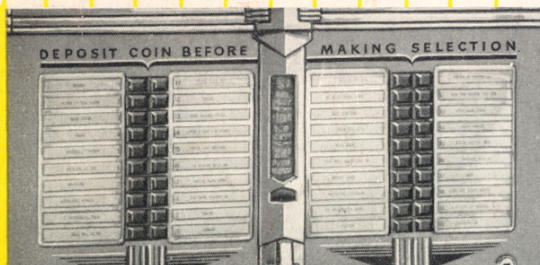




# Leads THE League



## whole program at a glance

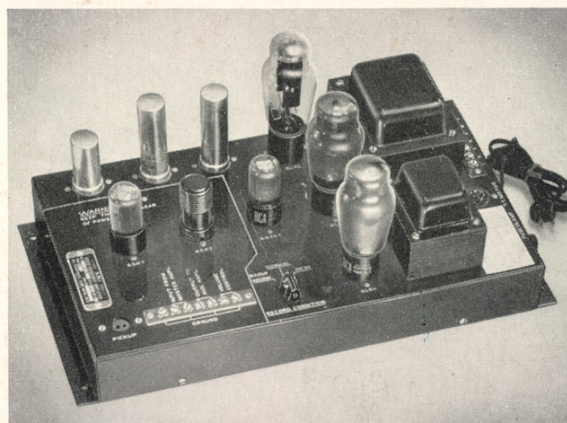
Right where the eye expects it and the fingers itch to sample it; here's the greatest moneymaker in music. Here's the machine the public trusts because it looks so good, sounds so good, works so dependably.

And the operator needs only a few moments to change title strips, change records, collect and service the machine; one door gives him access to the complete works, saving location time and bother. People who know their music will make it a point to adopt as their personal headquarters the location that features the Model "C".



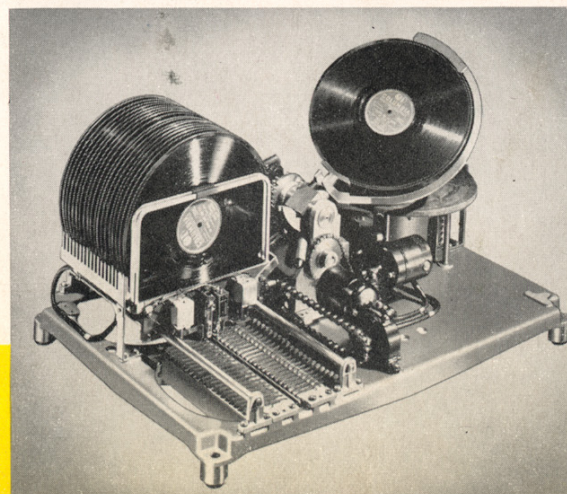
## visibility

The "C" has nothing to hide, everything to reveal. It invites exploring throngs with its vast areas of transparent Plexiglas, its translucent color-animated plastic, its golden plastic lining and its new reflecting mirror which makes a billboard out of the mechanism while the "C's" playing. Nothing like this mirror feature has ever been seen on a juke box of any kind. Every player gets more than his money's worth in sight value as well as sound.



## music fidelity

From the highest note of the violin to the deepest base of the drum, the "C's" sound system reproduces every note on the record with a fidelity that draws the cheers of the artists who make the records. New amplifier, new pick-up, new needle; optional booster amplifier for special multi-speaker hook-ups. Built-in automatic bass control; new gain volume control defies distortion; special record wear compensator allows machine to play the record in terms of its condition of wear. These and a host of other sound improvements insure enchanting fidelity and virtuosity.

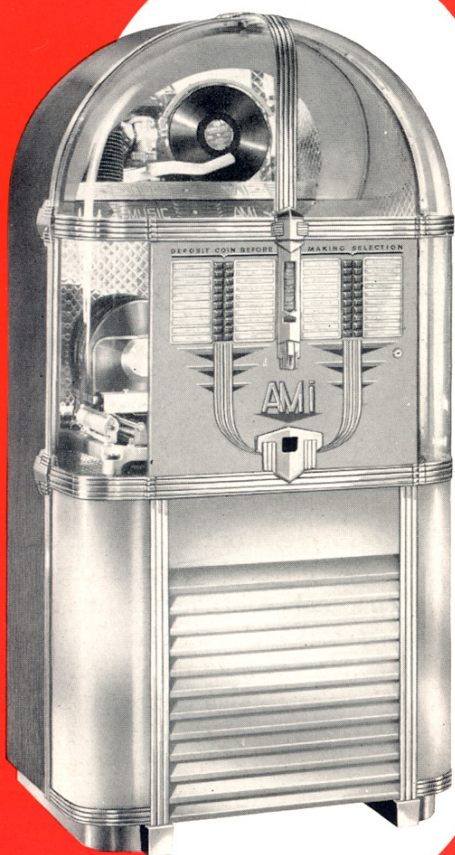


## operating perfection

The heart of the "C's" dependability is the famous trouble-free A M I mechanism. An "Out-of-order" sign is wanted by nobody and the A M I keeps going, seemingly forever; keeps the money coming in, saves wasted hours and expensive service calls. A M I is the originator of two-sided record playing, with over 20 years experience building this type of equipment. The present A M I record changer is without peer in its field. It is the one thoroughly field proven mechanism of its kind.



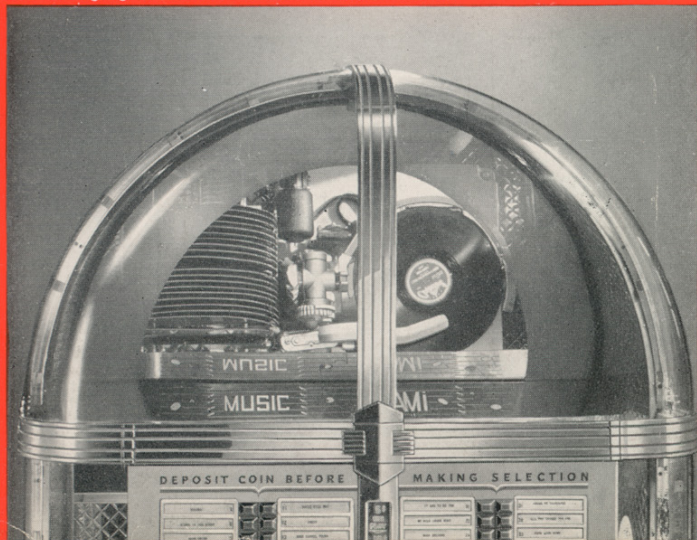
**ALIVE**  
with new  
features!



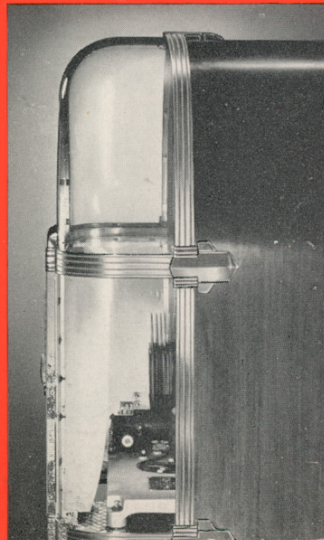
Here's Model "C"—kingpin of the juke boxes! Different in appearance from all preceding AMI's, from current and past models of any make! It's a vision of life today—inspiring modernity! With the astral quality of the heavens, its design has a down-to-earthness that wins the applause of serviceman and location, joyous cheers from you. *It's the juke box built for the operator.*

Lavish color effects from new lighting twists: color wheels and lights that make the "C" a moving, ever-changing rainbow, give you freedom to make your own color arrangements in a matter of seconds. *Before playing*, machine is a pageant of flaming color, top mirror being ingeniously used as a color area in this position. But *while playing*, as soon as coin is dropped, mirror lights up, catches reflections of entire record changer, of the record in its intriguing motion—an image visible from any angle or distance! The cabinet is in your choice of beautiful blond or rich natural mahogany; with vast areas of transparent Plexiglas and translucent plastic, yielding visibility that gives ultimate attractiveness. This dominant cabinet is lightweight—only 253 lbs.; clear, clean back; stronger levelling casters mounted on steel plate and bolted through cabinet.

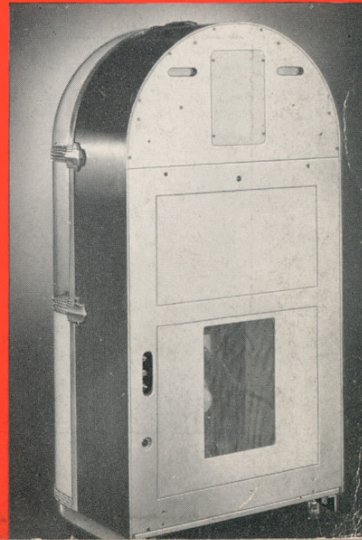
While playing, entire mechanism and changing action is reflected in upper mirror.



Astral design, inspiring; visibility from every eye point.



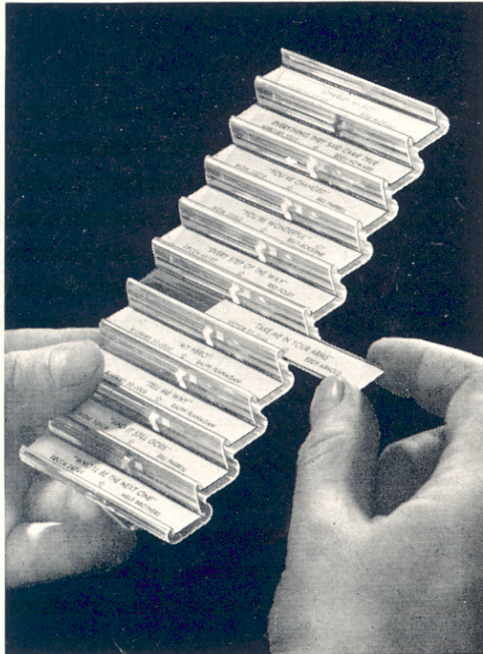
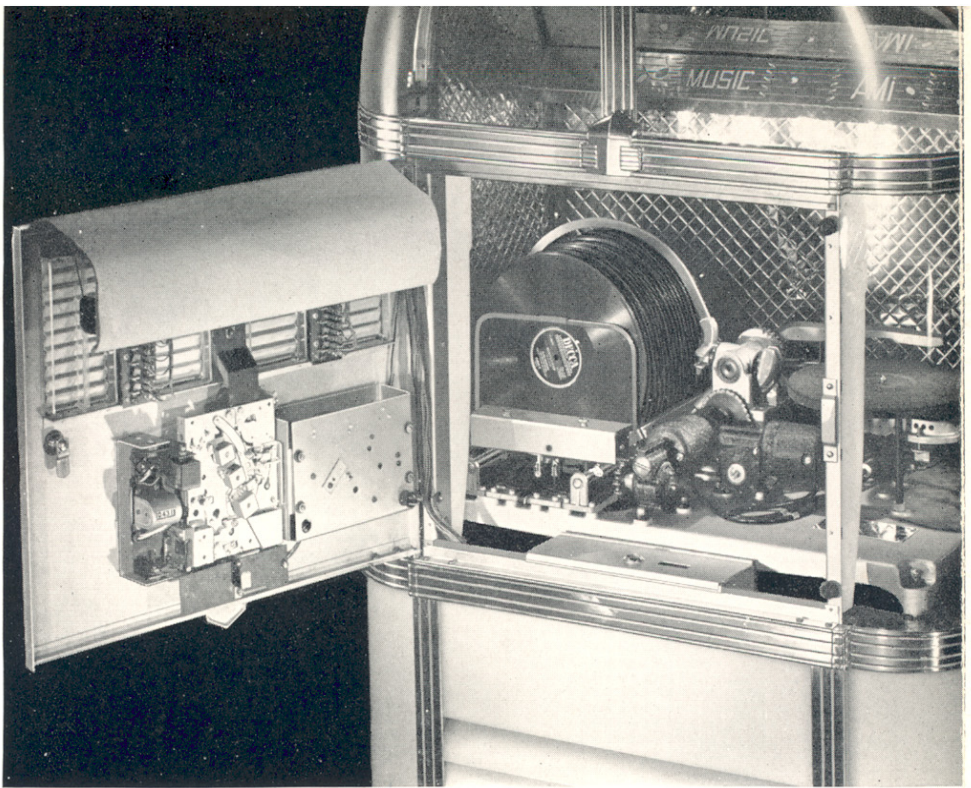
Flush back; casters mounted on steel plate and bolted.





# ONE DOOR servicing!

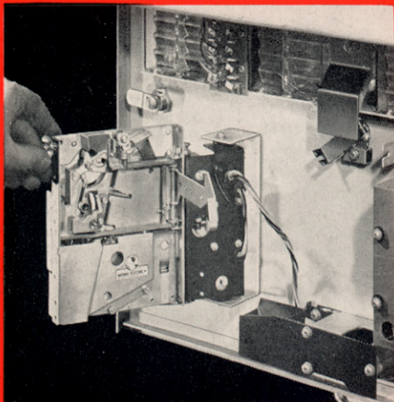
# 1



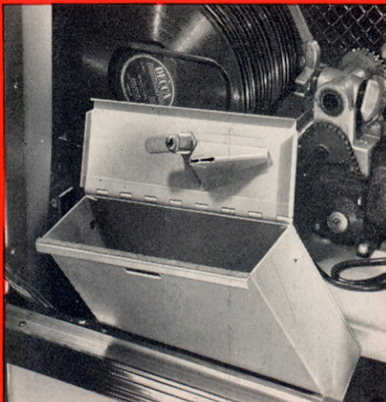
Title racks removable for quick insertion; numbered for easy identification.

One flip of your key swings open the front door with all servicing points at your reach waist-high—no stooping, stretching or bending. Slug rejector, credit unit, coin switch, coin counter, title strip holders *right here* at your fingertips! Large double size cash box is at center front, protected by a second lock, available only to collector. Mechanism stares you in face, enabling instant change of records. You can do everything needed on any routine call—collect, change strips, change records, bookkeep the play—and not move your feet from a floor area much larger than your handkerchief. No more wasted time moving machine, opening doors, disturbing the set-up; no strenuous bending and reaching; here is the operator's dream, hinged to your convenience, tuned to business usefulness. Slug rejector in the open for inspection or service; title strip changing easiest ever; your mind is relieved for new study of your locations' special needs and desires. As service costs and service time nose dive, music appeal and player appeal spiral *upward*.

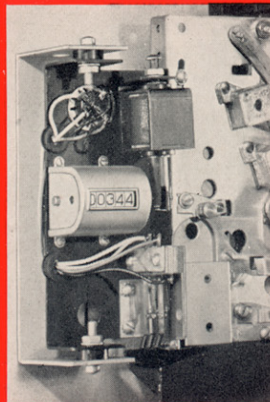
Easy serviced slug rejector; need not detach. Clean, adjust in one operation.



New double-size cash box easily accessible. Separately locked inside. Safest!



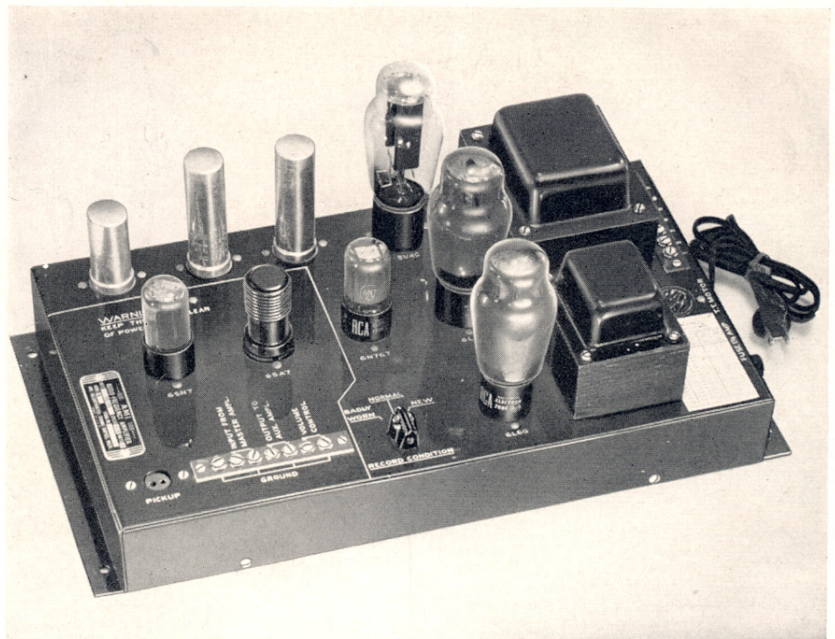
Coin counter records all overplays; counts every coin.



All plastic surfaces, inside and out, easily reached and cleaned with damp rag.





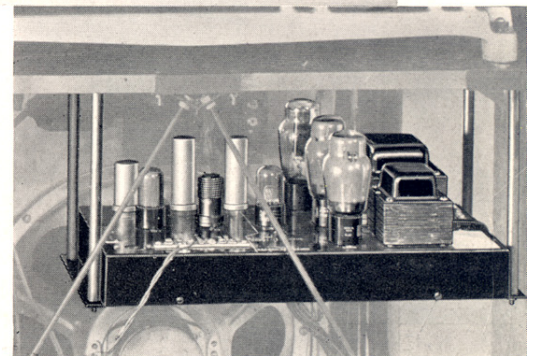


The "C's" completely new sound system delivers tone, virtuosity, range and fidelity never heard before on any juke box. New exclusive AMI amplifier does rich justice to every platter, catches each nuance of every instrument in band, every personal twist and voice trick of the artist! Optional supplementary booster amplifier provides for special installations. New record wear compensator squeezes last ounce of utility and profit from every record. New pickup and needle sympathetically capture every tone—high and low—from violins to drums. Automatic built-in bass control saves highs when basses are favored, basses when highs are favored. Every type of location is perfectly served by this superb music.

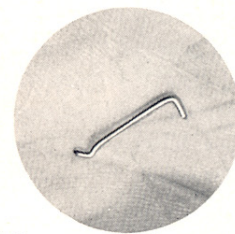
**SPEAKER CONNECTION CHART**  
CONNECTIONS ARE FOR EQUAL POWER INTO EACH SPEAKER  
NUMBERS INDICATE TERMINALS ON SPEAKER TERMINAL STRIP

| CABINET SPEAKER    | REMOTE SPEAKERS CONNECTED IN PARALLEL | JUMPER NUMBER 1    | JUMPER NUMBER 2   |
|--------------------|---------------------------------------|--------------------|-------------------|
| LEADS TO TERMINALS | NUMBER & IMPEDANCE                    | LEADS TO TERMINALS | CONNECT TERMINALS |
| 3 5                | NONE                                  |                    |                   |
| 2 4                | 1-8 OHM                               | 3 4                | 5 6               |
| 4 5                | 2-8 OHM                               | 3 4                |                   |
| 2 4                | 1-500 OHM                             | 1 7                | 5 6               |
| 4 5                | 2-500 OHM                             | 1 7                |                   |
| 4 5                | 3-500 OHM                             | 1 3                | 4 7               |
| 3 4                | 4-500 OHM                             | 1 6                | 2 3               |
| 3 4                | 5-500 OHM                             | 1 3                | 5 7               |
| NONE               | 1-8 OHM                               | 4 6                | 2 3               |
| NONE               | 2-8 OHM                               | 3 5                |                   |
| NONE               | 2-500 OHM                             | 1 4                | 2 3               |
| NONE               | 3-500 OHM                             | 1 7                |                   |
| NONE               | 4-500 OHM                             | 1 3                | 4 7               |
| NONE               | 5-500 OHM                             | 1 6                | 2 3               |
| NONE               | 6-500 OHM                             | 1 3                | 5 7               |

\*CONNECT SPEAKERS IN SERIES.

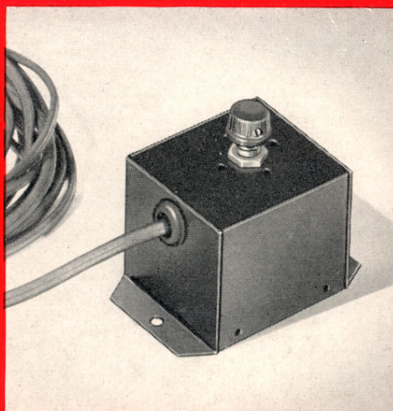


Booster amplifier duplicates primary amplifier; mounting position provided.



New wasp needle, osmium-tipped. Light and springy; saves record wear.

Improved gain control prevents distortion; one turn from highest to lowest.



Record wear compensator; set in any of 3 positions for new, old or average records.



Feather-weight crystal pickup, ultimate in fidelity. Unaffected by heat or moisture.



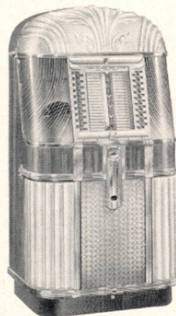


FAMED **AMi** QUALITY

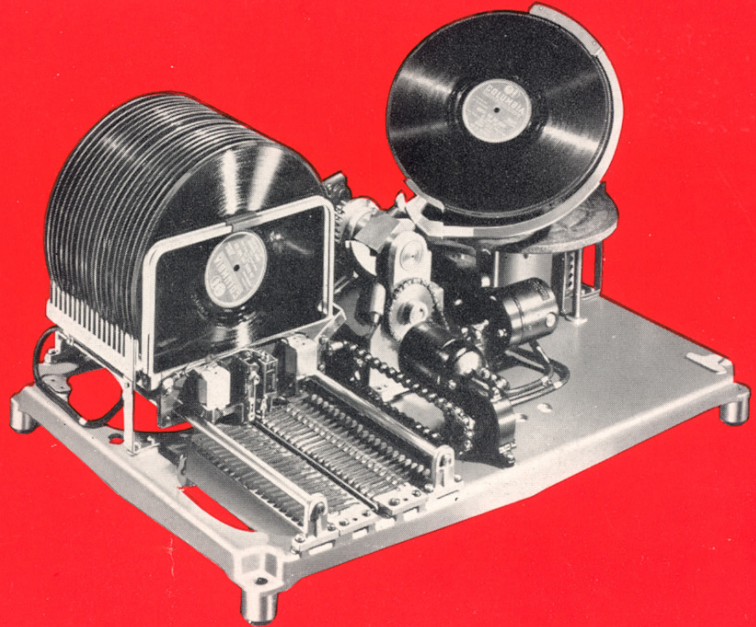
**AMi**



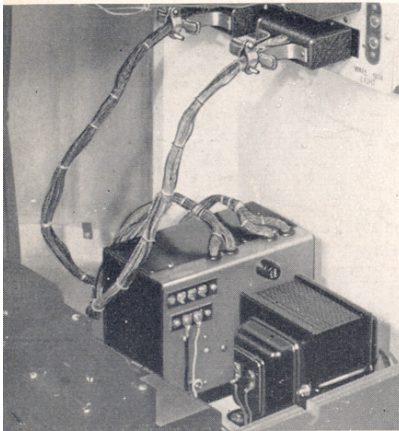
MODEL "A"



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