

Model A Phonograph

PLAYS BOTH SIDES!

AMI: THE "HAS EVERYTHING" PHONOGRAPH

Here is the phonograph that makes operators, locations, and the public say: "It has everything!" It is all new from tip to toe, inside and out. Veteran phonograph men dictated its construction and its features, servicemen of the hard-boiled school were listened to and given their say-so. Countless locations of all types were surveyed for their music needs. And the world's best engineers created the new AMI Model "A"! It has blazing illumination and color from within; it sells music every second of the day and night; no customer or drop-in in any location can escape its pull! It is the only coin operated phonograph on the market which plays both sides of every record to give forty selections from twenty discs. Its great music merchandising power, supported by its low cost of operation, means multiplied earnings and a remarkable increase in net operating profits to you. The AMI is the essence of 1947 phonograph value, the smartest buy of this or any other phonograph year!

Features that shout Earning Power



Plays both sides of twenty records to give 40 selections — the only coin operated phonograph having this feature.

Simple, single mechanism, a marvel of engineering precision, designed to stand up under the most rigorous play.

Lightning change of records; converts waiting time between selections into extra dollars.

Equipped with super-illumination and ablaze with color, it makes its presence felt instantly.

Supremely beautiful cabinet lavishly embellished with non-distorting embossed Plexiglas — pressure-bonded waterproof plywood.

Demountable in seconds; appeals to servicemen and doesn't discommode location owner.

Interchangeable sub-assemblies with instant accessibility to all important parts.

Selenium rectifier; D.C. low voltage operation. Preferred type, low cost tubes.

Front collection and front record change.

Non-cheat selector; tilt-proof; bump-proof.

1¼-oz. needle pressure; crystal pick-up; special AMI Audiotronic Amplifier.

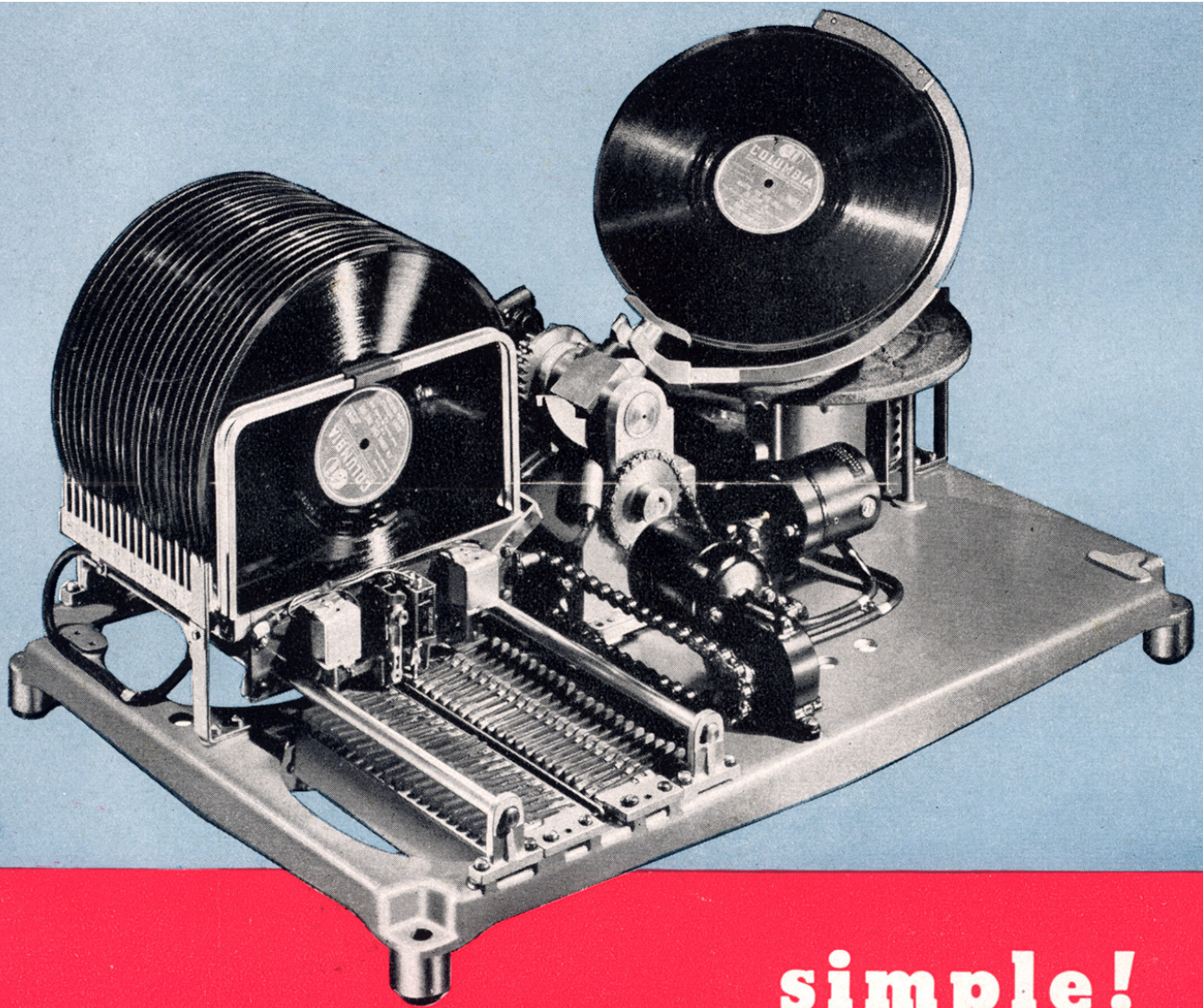
Chrome plated kick plate; floor leveling casters. Head height speaker assuring perfect distribution of sound over every cubic foot of the location.

Living tone emanating from newest type of acoustical design and perfect balance between cabinet and sound system.

Special AMI Guarantee: We guarantee every AMI phonograph against defective material or workmanship of any part of its mechanism manufactured by AMI Incorporated for one year after you put it in operation.

AMI MODEL "A" PHONOGRAPH





simple!

A brilliant jewel of engineering, the AMI mechanism is compact, simple, amazingly rugged. It weighs only 45 pounds but can take any amount of abusive wear and tear and purr right along, playing both sides of every record, and changing selections with lightning speed. Every operator knows the mechanism is the heart of any phonograph—the mechanism of the great AMI is strong and unflinching.

AMI INCORPORATED
PIONEERS IN AUTOMATIC MUSIC · 679 N. WELLS ST., CHICAGO 10, ILL.

Distributed by SOUTHWEST AMUSEMENT CO., 2916 MAIN STREET, DALLAS, TEXAS

**MOUNTED IN BOOTHS
OR ON THE BAR
THE AMI WALL BOX IS
SMART AND MODERN —
A WELCOME ADDITION
TO ANY LOCATION.**



AMI

*40 Selection
Wall Box*

Compact—12³/₈" by 7³/₄" by 6¹/₈".

Lightning fast—selects in ³/₄ second.

Three wire system—easily installed.

Only three moving parts to send signal.

Less parts, less connections, the ultimate in reliability.

AMI *Incorporated*

127 NORTH DEARBORN, CHICAGO 2, ILLINOIS

Simple Operation

1. Deposit one nickel or one dime.

2. Turn knob to make selection.

3. Push red button to play.



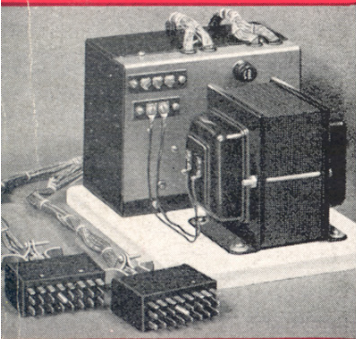
FAST — 3/4 SECOND

Press the selector button and Z-I-P there is your selection coming up on the phonograph. Only 3/4 second's total operating time—faster than any other box now on the market. So lightning fast in fact that it is almost impossible to overlap another player's selection at another station. Virtually cheat-proof, it stops arguments, keeps locations happy. Foolproof too. No waiting period, no complicated instructions, nothing to do wrong.

40 SELECTIONS — 11 IN VIEW

You will marvel how 40 selections can be accommodated in a box so small. Only 12 3/8" high by 7 3/4" wide by 6 1/8" deep overall. Light weight—only 12 1/4 pounds. Handsome aluminum die cast cover. Sides finished in soft neutral tone. Front and top glitters in an expanse of polished metal.

Turn the knob either way and title strips spin into view. It is a real pleasure to operate this smooth running, good looking box.



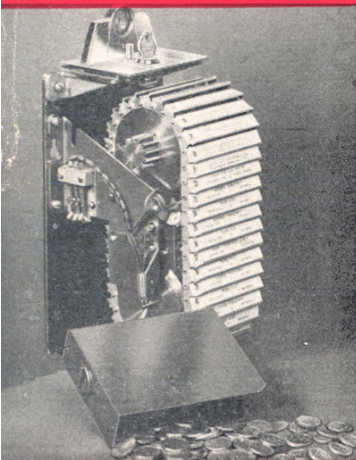
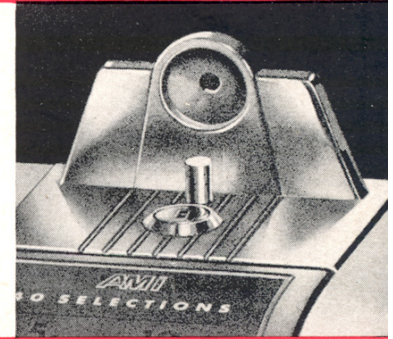
SIMPLE — RELIABLE

AMI phonographs are now world-famed for their simplicity and reliability. You will find the new AMI 40 selection wall box equally reliable. Only three moving parts in box and three in stepper to send the selector signal. Only three wires to carry lights and signal. Far less connections than any other box for less points to cause trouble.

SINGLE COIN ENTRY

Single entry slot for nickels and dimes with conveniently located plunger to release bent coins. Your profits are protected with a leading make of slug rejector. Slug cup at lower right.

For wall installation simply screw to wall through two screw holes provided in back plate. For bar or counter we can supply simple bar brackets.



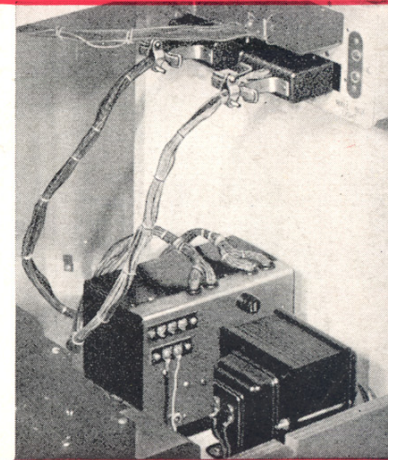
OVERSIZE CASH BOX

Holds at least \$14.00 in nickels—more in nickels and dimes. Requires fewer collection calls. Fewer parts, fewer connections and simple circuits, all add up to sturdy reliability and the lowest possible servicing cost. Extra long life is built in with rugged heavy duty parts throughout.

New title strips are easily slipped into place while cover is removed.

SIMPLE INSTALLATION

Here is the easiest of easy installations! Set the stepper in the base of the phonograph. Plug in two Jones plugs and plug in the transformer power cord. There is the stepper ready to go. Wall boxes use inexpensive three wire furnace thermostat cable easily obtainable locally or from your distributor. No separate transformer circuit for wall box lights. Power for box and lights is in the cable.



ORDER BY NUMBER

MODEL WL—Forty selection wall box for nickels only.

MODEL WM—Forty selection wall box for nickels and dimes.

MODEL SL—Complete stepper unit with transformer for one to ten wall boxes.

MODEL SM—Complete stepper unit with transformer for one to twenty-five wall boxes.

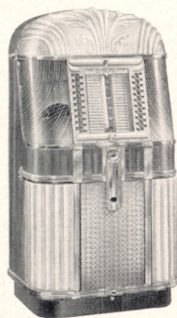
F1083—One pair of bar brackets and mounting screws for either WL or WM wall box.

FAMED **AMI** QUALITY

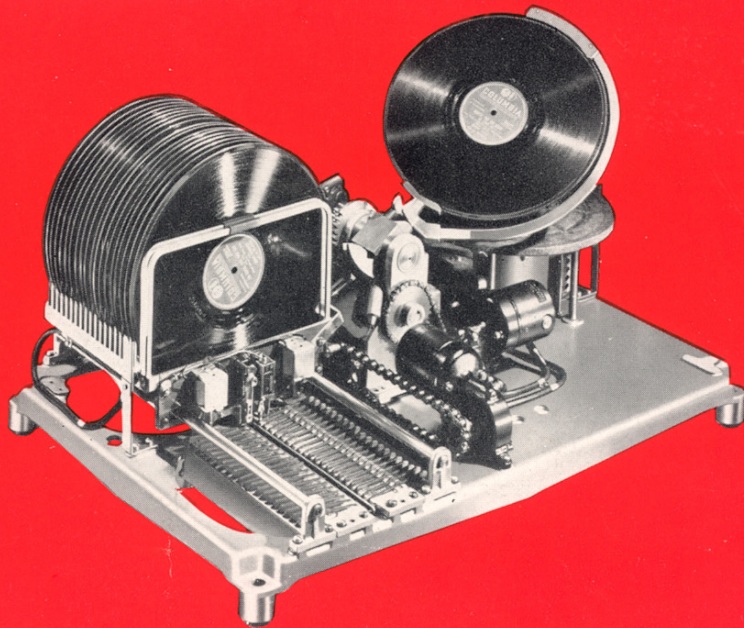
AMI



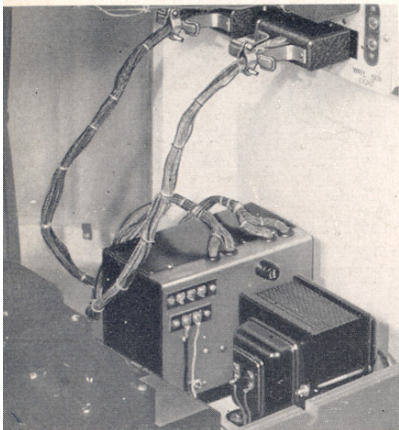
MODEL "A"



MODEL "B"



Stepper for wall box hook-ups easily placed on bottom shelf and plugged in.



Replaceable grille louvers can be moved and inserted without dismantling grille.



The dependability of the AMI record changing mechanism is basic—universally acclaimed! Its performance over the years proves to all music operators there is more profit, more financial security in running AMI's than any other make. Those sterling performers, Model "A" and Model "B" are today delivering the goods in tens of thousands of locations. Regardless of age, they play and work as if they had just been shipped from the factory this week. And should anyone want to sell them, they command a premium! AMI music is the foundation of operating success; you not only bank big operating profits, you save the greatest part of your first investment. 40 years of music know-how are behind the "C". Size: $66\frac{1}{2}$ high x $33\frac{3}{16}$ wide x $24\frac{5}{8}$ deep. Shipping weight: 328 lbs. net 253 lbs.

AMI *Incorporated*

General Offices and Factory: 1500 Union Ave. S. E., Grand Rapids 2, Michigan
Sales Office: 127 N. Dearborn St., Chicago 2, Illinois