New!
Now you can have electronic rotation built in your Set at a price lower than most for less satisfactory built in systems. (See back page)

Quadrature Phased TV Receiving Antenna

Unique phasing control termed "Azimutrol" provides variable directivity for non-rotating crossed dipole design. Both systems, outdoor and built-in cabinet, operate thru TV spectrum without switching. Aside from obtaining maximum signal from any station, control permits minimizing ghost effects

Reprinted from Tele-Tech
New... ELECTRONIC ROTATION
at Lowest Cost

Here is an entirely new antenna engineered by Square Root to make available all the advantages of electronic rotation at the lowest cost. Nearly all the features of the deluxe model are included, yet the first cost and installation cost are as low as the most ordinary built-in antenna.

The deluxe built-in electronic Quad Loop described in this reprint from a leading trade publication set a new standard of excellence for built-in antennas. Now with the low priced standard model even the lowest priced TV receivers can have the finest built-in antenna. Choose either the deluxe or the standard. Give your customers and your dealers the antenna proved best by impartial field tests of leading TV manufacturers.

Before you buy any built-in antenna, be sure you get all these features:

- Exclusive Phasing Control
- Standard 180° Selective Directivity Without Mechanical Rotation
- Deluxe 360° Selective Directivity Without Mechanical Rotation
- Substantial Reduction or Elimination of Ghosts and Nuisance Interference
- No cabinet or chassis change
- Single Control
- Remarkably High Gain Throughout the Band
- Low Cost
- Not Just a Tuned Dipole

Tested by a leading TV manufacturer, the electronic in-the-set Quad-Loop outperformed all six competing built-in antennas. Field test report in the New York area indicated satisfactory reception up to 40 miles from transmitting station. (Based on engineering report of a top TV receiver manufacturer.)

No other built-in antenna—regardless of cost—offers all these features. But don’t take our word for it. Test the antenna yourself in your receiver—in your engineering laboratory.

Write, Wire or Phone Today. Phone Yonkers 5-1476.

- First with Electronic Rotation
- Greatest Producer of Built-In TV Antennas in the World

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