





**HI-FIDELITY**

**SELECTIONS**

**MUSIC**

**ROCK-OLA**

**Model 1442**

**SPECIFICATIONS**

Width: 29 $\frac{3}{8}$  inches  
Depth: 26 $\frac{3}{4}$  inches  
Height: 53 $\frac{1}{8}$  inches

Weight:  
(uncrated) 290 Lbs.  
(crated) 340 Lbs.

Cabinet Finish:  
Limed Walnut,  
trimmed with  
Caribbean Blue  
Walnut.

Coin Equipment:  
Single entry for 5c  
10c and 25c  
(easily converted  
to 10c play),

Record Changer:  
50 selections, 7"  
Records; 45 R. P. M.

Tube Complement:  
1-5U4G.  
2-6L6G,  
2-6SN7GT.





the **ROCK-OLA** well

# Roundup Line

**for every location—  
whether a swanky  
supper club or a busy  
little corner cafe...  
there is a Rock-Ola  
Phonograph designed  
especially for you.**

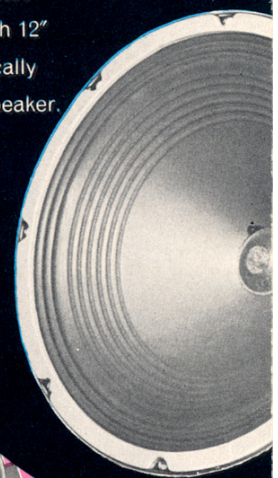


## **EASY-CHANGE STANDARD TITLE STRIPS**

Another big time saver for your service man. Title strip holders on both machines slide in and out in a whisk. Separate sections allow fast breakdown into various musical classifications. Use of standard sized strips allows higher visibility with full titles selling music for you.

## **TRUE HI-FIDELITY COMPONENT SPEAKERS**

Clear low notes through 12" acoustically matched speaker.



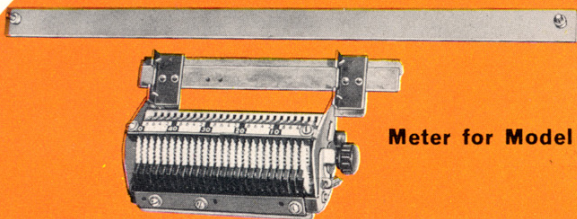
## **TRU-TONE AMPLIFIER**

Rock-Ola's famous Tru-Tone amplifier handles full Hi-Fidelity output. Wide-range bass and treble adjustments give the emphasis you want. A flick of a switch gives Hi-Fidelity or standard tone as you prefer.

In addition to all these advantages, you still have the low, low upkeep of only five tubes.

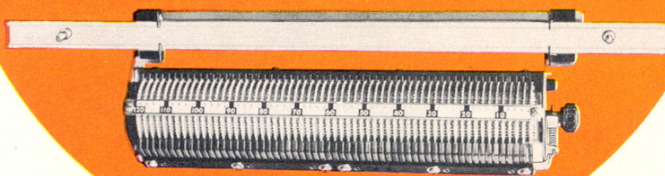


## **POPULARITY METERS**



**Meter for Model 1442**

At a glance, you can tell the popularity of any one or all of the selections. All are in full view. All are easy to read for best programming. Simple to reset ALL selections with the twist of ONE convenient knob.



**Meter for Model 1446**

\*Rock-Ola Manufacturing Corp. reserves the right to make changes without notice in specifications, trim, colors, materials, models and to discontinue models.

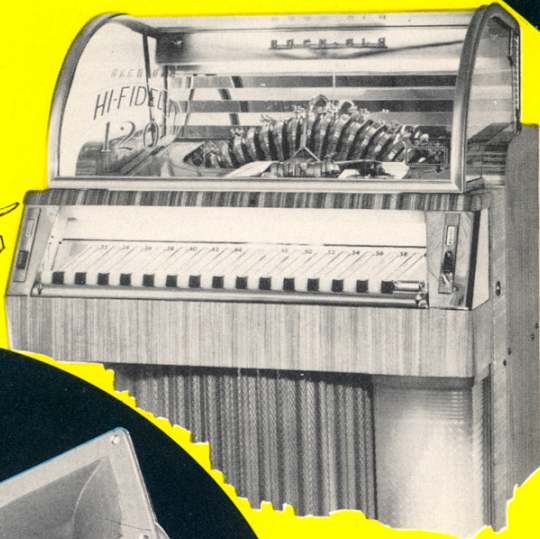


Eye-Right Height with ONE button selection. Program on both machines just right for small or tall.

with **ROCK-OLA** Hi-Fidelity

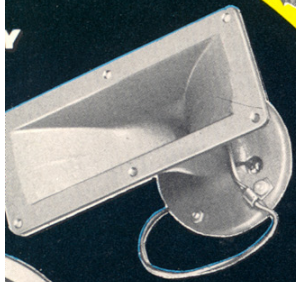
# rounded sound

Now, here at last is full range tone brought out by a scientifically balanced team. Working together—the compression driven unit and the matched speaker gives you true Hi-Fidelity.

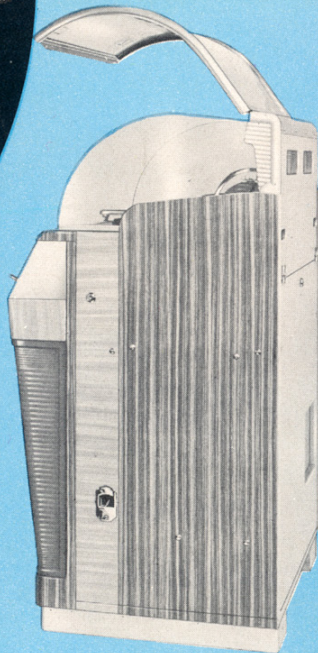


Selection buttons invitingly easy to reach—and best of all you push only ONE button for tune.

Clean high notes from the big heavy cast rectangular horn loaded compression driver unit.

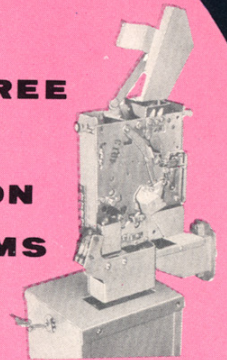
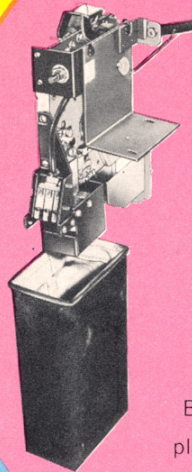


Changing records on Rock-Ola phonographs is the easiest you ever saw. Just lift the dome to the desired height—Three-way safety catch holds it in place. Engineered for full access to records or needles without moving machine away from the wall.



Generous jumbo-sized cash containers in both Rock-Ola phonographs.

## TRouble-FREE COIN COLLECTION MECHANISMS



Built to take care of the tremendous play you'd expect, you can go longer without collecting. Securely fastened with separate locks but easy to reach through the front of the machine.

**True Hi-Fidelity tone  
combined with modern  
cabinet design, housing a  
revolutionary low upkeep  
mechanism can mean only  
one thing—ROCK-OLA**



# ROCK-O-LA

**HI-FIDELITY**  
**SELECTIONS**  
**MUSIC**



**Model 1446**

## SPECIFICATIONS

Width: 29 $\frac{3}{8}$  inches  
Depth: 26 $\frac{3}{4}$  inches  
Height: 53 $\frac{1}{8}$  inches

Weight:  
(uncrated) 320 Lbs.  
(crated) 370 Lbs.

Cabinet Finish:  
Limed Walnut,  
trimmed with  
Caribbean Blue  
Walnut.

Coin Equipment:  
Single entry for 5c  
10c and 25c  
(easily converted  
to 10c play),

Record Changer:  
120 selections, 7"  
Records; 45 R. P. M.

Tube Complement:  
2-6L6GT,  
2-6SN7GT,  
1-5U4.



# Accessories that increase Rock-Ola acceptance

Height 14 inches  
Width 11 inches  
Depth 7 inches



Shiny  
Chrome finish.  
Standard size  
title strips.  
One button selection  
Accumulates up  
to 31 plays.  
Available in either  
120 or 50 selection.

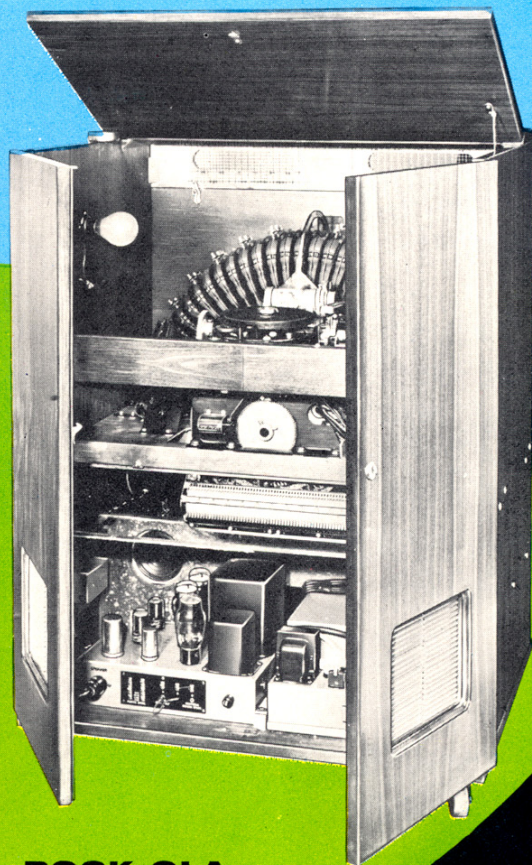
Simple 3-wire hookup

## ROCK-OLA WALL BOX

## UNIVERSAL BAR BRACKET



All steel construction with durable hammerloid finish. Special patented mounted plate. Height 13 inches.  
Width 8 1/8 inches. Depth 8 inches.



## ROCK-OLA PLAYMASTER

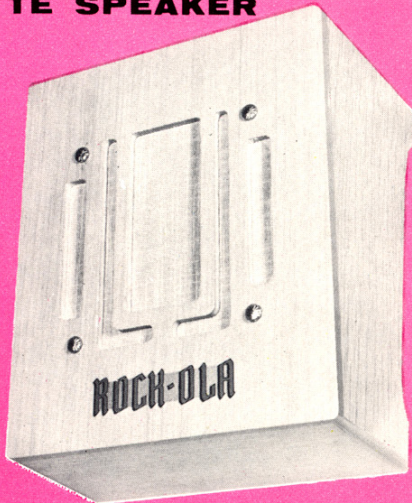
Outstanding limed walnut finished cabinet housing the dependable 120 selection

Rock-Ola mechanism. A beautiful piece of furniture that can be shown anywhere. Compact enough to tuck away under a counter, under the stairs or anywhere where space is at a premium.

Height 42 inches. Width 30 1/2 inches. Depth 23 inches.

## SUPER-TONETTE SPEAKER

Outstanding reproduction from 8" permanent magnet location-tested speaker complete with volume control.



Blond or mahogany finish.

Height 11 inches  
Width 9 3/4 inches  
Depth 5 3/4 inches

Locations  
everywhere have found

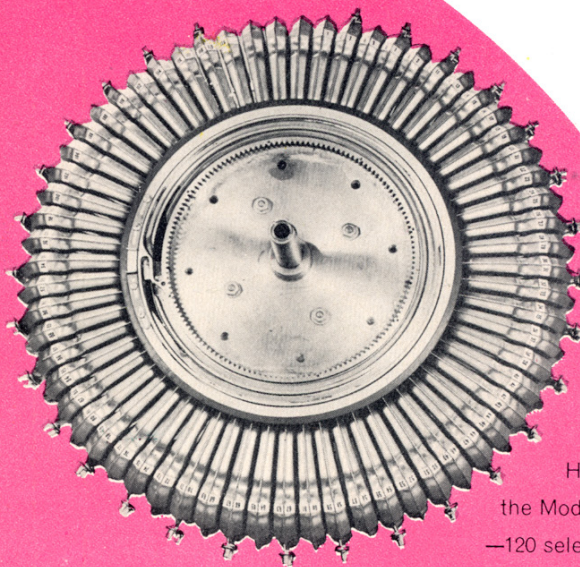
increased interest and increased profit with the addition of Rock-Ola accessories. You, too, can get this "plus" business by installing this additional, dependable equipment.



# *..acclaimed* by locations everywhere

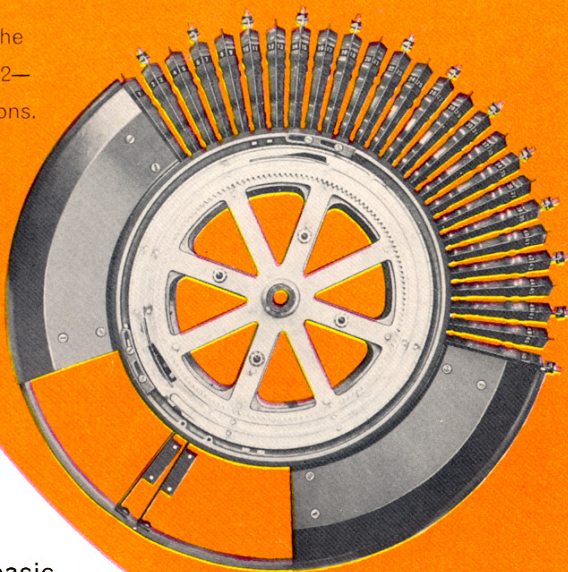
The heart of Rock-Ola phonographs tested and proven by years of use and millions of plays.

the proven  
**ROCK-OLA**  
revolutionary  
revolving record  
mechanism

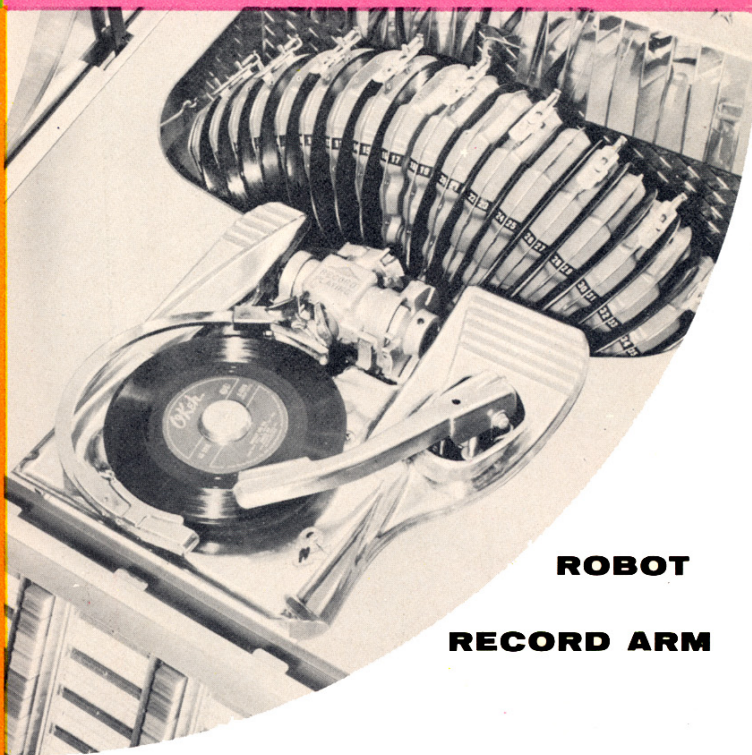


Heart of the Model 1446—120 selections.

Heart of the Model 1442—50 selections.



Same basic heart as the proven 120 selection revolving, record drum. Delivery of records is fast, positive and trouble-free.



**ROBOT  
RECORD ARM**

Almost human action of the improved Geneva movement picks the record from the revolving drum, and—oh, so gently places it on the turntable in natural playing position. Featherweight tone arm with Hi-Fidelity wide range pick-up cartridge gives floating action for longer record life.



# perfection...

**....of operation, attraction,  
and design for your  
greater profit...  
is our goal**



**David C. Rockola**  
President

With the introduction of each new model, we sincerely believe we have produced a phonograph that is as nearly perfect as it is feasible to build: perfect in design—perfect in quality of music—perfect in dependable, service free operation. These qualities made the first Rock-Ola the newest and finest coin-operated phonograph of its day and have made all succeeding models the newest and finest of their day.

For, in the months between models, our engineers methodically search out and eliminate flaws and critically scrutinize every single part for possible improvement. New trends in music, in technique and in design are studied and applied. New ideas are tested over and over.

Now, once again we have reached a new level of perfection, NOT WITH ONE, BUT WITH TWO NEW HI-FIDELITY MODELS; the thrifty Model 1442, 50 selection, designed for locations that want the finest in music but require fewer selections, and the superb 120 selection, Model 1446. Both are small in size, big in plays and profits; both have the proven revolutionary Rock-Ola mechanism.

So again, Rock-Ola, the finest in coin-operated phonographs, is proud to introduce to the world the newest in music reproduction, design and service-free operations.

*David C. Rockola*



Airplane view of the Rock-Ola plant,  
where Engineering, Electronic  
Development, Manufacturing and  
Assembling go on under one roof.



**ROCK-OLA Manufacturing Corporation**  
800 North Kedzie Avenue  
Chicago 51, Illinois

**MODERN DISTRIBUTING COMPANY**  
3222 Tejon Street  
Denver 11, Colorado