

# the ROCK-OLA 100

ALL-PURPOSE STEREOPHONIC-MONAUURAL

**WALL PHONOGRAPH**

**MODEL 1494**

*100 Selections*

engineered and designed  
to give you the finest  
and most profitable features  
in the industry

## COMPACT-VERSATILE-DISTINCTIVE

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.

Rock-Ola offers its Operators a small, attractive and versatile wall phonograph with all the capabilities of a standard floor model. Its gleaming silver and chrome appointments and compact cabinet complements 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".



look to **ROCK-OLA** for advanced products for profits



# THE ROCK-OLA 100 WALL PHONOGRAPH

**ROCK-OLA AGAIN GIVES YOU THE FINEST FEATURES IN THE INDUSTRY ON ANY BASIS OF COMPARISON**

## TRI-FONIC FLEXIBILITY

Only from a Rock-Ola Phonograph with its "Tri-Fonic" Flexibility do you get three phonographs in one. The Rock-Ola built dual-channel amplifier with its "Tri-Fonic" switch permits instant conversion from monaural to stereo or reinforced stereo at the flip-of-a-switch. There is no need for costly conversion parts. Only stereo extension speakers are needed. Rock-Ola's three position "Tri-Fonic" switch offers these three sound choices:



**MONAURAL SOUND POSITION ON THE TRI-FONIC SWITCH DELIVERS** All the sound thru the two built-in 8" main unit speakers for the finest of high fidelity music in any location.



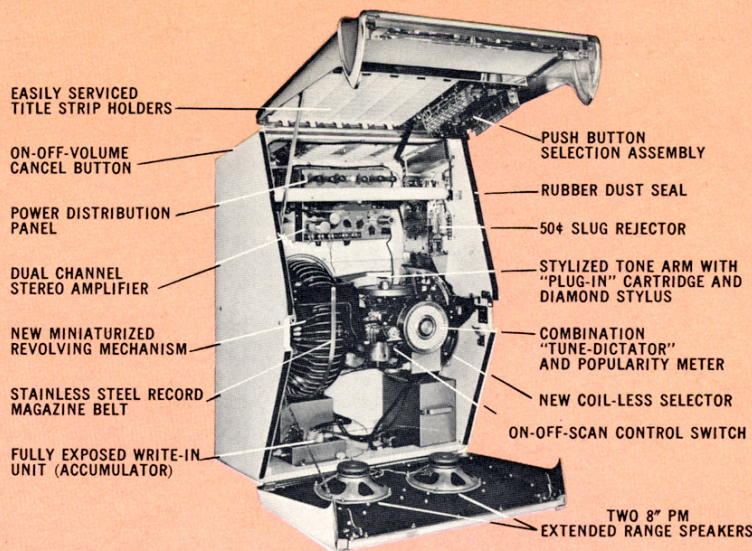
**STEREOPHONIC SOUND** Position on the TRI-FONIC SWITCH Delivers all sound power to the two separate stereo extension speakers. Eliminating the main unit speakers, this allows the phonograph to be placed in a profitable heavy traffic area while the speakers are placed for best stereo reproduction.



**REINFORCED STEREO SOUND POSITION on the TRI-FONIC SWITCH DELIVERS** the true stereo music to the extension speakers and also supplies monaural music to the main unit speakers. This combined woofer and tweeter speaker arrangement fully compensates for any acoustic deficiencies and provides smooth, aural-balanced, stereophonic sound even in extra large or odd shaped locations.



**«« REVERBA-SOUND »»** New CUSTOMER PLEASING SOUND «« REVERBA-SOUND »» The Sound of the Future... Today... is available on the "100" WALL PHONOGRAPH. (Optional Equipment) ROCK-OLA'S «« REVERBA-SOUND »» Reverberation Unit produces concert hall realism from recorded music in all locations regardless of size or configuration through an electronically integrated acoustical delay line system. Rock-Ola's «« REVERBA-SOUND »» fills every corner of the location with deep, rich, melodic tones for true living-presence "wall to wall" music.



- EASILY SERVICED TITLE STRIP HOLDERS
- ON-OFF-VOLUME CANCEL BUTTON
- POWER DISTRIBUTION PANEL
- DUAL CHANNEL STEREO AMPLIFIER
- NEW MINIATURIZED REVOLVING MECHANISM
- STAINLESS STEEL RECORD MAGAZINE BELT
- FULLY EXPOSED WRITE-IN UNIT (ACCUMULATOR)
- PUSH BUTTON SELECTION ASSEMBLY
- RUBBER DUST SEAL
- 50¢ SLUG REJECTOR
- STYLIZED TONE ARM WITH "PLUG-IN" CARTRIDGE AND DIAMOND STYLUS
- COMBINATION "TUNE-DICTATOR" AND POPULARITY METER
- NEW COIL-LESS SELECTOR
- ON-OFF-SCAN CONTROL SWITCH
- TWO 8" PM EXTENDED RANGE SPEAKERS

## 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. 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.

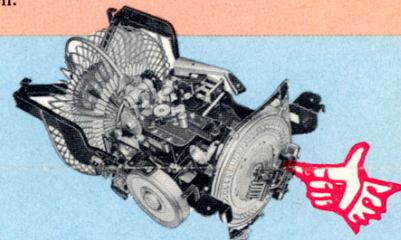
## SPECIFICATIONS FOR THE ROCK-OLA "100" MODEL 1494

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

Cabinet finish: Purple and White.  
 Coin Equipment: Single Entry, Four Coin-nickels-dimes-quarters-halves-U.S. coins. 50¢ play credit accumulator a standard feature.  
 Record Changer Mechanism: 50 (100 selections) 7" records—45 RPM. 7" records 33 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.



**33 1/3—45 RPM MECH-O-MATIC INTERMIX PLAY.** Dual-speed Rock-Ola Built turntable permits complete intermix of 33 1/3 and 45 RPM records in any sequence in any bank of records. No matter the speed or whether it's stereo or monaural records, they can all be played on the "100", the one truly flexible phonograph. Only the "100" gives complete protection for all future location needs. (Optional Equipment)



**NEW SIMPLIFIED SELECTOR.** Another new Rock-Ola exclusive: is the simplified coil-less selector. Selections are achieved through spring-loaded, self cleaning selection levers activated by two motor driven revolving carriages. The elimination of electro-magnetic coils reduces service calls and assures increased dependability for greater operating profits.

**COMPACT MECHANISM.** Now for the first time in the history of Coin-Operated phonographs, Rock-Ola has produced an entirely new Compact Revolving Record Magazine designed specifically for use in a small phonograph. The NEW Rock-Ola compact mechanism has fewer moving parts for faster cycling and maximum ease of servicing, while preserving the traditional Rock-Ola Revolving mechanism design and operating dependability.

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