

Dreaming

OF REAL PROFITS?

The dream becomes a reality with the AMI Model "C" on location to perk up profits. There's an air of festivity and gaiety in locations where the "C" provides music. Crowds are happier, spend more freely, return more often. Moreover, Model "C" is a headline entertainer that makes money for itself while helping to keep the location's cash register ringing merrily as well.

STAMINA THAT PAYS DIVIDENDS

Wide-awake operators and alert locations appreciate "C's" trouble-free dependability, its time-saving servicing features. "C" is rugged. Its tamper-proof, mischief-proof construction withstands abuse and punishment from a careless public. Model "C" never fails when the crowd wants music. Patrons have confidence in its readiness to play. And because they have that confidence, the "C" continues to play on and on, gathering in the numerous coins which add up to big money in the bank.

GLEAMING MEDLEY OF COLOR

Model "C" is a music merchandiser. Like the pretty girl turning pancakes in the restaurant window, the spectacular signs on Broadway, the carnival pitchman, "C" commands attention. Its multi-colored brilliance shows off in any location. Adjacent lighting cannot dim the eye-appeal of its ever-changing hues. This gleaming kaleidoscope of light is a beacon which beckons patrons in every type of location. "C" is a rainbow—complete with its own coin-loaded cashbox!

EXAMINE

the

"C"

Look it over from every angle . . . check its features carefully . . . examine its construction . . . see how easily it's serviced . . . compare its operation. You'll see why more and more operators are "going AMI" all the way, and why more and more locations are demanding the Model "C".

FEATURES AND "FLASH" THAT BRING IN THE CASH

PATRONS LIKE "C'S" EASE OF PLAY

The entire 40-selection program offered by the Model "C" can be read at a glance. Checkerboard selector buttons give quicker, positive selection. Every button is alongside of its title strip. There's just one button to push to start the music. There's no fumbling, no delays . . . that means more plays!

SELECTIONS THE PUBLIC PREFERS

The AMI play meter gives operator and location positive assurance that the selections offered are popular in the specific location. It offers definite proof that certain records gets the bulk of the play, and it tells you which ones they are. The AMI play meter gives an accurate record of which recordings are paying their way, and which should be replaced with tunes in more popular demand.

TRUE-LIFE TONE FOR PLEASANT LISTENING

AMI's principle of "gravity ride," plus its unique lo-pressure tone arm faithfully reproduces every note in the recording, preserves record quality for continued long usage. Patrons like AMI's tone, and the "C's" loaded cashbox proves it.

BIGGEST VALUE . . . ALWAYS

The biggest value when new, AMI jukeboxes offer the biggest value after years of use. The popularity and demand for used AMI phonographs is ample proof that operators know from experience that nothing can compare with an AMI jukebox when it comes to pulling in top money.

ADAPTS TO PATRONS' SPENDING HABITS

It's but the work of a moment to change an AMI jukebox to six-for-25¢ play. And it's just as easy to make a quick changeover to 10¢, three-for-25¢ play.

"C" OFFERS EXCLUSIVE MIRRORVISION

The exclusive top mirror of the Model "C" jukebox gives separate effects before and while playing. With its 50% extra visibility, patrons' attention is attracted by the brilliant colors reflected in the mirror should the machine be idle. When records are in play, the mirror reflects the intriguing action of the mechanism, keeps the money coming in.

VOLUME LEVELS FOR EVERY LOCATION

Locations and patrons hear their music at levels "tailored" to the area served. "C" is easily remoted for all type speakers, including the new AMIVOX speaker, which has its unique separate five-level volume control.

ONE-DOOR SERVICING FOR FAST MAINTENANCE

Service is fast, the route man is in and out in a hurry, the machine back in play with an absolute minimum of time lost for service attention. Changing records and title strips is fast work with the "C" because everything is in easy reach of the one service door.

RENEWS ITSELF

Changing color lamps on the "C" takes just a few seconds, gives a stunning and entirely new effect which suits its bright colors to the mood of the location.

SPLIT-SECOND PLAYING

The sure, fast-acting record changer of the Model "C" cuts lost time between selections. It's but a fraction of a second before "C" gets another number under way. Accumulator accommodates up to 24 coins at one time to encourage faster play for more people.

MATCHES THE DECOR OF THE LOCATION

The Model "C" jukebox is offered in a choice of natural mahogany or blond cabinets, to blend harmoniously with traditional or modern decoration.

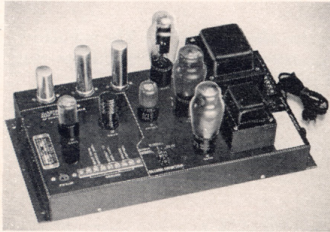
ACKNOWLEDGED LEADERSHIP*
IN 78 rpm RECORD OPERATION
AND REPRODUCTION

DYNAMIC



Crown Jewel of the Industry

The AMI Model "C" reigns supreme, the acknowledged leader that stands out because it offers everything a music machine should have—and more! It's an eye-catching beauty with an ear-pleasing tone that satisfies every taste, every craving. The "C" is popular with all ages because it gives so much pleasure, so much satisfaction, so much for the money. And that's what keeps the coins rolling in!



WHOLE PROGRAM AT A GLANCE

Right where the eye expects them and the fingers itch to sample them are the 40 checkerboard selector buttons for quick, positive selection. Only a few moments are needed to change title strips, change records, and collect and service the machine because of AMI's one-door servicing. Everything is in plain sight and easily accessible, thus saving time and bother for the operator and the location.

MUSIC FIDELITY

From the topmost note of the violin to the deep beat of the drum, from the highest treble to the bottom bass, the "C's" sound system reproduces every note on the record with unsurpassed fidelity.

IF YOU WANT TO SWITCH TO 45'S

AMI—the leader in 78 rpm reproduction—now offers low-cost, quick conversion to 45 rpm where such changeover may be advisable. Read the full details on the opposite page, and don't miss this feature: *you can "reconvert" to 78 rpm's if and when the need arises!*

Some **AMi Firsts!*

- **FIRST** with a selective record changer!
- **FIRST** with multi selections!
- **FIRST** with two-side play!

**... NOW—ENJOY
THE SAME ADVANTAGES FOR
45 rpm RECORDINGS**

In those locations where it may be advantageous to offer the new 7-inch, 45 rpm records to your patrons, you can now do so without sacrificing the top-quality tone and performance which have made the "C" a real money-maker.

The sensational new AMI "BANTAM-45" conversion kit is designed exclusively for AMI's incomparable record changing mechanism. A new specially-balanced tone arm keeps the needle in the micro-groove, and produces recorded music—both instrumental and vocal—with typical AMI fidelity. The kit includes 20 plastic record rings into which the 7" records snap snugly and firmly. Records are easily removed, and the new selections re-inserted. The record rings may be used indefinitely.

The introduction of this new AMI "BANTAM-45" conversion kit opens new possibilities to locations and operators alike. Today, locations have at their command the whole world of recorded music available on 78 rpm discs for superfine play on the "C". Later, as the catalog of selections obtainable on 45 rpm's expands, operators can continue to provide selections which satisfy the musical preferences of patrons in every location ... and that's what keeps the coins clinking!

ASIDE TO OPERATORS

It takes but a few minutes to convert the "C" to 45 rpm play—or back to 78. Therefore, you need have no hesitancy in changing over to "45's" in those locations where it appears advisable. Should material shortages curtail production of the 7" records at a later date, it's a simple matter to "re-convert" to 78's again. And here's another important factor: if you move a converted AMI jukebox to a location where patrons demand a specialized program not yet available on 45's, simply "re-convert" to standard 10", 78 rpm recordings—and you have your conversion unit available for future use on other AMI's.



from **MIAMI**, Florida
to **CAMINO**, California...

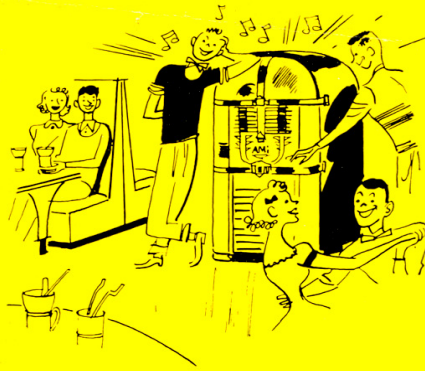
—AND FROM CANADA TO THE ARGENTINE!

From coast to coast, from border to border, the pageantry of color and the sparkling performance that characterize the "C" are piling up profits for operators and locations. But the "C" is not merely a national sensation; it's as universal as music itself. It's the choice of smart operators in more than 20 foreign countries . . . from the Argentine to Zurich, Switzerland . . . from Mexico to the tiny isle of Guam in the far Pacific!

EVERYBODY LIKES THE "C"

PATRONS LIKE IT

Patrons get more than their money's worth from the "C". They hear their favorite recordings reproduced with unexcelled tonal quality, superior to any other phonograph and, in addition, thanks to AMI's exclusive Mirrorvision, they are intrigued by the unobstructed view of the "C's" mechanism while playing. Vast areas of transparent Plexiglass and color-animated plastic attract the eye and open the purse-strings.



LOCATIONS LIKE IT

Because patrons receive a king-size value from the "C", they return again and again to the location where they can hear music reproduced at its finest. Naturally, this popularity increases the play and builds up the take, but that isn't the only benefit the location receives; satisfied customers spend more money for food and beverages, and that's extra income for which the "C" is directly responsible.

OPERATORS LIKE IT

The "C" always plays at the drop of a coin and, because of its dependability, there are more coins dropped! That means greater income, and AMI's famous trouble-free mechanism assures the operator that a greater portion of that income will be net. There's a minimum of time out for service; revenue is more constant because the "C's" rugged mechanism keeps working month after month.



A WHOLE **FAMILY**
OF RELATED EQUIPMENT

Integrated in design...balanced in performance

AMi ⁴⁰⁻SELECTION **WALL BOX**

REACHES OUT FOR THOSE PLUS-PROFITS

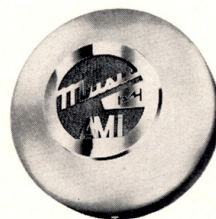
Patrons quickly get the urge to drop coin after coin when it's so easy to reach for a tune—with 40 selections to choose from. Experienced operators and locations know that wall boxes bring them plus-profits on a large percentage of the play. Fast selection ($\frac{3}{4}$ second), fewer parts, fewer connections, simple circuits. One 3-wire cable carries power for both box and lights.



AMiVOX EXTENSION
SPEAKER

THE FRIENDLY VOICE THAT COAXES MORE PLAY

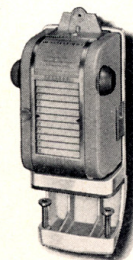
Amivox remote speakers deliver undistorted music of desired volume level to any part of the room. Functional, modern design blends with any interior decorative scheme. May be mounted on wall or ceiling. Five-step volume control with true tone on bass or treble. As many as five Amivox speakers may be operated in conjunction with the box speaker.



AMi BARGRIP

DRESSES UP COUNTER BOXES

Enhances appearance of box from the rear. Prevents tampering and protects against rough treatment. Rubber bumpers protect counter surfaces.

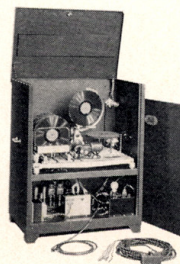


AMi HIDEAWAY

WHERE SPACE IS AT A PREMIUM

Locations which are too cramped for space to accommodate a jukebox need not be deprived of the advantages and profits accruing from patrons' desires for recorded entertainment. The AMi Hideaway is only 30" wide, 38 $\frac{1}{2}$ " high, and 20 $\frac{1}{2}$ " deep, occupies less floor area than a 2-person table. Attractive wall and bar boxes, offering 40 selections, bring the urge to hear cheerful music right to the patron's elbow.

CONTINUOUS PLAY MECHANISMS. The Hideaway is available with continuous play mechanism providing about two hours of background music without repeating. AMi mechanisms can be installed in tandem to give a four-hour non-repeating program.



EXCLUSIVE DISTRIBUTORS FOR COLORADO AND NEW MEXICO

WOLF DISTRIBUTING COMPANY

2854 CHAMPA STREET

TELEPHONE: ALPINE 3405

DENVER, COLORADO

AMI *Incorporated*

General Office and Factory:

1500 UNION AVENUE, S.E., GRAND RAPIDS 2, MICHIGAN