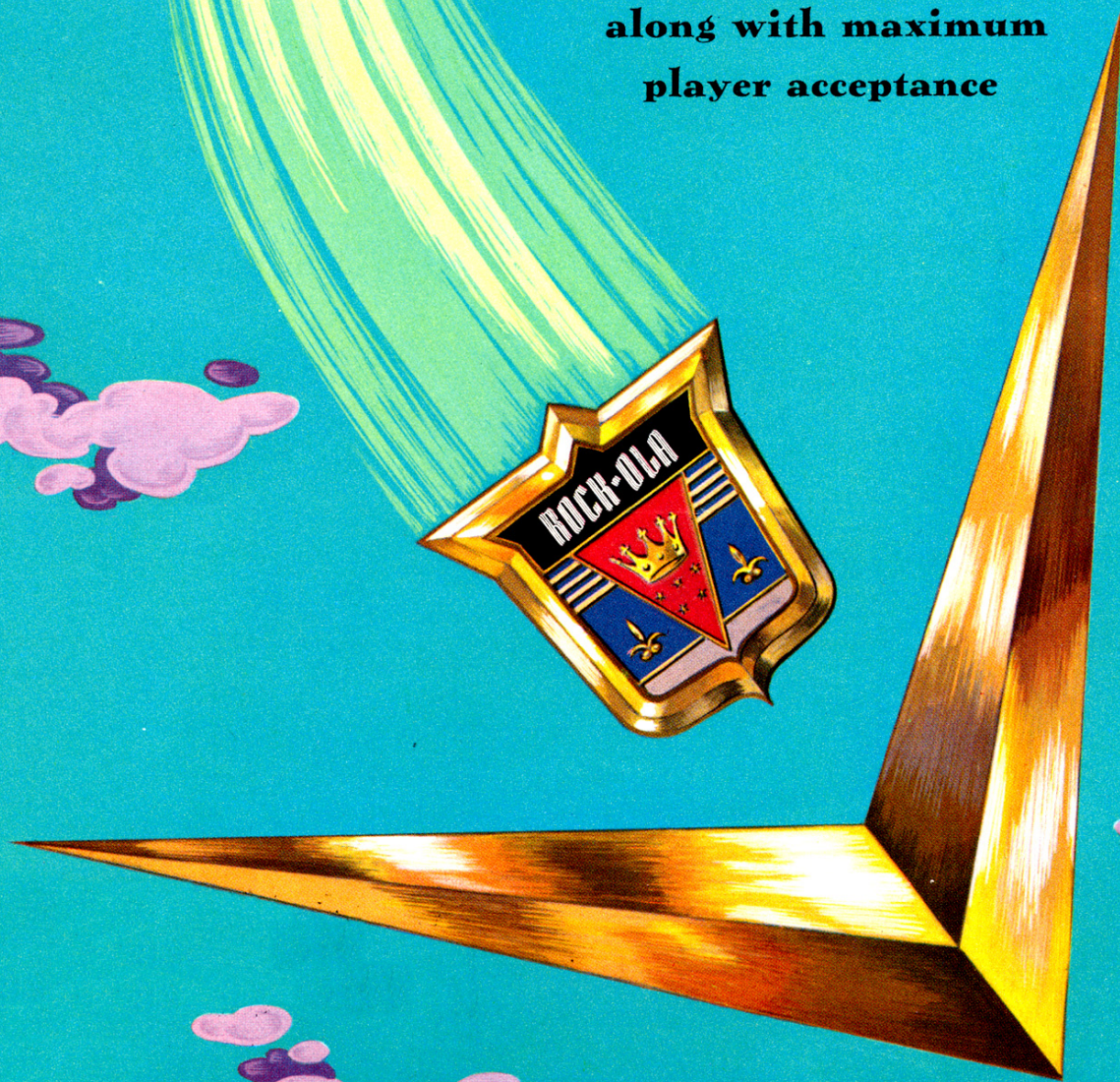
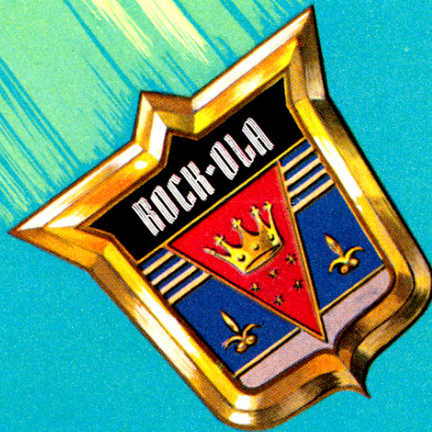


The Emblem of Dependability Points the Way...

**to increased earnings
through lower operating costs
along with maximum
player acceptance**



"TOP 40" TUNE PROGRAMMING

... at "Top Profit" eye-level position coupled with the famous ROCK-OLA

*Picture Window Program Feature which offers five musical categories, facilitates fast easy play. Faster play means increased profits for you.

WORLD RENOWNED
Rock-Ola
Hi-Fidelity
Sound
System

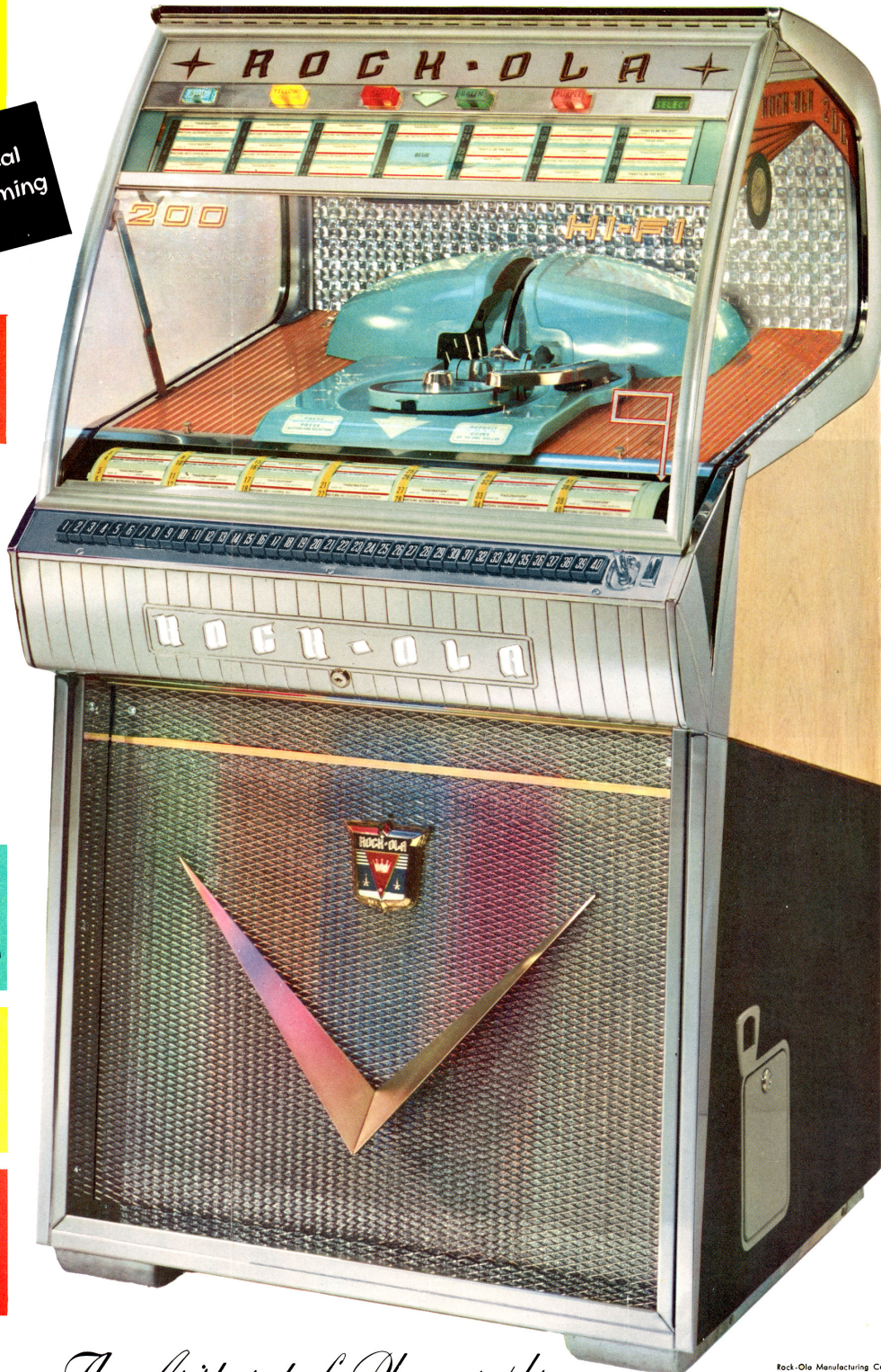
Horizontal
Programming

50¢
Play*

Smallest
Multi-
Selection
Phonograph
IN THE WORLD

Single
Button
Selection

Time Tested
Record
Changer
Mechanism



The Aristocrat of Phonographs

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

"Top 40"
Tunes
AT EYE-LEVEL

Picture
Window
Programming
*

50¢
Play*

Smallest
Multi-
Selection
Phonograph
IN THE WORLD

Single
Button
Selection

Time Tested
Record
Changer
Mechanism

ORIGINAL IMPROVED
Rock-Ola
Revolving
Record
Magazine

Dual
Pricing
System*



The Aristocrat of Phonographs

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

ROCK-OLA

*Model
1465*

200
HI-FIDELITY
SELECTIONS

ROCK-OLA MANUFACTURING CORPORATION 800 No. Kedzie Ave., Chicago 51, Ill.

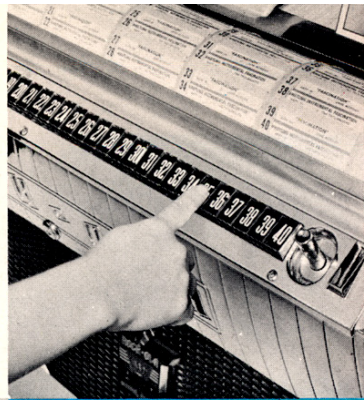
*optional if desired

Printed in U. S. A. © 1957 ROCK-OLA MANUFACTURING CORPORATION S-41

ROCK-OLA



The Aristocrat of Phonographs



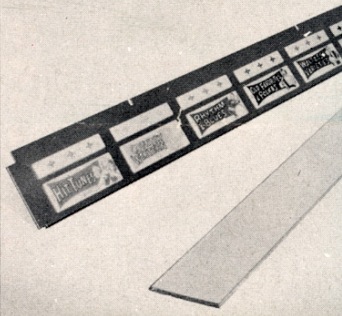
HI-SPEED STRAIGHT-IN-LINE PROGRAMMING

The ROCK-OLA original revolving selection program panel, attains a new height of perfection by now offering a horizontal display of forty tunes for each Color-Group.

Each program panel relates a Musical Theme that is quick to catch the player's eye. Easy to read, inviting to play, and simple to select. No combination of letters and numbers to remember, just push one button.

*PICTURE WINDOW PROGRAMMING

The exclusive ROCK-OLA Picture Window Program Feature speeds up selecting for faster play through a simple Color Grouping Selection System without confusion. Selection of one of five Colored Program Buttons instantly lights up a colorful illustrated musical category picture window and automatically brings the desired program into view.



"TOP 40" AT TOP PROFIT, EYE LEVEL POSITION

ROCK-OLA, pioneer of Top Tune Programming now further enhances the value of this feature by keeping the "Top 40" Tunes at constant Eye-level View. Fast simple selection of the "Top 40" results in Top Earning Power.

SPECIFICATIONS

Width 30 $\frac{3}{4}$ "
Depth 26 $\frac{1}{8}$ "
Height 55 $\frac{3}{4}$ "

Crated for Export and Domestic:

Width 34"
Depth 31"
Height 60"

Weight:

Uncrated 323 pounds
Crated (domestic) 366 pounds
Crated (export) 397 pounds

Cabinet Finish:

Antique White and
Midnight Black

Coin Equipment:

Single entry for nickles,
dimes, quarters (50¢ optional)
Credit accumulator
Dual Credit System (optional)

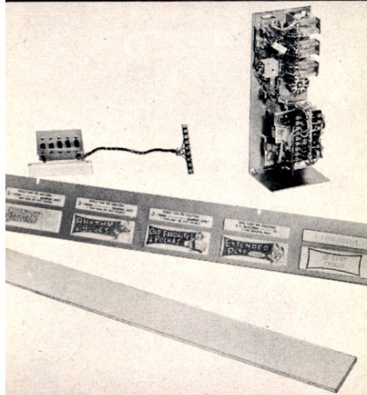
Record Changer:

200 Selections
7" Records, 45 r. p. m.

Tube Complement:

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

Automatic Volume Compensator



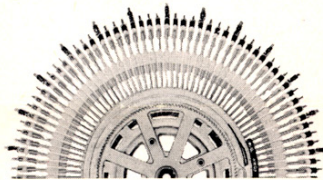
DUAL PRICING SYSTEM *

You deserve higher prices for E. P. (2 tune records). The famous ROCK-OLA Universal Dual Pricing System with Picture Window Programming permits you to merely "Flip-a-Switch" and the program side you desire can be set to obtain increased earnings for use with E. P. records.



COLOR SYNCHRONIZED PROGRAMMING

Color Synchronized Programming speeds up record selection for faster play through a simple color grouping system. By pushing one of five colored program buttons, the corresponding colored section of the program drum automatically comes into view.

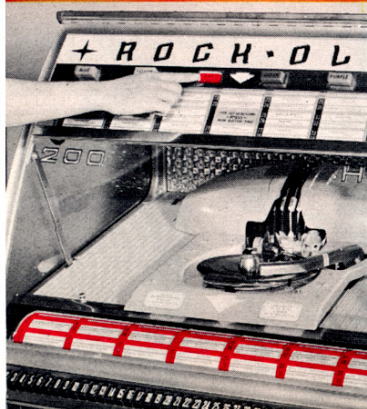
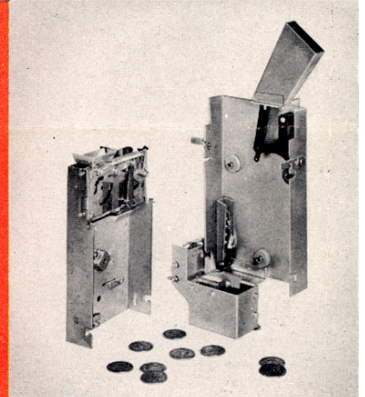


ROCK-OLA RECORD MAGAZINE

Original improved ROCK-OLA Revolving Record Magazine recognized the World Over, often imitated never equaled.

* HALF DOLLAR PLAY

Single coin entry accepts nickles, dimes, quarters and halves. Can be set for various combinations of play to assure maximum location earnings.



ROCK-OLA WORLD RENOWNED HIGH-FIDELITY SOUND SYSTEM

Rock-Ola gives you a complete sound system in all models, offering two woofers, a tweeter plus automatic volume compensator for the ultimate in Hi-Fidelity record reproduction.

No other phonograph can claim all these features

*optional if desired