

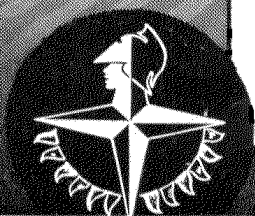


marks the spot...

the
'ANTEX'
Television
Aerial

FESTIVAL OF BRITAIN

The photograph shows the two standard "ANTEX" aerials mounted on the Shot Tower which supplied all the television receivers at the South Bank Exhibition. In the background can be seen the Skylon and Big Ben.



ANTIFERENCE LIMITED · 67 BRYANSTON ST · LONDON · W-1

WHY THE 'X' ... ?

A simple explanation in Question and Answer form as to why the "Antex" has made tremendous progress in the space of two years, until in 1951 it had been chosen as the most suitable television aerial for the Festival of Britain.

(Q) Why is the "Antex" aerial "X" shaped?

(A) Because this arrangement of the aerial rods and connections provides greatly improved performance, and permits a neat and rigid mechanical construction of minimum weight.

(Q) Why is the "Antex" aerial better than the normal "H"?

(A) Firstly because it greatly reduces and often completely eliminates electrical interference; and secondly because it provides a clearer and brighter picture.

(Q) What causes interference?

(A) Television interference is mainly caused by the ignition systems on motor vehicles, but can also originate from electrical apparatus of almost any kind.

(Q) What is the effect of interference?

(A) The most common form of mild interference usually causes white spots, lines or dashes to appear upon the television screen partly obscuring the picture. In severe cases the effect is similar to that of a snow storm and the picture may be completely blotted out.

(Q) Why is the "Antex" more effective than the "H" aerial in suppressing interference?

(A) The reason for this is highly technical, but broadly speaking it is brought about by the special X shaped arrangement of the four receiving elements.

(Q) Is the "Antex" aerial suitable for all TV receivers?

(A) The advantages of the "Antex" are inherent in the aerial design. It will therefore work equally well with any normal television receiver.

(Q) What is the maximum distance at which the "Antex" will operate?

(A) As with all types of aerial it depends to some extent upon local conditions. Generally speaking the "Antex" will work satisfactorily within the normal service areas of the television transmitters. It will also be found satisfactory however in a considerable proportion of cases at distances extending into the far fringe areas.

(Q) Will the "Antex" cause strain to the chimney or brick work?

(A) The exclusive design of the "Antex" enables a considerable reduc-

tion in both weight and wind resistance while providing ample strength and rigidity.

The strain on the building is therefore considerably less than with most types of aerial.

(Q) Will the "Antex" withstand severe climatic conditions?

(A) The experience of fifteen years of aerial manufacture is built into every "Antex" aerial. It has been scientifically designed to withstand gales far more severe than are experienced in this country and the metal parts are carefully treated to withstand atmospheric corrosion. All connections are completely enclosed and waterproofed to prevent any deterioration of performance after long exposure to the weather.

(Q) How do I obtain an "Antex"?

(A) Your local radio dealer will be glad to supply or to install one for you. Although every effort is being made to satisfy the enormous and growing demand, the impact of the re-armament programme has made it difficult to provide immediate delivery. There may be some delay therefore in obtaining an "Antex" but all orders are dealt with in strict rotation.

If it's an 'X' - it's an "Antex"

The 'X' formation of the rods is exclusive to the "Antex" aerial which is made only by ANTIFERENCE LTD. The electrical and mechanical design is fully protected by patents.

Patent No. 630795. Prov. Pats. 12178/49, 22216/50, Regd. Desn. 859630.



marks the spot...

FAR removed from the Festival another home enjoys television at its best—thanks to the 'Antex' aerial—identical with those on the Festival Shot Tower.

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