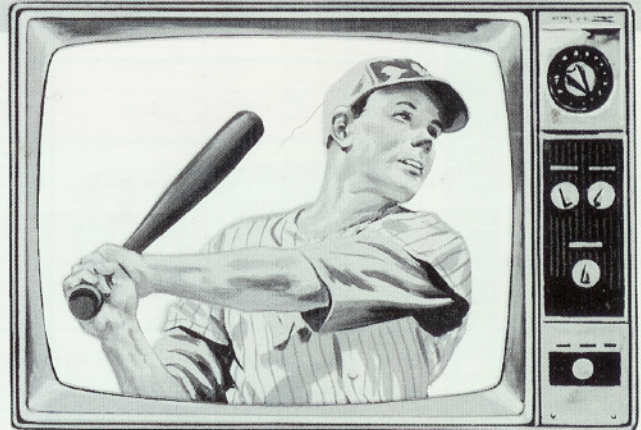


JERROLD

"Powermate-Perfect" Pictures



**VIVID GLOWING NATURAL
COLOR PICTURES**



**CLEAR, CRISP, SHARP
BLACK-AND-WHITE PICTURES**

IN EVERY AREA

How can I get pictures like these?

You probably need a good pre-amplifier to bring your pictures up to par. An old-fashioned booster won't do the job. You need a particular Powermate to provide you with perfect pictures.

Why a particular Powermate?

No single pre-amplifier can be designed to provide perfect pictures in every area. Each one of the thirteen Jerrold Powermates is carefully engineered for a specific area and set of local conditions.

What does a Powermate do?

The Powermate provides the right quantity and the proper quality of signal for your tuner. The set itself may be the latest color model, complete with UHF tuner, or an old-timer limited to black-and-white reception.

How does Powermate make my pictures better?

Too little signal causes snowy pictures. Too much signal from a strong local channel can create several interesting effects such as a "grainy" or "spotty" picture, a "wind-shield wiper" shadow

on the screen, or a rolling picture caused by loss of sync. All Powermates give you the extra signal to get you out of the snow. And Powermates with high overload capability insure against too much signal.

How do Powermates improve color reception?

Unwanted reflected signals cause line ghosts. These line ghosts, often unnoticeable in black-and-white pictures, make a mess of color pictures by creating smears or actual color changes. Color-axial Powermates with their coaxial down-leads and back-matched fittings prevent these line ghosts.

What about UHF?

There are three outdoor Powermates engineered specifically for UHF reception. In addition, Jerrold provides the industry's only amplified UHF two-set coupler for indoor use.

How about FM?

A powerful indoor FM amplifier is available. It can be connected to either an FM or TV-FM antenna. The amplifier isolates the TV from the FM set. In addition, there are outdoor and indoor Powermates which cover the entire TV and FM bands.

How do I know which Powermate is for me?

PICK YOUR POWERMATE FOR

"POWERMATE-PERFECT" PICTURES from CHART INSIDE

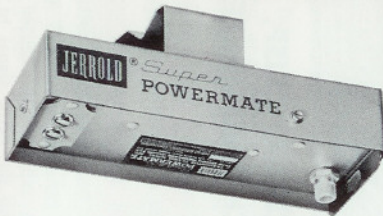

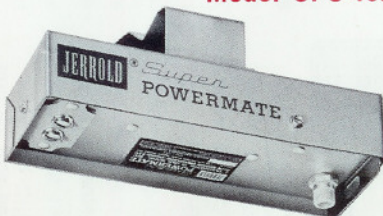
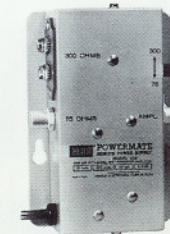
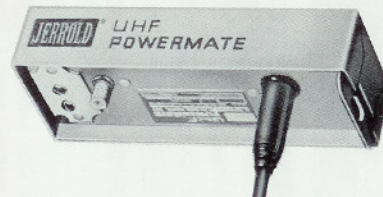
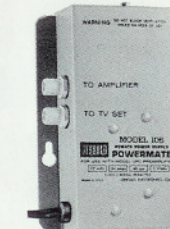


OUTDOOR POWERMATE SELECTION CHART

COLORAXIAL MODELS

SPECIALLY RECOMMENDED FOR COLOR

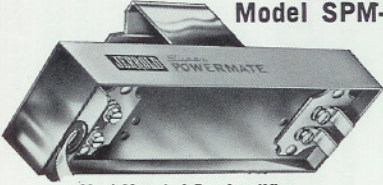

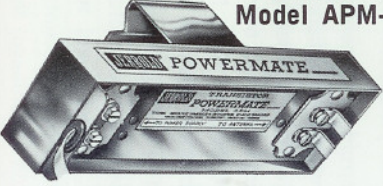




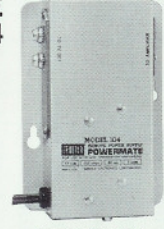
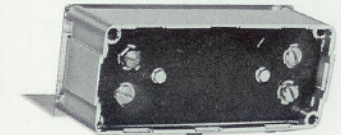

75-OHM COAXIAL DOWN-LEADS

YOUR AREA		YOU WANT	YOU NEED	YOU ORDER	GAIN				IMPORTANT FACTS
LOCATION	CONDITIONS				AVERAGE GAIN IN DB				
					TV 2-6	TV 7-13	FM BAND	UHF 14-83	
EXTREME FRINGE VERY WEAK SIGNALS from desired TV stations	MODERATE INTERFERENCE from local TV/FM transmitters	VHF-TV CHANNELS 2 THRU 13 in VIVID GLOWING NATURAL COLOR	ANTENNA-MOUNTED PRE-AMP with HIGH GAIN and HIGH OVERLOAD CAPABILITY 75-OHM COAXIAL DOWN-LEAD to minimize interference and reduce standing waves. POST-AMPLIFICATION in remote power supply for extra gain.	SUPER-POWERMATE "DE-SNOWER" Model SPC-132  Mast-Mounted Pre-Amplifier Model SPC FIVE TRANSISTORS (Two in Pre-Amp, Three in Post-Amp)  Power Supply and Post-Amplifier Model 132	25.0	29.0	—	—	SPC has 300-ohm input and 75-ohm output, 132 has 75-ohm input and output. Use T-378 matching transformer (not supplied) to connect to TV set. List Price \$97.95
DEEP FRINGE WEAK SIGNALS from desired TV stations	STRONG INTERFERENCE from local TV/FM transmitters	VHF-TV CHANNELS 2 THRU 13 in VIVID GLOWING NATURAL COLOR	ANTENNA-MOUNTED PRE-AMP with HIGH GAIN and HIGH OVERLOAD CAPABILITY 75-OHM COAXIAL DOWN-LEAD to minimize interference and reduce standing waves.	SUPER-POWERMATE COAXIAL Model SPC-103  Mast-Mounted Pre-Amplifier Model SPC TWO TRANSISTORS  Power Supply Model 103	15.2	11.1	—	—	SPC has 300-ohm input and 75-ohm output. 103 has 75-ohm input and 75 or 300-ohm output selected by a switch. Place switch in 300-ohm position to connect TV set. List Price \$47.95
EXTREME FRINGE VERY WEAK SIGNALS from desired UHF-TV station	MODERATE INTERFERENCE no TV/FM transmitters within 10 miles	UHF-TV CHANNELS 14 THRU 83 in VIVID GLOWING NATURAL COLOR	ANTENNA-MOUNTED PRE-AMP with HIGH GAIN and MEDIUM OVERLOAD CAPABILITY 75-OHM COAXIAL DOWN-LEAD to minimize interference and reduce standing waves.	UHF POWERMATE COAXIAL Model UPC-105  Mast-Mounted Pre-Amplifier Model UPC TWO TRANSISTORS  Power Supply Model 105	—	—	—	13.7	UPC has 300 or 75-ohm input and a 75-ohm output. 105 has 75-ohm input and output. Use MTU-372 matching transformer (not supplied) to connect to TV set. List Price \$83.30

STANDARD MODELS

IMPROVE ALL TYPES OF RECEPTION

300-OHM TWIN-LEAD DOWN-LEADS

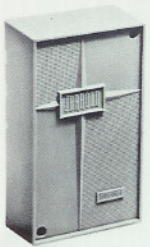
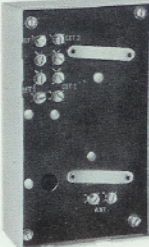
DEEP FRINGE WEAK SIGNALS from desired TV station	STRONG INTERFERENCE from local TV/FM transmitters	VHF-TV CHANNELS 2 THRU 13 IMPROVED RECEPTION black & white or color	ANTENNA-MOUNTED PRE-AMP with SUPER GAIN and MEDIUM OVERLOAD CAPABILITY	 <p>POWERMATE Model SPM-102 Mast-Mounted Pre-Amplifier Model SPM TWO TRANSISTORS</p>	 <p>Power Supply Model 102</p>	15.2	11.1	—	—	Serves one or two TV sets. For best color reception, we recommend using two TO-374A transformers with sufficient RG-59/U between them for the down-lead. List Price \$44.95
EXTREME FRINGE VERY WEAK SIGNALS from desired TV or FM stations	NEGLIGIBLE INTERFERENCE no TV/FM transmitters within 15 miles	VHF-TV CHANNELS 2 THRU 13 and FM IMPROVED RECEPTION black & white or color	ANTENNA-MOUNTED PRE-AMP with SUPER GAIN and MEDIUM OVERLOAD CAPABILITY	 <p>POWERMATE Model APM-102 Mast-Mounted Pre-Amplifier Model APM ONE TRANSISTOR</p>	 <p>Power Supply Model 102</p>	17.0	13.5	13.0	—	Serves one or two TV sets or one TV and one FM set. For best color reception, we recommend using two TO-374A transformers with sufficient RG-59/U between them for the down-lead. List Price \$39.95
FRINGE SEMI-WEAK SIGNALS from desired TV or FM stations	MODERATE INTERFERENCE no TV/FM transmitters within 10 miles	VHF-TV CHANNELS 2 THRU 13 and FM IMPROVED RECEPTION black & white or color	ANTENNA-MOUNTED PRE-AMP with GOOD GAIN and MEDIUM OVERLOAD CAPABILITY	 <p>POWERMATE SPECIAL Model LPM-102 Mast-Mounted Pre-Amplifier Model LPM ONE TRANSISTOR</p>	 <p>Power Supply Model 102</p>	11.5	11.5	10.0	—	Serves one or two TV sets or one TV and one FM set. For best color reception, we recommend using two TO-374A transformers with sufficient RG-59/U between them for the down-lead. List Price \$29.95
DEEP FRINGE WEAK SIGNALS from desired UHF-TV stations	MODERATE INTERFERENCE no TV/FM transmitters within 10 miles	UHF-TV CHANNELS 14 THRU 83 IMPROVED RECEPTION black & white or color	ANTENNA-MOUNTED PRE-AMP with HIGH GAIN and MEDIUM OVERLOAD CAPABILITY	 <p>UHF POWERMATE Model UPM-104 Mast-Mounted Pre-Amplifier Model UPM TWO TRANSISTORS</p>	 <p>Power Supply Model 104</p>	—	—	—	13.7	Serves one TV set or one UHF converter. For best color reception, we recommend using two MTUO-374 transformers with sufficient RG-59/U between them for the down-lead. List Price \$49.95
FRINGE SEMI-WEAK SIGNALS from desired UHF-TV stations	MODERATE INTERFERENCE no TV/FM transmitters within 10 miles	UHF-TV CHANNELS 14 THRU 83 IMPROVED RECEPTION black & white or color	MAST-MOUNTED PRE-AMP with GOOD GAIN and MEDIUM	 <p>UHF POWERMATE SPECIAL Model ULP-104 Mast-Mounted Pre-Amplifier Model ULP</p>	 <p>Power Supply Model 104</p>	—	—	—	4.7	Serves one TV set or one UHF converter. For best color reception, we recommend using two MTUO-374 transformers with sufficient RG-59/U between them for the down-lead.

INDOOR POWERMATE SELECTION CHART

AMPLIFIED SET COUPLERS

300-OHM TWIN-LEAD CONNECTIONS

SELF-CONTAINED POWER SUPPLIES

FRINGE SEMI-WEAK SIGNALS from desired TV stations	STRONG INTERFERENCE from local TV/FM transmitters	VHF-TV CHANNELS 2 THRU 13 IMPROVED RECEPTION to three or four TV sets	HIGH GAIN and HIGH OVERLOAD CAPABILITY	INDOOR SUPER-POWERMATE Model TA-66A		AVERAGE GAIN IN DB TO EACH SET WITH CONNECTIONS TO				Serves up to four TV sets. We recommend Jerrold CAT-2 kit (not supplied) for best color reception. List Price \$34.95
				 Front View	 Rear View	1 SET	2 SET	3 SET	4 SET	
EXTREME FRINGE VERY WEAK SIGNALS from desired FM stations	MODERATE INTERFERENCE from local FM transmitters	FM RECEPTION from either a TV or an FM antenna	HIGH GAIN IN THE FM BAND for "hiss-free" FM reception of distant stations and MEDIUM OVERLOAD CAPABILITY	FM STEREO RANGE EXTENDER Model SRX		15.5	—	—	—	Serves one FM set or one TV and one FM set (negligible loss to TV set). We recommend Jerrold CAT-2 kit (not supplied) for best color TV and FM reception. List Price \$29.95
SUBURBAN GOOD SIGNALS from desired TV or FM stations	MODERATE INTERFERENCE from local TV/FM transmitters	VHF-TV CHANNELS 2 THRU 13 and FM IMPROVED RECEPTION to three or four TV/FM sets	MEDIUM GAIN and MEDIUM OVERLOAD CAPABILITY	FOUR-SET AMPLIFIED COUPLER Model TA-24		—	3.5	3.5	3.0	Serves up to four TV/FM sets. We recom- mend Jerrold CAT-2 kit (not supplied) for best color reception. List Price \$24.95
SUBURBAN GOOD SIGNALS from desired TV or FM stations	MODERATE INTERFERENCE from local TV/FM transmitters	VHF-TV CHANNELS 2 THRU 13 and FM IMPROVED RECEPTION to two TV/FM sets	MEDIUM GAIN and MEDIUM OVERLOAD CAPABILITY	TWO-SET AMPLIFIED COUPLER Model TA-12		—	3.5	—	—	Serves up to two TV/FM sets. We recom- mend Jerrold CAT-2 kit (not supplied) for best color reception. List Price \$17.95
SUBURBAN GOOD SIGNALS from desired UHF-TV stations	MODERATE INTERFERENCE no TV/FM transmitters within 10 miles	UHF-TV CHANNELS 14 THRU 83 IMPROVED RECEPTION to two TV sets	MEDIUM GAIN and MEDIUM OVERLOAD CAPABILITY	UHF TWO-SET AMPLIFIED COUPLER Model TAU-12		—	2.5	—	—	For best color recep- tion, we recommend an outdoor MTU-374 and an indoor MTU-372 UHF transformer with sufficient RG-59/U be- tween them for the down-lead. List Price \$29.95

POWERMATE SPECIFICATIONS CHART

	SPC-132	SPC-103	SPM-102	APM-102	LPM-102	UPC-105	UPM-104	ULP-104	TAU-12	TA-12	TA-24	TA-66A	SRX
BANDWIDTH (IN MEGACYCLES)	54-88 174-216		54-108 174-216		470-890				54-108 174-216		54-88 174-216		88-108
GAIN IN DB (AVERAGE)													
LO VHF TV BAND (2-6)													
TO ONE TV SET	25.0	15.2	15.2	17.0	11.5	—	—	—	—	—	—	—	*
TO SECOND TV SET	—	—	12.2	14.0	8.5	—	—	—	—	—	—	—	—
FM BAND													
TO ONE FM SET	—	—	—	13.5	10.0	—	—	—	—	—	—	—	15.5
TO SECOND FM SET	—	—	—	10.5	7.0	—	—	—	—	—	—	—	—
HI VHF TV BAND (7-13)													
TO ONE TV SET	29.0	11.1	11.1	13.0	11.5	—	—	—	—	—	—	—	*
TO SECOND TV SET	—	—	8.1	10.0	8.5	—	—	—	—	—	—	—	—
VHF TV AND FM BAND													
TO EACH OF 2 SETS	—	—	—	—	—	—	—	—	3.5	3.5	6.5 (No FM)	—	—
TO EACH OF 3 SETS	—	—	—	—	—	—	—	—	—	3.5	6.0 (No FM)	—	—
TO EACH OF 4 SETS	—	—	—	—	—	—	—	—	—	3.0	6.5 (No FM)	—	—
UHF TV BAND (14-83)													
TO ONE SET	—	—	—	—	—	13.7	4.7	—	—	—	—	—	—
TO EACH OF 2 SETS	—	—	—	—	—	—	—	2.5	—	—	—	—	—
RESPONSE FLATNESS (IN DB P/V MAXIMUM)													
LO VHF TV BAND (2-6)	3.0	1.5	—	2.5	5.0	—	—	—	5.0	2.0	2.0	—	—
FM BAND	—	—	—	—	—	—	—	—	—	—	—	—	3.0
HI VHF TV BAND (7-13)	2.5	1.5	—	3.0	3.0	—	—	—	3.0	2.0	2.0	—	—
UHF TV BAND (14-83)													
(ACROSS ANY 100 MC)	—	—	—	—	—	4.0	—	4.7	—	—	—	—	—
NOISE FIGURE IN DB													
LO VHF TV (AVERAGE)	4.9**	4.0	—	4.3	5.5	—	—	—	4.0	10.0	6.5	—	—
FM BAND (AVERAGE)	—	—	—	—	—	—	—	—	—	—	—	—	6.0
HI VHF TV (AVERAGE)	8.3**	7.0	—	5.75	7.5	—	—	—	7.5	11.5	9.5	—	—
UHF TV (MAXIMUM)													
AT 470 MC	—	—	—	—	—	11.0	12.0	15.0	—	—	—	—	—
AT 890 MC	—	—	—	—	—	12.0	13.0	15.0	—	—	—	—	—
DISTORTION	0.5% MAXIMUM CROSS-MODULATION (—46 DB) AT MAXIMUM INPUT												
IMPEDANCE IN OHMS													
PRE-AMP OR COUPLER INPUT	300	300	—	300	—	300/75	300	—	—	—	300	—	—
PRE-AMP OR COUPLER OUTPUT	75	75	—	300	—	75	300	—	—	—	300	—	—
REMOTE POWER SUPPLY													
RF INPUT	75	75	—	300	—	75	300	—	—	—	—	—	—
RF OUTPUT	75	75/300	—	300	—	75	300	—	—	—	—	—	—
INPUT LEVEL IN MICROVOLTS													
LO VHF TV BAND													
MAX. PER CH. FOR 3 CHS.	45,000	100,000	—	8,000	20,000	—	—	—	—	6,000	40,000	85,000	—
FM BAND	—	—	—	—	—	—	—	—	—	—	—	—	28,000
HI VHF TV BAND													
MAX. PER CH. FOR 4 CHS.	15,000	83,000	—	11,000	14,000	—	—	—	—	6,000	17,000	50,000	—
UHF TV BAND													
MAX. PER CH. FOR 2 CHS.													
IN 75 OHMS	—	—	—	—	—	7,500	—	—	—	—	—	—	—
IN 300 OHMS	—	—	—	—	—	15,000	7,500	20,000	15,000	—	—	—	—
TRANSISTORS (NUMBER & TYPE)													
IN PRE-AMP OR COUPLER	(2)2N2494	(2)2N2494	(1)T3133	(2)2N2494	(2)A1490	(1)A1490	(1)A1490	(1)2N2495	(2)2N2494 PADT-28	(1)2N2495	(1)2N2495	(1)2N2495	(1)2N2495
IN REMOTE POWER SUPPLY	(3)2N2494	0	0	0	0	0	0	0	0	0	0	0	0
POWER INPUT TO REMOTE POWER SUPPLY OR COUPLER	117 V AC												
POWER CONSUMPTION (COMPLETE UNIT)	5 Watts		3 Watts										

*One TV set may be connected to SRX with negligible loss.
 **With 75 ft. of RG-59/U cable between SPC and 132.

THE POWERMATE STORY

The Powermate story is actually the Jerrold story since only a company dedicated from the very beginning to TV picture improvement could have produced this modern miracle.

Jerrold was founded in 1948 by Milton J. Shapp. The company's first product was a set-top pre-amplifier for improving home TV reception. Soon after, Jerrold introduced multi-outlet master TV antenna systems for dealer's showrooms and small apartment houses.

In 1950 Jerrold equipped and installed the first commercially successful community antenna television system in the United States at Lansford, Pa. In addition, master TV antenna systems were being installed by Jerrold in large hotels and apartment houses throughout the country.

The Distributor Sales Division was organized in 1954 to market the numerous home reception aids which were the natural products of the engineering knowledge acquired in the design of equipment for large systems. At the same time, the new division was entrusted with the development and sale of equipment for systems other than community systems.

Within a year, Jerrold introduced the first of the famous "De-Snowers," a powerful mast-mounted pre-amplifier with a remote power supply. This tube-powered fore-runner of the Powermate incorporated the original concept of amplification as close to the antenna output terminals as possible, which is still the basis of outdoor Powermate design.

By 1958 Jerrold had increased its consumer product line to more than 300 separate items. The first FM range extender was introduced, as well as the first complete home system for multi-set homes. Meanwhile, the school program established for dealers and servicemen, started in 1955, had burgeoned until such schools were in session nearly year-round either at Jerrold or at various locations throughout the country.

The first Powermate transistorized pre-amplifier was introduced in 1961. This was another Jerrold FIRST, increasing the list which already included J-JACKS, the only TV outlet which was also an input; high-output, positive-matched strip-

amplifiers; specially-designed UHF converters for the MPATI program; and Audiotrol, the FM program inserter.

Powermates really came of age in 1964 along with the new Jerrold Paralog broad-band VHF antennas and the new Paracyl broad-band UHF antennas. The Powermate family increased in number to provide for varying locations, conditions, and requirements.

Today, the Jerrold line is still growing with the accent, as always, on quality and reliability. Jerrold maintains the industry's largest staff of advanced development engineers. The most important part of product development is still extensive testing under actual field conditions. No Jerrold product goes on the production line until it has been thoroughly proven.

Jerrold equipment is manufactured to rigid quality control standards. Amplifiers are not just "spot tested." Instead, each individual amplifier is "cooked," thoroughly tested, and painstakingly aligned before shipment. For many critical items, more factory time is spent on quality assurance testing procedures than on actual assembly.

At the present moment there are thousands of Jerrold systems serving hotels, apartment house complexes, hospitals, schools, and military installations. Located in every section of the country, these include the 2500-room Conrad Hilton in Chicago, the huge Marina Towers apartment complex in the same city, the Waldorf-Astoria in New York, the Orlando Florida School District, Sears Roebuck Stores throughout the country, Redstone Arsenal, and the city of Austin, Texas. Jerrold equipment is presently being installed to send educational TV signals via cable throughout the entire state of Delaware.

The Jerrold Corporation comprises: Jerrold Electronics, specializing in TV reception improving equipment for homes, large buildings and entire communities; Harman-Kardon, quality high fidelity component public address equipment manufacturers; and TACO, one of the most respected names in defense, industrial and home antennas.

Whether you purchase a single Powermate or an entire system, when you buy Jerrold you buy the best.

DISTRIBUTOR SALES DIVISION
15th and Lehigh Ave. • Philadelphia, Pa. 19132



The Nation's Foremost Manufacturer and Supplier of Television Distribution Systems