



ROCK-OLA
120
FireBall

**Advanced Engineering
and Design Offers
Exciting New Features...**

Profit-proven, Magic Touch
Line-O-Selector

Improved, swing-free, all steel
front door

Ingenious new development
in positive record delivery
thru Geneva Cam Movement

One hundred and twenty
(120!) selections to whet the
music appetites of every
type of patron

Futuristic, easy-view, plastic
Vista Dome

Simplified, time-saving
program title strip change

Rock-Ola perfected
Tru-tone amplifier for Full
Range fidelity

Decorator-styled, modern,
blond Tiger Wood Cabinet

Three way accessibility
through Vista-Dome, rear or
front for quick easy service

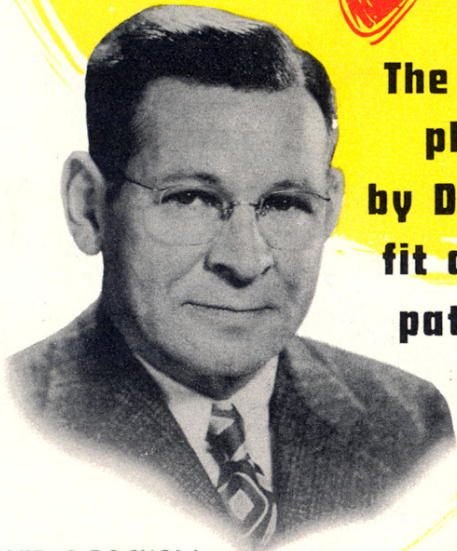
Famous Rock-Ola overleaf,
remote control wall box
specially designed to
harmonize with Fireball 120

Easy-to-read Playmeter for
checking record popularity
(standard equipment)

ROCK-OLA

120

FireBall



DAVID C. ROCKOLA
President

**The revolutionary new
phonograph developed
by David C. Rockola to
fit all the needs of
patrons, locations
and operators!**

Years of phonograph successes make it increasingly difficult for Rock-Ola to improve upon the reputation it has earned for constantly providing operators with new phonograph models that excel preceding models in every way. However, my determination to provide the "perfect machine," one that would surpass anything that has been built by ourselves, or anyone else, has led to what I am certain is the industry's greatest phonograph achievement.

Rock-Ola is proud to introduce to you the new, revolutionary FIREBALL 120.

After watching this machine operate in exhaustive tests, equal to many years of grueling service on location, I can sincerely say that in more than a quarter of a century in the coin machine business I have never felt the confidence that is inspired by the performance of the FIREBALL 120.

I feel honored to have my name attached to this new ROCK-OLA triumph.

David C. Rockola

ROCK-OLA

Manufacturing Corp.

800 NORTH KEDZIE AVENUE • CHICAGO 51, ILLINOIS





Model 1436

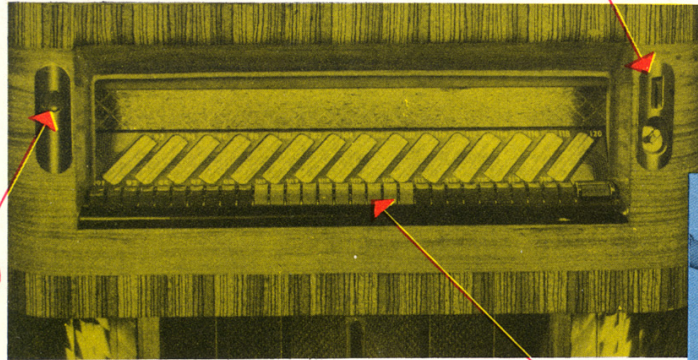
ROCK-OLA
120
Fireball

**Advanced Engineering
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 Exciting New Features...**

- Profit-proven, Magic Touch Line-O-Selector
- Improved, swing-free, all steel front door
- Ingenious new development in positive record delivery thru Geneva Cam Movement
- One hundred and twenty (120!) selections to whet the music appetites of every type of patron
- Futuristic, easy-view, plastic Vista Dome
- Simplified, time-saving program title strip change
- Rock-Ola perfected Tru-tone amplifier for Full Range fidelity
- Decorator-styled, modern, blond Tiger Wood Cabinet
- Three way accessibility through Vista-Dome, rear or front for quick easy service
- Famous Rock-Ola overleaf, remote control wall box specially designed to harmonize with Fireball 120
- Easy-to-read Playmeter for checking record popularity (standard equipment)

Super-simple... Profit-proven Single Button Selection for

12

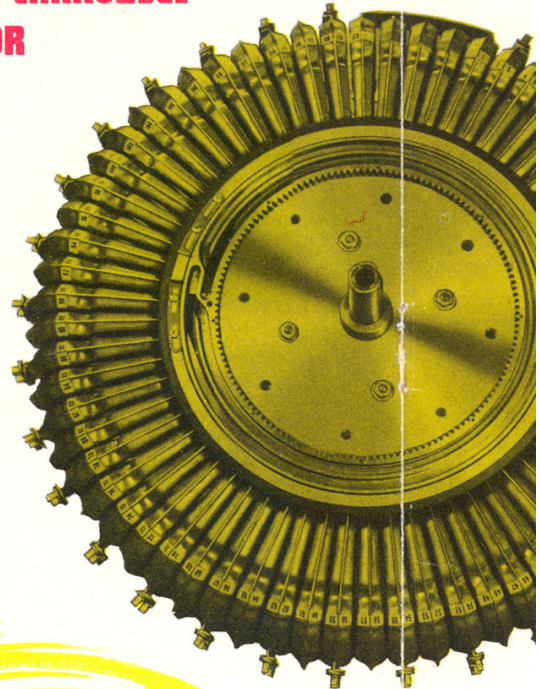
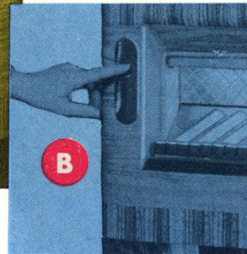


**NEW ROCK-OLA CARROUSEL
LINE-O-SELECTOR**

It's as easy as ABC!

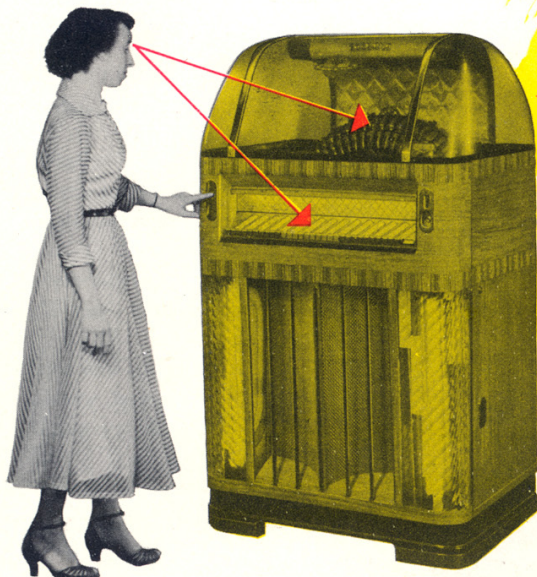
- A.** Drop coin and "Select" light comes on
- B.** Touch Carrousel Line-O-Selector button for choice of four programs
- C.** Push one button under number selected (That's right, just one!)

... and on comes your tune!



NEW ROCKOLA VISTA DOME

As sleek and modern as the canopy of a jet plane, this new Rock-Ola innovation gives customers a control tower view of the Fireball 120 revolving changer in action. The sweeping lines and unique lighting of this futuristic plastic dome attracts attention and beckons people to "come-see" and play!



EYE-RIGHT HEIGHT

For the tall and the small, program is always just at the right height for quick, easy, no-stoop, no-reach tune selection.

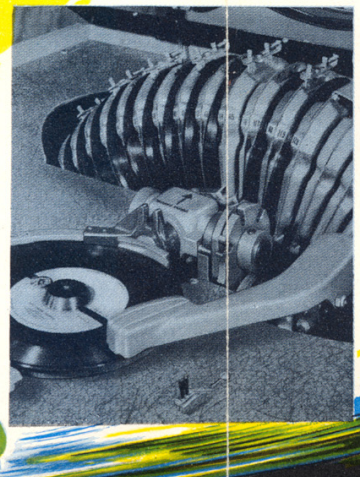


ROBOT RECORD!

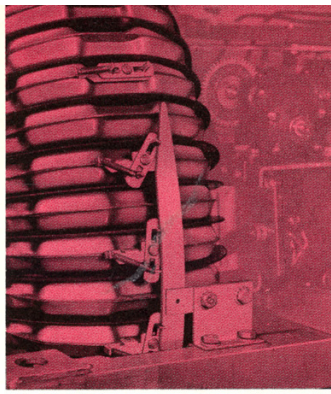
A truly remarkable achievement is the ord delivery mecha Through the Genev cipal, records are revolving drum and with almost human precision. Indicator shows even or odd numbered record being played.

TRU-PLAY REPRODUCER

This featherweight, perfectly balanced arm which permits stylus to just float on record means longer record life and faithful, brilliant reproduction of tones on standard 78 rpm or 45 rpm microgroove records.



for **120** Plays



RECORD LOCK MECHANISM

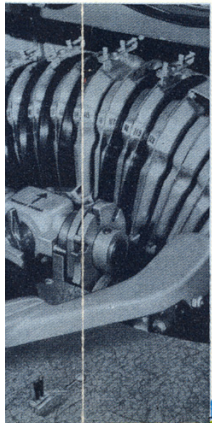
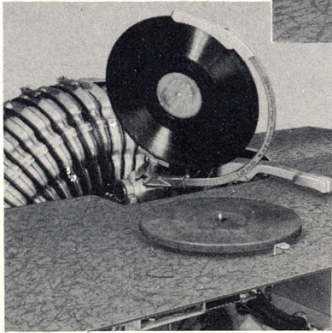
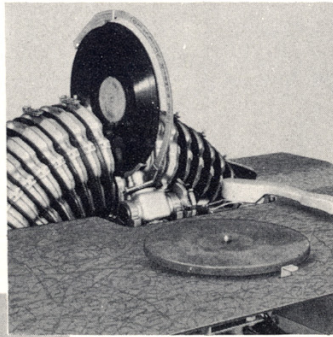
This simple but effective magic swivel lock-in device holds the records in place when they are at the bottom of the revolving record drum. Like all other mechanisms on the Fireball 120 it's positive and trouble-free,

AMAZING REVOLVING RECORD DRUM

The heart of the Fireball 120, this revolutionary new Rock-Ola record delivery system is the most important development in the coin-operated phonograph industry in many a year. With this fascinating mechanism on your machines people will deposit coins again and again for the added attraction of watching it operate! Compact... tested... and proven. Delivers 120 different selections quickly and surely.

ROBOT RECORD ARM

A truly remarkable ROCK-OLA engineering achievement is the ingenious positive record delivery mechanism of the Fireball 120! Through the Geneva Cam Movement principal, records are gently removed from a revolving drum and placed on the turntable with almost human precis on. Indicator shows even or odd numbered record being played.



Check these

FireBall

Extra
Features!

- Rock-Ola debit-credit unit in dust proof housing.
- Operators' free-play credit button.
- Total play register.
- New ventilating system for cooler operation.
- Coin return button flush with cabinet.
- Front door circuits connected with easily detached plugs.
- Power pack built into amplifier.
- Improved reproducer pressure adjustment.
- Easy access to replace fluorescent lights.
- Heavy duty worm drive motor.

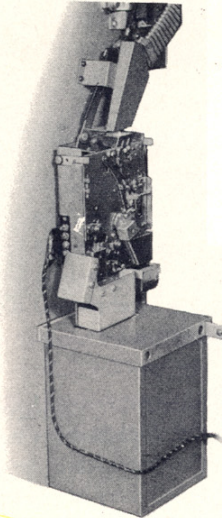


FOOL-PROOF COIN BOX

Anticipating the terrific play that the Fireball 120 is certain to get, we have equipped it with a jumbo-size cash box to hold down the number of collection calls necessary. It holds more than \$100.00.

TRU-TONE SOUND SYSTEM

Balanced for use with
3 wire wall box, Rock-Ola's
Tru-Tone amplifier has new and improved
features to provide perfect, full-range fidelity.
Equipped with easily detached plugs
for remote control.



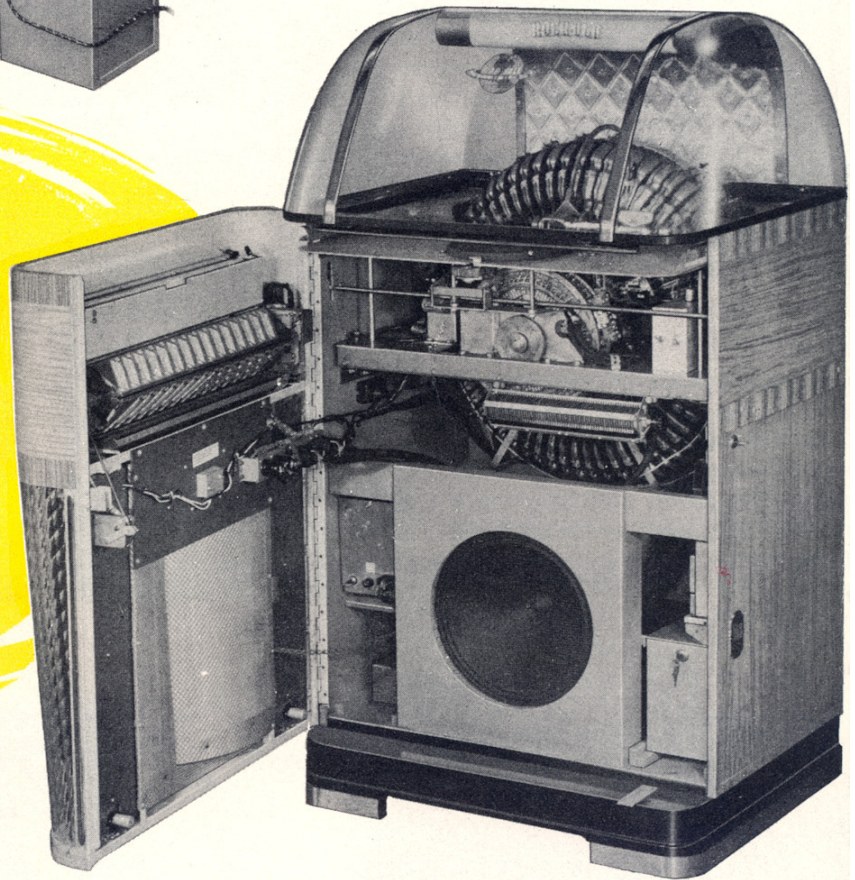
MODERN CABINET DESIGN

The cabinet of the Fireball 120, conceived, designed and manufactured in the fully equipped woodworking department of Rock-Ola, is the last word in modern furniture making craftsmanship. The beautiful blonde Tiger-Wood finish, with striking zebra-wood trim was selected especially because it harmonizes with any decorating scheme and complements other furnishings around it.



ROCK-OLA FireBall 120

**Designed and Engineered
for Top Performance
and Highest Profits!**



Fireball 120 Specifications*

- Dimensions:** Height: 62 in.; Width: 33½ in.; Depth: 29 in.
- Weight:** (net) 365 lbs.; (shipping) 425 lbs.
- Number of Selections:** 120 One Hundred and Twenty
- Cabinet Finish:** Blonde Tiger-Wood finish with Zebra-Wood Trim; Reinforced corners and base
- Coin Equipment:** Single entry for 5c, 10c or 25c
Easily converted to 1 play 10c, 3 plays 25c, or 6 plays 25c
- Type Records Played:** 78 rpm or 45 rpm
- Tube Complement:** 2—6SN7/GT; 2—6L6G; 1—5U4G
- Speaker:** 15", matched
- Operating Wattage, Music Cycle:** 250

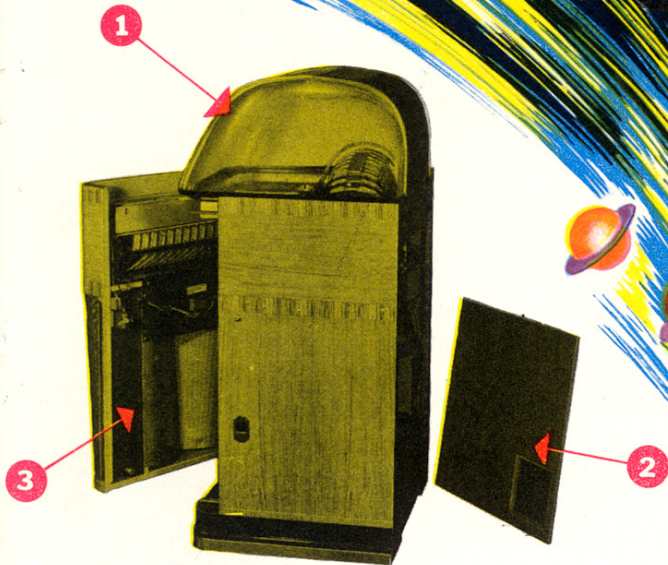
*Rock-Ola Manufacturing Corp. reserves the right to make changes without notice in specifications, trim, colors, materials, models and to discontinue models.

File Tray Programming for Increased Profits

As orderly and efficient as file trays, four title holders permit breakdown of program into most popular musical classifications of thirty tunes each. Trays slide quickly out of frames for easy changing of one or more titles. Automatic loading lock secures tray in frame when it's reinserted. No other programming system permits easier selection or faster servicing.

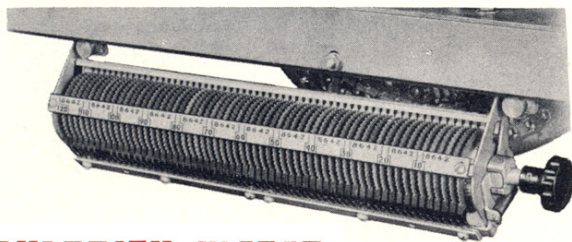
Fireball Bonus Rewards

come when **ROCK-OLA** accessories are installed with the **Fireball 120!**



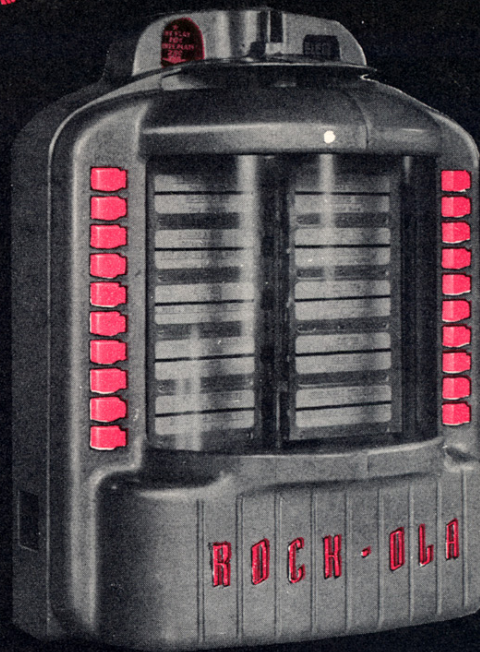
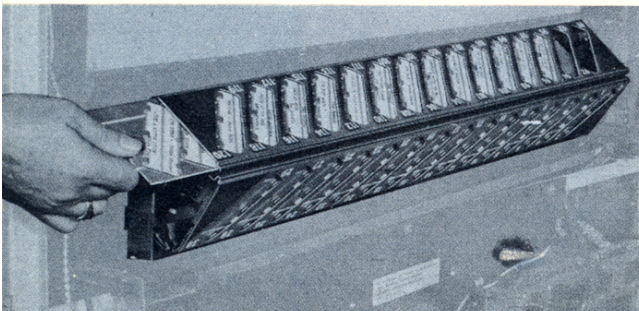
THREE-WAY SERVICE ACCESSIBILITY

1. Easy-lift Vista-Dome swings upward and latches to make record changing a cinch.
2. Large removable rear panel gives quick access to mechanism at back of machine.
3. Full-swing front door eliminates groping around panels and corners... allows front or back access.



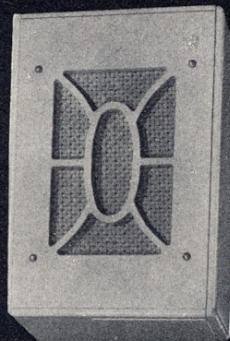
POPULARITY METER

Tells at a glance how many times each selection has been played. Enables you to keep only the top profit-makers on your program at all times. Easy to read...simple to reset.



WALL BOX *Model 1544*

Rock-Ola Engineers have designed this wall box exclusively for the Fireball 120. Reading program is as easy as reading pages of a book. Customer pushes only one button to get his tune. Single coin chute for 5c, 10c or 25c. Simple, 3-wire hookup. Width: 11", Height: 14", Depth: 7".



SUPER TONETTE SPEAKER

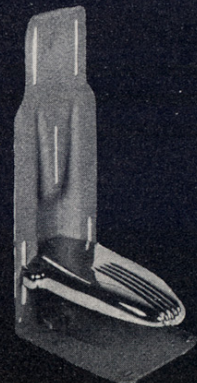
Model 1611

Popular, location-proven 8" permanent magnet speaker with volume control. Beautiful matched wood construction. Width: 9 1/4", Height: 14 1/4", Depth: 6 1/2".

DELUXE BAR BRACKET

Model 1531

Deluxe all-steel construction with brightly finished, ornamental bar claw. special patented mounting plate. Height: 12 1/8", Depth: 5", Width: 4 1/2", (Base) Claw width 4", length 5 1/4"



THE UNIVERSAL BAR BRACKET

is similar in construction and dimensions to Model 1531 except that it does not have ornamental bar claw.

ROCK-OLA 120

FireBall

Another great coin-operated phonograph developed in the completely integrated factory of the Rock-Ola Corporation where the priceless ingredients of skill and experience are brought together to produce the industry's finest equipment.

ENGINEERING Research on new materials and new methods is a never-ending process at Rock-Ola. Skilled engineers work with the finest tools to bring you better equipment at lower costs.

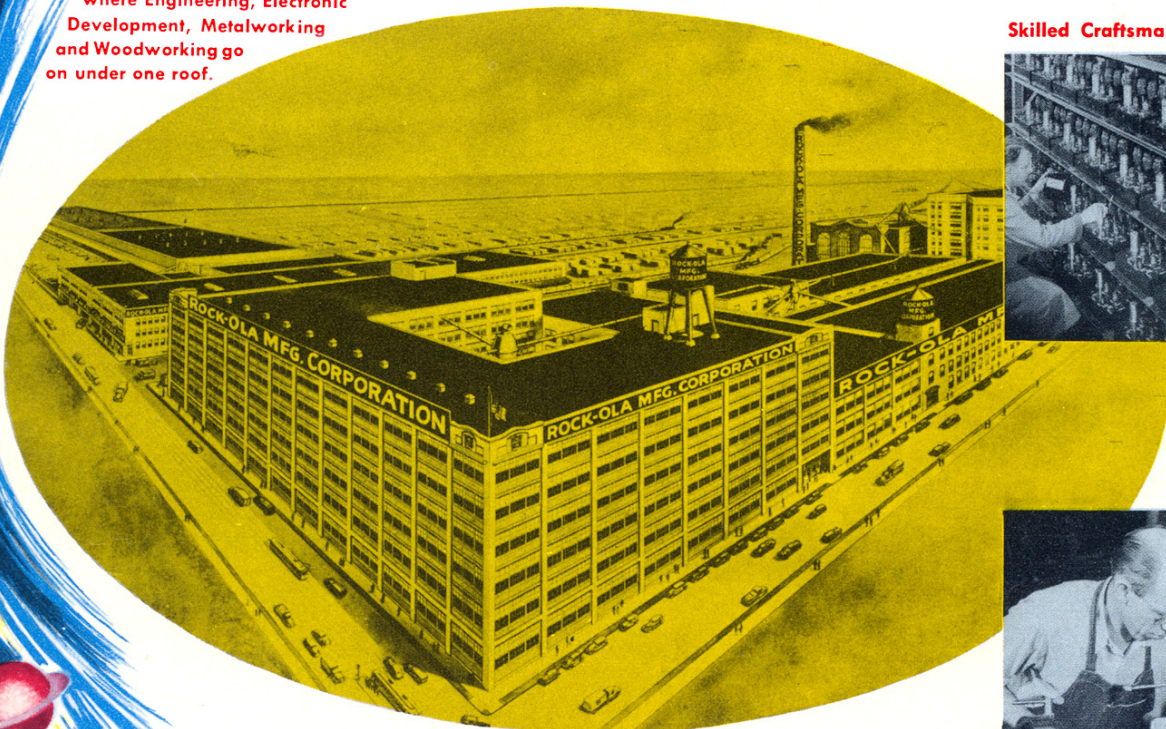
ELECTRONICS An entire floor of the Rock-Ola factory is the workshop of some of America's most talented electronic engineers. Their job is to make certain that Rock-Ola machines have the best sound systems available and to supervise inspection through every phase of production. Quality control is your guarantee of perfection.

METALWORKING Skilled metalworking craftsmen operating a line of presses almost a

block in length have the experience and "know-how" to turn out uniformly perfect jobs on even the most complicated of mechanisms. Many of them have been with the organization for over fifteen years.

WOODWORKING Rock-Ola is one of the few plants in which the entire cabinet is designed, manufactured, finished and sent to the production line all under one roof. Famous throughout the world for its craftsmanship, Rock-Ola's woodworking department is regularly visited by woodworkers from all parts of the country who come to study and to marvel at the modern precision equipment connected by high speed conveyors.

Airplane view of the Rock-Ola plant where Engineering, Electronic Development, Metalworking and Woodworking go on under one roof.



Skilled Craftsmanship



Expert Machining

ROCK-OLA

Manufacturing Corporation

800 North Kedzie Avenue, Chicago 51, Illinois