

Coin Machines Combine Radio, TV and Jukes

Videograph's New Projects

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 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.

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 5-10-and 25-cent coin slots. Six minutes play will cost 5 cents, and the machines will take

(See Combine Juke, 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 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

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 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, decalated 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; straight 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

spaced intervals on bars, counters, etc.), thru their decentralized sound 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, music). Now, however, the boxes include instructions, and the play is strong in the locations.



**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 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 **SALE MODERNE ROOM, HOTEL PENNSYLVANIA, NEW YORK CITY**

*TRADE MARK

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

Billboard, October 4, 1947