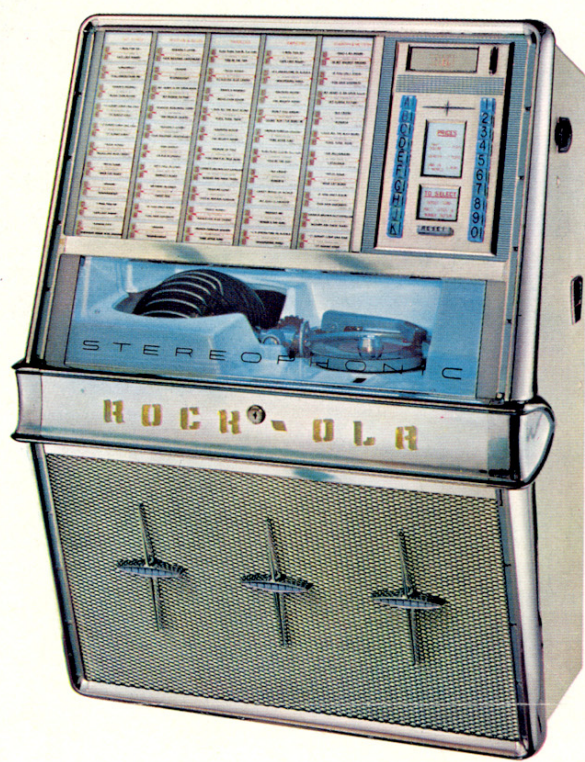


The ROCK-OLA "100"



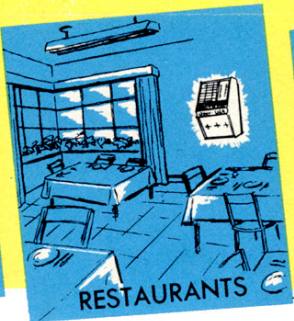
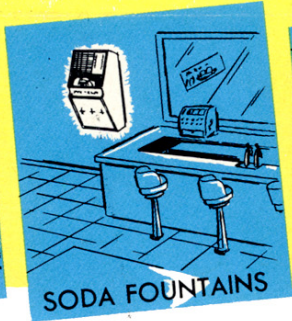
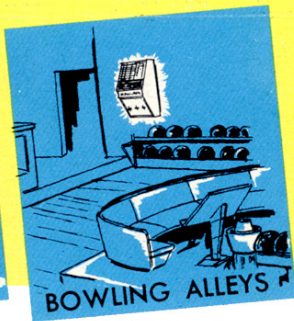
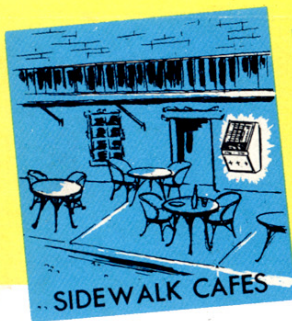
*All-Purpose Stereophonic
Wall Phonograph*

MODEL 1484

NEWEST - MOST STARTLING INNO

The ROCK-OLA "100"

ALL-PURPOSE STEREOPHONIC WALL PHONOGRAPH



SMALL! VERSATILE! ATTRACTIVE!

The world famous Rock-Ola tradition of engineering excellence is again proven by the unique, modern cabinet and the daring miniaturization of the all new mechanism in the Rock-Ola "100" Wall Phonograph. With the new "100" miniaturized mechanism again comes the unexcelled dependability which for years has made the original Rock-Ola Revolving Record Magazine the standard in the industry for quality and dependability.

Now for the first time Rock-Ola offers its Operators a small, attractive and versatile wall phonograph with all the capabilities of a standard floor model phonograph. Its gleaming silver and chrome appointments and compact cabinet compliments any location decor and fits even the smallest location while occupying no floor space needed for other facilities. The profit-making answer to smaller locations is the Rock-Ola "100".

PROFIT MAKING FEATURES

■ MINIATURIZED MECHANISM

For the first time in Coin-Operated phonographs, Rock-Ola has produced an entirely new miniaturized Revolving Record Magazine designed specifically for use in a small, compact, wall phonograph. While preserving the traditional Rock-Ola Revolving mechanism design and operating dependability, the new miniaturized mechanism has increased simplicity and fewer moving parts for faster cycling and maximum ease of servicing.

■ POSITIVE SELECTION TWO BUTTON SYSTEM

New, improved two button, push-button selection system of the "100" provides fast, mistake-proof selecting. Simple locking relay prevents incorrect tune selections.

■ 33 1/3-45 RPM INTERMIX PLAY

Encased in the compact "100" is all the traditional Rock-Ola Flexibility. The Rock-Ola "100" offers the Operator complete protection for future needs with 33 1/3-45 RPM Intermix

Changer. This dual speed changer intermixes 33 1/3-45 RPM records in any sequence in any bank of records. (Optional Equipment.)

■ «« REVERBA-SOUND »»

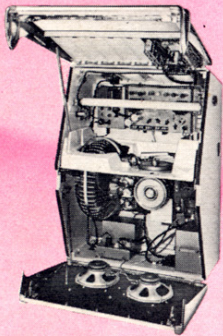
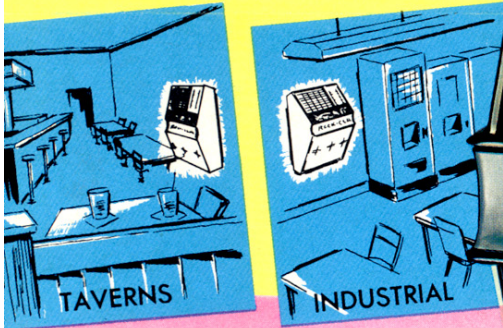
The "100" with the exclusive new Rock-Ola sound reverberation unit brings concert hall realism from recorded music to all locations regardless of size or configuration. Rock-Ola's ««Reverba-Sound»» will fill every corner of the location with deep, rich tones for true living-presence "wall to wall" music. (Optional Equipment).

■ NEW SIMPLIFIED SELECTOR

A new Rock-Ola exclusive is the simplified, coil-less selector. Selections are achieved through springloaded, self-cleaning selection levers on the selector activated by two electrically operated revolving carriages which scan a printed circuit disk for selection information. The elimination of electro-magnetic coils reduces complicated service calls and assures increased dependability for greater operating profits.

VARIATION IN PHONOGRAPH DESIGN

*All Title Strips,
Selector Buttons,
and Coin Slot at
EYE-LEVEL*



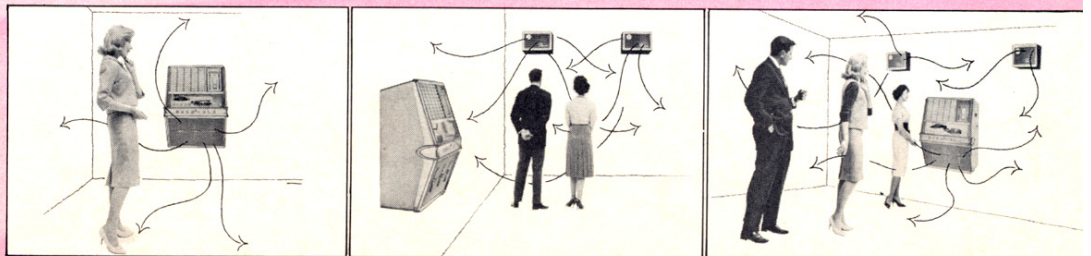
EASILY SERVICED

Two bascule type service doors conveniently open to expose the entire mechanism of the "100". All parts are at eye-level for fast, economical, one man servicing.

"TRI-FONIC" FLEXIBILITY

The Rock-Ola "100" offers the famous Rock-Ola "Tri-Fonic" flexibility and dual-channel stereo amplifier as standard equipment. Only Rock-Ola phonographs offers the convenience of three phonographs in one. At the "flip-of-a-switch" and with no cost for conversion parts, the "100" converts from Monaural to Stereo play.

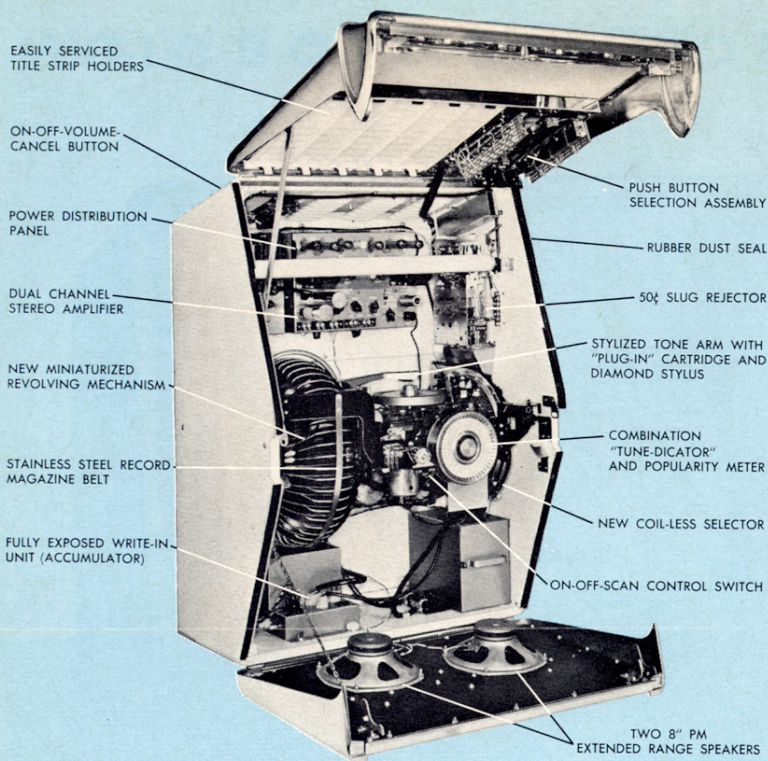
NOTE: Rock-Ola's dual-channel amplifier is at a constant capability to play stereo. The alternate positions on the "Tri-Fonic" switch provide for proper tone balance in any type of location.



MONAURAL POSITION delivers the finest high fidelity monaural music through the two heavy duty 8" extended range, built-in main unit speakers. Extra speakers may be used.

STEREOPHONIC POSITION delivers two channel stereo music through the stereo extension speakers. No matter where the customer sits, he hears flawless stereo sound.

REINFORCED STEREO POSITION combines the stereo extension speakers with the main unit speakers for the finest reinforced stereo sound in any type of location.



COMPLETE NEW DESIGN FOR GREATER FLEXIBILITY SAVES ON SPACE, ON SERVICE

The entire mechanism and selector system of the "100" was designed specifically for use in a compact, light-weight wall phonograph. For this reason you will find in the ROCK-OLA "100" many new innovations in phonograph design and engineering.

With these many new features made possible by Rock-Ola's long tradition of engineering skill, the famous Rock-Ola dependability has been preserved and increased for greater operating profits. The Rock-Ola "100" is your guarantee of years of trouble free performance.

SPECIFICATIONS FOR THE ROCK-OLA "100" MODEL 1484

CABINET	CRATED	WEIGHT
Width 27 $\frac{1}{4}$ "	Width 32"	(Uncrated) 165 lbs.
Depth 18 $\frac{1}{2}$ "	Depth 23"	(Crated Domestic) 204 lbs.
Height 38 $\frac{1}{4}$ "	Height 40"	(Crated Export) 204 lbs.

Cabinet finish: Blue White.

Coin Equipment: Single Entry, Four Coin-nickels-dimes-quarters-halves-U.S. coins. 50c play credit accumulator a standard feature.

Record Changer Mechanism: 50 (100 selections) 7" records—45 RPM. 7" records 33 $\frac{1}{3}$ (optional).

Record Popularity Indicator a Standard Feature.

Tube Complement: (1) 12AU7—(2) 6CY7—(2) 12AT7— (4) 6BQ5

Automatic Volume Compensator a Standard Feature.

Rock-Ola Manufacturing Corporation whose policy is one of continuous improvement reserves the right to change design, specifications, price and equipment at any time without notice or obligation.

World Wide Distributors, Inc.

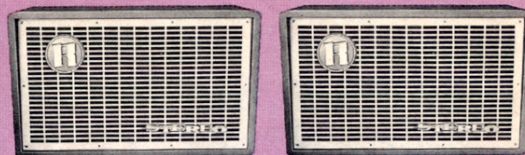
2330 North Western Avenue

Chicago 47, Illinois

Phone Everglade 4-2300

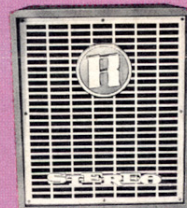
Profit Proved ACCESSORIES

ROCK-OLA "STEREO-TWINS"



Model 1622 "Stereo Twins" perfectly match the acoustic qualities of the "100". Each speaker enclosure houses a 12" heavy duty bass speaker and a wide dispersion driver horn, individual transformer and volume control. Cabinet is 12 $\frac{1}{2}$ " deep, 27" wide and 16 $\frac{1}{2}$ " high.

STEREO HI-FIDELITY SPEAKER



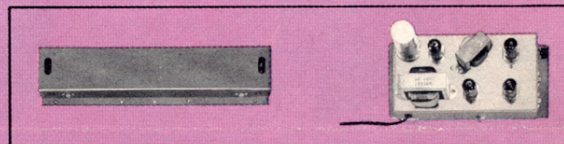
Model 1623 extension speaker has an 8" PM speaker with matching transformer and volume control. Encased in a high gloss Blue White finish with Metallic Blue grill. Ideal for corner type installations.

REMOTE VOLUME CONTROL UNIT



This five wire remote unit controls volume for monaural and stereophonic play including all extension speakers. "Finger-Tip" Cancel Button permits "cancelling out" desired tunes. Sixty foot cable permits installation anywhere.

ALL-NEW ROCK-OLA <<<REVERBA-SOUND>>> KIT



For greater profits Rock-Ola <<<Reverba-Sound>>> is a sure fire customer pleaser and play stimulator. The Rock-Ola <<<Reverba-Sound>>> Kit Model 1468 may be added at any time to Model 1484.

MODEL 1554, 100 SELECTION WALL BOX AND MODEL 1744 RECEIVER UNIT.

These two Rock-Ola accessories are matched companions to the "100" all-purpose wall phonograph. Any location equipped with these two new Rock-Ola accessories will have the ultimate in this type of remote equipment.

ROCK-OLA

MANUFACTURING CORPORATION

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CHICAGO 51, ILLINOIS