ROCK-OLA SETS THE



WITH STEREOPHONIC HI-FIDELITY

The extraordinary reputation which Rock-Ola has built in the Coin Operated Phonograph Field is convincingly testified to by the very nature of those who own Rock-Olas, men and women satisfied with nothing but the very best in music operation equipment for continued high profit returns.

Now Rock-Ola adds new lustre to its brilliant record with a complete new phonograph restyled from top to bottom, inside and outside. Chief among the features which give the new "Tempo" such brilliant performance is its justly famous proven mechanism, engineered to give the utmost in efficient, lasting service; the remarkable "Focal Point" Programming System designed to eliminate player confusion and thus to speed tune selection time for increased profitable play; the sleek exterior design, compact in line and contour, beautiful in color. Crowning all these there is superb Rock-Ola true Stereophonic Fidelity Sound.

In this brochure you'll discover these and the many other outstanding advantages of the 1959 ROCK-OLA "TEMPO" LINE.

Rock-Ola surpasses its own great reputation for engineering and design leadership. Contact your Rock-Ola Distributor and he'll be most happy to show you why.

with Focal Point Programming

The only way to program today's multi-selection phonographs for maximum profits is to avoid the reading of hundreds of tune titles to make a selection.

Only Rock-Ola's "Focal Point" programming makes this possible with the Compact Eye Level Program Selection Cluster offering classified music with only 40 tune titles to select from at one time with Single Button Selection.

Less Time to Select means More Time to Listen...Results in TOP EARNINGS.

of Distinctive Styling

The "Rock-Ola Line in '59" sets the Style Tempo of the industry—At a glance, see the full vision Wrap Around Dome...The Eye Level Program Category Cluster and Program Holder...The glowing piano type Selection Keys...The silver steeled grille...The azure blue anodized aluminum dress panels...Three stage flood lighting...All of these integrate the entirely new cabinet design...and with Stereophonic Fidelity make the Rock-Ola TEMPO Line in '59...The Phonographs of This Generation.

of Engineering Excellence

Rock-Ola has set the Mechanism TEMPO of the Industry with the Original Revolving Record Magazine recognized the World over, often imitated, never equaled.

The Rock-Ola mechanism has been proven through years of location performance and is today the ultimate of modern engineering achievement.

Dependability with Quality is the Rock-Ola Password for Maximum Profits.

with Play Appeal for Utmost Profits

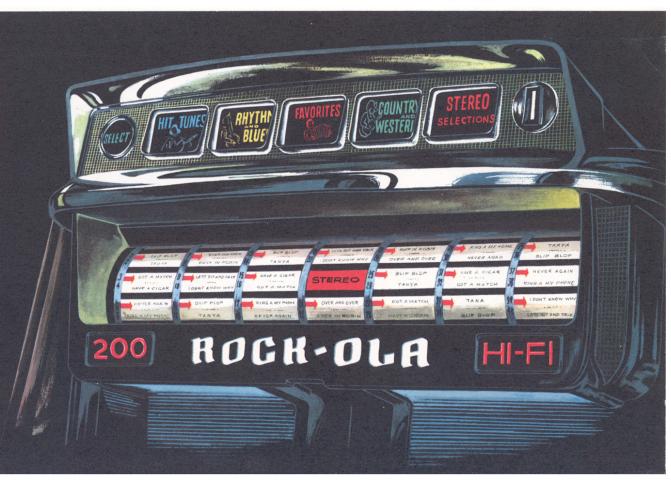
 $Rock\mbox{-}Ola$ sets the Music TEMPO for all locations...The Finest of Locations are further enhanced with these fabulous beauties.

Every styling detail of the Rock-Ola TEMPO Line for '59, both inside and outside, reflects New Distinction, New Dignity, Functional Beauty and Matchless Quality.

Satisfied Locations are the Key to Successful Profitable Operating.

ROCAL POINT" PROGRAMMING

...with the compact eye level program selection cluster...tomorrow's programming method today



THE FABULOUS ROCK-OLA



WITH ALL NEW DESIGN-FOCAL-POINT PROGRAMMING-STEREO SOUND

Fresh from the most successful years in Rock-Ola history comes the extraordinary TEMPO Line of 1959 Rock-Olas with styling and engineering innovations to broaden Rock-Ola's lead over all other phonographs. These, coupled with the recently introduced sensational Wall Mount type Model 1464, 120 Hi-Fi Selection Phonograph makes Rock-Ola the only complete phonograph line in the industry. There's a Rock-Ola for every type of location.



The Phonograph that lends distinction to any location

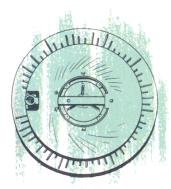


tempo 120

Model 1468ST Stereophonic Fidelity Phonograph

Model 1468 Monaural Hi-Fidelity Phonograph

with 120 Selections



All New Rock-Ola Record **Popularity Indicator**

So easy to read—At a glance the Record Popularity can be determined.

A featherweight push of only one button "instantly" resets the entire indicator...no knobs to turn.

Informative and time saving...a standard feature with the Rock-Ola 'TEMPO LINE FOR '59".



Walk-Away **Featherweight Door**

Simply unhook two chain hinges, release the "catch-latch" and lift off the entire door. Instantly the entire front of the phonograph is open, offering complete accessability for servicing if necessary. To replace door, hook on the chain hinges, slightly push into closed position, lower the Dome and lock. That's all there is to it.



Complete Accessability

Rock-Ola gives complete accessability instantly. Open the easyraise Dome, remove mechanism dress panels, unhook and take off entire front door. Then unlock and remove rear door of cabinet. All parts of the entire phonograph now come within easy arm reach for fast and easy servicing.



"Full Vision" Wrap **Around Dome**

The dome design follows the same motif which integrates the entire phonograph.

Easily raised with outside chrome "Sure Grip" handle, swings open on a "Safety Latch" that must be released before the dome can be closed. This instant, complete accessability saves valuable time on the route.

Specifications for Stereophonic Fidelity Phonographs

| | Model 1475ST | 1468ST | 1 |
|-------------------|--------------|---------|-------------------------------------|
| Cabinet Width | 29% | 29%* | Cabinet Finish both |
| Depth | 271/2" | 271/2" | models: Midnight |
| Height | 59%* | 59% | Black and Sierra White. |
| Crated Dimensions | | | Coin Equipment |
| Width | 351/2" | 351/2** | both models: Single |
| Depth | 32* | 32* | entry four coin- |
| Height | 65" | 65* | nickels—dimes— |
| Weight (uncrated) | 328# | 323# | quarters—halves— U.S.coins.50∉ a |
| (crated domestic) | 390∦ | 385# | standard feature |
| (crated export) | 425# | 420# | credit accumulator. |

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

7" Records, 45 R.P.M.
Record Popularity Indicator a Standard Feature Both Models Tube Complement both models (4)-6973—(2)-6AN8—(2)-6CY7 (1) -12 AU7 Automatic Volume Compensator a Standard Feature Both Models



Specifications for Monaural Hi-Fidelity Phonographs

| | Model | 1475 | 1468 | |
|-------------------|-------|--------|--------|---------------------------------------|
| Cabinet Width | | 29%* | 29% | Cabinet Finish both |
| Depth | | 271/2" | 271/4" | models: Midnight |
| Height | | 59%* | 59% | Black and Sierra White. |
| Crated Dimensions | | | | 0.1- 51 |
| Width | | 351/2" | 351/2" | Coin Equipment both models: Single |
| Depth | | 32* | 32* | entry four coin— |
| Height | | 65″ | 65" | nickels—dimes— |
| Weight (uncrated) | | 328# | 323# | quarters—halves— U.S. coins, 50€ a |
| (crated domestic) | | 390# | 385# | standard feature |
| (crated export) | | 425# | 420# | credit accumulator. |

Record Changer Mechanism 100 (200 Selections) 60 (120 Selections) Records, 45 R.P.M.

Record Popularity Indicator a Standard Feature Both Models
Tube Complement both models (2) -6C A7/EL34—(1)-6ANB (1)-6CY7—(1)-12AX7
Automatic Volume Compensator a Standard Feature Both Models



MODEL 1460-ST STEREOPHONIC FIDELITY PLAYMASTER with 200 Selections

MODEL 1460 MONAURAL HI-FIDELITY PLAYMASTER with 200 Selections

For those locations that require a "Hideaway" phonograph Rock-Ola provides the 200 Selection PLAYMASTER with "Stereo". The famous Rock-Ola dependable time-tested location proven mechanism is encased in an attractive Walnut finish cabinet. Combine the Model 1555 Music-Mate Wall Box with the Rock-Ola dual "Stereo Speakers" and the Model 1950 Remote Volume Control for the ultra deluxe PLAYMASTER (Hideaway) installation for that type of location.

Model 1555 Dual **Purpose Wall Box** for Either 200 or 120 Selections



The only Wall Box in the industry which adapts itself to the fluctuation between 120 and 200 selection phonographs with a simple "Flip of a Switch". You can use this Wall Box with either your 120 or 200 Selection Rock-Ola Phonographs as your locations demand. Cover is hinged for easy servicing, chromed for years of lasting beauty. Equip your locations now with the extraordinary Rock-Ola Dual Purpose Music-Mate and you'll eliminate Wall Box problems for years to come.

ROCK-OLA

complete music system

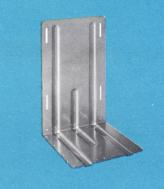
ACCESSORIES

Rock-Ola accessories for remote play provide for every location demand with the Dual Purpose Music-Mate Wall Box, the 200 Selection Playmaster (Hideaway) Stereophonic Fidelity Phonograph, Stereophonic Fidelity Wall Speaker and Remote Volume Control Units.



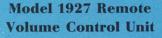
Model 1617 Monaural Hi-Fidelity Wall Speaker

Eight inch PM (permanent magnet) speaker with matching transformer and volume control. Encased in a beautiful limed oak, satin finish cabinet. Complete with mounting brackets. A must for those multiple room locations where everyone deserves to hear good music.

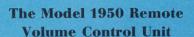


Model 1541 Universal Wall Box Bar Bracket

Made of heavy duty steel in attractive hammerloid finish. This Rock-Ola bracket will take any Rock-Ola Wall Box of either 200, 120 or 50 Selection type.



This popular remote accessory not only allows the control of music volume within the location but its added Cancel Button feature, permits "Cancelling out" whenever desired. Complete with 60 feet of cable to allow installation practically anywhere.



For use on Rock-Ola "Stereo" Phonographs only. Serves the same purpose as the Model 1927.



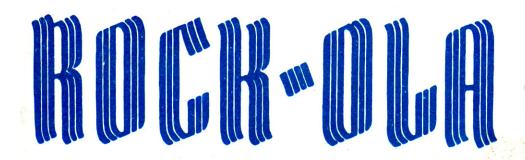


tempo 200

Model 1475ST Stereophonic Fidelity Phonograph

Model 1475 Monaural Hi-Fidelity Phonograph

with 200 Selections



WITH FOCAL POINT PROGRAMMING FOR GREATER PROFITS

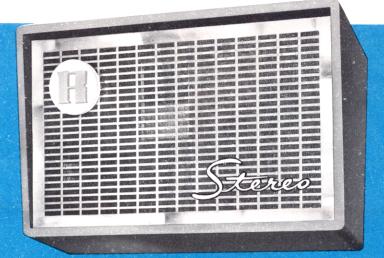
The Rock-Ola Stereo Twins

...the Stereophonic Speakers with acoustic balance offering complete Flexibility of location installation.

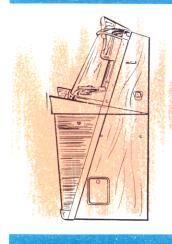


The "Stereo Twins" are designed for use with 1475 ST, 1468 ST and 1460 ST STEREOPHONIC PHONOGRAPHS.

Stereo Sound requires separation and balance of two separate sound channels. Superior acoustic balance and flexibility are achieved with two identical speaker cabinets which can be placed in accordance with room acoustics. The Rock-Ola "Stereo" method provides this "Acoustic Balance" and flexibility with two 12-inch woofers and two high frequency, compression driver horns to provide smooth frequency response to match the linearity of the amplifiers.



With Rock-Ola only the phonograph is on the floor. The "Stereo Twins" are on the wall...location space savers.



Advanced Styling

The excellence of TEMPO's superb styling is evident in the smart design relationships of form and line to its mechanical and musical functions. With its eye-arresting contour, lighting and color it blends with any location to attract profitable play.



Silent One Way Mechanism

The famous Rock-Ola Dependable Mechanism further improved with a Silent One Way Action Record Magazine for faster selection.

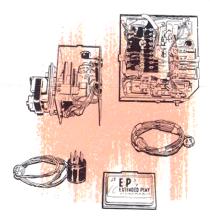
For "Lightning Speed" selection, load the record magazine with the popular side of the record up beginning with numbers 1-3-5-7-9-11-13-15, etc.



Rock-Ola's Exclusive "Focal Point" Musical Category Program Panel

By simply pressing one of five colorful musical category buttons offering "Hit Tunes", "Rhythm and Blues", "Favorites", "Country-Western", "Varieties" and/or "Stereo Selections", 40 Tune Titles of the Category chosen automatically moves into Eye Level view.

From these titles, select desired tunes by simply pressing a corresponding numbered selection key.



Dual Pricing System*

Operators have always deserved higher prices for Extended Play (E.P. two tune records) and more so now with the introduction of Stereophonic Fidelity.

The famous Rock-Ola Universal Dual Pricing System permits higher pricing.

With "A FLIP OF A SWITCH" the program sides desired can be set to give increased earnings for use with "Stereo" or "Standard E. P. Records".

*Optional if desired



Glowing Piano Type. Selection Keys

The Illuminated Piano Type Selection Keys, offering Single Button Selection, are finger grooved to prevent "Slip" and plainly numbered to "Eliminate Error" of selection.

No combination of numbers and letters to remember with Rock-Ola's exclusive Single Button Selection.

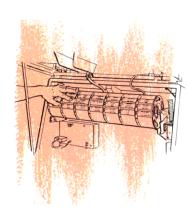


50¢ Play a Standard Feature

The 1959 Rock-Ola TEMPO Line comes equipped with the 50¢ play feature for use with U. S. coins.

Four Coin, Single Entry, illuminated "No Fumble" coin receptacle is at eye level and the Coin Reject Lever and Coin Return Cup are within easy arm reach on the cabinet side, up near the top...not down at the bottom.

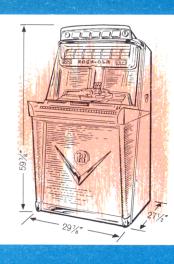
Rock-Ola has provided an even larger cash bag...A "Bonus Size" for those "Bonus Collections" for "Bonus Profits".



Nothing to Remove to Change Title Strips

Just open the Easy-Raise-Dome, which gives complete access to the program holder, and replace the desired title strips. There are no confusing program panels to remove.

Should it ever be necessary to remove the program holder, just release a "Catch Latch" and out it comes... No Tools Are Needed.



Smallest in Size

For many years Rock-Ola has offered the Smallest Multi-Selection phonographs in the industry to cope with the floor space problems encountered in many locations.

Rock-Ola's have fit where none other could.

The new Rock-Ola TEMPO Line has a depth of $27\frac{1}{2}$ "...a height of $59\frac{7}{8}$ "...and a cabinet width of only $29\frac{7}{8}$ ", eliminating location floor space problems.

ROCK-OLA MANUFACTURING CORPORATION, whose policy is one of continuous improvement, reserve the right to change designs, specifications, price and equipment at any time without notice and without incurring obligation.



HOCK-OLA MANUFACTURING CORPORATION

ROCK-OLA MANUFACTURING CORPORATION

800 No. Kedzie Ave., Chicago 51, Illinois, U.S.A.

IM WITH FOCEL POINT PROGRAMMING FOR GREATER PROFITS

MODERN DISTRIBUTING COMPANY
DENVER, COLORADO
GRAND 7-6834

ROCK-OLA MANUFACTURING CORPORATION

the phonograph line for '59

Mr. O. L. Anderson 1843 Hopi Street Santa Fe., New Mexico DENVERSTAGE

COLD.

THE ROCK-OLA

