NEW YORK, Sept. 27.—Development of a coin-operated juke box-television combination, featuring an Emerson tele receiver, and a revolutionary wall box for public locations which offer television, radio and juke box selectivity, has been announced by H. F. Dennison, president of the newly formed Videograph Corporation. The wall box, which gives a choice of telev sound (synchronized with one or more screens in a location), two radio channels or continuous recorded music picked up from a hideaway unit, was built by Soletone, a California corporation, and has been testing on locations.

According to Dennison, both the combination and the wall box will be unveiled October 18 and 19 at the Hotel Pennsylvania, here, and distribution will start three weeks later.

The Videograph combination tele-juke box and the new wall box will operate with 5-cent and 25-cent coin slots. Six minutes play will cost 5 cents, and the machines will take

(See Combine Juke, page 101)
Combine Juke, Radio, TV
All in One Coin Machine

(Continued from page 2)

enough coins at one time to allow for three hours of continuous operation (30 nickels or 15 dimes). In the case of the combination, a warning signal feature has been incorporated to advise that the time is running out, and additional coins are necessary. The two operations, running simultaneously, according to Dennison, now offer an operator a chance to double or triple his income from a location where only the juke box has been a source of income to date. Under the new Videograph operations, each individual booth occupant will be able to make his own choice of entertainment, and the wall box will not interfere with the next booth, where a totally different type of program may be on. According to Forrest Wibul, Sotolose president, the wall box is now on test locations, one such installation having 30 boxes in operation.

Display Set-Up

According to Videograph plans, the combination is to be handled by established distributors throughout the country. Operators, in turn, will take over the machines for locations, and will work with Videograph-appointed television firms in their cities in installing the equipment. Each distributor will send a serviceman to the Videograph headquarters here for schooling with Emerson on servicing and installation problems so as to be able to check the machines and assure that quality service is maintained. The installation and tele servicing fee, which will be paid to the television firm, will be absorbed by either the op or the location.

The combination cabinet, a mirrored, decalized body in blue and silver, can be sold with or without the juke box mechanism, according to Dennison. Most operators will be able to detach the mechanisms from their present machines, and thru a series of instructions, will be able to insert them into the cabinet.

Two Speakers in Combo

Special features of the combo include two speakers, a locked switch-over from tele to juke which can be operated only by the location owner; servicing of the machine from either the front or the back; and coin dropshoots and slug rejector. Approximately 25 combinations will be on test locations prior to the October 18 showing.

Stressing the multiple earning power of both operations, Dennison pointed out that the wall boxes (which can also be used at regularly
a name to remember

VIDEOGRAPH

A name that means COIN OPERATED MUSIC SYSTEMS COMBINED WITH EMERSON TELEVISION

EMERSON RADIO AND PHONOGRAPH CORPORATION, famous for radio quality throughout the world, introduces in brilliant DIRECT VIEW television sets to the coin machine field through the VIDEOGRAPH CORPORATION.

EMERSON, one of the pioneers in television and VIDEOGRAPH CORPORATION—headed by men experienced in the coin operated music business—join to bring you coin operated television and music systems that offer the greatest potential EARNING POWER since the inception of automatic music.

VIDEOGRAPH is now in production and distributor applications are now being accepted.

* TRADE MARK

VIDEOGRAPH CORPORATION - Starrett-Lehigh Bldg., 601 West 26th Street, New York 1, N. Y.

Billboard, October 4, 1947