Coin Machines Combine Radio, TV and Jukes

Videograph's New Projects

NEW YORK, Sept. 27.—Development of a coin-operated juke boxtelevision 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 tele 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 Solotone, a California corporation, and has been testing on locations.

tions.

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.

distribution was sent later.

The Videograph combination tele-juke box and the new wall box will operate with 5-10-and 25-cent coin slots. Six minutes play will cost 5 cents, and the machines will take (See Combine Julie, page 108)

Combine Juke, Radio, TV All in One Coin Machine

(Continued from page 3)
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 preserved.

traditional coins are necessary.

The two operations, 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 Wilson, Solotone president, the wall box is now on test locations, one such installation having 70 boxes in operation.

Distrib Set-Up

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According to Videograph plans, the combination is to be handled by established distributors thruout 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 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 teleservicing fee, which will be paid to the television firm, will be absorbed by either the op or the location.

The combination cabinet, a mirrored, decalled 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.

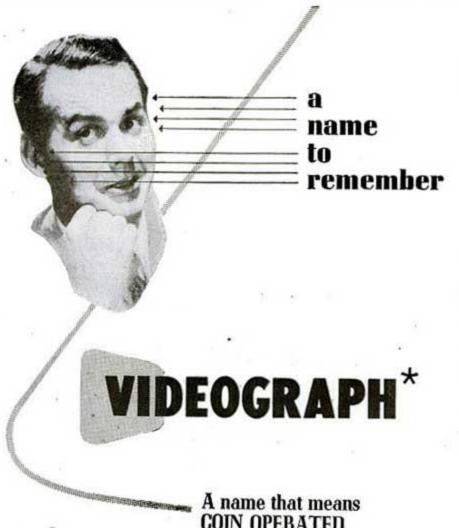
Two Speakers in Combo

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Special features of the combo in-clude 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; straight coin dropshoots and slug rejector. Ap-proximately 25 combinations will be on test locations prior to the October

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

spaced intervals on bars, counters, etc.), thru their decentralized sound feature, have proved quite successful feature, have proved quite successful in the test locations to date. Initial tests were made with unmarked boxes, and the play was hampered as the location owner had to explain each of the four dial markings (television, two radio channels, musle). Now, however, the boxes include instructions, and the play is strong in the locations.



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 its 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.

 Attend the PREMIERE SHOWING OF THESE AMAZING SYSTEMS on October 17th. 18th and 19th in the SALLE MODERNE ROOM. HOTEL PENNSYLVANIA. NEW YORK CITY

TRADE MARK

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