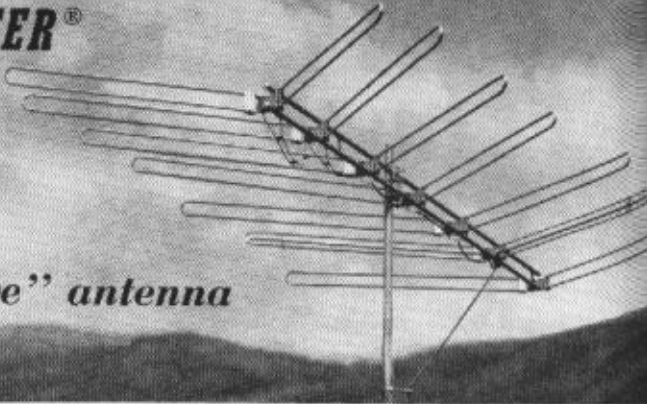


CHANNEL MASTER®

T-W

the world's first
"Travelling Wave" antenna



WHAT THE "TRAVELLING WAVE" PRINCIPLE MEANS—

- ideal phase relationships on all channels
- optimum impedance matching on all channels
- equal flow of current in all dipoles on all channels
- fullest use of transmitted energy on all channels

IN SHORT — FABULOUS PERFORMANCE
ON ALL CHANNELS

SENSATIONAL 3- AND 5- ELEMENT MODELS!

Amazing T-W performance for suburban and near-fringe areas, too! Wonderfully compact and rugged!



revolutionary new design provides picture quality never before possible

After two years of research—a completely new kind of VHF antenna, operating on revolutionary new electronic principles. The T-W is Channel Master's greatest antenna achievement.

ALL THREE — IN ONE ALL-CHANNEL ANTENNA

1 HIGHEST GAINS

Most powerful all-channel antenna ever developed. A single-bay T-W 350 (7-element) actually **OUTPERFORMS—**



any wide-spaced Salsman Yagi on each low band channel.



any stacked 10-element Yagi on each high band channel.

2 TOP FRONT-TO-BACK RATIOS

Low Band:

Better than 10:1 on every channel. **HIGHER THAN ANY 10-ELEMENT SINGLE CHANNEL YAGI ON ALL CHANNELS!**

High Band:

From 5:1 to 12:1. **HIGHEST RATIOS OF ANY SINGLE ALL CHANNEL ANTENNA.**

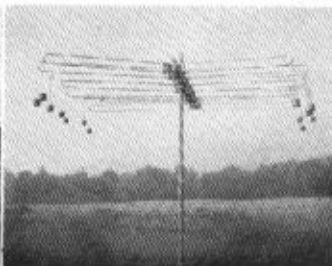
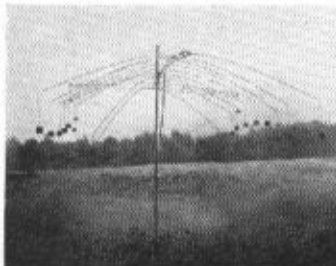
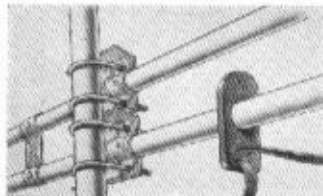
3 GREATEST MECHANICAL STRENGTH

The most rugged antenna ever built. "Twin Truss" design amplifies the strength of every component. And new mechanical features add still greater durability . . .

◀ "Twin Booms" . . . Two full-length crossarms—really rugged and rigid.

2 "Super-Nests" One heavy-duty mast clamp on each crossboom, A TOTAL OF 4 U-BOLTS! Antenna cannot move.

"Line-Lok" Twinlead can't possibly tear away from terminals.



PROOF OF THE SUPERIORITY OF "TWIN-TRUSS" CONSTRUCTION

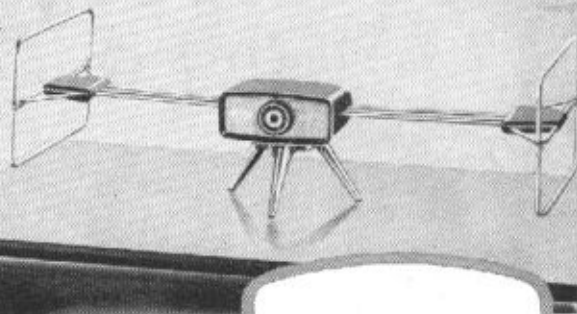
Look at the dramatic result when equal weights are hung on a T-W and a standard 10-element Yagi!

Write for complete technical literature.

©, Trade Mark Reg. U.S. Pat. Off.

CHANNEL MASTER® "Showman"

new "Metro-Dyne" tuning
obsoletes
"Rabbit-Ears"



the first basic indoor antenna improvement in over 10 years

Channel Master sets an exciting new trend in TV antennas with the Showman. In appearance (so important in the sale of indoor antennas) the Showman is in a dazzling class by itself. Yet, it's a complex electronic instrument—the most powerful indoor antenna yet developed by modern science!

The SHOWMAN is perfect for color reception, tops for black-and-white. And, it provides excellent FM reception, too!

**ACTUALLY TUNES OUT "GHOSTS" AND "SNOW"!
MORE EFFECTIVE THAN ANY OTHER INDOOR ANTENNA!**



With ordinary
rabbit antennas



With the
Showman

Metropolitan areas, where indoor antennas are most frequently used, are often subject to the most severe "ghosting" problems. Only the SHOWMAN, with its sensational new Metro-Dyne tuning, can overcome this difficulty. You'll be amazed at the job it does on all kinds of interference. Test it for yourself! Demonstrate it for your customers!

Channel Master stands squarely behind every SHOWMAN you sell. An unconditional money-back guarantee assures your customer of complete satisfaction.

**UNCONDITIONAL
MONEY-BACK
GUARANTEE**

Available in three "decor designs"—
to blend with any setting.

Mahogany and Gold model no. 3902	Blond and Gold model no. 3901	Ebony and Silver model no. 3902
--	---	---

"High fashion"
packaging.
Attractive,
convenient.
Ideal for
display.



CHANNEL MASTER CORP. ELLENVILLE, N. Y.

The world's largest manufacturer of television antennas and accessories

Copyright 1958, Channel Master Corp.

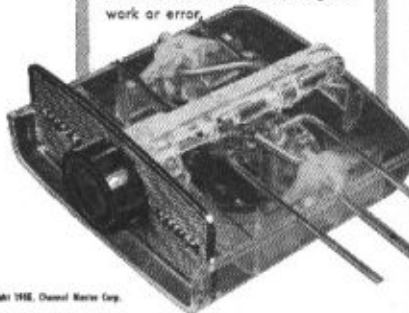
what makes the
"Showman" different?

**FABULOUS
"METRO-DYNE"
TUNING!**

*The Metro-Dyne 12-Channel
"Variable Inductance" Tuner*

Ordinary switch-type antennas work by connecting various element into different combinations. METRO-DYNE tuning, on the other hand, is "variable inductance" tuning, using the same tuning principles as any TV set. It is the first broad band antenna which can be tuned to a specific channel so that it exhibits the band width characteristics of a single-channel Yagi. This selectivity cuts down tremendously on "electronic noise" and interference. A built-in auto transformer maintains a constant 300 ohm impedance match.

EASY OPERATION: the Showman is calibrated by channels. Just turn it to the same channel number as the TV set. No arms to adjust, no guesswork or error.



CHANNEL MASTER PUTS NEW SELL IN

DEALERS HAVE SOLD MORE *CHANNEL MASTER* T-W AND SHOWMAN ANTENNAS DURING THE PAST 60 DAYS THAN ANY OTHER ANTENNA DURING ANY 60 DAY PERIOD IN TV HISTORY
Isn't it time you called your Channel Master distributor?

- ★ Full-Color Ads
- ★ 2-Page Spreads
- ★ Full-page Ads



Month after month... all thru the prime TV buying months... this continuing series of sales-stimulating ads is creating loads of lively new prospects... right in your own selling area.

55,000,000
ads building new
customers and sales for you!

NATIONAL ADVERTISING TV ANTENNAS!

"Showman" INDOOR ANTENNA FOR VHF OR VHF-UHF

This smartly styled antenna overcomes consumer objection to ugly "rabbit-ear" antennas. Exclusive "Metro-Dyne" electronic tuning brings in pictures sharp and clear on *all* channels. Tuning knob with channel markings just like a TV set makes channel selection so easy. It's the most powerful indoor antenna ever developed . . . and it's backed with an **UNCONDITIONAL MONEY-BACK GUARANTEE**. Engineered for Black and White and COLOR.

model no.	Description	Type
2006	Autogay & Gold	VHF
2011	Road & Gold	VHF
2002	Clany & Silver	VHF
2003	Autogay & Gold	VHF-UHF



Tremendous consumer response emphasizes desire for better TV antennas . . .

and there are no antennas on the market today that compare with these fabulous new Channel Master models.

T-W OUTDOOR ANTENNA

The revolutionary new T-W is the very first TV antenna to use the "Traveling Wave" principle. This unique design electronically reinforces signals . . . eliminates "ghosts" and "snow" . . . rejects all unwanted signals and interference. In gain, front-to-back ratio, and mechanical strength, the T-W is unequalled by any other Broad Band antenna. Engineered for Black and White and COLOR.

model no.	Description
210	2 element
200-2	2 element stacked
201	3 element
201-2	2 element stacked
212	3 element
212-2	2 element stacked



CHANNEL MASTER CORP.

ALLENDALE, N. Y.

WORLD'S LARGEST MANUFACTURER OF TV ANTENNAS AND ACCESSORIES

\$100,000

GUARANTEED PERFORMANCE

Hi-Lo is covered by a \$100,000.00 insurance policy issued by one of the largest insurance companies.*

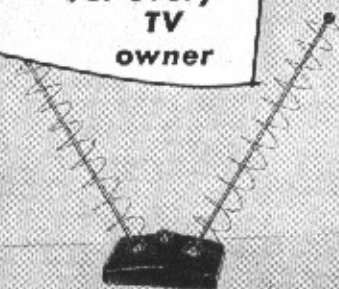
Each and every Hi-Lo is backed by a many back guarantee. For the best reception, unsurpassed clear pictures, specify Hi-Lo, with the exclusive highest gain, spiral designs which are covered by the following U.S. patent numbers: 2,495,579; 2,583,745, 2,724,773; 2,748,387; 2,755,466; and Canadian Patents 1951 and 1956; other patents pending.

New...
Just what
you asked
for!



Hi-Lo Model 505 — Channels 2-83
The spiral antenna that is designed for maximum performance featuring the NEW TELESCOPING DIPOLES. This versatile antenna swivels on ball and socket in any direction. Gold spirals, plastic base blend with any room. LIST . . . \$14.95

New...
For every
TV
owner



Hi-Lo Model 404 Channels — 2-83.
NEW INDOOR ANTENNA
that swivels with a gentle touch of your little finger. Dipoles swivel on ball and socket in every direction. Golden spirals and decorative plastic base blend with all furniture. RECEPTION IS GUARANTEED. LIST . . . \$12.95

*name upon request

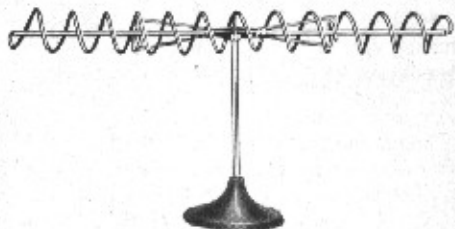
INSIST ON THE GENUINE Hi-Lo Spiral Antennas!
Known and accepted everywhere, Hi-Lo is manufactured and GUARANTEED by the best antenna manufacturer in the world. Hi-Lo is consumer accepted and approved.



Hi-Lo Model 101 — Channels 2-13.
The original and world famous antenna that is wanted, demanded and used for GUARANTEED FINEST RECEPTION. No rods to adjust. Provides clear pictures faster. LIST . . . \$9.95



Hi-Lo Model 303 — Channels 14-83.
The UHF ANTENNA with the highest signal gain that is specially designed for ALL UHF areas. Luxurious gold upright and crossbar. LIST . . \$5.95



Hi-Lo Model 202 — Channels 2-83
PEAK PERFORMANCE which is unsurpassed is guaranteed with this antenna . . . for ANY and EVERY area. The gleaming gold upright, shiny spirals, bakelite base, aluminum bars, modern design

... all make this YOUR BEST ANTENNA BUY

LIST . . . \$9.95

Hi-Lo

TV ANTENNA CORP.
3540 North Ravenswood Avenue
Chicago 13, Illinois

for the exciting new

COLOR ERA...

here's the
antenna
that assures

BETTER VIEWING... the new
**KAY-TOWNES
K9 Antenna**

Even better than the famous
BIG JACK and perfect in
COLOR, too.

Just LOOK at these features

- New system of snap-out with simple sure locking device. Keeps all elements rigidly in line.
- Positive action mast clamp.
- Rugged construction.
- New design snap-lock makes a more compact shipping unit. (Dealer receives antenna in factory-perfect condition.)
- High performance with level gain for better color viewing.



In color or in black and white it's the picture that counts, and for the best picture in either color or black and white Kay-Townes' new K9 offers the level gain performance so necessary to *good color reception*. Yet, with all this, it outperforms a 10-element yagi. Field-tested over the entire land under every weather condition, it bears the stamp of Kay-Townes engineering . . . guarantee of a quality TV antenna.

K3 METROPOLITAN

Here's the all-'round antenna *best suited* to metropolitan and primary areas where top performance, compact design and easy installation is desired—check it and you'll agree it's the finest metropolitan antenna available.

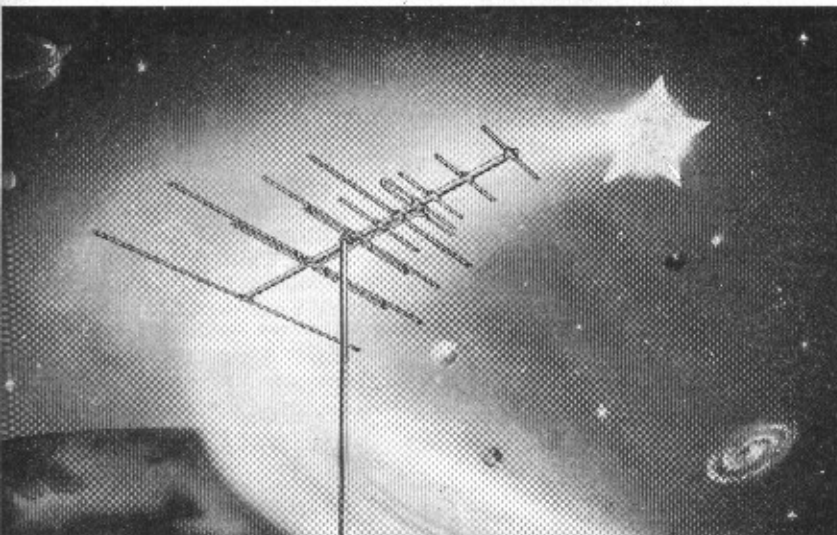
IN STOCK AT BETTER JOBBERS

KAY-TOWNES ANTENNA COMPANY

BOX 593 • ROME, GEORGIA



ANNOUNCING the **VEE-D-X SKY-STAR**



THE NEW STAR OF FRINGE AND SUPER FRINGE AREAS

MODEL		LIST
SK7	SINGLE	\$23.10
SK7-S	DOUBLE	47.50

THESE OUTSTANDING FEATURES MAKE THIS ANTENNA OUR NEW **STAR**

- ★ Compact inline yagi construction
- ★ Completely Snaplock construction
- ★ 1 1/8" heavy wall crossarm
- ★ Approved for color and black and white TV
- ★ All aluminum construction—quality controlled in our own aluminum mill
- ★ Uniform phasing terminations (300 ohm) Channels 2-13
- ★ Heavy duty bracketing

LaPointe **ELECTRONICS INC.**

ROCKVILLE, CONN.

INTERNATIONAL SALES OFFICE—19 WEST 44TH ST., NEW YORK 36, N. Y.



Vee-D-X SKY-RAIDER



Vee-D-X SKY-RAY



Vee-D-X SKY-SCOUT



Vee-D-X SKY-STREAK



Vee-D-X SKY-CHAMP



Vee-D-X SKY-FLASH



OFFERS YOU FOR THE
COMING SELLING SEASON

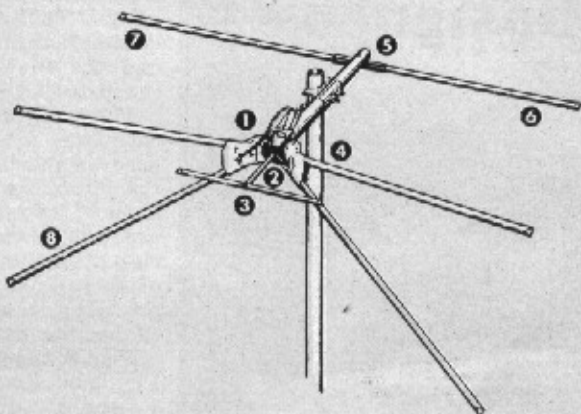
America's Finest AND

MOST COMPLETE LINE OF

Conical Antennas



Nowhere else can you buy such a high quality, full size Antenna with as many practical, useable features at such low, down to earth prices. Here's what you get when you buy Tenna.



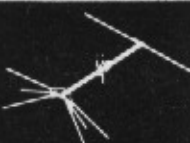
Check these Tenna features, feature by feature, with any or all other makes and you'll quickly agree that Tenna is truly the antenna for you . . . truly the king of all the conicals.

1. Completely pre-assembled. "Presto" Instant Mount Assembly opens as easily, quickly as an umbrella.
2. Now! Polyethylene Cable Anchor takes all tension off of terminals, prevents cable from breaking at terminals.
3. Models T-781, T-851 and T-751 are equipped with famous Tenna Director Bar to improve performance on higher channels.
4. Front Bracket made of heavy spring temper aluminum alloy with High Q molded plastic insulator.
5. Rear Bracket is made of heavy gauge aluminum to assure long life and resist strongest gales and heavy ice.
6. Arrays are full size in every respect and of all aluminum construction.
7. Aluminum elements are doweled to prevent whistling and provide greater strength.
8. Full line to select from; 8 single array antennas, 8 stacked antennas and 3 "Do-it-Yourself" antenna kits.

MODEL T-801
\$417 LIST



MODEL T-811
\$500 LIST



MODEL T-791
\$444 LIST



MODEL T-751
\$556 LIST



MODEL T-851
\$472 LIST



MODEL T-741
\$529 LIST



MODEL T-781
\$556 LIST



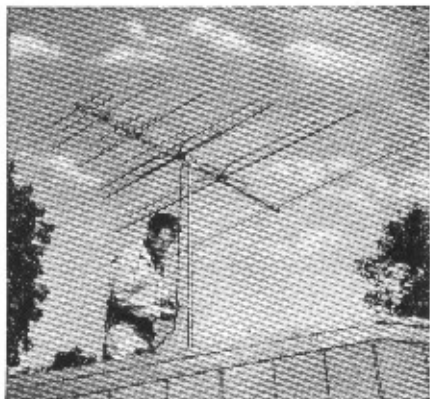
MODEL T-771
\$500 LIST

YOU BUY THE FINEST WHEN YOU BUY TENNA!

The **TENNA** Manufacturing Co.

Cleveland 25, Ohio

Now, from *Winegard*



See it today **\$29⁹⁵**
Only

The Incomparable

Color'ceptor

TV ANTENNA

for matchless Black-and-White TODAY
and VIVID COLOR TOMORROW!

Sell the antenna "with a future" . . .
the Color'ceptor.

Designed specifically to meet the critical demands of color TV, this fabulous Color'ceptor also ranks as the industry's outstanding antenna for top black and white reception.

Tested side by side with other makes by 50 independent service men—Color'ceptor walked away with performance honors in every single test category.

1. **MORE SENSITIVE!**—47% more gain on high band, 30% more on low band.
2. **PICTURE QUALITY!**—Color and black and white. All 12 channels.
3. **ABILITY TO REJECT CO-CHANNEL INTERFERENCE!**
4. **CONSISTENCY OF PERFORMANCE!**—In spite of changing atmospheric conditions, even in extreme fringe areas.
5. **HORIZONTAL DIRECTIVITY!**—The ability to reject multi-path signal reflections and ghosts.


And that's not all—Color'ceptor features Winegard's famous "umbrella-ease" snap-open design, the patented "electro lens"†, gold anodizing for beauty and longer life. Available as an 11 element high performance, all-channel yagi unit at only \$29.95 list, or with added "Power Pack" as an 18 element unit at \$44.90 list.

EASIER TO SELL BECAUSE IT'S NATIONALLY ADVERTISED!

Your customers prefer Winegard Antennas because they know their quality. They see them advertised in leading national magazines, such as SATURDAY EVENING POST and others.

Join the "Winegard Team" and reap sales and profits with America's most advanced antennas!

For information, see your Jabber or writer

 **Winegard co.**

3000 Scotten Blvd., Burlington, Iowa

* Pat. No. 2700105

† Optional (\$14.95)