



YOUR GREATEST OPPORTUNITY

AMi

Built to Build Your Business

Day means payday for you

No wonder the AMI Model "D" is destined to become the industry's most play-prompting juke box. Feast your eyes on its brand-new design that bespeaks the beauty and craftsmanship characteristic of fine furniture. And well it might, because the AMI "D" is a product of Grand Rapids, the furniture center of the world.

There's a feast awaiting your ears, too: the new Tone-Thrill amplifier circuits developed especially for the "D" lend new, exciting fidelity to sound reproduction.

Notice the new Eye-High Selector Buttons and title strips...the sloping play panel that's so inviting, so easy to play. And, of course, there's AMI's checkerboard keyboard that simplifies the selection of wanted tunes.

And this is only the beginning! The "D" is loaded with features, each and every one designed to coax more and more coins from more and more patrons' pockets. Frankly, the "D" is a mercenary piece of musical mechanism... and it's happiest when it's making money for you.





. . . . and speaking of payday

*The new AMI Model "D" offers every one of the eight
profit-producing factors that mean money in the
bank for operators, for this great new juke box is:*

- ① SIMPLE
- ② DEPENDABLE
- ③ PLAYABLE
- ④ ECONOMICAL
- ⑤ SUPERIOR
- ⑥ ADAPTABLE
- ⑦ BEAUTIFUL
- ⑧ EASY TO BUY

"profits rise when you standardize on **AMI's**"

... and here it is ...

the new **AMi**-ful
—the **DARINGLY DIFFERENT**

D

Choose at random any location in
your area—snack bar or deluxe restaurant,
neighborhood tavern or cocktail
lounge, teen-age rendezvous or private club
—and you've picked a spot where
the "D" will make money for you.
Its dazzling beauty and the scores of
features that "sell" it to the public
are but two of the reasons why the "D" will sing a
song of profits for you . . . a song made
up of bank notes—in the key of "D"!

LOWER OVERALL HEIGHT

1

EDGE-LIGHTED TOP PANEL INVITES ATTENTION

2

"EYE-HIGH" TITLE STRIPS

3

FAST ONE-BUTTON PLAY

4

COIN-DIRECTING ARROWS LEAD WAY
TO COIN SLOT

5

INCREASED VISIBILITY OF MECHANISM

6

SPEEDY ONE-DOOR SERVICE

7

RICH BACK DROP SETS OFF MECHANISM

8

CASH BOX CAPACITY INCREASED 100%

9

EASILY CHANGEABLE "PRICE OF PLAY" PLAQUE

10

ULTRA-VISIBLE COIN SLOT

11

TAMPER-PROOF SLUG REJECTOR

12

FUNCTIONAL MODERN DESIGN

13

IMPROVED COLOR TUBES—QUIET IN OPERATION

14

MELLOW, HAND-RUBBED WOODS IN BLONDE
AND MAHOGANY FINISH

15

¾-INCH LAMINATED PLYWOOD CABINET

16

MANUAL INDIVIDUAL TREBLE-AND-BASS CONTROLS

17

NEW, IMPROVED AMPLIFIER—ONLY 5 TUBES

18

OPAQUE PLASTIC LOUVERS—97% STRONGER

19

10-GAUGE, ROLLED STEEL RECESSED KICK-PLATES

20

"profits rise when you standardize on **AMi's**"



Available in
 or BLEACHWOOD BISQUE
 DEMITASSE MAHOGANY

30 inches wide, 26 inches deep, only
 60 inches high. Occupies but 5 square
 feet of floor space. Weight 238 lbs.

New coin-appealing EYE-HIGH play panel easy to play... hard to resist



The Model "D" has banished juke box bends—that uncomfortable and inconvenient stooping position formerly necessary to read title strips. Selector buttons and title strips are "Eye-High" on the "D" . . . positioned for maximum visibility and invitingly convenient for tune selection. Improved and intensified light diffusion increases legibility of title strips.

New "studio presence" sound system

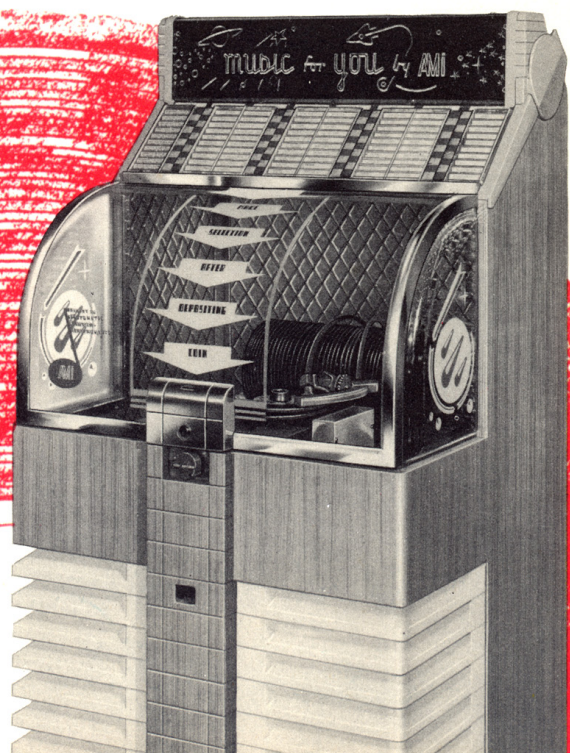
The amazing tonal fidelity of the Model "D" is the culmination of months of painstaking research and development by AMI engineers. The "D's" new amplifier circuits provide a "studio-presence" tonal quality which sets new standards for faithful reproduction of sound. When you hear the "D", you'll agree that AMI engineers have achieved a new triumph in electronic progress . . . an achievement that will bring forth lavish praise—in the form of lavish play—from your patrons.

New cabinet design favors every location

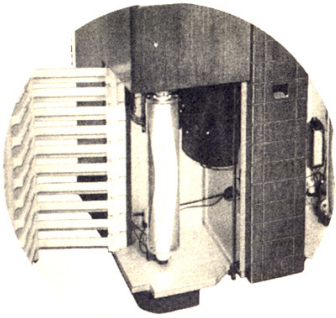
The ultra-modern design of the "D", its rich, hand-rubbed finishes, its subtle blending of rare blond or dark mahogany woods with crystal-clear, rainbow-lighted plastics, all combine to offer unparalleled location appeal. In restaurant, neighborhood tavern, teen-age rendezvous, cocktail lounge, or club room, the "D's" skillful use of quality materials, expert craftsmanship and eye catching design captures the attention and wins the unanimous approval of patrons and location owners alike.

sound that's "tailor-made" for your location

New, easily accessible manual bass-and-treble controls, combined with the reduction of needle noise and record scratch, provide unlimited adjustment of tone value. Regardless of the size of the area, height of ceilings, acoustic properties, and other factors affecting sound reception, the voice of the "D" can be "tailored" to deliver a quality of reproduction exactly fitted to every location.



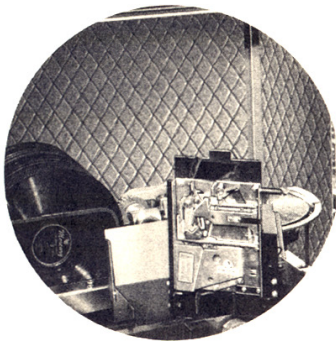
simplicity and economy that stem from



AMi *planned=engineering*

Planned-Engineering—AMI's special blend of thoughtful planning and competent engineering—reaches new heights in the Dynamic "D". Newer, faster, easier, access to every part of the box simplifies the work of your serviceman, thus permitting him to cover more territory and service more boxes in less time. Simplified features of the "D" include:

- a** Accessibility through the front of the cabinet to records, lights, changer mechanism, slug rejector, coin switches, playmeter, cash box, title strips and wallbox stepper.
- b** Reversible grille louvers and mounting hardware; may be used on either side, thus requiring smaller inventories of these parts.
- c** Slug rejector lifts up and swings out for easy access to both sides.
- d** Adjusting casters easily accessible. Cabinet may be levelled where it stands, without jockeying, without guesswork.
- e** Plastic picture window opens at top, stays in place for easy access to changer mechanism, records, and cash box.



new amplifier circuits save you money

Saving number one —Only five tubes are used, thereby reducing replacement costs.

Saving number two —Only *three* types of tubes are used: (Two 6L6's, two 6SN7's and one 5U4G). Your inventories can be kept at a minimum; your profits kept in the bank instead of being tied up in a large tube inventory.

"profits rise when you standardize on **AMi's**"



there's a brimming-over cash box at the end of the rainbow!

AMI quality is as apparent as the rainbow hues of the "D's" Tune-Teaser lighting. But in the "D", as in every juke box bearing the AMI name, quality is more than top-grade workmanship and materials.

It is a concentration of features to *make* money and to *save* money for you.

That's why the "D's" cash box has to be bigger—to hold the constant flow of coins attracted by the quality leader of the industry—AMI's Dynamic "D".

as adaptable as a quick-change artist . . . and as fast!

It takes but a few moments to convert the "D" to 45 rpm play—or, when the occasion requires, back to 78. Therefore, if a location asks for "45's", and you feel it advisable to make the change, you need have no hesitancy in doing so. If, at a later date, you move a converted AMI

juke box to a location where patrons demand a specialized program not yet available on 45's, simply re-convert to standard 10-inch 78 rpm recordings. Your "Bantam-45" conversion unit is then available for future use on other AMI's in other locations when needed.

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D

ependability features that spell uninterrupted performance

"LO-TEMP" OPERATION—The low, low heat generated by the "D's" five-tube amplifier is effectively shielded from the record changer, offering double insurance against record damage from excessive heat. One 20-watt fluorescent tube lights the horizontal color wheel at the top of the record changer chamber. The two vertical color cylinders behind the grilles each use a 15-watt fluorescent tube—a total of only 50 watts of cold, safe light. No objectionable overheating.

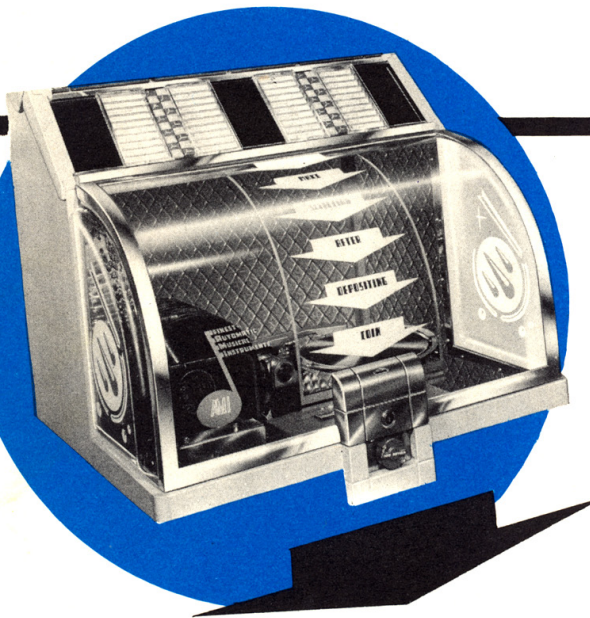
EASY TO CLEAN—A quick rub with a damp cloth will keep the "D" looking as new as the day it left the factory. The embossed back drop in the mechanism chamber is cleaned in the same manner, without muss or fuss.

PLAY METER INDICATES FAVORITES—The AMI play meter accurately records the number of plays for each of the selections available. You don't have to guess which tunes and which type of recordings your patrons prefer. The play meter tells at a glance which recordings to retain and which to replace.

HEAVY-DUTY CABINET—There has been no sacrifice of strength to attain the "D's" beauty. The cabinet is constructed of costly $\frac{3}{4}$ -inch laminated plywood, which is warp-resistant and waterproof. The heavy plastic grille louvres are ribbed for added durability and are 97% stronger than grilles in previous models. Recessed kick-plates are ten-gauge rolled steel with durable enamel finish. The "D" is rugged; it's built to withstand excessive punishment throughout its life.

ADAPTABLE TO SPENDING HABITS OF YOUR PATRONS—When changing conditions call for an adjustment in the price of play, it takes but a moment to switch to any desired setup: 5¢, 6 for 25¢, 10¢, or 3 for 25¢.

EASILY REMOTED—No matter where your patrons are being served, they can have "Music by AMI." It's no task to remote the "D" to any location, for any type of speaker...including the famous AMIVOX which delivers undistorted music of the desired volume level to any part of the room or adjoining rooms.



picture-window visibility

The "D's" record changer believes in being seen—and the new picture window leaves nothing to the imagination. "Bomber-nose" plastic front and side panels provide super-visibility for the record changer and the jewel-case setting it so richly deserves.

arrows point the way to more play

There's no fumbling, no searching for the coin slot on the "D". It commands attention. Bright, broad arrows lead the eye from the play panel right down to the ultra-visible coin slot that's as hungry for coins as your patrons are for good music.

80

is more than enough

The new AMI Model "D-80", with its extensive offering of selections, is designed especially for those locations whose patrons desire an even wider variety of music, and who wish to enjoy the improved tonal quality of the seven-inch, 45 rpm recordings.

Why 80? Because survey after survey emphatically shows that 80 selections is more than *enough*. Carefully tabulated measurements on juke boxes in all types of locations prove conclusively that even fewer than 80 selections bring the most profitable percentage of the play, as shown in the figures below:

1st 20 selections received 52 % of the play

1st 40 selections received 77 % of the play

1st 60 selections received 90 % of the play

the total of 80 received 100% of the play

Thus, 80 selections provide you with a musical program of sufficient variety to appeal to the varied tastes of every patron without encouraging the profitless browsing that results where limitless selections are offered.

permits programming your selections

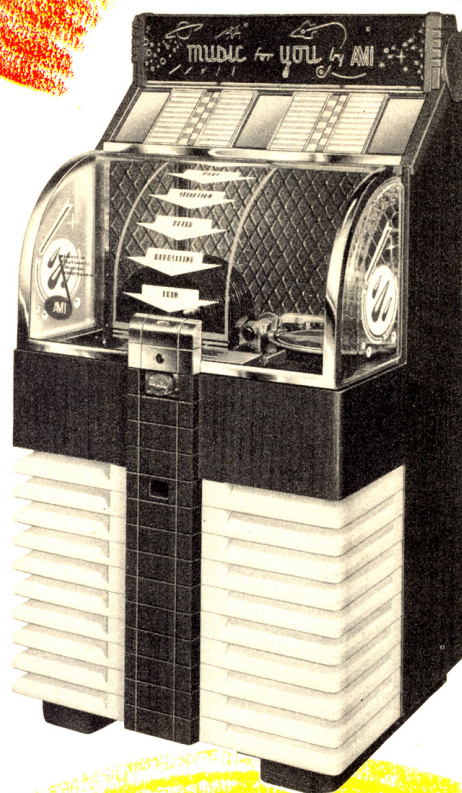
The playing sequence on the 80-selection "D" is 1-2, 3-4, 5-6, etc. Thus, your selections can be arranged by type of music: popular, folk, polka, or whatever categories receive the biggest play in your area. Space is provided directly above the title strips to indicate the various groupings. Thus, less time is spent locating favorite tunes. And that, together with AMI's one-button operation, permits the faster play that builds up your take.



D

istinctive features that encourage more play

TUNE-TEASER LIGHTING—Capped by the edge-lighted headline, "Music for You by AMI," the "D" is a constantly changing rainbow of color that creates the carnival mood and puts loose change into circulation. A soft, diffused glow of changing color pattern permits easy reading of the title strips with maximum eye comfort. A richly embossed backdrop provides a regal setting for the playing mechanism — and the heavy plastic grille louvers on the front and sides form a base of variegated color as spectacular as the lights of Times Square. Lighting arrangement is flexible—all lights may be operated at once or in any desired sequence before, during, or after play.

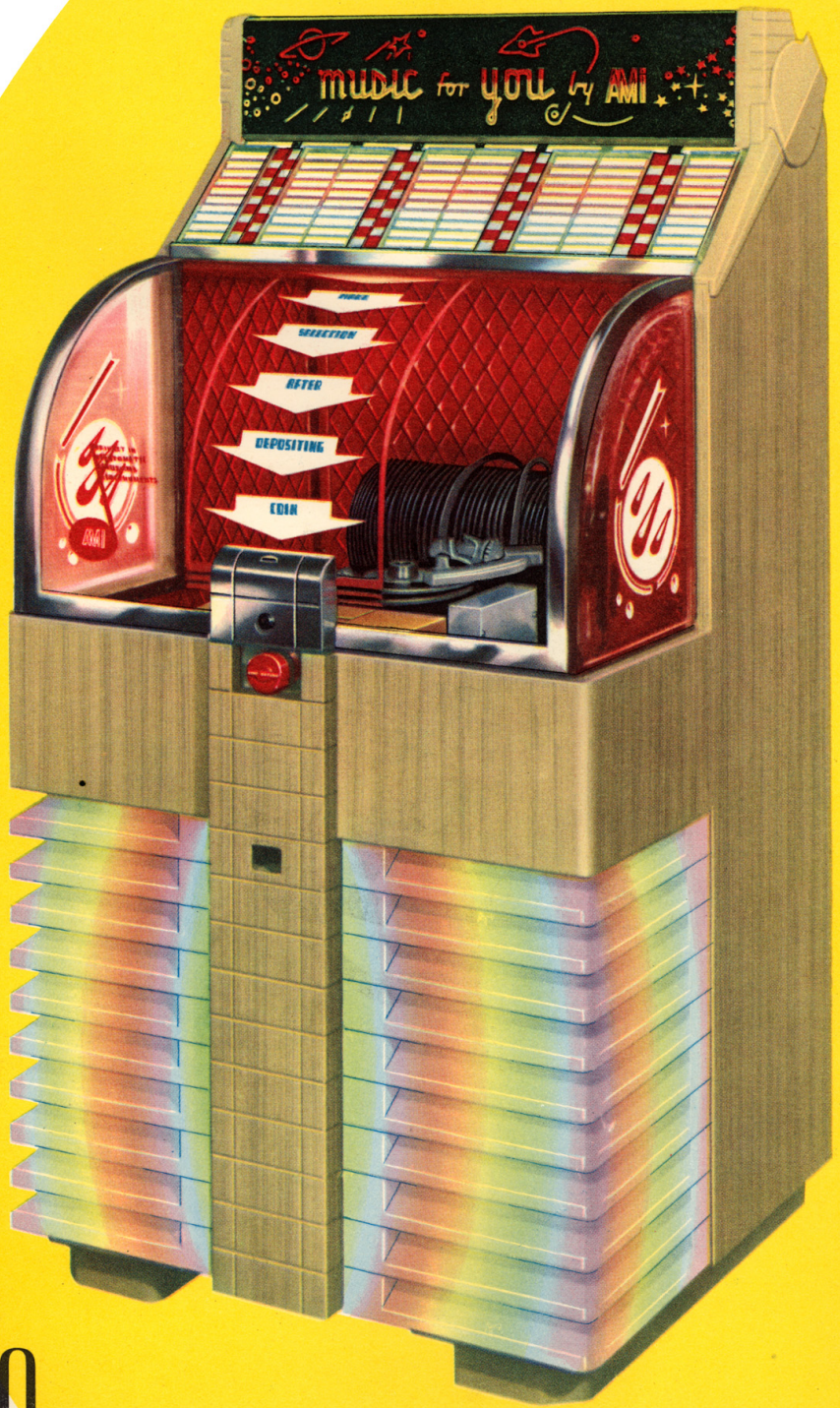


Choice of record speeds for fast play

Do your patrons want their music on the new 45 rpm recordings? Or do they prefer to listen to the standard 78 rpm records? Whatever their preference, the new AMI Model "D" enables you to provide the recorded music most popular with *your* customers. Your music operator can install a new AMI juke box that plays either speed record: the seven-inch, microgroove 45 rpm, or the 10-inch 78 rpm—with true-to-life fidelity to the recorded sound.



*where varied tastes
demand a
wider
range
of
selections...*



80

SELECTIONS

on 7-inch, 45 rpm records

*Available in
or BLEACHWOOD BISQUE
DEMITASSE MAHOGANY*

30 inches wide, 26 inches deep, only
60 inches high. Occupies but 5 square
feet of floor space. Weight 265 lbs.

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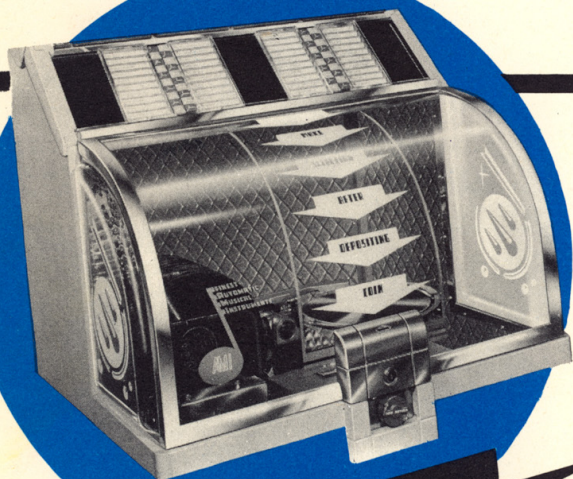
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D*esigned to make money for you*

Operators who know their "A's", "B's", and "C's" are keenly aware of the dependability of AMI juke boxes. And now the "D" carries on the AMI tradition of modest first cost, low operating expense, time-saving servicing, and trouble-free mechanism.

It is a tribute to AMI performance that operators make it a point to use AMI's in their most remote locations, because they are confident of un-

interrupted performance over long periods of time. AMI's require only periodic routine service calls.

The "D" reduces your maintenance costs, too. Every part of the mechanism is within easy reach and in plain sight. Your service man needn't learn the touch system to service the "D"—he can see what he's doing and complete the service operation in far less time.

E-a-s-y - t-o - B-u-y

Profitable operation depends upon far more than the "take". The basic requirements of a sound and successful operation are these:

1. Modest price
2. Low operating cost
3. High trade-in value

With every AMI model, these requirements are as much a part of the specifications as the blueprints themselves. That's why...

"profits rise when you standardize on **AMI's**"

broaden your field of operation with

AMi *related auxiliaries*

The AMIvox extension speaker,
the AMI wall boxes, the Bargrip and the
Hideaway offer plus-profit
possibilities because they enable you
to install automatic music in locations where
a standard juke box installation
is not possible, or where added points
of play are desirable.

AMI-designed-and-built, the
equipment available for the "D" will
enable you to bring more musical
pleasure to more people at more locations.

And with related auxiliaries,
as with juke boxes . . .

"profits rise when you standardize on AMi's"

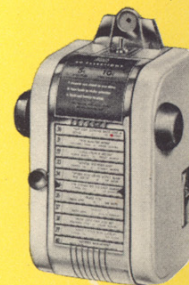
AMi

related auxiliaries to increase the take

AMI 40-SELECTION WALL BOX

Reaches Out for Those Plus-Profits

When your patrons can select a tune—or up to 40 tunes—without moving from the spot where they are being served, you can be assured there will be a sizeable increase in play. Locations using wall boxes know how they bring plus-profits on a large percentage of the play. The AMI Wall Box offers fast selection ($\frac{3}{4}$ second), fewer parts, fewer connections, and simple circuits. One 3-wire cable carries power for both box and lights.



AMIVOX EXTENSION SPEAKER

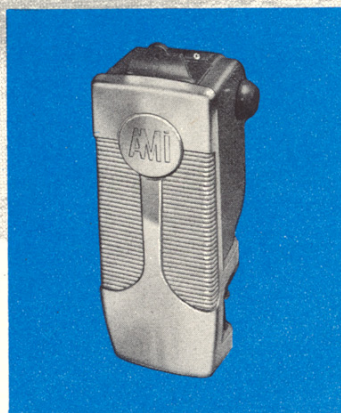
The Friendly Voice that Coaxes More Play

Amivox remote speakers deliver undistorted music of the desired volume level to any part of the room or adjacent rooms. Functional, modern design blends with any interior decorative scheme. May be mounted on wall or ceiling. Five-step volume control with true tone in bass or treble. As many as five Amivox speakers may be operated in conjunction with the box speaker; or six Amivox may be used if the box speaker is not in service.

AMI BARGRIP

Dresses Up Counter Boxes

Gives the box a finished appearance from the rear. Prevents tampering and protects against rough treatment. Rubber bumpers protect counter surfaces.



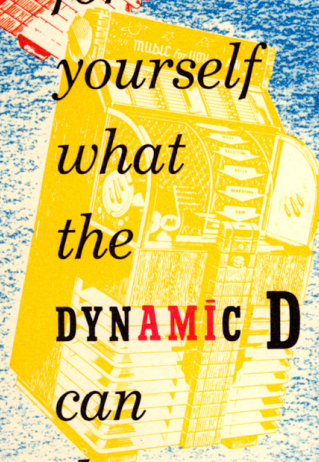
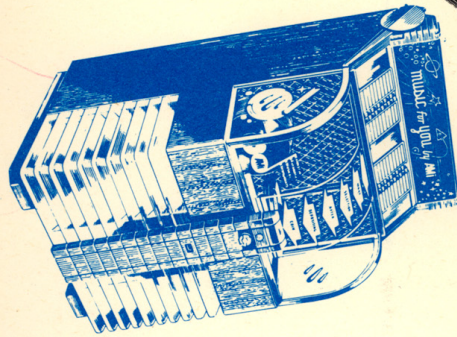
AMI HIDEAWAY

Where Space Is At A Premium

If you lack floor space on your service floor for a juke box, you need not deprive yourself of the extra income which recorded entertainment will bring into your establishment. The AMI Hideaway is only 30" wide, 38½" high and 20½" deep; it occupies less floor area than a 2-person table. It can be installed in a closet, in your office . . . anywhere. AMI wall and bar boxes, offering a full program of 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 also be installed in tandem to give a four-hour non-repeating program.





*discover
for
yourself
what
the
DYNAMIC D
can
do
for
you*