

HERE NOW!

Sonoramic

SOUND



*A Truly Significant Development
in Commercial Music*

by **AMi** Incorporated

THE NEW
AMI MODEL "F"
WITH
Multi-Horn
FULL RANGE
HIGH FIDELITY



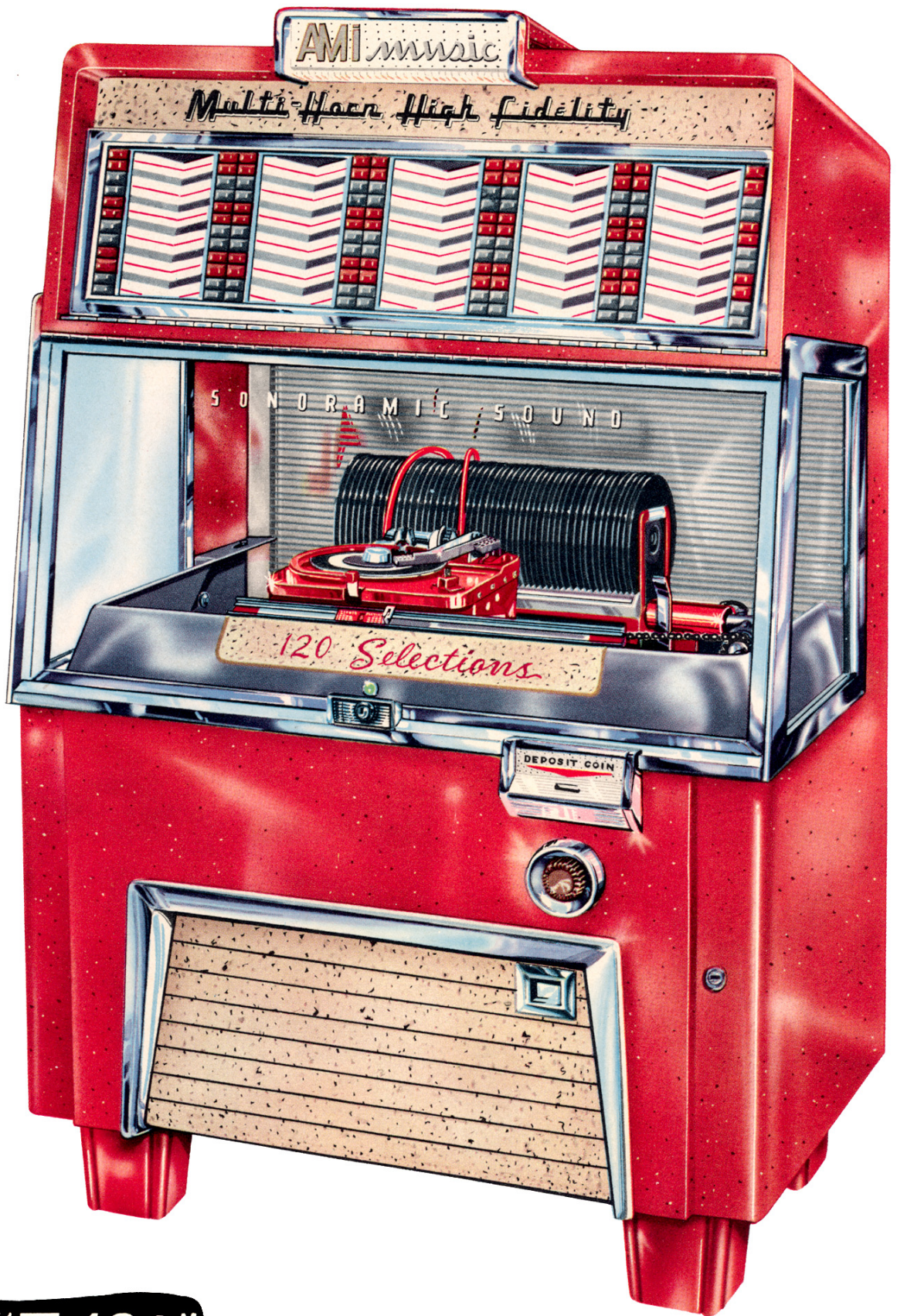
Here is the ultimate in *true* high fidelity instruments in a custom quality cabinet of contemporary distinction. Exciting to see, a thrilling new experience to hear.

The magnificent reproduction of "SONORAMIC SOUND" surrounds the listener with superlative music at every volume level, anywhere in the room. Your most discriminating patrons enjoy the FULL RANGE beauty of AMI "multi-horn high fidelity" that brings them *all* the living realism of the actual performance. The costly exponential horns, concealed within the cabinet, respond in perfect balance even under unfavorable acoustic conditions.

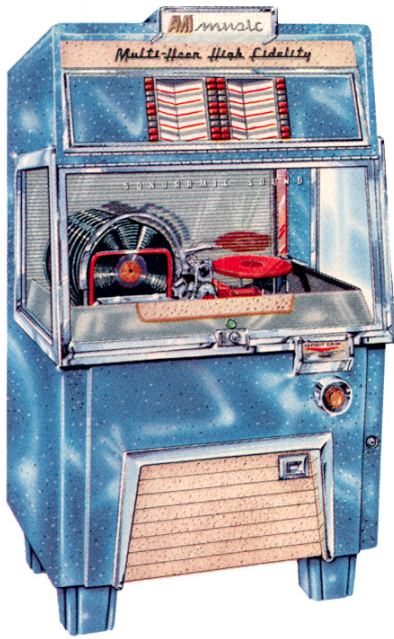
Truly a great musical instrument, the new AMI Model "F" juke box is, nevertheless, essentially a *business machine*. It gives every location an added source of substantial profits by meeting the fast-growing demand for true high fidelity music with an eye-appealing cabinet of distinguished good taste.

When you want to provide the very best in music for your patrons, investigate the SONORAMIC SOUND AMI Model "F". Compare the reproduction of its multiple horns with the sound system of any other juke box — or with that of the finest high fidelity home phonograph. Your ears will tell you. There's a vast and delightful difference in the AMI!

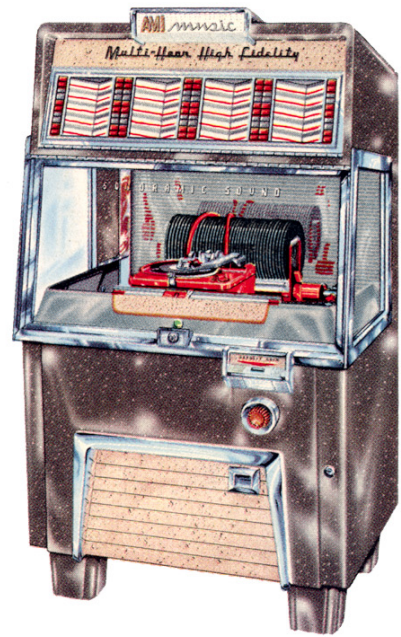
HEAR *Sonoramic Sound* ON THE



AMi "F-120" Programmed for Every Taste with 120 Selections



NEW
MIRACLE-FINISH
IN
DECORATOR
COLORS



The **AMI** model **"F-40"**

The **AMI** model **"F-80"**

The Model "F-40" plays 40 selections on 78 rpm records. All the high style contemporary design of the "F" line. Features same SONORAMIC SOUND and multi-horn high fidelity throughout the FULL RANGE. Striking miracle finish in smart decorator colors is practically impervious to wear and abrasion.

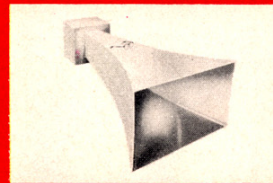
The Model "F-80" plays 80 selections on 45 rpm records. Has same SONORAMIC SOUND features as all "F" models for optimum acoustics under wide variety of conditions. FULL RANGE high fidelity. Distinctive, colors subtly blend with any surroundings. Model "F" is a mark of distinction and good taste — anywhere!

Sonoramic Sound, Panoramic Picture

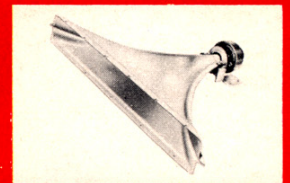
Whatever music patrons prefer: spirited polkas . . . country music . . . blues . . . rhythm . . . hit songs . . . classics — any selection, any voice or instrument — all come alive with SONORAMIC SOUND through the FULL RANGE Model "F".

Outstanding music is but part of the Model "F" story. This new and different phonograph has an eye-pleasing harmony of line and color that is evident in a quick glance or a long look. Its glamorous decorator colors, its gleaming trims, its expanse of glass gives a PANORAMIC PICTURE of each great performance.

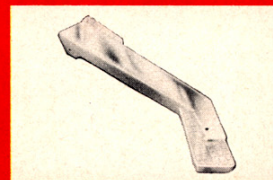
Model "F" is designed to appeal to the *sense of sound* and the *sense of sight* of those who know and appreciate the finest in musical instruments — and to the *common sense* of those who want to profit from it.



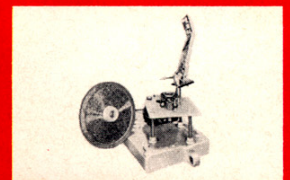
Folded Bass Horn



Ear-level Treble Horn



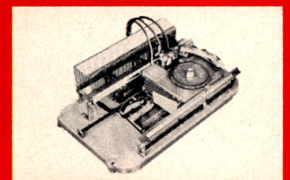
Featherweight Tone Arm



Transcription Turntable

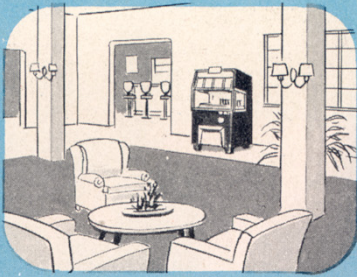


High Output Amplifier



Dependable Mechanism

... it all adds up to . . .

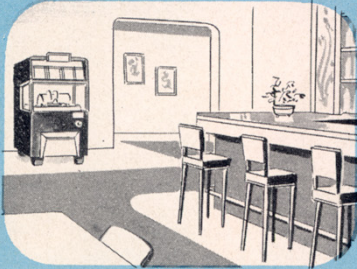
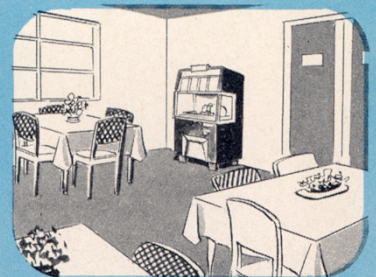


CLUBS

Model "F" belongs, is a charter member wherever music of superior quality is demanded. Smart, decorator colors and attractive, clean-line cabinetry win approval from the "furniture conscious." Multi-horn high fidelity is a welcome addition to club recreation members will enjoy.

RESTAURANTS

Every restaurant can now proudly take advantage of selective music with the new Model "F". Here's the phonograph that fits in with even the most sophisticated decor, pleases the choosiest clientele with its thrilling tone, pleasing lines and exciting new colors.

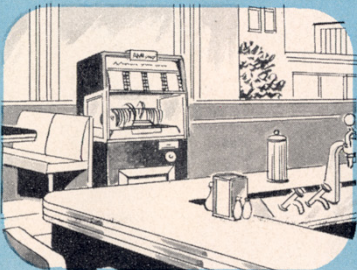
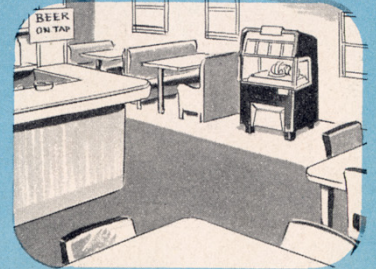


COCKTAIL LOUNGES

Good music is an important factor in creating the pleasant atmosphere that makes patrons return again and again. The Model "F", with SONORAMIC SOUND, delights your patrons, makes them remember your place when it's time for refreshment.

TAVERNS

Model "F" rekindles the warm glow of friendship in the tavern. Business lives again where music comes alive with the Model "F". This is the juke box that gets folks away from their TV screens and back into the tavern for real musical entertainment.

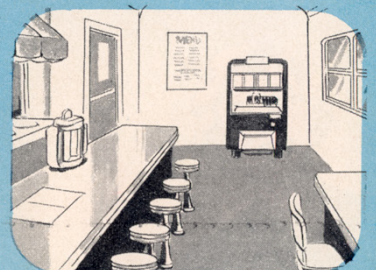


ICE CREAM PARLORS

You'll find the true test of true high fidelity in the enthusiastic response of the teen age crowd. Young folks know music. They boost business for the store that brings favorite bands and artists into their happy centers of activity with AMI's exclusive SONORAMIC SOUND.

DINERS

Music, beautifully reproduced by AMI's exclusive SONORAMIC SOUND, heightens the pleasure of dining out. Checks grow larger as customers eat and enjoy their food with true high fidelity music as a pleasant aid to appetite and digestion.



Meets the Needs of Every Location

Every Feature Essential to HIGH FIDELITY Reproduction

AMI's exclusive multiple horn system, together with its precisely balanced high fidelity components, gives perfect response over the entire audible range. You hear everything from 40 to 15,000 cps. Every rounded tone and overtone is reproduced with unmatched brilliance, depth and color—exactly as it was played. There is no *electronic exaggeration* in Model "F" FULL RANGE reproduction.

FOLDED BASS HORN

The folded bass horn of the Model "F" is more than the equivalent of nine 12-inch speakers! Like the giant pipes of an organ, it brings out the lowest lows with unparalleled fidelity to the original, yet completely eliminates juke box "boom"—as speakers alone can never do.

FEATHERWEIGHT TONE ARM

Extremely light but rigid, the new die cast high fidelity tone arm exerts only gentle, unvarying gravity pressure on the record. Uses the famous General Electric variable reluctance cartridge, the standard of comparison for high fidelity cartridges, with a single instant-change stylus.

HIGH OUTPUT AMPLIFIER

Acoustical output of AMI's FULL RANGE amplifier (with a signal well beyond 20 to 25,000 cps.) equals 50 watts with ordinary speakers. Designed for true high fidelity. Only six tubes, including pre-amp circuits with ruggedized tubes in early amplification stages.

EAR-LEVEL TREBLE HORN

Unlike the bass, upper register reproduction is best obtained from a minute driver (speaker) like the 1-inch unit in AMI's flared treble horn. Located at ear level, there is no tonal muffling from furniture, rugs or drapes that obstruct low placed high frequency speakers.

TRANSCRIPTION TURNTABLE

AMI's turntable runs with the measured precision of expensive studio equipment. No WOWS, RUMBLE or FLUTTER found in ordinary turntables or unusual methods of record suspension or play.

DEPENDABLE MECHANISM

Stout heart of the Model "F" is the famed AMI multi-selection mechanism. Already world renowned for faultless performance, its many advancements and improvements make it the ideal mechanism for true high fidelity reproduction.

... TRUE HIGH FIDELITY ... *Sonoramic Sound*

AMi's new

This sensational new **AMi**
juke box REcreates in FULL RANGE
the living performance of every
voice and instrument in
every note and tone...
You hear it all...

**ALL THE HIGHS... ALL THE LOWS...
and all the important Middle Range**

brought to you in an
instrument of exquisite beauty
that helps every location owner
to capture and hold the
patronage of his customers
with the thrill of

MUSIC

reproduced by

AMi's



model

66

99



THE FIRST AND ONLY JUKE BOX
WITH MULTI-HORN HIGH FIDELITY

onoramic Sound