

ROCK-OLA

HI-FIDELITY MUSIC

Model 1448

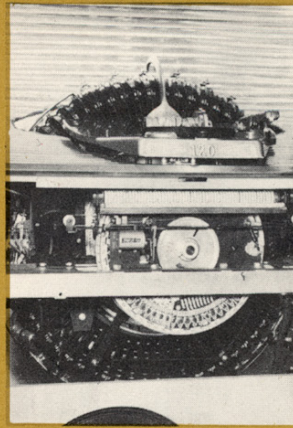
120 SELECTIONS



ROCK-OLA

HI-FIDELITY MUSIC

Exclusive Features



Revolving Record Drum . . .

The world famous ROCK-OLA Trouble-Free mechanism, easily recognized by the familiar vertical Revolving Record Drum, features precision movement equal to the finest Swiss watch yet is as rugged and durable as a "Bulldozer".

ROCK-OLA phonographs are built to give more years of trouble-free operation—to assure you of maximum earnings and satisfaction.



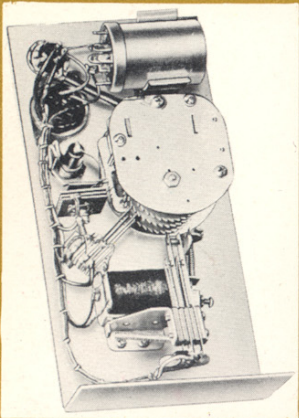
Tru-Tone Hi-Fidelity Amplifier . . .

Wonderful, New Hi-Fidelity Music to thrill the most discriminating enthusiast — Wide range bass and treble adjustments to give just the emphasis desired. The greatest of Hi-Fidelity amplifiers and the most economical to operate—still only 5 tubes.



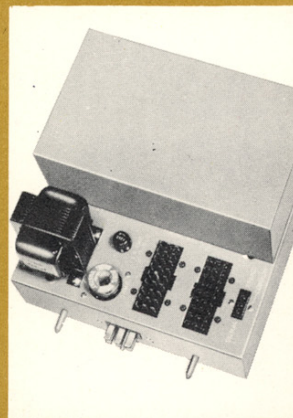
Hi-Speed Selector Panel . . .

Fast, Functional, Fool Proof—Displays 40 selections on standard, easy to read title strips in a single row—No Blurring. A light touch of the glowing red program selection button and "Presto"—40 new titles appear to choose from—No Lost Time. To Play, simply push button directly under the song title selected—No Combination of Numerals And Letters To Remember—No Risk of Confusion And "Wrong Numbers".



"Play-Proven" Accumulator . . .

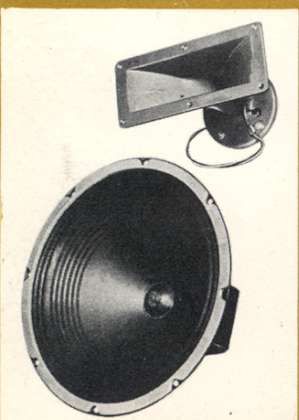
Can be set for 5c or 10c play and for any combination such as 10c, 4 for a quarter; 10c, 3 for a quarter, etc. Permits players to deposit as many coins as they wish up to 24 credits and to make selections with the complete assurance that all selections will be played. Speeds up the play, reduces refunds and eliminates a common cause of player irritation.



Built-In Receiver . . .

The "Mechanical Brain" operates the phonograph when activated by the impulses created when the selection buttons on the wall box are pressed.

New — simplified — Test-Proven. Simple 3-wire hook up to wall boxes. Export Models do not come with receiver built in.



Tru-Tone Hi-Fidelity Component Speakers . . .

The New 15" speaker, largest in any coin-operated phonograph, is acoustically matched with the heavy-cast, rectangular horn loaded compression drive unit to carry the true and complete range of tones from the ROCK-OLA Hi-Fidelity Amplifier to give you, not just ordinary Hi-Fidelity Music—but ROCK-OLA Hi-Fidelity Music.



Robot Record Arm . . .

The featherweight ROCK-OLA Tone-Arm with Hi-Fidelity, wide range pick-up cartridge operates with floating action for longer record life yet Tracks the Record Like a Locomotive, assuring true uninterrupted tone, regardless of jarring or other outside shock.

ROCK-OLA

HI-FIDELITY MUSIC

Model **1448**
120 SELECTIONS

SPECIFICATIONS

Width: 30½ inches
Depth: 27 inches
Height: 55¾ inches

Crated for Export:

Width: 34 inches
Depth: 31 inches
Height: 59 inches

Weight:

Uncrated: 335 lbs.
Crated: 385 lbs.
Crated for
Export: 395 lbs.

Cabinet Finish:

Blond toned Honduras
Mahogany trimmed in
French Burr Walnut

Coin Equipment:

Single entry for
5¢, 10¢ and 25¢
(easily converted
to 10¢ play
or any play)

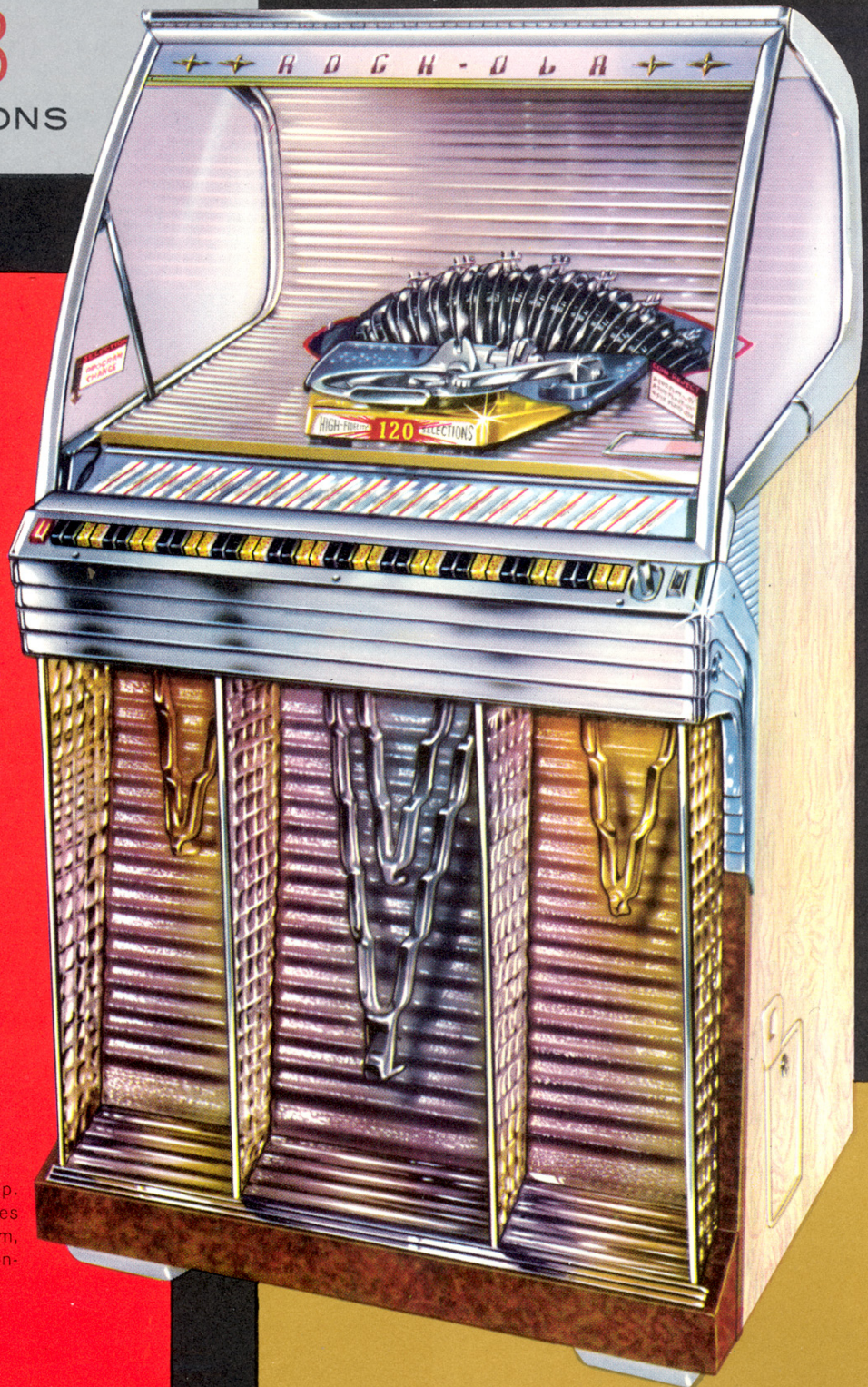
Record Changer:

120 Selections, 7"
Records, 45 r.p.m.

Tube Complement:

(2) 6SN7 (2) 6L6
(1) 5U4G

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



For Your Greater Earnings and Satisfaction—
CHOOSE ROCK-OLA

ROCK-OLA

HI-FIDELITY MUSIC

Model 1448

The average time required to collect and change records—less than 6 minutes.



1. Unlock—Raise Dome—Open Front Panel...

One turn of the key unlocks both the dome and the front panel.

Three-way safety catch permits raising of dome to the height desired.

Chain catches on either side allow front panel to drop open just enough to accomplish Step 2.

Time required, less than:

30 SECONDS



2. Check Popularity Meter and Play Meter—Reset Popularity Meter

With the front panel at chain catch position the number of plays registered on the play meter and popularity meter are fully visible.

A twist of the dial re-sets the popularity meter, ready again to record the revenue producing favorites.

Time required, less than:

1 MINUTE



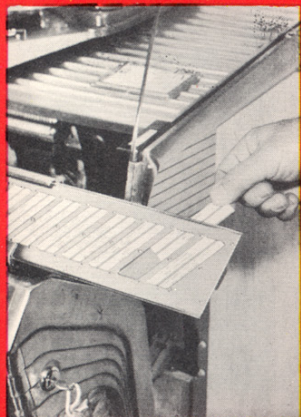
3. Change Records...

Changing records is so simple with the famous ROCK-OLA revolving record drum!

Just move proper numbered record compartment into position, remove record to be replaced and insert new record. Repeat until new records have replaced those to be changed.

Time required, (based on an average of 5 to 6 records changed) less than:

1 MINUTE



4. Change Title Strips...

Grasp title strip holder and pull outward until it clears panel. Remove title strip to be replaced.

Locate number on selector panel corresponding with the record compartment number of the title replaced.

Insert new title strip and push holder back into position in selector panel. Repeat until all new titles have been inserted.

Time required, less than:

2 MINUTES



5. Unlock Cash Door—Remove Money...

The jumbo-sized trouble-free coin mechanism is accessible only from the outside through a special door and cannot be reached or tampered with from inside the phonograph.

Simply unlock and open door, remove cash bag, empty coins, place bag back in position, close and lock door.

Time required, less than:

1 MINUTE



6. Close and Lock Dome and Front Panel—Ready to Operate

With records and title strips changed and money collected, close and lock front panel and dome. Phonograph is now back in operating position ready again to contribute to the income of the location and to the pleasure of its patrons.

Time required, less than:

30 SECONDS



ROCK-OLA

SETS THE PACE

In design and player appeal.

In beautiful Hi-Fidelity Music.

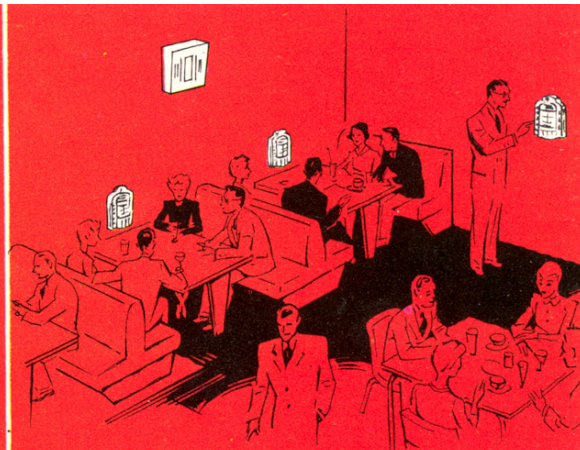
In trouble-free operation.

YOUR GUARANTEE TO GREATER EARNINGS AND SATISFACTION

ROCK-OLA

REMOTE CONTROL ACCESSORIES

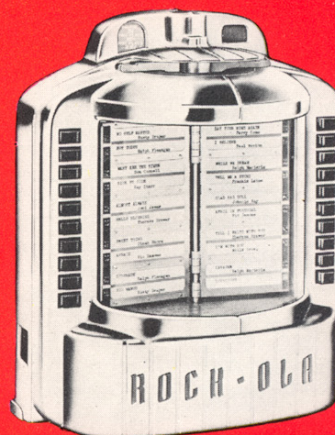
These Accessories add to the efficiency and scope of your phonograph increasing your music sales and earnings.



ROCK-OLA WALL BOX

The attractive shiny chrome finish 120 selection Wall Box is a Branch Sales Headquarters for your ROCK-OLA phonograph offering players the convenience of program selection from the comfort of their chairs. Simple 3 wire hook up with the new receiver equipped Model 1448.

Standard size title strips. One button selection. Accumulates up to 24 plays. Height 14 inches. Width 11 inches. Depth 7 inches.



Rock-Ola
Wall Box

UNIVERSAL BAR BRACKET

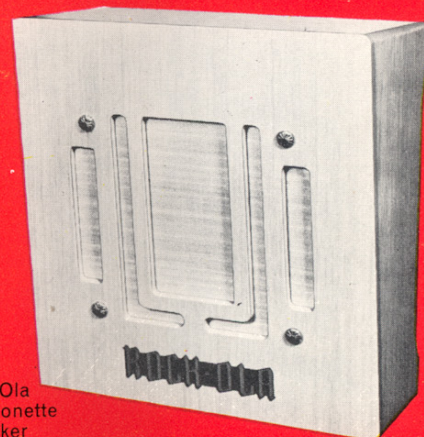
All steel construction.
Durable hammerloid finish.
Special patented mounting plate.
Height 13 inches.
Depth 8 inches.



Rock-Ola
Bar Bracket

SUPER-TONETTE SPEAKER

Full toned ROCK-OLA Hi-Fidelity music is distributed in uniform volume and tonal quality to all areas with Super-Tonette 8" magnet wall speakers. Available in blond or mahogany finish. Height 11 inches. Width 9 3/4 inches. Depth 5 3/4 inches.



Rock-Ola
Super-Tonette
Speaker



DAVID C. ROCKOLA
President

More new features have been built into the ROCK-OLA 1448 than were ever before incorporated in any one model—to give you the world's greatest phonograph.

It's completely new in design—brand new styling from the top of the full-vision vista-dome to the levelers on the base skids. A new 15" speaker, largest in the industry, assures perfect transmittal of the true, Hi-Fidelity tones emanating from the renowned ROCK-OLA amplifier.

A built-in receiver provides for the addition of wall boxes and the new accumulator slips in and out like a drawer even when the phonograph is in operation. There's a Hi-Speed® Selector Panel—a new outside Cash door, and so—on and on.

When you see and hear this great new ROCK-OLA you'll instantly recognize that MODEL 1448 IS THE PACE-MAKER—THE PHONOGRAPH ALL OTHERS WILL FOLLOW.

David C. Rockola

ROCK-OLA

SETS THE PACE

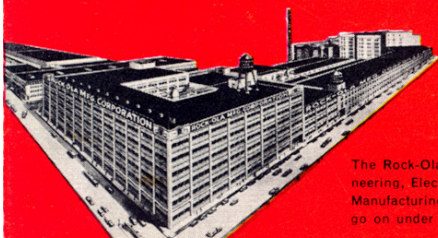
Model 1448 is excitingly styled—dramatically appointed. The cabinet finish is blond-toned Honduras Mahogany trimmed in French Burr Walnut and Chrome. Hidden lights play on the delicately tinted, cut glass panels and the honeycombed metal grill, accentuating the black and gold selection board above.

Glistening chrome lines the changer compartment, forming a mirrored setting for the shimmering jet black revolving record drum and the rich golds, reds, blues and silvers of the record playing and changing devices. Through the full-vision glass vista-dome and under the soft glow of the dome light, the record compartment becomes a spectrum, reflecting the sparkle of jewels and the dazzling brilliance of precious metals, compelling the eye and flooding the spirit with radiance and enchantment.

Like its captivating Hi-Fidelity music, this superlative phonograph compliments the most fashionable supper club, yet is equally at home glamorizing a little Main Street cafe. But—supper club or cafe, Sioux City or Casablanca, Model 1448, with the world famous trouble-free ROCK-OLA mechanism is destined to set the pace—in design and player appeal—in beautiful Hi-Fidelity music—in trouble-free operation—IT'S YOUR GUARANTEE TO GREATER EARNINGS AND SATISFACTION.

HI-FIDELITY MUSIC

"acclaimed around the world"



The Rock-Ola Plant where engineering, Electronic Development, Manufacturing and Assembling go on under one roof.

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