everything musical.

By these means, we assure Capehart Dealers that their franchise will continue to be the most valuable in the world of music. Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

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

Mr. Setters
Mr. Schmidt

C. D. Record Book

SIGNATURE & D
KTS 8/24
WRITER'S O.



YOU NEED ROOM TO MAKE MONEY!

• Every future-minded dealer wants more than the opportunist's volume and profit from the immediate post-war market. He wants a sound business foundation for the future. That's what we at Farnsworth want, too—it's the basis of our dealer policies.

The Farnsworth line will be distributed through *healthy, protected dealerships*—protected so that each dealer has a real opportunity for *profitable volume at established prices and proper margins*.

Farnsworth phonograph-radios, radios and television will go through leading distributors to outstanding dealers, who will understand and appreciate a protected opportunity to cash in on the ever-growing public acceptance of the great Farnsworth line.

Like the sound of that? Then build *your post-war plans around Farnsworth protection—and you'll profit.*

FARNSWORTH stands
for protected dealerships!

A copy of "The Story of Electronic Television" will be sent upon request

FARNSWORTH

Television · Radio · Phonographs

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



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Mrs. Schne

C. D. Record B

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Like the sound of that? Build *your* post-war plans around Farnsworth protection — and you'll profit.

FARNSWORTH stands
for protected dealerships!

A copy of "THE STORY OF ELECTRONIC TELEVISION" will be sent upon request

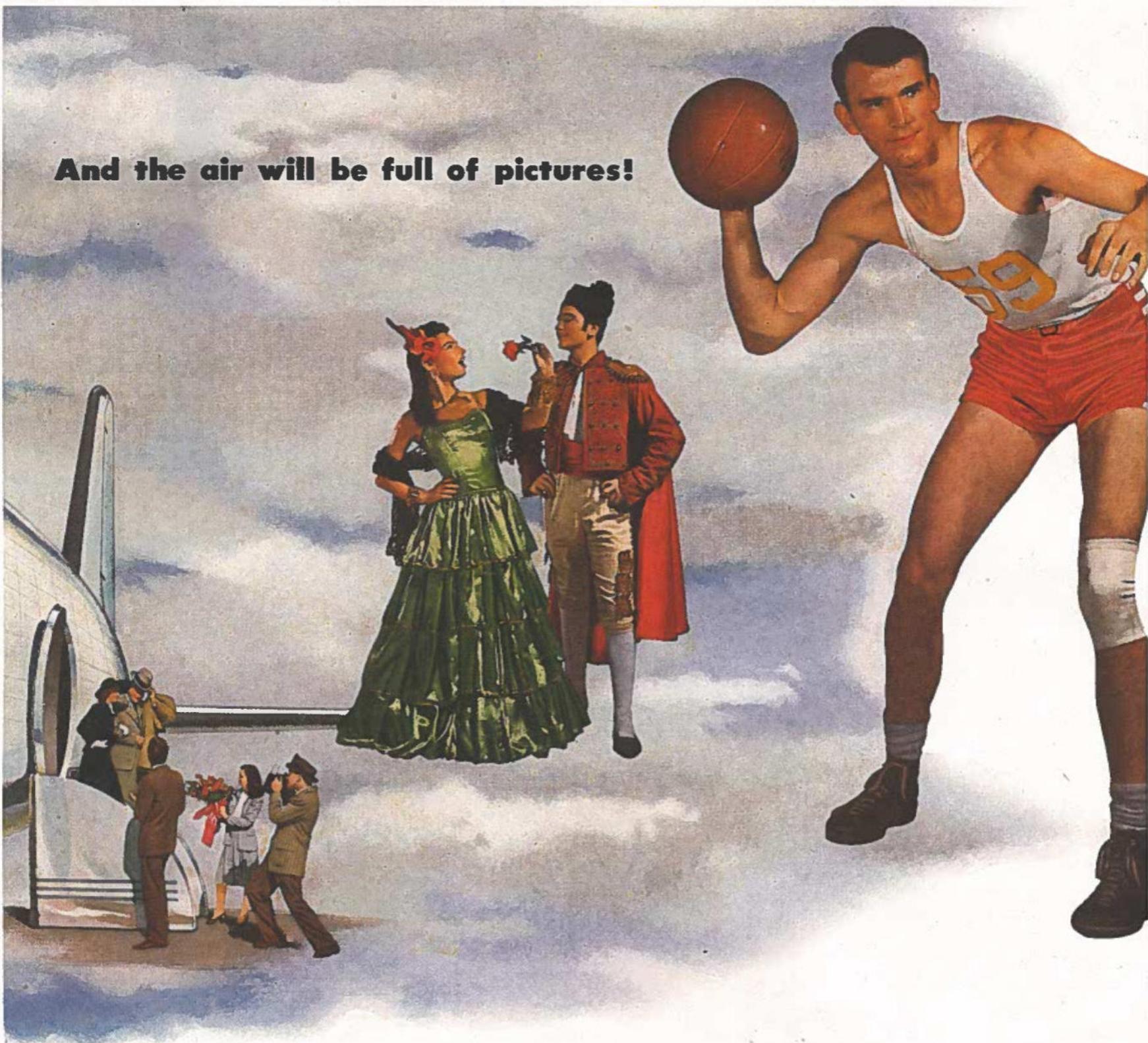
FARNSWORTH
Television · Radio · Phonographs

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

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

Mac

C. D. Recor



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

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

Television & Radio Corporation to production of Radar, military radios for planes, ships and land forces, and other electronic communications equipment for Allied fighters.

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

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

great variety, and at a wide range of prices . . . standard broadcast and the new FM radio, double record-changers, and eventually the major television (reward of 19 years of Farnsworth research and development), in models from the most modest to the most luxurious.

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

INVEST IN VICTORY—BUY MORE WAR BONDS



THE
CAPEHART

Television • Radio • Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

THE
FARNSWORT

Television • Radio • Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

Mr. Setters

C. D. Record Book

SIGNATURE & DATE

KTS 9/

WRITER'S O. K.

W. L. Setters



WHEN your business comes back with a rush, the Farnsworth name is going to bulk larger than ever in customers' minds.

"Farnsworth—pioneer in television." "Farnsworth—famous for record-changers and phonograph tone." "Farnsworth—outstanding

radios with the most distinctive line of cabinets." That's what they know—that's what will make selling Farnsworth products easy.

Advertising messages like these have continued our pre-war program . . . aimed toward maintaining and increasing the wide acceptance and

reputation of Farnsworth products. Thus a foundation has been built for one of the most valuable protective franchises in the post-war era.

The very finest quality in every price range—that's Farnsworth's post-war program. It's a program that can make money for you!

F A R N S W O R T H

Television · Radio · Phonographs

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

Mrs. Schmidt

C. D. Record

CAPEHART

In Tribute to its Dealers



No ONE appreciates more than we of Capehart that Capehart's reputation and leadership in the field of musical reproduction are not due to the instrument alone, fine though that instrument is. In a large measure, they are to be ascribed to Capehart Dealers, who have given so much time, effort, and ability to representing our line and servicing the instruments to the complete satisfaction of their owners.

No one needs to tell Capehart Dealers about the uniqueness and completeness of its record-changer, the superb tonal qualities of the instrument and the beauty and craftsmanship of its authentic period cabinets. Evidence of this is found in the enthusiastic endorsement and selling effort which they have expended in behalf of Capehart.

Now that Capehart instruments are temporarily unobtainable, we are looking to the present and future interests of our Dealers. The distinctive series of Capehart color advertisements, running in full pages in national magazines, is stimulating new enthusiasm for music. Dealers experience direct results from these, because the reproductions of the paintings give them a new and unique method of establishing profitable new contacts.

We trust that in thus assuring Capehart-Panamuse Dealers of bright prospects in the post-war world, we are expressing to them our appreciation of their contribution to Capehart prestige. Capehart Division, Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

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

Record Books

C. D.

D. A. Green 9/12



Le Lac des Cygnes (Swan Lake) by Tschaikowsky, interpreted by Bernard Lamotte for the Capehart Collection. This was Tschaikowsky's first ballet, produced in St. Petersburg in 1876, and tells of the romance of the young Prince who, under a sorcerer's spell, assumed the form of a swan. Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or Capehart Division, Fort Wayne 1, Ind.

Melody at Dusk

MAN's life is an alternating day and night . . . the sheer joy of living, and then the shadow of doubt. One moment is exultation, one moment a dark despair.

Part of the glory of music is its power to alter such disquieting moods. The symphony, the concerto, the dance, interpreted by the Capehart or the Farnsworth, can waken fresh hope, bring new courage to a world of turmoil and strife.

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

Created by men who are producing Radar and precision weapons, these coming finer Capeharts and modest-priced Farnsworths will reflect new advances in electronic engineering

. . . in fuller tone . . . in FM reception . . . in faithful record-changers. Even television will one day be available to you.

Ahead, too, are cabinet sizes and styles in a rich selection. Each the finest quality in its field — whatever its price range may be. Listen — and look — to Farnsworth tomorrow for the music possessions of a lifetime! Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.



THE
CAPEHART

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

THE
FARNSWORTH

Mr. Seller

10

C. D. Record Book 10

SIGNATURE & DATE

KTS 8/8

WRITERS O. K.

Seller



When your business comes back with a rush, the Farnsworth name is going to bulk larger than ever in customers' minds.

"Farnsworth — pioneer in television." "Farnsworth — famous for record-changers and phonograph tone." "Farnsworth — outstanding radios with the most distinctive line of cabinets." That's what they know — that's what will make selling the great new Farnsworth products easy.

Advertising messages like these have continued a program started before the war. They have been aimed toward maintaining and increasing the acceptance and reputation of Farnsworth products. Thus a foundation has been established for one of the most valuable protective franchises in the post-war era.

The very finest quality in every price range — that's Farnsworth's post-war program. It's a program that can make money for you!

FARNSWORTH

Television · Radio · Phonographs

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

Mr. Sellers

C. D. Record Book

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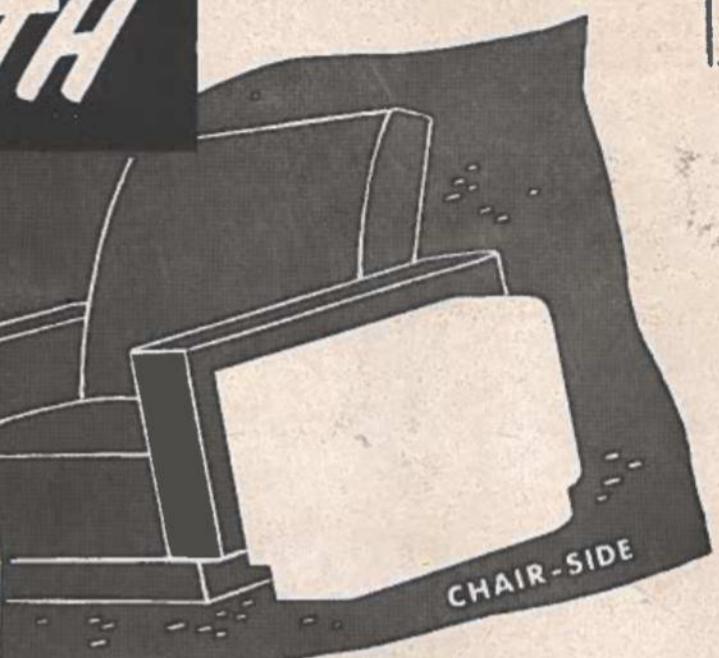
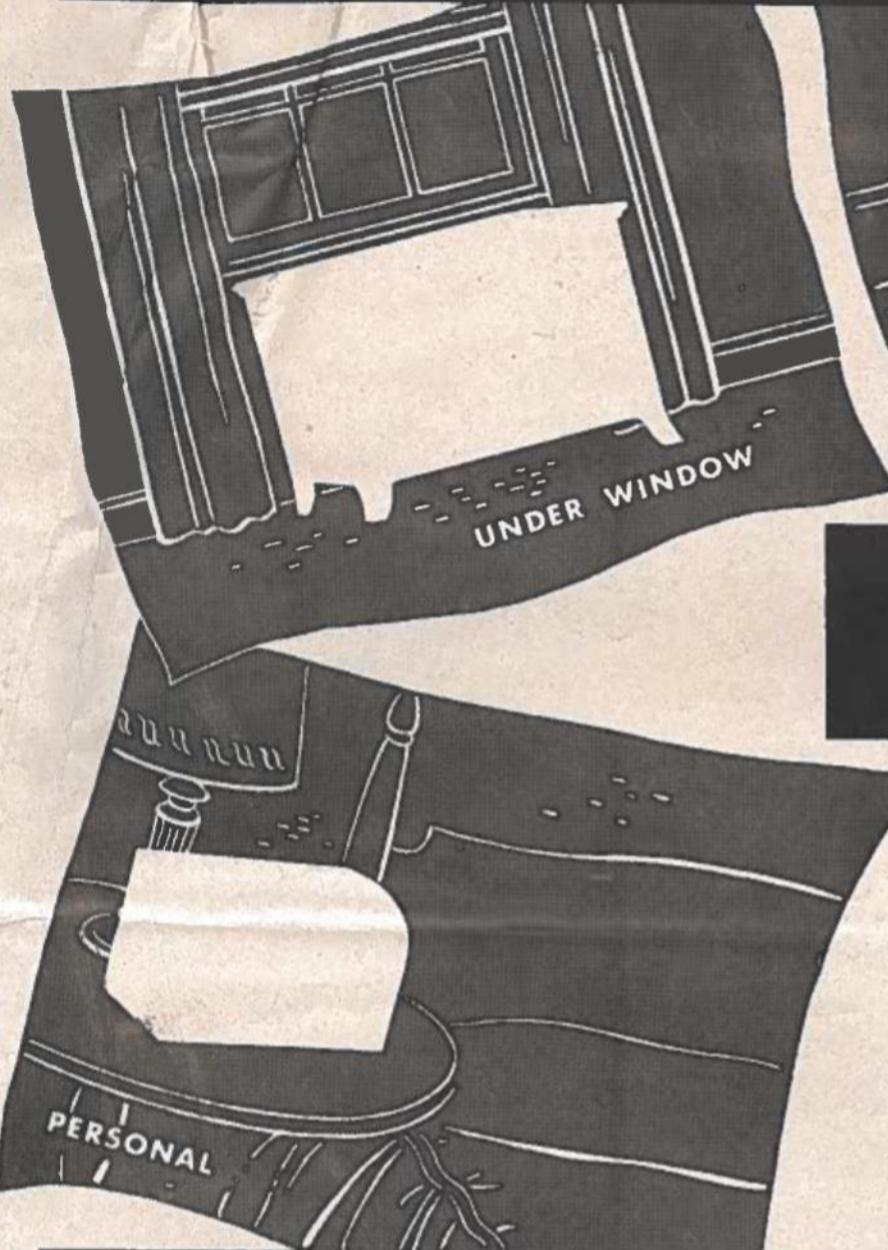
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WRITER'S O. H.

Sellers

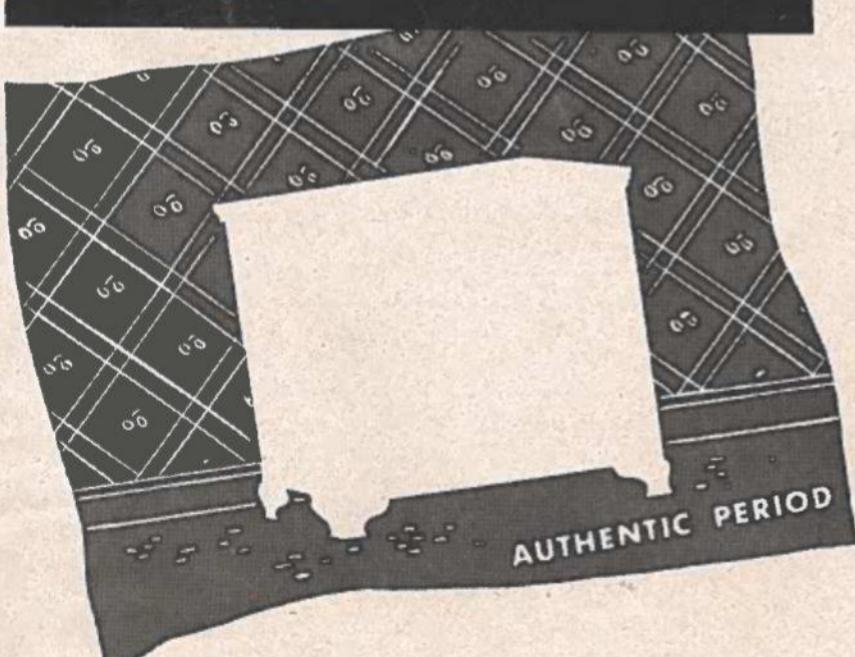
YOUR

FARNSWORTH



SALES PLUS

"IDEA" CABINETS!



AFTER THE WAR, the Farnsworth line will once again be outstanding in "help-you-sell" ideas. Ingenious, distinctive cabinets for special needs and particular appeal — an additional feature to talk about and sell . . . as well as precision construction and honest quality in every model.

Every pre-war Farnsworth sold an idea in design, use and application. For instance, the service-free record-changer. The post-war Farnsworth line will be far greater. The finest quality in every price range — phonograph-radios, radios, and television with construction and performance features that will make history!

Don't plan your future without this line. It has features found in no other. It brings territory protection, too — restricted distribution to allow *profitable volume at established prices and proper margins*.

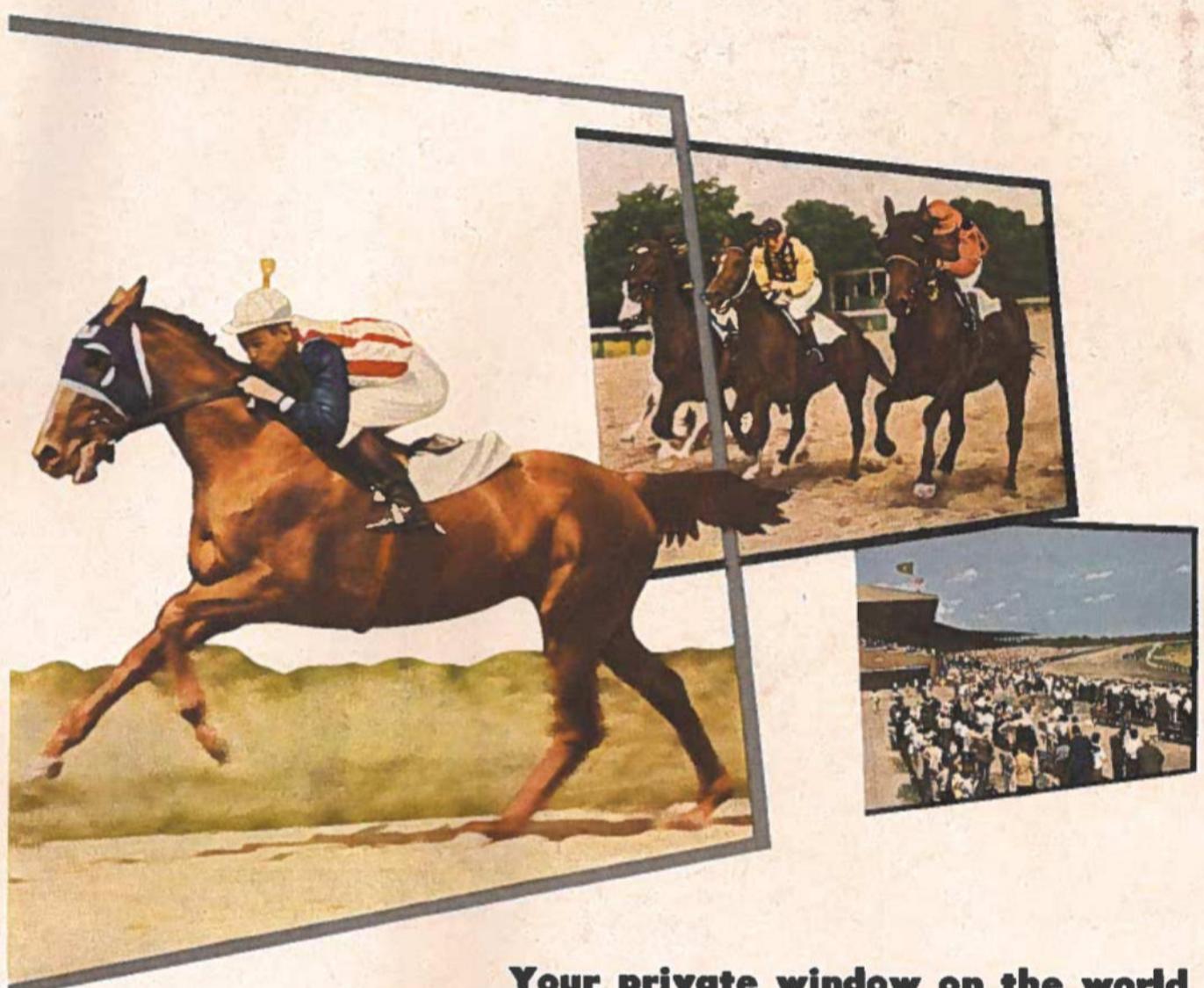
FARNSWORTH

Television · Radio · Phonographs

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

Mr. Sette

C. D. Recor



Your private window on the world

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

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

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

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

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

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

INVEST IN VICTORY — BUY WAR BONDS



THE
CAPEHART

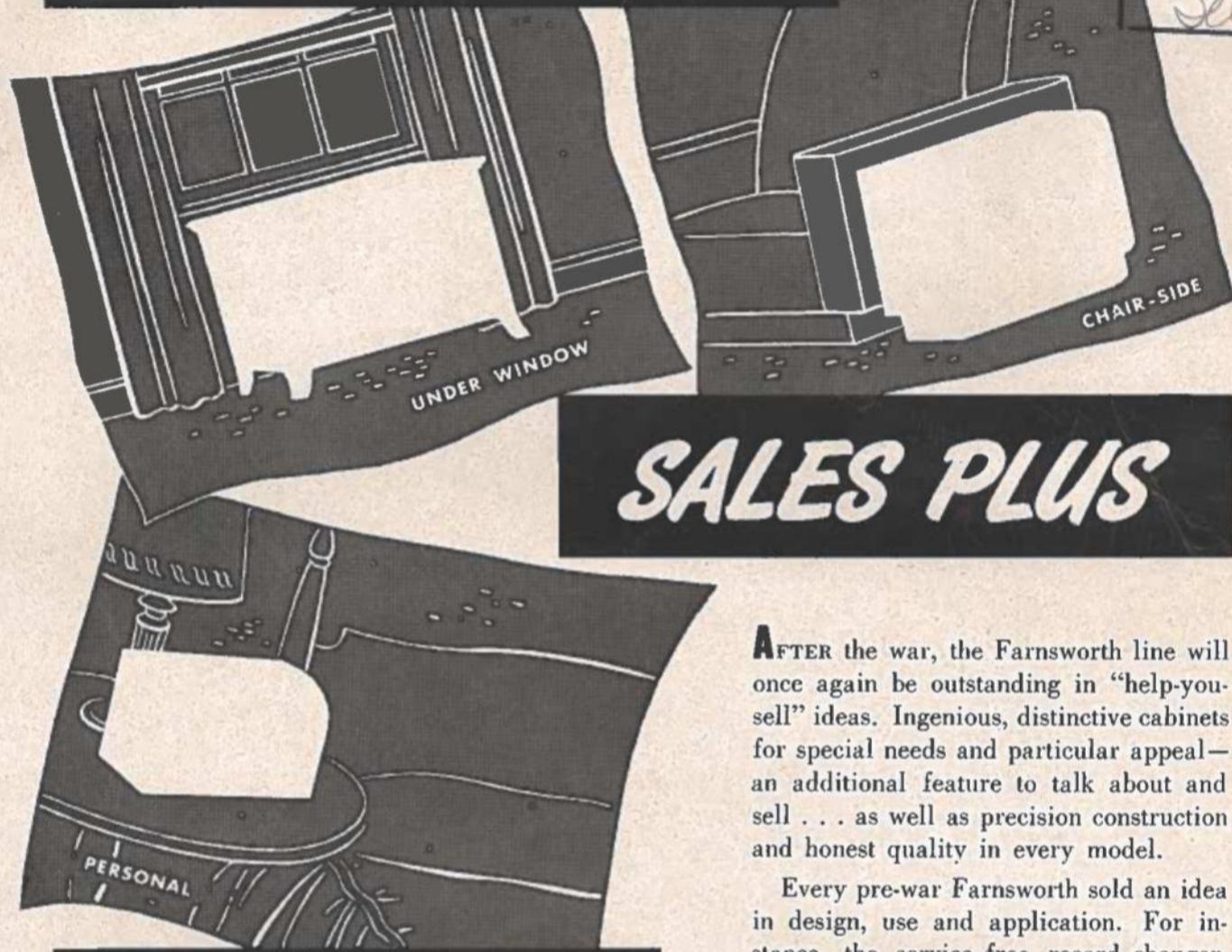
Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

THE
FARNSWORTH

N. W. AYER & SON

YOUR **FARNSWORTH**



SALES PLUS

"IDEA" CABINETS!



Mr. Sellers

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C. D. Record Book 10

SIGNATURE & DATE

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WRITER'S O. K.

Sellers

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FARNSWORTH

Television · Radio · Phonographs

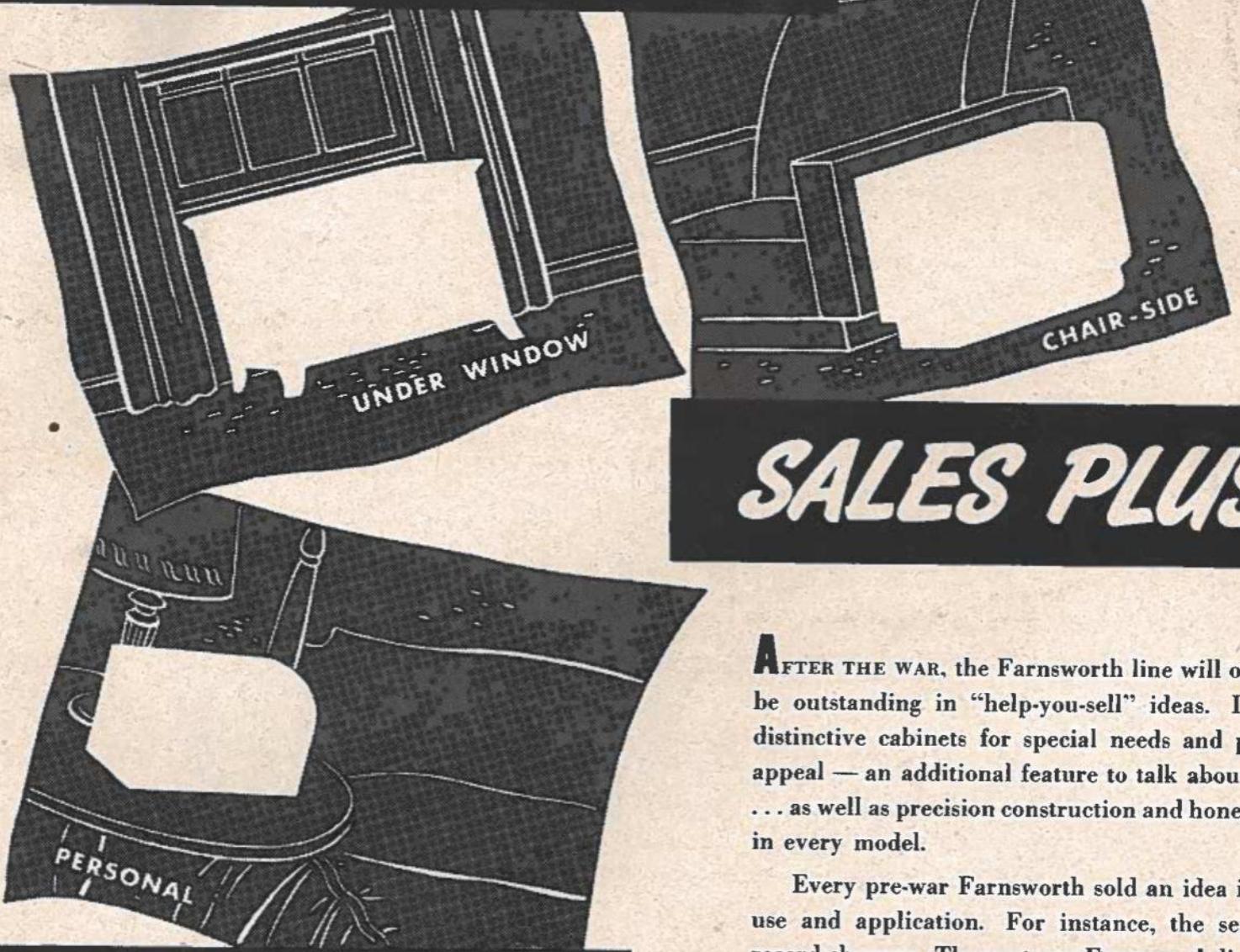
Farnsworth Television & Radio Corp., Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; Farnsworth Television Tubes; the Farnsworth Phonograph-Radio; the Capehart, the Capehart-Panamuse.

Mr. Sellers

C. D. Record E

SIG

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HOMER E. BLAIR, Pres.
American Distributors, Inc.
New Haven, Connecticut



JOSEPH KENNEDY, Vice Pres.
Bigelow & Dowse Co.
Boston, Massachusetts



HARLEY W. GRAY, Mgr.
Berden Bryant Co.
Springfield, Mass.



HARRY W. CAMERON, Pres.
Harry W. Cameron, Inc.
Chattanooga, Tenn.



JOHN T. MORGAN, Pres.
Charleston Electrical Supply Co.
Charleston, West Virginia



PETE F. CRENSHAW, JR.
P. F. Crenshaw, Jr., Co.
Memphis, Tennessee



WILLIAM E. SEATON,
Vice Pres. & Treas.
B. T. Crump Company, Inc.
Richmond, Virginia



FRANK L. EDWARDS
Frank Edwards Co.
Radio Appliance Division
San Francisco, Calif.



EVERETT FOSTER
Foster Supply Company
Buffalo, New York



A. B. GARNICH
E. Garnich & Sons Hardware Co.
Ashland, Wisconsin



C. H. McCLEAN, District Mgr.
Graybar Electric Co., Inc.
Kansas City, Missouri



DOUGLAS WALLACE,
District Manager
Graybar Electric Co., Inc.
Pittsburgh, Pennsylvania



C. P. DAMM, Pres.
Independent Distributors, Inc.
Grand Rapids, Michigan



DAN MOULEDOUS,
Radio Sales Mgr.
Interstate Electric Co.
New Orleans, La.



H. M. LONG
L & K Electric Co.
Binghamton, New York



DAVID C. LAPPIN, Pres.
Lappin Electric Co.
Milwaukee, Wisconsin



D. M. WILLIAMS, Branch Mgr.
Le Valley, McLeod,
Kinkaid Co., Inc.
Schenectady, New York



LEO MAXWELL, President
Leo Maxwell Company
Oklahoma City, Okla.



D. W. MAY, Pres.
D. W. May Corp.
New York, New York



JOHN U. WALKER, Secy.
Midland Electric Co.
Cleveland, Ohio



S. A. LEHMAN,
Pres. & Gen. Mgr.
The National Mill Supply Co.
Fort Wayne, Indiana



H. MERRILL WINNER, Pres.
Neyhart's, Inc.
Williamsport, Penna.



W. F. STRUBY, Gen. Mgr.
Electronic Distributors Div.
Packard Manufacturing Corp.
Indianapolis, Indiana



L. A. PIXLEY, Pres.
Pixley Electric Supply Co.
Columbus, Ohio

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Record Book*

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J. A. "JIMMY" MOOK
Raybro Electric Supplies, Inc.
Tampa, Florida

A. H. ZIMMERMAN, Pres.
Republic Supply Corp.
Detroit, Michigan

CARL C. KROMER, Radio Mgr.
The Sacks Electrical Supply Co.
Akron, Ohio

H. E. SHERMAN, JR.
Los Angeles, Calif.

H. J. HELLIWELL, General Mgr.
Standard Distributing Company
San Antonio, Texas

HERE are some of the industry's leading distributors who have adopted a policy of selected dealerships—providing the distributor with a *real opportunity for profitable volume at full price*.

These dealers will apply this policy by limiting their dealer territories by maintaining list prices in accordance with the manufacturer's policy. This will insure continuous and full profit opportunity for the selected dealer.

Profit will be enforced. It means just this—a greater profit for the distributor in a selected group of franchised dealers—to sell the Farnsworth Line of Television Receivers, Phonograph-Radios and other products in character to fit this policy.

For further information, please write or call to talk over this continuous profit program with the Farnsworth Distributor in your territory.

For your free copy of "The Story of Electronic Television" write to:

FARNSWORTH *Television · Radio · Phonographs*

Farnsworth Radio and Television Corporation, Fort Wayne, Indiana
Manufacturers of Television Transmitters and Receivers; Aircraft Radio Equipment; Farnsworth Television Tubes; The Farnsworth Phonograph-Radio.



HERBERT F. BOEHL, Pres.
Standard Distributors
Louisville, Kentucky



J. H. WALKER, Manager
Standard Equipment Company
Phoenix, Arizona



SAM HOLLANDER,
Vice Pres. & Gen. Mgr.
Stanley Distributing Co.
St. Louis, Missouri



JACK STRAUS, Vice Pres.
Straus-Bodenheimer Co.
Houston, Texas



L. I. TAYLOR, Sales Mgr.
Taylor Refrigeration Company
Billings, Mont.



HARRY MONTAGUE
Trilling & Montague
Philadelphia, Penna



M. L. KREWER
Washington Wholesalers
Washington, D. C.



Lieut.-Comdr.
W. H. WILLIAMSON
Williamson, Inc.
Charlotte, N. C.



A. Z. HELLER,
Vice Pres. & Gen. Mgr.
The York Supply Co.
Cincinnati, Ohio



LUIS ZORK
Zork Hardware Company
El Paso, Texas

*Pictures of other distributors listed below
were not available at time of going to press.*

BIRMINGHAM ELECTRIC BATTERY CO. Birmingham, Alabama	JACKSON INVESTMENT CO. Salt Lake City, Utah
PAUL BLACKWELL CO. Dallas, Texas	LINCOLN SALES CORPORATION Baltimore, Maryland
CLOUD BROTHERS South Bend, Indiana	LUCKER SALES CO. Minneapolis, Minn.
FARGO PAINT & GLASS CO. Fargo, North Dakota	RAYBRO ELECTRIC SUPPLIES, INC. Jacksonville, Florida
GRAYBAR ELECTRIC CO. Omaha, Nebraska	RAYBRO ELECTRIC SUPPLIES, INC. Miami, Florida
GRAYBAR ELECTRIC CO. Wichita, Kansas	SPECIALTY DISTRIBUTING CO. Atlanta, Georgia
HARPER & MCINTIRE CO. Ottumwa, Iowa	B. K. SWEENEY ELECTRICAL CO. Denver, Colorado
HORROCKS-IBBOTTSON CO. Utica, New York	THE YORK SUPPLY CO. Dayton, Ohio

Seller



HOMER E. BLAIR, Pres.
American Distributors, Inc.
New Haven, Connecticut



JOSEPH KENNEDY, Vice Pres.
Bigelow & Dowse Co.
Boston, Massachusetts



HARLEY W. GRAY, Mgr.
Burden Bryant Co.
Springfield, Mass.



HARRY W. CAMERON, Pres.
Harry W. Cameron, Inc.
Chattanooga, Tenn.



JOHN T. MORGAN, Pres.
Charleston Electrical Supply Co.
Charleston, West Virginia



PETE F. CRENSHAW, JR.
P. F. Crenshaw, Jr., Co.
Memphis, Tennessee



WILLIAM E. SEATON,
Vice Pres. & Treas.
B. T. Crenshaw Company, Inc.
Richmond, Virginia



FRANK L. EDWARDS
Frank Edwards Co.
Radio Appliance Division
San Francisco, Calif.



EVERETT FOSTER
Foster Supply Company
Buffalo, New York



A. B. GARNICH
E. Garnich & Sons Hardware Co.
Ashland, Wisconsin



C. H. McCLELLAN, District Mgr.
Graybar Electric Co., Inc.
Kansas City, Missouri



DOUGLAS WALLACE,
District Manager
Graybar Electric Co., Inc.
Pittsburgh, Pennsylvania



C. P. DAMM, Pres.
Independent Distributors, Inc.
Grand Rapids, Michigan



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Radio Sales Mgr.
Interstate Electric Co.
New Orleans, La.



H. M. LONG
L & K Electric Co.
Binghamton, New York



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D. W. May Corp.
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Neyhart's, Inc.
Williamsport, Penna

Top Flight

FARNSWORTH DISTRIBUTORS

*Adopt Selected
Dealership Policy*



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A. J. NELLIS, Manager
Wadding, Kinnan & Marvin Co.
Toledo, Ohio



GEORGE J. WINTER, Jr.,
General Manager
The Winter Company of Erie
Erie, Penna.



M. L. KREWER
Washington Wholesalers
Washington, D. C.



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Cincinnati, Ohio



LUIS ZORK
Zork Hardware Company
El Paso, Texas

HERE are some of the industry's leading distributors—each has adopted a policy of selected dealerships—providing Farnsworth dealers a *real opportunity for profitable* volume at full list prices.

These distributors will apply this policy by limiting their dealer appointments and by maintaining list prices in accordance with the Fair Trade Laws. This will insure continuous and full profit opportunities to each selected dealer.

This policy will be enforced. It means just this—a greater profit opportunity for a selected group of franchised dealers—to sell the new Farnsworth Line of Television Receivers, Phonograph-Radios and Radios designed in character to fit this policy.

Now is the time to talk over this continuous profit program with the Farnsworth Distributor in your territory.

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Television · Radio · Phonographs

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Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; Farnsworth Television Tubes; The Farnsworth Phonograph-Radio.



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GRAYBAR ELECTRIC CO.
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HARPER & MCINTIRE CO.
Ottumwa, Iowa

HORROCKS-IBBOTSON CO.
Utica, New York

JACKSON INVESTMENT CO.
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Minneapolis, Minn.

RAYBRO ELECTRIC SUPPLIES, INC.
Jacksonville, Florida

RAYBRO ELECTRIC SUPPLIES, INC.
Miami, Florida

SPECIALTY DISTRIBUTING CO.
Atlanta, Georgia

THE YORK SUPPLY CO.
Dayton, Ohio