

How to get the  
**MOST**  
from your locations

An AMI handbook for operators



The Gala "G"  
is the most!



**MOST**

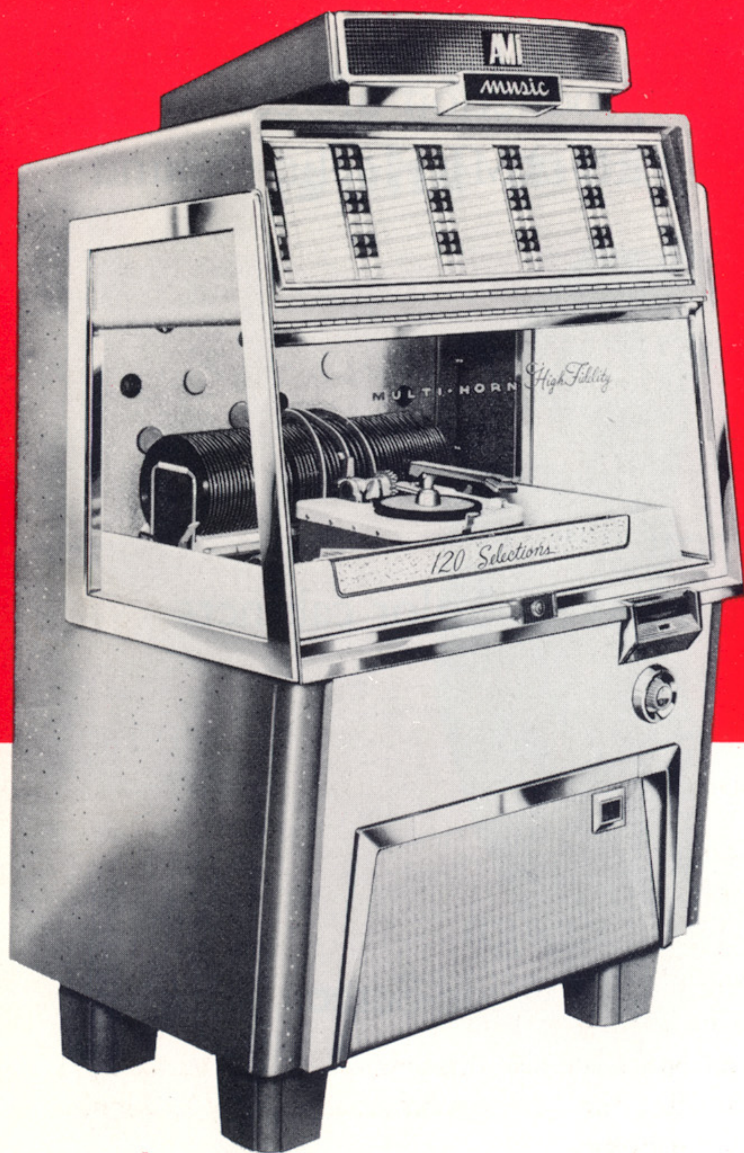
faithful reproduction of recorded  
music — with AMI-Fidelity Sound  
System

**MOST**

eye appeal  
— with AMI Bi-Color cabinets

**MOST**

play-urging design  
— with AMI “Wide-Screen” High  
Frequency Horn



**"G-120"** Its 120 selections offer a complete recorded program to satisfy the most diversified tastes.

# The Gala

**3 Programming Capacities  
1 Unvarying Quality**



**"G-80"** Differing from the "G-120" in size and selection capacity, the "G-80" is the perfect choice for fast-action spots.



**"G-40"** Plays 40 selections on 78 rpm records. For those special locations where the music preferred is available only on 78's.

There's a wide variance in the programming requirements of a location catering to "eat-and-run" trade, and one where patronage lingers for an evening of good fellowship . . . but whatever the demands may be, you can "customize" your installation with a Model "G" that exactly meets the specific needs of the location.



# Glamorous Colors

**A Rainbow That Leads  
To The Pot Of Gold**

In every operator's territory, there are locations which are perfect spots for juke boxes, but which have not been overly enthusiastic about boxes that were either too garish, or that clashed with the decorative scheme of the location. "Any color you want, as long as it's mahogany or blonde" is no longer a strong enough selling point to place a juke box in a location that prides itself on its decor. That's why the "G" will open a lot of new doors for you. No matter how constrained the surroundings, or how flashy, there's a Bi-Color "G" to lend the proper decorative note, and yet make its presence known the moment the patron enters the location.

**There's a "G" in a color to blend or contrast with  
any interior color scheme:**

<b>DELFT BLUE</b>	<b>BRIGHT SAND</b>
<b>CHERRY RED</b>	<b>CANARY YELLOW</b>
<b>EMBERRED CHARCOAL</b>	<b>ATOLL CORAL</b>
<b>CHARTREUSE GREEN</b>	<b>NIGHT-SKY BLACK</b>

*— each accented by mellow Oyster White on service door and trim skirt for added character and charm.*

You're way ahead with AMI's high-style cabinetry that's so much in keeping with the new trends in design and decoration. Smart, angular contours distinguish its clean, functional lines. The "G" is fashion-right for any location today and tomorrow.

# The AMI-FIDELITY Sound System

—Music They'll Leave Home To Hear

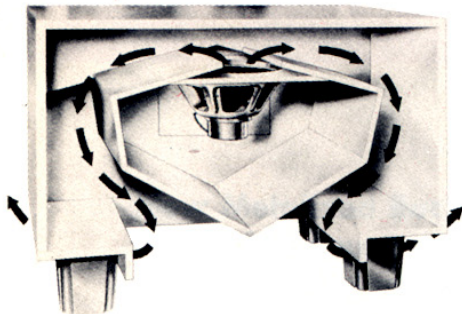


The moment the eye lights upon the gala "G", AMI-Fidelity makes itself known. The handsome new "Wide-Screen" High Frequency Horn, crowning the compact cabinet, gives visual evidence of AMI's Multi-Horn tonal perfection. The first selection the patron hears confirms this evidence . . . and from there on, the coin slot never cools off. AMI-Fi is actually superior in tone to all but the most costly custom-assembled home phonographs—it's the kind of music "they'll leave home to hear."

AMI-Fidelity is achieved through a perfect matching of components designed, engineered and built by AMI with a single aim: to provide a degree of acoustical excellence never before attained in a juke box. How well this has been accomplished is evidenced by the lavish praise of AMI-Fidelity by true hi-fi fans . . . the toughest audience for any form of recorded music.

## AMI Multi-Horns

It doesn't take a "golden ear" to recognize that faithful reproduction of the full audio range can only be achieved by separate horns for treble and bass, with a cross-over frequency-dividing network to separate highs and lows, and still maintain a fully-rounded middle range with an outstanding overall flat response curve. In the "G", the combination of bass and high frequency horns with the cross-over network delivers the utmost in realism throughout the sound spectrum.



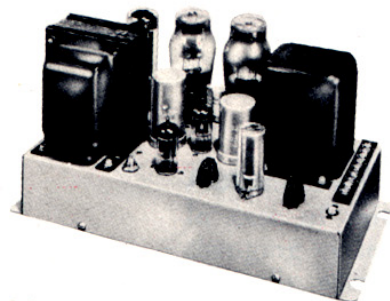
### Folded Bass Horn

There's 50 inches of bass horn folded inside the "G" cabinet—more than 4 feet of horn length to bring out the low notes without distortion. Bottom opening couples to floor of location for unparalleled bass reproduction throughout the entire room. To match the bass reproduction delivered by the "G", conventional baffle construction would require a minimum of nine 12-inch speakers.



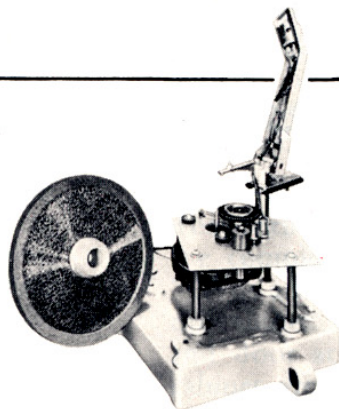
### Eye-and-ear-level "Wide-Screen" High Frequency Horn

Flared to flood the area with sound, the high frequency horn of the "G" proudly surmounts the cabinet, completely overcoming the sound-dampening effect of furniture and other room obstructions. Because faithful reproduction in the higher registers demands the smallest possible driver, this unit in the high frequency horn has a diaphragm only one inch in diameter. The horn is hinged and may be opened from the inside for easy access to the driver.



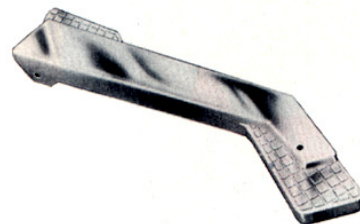
### High Output Amplifier

The acoustical output of the "G's" amplifier and horn system is equal to that of a 50 watt amplifier using ordinary baffled speakers. Frequency response exceeds 20 to 25,000 cps for complete authenticity of sound. Six tubes, including pre-amp circuits.



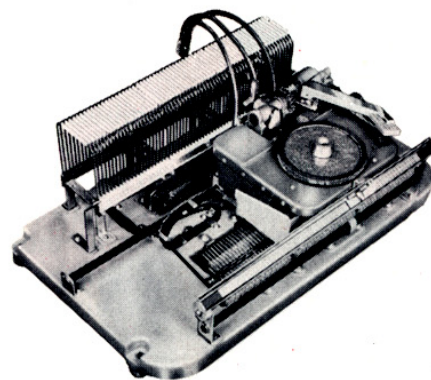
### Transcription Turntable

The "G's" turntable offers constant speed performance comparable with that of the finest studio transcription equipment. Records are played horizontally—the same position in which they are recorded—thereby eliminating wows, rumble and flutter frequently present in unconventional methods of record play.



### Featherweight Tone Arm

Die-cast aluminum for strength and gentle record pressure (only 8 grams). General Electric variable reluctance cartridge. Sapphire stylus standard equipment; diamond stylus available at moderate extra charge. Can be replaced in an instant.



### Dependable Mechanism

Known throughout the free world for its sturdy construction, long life and fast, dependable operation, the AMI multi-selection mechanism operates quietly to further enhance the "G's" high-fidelity reproduction.

### Pure, Unruffled Sound

Size and placement of the horns on the "G" is the result of long research and experimentation. Fabrics or other insulating materials which are common in low-cost sound systems have been completely eliminated. Sound, as delivered by AMI's multi-horns, is neither muffled nor dampened; the full, rich tonal quality of the recording reaches the ear with studio-presence realism.

### No "Pick-Up" or "Set-Down" Noise

Special switches mute the amplifier until the stylus comes in contact with the record, thus eliminating the transmission of extraneous noise through the speakers. An instant before the stylus is lifted from the record, the amplifier is again muted. Patrons hear only the music, no mechanical operation.

### "Customized" Sound

Step-type switch controls on the amplifier permit shading of tone and volume to meet the acoustical demands of the location. No matter what the physical properties of the room may be, the "G" will produce high-fidelity music "customized" to the surroundings.



Features that make  
the **G** GREAT!



### **New Metalized Backdrop and Side Trims**

Metalized plastic backdrop, overlaid with AMI and musical symbols, forms an appealing setting for the AMI mechanism. Always remains fresh-looking—wipes clean without smearing — will not tarnish. Matching Dupont Mylar side trims.

### **Wider Front Grille**

Several inches wider than its predecessor, the front grille of the "G" improves ventilation, adds sparkling illumination to the lower cabinet section.

### **Illusion Side Windows**

Vertical picture windows, framed in gleaming metal, extend almost to the top of the sturdy "G" cabinet, accentuating its compact form and capturing interest from every angle.

### **Quick-Change Tone Arm Mounting**

Tone arm swings to full vertical position for quick, simple change of stylus. Jewel-type conical pivots reduce record wear to minimum.

### **Automatic Cancel**

In case of power failure, record-changing cycle is completed automatically when power is restored.

### **High-Frequency "Roll-Off" Switch**

Manually operated to permit reduction of surface noise on worn or scratched records in order to maintain quality reproduction, even on substandard records.

### **Quick Disconnect Parts**

Credit unit, amplifier, control box, and all junction boxes are fitted with male and female plugs or receptacles. There are no trailing wires.

### **Front-Door Servicing**

The entire mechanism, including the complete coin system, of the "G" is accessible from the front of the cabinet. Side and front windows and door at bottom front of the cabinet are securely fastened, but unlock easily to permit servicing of every part without moving the box away from the wall. When desired, master locks and keys may be obtained for exclusive use of operator.

### **Credit Take-Off Knocker**

Each time the patron presses a selector button for which credit has been set up, an audible knock reminds him that he is reducing his number of prepaid plays. Misunderstandings over lost credits are minimized.

### **Hinged, Swing-Out Selector Panel**

Title strip retainers are snapped into place through the door opening. Hinged program panel swings out, putting all selector button switches and lights within easy reach.

### **Concealed Popularity Meter**

The popularity meter is concealed from the public eye by the trim skirt which slides forward to permit instant reading of individual selection plays. Single knob resets meter.

### **Flat, Double-Strength Glass**

All windows, of flat, double-strength glass, afford a clear, undistorted view of the "G's" "playing field." Title strip windows are also of double-strength glass for added safety.

### **Larger Selection Numbers**

Reduce possibility of misidentification; speed up play.

### **Dust-Protected Contacts**

Relays are located to afford maximum protection from dust and foreign materials. Low-pressure cut-off switch points are of palladium; all others, fine silver.

### **Heavy Chrome Plated Zinc Die Castings**

Retain their bright new appearance; easy to keep clean.

### **One-Piece Finished Cabinet Back**

Place the "G" anywhere . . . with its back to a mirror, if desired. The solid, one-piece back is finished exactly the same as the rest of the box. From any angle, the "G" has nothing to hide, plenty to show.

### **Extendable Remote Control**

Available at slight extra cost for remoting controls up to 100 feet away from box.

### **Rel-Var Color Guard**

The cabinet is protected against hard usage by a tough, clear film of Rel-Var, resulting in a surface that is impervious to alcohol, acetone and other thinners, and will even resist cigarette burns.

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## **. . . AND THAT'S NOT ALL!**

Every time-proven feature that has made AMI juke boxes the choice of alert operators is here in the "G" . . .

- Heavy-duty hardware
- Easy switch adjustments
- Rigid cabinet construction
- Service light
- Corrosion-resistant parts
- Easy to keep clean, inside and outside
- Adjacent titles and selector buttons
- "Pocket-level" coin chute
- "Eye-level" program
- Fast one-button play
- Convenient to transport

# AMI HIDEAWAYS

Localized wired music with  
programs tailored to the location

The same high-fidelity amplifier, the same tone arm, turntable and mechanism that characterize the "G" are incorporated in the AMI Hideaway, providing a powerful sales story that will enable you to put AMI music into scores of locations where a normal juke box installation is not feasible. Occupying little more than one-half cubic yard of area, the Hideaway can be located in any out-of-the-way spot. Will operate up to six speakers.

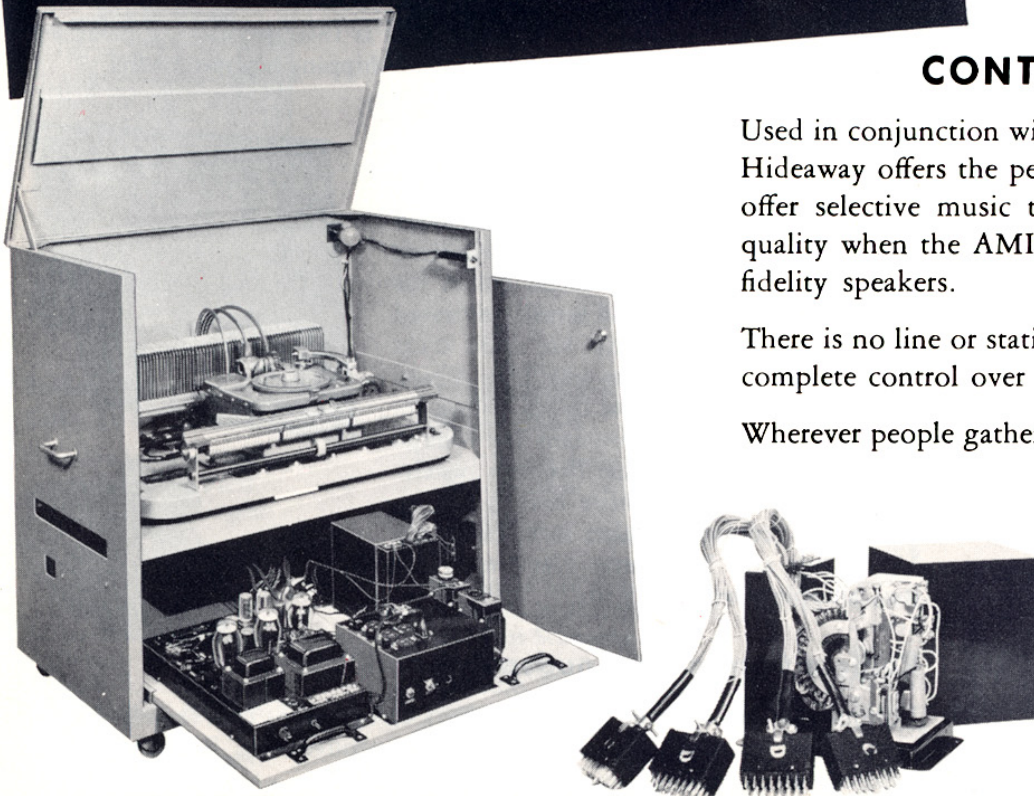
## CONTINUOUS OR SELECTIVE MUSIC

Used in conjunction with the AMI Wall Box in booth or counter installations, the AMI Hideaway offers the perfect answer for locations that are lacking in space, but want to offer selective music to their patrons. The location is also assured of superb tonal quality when the AMI Hideaway provides the background music through AMI high-fidelity speakers.

There is no line or static interference, no wire rentals. And, to top it all, the location has complete control over the type of music presented and the timing of the program.

Wherever people gather, there's an AMI Hideaway location.

**Restaurants • Clubs • Stores • Factories  
Offices • Supermarkets • Chapels • Institutions  
Travel Terminals • Banks • Hotel Lobbies**



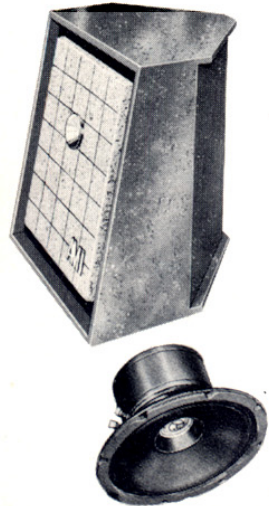
# AMI

## AUXILIARIES

TO MEET EVERY LOCATION REQUIREMENT

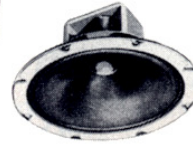
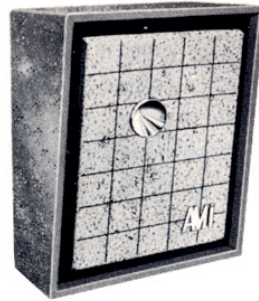
### AMI EXTENSION LOUSPEAKERS

New wood enclosures and loudspeaker units engineered and designed to maintain AMI-Fidelity, even when remoted. These units offer AMI quality through and through, but are relatively low in cost. Over a wide frequency range, there is virtually no distortion. Handsome design with attractive metal grilles, decorative devices and long lasting "Miracle Finish", the textured paint that resists wear and abrasion.



#### AMI Corner Loudspeaker

An ingeniously designed, back-loaded enclosure for corner mounting at floor level or higher. Enclosure design and placement yield an extra octave of response in the low bass region. Professional quality, extra wide range 8" dual cone, coaxial speaker with 1 lb. Alnico V magnet. Operates either on constant line voltage (70v) or 8 or 500 ohm line. Six-step switch-type volume control. Entire unit 19½" high, 16" wide and 17" deep. Net weight, 20 lbs., shipping weight, 22 lbs.

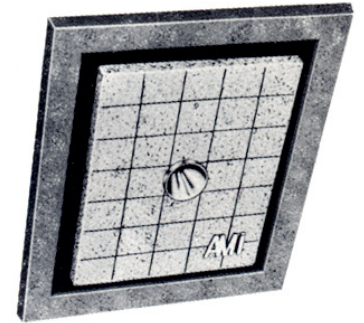


#### AMI Wall Loudspeaker

This new wall-mounted AMI loudspeaker is a bass reflex enclosure using a special drilled baffle for controlled acoustical resistance and greatly improved extension speaker sound. Has exclusive AMI Diffuser Cone. Heavy Duty, wide range 8" PM speaker with large Alnico V magnet. Operates on either constant line voltage (70v) or 8 or 500 ohm line. Six-step switch-type volume control. Entire unit is 18¾" high, 17⅞" wide and 9⅞" deep. Net weight 17 lbs., shipping weight 19 lbs.

#### AMI Ceiling Loudspeaker

Here is a true, non-resonant infinite baffle ceiling loudspeaker and enclosure for high quality remote high-fidelity reproduction. Enclosure is finished in neutral colors for attractive ceiling match. All metal, decorated grille. Professional quality 12" twin cone coaxial wide range speaker with 1 lb. Alnico magnet that fits into 7" or larger ceiling recess. Operates on either constant line voltage (70v) or 8 or 500 ohm line. Six-step switch-type volume control. Entire unit including frame and recessed speaker is 21⅜" high, 18¼" wide and 7½" deep. Net weight 17 lbs., shipping weight 18 lbs.



#### Remote Control for Loudspeaker

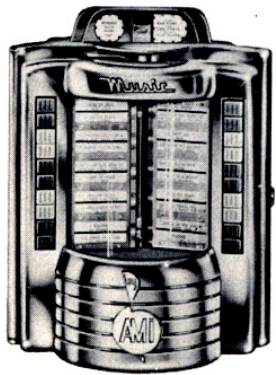
Volume may be adjusted at loudspeakers or by means of a remote control box where placement makes adjustment inconvenient. Remote Control available at slight additional cost.

# AMi AUXILIARIES

TO PROD MORE PLAY . . . . .

## AMi WALL AND COUNTER BOXES

Many alert operators know that the addition of wall boxes to an installation may add as much profit as another stop—at substantial savings in time and money. The AMi remote control box is designed to encourage play from every point in the location. It's a music merchandiser that multiplies sales and keeps the juke box playing. You bring in more money from more people in more places with AMi Wall Boxes supplementing your AMi juke box locations.



### Simple, Precision Receiver

A high quality receiver, using field-proven, dial telephone-type basic stepping switches. With simplified easy-to-follow circuits and switch adjustments that can be made without disassembly, the AMi Receiver is the ideal answer to the operator who wants to add Wall Boxes for additional collection points to any location.

### Builds Your Profits— Cuts Your Costs

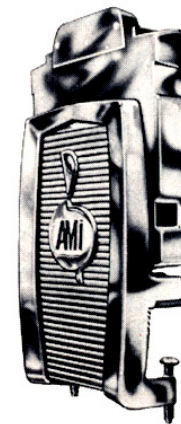
- Simplified Basic Design
- Fewer Working Parts
- Tamper-Proof Hinged Housing
- Detachable Mechanism
- Sturdy Die Cast Construction
- All-round Gleaming Chrome
- Lighted Coin Drop and Changeable Price of Play Card
- Make Selection Light "Thank-You Buzz" for Credit Takeoff

### Convenience That Means Cash

- Finger-Tip Release and Replacement of Title Strip Holder
- Lightning-Fast Change with Easy-Insert Strips
- Title Strips and Selector Buttons in Matched Pairs for Fast Scanning and Play
- Each Strip Alongside Its Own Selector Button
- Self-Nesting "Flip Pages"
- New Universal Size Strip for Quick Change from Juke Box to Wall Box

### Mechanical Advantages

- Easy Accessibility for Maintenance and Service
- Remove Entire Mechanism by Releasing Four Screws and a Plug
- Rugged Wearproof, Anti-Jam Selector Switch Banks of Case-Hardened Steel Plus Beryllium Copper Springs
- Precision-Built Credit Unit Easily Adapted to Rate of Play
- Slug Rejector Face at Hand When Box is Opened—Big Capacity, Portable Cash Box



### AMi Bargrip

This outstanding counter and bar bracket dresses up every Counter Box installation. Rigid aluminum casting absorbs abuse and mishandling. Rubber mountings protect bar and counter surfaces. Attractive clef sign decoration catches attention.

## SPECIFICATIONS

**AMi**  
MODEL

**G**

### "G-40" PHONOGRAPH

61¼" high, 32¾" wide, 26<sup>5</sup>/<sub>16</sub>" deep. Net weight 277 lbs., shipping weight 375 lbs. Standby power 100 watts, operating power 225 watts, 115 volts, 60 cycles. Cabinet lighting: One 24", 20-watt fluorescent; one 15" 18-watt fluorescent. 20 records, 40 selections, 78 rpm.

### "G-80" PHONOGRAPH

61¼" high, 32¾" wide, 26<sup>5</sup>/<sub>16</sub>" deep. Net weight 306 lbs., shipping weight 405 lbs. Standby power 115 watts, operating power 245 watts, 115 volts, 60 cycles. Cabinet lighting: One 24", 20-watt fluorescent; one 18", 15-watt fluorescent. 40 records, 80 selections, 45 rpm.

### "G-120" PHONOGRAPH

62½" high, 36<sup>9</sup>/<sub>16</sub>" wide, 26<sup>5</sup>/<sub>16</sub>" deep. Net weight 330 lbs., shipping weight 430 lbs. (With Receiver net weight 350 lbs., shipping weight 450 lbs.) Standby power 110 watts, operating power 245 watts. 115 volts, 60 cycles. Cabinet lighting: One 33" 25-watt fluorescent; one 18", 15-watt fluorescent. 60 records, 120 selections, 45 rpm.

### ALL MODEL "G" PHONOGRAPHS

Miracle mar-proof cabinet finish, choice of decorator colors. Impervious to alcohol, acetone, thinner—resists cigarette burns. Completely vermin- and rat-proof. Controls on back at easy-to-reach level. Cabinet easy to clean, only soap and water needed. All windows, including title holders are clear glass. Detachable power cord. Contemporary styling. Chrome-plated trim castings. All exterior surfaces protected by hardware-type synthetic coating. Hinged, swing-out selector panel. Hinged "Wide-Screen" High Frequency Horn. 3-D accessibility, doors on front and side swing open. Snap-out credit

Specifications subject to change without notice.

accumulator with dust-proofing cover. Slide-out mechanism trim. World's simplest Juke Box record changer and selection system. Single button play. Eye-level titles—standard length double title strips.

Operator's license holder. New non-damageable, adjustable casters. Complete front door servicing, no access needed to rear of phonograph. Featherweight die-cast aluminum tone arm with 8 grams pressure. Transcription type turntable. Quick disconnect components, no trailing wires. Huge cash box. Swing-out slug rejector. Flawless performance over entire audible spectrum. Full directional sound. Famous G.E. variable reluctance cartridge. Choice of diamond or sapphire stylus. Super-fidelity, wide-range, linear amplifier—response beyond audible range. Muting switch eliminates record changing noise. Amplifier electrical output 25 watts, acoustical output equal to 50 watts with ordinary loudspeakers, uses "ruggedized" tubes for longer life. Fidelity equalizer and high frequency range controls. High frequency output from multi-tapered exponential horn. Bass multi-tapered exponential horn equivalent to nine 12-inch speakers. Speaker dividing network to separate frequencies and supply them to proper driver. 500 cycle cross-over point. Output of amplifier for remote speakers—70 volts constant voltage, 8 ohms, 16 ohms, and 500 ohms. Accessories: Wall Boxes, Receiver, Remote Speakers, and Remote Volume Control.

## HIDEAWAYS

### SELECTIVE PLAY MODELS

HS-80 35<sup>3</sup>/<sub>8</sub>" high, 35¼" wide, 21½" deep. Net weight 230 lbs., shipping weight 275 lbs. 115 volts, 60 cycles, 40 records, 80 selections, 45 rpm. For use with up to 12 wall boxes.

HS-120 35<sup>3</sup>/<sub>8</sub>" high, 35¼" wide, 21½" deep. Net weight 240 lbs., shipping weight 285 lbs. 115 volts, 60 cycles, 60 records, 120 selections, 45 rpm. For use with up to 12 wall boxes.

## CONTINUOUS PLAY MODELS

HC-80 35 $\frac{3}{8}$ " high, 35 $\frac{1}{4}$ " wide, 21 $\frac{1}{2}$ " deep. Net weight 215 lbs., shipping weight 260 lbs. 115 volts, 60 cycles, 40 records, 80 selections, 45 rpm.

HC-120 35 $\frac{3}{8}$ " high, 35 $\frac{1}{4}$ " wide, 21 $\frac{1}{2}$ " deep. Net weight 225 lbs., shipping weight 270 lbs. 115 volts, 60 cycles, 60 records, 120 selections, 45 rpm.

## ALL MODELS

Blue-gray metallic-paint finish. Includes 4" PM monitor speaker with separate volume control. Standard remote volume control unit furnished. Selective play units supplied with Receiver. 55 watts standby power, 275 watts maximum operating power. Same speaker connections (for remote speakers) as on phonograph. 180 watts normal operating power.

## WALL BOXES

### W-40—40 SELECTIONS • W-80—80 SELECTIONS • W-120—120 SELECTIONS

15 $\frac{1}{2}$ " high, 12" wide, 7 $\frac{3}{4}$ " deep. Net weight 24 lbs., shipping weight 26 lbs. Chrome-plated casting exterior. Operate on 26 volts, 60 cycles. Standby power 3 watts, operating power 45 watts. Three wire system. Lighting—4 No. 47 lamps.

## RECEIVERS

### S-40—40 SELECTIONS • S-80—80 SELECTIONS • W-120—120 SELECTIONS

14 $\frac{3}{4}$ " high, 7 $\frac{1}{4}$ " wide, 9" deep. Net weight 16 lbs., shipping weight 18 lbs. Finish—gray paint. Plugs into phonograph. As supplied will operate with up to 12 wall boxes. (Extra transformers accommodate extra wall boxes as desired.)

Specifications subject to change without notice.

## REMOTE SPEAKERS

Wall Speaker 18 $\frac{3}{4}$ " high, 17 $\frac{7}{8}$ " wide, 9 $\frac{3}{8}$ " deep. Net weight 17 lbs., shipping weight 19 lbs. Heavy duty, wide range 8" PM speaker with large Alnico V magnet. Up to 10 watts input from 70 volts constant voltage line or 8 ohm or 500 ohm line to input transformer. Level control—maximum power to "off" in 4 db steps, effective at all inputs. Exclusive AMI Diffuser Cone. Bass reflex enclosure—acoustically resistance controlled. Miracle mar-proof finish in decorator colors. Hangs on wall. Two-wire connection.

## CORNER SPEAKER

19 $\frac{1}{2}$ " high, 16" wide, 17" deep. Net weight 20 lbs., shipping weight 22 lbs. Professional quality, extra wide range, dual cone coaxial 8" speaker with one pound Alnico V magnet. Up to 16 watts input from 70 volts constant voltage line or 8 ohm or 500 ohm line to input transformer. Level control—maximum power to "off" in 4 db steps, effective at all inputs. Back-loaded enclosure yields an extra octave of response in low bass region. Miracle mar-proof finish in decorator colors. Installed at intersection of any two wall surfaces. Two wire connection.

## CEILING SPEAKER

21 $\frac{13}{16}$ " high, 18 $\frac{1}{4}$ " wide, 7 $\frac{1}{2}$ " deep. Net weight 16 lbs., shipping weight 18 lbs. Professional quality, 12" twin cone coaxial wide range speaker with 1 lb. Alnico V magnet. Up to 16 watts input from 70 volts constant voltage line, or 8 ohm or 500 ohm line to input transformer. Level control—maximum power to "off" in 4 db steps, effective at all inputs. Wall or ceiling installation provides true, non-resonant infinite baffle. Minimum recess needed, 7 inches. Two wire connection. Neutral color.

**AMi**

**GENERAL OFFICES and FACTORY  
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Grand Rapids 2, Michigan**