

ROCK-OLA presents

the Princess

**all purpose
stereophonic
monaural compact
console phonograph**



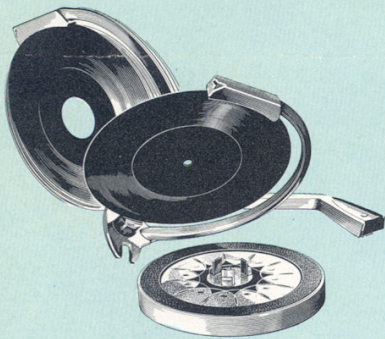
a totally new concept in *Compact* design

MODEL 1493 *100 Selections*

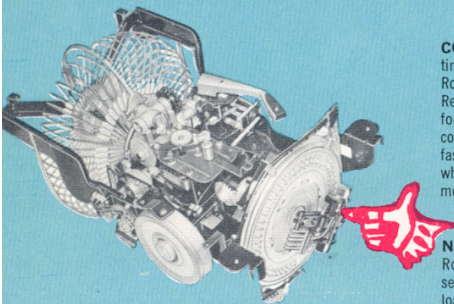
a symphony of high style . . . a rhapsody of ma



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



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 the speed or whether it's stereo or monaural records, they can all be played on the PRINCESS, the one truly flexible phonograph. Only the PRINCESS gives complete protection for all future location needs. (Optional Equipment)



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.

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.

FEATHER-TOUCH TONE ARM PLUG-IN CARTRIDGE SNAP-IN STYLUS. Longer record wear and better performance are now possible.

The Princess 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."



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 main unit speakers. One heavy duty 12" speaker and a wide dispersion high compression driver horn which are skillfully matched for the finest of high fidelity music in any location.



STEREOPHONIC SOUND POSITION ON THE TRI-FONIC SWITCH DELIVERS All the 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 PRINCESS COMPACT 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.

compact • flexible • profitable • versatile

gnificant color . . . a new experience in music

the ROCK-OLA Princess



The Princess—Compact—Versatile—Daring High Styling coupled with the World Famous ROCK-OLA Tradition of excellence in engineering, unexcelled dependability and quality convinces you at a glance that here is truly the World's Finest All Purpose Stereophonic—Monaural Compact Console Phonograph.

The Princess is truly a rhapsody of color . . . a symphony of high style with the sound of the future . . . today.

Maximum earnings and complete location satisfaction are assured.

STORES

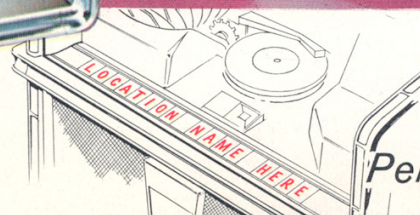
TAVERNS

SODA FOUNTAINS

INDUSTRIAL SIDEWALK CAFES

RESTAURANTS

BOWLING ALLEYS



another
ROCK-OLA
feature!

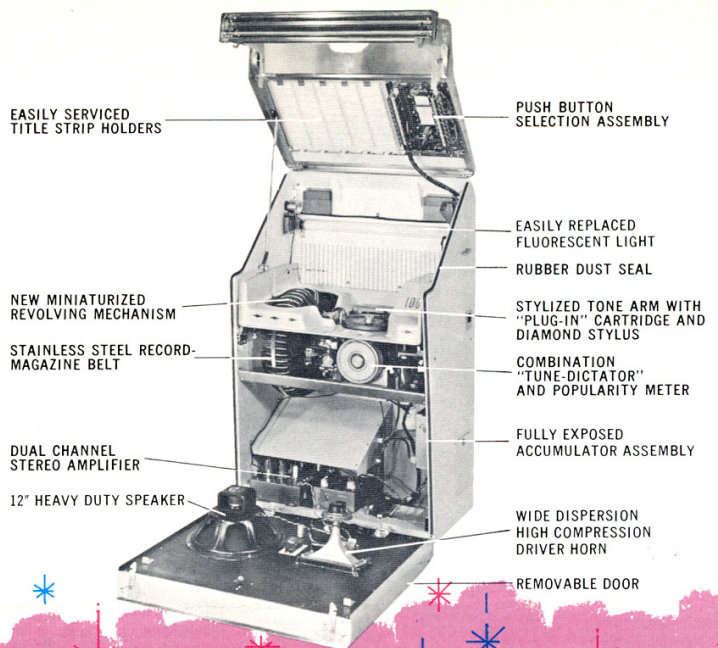
Personalization!

**COMPACT NEW DESIGN
FOR GREATER FLEXIBILITY
SAVES ON SPACE . . .
AND ON SERVICE**

PRINCESS SPECIFICATIONS MODEL 1493

CABINET	CRATED	WEIGHT
Width 29 ¹³ / ₁₆ "	Width 33"	(Uncrated) 205 lbs.
Depth 21 ¹ / ₄ "	Depth 25"	(Crated domestic) 245 lbs.
Height 48 ¹ / ₄ "	Height 51"	(Crated export) 245 lbs.

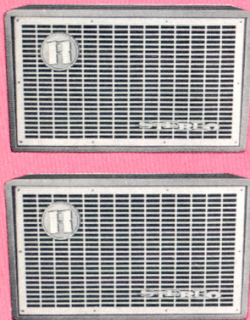
Cabinet finish: Purple and White.
Coin Equipment: Single Entry, Four Coin—nickels-dimes-quarters-halves-U.S. Coins. 50¢ a standard feature. Also credit accumulator.
Record Changer Mechanism: 50 (100 selections).
7" Records, 45 RPM. 33¹/₂/45 RPM Mech-O-Matic intermix play (optional equipment).
Record Popularity Indicator a Standard Feature.
Tube Complement: (4)—6973, (1)—12AX7, (2)—6CY7, (2)—12AU7, Automatic Volume Compensator a Standard Feature.
Rock-Ola Manufacturing Corporation 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.



EASILY SERVICED TITLE STRIP HOLDERS
PUSH BUTTON SELECTION ASSEMBLY
EASILY REPLACED FLUORESCENT LIGHT
RUBBER DUST SEAL
NEW MINIATURIZED REVOLVING MECHANISM
STYLIZED TONE ARM WITH "PLUG-IN" CARTRIDGE AND DIAMOND STYLUS
STAINLESS STEEL RECORD-MAGAZINE BELT
COMBINATION "TUNE-DICTATOR" AND POPULARITY METER
DUAL CHANNEL STEREO AMPLIFIER
FULLY EXPOSED ACCUMULATOR ASSEMBLY
12" HEAVY DUTY SPEAKER
WIDE DISPERSION HIGH COMPRESSION DRIVER HORN
REMOVABLE DOOR

ROCK-OLA

PROFIT PROVED ACCESSORIES



ROCK-OLA DE LUXE "STEREO-TWINS"

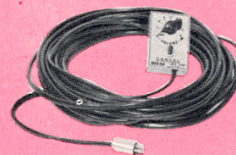
Model 1622-P "Stereo Twins" perfectly match the acoustic qualities of the Princess. Each speaker enclosure houses a 12" heavy duty bass speaker and a wide dispersion driver horn, line matching transformer and tap switch for sound level control.

Cabinet 12¹/₂" deep, 27" wide and 16¹/₂" high.



ROCK-OLA "Stereo-Twins Jr."

Model 1623-P Extension speakers matched to the acoustic qualities of the Princess 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.

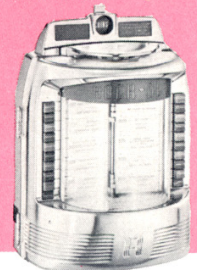


ROCK-OLA (((REVERBA-SOUND))) KIT.

A sure fire customer pleaser and play stimulator for greater profits Rock-Ola (((Reverba-Sound))) Kit Model 1972 may be added at any time to the Model 1493 Princess Compact.

MODEL 1554 100 SELECTION WALL BOX and the MODEL 1745 RECEIVER UNIT.

These two Rock-Ola accessories are matched companions to the PRINCESS COMPACT phonograph. Any location equipped with these two new Rock-Ola accessories will have the ultimate in this type of remote equipment.



MOUNTAIN DISTRIBUTORS

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ROCK-OLA

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