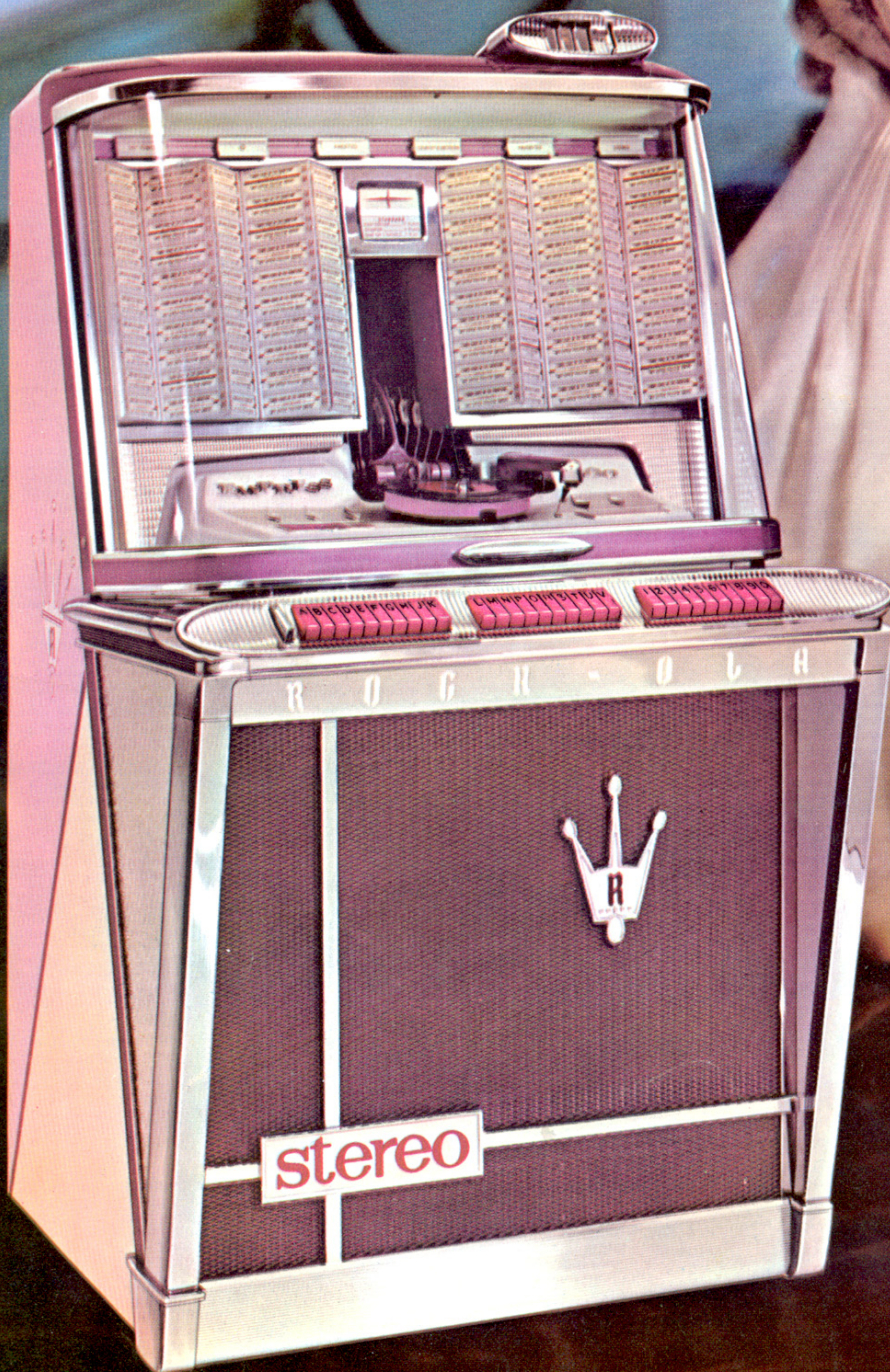


new classic design...incomparable features

THE ROCK-OLA Empress...

**new all-purpose
stereophonic-monaural
phonograph**

120 or 200 Selections



the ROCK-OLA *Empress* ...distinctive

Available in 120 or 200 Selection Models



MODEL 1496
120 Selections

EMPRESS SPECIFICATIONS

	Model 1496	Model 1497	Model 1496	Model 1497		Model 1496	Model 1497
Cabinet			Crated		Weight		
Width	29 ⁷ / ₈ "	29 ⁷ / ₈ "	Width	36"	(Uncrated)	304 Lbs.	313 Lbs.
Depth	27 ³ / ₈ "	27 ³ / ₈ "	Depth	32"	(Crated domestic)	374 Lbs.	383 Lbs.
Height	57 ⁷ / ₈ "	57 ⁷ / ₈ "	Height	63"	(Crated export)	374 Lbs.	383 Lbs.

Cabinet finish both models: Purple and White

Coin Equipment both models: Single Entry, Four Coin—nickels-dimes-quarters-halves—U.S. Coins. 50c a standard feature credit accumulator.

Record Changer Mechanism: 100 (200 Selections)—60 (120 Selections)

—7" Records, 33¹/₃ / 45 RPM Records Mech-o-matic Intermix standard feature both models

Record Popularity Indicator a standard feature both models

Tube Complement both models: (4)-6973—(1)-12AX7—(2)-6CY7—(2)-12AU7, Automatic Volume Compensator, standard feature on both models

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

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.

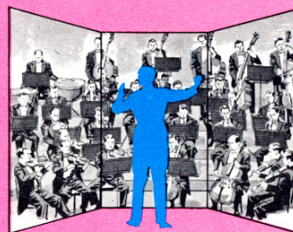
There is no need for costly conversion parts. Only stereo extension speakers are needed. Rock-Ola's three position "Tri-Fonic" switch offers these three sound choices:



MONAURAL SOUND POSITION ON THE TRI-FONIC SWITCH DELIVERS all the sound through the two built-in main unit speakers. Two heavy duty 12" speakers and a wide dispersion high compression driver horn are skillfully matched 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 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 EMPRESS. (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.

ctive...graceful...classic elegance

els... For Every Location Requirement

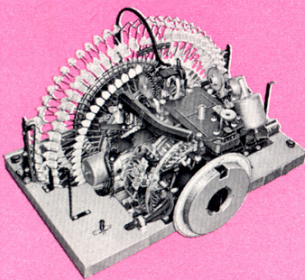
33 $\frac{1}{3}$ —45 RPM MECH-O-MATIC INTERMIX PLAY

Dual-speed Rock-Ola built turntable permits complete intermix of 33 $\frac{1}{3}$ and 45 RPM records in any sequence in any bank of records. No matter what the speed or whether it's stereo or monaural records, they can all be played on the EMPRESS, the one truly flexible phonograph. Only the EMPRESS gives complete protection for all future location needs.



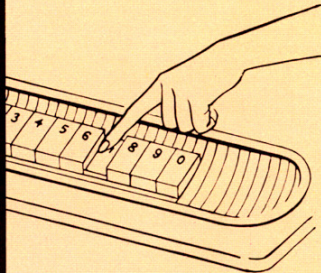
ROCK-OLA DEPENDABILITY

The long tradition of Rock-Ola's engineering skill is proven by the unexcelled dependability of its Revolving Record Magazine. Its often imitated but never equalled dependability guarantees years of trouble free performance. This dependability when coupled with the other rigidly tested Rock-Ola components assures you of the world's highest quality product. With the all-purpose Rock-Ola EMPRESS comes a tradition of quality and dependability for maximum earnings and complete location satisfaction.



POSITIVE SELECTION 2-BUTTON SYSTEM

The new, improved, single plane, two button selection system of the EMPRESS speeds play and eliminates customer mistakes. New and simple locking relay prevents incorrect tune selections. Key switches are recessed under selection keys to protect sliding contacts from spilt liquids thus eliminating annoying service calls.



FEATHER TOUCH TONE ARM PLUG-IN CARTRIDGE SNAP-IN STYLUS

Longer record wear and better performance are now possible.

The EMPRESS incorporates a new, stylish, feather-weight tone arm containing a specially designed Astatic high compliance stereo cartridge with a snap-in DIAMOND stylus. The famous Rock-Ola serviceability is again shown in the cartridge which merely plugs-in with no wires or connections to loosen or solder. These features are just another proof of Rock-Ola's economy of operation developed through years of on "Location Testing."



MODEL 1497
200 Selections

futuristic phonograph styling

In sound *and* styling, the 1962 Rock-Ola Empress is truly futuristic. Its elegant, brilliant color, enhanced by gleaming metal appointments, combine to create a phonograph that deserves the place of honor in any location. This styling, as well as the bigger-than-life tone quality, immediately capture the attention of patrons. The "drawing power" of the new 1962 Rock-Ola Empress is irresistible—making it one of the most frequently played, and most profitable phonographs available today.

LOOK TO
ROCK-OLA
FOR
ADVANCED PRODUCTS
FOR
PROFIT

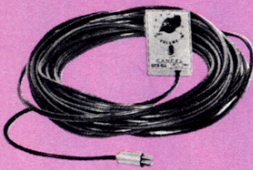
ROCK-OLA PROFIT PROVED ACCESSORIES



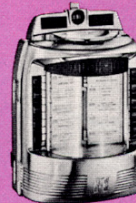
ROCK-OLA DE LUXE "STEREO-TWINS"
Model 1622-P "Stereo Twins" perfectly match the acoustic qualities of the EMPRESS. Each speaker enclosure houses a 12" heavy duty bass speaker and a wide dispersion driver horn, line matching transformer and tap switch for sound level control. Cabinet 12½" deep, 27" wide and 16½" high. Can be used separately as a monaural remote speaker or in pairs for Stereo.



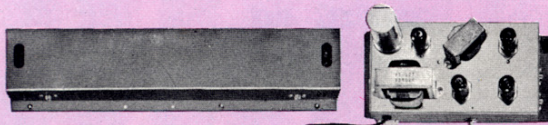
ROCK-OLA "STEREO-TWINS JR."
Model 1623-P Extension speakers matched to the acoustic qualities of the EMPRESS has an 8" P.M. speaker with line matching transformer and tap switch for sound level control. Can be used separately as a monaural remote speaker or in pairs for Stereo.



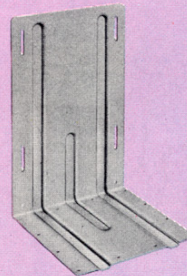
**MODEL 1950
REMOTE VOLUME CONTROL UNIT**
This simple, five wire accessory controls volume for monaural and stereophonic play including all extension and main unit speakers. Finger-Tip Cancel Button permits "Cancelling Out" any tune when desired. Sixty foot cable permits quick installations anywhere.



MODEL 1555 DUAL PURPOSE WALL BOX
and the **MODEL 1738 RECEIVER UNIT,
(120 SELECTIONS)**
**MODEL 1755 RECEIVER UNIT,
(200 SELECTIONS)**
These two Rock-Ola accessories are matched companions to the EMPRESS phonograph. Any location equipped with these two new Rock-Ola accessories will have the ultimate in remote equipment.



MODEL 1964-A ROCK-OLA ((REVERBA-SOUND))) KIT
A sure fire customer pleaser and play stimulator for greater profits Rock-Ola ((Reverba-Sound))) Kit Model 3 may be added at any time to the EMPRESS.



**MODEL 1541 UNIVERSAL WALL
BOX BAR BRACKET**
This sturdy and durable accessory is made of heavy duty steel in an attractive hammerloid finish. This Wall Box Bracket will take any Rock-Ola Wall Box of either 200, 120 or 50 selection type. Height of vertical support bar is 13", length of horizontal support bar is 8".

ROCK-OLA MANUFACTURING CORPORATION, 800 N. KEDZIE AVE., CHICAGO, ILL.