

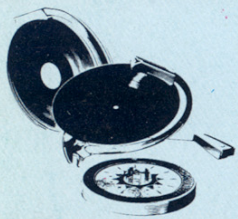
ROCK-OLA

Rhapsody 160

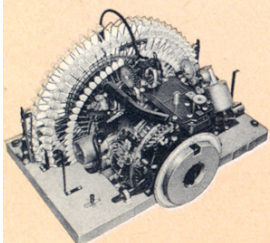
MODEL 408 DELUXE STEREO-MONAUURAL PHONOGRAPH

**BIG IN STYLE! BIG IN DESIGN!
BIG IN APPEAL!**

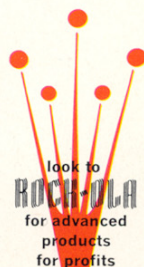
The Rhapsody 160 is the result of Rock-Ola's World Famous Tradition of Excellence in engineering, unexcelled dependability and quality construction. Elegant Styling, Brilliant Colors, Appealing Design and Gleaming Metal appointments plus Rock-Ola's NEW Exclusive FULL DIMENSIONAL STEREO SOUND captures the patrons attention and assures complete location satisfaction and maximum earnings.



33 1/3—45 RPM MECH-O-MATIC INTERMIX PLAY.
Dual speed Rock-Ola turntable mechanism permits complete all mechanical intermix of 33 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 Rock-Ola's big 3 for '63, the only truly flexible phonographs. Has no electrical components and is designed for years of trouble-free operation.



160-SELECTION MECHANISM
Faster Cycling of Record Magazine.
100% Increased Record Popularity Meter Counting Capacity
The above are but a few of the many features to be found in ROCK-OLA's 160 Selection mechanism incorporated into the NEW RHAPSODY 160 PHONOGRAPH.
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.

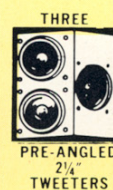


ROCK-OLA
MANUFACTURING CORPORATION
800 North Kedzie Ave.
Chicago 51, Illinois

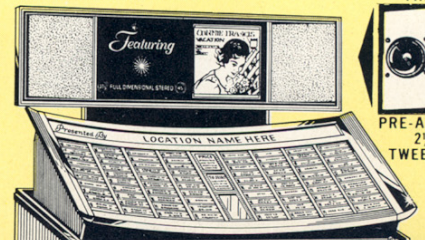
NEW
ROCK-OLA
EXCLUSIVE



TRUE FULL DIMENSIONAL STEREO SOUND is delivered right at the phonograph by combining perfect factory pre-angled stereo cone tweeters... with the main unit speakers. Achieving a sound that immediately captures the patrons attention—thus assuring complete location satisfaction and maximum earnings.



"Featured Star" record sleeve, standard feature



ROCK-OLA

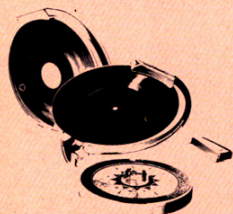
Capri 100

with
Full
Dimensional
Stereo*

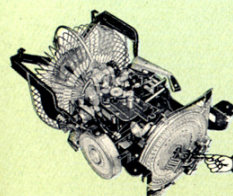
MODEL 404 DELUXE STEREO-MONAUURAL PHONOGRAPH

**BIG STYLE!
BIG DESIGN!
BIG APPEAL!**

The Capri 100 is enhanced with beautiful brilliant colors and gleaming metal appointments. This plus Rock-Ola's NEW Exclusive FULL DIMENSIONAL STEREO Sound makes the Capri 100 the most wanted phonograph.



33 $\frac{1}{3}$ —45 RPM MECH-O-MATIC INTERMIX PLAY.
Dual speed Rock-Ola turntable mechanism permits complete all mechanical 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 Rock-Ola's big 3 for '63, the only truly flexible phonographs. Has no electrical components and is designed for years of trouble-free operation.

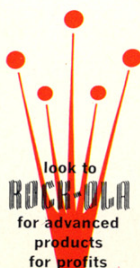


100 SELECTION MECHANISM

The ROCK-OLA designed, tried and proven simplified 100 selection revolving record mechanism, quality built by master craftsmen in the traditional ROCK-OLA manner, is the reason for ROCK-OLA's product excellence and reputation for dependability and serviceability.

SIMPLIFIED COIL-LESS SELECTOR

- SELF CLEANING SELECTOR LEVERS
- FAST SELECTION SYSTEM
- SELECTION CYCLE 10 SECONDS OR LESS



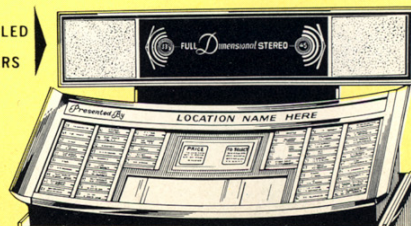
ROCK-OLA
MANUFACTURING
CORPORATION
800 North Kedzie Ave.
Chicago 51, Illinois

NEW
ROCK-OLA
EXCLUSIVE



TRUE FULL DIMENSIONAL STEREO SOUND is delivered right at the phonograph by combining perfect factory pre-angled stereo cone tweeters... with the main unit speakers. Achieving a sound that immediately captures the patrons attention—thus assuring complete location satisfaction and maximum earnings.

PRE-ANGLED
2 $\frac{1}{4}$ "
TWEETERS



PRE-ANGLED
2 $\frac{1}{4}$ "
TWEETERS

for CAPRI 100 MODEL 404 PHONOGRAPH
ORDER MODEL 1979 FULL DIMENSIONAL STEREO KIT*

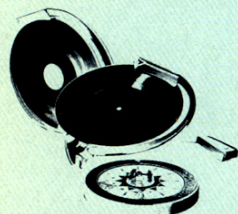
ROCK-OLA

Capri 100

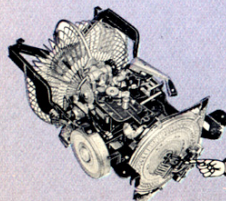
MODEL 404 DELUXE STEREO-MONAUROAL PHONOGRAPH

**MORE STYLE!
MORE DESIGN!
MORE APPEAL!**

The Capri 100 is embellished with gleaming metal appointments and elegant, brilliant colors. This FULL SIZED Deluxe Stereo-Monaural Phonograph has all the Quality, Dependability and Serviceability you expect from every Rock-Ola product. The Capri 100 is Tailor Made to fit every location requirement.



33 $\frac{1}{3}$ —45 RPM MECH-O-MATIC INTERMIX PLAY.
Dual speed Rock-Ola turntable mechanism permits complete all mechanical 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 Rock-Ola's big 3 for '63, the only truly flexible phonographs. Has no electrical components and is designed for years of trouble-free operation.



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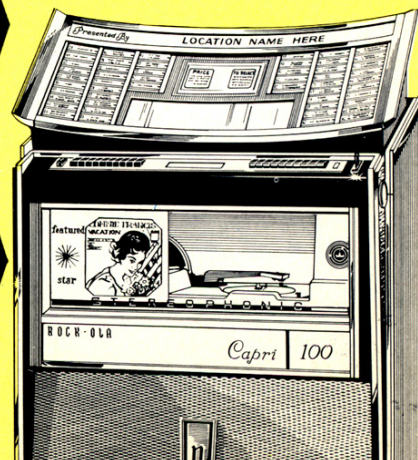
LOCATION PERSONALIZATION

Supply of easily inserted letters, number, etc. are included to enable you to provide your locations with personalized phonographs.

FEATURED STAR DISPLAY PANEL

For model 404
Capri 100 Selection
Phonograph

This easy to slip-in display panel enables you to display the promotional record sleeve of the artist featured in your record programming (may be used or removed at your option). Supply of stars for affixing to title strips also included.



NEW ROCK-OLA EXCLUSIVE

**FULL
DIMENSIONAL
STEREO**

SOUND

**FULL
DIMENSIONAL
STEREO**

SOUND

is delivered directly from the phonograph by combining a number of acoustically matched cone tweeters located at ear level for the high and middle range SOUNDS with TWO MAIN 12" WOOFERS DOWN LOW FOR THE LOW RANGE SOUNDS.

**FULL
DIMENSIONAL
STEREO**

SOUND

SEPARATION IS ACHIEVED RIGHT AT THE PHONOGRAPH BY PERFECT FACTORY PRE-ANGLING OF THE STEREO CONE TWEETERS.

**FULL
DIMENSIONAL
STEREO**

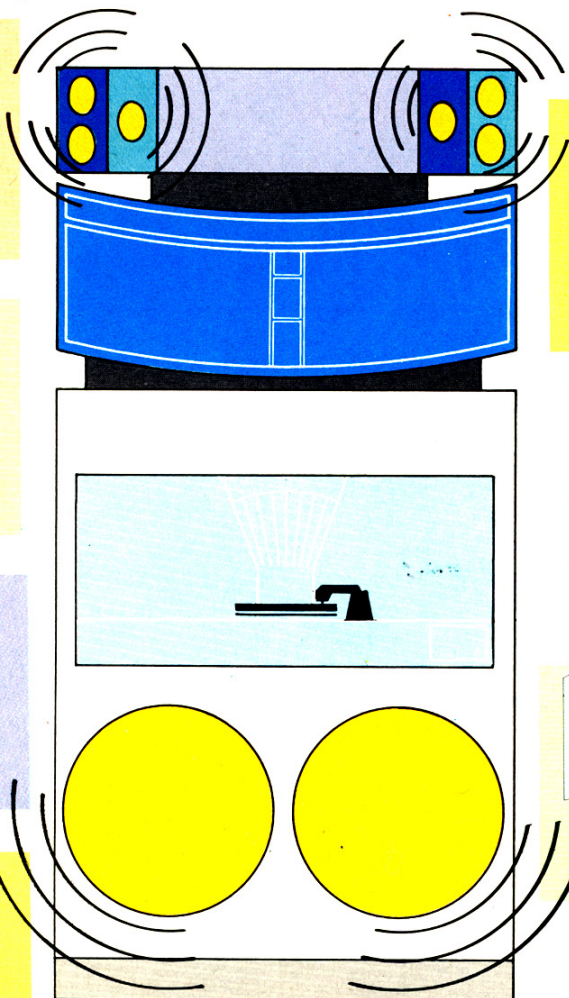
SOUND

Separation is important because this is what produces TRUE STEREO SOUND.

**FULL
DIMENSIONAL
STEREO**

SOUND

is the sound that makes you feel like you are seated front row center listening to the philharmonic orchestra. THE HIGHS . . . THE MIDDLES . . . THE LOWS all reaching your ears from the direction that they should for TRUE STEREO SOUND REPRODUCTION.



**FULL
DIMENSIONAL
STEREO**

SOUND

is delivered directly from the phonograph. The addition of remote speakers is required only in locations where the phonograph cannot be located in the position best suited to deliver TRUE STEREO SOUND OR in locations where the room is irregularly shaped OR where there is a requirement for music in more than one room.

**FULL
DIMENSIONAL
STEREO**

SOUND

delivers the truest in STEREO SOUND REPRODUCTION obtainable from STEREO records and greatly enhances the SOUND from monaural records.

**FULL
DIMENSIONAL
STEREO**

SOUND

is important . . . because . . . the SOUND OF MUSIC is your most important product. The QUALITY of your music is related to your income.

**FULL
DIMENSIONAL
STEREO**

SOUND

YOU CAN ONLY PROVIDE **TRUE**

with the **ROCK-OLA** BIG 3 FOR '63



ROCK-OLA "Stereo-Twins Jr."

Model 1627 (shown above) Extension speakers matched to the acoustic qualities of the "Big 3 for '63." 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. Can be used separately as a monaural remote speaker or in pairs for Stereo.

ROCK-OLA DE LUXE "STEREO-TWINS"

Model 1624 (not shown) "Stereo-Twins" perfectly match the acoustic qualities of the "Big 3 for '63." 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.

Form No. 6301



SPECIFICATIONS

	CABINET			CRATED			
	Weight	Height	Depth	Weight (Domestic)	Weight (Export)	Height	Depth
MODEL 404—CAPRI 100	237 lbs.	49"	23"	32"	000	000	000
MODEL 404—CAPRI 100 w/full dimensional stereo kit*	257 lbs.	56"	24½"	32"	—	—	—
MODEL 408—RHAPSODY 160	305 lbs.	58½"	25½"	32"	000	000	000
*MODEL 1979 full dimensional stereo kit (shipped separate)	Weight (approx.)	Domestic	Height	Export	Carton Width	Domestic	Export
	000	000	000	000	000	000	000
Cabinet Finish: Charcoal, Black and Riveria Gray.							
Coin Equipment: Single entry, Four coin—nickles—dimes—quarters—halves—U.S. Coins. 50¢ a standard feature. Also credit accumulator.							
Record Changer Mechanism: Model 404, 50 (100 selections) 7" records—Model 408, 80 (160 selections) 7" records, 33½—45 RPM Mech-O-Matic intermix standard feature on Domestic Models. 45 RPM Standard on Export Models.							
Tube Complement: Both Models—(4) 6973 (2) 12AT7 (2) 6CY7 (1) 12AU7							
Automatic Volume Compensator: A standard feature both models.							
Speaker Complement: Model 404 Two (2) 12" Heavy Duty Extended Range Speakers							
Model 408 Two (2) 12" Woofers and six (6) 2¼" Tweeters, crossover network.							
Model 1979 Full Dimensional Stereo Kit consisting of four (4) 2¼" Tweeters.							

Printed in U.S.A.