



.. for every location need . . .

Three Great New

"JOB-TAILORED"

AMI

Juke Boxes.....

AMi

MUSIC BUILDS BUSINESS.....

The superb modern styling of all three new Model "E" juke boxes wins approval at first glance. Each has the same cabinet beauty, the same elegance of appointments, the same lavish use of gleaming metals. All are alike, too, in mechanical perfection, in ease of play and in rich tonal reproduction.

Yet, each of the three "E" Models is distinctively different, was created by AMI to serve a particular location best, to excel as an entertainment medium and as a source of revenue. With the "E-40", "E-80" and

"E-120", the music operator can at last "job-tailor" his installations to every location, confident of a full measure of play, profit and patron satisfaction.

Whatever the number of selections required, every Model "E" is distinguished by imaginative and daring design, engineering integrity and painstaking craftsmanship in manufacture.

These are AMI traditions of quality today as they have been since AMI introduced the first automatic, selective phonograph in 1928.

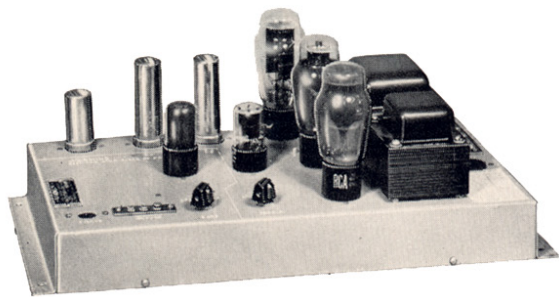
....."E-40"....."E-80"....."E-120"

WHEREVER MUSIC CAN BE SOLD

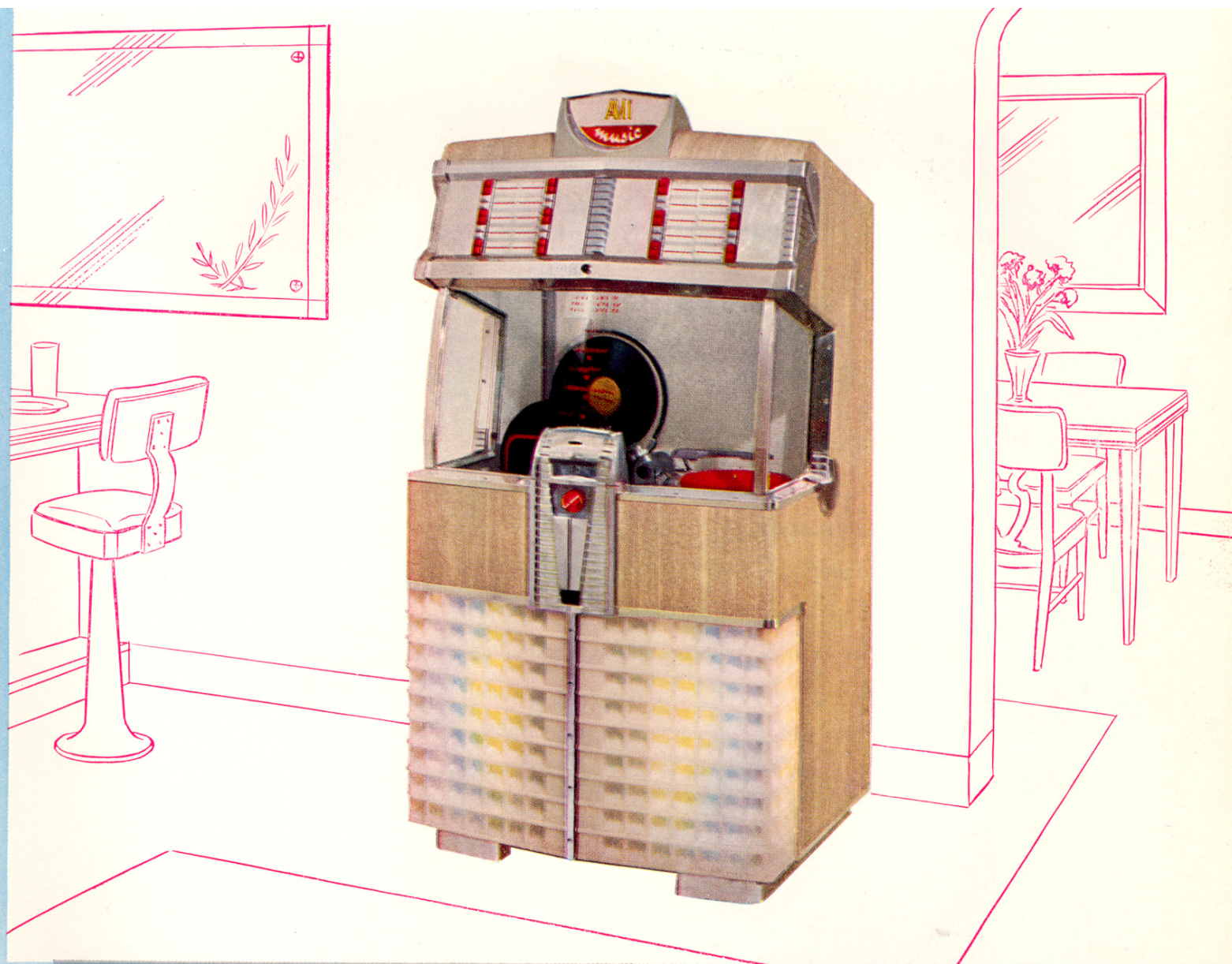
THE EYE-LEVEL DESIGN OF THE MODEL "E" IS A CONSTANT REMINDER THAT THERE'S MUSIC ON HAND FOR JOY AND LAUGHTER, REST AND RELAXATION. PATRONS LOVE IT! LOCATIONS, TOO, HAVE AN AFFECTIONATE REGARD FOR THIS ONE FORM OF ENTERTAINMENT THAT NEVER DETRACTS FROM NORMAL BUSINESS ACTIVITIES.

Music reaches new highs of popularity when played on the popular Model "E", the automatic phonograph that establishes new standards of good taste in juke box design. Colorful and sparkling, it has an elegant but rakish look that captivates patrons at very first glance. From every angle, every Model "E" has a lively, spirited air that is balanced with a dignified, trim appearance to complement the decor of any location.

New "Multi-Diffusion" sound system, exclusive with AMI, brings full-range, ear-pleasing music to every point in the location. Tone and volume adjust to exact preference, bass and treble blend as desired. Volume is raised or lowered without distortion, at the box or by remote control accessible only to the location.

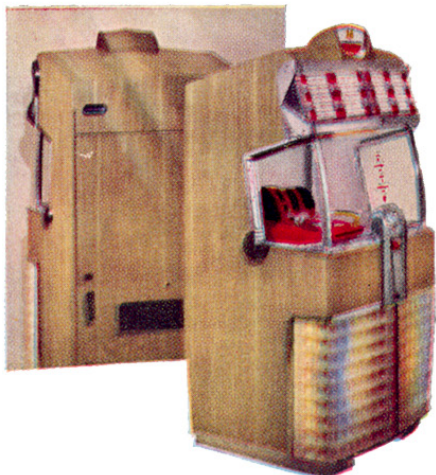


This is the new AMI Model "E-40". It is most frequently preferred by the more lively locations where fast play and quick turnover is concentrated on Hit-Tunes and Favorites. The "E-40" is favored also for installation in those locations whose patrons want race or ballad music of a kind generally only available on 78 rpm records.



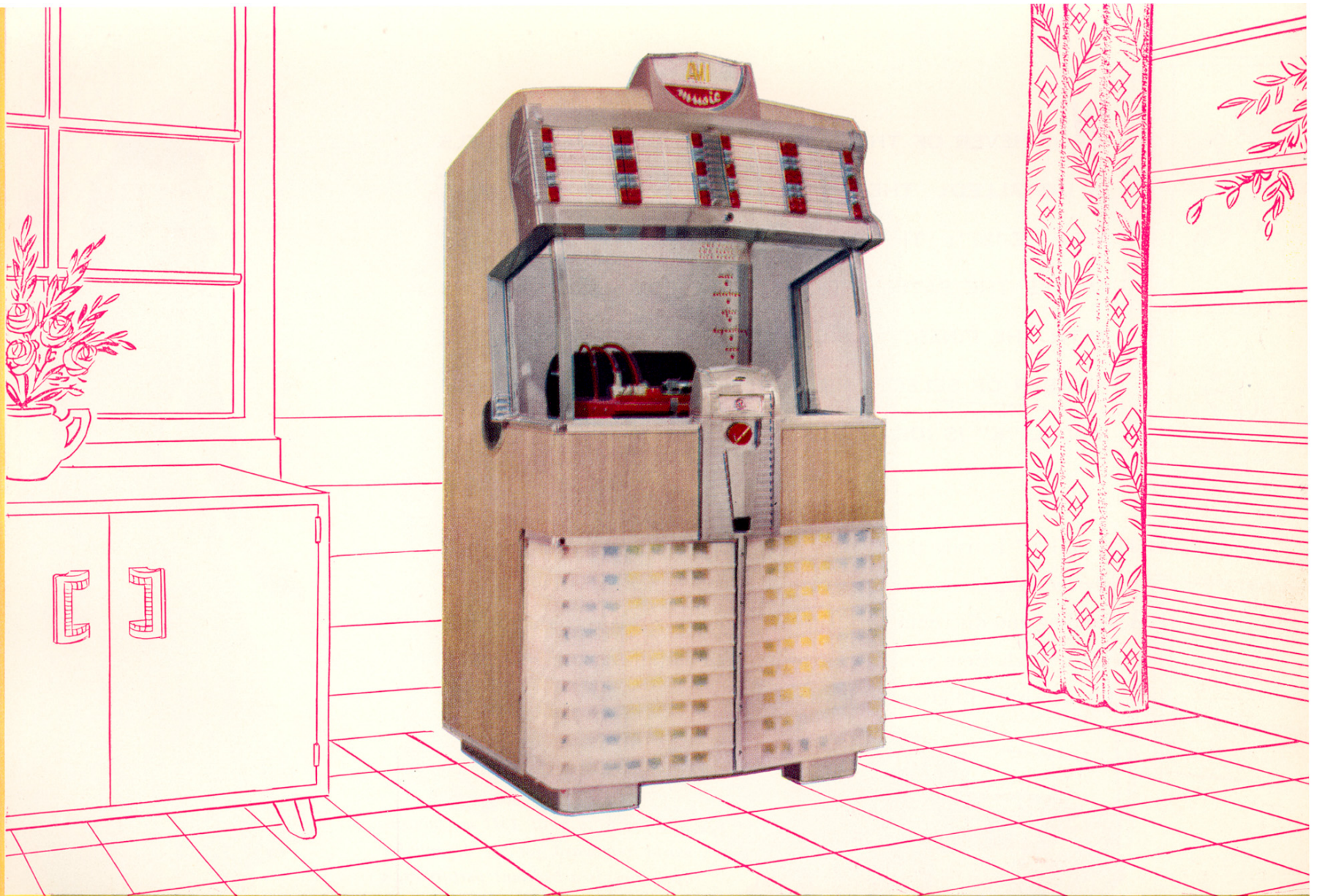
ONE-BUTTON PLAY", A FEATURE OF EVERY MODEL "E",
IS SIMPLICITY ITSELF FOR THE YOUNG OR OLD, THE SHORT
OR TALL, THE AWKWARD OR AGILE. PEOPLE PLAY MORE
WHERE PLAY IS MADE EASY WITH EACH TITLE ALONGSIDE
ITS OWN SINGLE SELECTOR BUTTON.

AMI's exclusive "Eye-Level" design gives the program panel prominence that brings music immediately to patron attention. With interest aroused, play quickly follows. The program is well lighted, easy to read. Titles are scanned without stooping. Patrons stand comfortably, make their selections at the logical point where eye and finger meet. They like this ease and convenience which makes a habit of music — and the place that provides it. There's a friendly atmosphere surrounding this new AMI juke box that's a real stimulant to business.



Note the mirrored rear view of the Model "E". These AMI juke boxes have the same meticulous attention to detail, the same fine finish, on all sides. They're beautiful — any way you look at them!

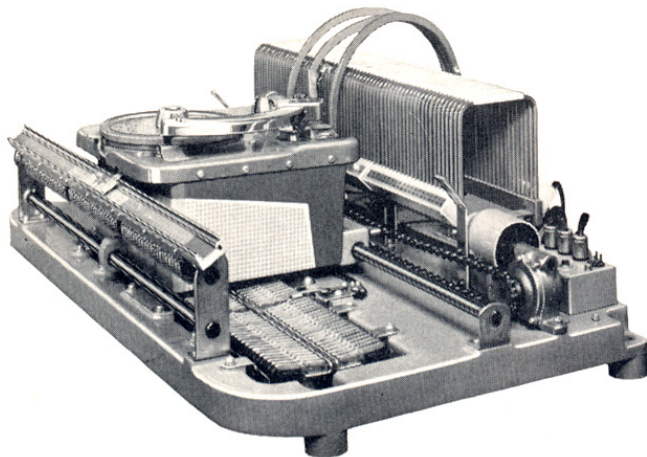




Here is the new AMI Model "E-80" juke box. This beautiful instrument is first choice of many operators for those locations whose patrons want a more complete and diversified program of music. Discriminating listeners praise the tonal quality of the 7-inch micro groove records as played on the "E-80".

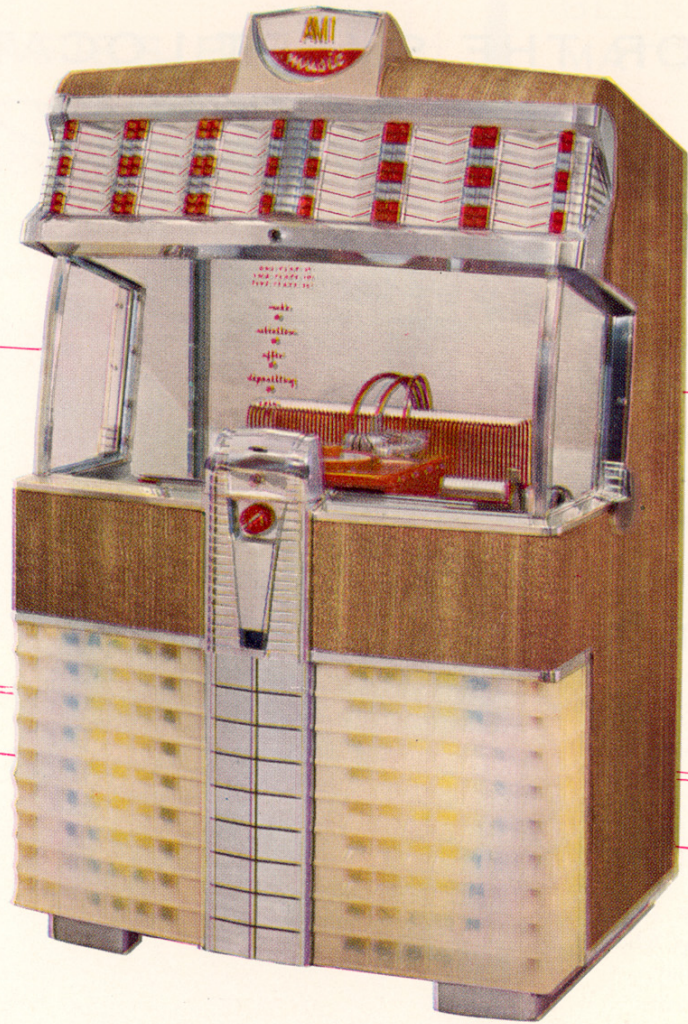
WHICHEVER OF THE THREE SENSATIONAL "E" MODELS IS INSTALLED: THE "E-40", "E-80" OR THE INCOMPARABLE "E-120": THE LOCATION WITH A NEW MODEL "E" ENJOYS THE SATISFACTION OF PROVIDING ITS PATRONS WITH THE FINEST MUSIC EQUIPMENT MADE. ONLY THE NUMBER OF SELECTIONS VARIES, THE QUALITY OF EACH MODEL "E" IS IDENTICAL.

The "E-120" is truly the *Concert Grand* of automatic musical instruments. It offers a complete program of recorded music to please the tastes of the most demanding and discriminating patrons. The "E-120" covers everything from Boogie to Bach, from Symphony to Swing — all with the amazing tonal fidelity of the 7-inch micro groove records.



The precision built AMI mechanism, world renowned for its dependable operation, is a brilliant performer, a seasoned trouper that never lets down when the crowds are gathered.





STYLED FOR THE SMART LOCATION

for the Utmost Patron Appeal!

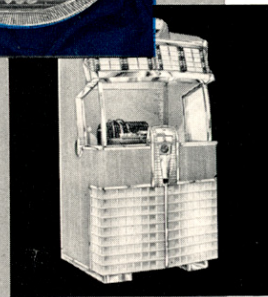
New **MUSIC MEDALLION**

Gold and silver, color and light, ingeniously blend in this eye-catching emblem. It's a hallmark of quality entertainment that ornaments every Model "E".



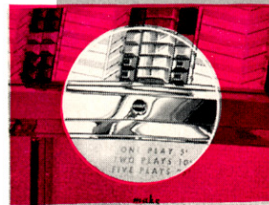
New **"EYE-LEVEL" ACTION**

Modern merchandising research proves that sales climb higher when display is made at eye level, the focal point of Model "E"'s program and play.



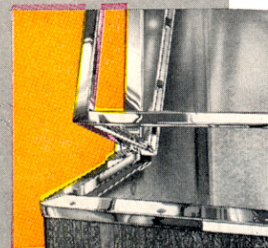
New **"SELECT" LIGHT**

This can't-be-missed signal light keeps tabs for patrons, lets them know when more coins are due for further play.



New **"ROLL TOP" WINDOW**

Opens into the cabinet itself, out of the way. Needs no elbow room, permits maintenance and service without disturbance to surrounding areas.



New **BRIGHT METAL TRIMS**

Gleaming metal moldings, trims and decorations add to the luxury lines of the new Model "E". Metal is corrosion resistant, won't flake or rust, cleans easily. Stainless steel kickplates.

New **"COLOR-CUBE" DOORS**

Bottom doors are composed of interchangeable sturdy plastic louvres that diffuse light in fascinating patterns of subdued warm colors.

New **"ALL AROUND" BEAUTY**

The fine furniture, clean-line beauty of the Model "E" with its Perma Grain satiny finish, is visible from every angle, attractive from every view.

New **INTERIOR DECOR**

Warm gray tones in a nubby Vinylite fabric contrast with accents of modern cherry red in a color harmony that's style right for every location.

R ELATED AUXILIARIES BY AMI

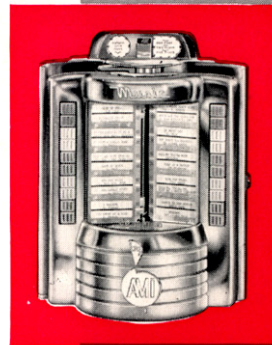
BLENDING STYLING
MATCHED PERFORMANCE

for the Complete Music Installation!

AMI WALL BOX

For Remote Selection of Music

For use with the Hideaway unit or to add play stations for extra revenue points with the juke box. Sturdy, die-cast construction, finished all around in sparkling chrome. Three models for 40, 80 or 120 selections.



AMIVOX SPEAKER

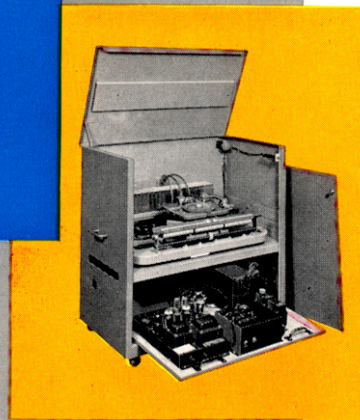
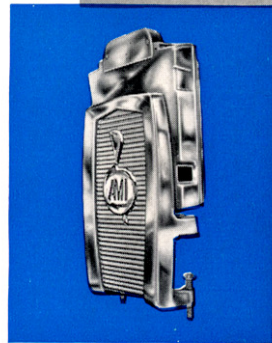
**For Balanced Volume over
Large Areas**

Delivers undistorted music at desired volume levels in the same or other rooms. Functional modern design. Mounts on wall or ceiling. Five-step volume control with true tone in bass or treble.

AMI BAR GRIP

**For Bar and Counter
Installations**

Rigid aluminum casting for mounting the AMI Wall Box. Absorbs abuse and mishandling. Highly polished. Rubber mounted to protect bar and counter surfaces.



AMI HIDEAWAY

**For Every Background
Music Need**

Brings recorded entertainment and music income to the location that lacks floor space for a juke box. Can be used with AMI Wall Boxes or as a continuous play mechanism for quality background music.