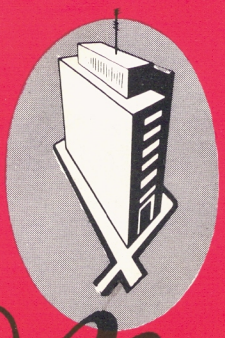


JERROLD
MUL-TV
Master Antenna System

Apartment Houses
Garden Courts
Hospitals
Schools
Hotels
Dealer Showrooms
Department Stores

As Necessary in the Modern Apartment House as ELECTRIC LIGHTS

A Jerrold Mul-TV System* enables all tenants to enjoy perfect television reception—yet only one roof antenna is needed.

Simple as ABC to Install, Provides Perfect TV For All

Today, Apartment House owners are faced with the importance of providing perfect TV reception facilities for their tenants.

The impracticability of allowing each tenant to erect an individual antenna is obvious. A maze of antennas on an apartment building is not only unsightly but causes expensive roof damages.

Further, this greatly increases the owner's liability risk and is a direct violation of fire codes in most localities.

The Jerrold Mul-TV System, delivering clear ghost-free TV signals to all apartments from one antenna, provides the perfect solution to the apartment house owner's problem.

*U. S. Patents Pending

Exclusive Features

- ✔ Any number and any make of television receivers may be connected to the Jerrold Mul-TV System. Each receiver will perform better than if it were connected to its own outdoor antenna.
- ✔ Fringe Area reception guaranteed.
- ✔ Diamond-clear reception on all channels is guaranteed.
- ✔ Any set may be tuned to any station at any time without interfering with other receivers connected to the system.
- ✔ Installation is neat and simple . . . equipment is compact . . . built for continuous duty and completely approved by Underwriters Laboratory.
- ✔ Installation can be made quickly in any type of new or existing buildings.

...STER TV SYSTEMS COMBINED

LISTED UNDER REEXAMINATION SERVICE UL OF UNDERWRITERS' LABORATORIES, INC.

Printed in the U. S. A.

JERROLD ELECTRONICS CORPORATION
121 N. BROAD STREET, PHILADELPHIA 7, PA.

Schermer Music in Los Angeles — "system did so much good for us that we immediately installed Jerrold in our New York and Cincinnati Stores."

SIMPLICITY and FLEX of JERROLD Des Makes Mul-TV Installati in Any Store or Multiple

Park View—largest apartment development in the Philadelphia area—1035 units—"only Jerrold could solve our TV problem."

Goodyear Tire Co., Atlantic City, N. J. 65 miles from Phila., extreme fringe area —operating 40 sets—"I'm only sorry I didn't try the Jerrold System sooner. Best captial improvement I ever made."

Gold Coast, Chicago

May Company, Cleveland. "Has helped our TV sales tremendously."

Chelsea Village— 261 apartments, garden court development covering 7 acres in notoriously poor receiving area, Atlantic City, reports,—"perfect pictures on all 3 Philadelphia channels 65 miles away."

MORE JERROLD MUL-TV SYSTEMS ARE IN OPERATION

IBILITY ign ons Easy Dwelling

APARTMENT HOUSES . . GARDEN COURTS . . DEALER SHOWROOMS . . HOSPITALS . . DEPARTMENT STORES . . SCHOOLS . . HOTELS

Entire blocks of Chicago's famed North Shore install Jerrold—"perfect reception without exception."

Davega Stores, New York City. "The Jerrold System certainly is a boon to selling television sets."

Wherever the need for a master antenna system exists, and the field is inexhaustible, you'll find the Jerrold Mul-TV System operating TV Sets at peak performance.

The ever increasing roster of Jerrold Mul-TV users is the unqualified endorsement of its high performance.

A partial list of these users appears below.

Sears, Roebuck & Co. Stores • Montgomery Ward Stores • General Electric Supply Houses

NEW ENGLAND . . . South Shore Television Sales Co., Weymouth, Mass. • Forsberg Electric, Brockton, Mass. • Beaudry & Monette, Lowell, Mass. • Bon Marche Dept. Store, Lowell, Mass. • Gaumont Bros., Lowell, Mass. • Middlesex Supply Co., Lowell, Mass. • C. W. Homeyer Co., Boston, Mass. • Keenan Radio Co., Boston, Mass. • G. Fox Dept. Store, Hartford, Conn. • Whitings Inc., Bridgeport, Conn. • Shawmut Bank of Boston • Paine Furniture Co., Boston, Mass. • Mason Furniture Co., Fall River, Mass. • Kaplan Furniture Co., Fall River, Mass. • Jordan Marsh Co., Boston, Mass. • Berman Radio Co., Boston, Mass.

MIDDLE ATLANTIC . . . In New York—Vim Stores • Davega Stores • Republic Stores • Imperial Stores • Stern Bros. Stores • Dynamic Radio Stores • Frost • Bedford Radio Stores • Concourse Music • Belmont Home Appliance • Winn Radio • Winston Stores • Soundview Radio • Times Square Appliance • Sunset Appliance • Windsor 5th Ave., Harrison, N. J.

IN PHILADELPHIA AND VICINITY . . . Mort Farr • Vic Hendler • A.B.C. Appliances • Charles Carson • Passon's • Jaymar (Willow Grove) • Hatboro Appliances • Lit Brothers (two stores) • Sterns (Trenton) • Binders (Trenton) • World Store • Porreca & Santini • M. Grass & Sons • Taylor's • Lou Pincus • Westinghouse Electric Supply • Phila. Distributors • Frankford Radio & Furniture • Blatt's (Atlantic City) • Arnell Store (Pottstown) • Levitz (Pottstown) • C. H. Davis (Ardmore) • Weiner (Darby) • Northeast Home Furnishers • Sun Radio • Agers • Romain Electric • Radio Electronics Institute • Harris & Leonard (Chester) • Painters (Chester) • Gerhard Radio (Glenside) • Kearns (Atlantic City) • Roebling Piano Co. (Wilmington) • Gehwers Piano Co. (Wilmington) • Radio Specialties • Borsteins (Camden) • Wanamaker's • Frankel • Halpern's (West Chester) • Auto Boys (Bristol) • Maeson's (Wilmington) • Handler's (Atlantic City) • Van Doren & Hemple (Atlantic City) • Levin • Stern's • Cumberland Sales (Millville) • Kauffman's Dept. Store (West Chester) • Kintzel (Allentown) • Hess Bros. (Allentown) • Schwenk (Harrisburg)

IN BALTIMORE . . . Dulaney Valley Apartments • Meade Heights Apartments • Pinckney and Ellendale • Hecht Bros. • Johnson Bros. • TV Company of Maryland • Music Mart • Modern Appliances • Pollack's

IN WASHINGTON, D. C. . . . Hecht Bros. (two stores) • Dowd • Gary Appliance • Electrical Center • Major Appliance • Lubar • The Hub • Herschel Cohen • Campbell Music Co. • Lacey's

MIDDLE WEST . . . In Chicago—3800 Lake Shore Drive • 400 Deming Place • 415 Aldine • 179 Lake Shore Drive • 3500 Lake Shore Drive • 3240 Lake Shore Drive • 3260 Lake Shore Drive • 3520 Lake Shore Drive • 3530 Lake Shore Drive • 5454 South Shore Drive • 511 Brompton Place • 3270 Lake Shore Drive • 431 Oakdale • 6900 South Shore Drive • Baskind's Jewelers • Leo Berman's • Bee-Jay Stores • Carson Pirie Scott & Co. • Central Appliance & Furniture Stores • Frank's Department Store • Garrick Music Shop • Grossi Brothers • Hilltop Television & Appliance • Soltis Appliances • Tri-Par Radio • Wieboldt's (Evanston) • Rudolph Wurlitzer & Co. • Lyons & Healy

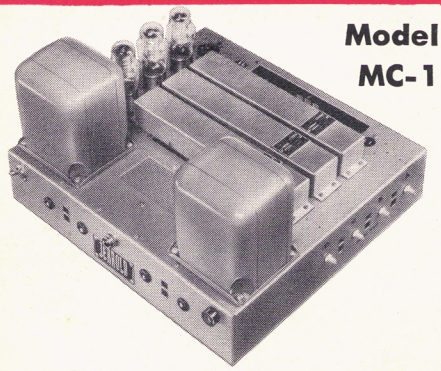
IN DETROIT . . . J. L. Hudson • Grinnell Bros. • Good Housekeeping Shop • Taber Radio • Slotkin Jewelry Co. • S & J Television • Midget Radio • Westgate Radio • G. E. Supply Corp. • Motts Radio • Muntz T.V. • Brose Electric • D. J. Healy Shops • Hot-N-Kold Shop • C. A. Nutting • Poly-Tek • Lyon & Healy (Cincinnati, O.) • Schermer Music (Cincinnati, O.) • Lazrus (Columbus, O.) • Strouss-Herschberg (Youngstown, O.) • J. O'Neill Co. (Akron, O.) • Bailey's (Cleveland, O.) • May Co. (Cleveland, O.)

IN WEST, SOUTHWEST AND SOUTH . . . Bullocks, Pasadena, California • Zilligitt, Los Angeles, California • Schirmer, Westwood, California • Walters Furniture, Redondo, California • Lier Radio & TV, San Bernardino, California • W. J. Sloan, Beverly Hills, California • The Harris Co., San Bernardino, California • The Harris Co., Redlands, California • Seymour L. Schweitzer Co., San Bernardino, California • Penny Ousley Co., Los Angeles, California • Kierulff & Co., Los Angeles, California • Schirmer, Los Angeles, California • Bon Marche, Seattle, Washington • Joske's, Houston, Texas • Solon of Music, West Palm Beach, Florida

LISTED UNDER REEXAMINATION SERVICE UL OF UNDERWRITERS' LABORATORIES, INC.

THAN ALL OTHER MASTER ANTENNA SYSTEMS COMBINED.

BASIC
JERROLD MUL-TV EQUIPMENT



Model MC-1

Master Control and Power Supply

This heavy-duty copper plated chassis contains the power supply, voltage regulators, and separate 72 ohm antenna input terminals to accommodate up to four Channel Amplifier strips.

Individual Gain controls are available for each channel so that the signal strength of "weaker" and "stronger" stations can be adjusted to the same level.

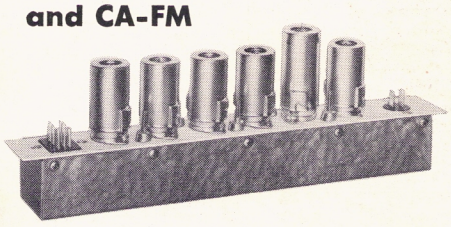
Dimensions 14" x 14" x 8½"

Channel Amplifier Strips

A 6 tube Channel Amplifier strip is plugged into the MC-1 for each channel desired. No soldering or wiring is necessary. The chassis of the Channel Amplifier strip is made of brass and is silver plated to obtain best possible r. f. conductivity. Each amplifier strip is thoroughly shielded. Voltage gains per strip between 250 & 500.

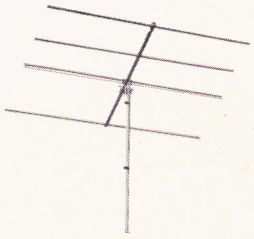
Dimensions 10" x 1¾" x 3½"

Models CA-2 to CA-13 and CA-FM



Jerrold Antennas

Model J



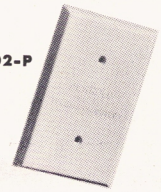
The Jerrold Mul-TV Antenna System employs separate 4-element yagi antennas for each channel. In low signal areas two of these yagis may be stacked to make an 8 element beam for a channel.

The advantage of the Jerrold Antenna System is that the antenna for each channel is cut for maximum gain and can be individually oriented to obtain greatest signal, minimum noise, and no ghosts. This latter feature is of particular importance in local areas where ghost elimination is a major problem.

Apartment House Wall Outlets

Model 1201

Model 1202



Model 1202-P

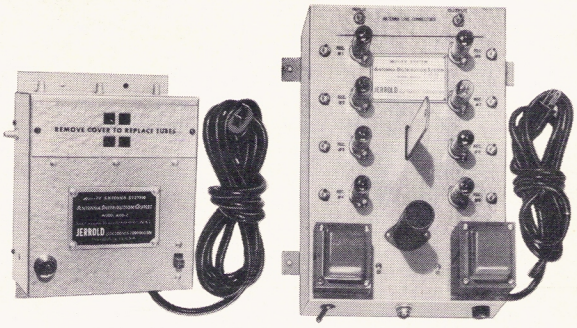
1201 — designed for use in existing buildings where recessed mountings are impracticable.

1202 — designed to mount in a standard recessed electrical outlet box.

1202-P — Ivory or brown plastic wall plate used in conjunction with 1202.

Antenna Distribution Outlets

The ADO boxes serve the dual function of feeding the strong ghost-free signals from the output of the Mul-TV Amplifiers to the receivers and at the same time decoupling the receivers from each other to prevent interaction.



Model ADO-3 *(Serves 3 Receivers)* **ADO-8** *(Serves 8 Receivers)* **ADO-10** *(Not Shown)*

How to Specify Mul-TV Equipment

See "Engineering Service" below. Architects wishing to prepare their own specifications should provide for the following:

1. One Model CA Channel Amplifier Strip for each channel to be received. For example, for Channels 4, 5, 7 and 9 specify one each CA-4, CA-5, CA-7 and CA-9.
2. One MC-1 chassis for each four CA Strips. For five or more CA Strips specify two or three MC-1 chassis as required.
3. Specify as many ADO boxes as are necessary for the number of receivers. ADO-3 box, 3 receivers; ADO-8 box, 8 receivers; ADO-10 box, 10 receivers.
4. An individually cut antenna is needed for each channel. Specify "J" and the channel number desired.

Engineering Service
FOR ARCHITECTS

Jerrold Electronics Corporation offers the architect, contractor and owner full cooperation in planning and specifying a Jerrold Mul-TV Antenna System for any type of building.

Jerrold representatives and distributors are located in principal cities and are available on call. Experienced field engineers, working out of the Company's Home Office, cooperate with architects in all parts of the country.

To assist the Company in providing design and specifying assistance the architect should send Jerrold the following data:

1. Prints of all elevation drawings and of typical floor plans.
2. Any information regarding proposed conduit or layout.
3. Description of the type of building construction (steel frame, concrete frame, brick, type of floor construction etc.)
4. Numbers of the channels to be received and distance from transmitters.

Regardless of the type of building, the flexibility of the Jerrold Mul-TV System insures perfect installation and operation.

JERROLD ELECTRONICS CORPORATION

121 N. Broad St., Phila. 7, Pa.

World's Largest Manufacturer Of Amplified Master TV Systems