

NEW INVENTION OUTMODES ALL PRESENT ANTENNAS!

53 CLAIMS GRANTED IN 5 U.S. PATENTS ON NEW REVOLUTIONARY ANTENNA INVENTION!

NEW!

SUPER 60

#2,585,670 #2,609,503 #2,625,655 #2,644,091 #2,661,423 others pending



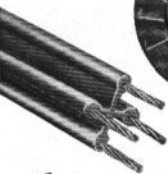
**COMPLETELY
REVOLUTIONARY**

LIST PRICE

\$36.75

SEE YOUR
JOBBER

The 9-position selector switch electronically rotates the antenna in a stationary position.



NEW POLYMICALENE
4 CONDUCTOR TRANSMISSION LINE

THIS IS ALL YOU NEED!

The price includes the complete antenna and the 9-position electronic orientation switch. The Air Dielectric Polymicalene Transmission Line is purchased as required for the individual installation.



*If your
Distributor or
Dealer can't
supply you...
Contact us
for the name
of one who can*

- ★ GUARANTEED TO POSITIVELY OUTPERFORM ALL OTHER ANTENNAS (with or without rotor motors) on ALL UHF, and ALL VHF stations 2 thru 83 from ALL directions.
- ★ GUARANTEED to positively give you the **CLEAREST, SHARPEST, most PERFECT GHOST-FREE** pictures possible in both **COLOR** and **black-white**.

**MONEY BACK GUARANTEED
TO RECEIVE *All* CHANNELS
2-83 FROM *All* DIRECTIONS
AND POSITIVELY OUTPERFORM
All OTHER ANTENNAS WITH
OR WITHOUT A ROTORMOTOR**

UP TO 10 TIMES MORE POWERFUL THAN ALL PRESENT CONVENTIONAL ANTENNAS!

New, revolutionary antenna, while being up to 10 times more powerful than conventional antennas, is still able to receive all television and FM stations from all directions without a rotor motor of any kind. The electronic orientation switch used with a new type transmission line developed specifically for this extra powerful antenna now makes it possible to clearly receive stations heretofore considered out of range. It is now possible to put up just one antenna, use just one transmission line, pay for just one installation and receive the finest possible reception from the stations in and coming to your area regardless of their direction.

ONCE AND FOR ALL SOLVE YOUR ANTENNA PROBLEM

ALL CHANNEL ANTENNA CORP.

47-39 49th STREET, WOODSIDE 77, N. Y.

EXETER 2-1336

BREAK THRU THE FRINGE BARRIERS IN ALL DIRECTIONS

UP TO **200 MILES VHF**

30 MILES UHF
COLOR and BLACK-WHITE

ALL CHANNELS 2-83
WITHOUT ANY
ROTORMOTOR

The **Riviera**

NEW PATENTED RADAR ANTENNA

53 CLAIMS GRANTED IN 5 U. S. PATENTS — #2,585,670 — #2,609,503 — #2,625,655 — #2,644,091 — #2,661,423

OPENS NEW HORIZONS TO TV VIEWERS

These are the reasons why the "Riviera" is by far the most powerful VHF antenna on the market today!

1. Utilizes 16 elements 60" long, 1/2" diameter.
2. Utilizes a specially designed, extra low loss four conductor air-dielectric POLYMICALENE transmission line which has up to 50% less loss when wet than the finest conventional transmission lines.
3. The "Riviera" encompasses an electro-magnetic capture volume of well over 650 cubic feet, many times more than conventional antennas.
4. The antenna works on the revolutionary principle that the approaching wave front is elliptically rather than horizontally polarized.
5. The new specially designed 9 position electronic orientation switch, aside from changing directivity, maintains a consistently better impedance match over the entire UHF-VHF spectrum.
6. The above features combine to give the "Riviera" antenna greater usable gain at the TV set antenna terminals than the best of any competitive antennas using rotor motors.

This new wonder antenna, called the "Riviera", is already making history. Beyond any question of a doubt, and on an unconditional money back guarantee, it will positively outperform in the field under actual installation conditions, any and all competitive antennas on the VHF channels, with or without rotor motors.

POLAR PATTERNS



only
\$49.50
LIST PRICE

Price Includes:
Complete Stocked
Array • Switching
Box • 9 Position
Switch • Switch-
to-see Coupler •
2 Stand-offs, 7 1/2" •
Complete Instructions

The polar directivity response patterns show the major lobes of the "Riviera" antenna on VHF. It shows the fullness of coverage in all directions in this remarkable, patented antenna as it is turned through each of the nine switch positions. Each degree of shading constitutes a different switch position. This excellent directivity response, which can be switched at will, plus the extremely high gains, clearly indicate why the Riviera is such a superior performer.

IN UHF-VHF DISTRICTS . . . USE

The **NEW Super 60**

100 MILES VHF • 60 MILES UHF

ALL CHANNEL ANTENNA CORP.

47-39 49th STREET, WOODSIDE 77, N. Y.

EXETER 2-1236

The BACKSTOP

STOPS co-channel and adjacent-channel interference caused by rear signal pick-up!

- Highest front-to-back ratio ever built into an antenna!
- No rear pick-up; eliminates "venetian blinds"!
- Largest screen area: 70 square feet!
- Very high all-channel gain. Incorporates basic Champion design, including Tri-Pole, with additional elements!
- Completely preassembled!

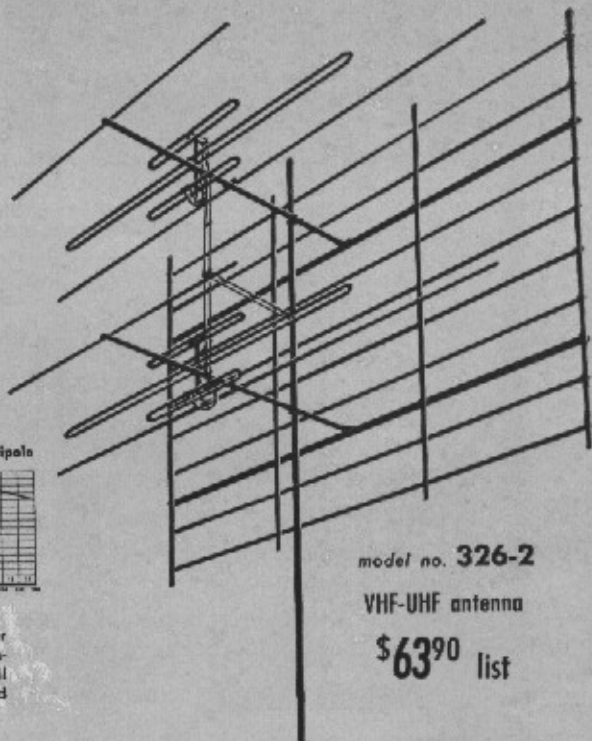
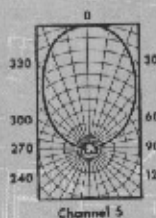


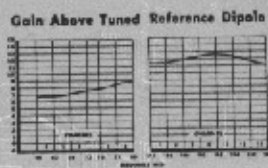
Table of Front-to-Back Ratios (Relative Voltage)

Channels	Front-to-Back Ratios
2	9:1
3	10:1
4	11:1
5	20:1
6	18:1

Only Low Band channels shown, since co-channel interference is not encountered on High Band channels.



IMPORTANT . . . don't be misled by polar patterns representing relative POWER. Remember, power is the square of voltage. All Channel Master polar patterns are presented in relative VOLTAGE.



model no. 326-2

VHF-UHF antenna

\$63⁹⁰ list

2 radical new antennas by CHANNEL MASTER

The most beautiful antenna ever made! The only indoor antenna featuring powerful outdoor design principles — Bow-Tie and Screen.

Wonder Bow

* VHF-UHF indoor antenna

DESIGNED FOR POWER!

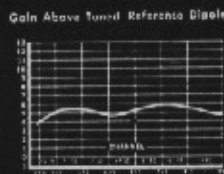
On **UHF**: For primary and secondary areas. In many cases, performance is equal to actual outdoor installations. Good directivity on all channels.

On **VHF**: Ideal in areas of strong VHF signals.

STYLED FOR BEAUTY!

Designed by a well-known industrial designer, the WONDER BOW is proof that indoor antennas can be beautiful as well as powerful. Wins customer approval on beauty alone!

The first gain figures ever to be published for an indoor antenna!



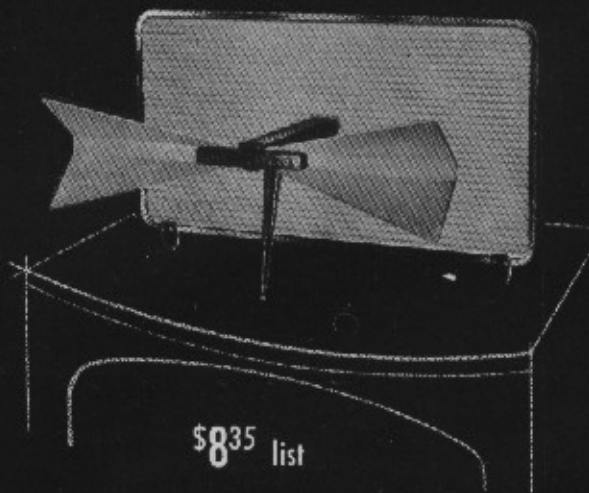
Gold and black

model no. 416

Silver and black

model no. 417

\$83⁵ list



CHANNEL MASTER CORP. ELLENVILLE, N. Y.

The World's Largest Manufacturer of TV Antennas

Write for complete technical literature.

Copyright 1954, Channel Master Corp.

*Pat. No. D-171560

**this great all-channel antenna discovery
is smashing sales and performance records
in every TV area!**

Single bay
SUPER RAINBOW
model no. 331

the
CHAMPION

RAINBOW*

brilliant black-and-white performance —
and really ready for COLOR!

these 3 revolutionary, power-packed
design features — found in no
other antenna today!

- 1. New spacing formula:** Radical new spacing arrangements between the directors and reflectors has, for the first time, extended the full efficiency and high gain of the basic narrow band Yagi over the full width of an entire VHF band.
- 2. New "triple power" High Band directors and reflectors:** Three-section directors and reflectors, with insulated segments, provide combined power of three High Band Yagis, operating side by side, in phase.
- 3. New "inter-mix" design:** Combines — into one single antenna — two separate, independent sets of directors and reflectors, one for High Band, one for Low Band. Each parasitic system operates *only* on its own band. Fulllest efficiency — no compromise design.

PLUS Channel Master's patented, super-gain TRI-POLE . . . the unique triple-power dipole that made the Champion America's most wanted antenna.

Write for complete technical literature

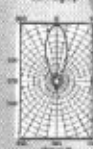
Stacked
RAINBOW
model no. 330-2

CHANNEL MASTER
creative
engineering

Here's how the RAINBOW out-performs the famous Champion:

		1	2	3	4	5	6	7	8	9	10	11	12	13	14
Gain Over 1-bay Champion	1 bay Champion	0	0	0	+1	+2	+2	-1.5	+3	-1	-3	-1.5	-2.5	-1.5	-2.5
	1 bay RAINBOW	+1	+1	+1.5	+1.5	+2.5	+2	+2	+2	+1.5	+2	+1.5	+1.5	+1.5	+1.5
	Stacked RAINBOW	+2	+2	+2.5	+2.5	+3.5	+3	+3	+3	+2.5	+3	+2.5	+2.5	+2.5	+2.5
Gain Over Stacked Champion	Stacked Champion	+1.5	+1.5	+1.5	+2	+2	+2	+2	+2	+1.5	+2	+1.5	+1.5	+1.5	+1.5
	1 bay RAINBOW	+2	+2	+2.5	+2.5	+3.5	+3	+3	+3	+2.5	+3	+2.5	+2.5	+2.5	+2.5
	Stacked RAINBOW	+3	+3	+3.5	+3.5	+4.5	+4	+4	+4	+3.5	+4	+3.5	+3.5	+3.5	+3.5

horizontal
pole bearing
(relative
voltage)



for fringe and super-fringe areas:

Super Rainbow, model no. 331

\$37⁹⁵ list

Stacked Super Rainbow,
model no. 331-2

\$75⁹⁵ list

for suburban and near-fringe areas:

Rainbow, model no. 330

\$23⁹⁵ list

Stacked Rainbow, model no. 330-2

\$45⁹⁵ list

something new in indoor antennas

for UHF and improved High Band VHF reception

for VHF reception

- features 3 telescoping sections.
- tilt-proof polystyrene base — cannot tip over.
- handsomely packaged for display.

the ALL-VU*

*all VHF . . . all UHF
the only indoor antenna with this "2-Way" feature.

model no. 381 \$6⁹⁵ list

the PRE-VU

for all-channel VHF reception only.

model no. 380

\$5⁹⁵ list

ALUMast

Aluminum Mastling.
The new idea in antenna masting—

can never rust!

- in telescoping sections
- in swaged 5, 10, and 14 foot sections

Lightweight ALUMast is $\frac{1}{2}$ the weight of steel, making it so easy to install — it swings right up! Stronger than steel, ALUMast is easier to stock and actually more economical.

brings you today's **5**
newest installation ideas

for . . . more effective installations

. . . greater customer satisfaction

. . . higher profits for you!

SELECTENNA COUPLING SYSTEM

permits unlimited antenna combinations with only one transmission line!

- for the first time, you can tie together an unlimited combination of antennas, including separate antennas operating on the same band.
- ideal for areas currently using rotators, manually-operated selector switches, and "omni-directional" antennas.

List price:

\$542

each including hardware and wire for joining couplers.

This interlocked switch consists of 4 antenna couplers and 1 H.L.O. coupler; joins 4 antennas.

TV ROTATOR

with features found in no other rotator today:

- flexible worm gear, built-in thrust bearing.
- removable motor, electrical and mechanical stops.
- weatherproof, lightweight, strong.
- straight-thru mast mounting, built-in chimney mount.
- extremely high torque.

model no. 9521, \$49⁹⁵ list

model no. 9520, without

directional indicator, \$44⁹⁵ list

Beautifully-styled cabinet has great consumer appeal — is smallest on market (2 $\frac{1}{2}$ " x 4").
Finger-tip control bar.



CHANNEL MASTER CORP. ELLENVILLE, N. Y.

WORLD'S LARGEST MANUFACTURER OF TELEVISION ANTENNAS

CONCORD VEE-DX YAGIS

*Less Than
Manufacturer's Cost!*



It may sound like bragging . . . but, we've made the most sensational Antenna buy of the decade, and we're passing the savings on to you. Here is an assortment of the finest VEE-DX 4 and 8 element all aluminum yagis that are priced in many cases at less than manufacturer's cost. We don't have a full selection of all channels in all types, so order early and assure yourself of an adequate supply of yagis at give-away prices.

**4 Element
All-Aluminum Yagis**

Channel 7, 8, 9
List \$8.50

\$1.98 EACH

\$1.75 Lots of 3

**8 Element
Vee-DX Long John Yagis**

Channel 5
List \$25.80

\$7.95 EACH

\$7.50 Lots of 3

Channel 9, 10, 13

\$4.50 ea. \$4.15
Lots of 3

FREE! NEW 1954 CATALOG!

A complete, comprehensive
listing of all your electronic
requirements. Bursting with
SPECIAL VALUES



Dept N 7

CONCORD RADIO

20% deposit with C.O.D.

MINIMUM

ORDER \$5.00

Send new 1954 CONCORD CATALOG!

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

**CONCORD RADIO • 53 VESEY ST.
NEW YORK 7, N. Y. • Dlgy 9-1132**

FINCO* introduces

3

SENSATIONAL New Antennas

Patent No's. 2,466,287 2,630,531 2,655,599 other patents applied for.

*Trade marks of the Finney Company
Registration No's. 559,104 575,315

FINCO 400-SA

FEATURING "FRO-BAC"* FULL DIMENSIONAL SCREEN

The engineering masterpiece of the antenna industry! The sensational, new Finco 400-SA eliminates rear signal interference (adjacent and co-channel), ghosts and electronic noise — delivers famous Finco high gain for clear, sharp pictures in the SUPER fringe area on all channels, UHF and VHF. The special electronic FRO-BAC screen has 80 sq. ft. of highest efficiency, FULL LENGTH reflector surface. Pre-assembled for quick installation.

FINCO 200-A

The ideal antenna for "in-between areas" . . . (too far out to use "Local" type antenna, too close to warrant use of a super-fringe antenna). The new Finco 200-A combines basic, double CO-LATERAL* design with exclusive Finco electronic patents to deliver unbeatable gain and performance in the Semi-Fringe area on all channels, UHF and VHF. Completely pre-assembled.

FINCO 200-SA

The Finco 200-SA was engineered specifically for the "in-between", semi-fringe areas where a FRONT-TO-BACK problem exists. The special FRO-BAC full dimensional screen eliminates rear signal interference, ghosts and electronic noise. This antenna delivers reception power that cannot be matched by ordinary antennas. Completely pre-assembled.

WRITE FOR FREE LITERATURE

Copyright 1954, The Finney Co.

**The FINNEY
Company**

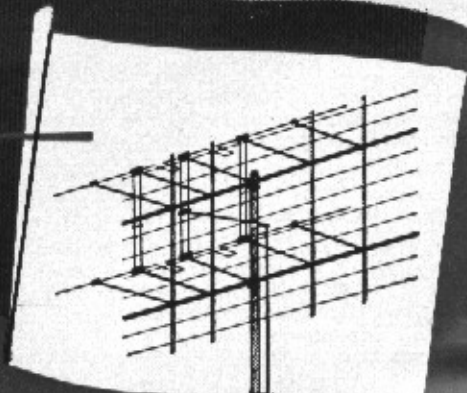
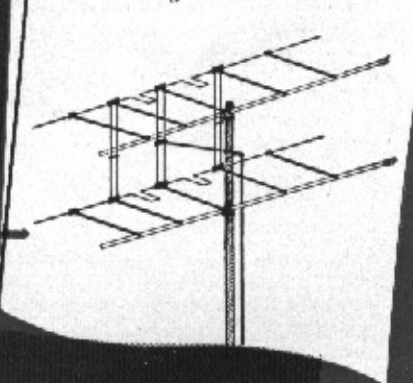
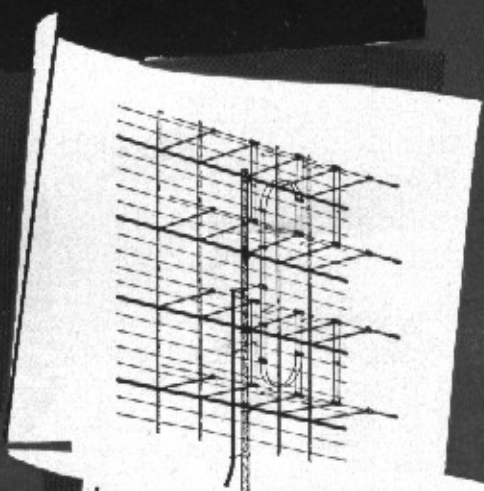
Dept. TN-124

4612 ST. CLAIR AVENUE • CLEVELAND 3, OHIO

MODEL 14-S CONVERSION KIT

**FRONT-TO-BACK PROBLEM IN
YOUR AREA??? MANY FINCO
400-A INSTALLATIONS???**

This kit contains special electronic FRO-BAC screen and stainless steel hardware for quick conversion of models 400-A and 400 to model 400-SA.



Now...complete

Protection from the REAR...

with a broad-band antenna
that rejects unwanted signals
from rear and sides...and

It's another **First!**
Kay-Townes

Now...for the First Time!

A full automatic
snap-out antenna
that is mechanically safe!

Elements are double latched in position
and nested in channel to prevent
drooping or falling apart.

Manufactured and Distributed
in CANADA by
DELHI METAL PRODUCTS, LTD.
DELHI, ONTARIO



*the antenna
for which
all America
has been
waiting...*

this is the PROBLEM

New TV stations by the
score *plus* stepped-up
power on existing
stations is increasing the
difficulty of reception
in many areas.

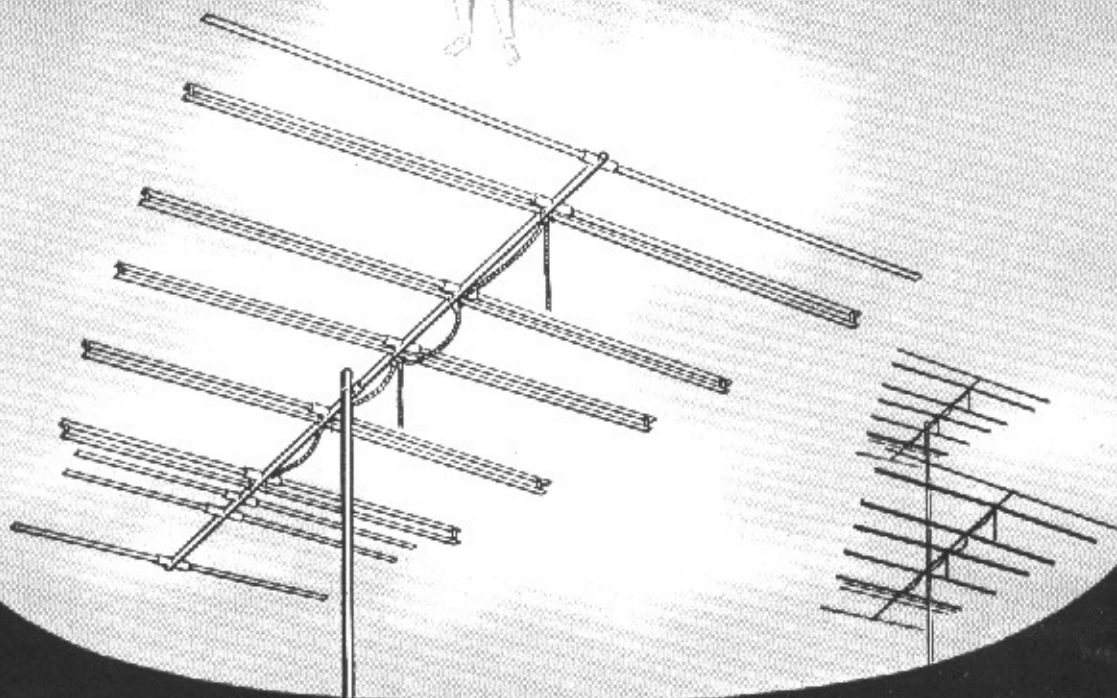
Co-channel
interferences and the
resulting loss of
reception quality cannot
be overcome by
ordinary antennas
now available.

MODEL	CHANNEL NUMBER
RG-1-L	2-6
RG-1-H	7-13
RG-1-LH	2-13

(RG-1-L and RG-1-H
in combination)

KAY TOWNES

REAR GUARD

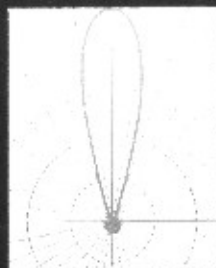


Here is the amazing KAY-TOWNES answer!

Again... KAY-TOWNES is First with the answer! The new K-T REAR GUARD completely rejects unwanted signals from the rear and sides to give televiewers the best possible picture and sound reception in areas where co-channel

interferences present difficulties. Yes Sir! The new K-T REAR GUARD is ready for you now in arrays to suit your needs... It's a Quality Antenna for Quality Reception. It's a Kay-Townes Antenna!

- NO interference from the rear
- High front to back ratio



RADIATION CURVE
REPRESENTING ALL VHF CHANNELS

- Top quality reception
- Sharp definition
- Primary UHF

WRITE TODAY FOR FURTHER INFORMATION AND PRICES

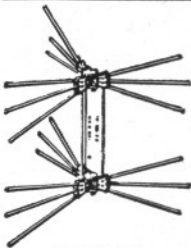
KAY-TOWNES

Antenna Company

Box 593 A, ROME, GEORGIA

Use the K-T line
of television
accessories

SUPER TV BARGAINS

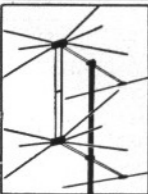


\$16.95

Fringe Master MOTORLESS DIRECTRONIC

- NO GHOSTS
- NO INTERFERENCE
- ELECTRONICALLY BEAMED
- NO MOTORS NEEDED

Model AX-599, 18-element, stacked array provides sparkling reception in city or fringe—all channels in all directions. Serviceman's kit provides 18 hi-tensil aluminum elements, 6-position Directronic Beam Selector, 1 set matched stacking bars, 75' TRI-X Cable, universal U-Clamp.
Complete Kit . . . \$16.95



Tremendous Conical Bargain 2-Bay 16-Element Array

\$4.99 EACH IN LOTS OF 3

With Hi-Band Adapters. Sturdy $\frac{3}{8}$ " Elements.

SINGLE LOTS . . . \$5.30 EACH

This conical 2-bay 16-element array provides ultra-fine fringe reception. Includes sixteen $\frac{3}{8}$ inch airplane type aluminum elements, including hi-band adapters for greater gain on the high channels and is complete with one pair of stacking bars to each

array. These are packed in cartons of three 16-element arrays per carton, with tie rods, at \$14.95 per carton. Single 16-element arrays, separately boxed—

- your cost \$5.30 each
- 3 Two-Bay Arrays per carton without Tie Rods \$13.50 carton
- 4 Bay Ultra-Fringe Stacking Assembly for Above—Model 4B \$1.95 set



UHF CORNER REFLECTOR

ONLY \$2.99 EACH IN SINGLE LOTS
LOTS OF 6 \$3.50 EACH

This hi-gain UHF Corner Reflector can only be offered you at this low, low price for a short time. 8 to 11 db gain across UHF band. Order Model F-6.

NEW SPRING-SUMMER CATALOG AVAILABLE

ALL PRICES F.O.B. CLEVELAND, OHIO

Do not remit more than complete purchase price. Pay shipping charges on receipt of goods. 25% deposit on all C.O.D. orders, please. Money-back guarantee.

National Electronics OF CLEVELAND

THE HOUSE OF TV VALUES

106 Delco Building

Cleveland 3, Ohio

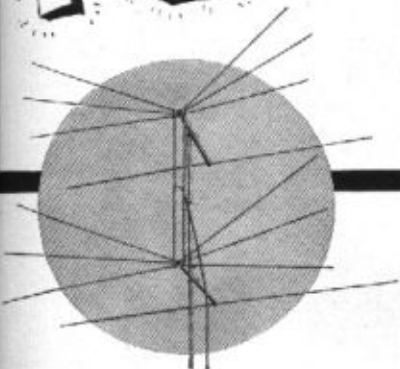
NEW

PHILCO

Super Performance

TV

ANTENNAS



PHILCO TWO-BAY SUPER CONICAL

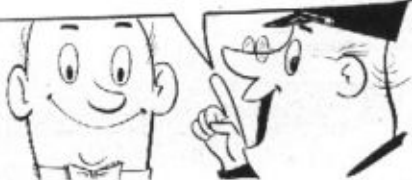
Strong signal pick-up on all VHF-UHF channels. Ideal for fringe area reception... aluminum construction with dowelled elements. Part No. 45-3095-2. Single bay design: Part No. 45-3096.

BUILD CUSTOMER CONFIDENCE... MORE SALES FOR YOU!

Designed to outperform any equivalent antenna in its class, each Philco Super Performance TV Antenna provides the finest picture possible... long life and ease of installation. Powerful Conical... all-aluminum VHF Yagis, engineered for quick rigging... light weight. Stacked versions provide top-quality fringe area reception. Only six UHF Yagis cover the entire UHF spectrum. Here's powerful reception on all channels... the kind that builds customer confidence... more sales for you!

GET YOUR "PHILCO FREE RIDE"

That's right! Ride any way you like it... or earn all of them! They're yours FREE with PHILCO FREE RIDE TICKETS... and there's no waiting! Collect your selected "ride" as soon as you have the necessary number of tickets. You can enjoy Rollfast Roller Skates; Radio Flyer Coaster Wagon; Rollfast Bicycle; BMC Juvenile Tractor; Airplane Trip for Two; 1/2 Ton Panel Dodge Truck; Plymouth Plaza Sedan. Concentrate your parts and accessories purchases on PHILCO and make double profits... profits through the great ready-made PHILCO market of PHILCO owners and PLUS



PROFITS with these great FREE RIDES... all at no extra cost to you. Don't wait... register NOW! Get started on your FREE RIDE with PHILCO!

SEE YOUR PHILCO DISTRIBUTOR FOR DETAILS

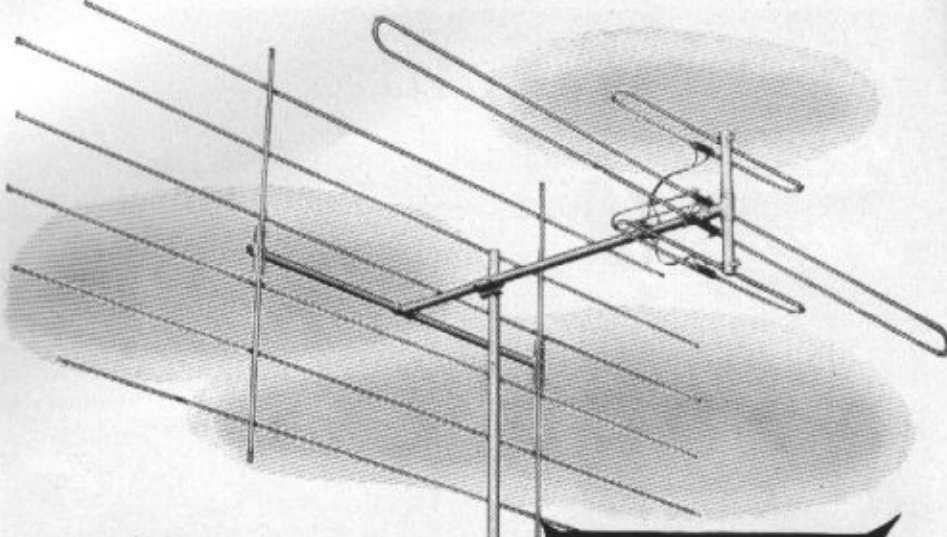


PHILCO CORPORATION

ACCESSORY DIVISION

"A" AND ALLEGHENY AVE., PHILADELPHIA 34, PA.

RADIART ULTAMATIC All-Channel TV Antenna



for the
FIRST time
... the **FIRST**
Antenna with
which You Can
*See the
Difference*
perfectly synchronized for
monochromatic and color TV

THESE QUALITIES HAVE BEEN COMBINED INTO THIS SINGLE ANTENNA — THE ULTAMATIC . . .

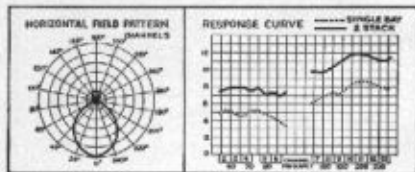
- ★ **LOW VOLTAGE STANDING WAVE RATIO** . . . the mis-match between antenna and transmission line is lower than four competitive types tested, an attribute to its broad band quality.
- ★ **FRONT-TO-BACK RATIO** . . . higher than multi-element, yagi-type antennas, minimizing on-channel interference.
- ★ **GAIN** . . . expressed in decibels, is a ratio of signal voltage developed by an antenna over that of reference folded dipoles. It is not a quality sold by the pound or achieved by the addition of meaningless elements. The curves shown accurately describe the gain of the Ultamatic. Loss of sound or picture due to erratic antenna response is eliminated.

MECHANICAL FEATURES

- ★ Aluminum screen reflector of exclusive fold-out design, assembled in seconds with adequate stability for years of trouble-free service. Longer elements insure maximum front-to-back ratio on channels 2-6 and are more closely spaced for increased performance on channels 7-13.
- ★ Dipole and boom assembly are of heavy gauge, seamless tubing. Dipoles fold out and are rigidly supported and reinforced to minimize sag and sway.
- ★ Specifically designed mechanically by stress analysis of each unit and sub-assembly to provide a low vibrational period of all elements — your assurance of trouble-free installations.

MODEL UM-213 . . . double stacked UM-213-2

Most Uniform Gain Response The gain response DOES NOT VARY MORE THAN 3 D.B. ON ANY CHANNEL across the band. This quality is exceedingly important in color reception to insure adequate color synchronization without resetting.



THE **RADIART** CORPORATION
CLEVELAND 13, OHIO

TV ANTENNAS * AUTO AERIALS * VIBRATORS * ROTORS * POWER SUPPLIES

"...and all I did was install a
WALSCO antenna"

Buyers are getting wiser. The quality of their TV reception is your responsibility... and they'll hold you to it! For your protection, sell and install

WALSCO, the finest antennas ever built for VHF and UHF.

WALSCO IMPERIAL CONICAL (all-channel VHF)

Featuring the new, exclusive "Barrier Disc" Insulator to prevent shorts and maintain lasting high gain performance anywhere. Designed for color as well as black and white. Not affected by dirt, moisture, salt... will not rust. Stainless steel hardware prevents corrosion losses permanently. Pre-assembled... guaranteed 3 years!

Single Bay... only \$9.95 List. Also available in Dual and 4 Bay Stacks.

WALSCO CORNER REFLECTOR (UHF)

No other UHF antenna so effectively combines all these... (1) extra high gain; (2) all-channel reception; (3) sharp vertical and horizontal directivity. Features the hollow, unbreakable X-77 Insulator... silicone treated to shed dirt and moisture... not affected by extreme heat, cold or wind.

Single Bay... \$10.95 List. Also available in 2 and 4 Bay Stacks.



Walseo
 ELECTRONICS CORPORATION

3602 Crenshaw Boulevard, Los Angeles 36, California

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Branch: 315 West Walton, Chicago, Illinois

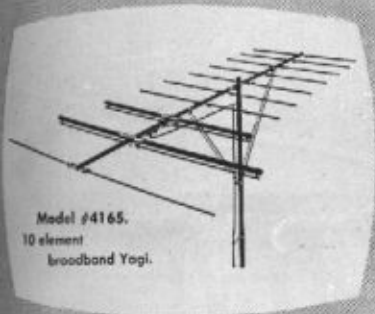
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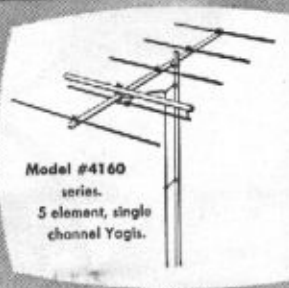
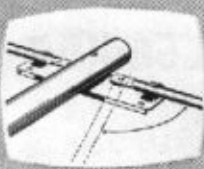
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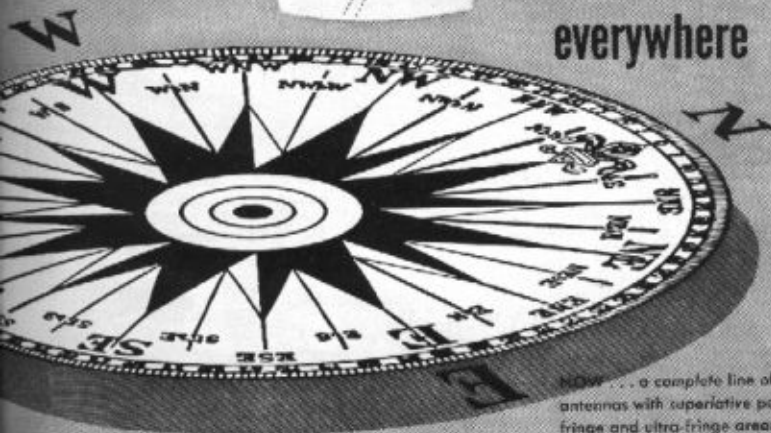
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