



PHILO T.
FARNSWORTH
*Originator of
Electronic Television*



E. M. MARTIN
*Secretary and
Counsel*



E. H. VOGEL
*Vice President
Sales*



E. A. NICHOLAS
President



J. P. ROGERS
*Vice President
Treasurer*



B. RAY CUMMINGS
*Vice President
Engineering*

FARNSWORTH EXECUTIVE MANAGEMENT COMMITTEE

Look to the Future . . .



W. J. AVERY
Export



M. ISON CAWEIN
Research



J. C. FERGUSON
*Chief Engineer
Fort Wayne*



JOHN S. GARCEAU
Advertising

WITH THESE MEN!



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

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.

After the war, Farnsworth will be in a strong position to work with you in all phases of radio and television transmission and reception. Farnsworth accomplishments have received high recognition. Farnsworth possibilities in the future are unlimited.

FIRST POPULAR INTERPRETATION OF TELEVISION. Write for copies of "The Story of Electronic Television." Prepared for the public, it should be useful to you.

FARNSWORTH

Television • Radio • Phonographs

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana
Aircraft Radio Equipment • Farnsworth Television Tubes

• Farnsworth Radio and Television Transmitters and Receivers
• The Farnsworth Phonograph-Radio • The Capehart



PHILO T. FARNSWORTH
Originator of Electronic Television



E. M. MARTIN
Secretary and Counsel



E. H. VOGEL
Vice President Sales



E. A. NICHOLAS
President



J. P. ROGERS
Vice President Treasurer



B. RAY CUMMINGS
Vice President Engineering

FARNSWORTH EXECUTIVE MANAGEMENT COMMITTEE

SIGNATURE & DATE



WRITER'S O. K.

Look to the Future—



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

WITH THESE MEN!

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 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 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.

WHAT WILL YOU DO IN TELEVISION? Write for copies of "The Story of Electronic Television"—a preview of what you'll sell.

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



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 Farnsworth's post-war policies and lines of 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.

FARNSWORTH

Television • Radio • Phonographs

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana

Receivers • Aircraft Radio Equipment • Farnsworth Television Tubes

Farnsworth Radio and Television Transmitters and

The Farnsworth Phonograph-Radio • The Capehart

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

SIGNATURE & DATE
<i>W. H. Fry</i>
WRITER'S O. K.
<i>Setters</i>



ERNEST H. VOGEL
Vice President—Sales



E. A. NICHOLAS
President



J. P. ROGERS
Vice President—Treasurer



B. RAY CUMMINGS
Vice President—Engineering

FARNSWORTH EXECUTIVE MANAGEMENT COMMITTEE

... 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.



PHILO T. FARNSWORTH
Originator of Electronic Television



E. M. MARTIN
Secretary and Counsel



E. H. VOGEL
Vice President Sales



E. A. NICHOLAS
President



J. P. ROGERS
Vice President Treasurer



B. RAY CUMMINGS
Vice President Engineering

FARNSWORTH EXECUTIVE MANAGEMENT COMMITTEE

Look to the Future . . .



W. J. AVERY
Export



MADISON CAWEIN
Research



J. C. FERGUSON
Chief Engineer Fort Wayne



JOHN S. CARCEAU
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

WITH THESE MEN!

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.

★ ★ **WHAT WILL YOU DO IN TELEVISION?** ★ ★
Write for copies of "The Story of Electronic Television" — a preview of what you'll sell.

FARNSWORTH

Television • Radio • Phonographs

Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana
Aircraft Radio Equipment • Farnsworth Television Tubes

• Farnsworth Radio and Television Transmitters and Receivers
• The Farnsworth Phonograph-Radio • The Capehart



PHILO T. FARNSWORTH
Vice President



E. M. MARTIN
Secretary and Counsel

• 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.

FARNSWORTH

Television • Radio • Phonographs



E. H. VOGEL
Vice President—Sales



E. A. NICHOLAS
President



J. P. ROGERS
Vice President—Treasurer



B. RAY CUMMINGS
Vice President—Engineering

...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
Comptroller



E. J. ANDERSON



E. J. GORMAN



J. H. PRESSLEY



A. E. SIRLEY

WHAT WILL YOU DO
IN TELEVISION?

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

Mr. Sellers
C. D. Record Book

SIGNATURE &

W. H. Sellers

WRITER'S O. K.

Sellers

Revised

Mr. Sellers

C. D. Record Book

SIGNATURE

Mr. Sellers

WRITER'S

Sellers



PHILO T. FARNSWORTH
Originator of Electronic Television



E. M. MARTIN
Secretary and Counsel



E. H. VOGEL
Vice President Sales



E. A. NICHOLAS
President



J. P. ROGERS
Vice President Treasurer



B. RAY CUMMINGS
Vice President Engineering

FARNSWORTH EXECUTIVE MANAGEMENT COMMITTEE

Look to the Future—



W. J. AVERY
Export



MADISON CAWEIN
Research



J. C. FERGUSON
Chief Engineer Fort Wayne



JOHN S. GARCEAU
Advertising

WITH THESE MEN!



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

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 and entered into radio production.

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 electronics field . . . in television, radio and phonographic reproduction.

After the war, Farnsworth will be in a strong position to work with you in all phases of radio and television transmission and reception. Farnsworth accomplishments have received high recognition. Farnsworth possibilities in the future are unlimited.

★ **FIRST POPULAR INTERPRETATION OF TELEVISION** ★
Write for copies of "The Story of Electronic Television." Prepared for the public, it should be useful to you.

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

Revised

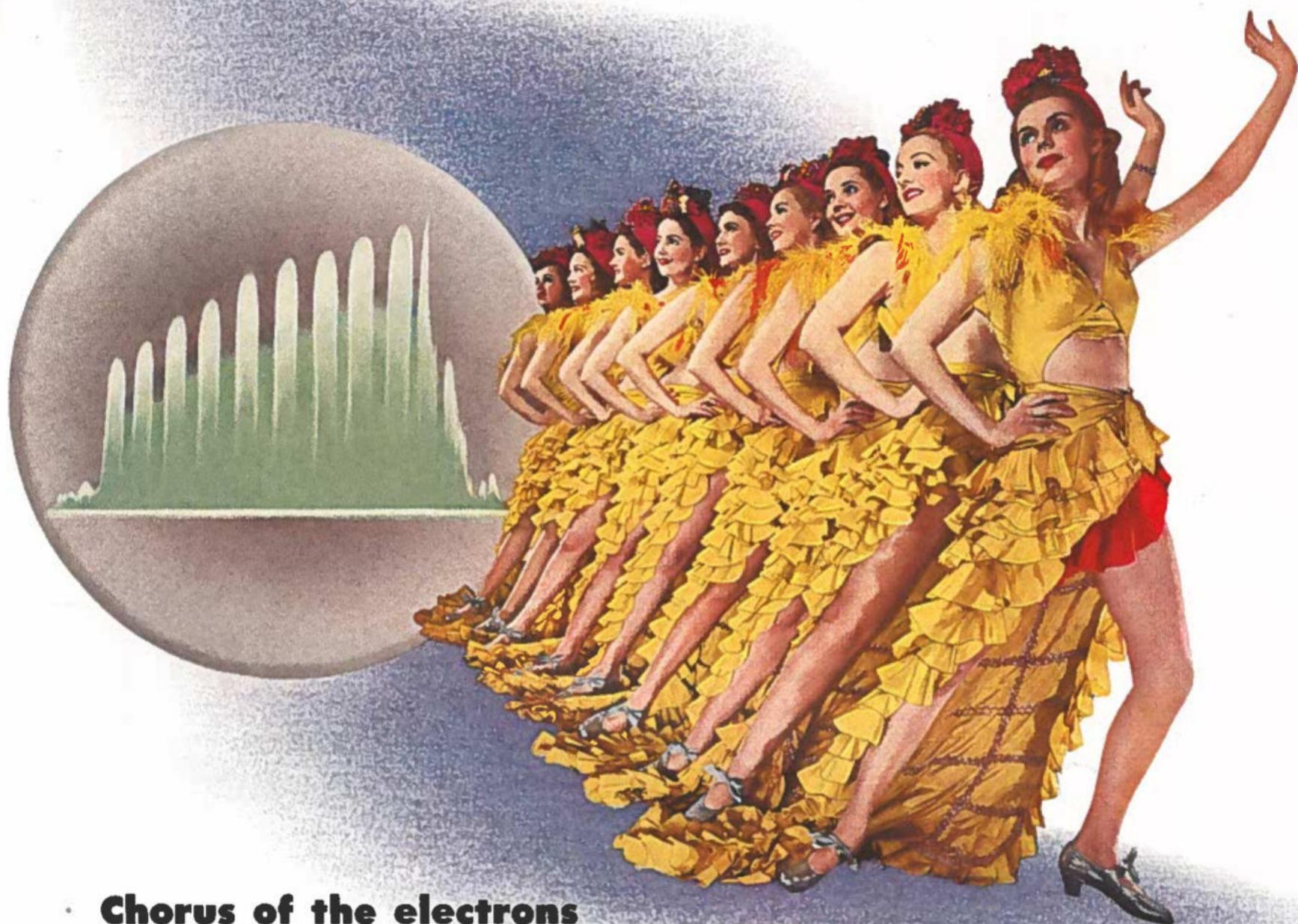
Mr. Seller

C. D. Record B

SIGNA

M

WR



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**



**THE
FARNSWORTH**

Television • Radio • Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

Revised

Mr. Selker

C. D. Record B

SIGN

W



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 equipment to catch, strengthen and fling through space to your receiving set.

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 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, simple record-changers . . . cabinets designed for both beauty and efficiency. Television, too, eventually will be available in

both Farnsworth and Capehart models.

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

WAR BONDS HASTEN PEACE. BUY MORE.

THE
CAPEHART



THE
FARNSWORTH

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

Mr. Sellers

C. D. Record Bo

SIGNATURE

WRITING

• 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.

Remind
C. 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 foot-steps, 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 handmaid of dancing. And those who love dancing—or enjoy watching the dance—are particular about the music that accompanies their delightful 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

Capehart-Panamuse

PRODUCTS OF

FARNSWORTH TELEVISION & RADIO CORPORATION

THE CAPEHART ADAM



N. W. AYER & SON

Revised

C. D.
Record Bo
March
5/1
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 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.

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 Edward Buk Ulrich, 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

CAPEHART - PANAMUSE

Products of

FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON



C. L.
Record



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 CHIPPEDALE

CAPEHART - PANAMUSE
Products of
FARNSWORTH TELEVISION & RADIO CORPORATION

M. W. AYER & SON



C. D.
Record Book
Dahm
3/23
M

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 delightful 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

Capehart-Panamuse

PRODUCTS OF

FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

THE CAPEHART ADAM



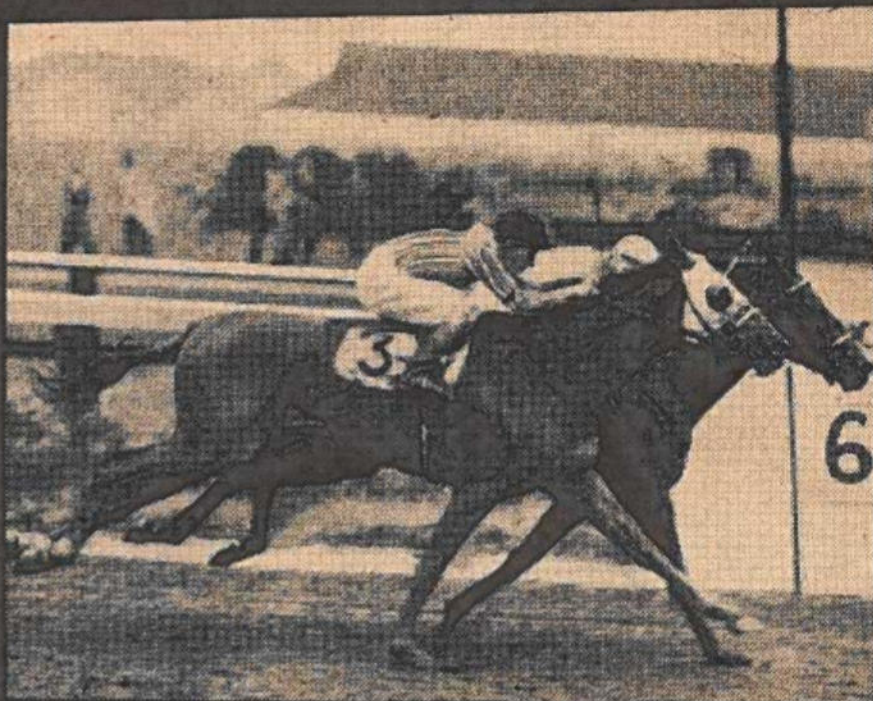
Mr. Sellers

C. D. Record B

SIGNA

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 tele-casting 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

Mr. Sellers	10
C. D. Record Book	10
SIGNATURE & DATE Mr. Sellers 5/12	
WRITER'S O. K. Sellers	



of the



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 fulfillment, 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.

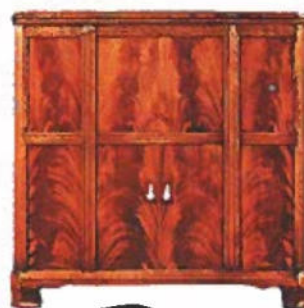
When that day comes, you will choose from a rich variety of Capehart and Farnsworth styles and sizes. Magnificent cabinets with instruments of glorious tone . . . magic record-changers . . . superb FM reception. And whether you select a radio, a phonograph-radio—whatever the instrument, the size and

The processional scene from Prokofiev's "Peter and the Wolf," an interpretation painted by Eduard Buk 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.

INVEST IN
VICTORY—BUY
WAR BONDS



**THE
CAPEHART**

**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.

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

Revised

Mr. Sellers	10
C. D. Record Book	10

SIGNATURE & DATE
When 729
WRITER'S O. K.
Sellers



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

FARNSWORTH EXECUTIVE MANAGEMENT COMMITTEE

UTURE

...with these men

prices and profits. . . .
every price range.

s with assured sales
for broadcast and
hs with time-proven
construction and
performance. Advanced
on, the result of 19

nts in the past have
Farnsworth possibil-
ities.

RTH

graphs

levision Transmitters and
sh-Radio • The Capehart



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



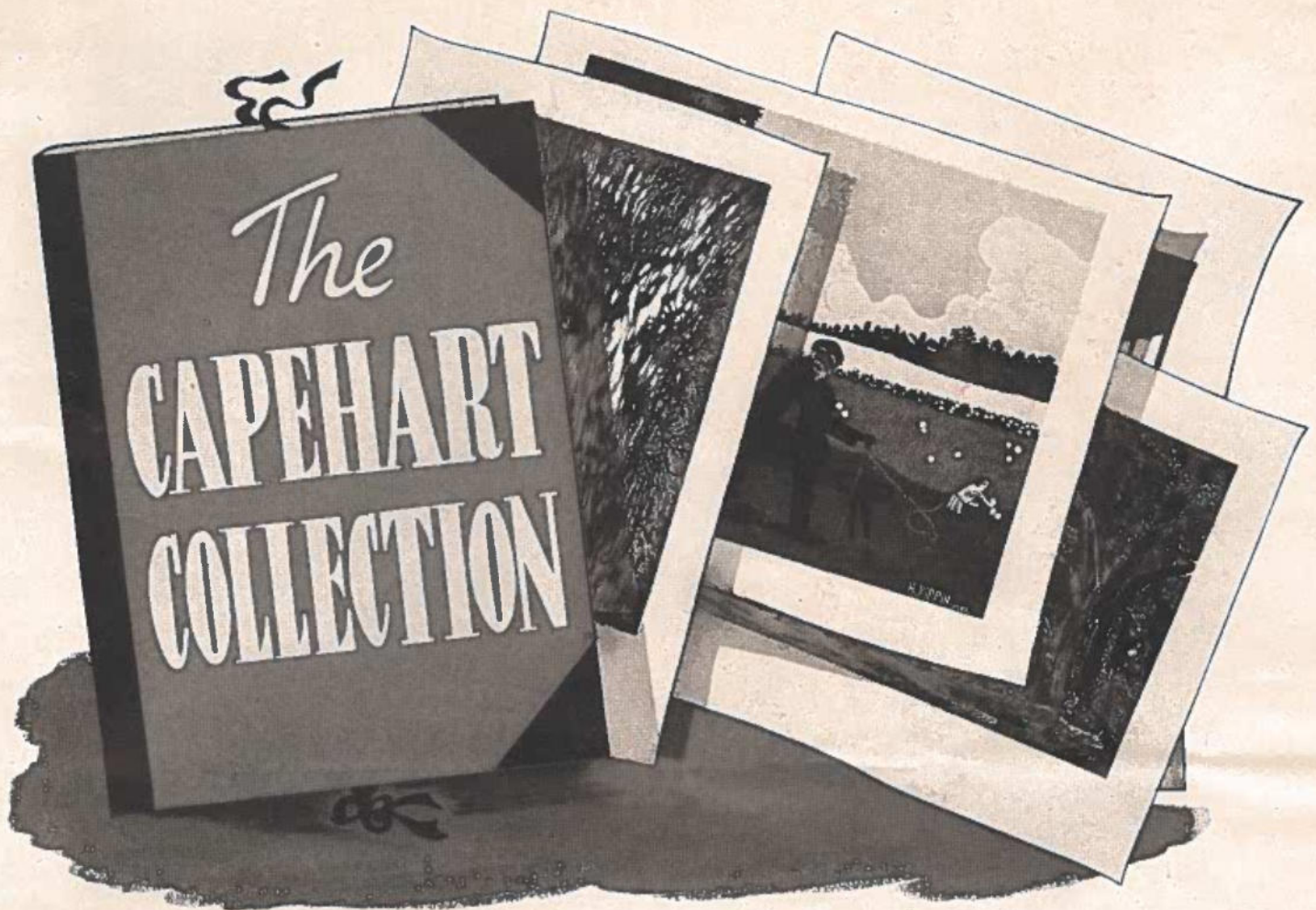
A. E. SIBLEY
Credit

WHAT WILL YOU DO
IN TELEVISION?

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

C. D.
Record Bo
20

Nu



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
DAH
3/6

FARNSWORTH ADS BUILD

YOUR
FUTURE

IN TELEVISION ...

Allen

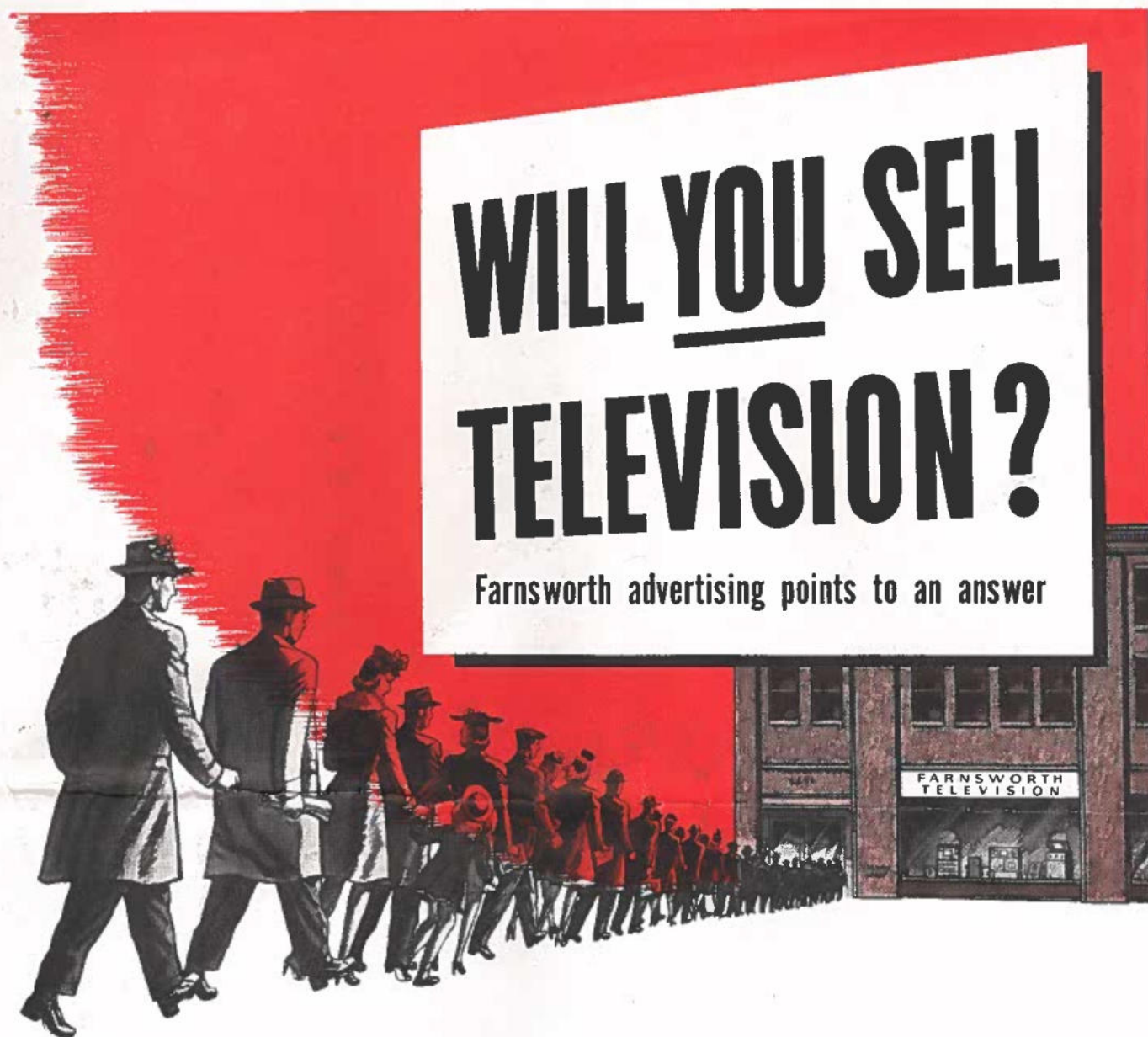
FARNSWORTH TELEVISION

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
DAG

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 understanding 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 1
Nusbaum

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

Recon
Hildred
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.

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 trade-name 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*.

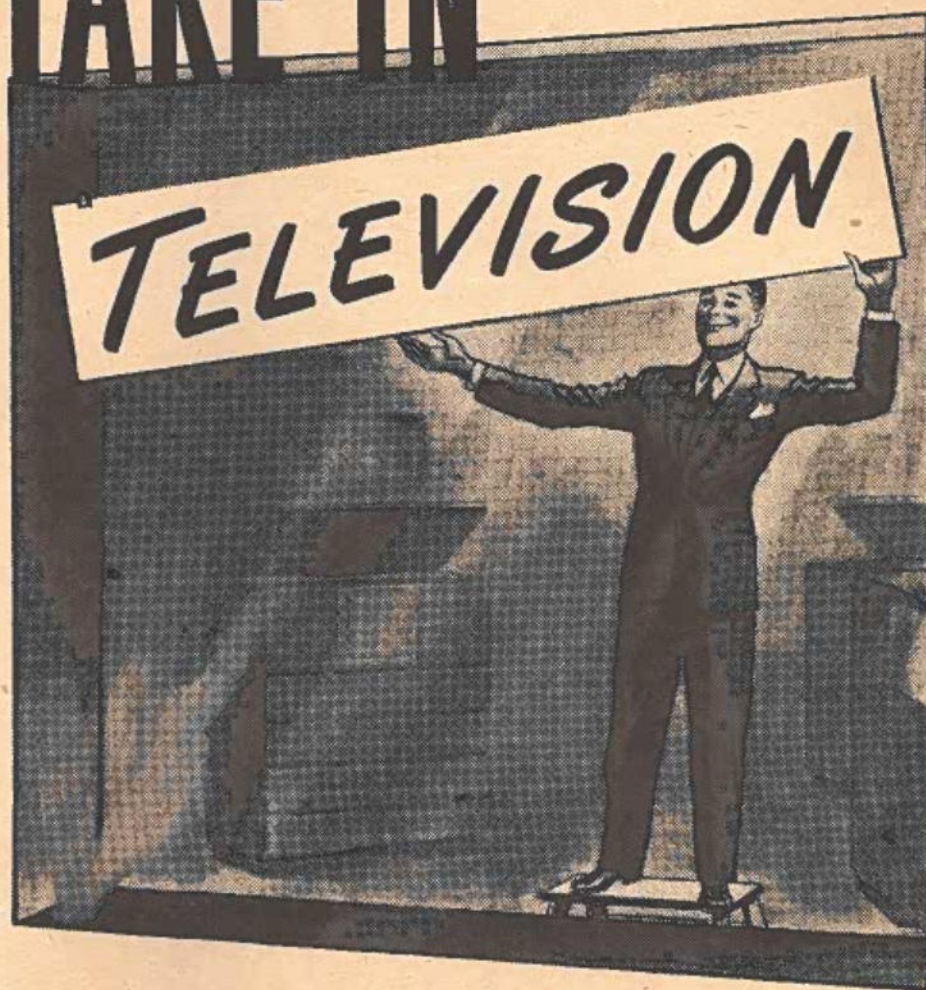
FARNSWORTH TELEVISION



• 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.

Recd
Held
M...

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 kind of product. So Farnsworth advertising *now* is overcoming hurdles you might face later. We're explaining what television 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 trade-name 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*.

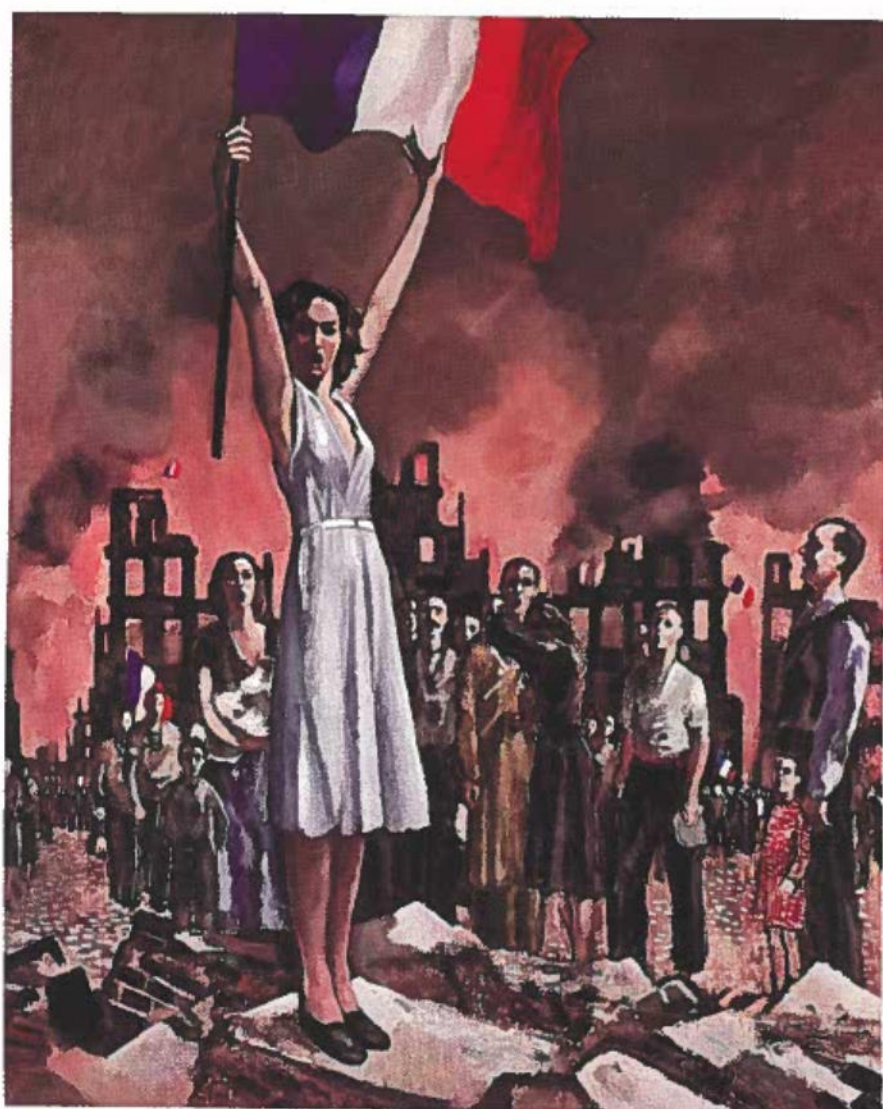
FARNSWORTH TELEVISION



• 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
W. W. Belmont
New York

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 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 show-rooms 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

Products of
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

CAPEHART-PANAMUSE SHERATON



— C
Record
 Hildred S
 Nush



Sea Secret

Debussy's "La Mer," an interpretation by Bernard Lamotte, famous French painter and eminent 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 Waves." ... 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.

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

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 (the Boston Symphony Orchestra, No. M-643) or by Artur Rodken and the Cleveland Orchestra (Columbia No. M-531).

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

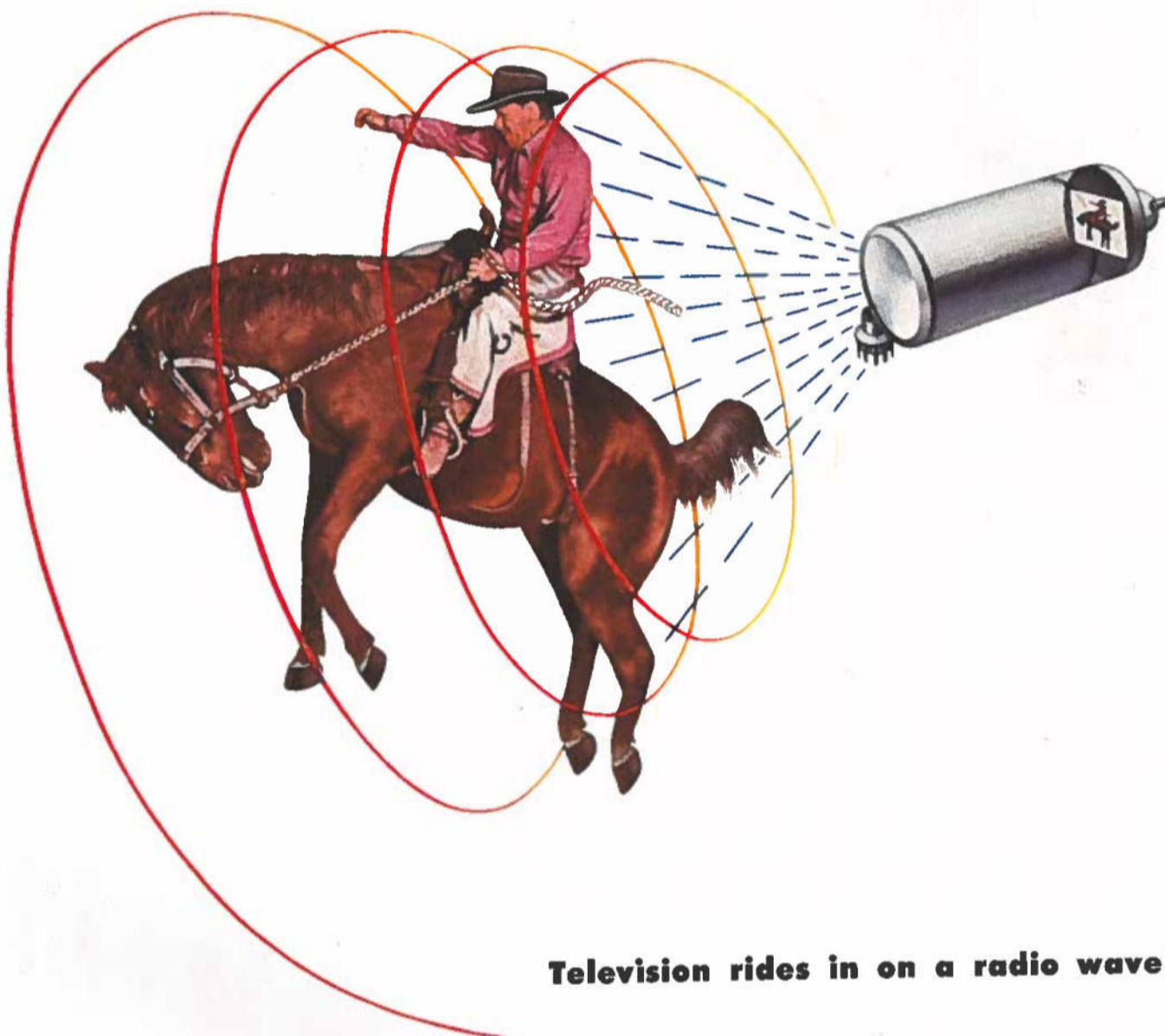
INVEST IN VICTORY—BUY WAR EQUIPMENT

THE CAPEHART CHIPPENDALE

CAPEHART - 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 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

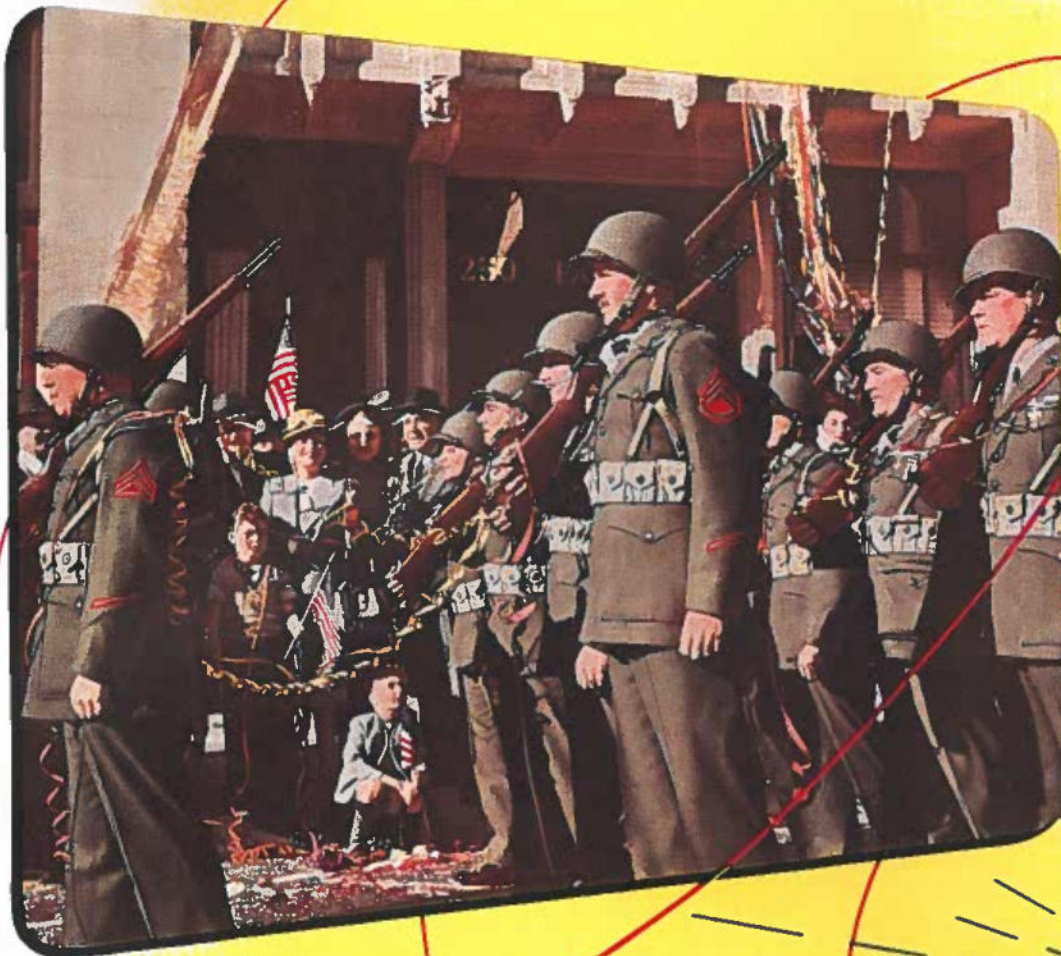
FARNSWORTH TELEVISION

PRODUCT OF

FARNSWORTH TELEVISION & RADIO CORPORATION

Revised

Record



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 after 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 most potent weapon. Buy more.

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

Revised

Mr. Schmidt

C. D. Record Bond

A MAN, A MAID AND THE MINUET

SIGNATURE

WRITER



"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.



She 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 delightful 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

Capehart-Panamuse

PRODUCTS OF

FARNSWORTH TELEVISION & RADIO CORPORATION

THE CAPEHART ADAM



N. W. AYER & SON

Mr.
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 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.

The Seller

C. D. Record Bo

SIGNAT

WRIT

ILL



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



THE
CAPEHART

THE
FARNSWORTH

Television • Radio • Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

R. W. AYER & SON

Revised

Mrs. Schmidt
C. D. Record Book

SIGNATURE

Whe

WRITE

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.

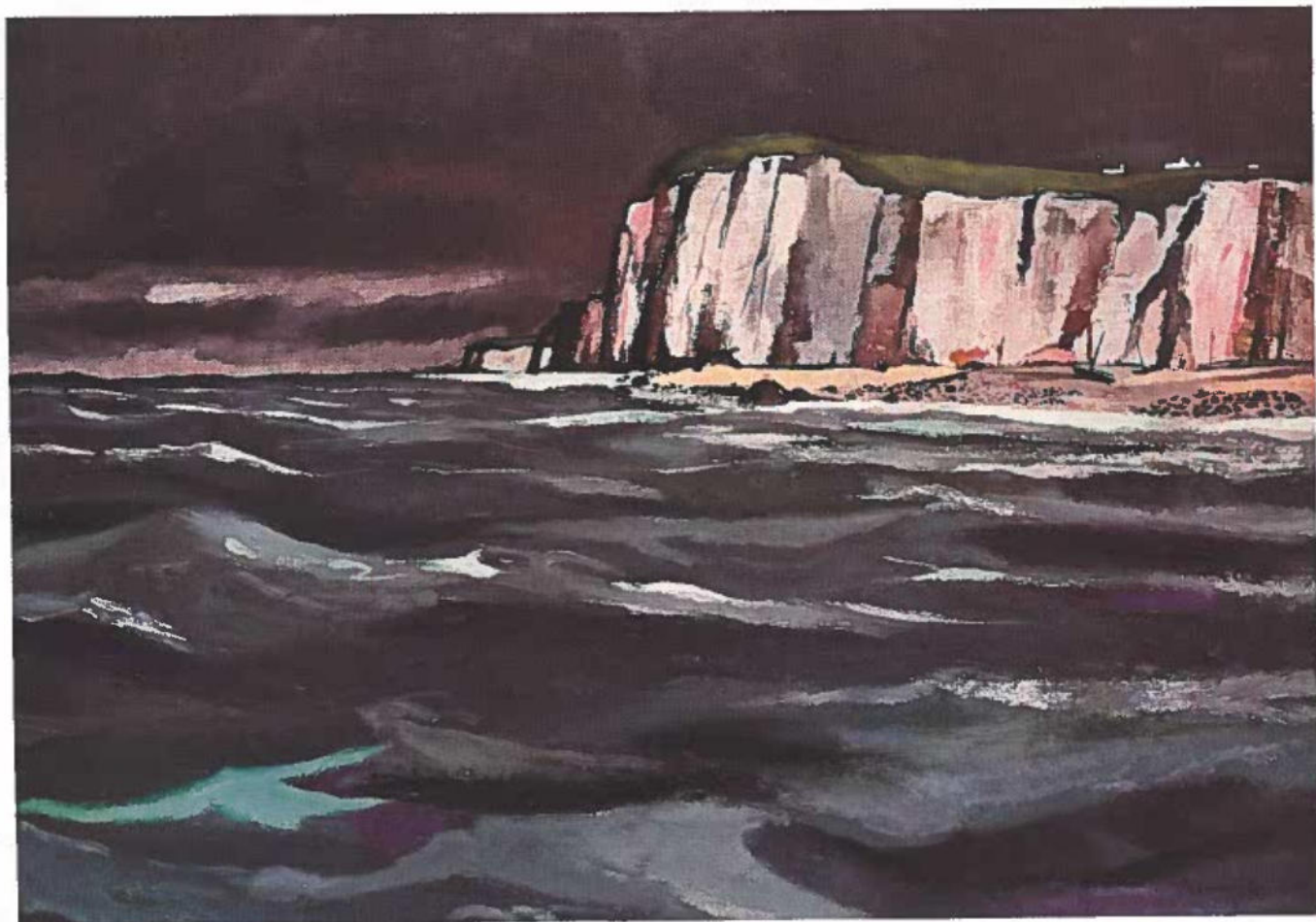
Yours, too, is the reservoir of good-will which will materialize as profitable sales when Capeharts again become available

—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.

CAPEHART-PANAMUSE
PRODUCTS OF
FARNSWORTH TELEVISION & RADIO CORPORATION

C. D.
Record
Hildebrand
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

CAPEHART - PANAMUSE
Products of
FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON



FN-40—1943-44—1 page, 4 colors—9 3-8 x 12 1-8—Collier's, March 18—N. W. Ayer & Son, Inc. 9553



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, 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

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 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.

Meanwhile, your Capehart dealer invites you to come to his showrooms. You will enjoy—as will your children—the recordings of Prokofiev'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 Prokofiev's "Peter and the Wolf" is an interpretation painted by Eduard Buk Ulreich, distinguished American artist. The canvas depicts Peter in the van, The Hunters, The Wolf, Grandfather and The Cat, and a Bird flies chirping overhead—all done in the delightful, gay pomp of childhood. . . . Painted for the Capehart Corporation.

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

and the Boston Symphony Orchestra (Victor M-477) 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 AND STAMPS

C. D.
Record Books

DAtem 2/21

Wusbaum

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 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.

Meanwhile, your Capehart dealer invites you to come to his showrooms. You will enjoy—as will your children—the recordings of Prokofiev'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 Prokofiev's "Peter and the Wolf," an interpretation painted by Edward Buk 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

CAPEHART - PANAMUSE

Products of

FARNSWORTH TELEVISION & RADIO CORPORATION



*The Capehart
Early Georgian*

N. W. AYER & SON



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.



H. W. AYER & SON

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 • PHONOGRAPHS
FARNSWORTH TELEVISION & RADIO CORPORATION

REVISED

(10) Mr. Sel
C. D.
Record Bo
M.U.



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 • PHONOGRAPHS

THE
FARNSWORTH

FARNSWORTH TELEVISION & RADIO CORPORATION

"TRINKLER"
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.

THE CAPEHART

THE FARNSWORTH

Television • Radio • Phonographs

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 Passion According to St. Matthew," by Johann Sebastian Bach, interpreted for the Capehart Collection by Fred Nagler. This immortal cantata 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." Portfolios of reproductions of paintings in the Capehart Collection may be secured at nominal cost from your Capehart dealer, or you may write to Capehart Division, Fort Wayne 1, Indiana.

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, symphony 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 towards your greater pleasure. There will be phonograph-radios and radios with new precision of tone, glorious

reception, 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 highest possible quality and truest listening delight. Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.

THE CAPEHART **THE FARNSWORTH**
Television • Radio • Phonographs

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

Ars. Schmidt

C. D. Record Book

SIGNATURE & I A

BA Green 6/

WRITER'S O. K.

me



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



THE
FARNSWORTH

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

Revised

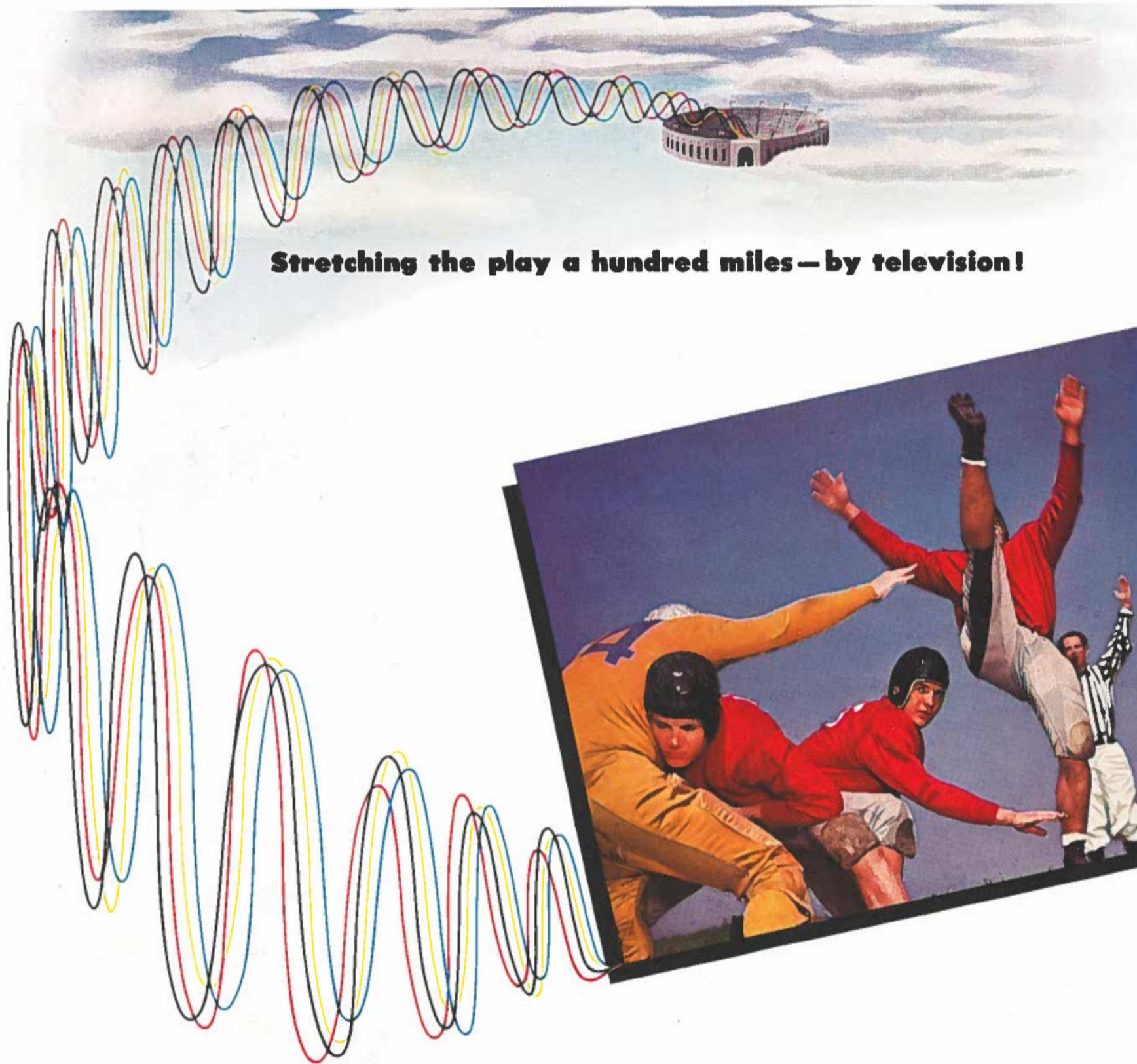
Mr. Sel

C. D. Record B

SIG

2

V



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 recording — 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 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

Mary Wallis

Mel



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



THE
FARNSWORTH

Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

N-3-A-1944-1 page 7 & 10—Time, Oct. 2; The New Yorker, Sept. 23; Newsweek, Sept. 18

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



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 PLOIE," 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 harvest 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.



H. W. AYER & SON

The **CAPEHART** The **FARNSWORTH**
RADIO • TELEVISION • PHONOGRAPHS
FARNSWORTH TELEVISION & RADIO CORPORATION

Mr. Sellers	10
C. D. Record Book	10
SIGNATURE & DATE	
Wheeler 7/21	
ENTERED O.K.	

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

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.

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.

Mc Sellers

C. D. Record Book

SIGNATURE
CD Record
WRITER
Mc Sellers

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

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.

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

Revised

Mr. Sellers

C. D. Record Book

SIGNATURE &

Whelan 7/

WRITER'S

Sellers

Farnsworth engineers.

AT YOUR SERVICE



WRITE FOR COPIES OF

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

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.

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.

Revised

<i>Mr. Setters</i>	10
C. D. Record Book	10
SIGNATURE & DATE <i>Mr. Setters 4/21</i>	
WRITER'S O. K. <i>Setters</i>	

Farnsworth engineers..

AT YOUR SERVICE



A COPY
• WRITE FOR COPIES OF "The Story of Electronic Television"—a new 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 and development . . . a guarantee of leadership.

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

FARNSWORTH

Television · Radio · Phonographs

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

Mr. Sellers

C. D. Record Book

SIGNATURE

WRITER

Sell



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



THE
FARNSWORTH

Television • Radio • Phonographs
FARNSWORTH TELEVISION & RADIO CORPORATION

Mrs. Schmitt

C. D. Record Bo

SIGNA

KRS

WRIT



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. Sellers	10
Mrs. Schmidt	10
C. D. Record Book	
SIGNATURE & DATE	
KRS	8/24
WRITER'S O.	



• 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.

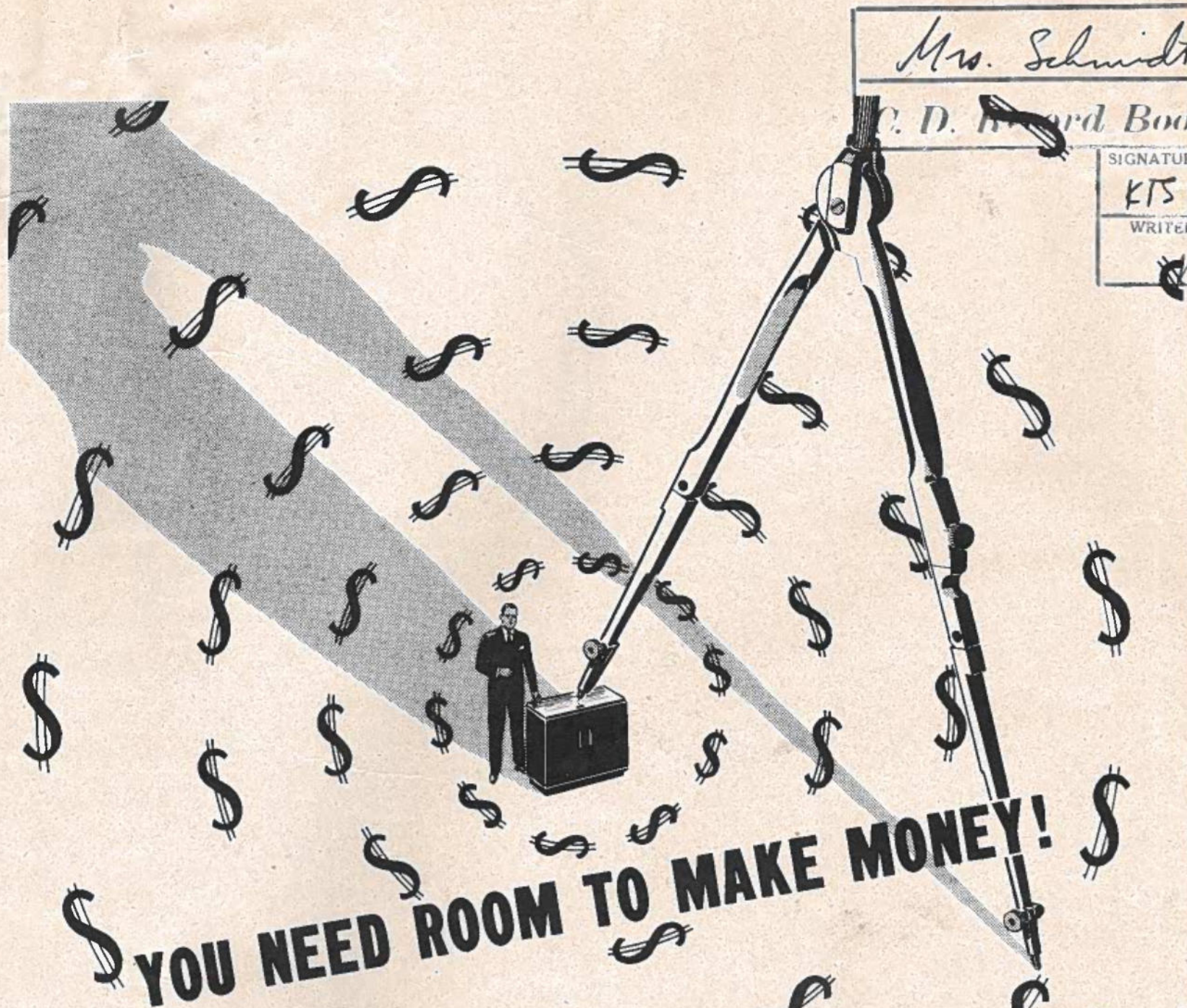
FARNSWORTH stands
for protected dealerships!

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.



• 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.

Mrs. Schmie
C. D. Record B
SIGN
K7
WR



YOU NEED ROOM TO MAKE MONEY!

FARNSWORTH stands
for protected dealerships!

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 public acceptance of the great Farnsworth line.

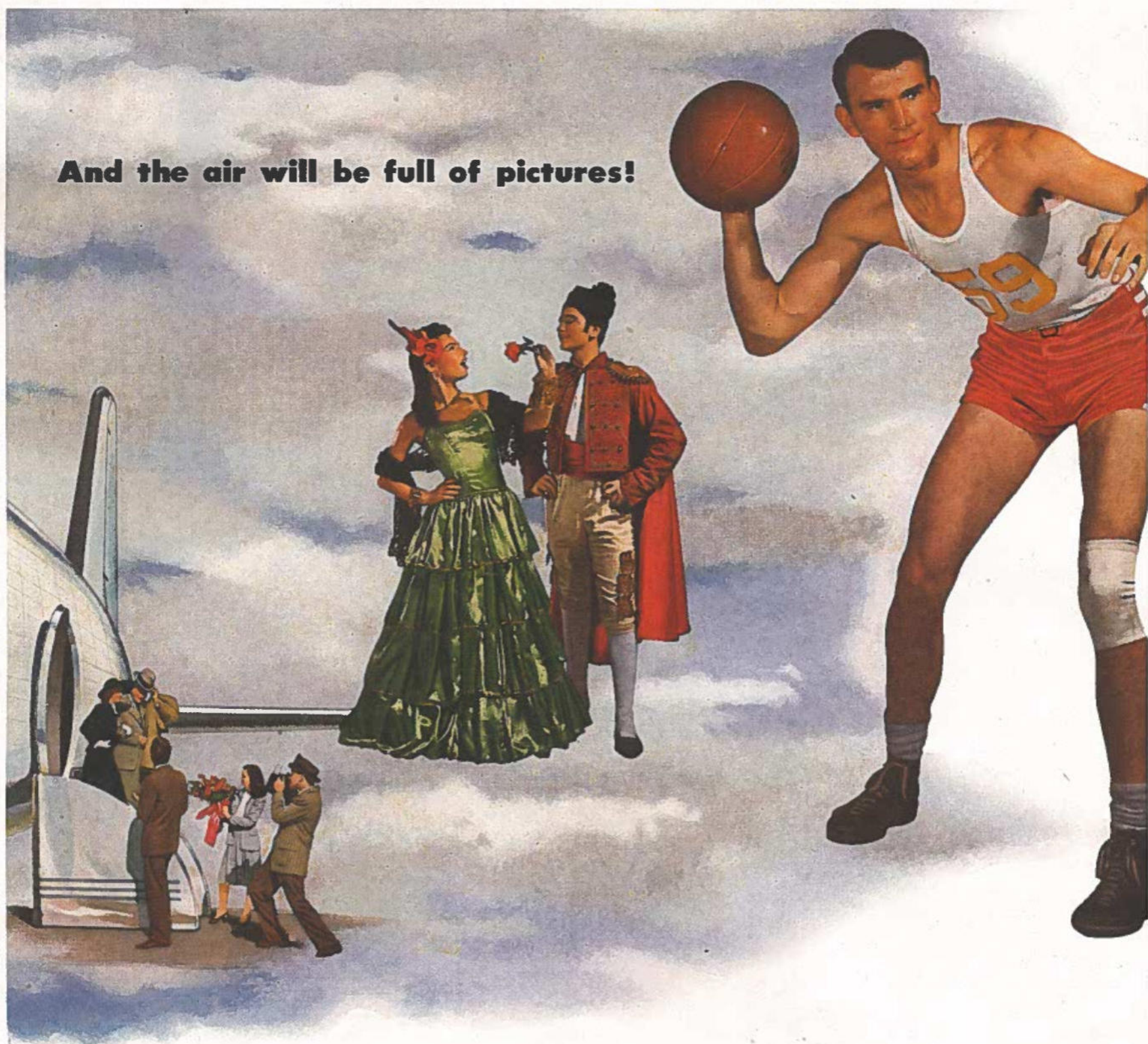
Like the sound of that? Build *your* post-war plans around Farnsworth protection — and you'll profit.

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.

MES
 C. D. Record



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 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, dependable record-changers, and eventually the major 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 MORE WAR BONDS

**THE
 CAPEHART**



**THE
 FARNSWORTH**

Television · Radio · Phonographs
FARNSWORTH TELEVISION & RADIO CORPORATION

Mr. Sellers

C. D. Record Book

SIGNATURE & DATE

KTS 9/1

WRITER'S O. K.

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!

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.

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.

2/16/1944



Le Lac des Cygnes (Swan Lake) by Tchaikowsky, interpreted by Bernard Lamotte for the Capehart Collection. This was Tchaikowsky'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

THE
FARNSWORTH

Television • Radio • Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

N. W. AYER & SON

<i>Mr. Sellers</i>	10
C. D. Record Book:	10
SIGNATURE & DATE <i>KPS 8/8</i>	
WRITER'S O. K. <i>Sellers</i>	



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

SIGNATURE & DATE

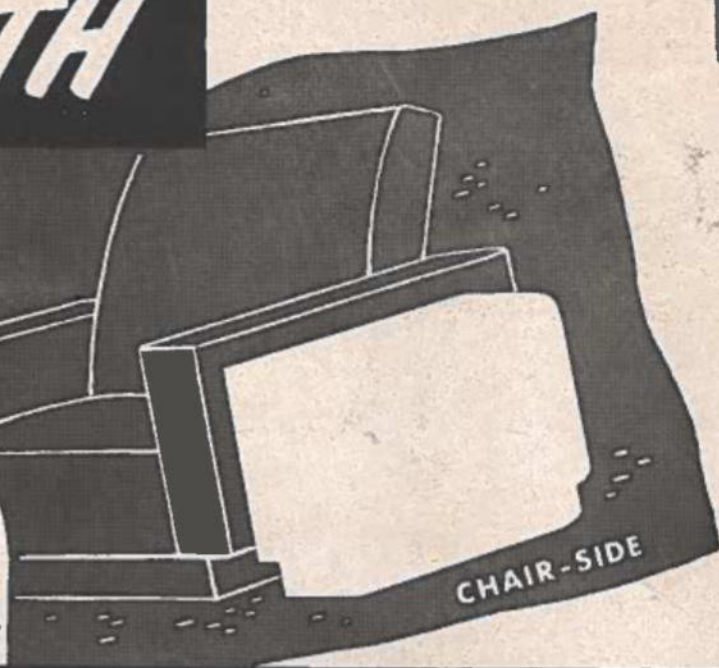
KTS 9/1

WRITER'S O. K.

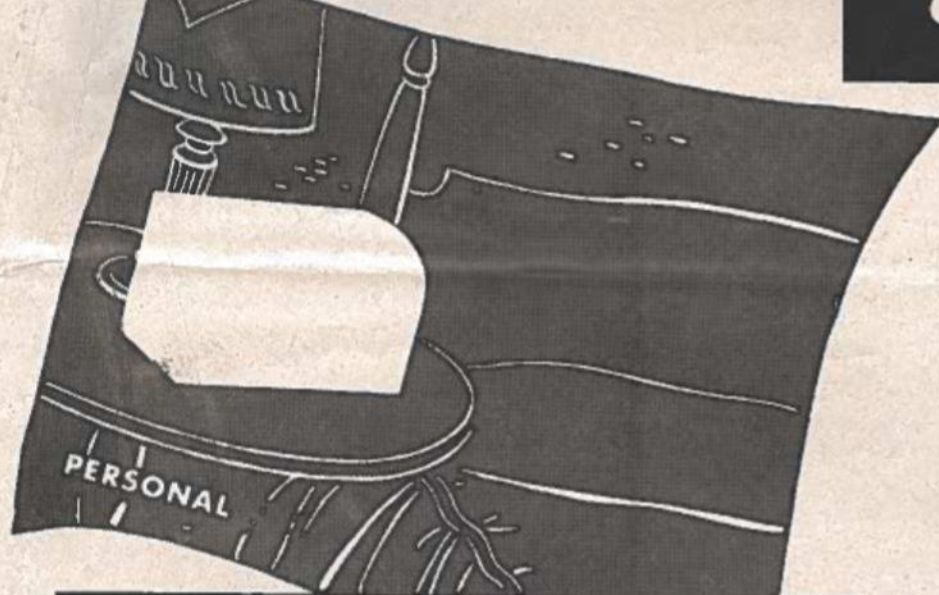
Sellers

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!

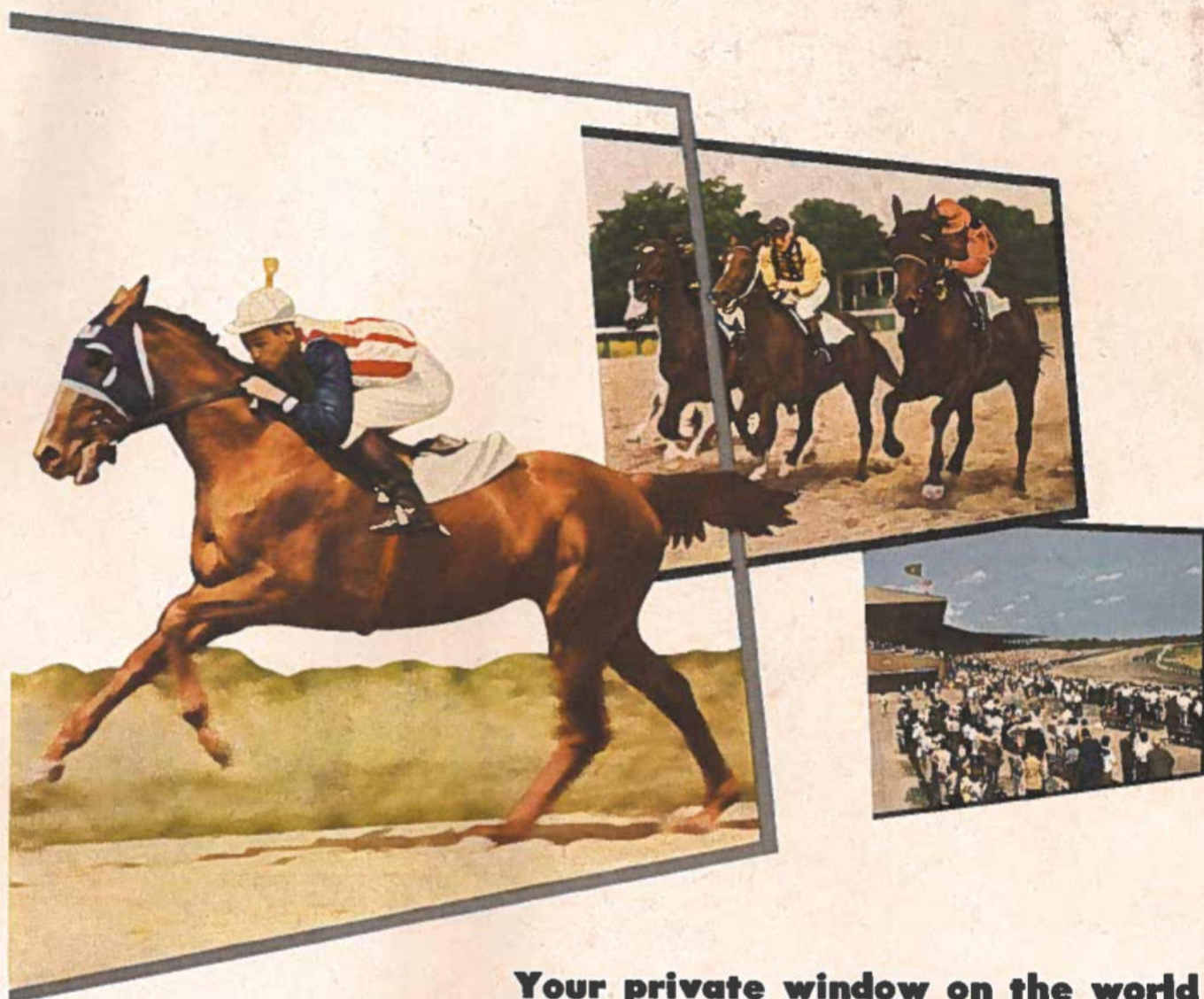
Don't plan your future without this line. It has features found in no other. It brings territory protection, too — restricted distribution to allow *profitable volume at established prices and proper margins.*

FARNSWORTH

Television · Radio · Phonographs

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

Mr. Sette
C. D. Recon



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



THE
FARNSWORTH

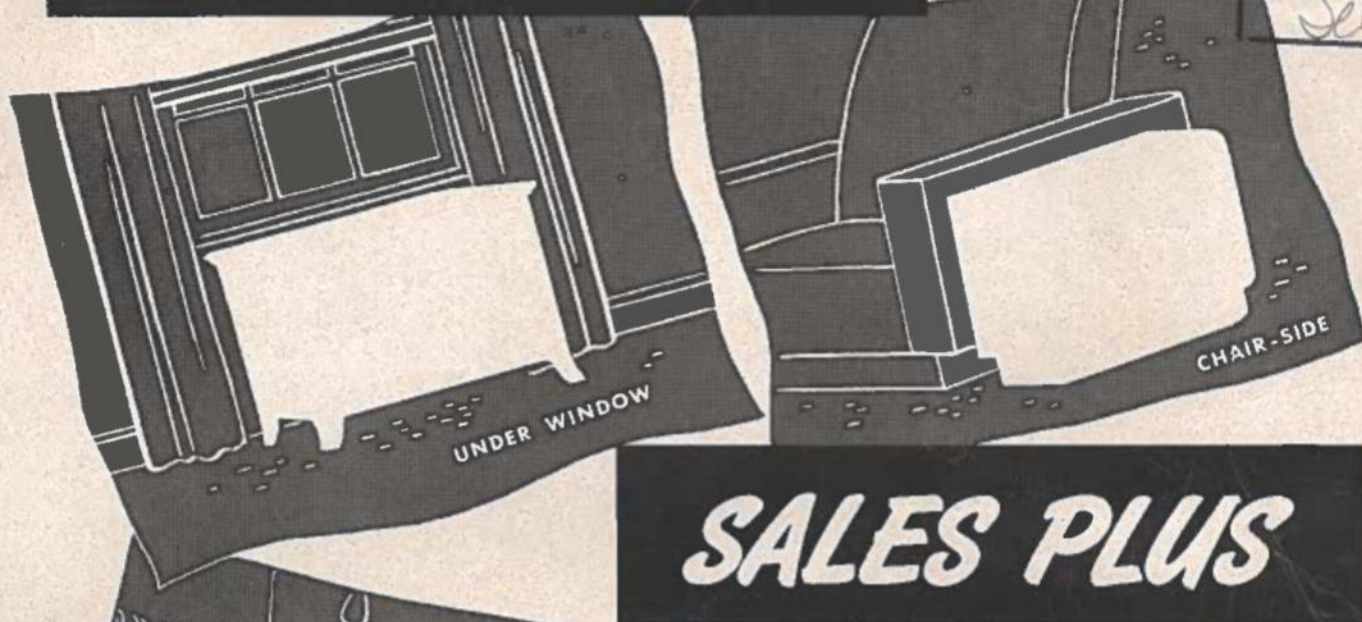
Television · Radio · Phonographs

FARNSWORTH TELEVISION & RADIO CORPORATION

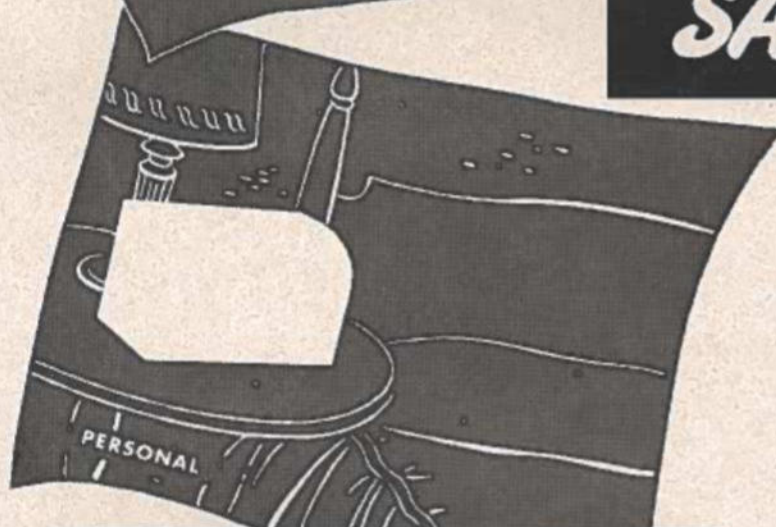
N. W. AYER & SON

<i>Mr. Sellers</i>	10
C. D. Record Book	10
SIGNATURE & DATE	
KT8	1/11
WRITER'S O. K.	
<i>Sellers</i>	

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.*

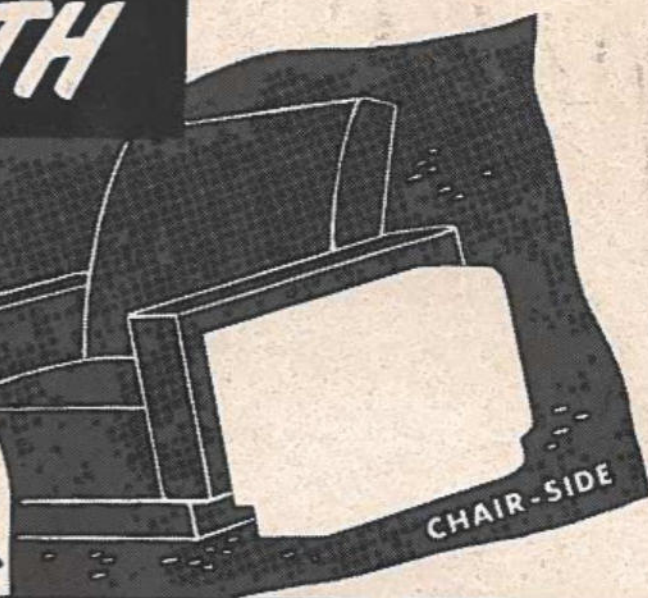
FARNSWORTH

Television · Radio · Phonographs

Farnsworth Television & Radio 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

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 outstanding 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; Aircraft Radio Equipment; Farnsworth Television Tubes; the Farnsworth Phonograph-Radio; the Capehart, the Capehart-Panamuse.



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



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



HARLEY W. GRAY, Mgr.
Borden 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

Top Flight
**FARNSWORTH
DISTRIBUTORS**
*Adopt Selected
Dealership Policy*



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

KTS 10/26

Eller



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 Sachs Electrical Supply Co.
Akron, Ohio



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



R. 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 you with a real opportunity for profitable volume at full

prices. These distributors will apply this policy by limiting their dealer territory and by maintaining list prices in accordance with the Farnsworth policy. This will insure continuous and full profit opportunity for the selected dealer.

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

Call on us to talk over this continuous profit program with your nearest Farnsworth Distributor in your territory.

Write for free copy of "The Story of Electronic Television"

FARNSWORTH

Radio Corporation, Fort Wayne, Indiana
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
PAUL BLACKWELL CO.
Dallas, Texas
CLOUD BROTHERS
South Bend, Indiana
FARGO PAINT & GLASS CO.
Fargo, North Dakota
GRAYBAR ELECTRIC CO.
Omaha, Nebraska
GRAYBAR ELECTRIC CO.
Wichita, Kansas
HARPER & McINTIRE CO.
Ottumwa, Iowa
HORROCKS-IBBOTSON CO.
Utica, New York

JACKSON INVESTMENT CO.
Salt Lake City, Utah
LINCOLN SALES CORPORATION
Baltimore, Maryland
LUCKER SALES CO.
Minneapolis, Minn.
RAYBRO ELECTRIC SUPPLIES, INC.
Jacksonville, Florida
RAYBRO ELECTRIC SUPPLIES, INC.
Miami, Florida
SPECIALTY DISTRIBUTING CO.
Atlanta, Georgia
B. K. SWEENEY ELECTRICAL CO.
Denver, Colorado
THE YORK SUPPLY CO.
Dayton, Ohio

KTS 10/26

Sellers



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. GRESHAW, JR.
P. F. Greshaw, 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 MOULDOUS,
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,
Kimball Co., Inc.
Schenectady, New York



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



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



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



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

Top Flight

**FARNSWORTH
DISTRIBUTORS**

*Adopt Selected
Dealership Policy*



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



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



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



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



SAMUEL T. LUMEN,
Pres. & Treas.
Providence Electric Co., Inc.
Providence, Rhode Island



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



HERBERT F. BOENL, President
Standard Distributors
Louisville, Kentucky



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



A. J. NELLIS, Manager
Welding, Kinnon & Mervin Co.
Toledo, Ohio



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

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.

Write for your free copy of "The Story of Electronic Television"

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 Farn-
sworth Phonograph-Radio.

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



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

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



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



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 Manager
Taylor Refrigeration Company
Billings, Montana



HARRY MONTAGUE
Trilling & Montague
Philadelphia, Penna.

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

BIRMINGHAM ELECTRIC
BATTERY CO.
Birmingham, Alabama

GRAYBAR ELECTRIC CO.
Wichita, Kansas

RAYBRO ELECTRIC SUPPLIES, INC.
Jacksonville, Florida

PAUL BLACKWELL CO.
Dallas, Texas

HARPER & McINTIRE CO.
Ottumwa, Iowa

RAYBRO ELECTRIC SUPPLIES, INC.
Miami, Florida

CLOUD BROTHERS
South Bend, Indiana

HORROCKS-IBBOTSON CO.
Utica, New York

SPECIALTY DISTRIBUTING CO.
Atlanta, Georgia

FARGO PAINT & GLASS CO.
Fargo, North Dakota

JACKSON INVESTMENT CO.
Salt Lake City, Utah

B. K. SWEENEY ELECTRICAL CO.
Denver, Colorado

GRAYBAR ELECTRIC CO.
Omaha, Nebraska

LUCKER SALES CO.
Minneapolis, Minn.

THE YORK SUPPLY CO.
Dayton, Ohio