



ROCK-OLA

HI-FIDELITY MUSIC

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The ROCK-OLA

“ 200 ”



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"Years Ahead"
ENGINEERING and DESIGN
MAKE

ROCK-OLA

PHONOGRAPHS

*"Worth More When You Buy,
Worth More When You Trade"*

Today's super automatic, multi-play phonographs are largely the result of ROCK-OLA pioneered electronic and mechanical advancements. Presented in this brochure are a few of the outstanding features that make the fabulous ROCK-OLA 200 the finest automatic, multi-play phonograph in the world today—the "Years Ahead" phonograph Engineered and Designed for YOUR TIPTOPLACEMENTS.

FASTEST PLAY IN THE WORLD

The only automatic, 200 Selection phonograph in the world with single button title selection for FASTER, EASIER, TROUBLE-FREE PLAY—simply deposit coin, select tune and push button directly under the title selected. No combination of numbers and letters to remember.



THE ORIGINAL REVOLVING SELECTION PANEL FOR MULTI-PLAY PHONOGRAPHS

Displays 40 titles in a single row—EASY TO READ, ROCKET FAST. A touch of the glowing red program selection button and 40 new titles appear instantly to choose from.



*PICTURE WINDOW PROGRAMMING

Now, thanks to the ROCK-OLA pioneered revolving selection panel mechanism, players can pre-select music to fit their moods—a light touch of the program selection button, like the flick of a magic wand, lights up a colorfully illustrated miniature window announcing one of five available program classifications and displays, on the selection panel below, 40 tune titles from that classification to choose from. Another touch of the magic button—another program classification.

*Available on
Model 1455-D only.

ROCK-OLA

Hi-Fidelity Music

MODEL 1455 200 SELECTIONS

Model 1455-S Standard • Model 1455-D DeLuxe

• SPECIFICATIONS •

Model 1455-S Model 1455-D

Width..... 30½"..... 30½"
Depth..... 27¼"..... 27¼"
Height..... 57¾"..... 57¾"

Crated for Export:

Width..... 34½"..... 34½"
Depth..... 30½"..... 30½"
Height..... 60¾"..... 60¾"

Weight, Uncrated..... 331 pounds..... 348 pounds
Crated, (domestic)..... 372 pounds..... 389 pounds
Crated, (export)..... 396 pounds..... 413 pounds

Cabinet Finish: American Walnut trimmed in Diamond Lattice with Gold Tick.

Coin Equipment: Single entry for nickels, dimes and quarters (factory set for 10c play).

Model 1455-D
Includes Dual Credit System which permits separate pricing for Standard and E.P. (extended play) records.

AVC: Automatic Volume Compensator
Record Changer: 200 200
 Selections, Selections,
 7" Records 7" Records
 45 r.p.m. 45 r.p.m.

Tube Complement: (2) 6CG7 (1) 12AT7 (1) 6BA6
 (1) 5U4GB (2) 6L6GB

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

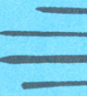


Model 1455



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ROCK-OLA

HI-FIDELITY MUSIC

MODEL 1455

1455-D, De Luxe

1455-S, Standard

200 SELECTIONS



Powered by the famous, trouble-free ROCK-OLA mechanism, recognized the world over by the familiar revolving record drum. The Original Revolving Record Changer Mechanism for Multi-Play Phonographs.

TRU-TONE HI-FIDELITY SOUND SYSTEM

Matched component speakers, compression driven horn, advanced pick-up response, automatic volume compensator. Tru-Tone amplifier—for that magnificent ROCK-OLA Hi-Fidelity Music.

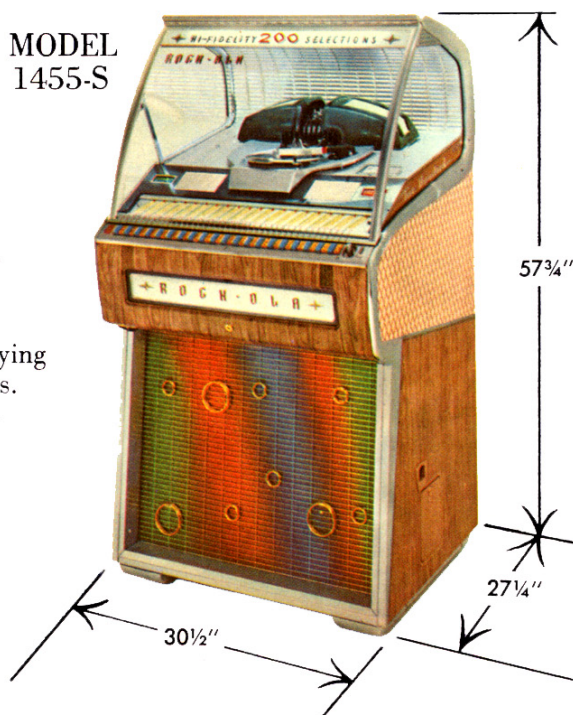
ELECTRO VOICE HI-FIDELITY PICK-UP CARTRIDGE

The true Hi-Fidelity cartridge embodying the most advanced concept in pick-ups. Superlative Response, Lowest Inter-modulation Distortion, High Output, No Hum.

FAST, EASY ACCESSIBILITY TO ALL WORKING PARTS

To change records, title strips and reset popularity register, turn front key, lift up latched dome and pull down on front door. To open back, just unlock and remove back door.

MODEL
1455-S



HINGED RECORD DRESS CAP
Permits instant access to records. Of sturdy construction finished in rich ebony inlaid with gold mesh.

CLEAR VIEW POPULARITY REGISTER

Simplified, sturdy construction. Easy to read and reset.

**ONE PIECE, DIE CAST TURN-
TABLE with SELF LUBRICATING
BEARING and 4 POLE MOTOR**
Smoother operation, minimum maintenance.

SIMPLE 3 WIRE REMOTE RECEIVER

MICRO-CONTROLLED SELECTOR

New — Improved — Simplified. A single switch eliminates 200 separate controls.

*MOST VERSATILE DUAL CREDIT SYSTEM

A practical, fool-proof dual credit system for "job tailored" programing and music merchandising. Permits record pricing to assure maximum earnings

*Available only on Model 1455-D.

SMALLEST, MOST COMPACT

OF ALL 200 SELECTION PHONOGRAPHS

Fits Anywhere. Eliminates Problems with Modern Interiors,
Narrow Doorways, Limited Wall-space.

50, 120 and 200 Selections

"A ROCK-OLA for every location"

The ROCK-OLA MANUFACTURING CORPORATION
800 NORTH KEDZIE AVENUE • • CHICAGO 51, ILLINOIS