

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

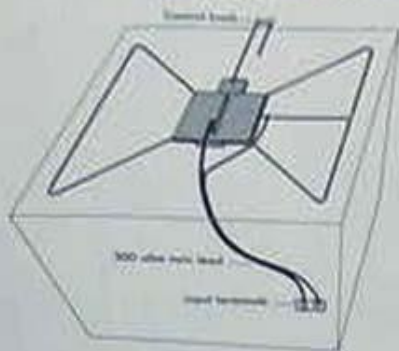
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Unique phasing control termed "Azimutrol" provides variable directivity for non-rotating crossed dipole design. Both systems, outdoor and built-in cabinet, operate thru TV spectrum without switching. Aside from obtaining maximum signal from any station,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

Reprinted from Tele-Tech

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New... ELECTRONIC ROTATION at Lowest Cost



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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ROOT

ELECTRONIC AND MECHANICAL PRODUCTS
MANUFACTURING CORPORATION

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