



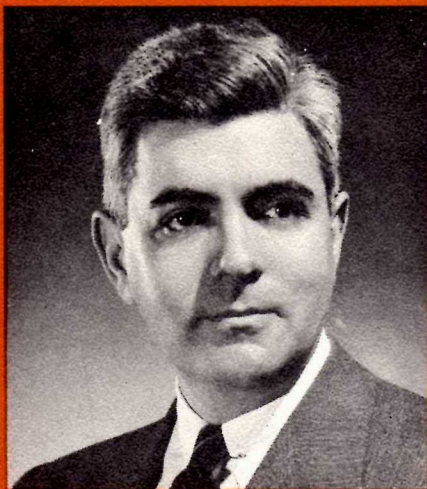
**THE FISHER**  
STEREOPHONIC

*1959*

World's Finest Stereophonic High Fidelity Radio-Phonographs



**AVERY FISHER**  
Founder and President  
Fisher Radio Corporation



## *A Quality Tradition That Is Twenty-One Years Young*

**T**WENTY-ONE YEARS AGO, Avery Fisher introduced America's first high fidelity radio-phonograph. That instrument attained instant recognition as heralding a new era in the enjoyment of reproduced music. Many features of that early high fidelity radio-phonograph were so basic that they are used to this day in all high fidelity equipment. The engineering achievements of Avery Fisher and the world-wide reputation of his products have been the subject of articles in *Fortune*, *Time*, *Pageant*, *The New York Times*, *Coronet*, *Life*, *High Fidelity*, *Esquire*, *High Fidelity Trade News*, etc.

Benefit concerts for the National Symphony Orchestra in Washington and the Philadelphia Orchestra, demonstrating the great advances in reproducing equipment, used FISHER instruments to play back the recordings that had just been made in the presence of the audience. "Fascinating evening, acoustically and musically," was the Philadelphia *Inquirer's* comment, "the reproduction had remarkable fidelity." *TIME* magazine stated, "Listeners could hardly tell the difference between real and electronic."

FISHER high fidelity instruments have been designed to give you and your family many years of pride and listening pleasure. They are the product of a company dedicated to bringing reproduced music in its finest form, to the homes of America.

### **FISHER 'FIRSTS'...Milestones In Audio History**

- |  |  |
|--|--|
| <b>1937</b> First high fidelity sound systems featuring a beam-power amplifier, inverse feedback, acoustic speaker compartments (infinite baffle and bass reflex) and magnetic cartridges. | <b>1953</b> First FM-AM Receiver with a Cascode Front End.   |
| <b>1937</b> First exclusively high fidelity TRF tuner, featuring broad-tuning 20,000 cycle fidelity.   | <b>1954</b> First low-cost electronic Mixer-Fader.   |
| <b>1937</b> First two-unit high fidelity system with separate speaker enclosure.   | <b>1954</b> First moderately-priced, professional FM Tuner with TWO meters.                                  |
| <b>1938</b> First coaxial speaker system.  | <b>1955</b> First Peak Power Indicator in high fidelity.   |
| <b>1938</b> First high fidelity tuner with amplified AVC.  | <b>1955</b> First Master Audio Control Chassis with five-position mixing facilities.                         |
| <b>1939</b> First Dynamic Range Expander.  | <b>1955</b> First correctly equalized, direct tape-head master audio controls and self-powered preamplifier. |
| <b>1939</b> First 3-Way Speaker in a high fidelity system.   | <b>1956</b> First to incorporate Power Monitor in a home amplifier.  |
| <b>1939</b> First Center-of-Channel Tuning Indicator.  | <b>1956</b> First All Transistorized Preamplifier-Equalizer.   |
| <b>1945</b> First Preamplifier-Equalizer with selective phonograph equalization.   | <b>1956</b> First dual dynamic limiters in an FM tuner for home use.   |
| <b>1948</b> First Dynamic Range Expander with feedback.  | <b>1956</b> First Performance Monitor in a high quality amplifier for home use.                              |
| <b>1949</b> First FM-AM Tuner with variable AFC.   | <b>1956</b> First FM-AM tuner with TWO meters.   |
| <b>1952</b> First 50-Watt, all-triode amplifier.   | <b>1956</b> First complete graphic response curve indicator for bass and treble.                             |
| <b>1952</b> First self-powered Master Audio Control.   | <b>1957</b> First Gold Cascode FM Tuner.   |
| <b>1953</b> First self-powered, electronic sharp-cut-off filter system for high fidelity use.  | <b>1957</b> First MicroRay Tuning Indicator.   |
| <b>1953</b> First Universal Horn-Type Speaker Enclosure for any room location and any speaker.   | <b>1957</b> First complete stereophonic home music center.   |
|  | <b>1958</b> First Stereophonic Radio-Phonograph with Magnetic Stereo Cartridge.                              |



# THE FISHER

S T E R E O P H O N I C

## Ambassador II

A COMPLETE STEREOPHONIC PHONOGRAPH SYSTEM and an extreme-sensitivity FM-AM radio, *all in one gracefully fashioned console.* THE FISHER AMBASSADOR II possesses a cleanliness of output and a flexibility of audio control that gives literal meaning to the phrase "concert hall realism." Two independent amplifiers supply a total power of 30 watts, and a peak-power rating of 65 watts. Careful design provides full stereophonic channel separation and maximum fidelity. two, independent three-way speaker systems (total of six.)



Slide-out record changer compartment, slide-away front panel door, and magnetic door latch add to the symmetry of the AMBASSADOR's unbroken lines.

### ADDITIONAL SPECIFICATIONS

- TWO separate Master Audio Control centers. ■ Master Volume Control; Channel Volume Control. ■ Frequency response, 20 to 20,000 cycles. ■ Two, three-way speaker systems, each including a 10-inch bass unit, an eight-inch mid-range unit, and a three-inch high frequency speaker. Built-in electrical crossover network. ■ Four-speed CARRARD automatic record changer with STEREOPLEX magnetic stereo cartridge. *Diamond* LP stylus. ■ Equalization facilities for the new stereo records and all other recordings, and tapes. ■ Rumble Filter. ■ Loudness Contour Control on each channel to compensate for natural fall-off in hearing efficiency at low listening levels. ■ Bass tone control and Treble tone control for each channel. ■ Provision for the addition of a second tuner for stereophonic radio reception, or for a stereo or monaural tape recorder. ■ Micro-accurate tuning meter for FM and AM. ■ Built-in high-efficiency FM and AM antennas. ■ Authentically styled consoles in Mahogany, Walnut and Teak finishes. SIZE: 45" wide, 32½" high, 18" deep. Tapered legs with brass base-collars.

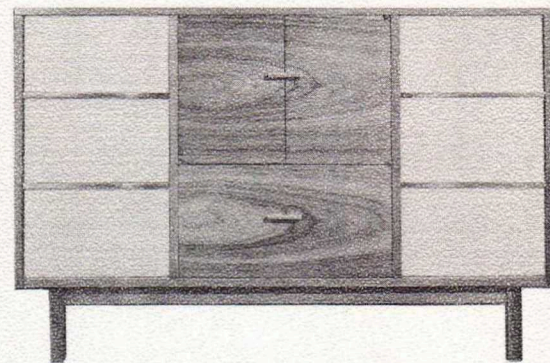


# THE FISHER

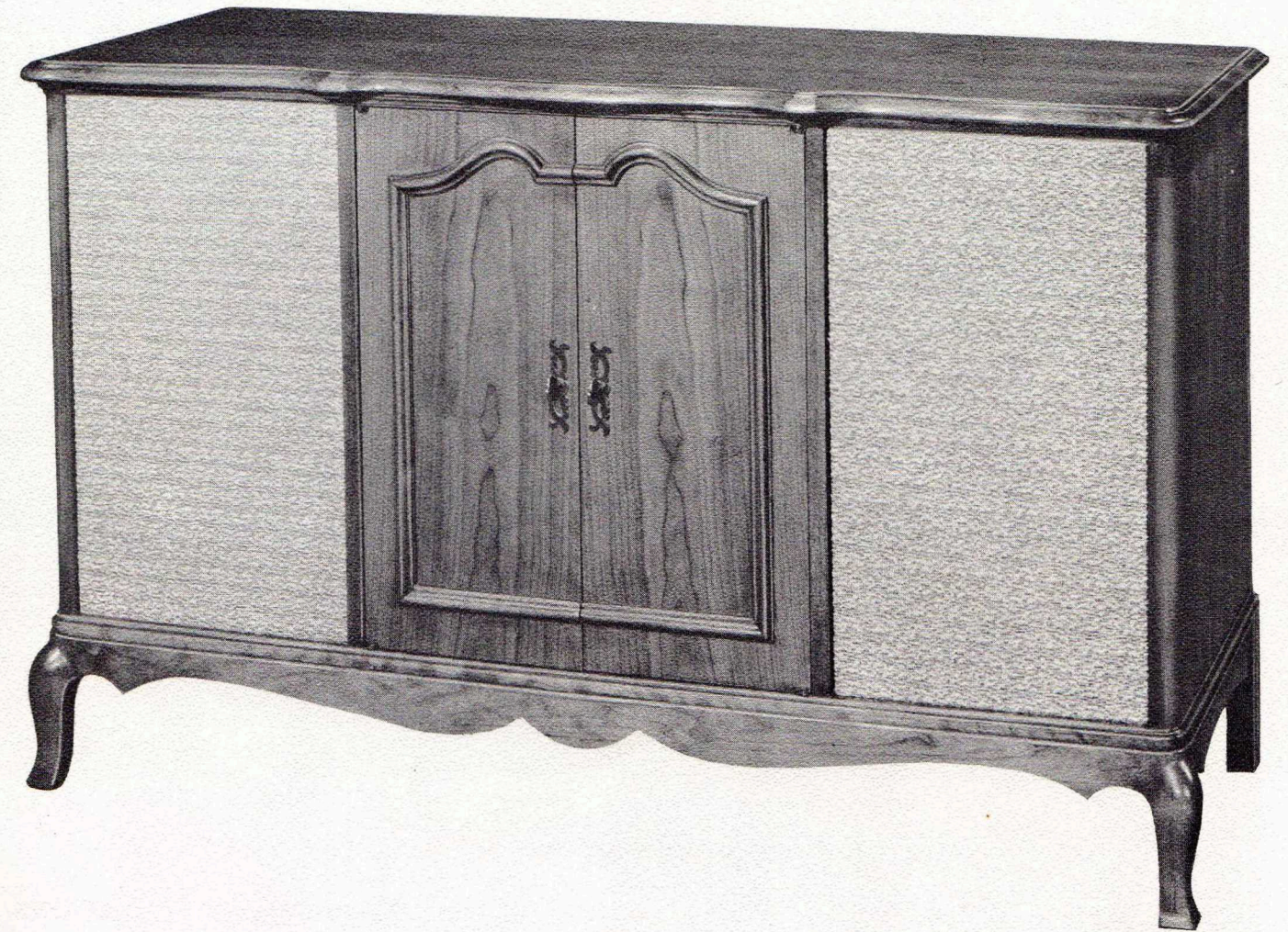
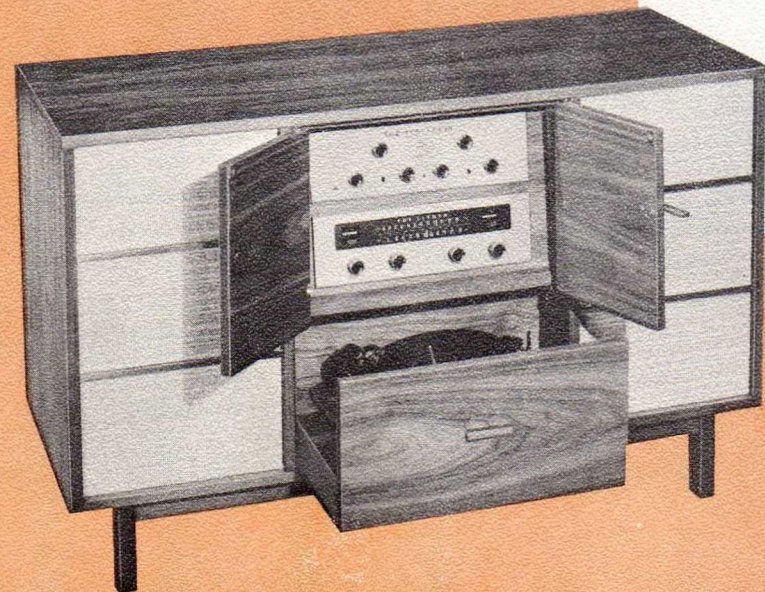
S T E R E O P H O N I C

## Futura II

AN EXTRAORDINARILY COMPLETE HOME MUSIC CENTER, THE FUTURA II features maximum high fidelity performance in both stereophonic and monaural use, from radio and recordings. Its extreme-sensitivity FISHER MicroGap Cascade tuner has independent FM and AM channels for the reception of stereophonic broadcasts. Another exclusive FISHER feature is THE FUTURA's two independent MICRORAY Tuning Indicators for FM and AM. The unique advantage of the MICRORAY Tuning Indicator, as it should be, is that its sensitivity is highest on the *weakest* signal. Accurate tuning is thus almost automatic, even under the most adverse conditions. In addition, wide-band circuitry assures freedom from drift, even on the weakest of FM stations. THE FUTURA's clean, two-channel amplifier delivers up to 40 watts of power in stereo use, and has a reserve of 75 watts for orchestral surges. The STEREOPLEX magnetic cartridge separates channels fully, with no trace of the distortion so frequently encountered in cartridges of lesser quality. THE FUTURA's control center is conveniently arranged and extremely simple to operate, even by an unskilled user.



Custom console in two styles: Modern (Mahogany, Walnut, Teak; 48"x18"x32" high) and Provincial (Fruitwood; 49"x19"x32" high.)



### ADDITIONAL FEATURES

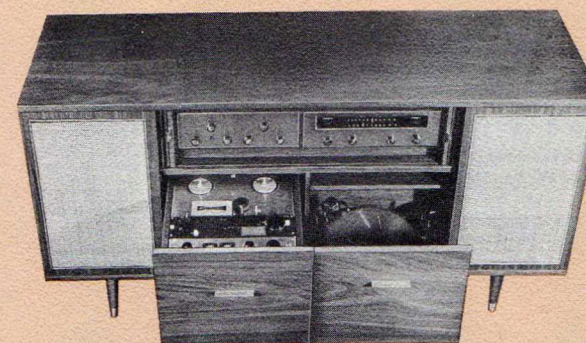
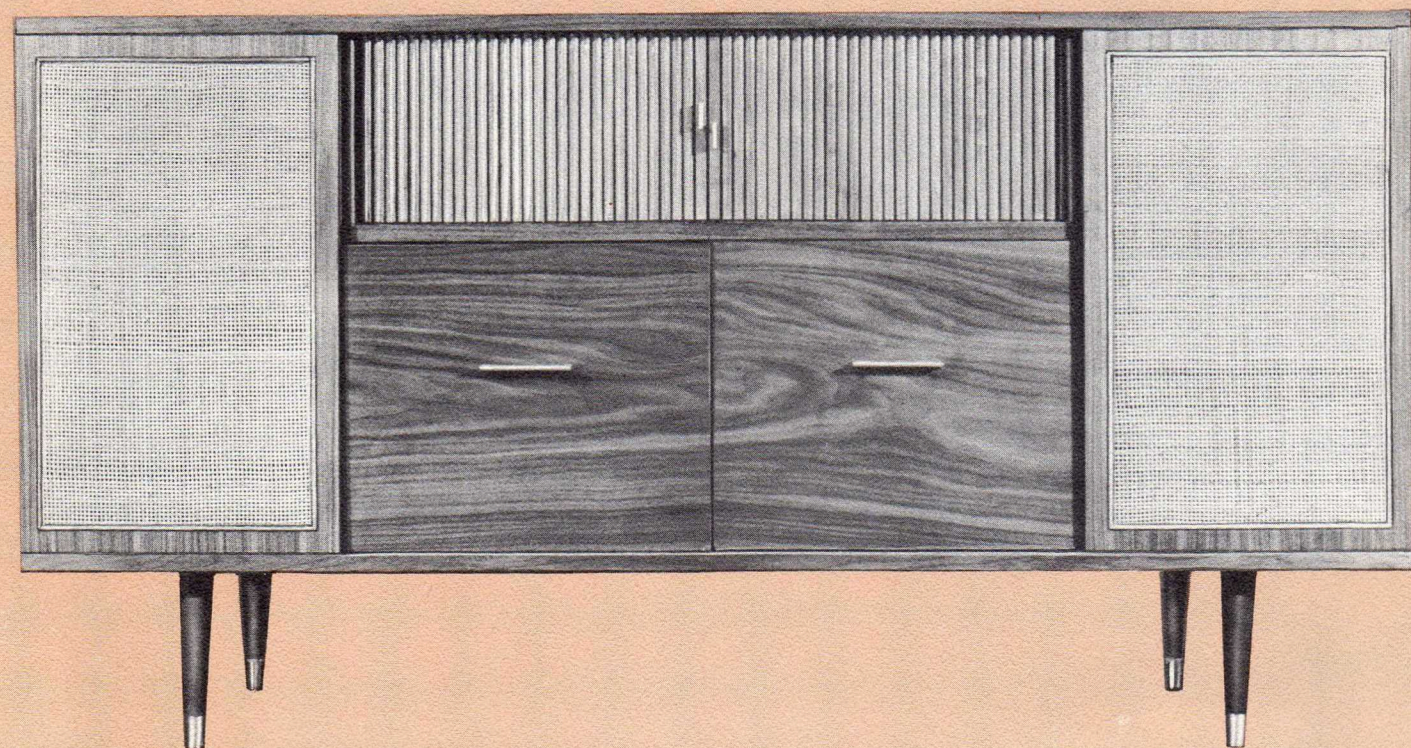
- Total of six speakers; two independent three-way systems, with crossover networks. Six speakers are *always* in operation.
- Frequency response, 20 to 20,000 cycles.
- GARRARD automatic four-speed record changer, with STEREOPLEX magnetic cartridge, *diamond* LP stylus.
- Independent stereophonic FM and AM tuner. Separate MICRORAY Tuning Indicators for FM and AM.
- Separate DUAL-CHANNEL Bass, Treble and Loudness Contour Controls.
- One-knob Channel Balance control.
- Correct equalization for recordings and tapes.
- Rumble Filter.
- Recording output jacks on both channels.



# THE FISHER

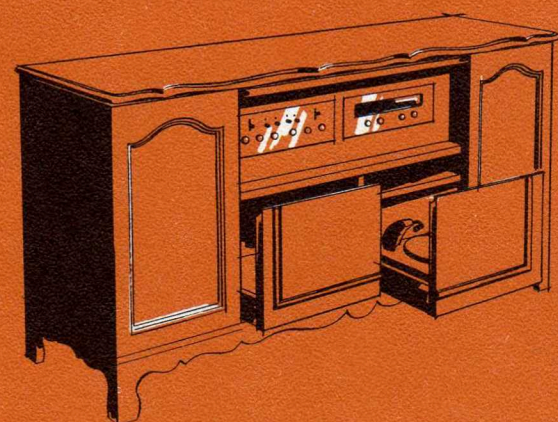
S T E R E O P H O N I C

# Executive III



Consoles in Provincial styling (Fruitwood; 63 $\frac{3}{4}$ " W. x 20 $\frac{3}{4}$ " D. x 32" H.) or Modern (Mahogany, Teak, Walnut; 61 $\frac{1}{2}$ " W. x 20" D. x 33" H.)

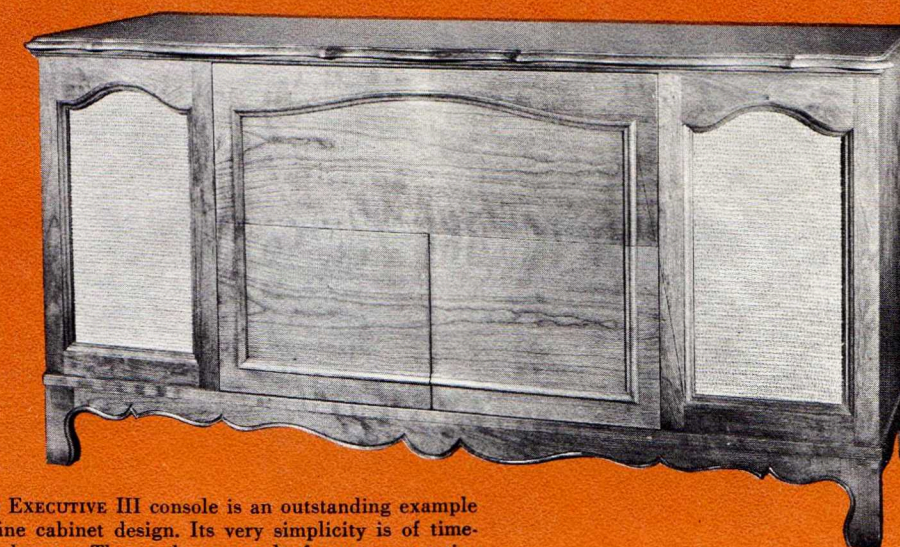
UNMATCHED SKILL in high fidelity engineering and impeccable taste in styling—these are both reflected in THE FISHER EXECUTIVE III. Its magnificent console comprises a stereophonic phonograph, a stereophonic FM-AM radio, a stereophonic *two-and-four-track* tape reproducer and two-track recorder. The components that comprise this completely integrated system are the finest made. THE FISHER two-channel amplifier is capable of handling volume surges up to 75 watts with ease. THE FISHER extreme-sensitivity MicroGap Cascode tuner has separate FM and AM channels with a separate MICRORAY Tuning Indicator for each—A FISHER exclusive! THE EXECUTIVE's four-speed automatic record changer is equipped with the STEREOPLEX magnetic cartridge for maximum fidelity, full channel separation and long record life. The Audio Control Center is simple to operate, whether in stereo or monaural use.



THE EXECUTIVE III is also available without the tape recording and reproducing system, at reduced cost.

## ADDITIONAL SPECIFICATIONS

- 36-tube instrument; three separate chassis. ■ Frequency response, 20 to 20,000 cycles. ■ Two independent speaker systems, each comprising a high frequency unit, an eight-inch mid-range speaker, and a heavy-duty twelve-inch speaker. Six speakers are *always* in operation. ■ Two dynamic microphones are supplied for stereo or monaural home recording. ■ Stereophonic Master Control Center. Master Volume Control. Dual-channel Bass, Treble and Loudness Contour controls, mechanically coupled for ease-of-operation. Equalization Selector for all recording characteristics. ■ *Diamond* LP stylus. ■ Storage shelf for records, tapes and microphones. ■ FM-multiplex output jack.



The EXECUTIVE III console is an outstanding example of fine cabinet design. Its very simplicity is of timeless beauty. The modern console features attractive tambour doors. The front panel of the Provincial model slides out of sight when the instrument is in use.



# THE FISHER

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# President III



Custom consoles in two authentic styles: Modern (Walnut, Mahogany, Teak; 70 1/2" W. x 18" D. x 33 3/8" H.) and Provincial (Fruitwood; 71 1/2" W. x 19" D. x 33" H.). Generous storage space.

THE PRESIDENT III is also available without the tape recording and reproducing system, at reduced cost.

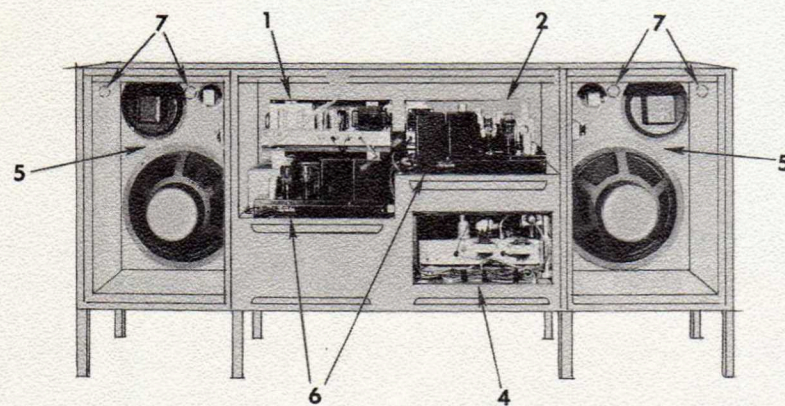
IN ALL THE WORLD, there is no instrument that can be compared to THE FISHER PRESIDENT III. When its predecessor, THE PRESIDENT I, was introduced in 1956, it was the world's *first* truly stereophonic radio-phonograph and tape reproducer. THE PRESIDENT is still, in its present advanced form, the world's *finest*.

Not only does THE PRESIDENT III include a superb stereophonic phonograph, and an extreme-sensitivity stereophonic FM-AM radio, but its two-and-four-track, stereo tape reproducer/two-track recorder permits you to make your own live *stereophonic* recordings at home! Two dynamic microphones are supplied with the instrument for this purpose. Stereophonic recordings may also be made from records and broadcasts.

THE PRESIDENT III enriches the musical experience of the entire family. The ever-widening library of stereophonic records and tapes, and the steadily increasing frequency of stereophonic broadcasts make music a living treasure. Nothing you may have heard heretofore could have possibly prepared you for the wonderful new experience of listening to these programs through the FISHER PRESIDENT III.

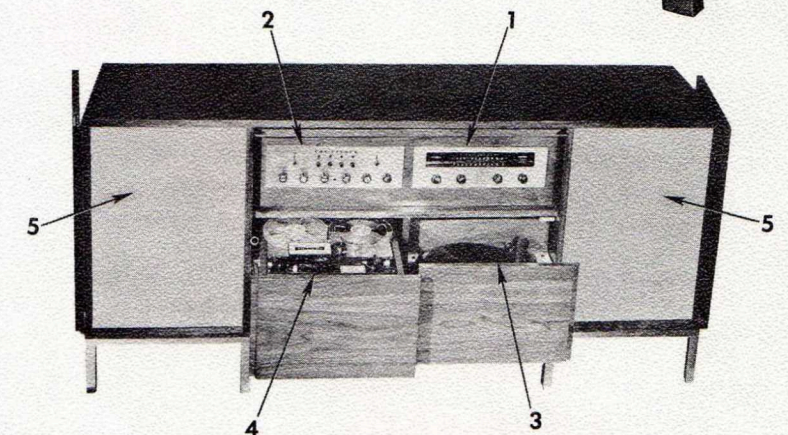


## 42-TUBE INSTRUMENT ON FIVE SEPARATE CHASSIS



1. MicroGap Cascade FM-AM tuner with separate MicroRay Indicators for pin-point accuracy in tuning.
2. Stereophonic Master Audio Control. Dual, stereo controls used throughout. Accurate equalization for every make of record and pre-recorded tape.
3. Automatic four-speed record changer with Stereo-Plex magnetic cartridge and *diamond* LP stylus. Heavy, cast-iron turntable assures accurate record speed.
4. Two-and-four-track stereophonic and monaural tape reproducer and two-track recorder. Two dynamic microphones supplied for stereo home recording.

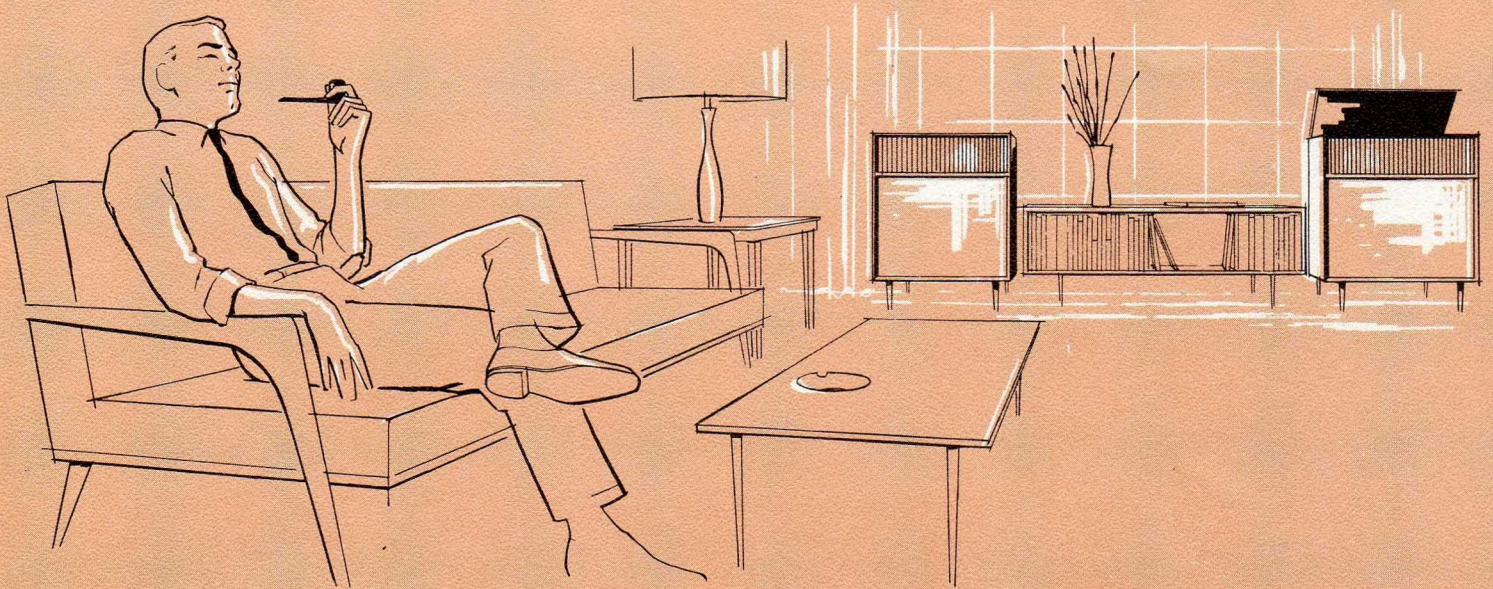
5. Two independent 3-way, 4-unit speaker systems comprising two 15-inch bass speakers, two 8-inch mid-range units, and four high-frequency speakers. There are eight speakers in operation *at all times*.
6. Two separate power amplifiers. Fabulous reserve power capacity of 140 watts. Clean, undistorted performance, with excellent power handling and transient response. Unmatched stability over the entire audible spectrum. Frequency response 20 to 20,000 cycles.
7. Crossover network with individual Presence and Brilliance controls for each speaker system.



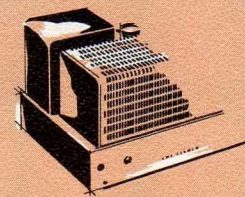
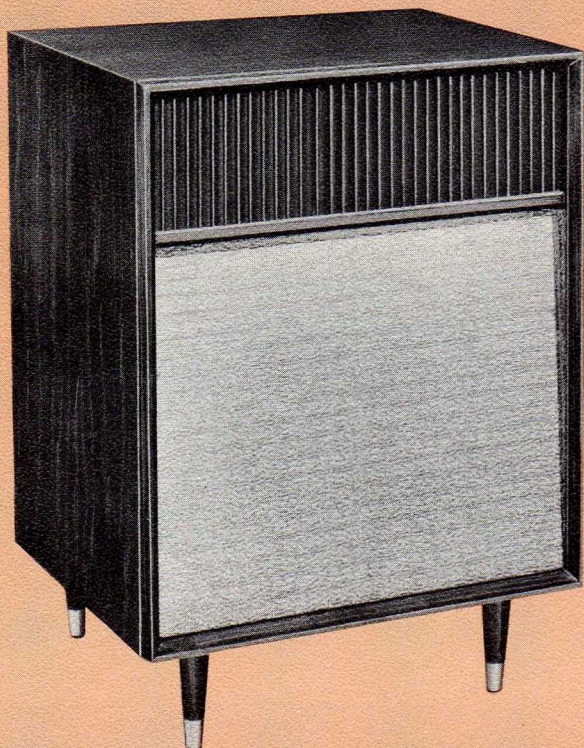


# THE FISHER *Stereo Companion*

ACCESSORY SPEAKER-AMPLIFIER SYSTEM TO COMPLETE YOUR STEREO INSTALLATION



**T**HE STEREO COMPANION is designed for use with THE FISHER 510 and 610 CONSOL-ETTES and CONTEMPORARY II. With any of the above models, THE COMPANION is all you need to complete your stereophonic installation. Two simple plug-in connections, for which cables are supplied, permit the installation of the STEREO COMPANION in a matter of seconds. The STEREO COMPANION is controlled by the single master volume knob on the main instrument. Earlier FISHER instruments may be converted to stereo through the use of the STEREO COMPANION and a conversion kit. Your FISHER dealer will be glad to supply full details.



## THE *Companion* AMPLIFIER

■ Specially constructed to provide accurate balance on both stereo channels, 35-watts of reserve peak power. Distortion-free, even at maximum output.

### ADDITIONAL SPECIFICATIONS

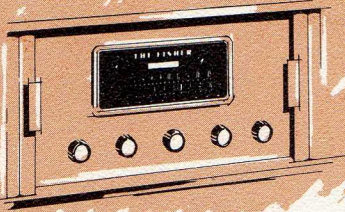
- High-efficiency, three-unit panoramic speaker system. Provides maximum fidelity and stereophonic separation.
- Provincial styling in Cherry finish; Modern styling in Mahogany, Walnut, Blonde, Cherry or Teak finishes.
- CABINET SIZE: 22" wide; 18 $\frac{1}{8}$ " deep; 31 $\frac{3}{8}$ " high.



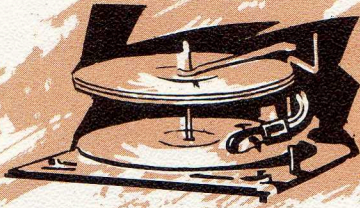
# THE FISHER *Contemporary II*

S T E R E O P H O N I C

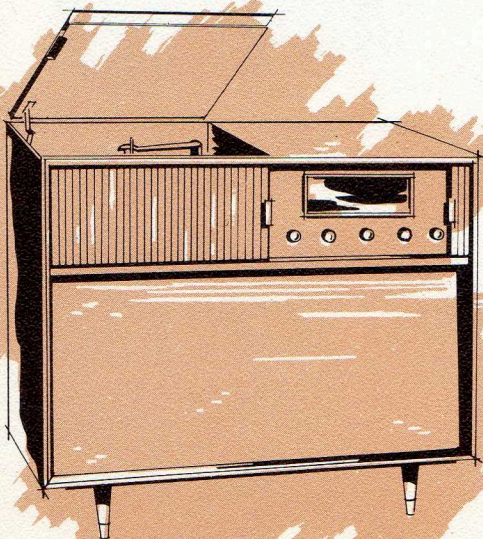
THE FISHER CONTEMPORARY II offers a unique combination of brilliant high fidelity engineering and graceful, modern styling. It is the ideal console for those who seek high quality at moderate cost. This powerful instrument is capable of reproducing all types of music without distortion—whether at a whisper or at full auditorium levels. Its dual-controls permit its use with THE FISHER STEREO COMPANION. Tambour-door cabinet in Walnut, Mahogany, Teak or Cherry.



Extreme-sensitivity FM-AM tuner with precision MICRORAY Tuning Indicator assures reception even in distant suburbs. Built-in FM and AM antennas. Separates even the most powerful adjacent stations.



Four-speed CARRARD automatic record changer. Cartridge for stereophonic or monaural LP and 78 rpm records. *Diamond* LP stylus.



## ADDITIONAL SPECIFICATIONS

■ Amplifier handles instantaneous peaks up to 35 watts and up to 70 watts when used with the STEREO COMPANION. ■ Frequency response, 20 to 20,000 cycles. ■ Three-way Panoramic Speaker System features a 15" bass speaker, an 8" mid-range speaker, and a high-frequency speaker. Electrical crossover network assures maximum fidelity with minimum distortion. ■ Auxiliary input jacks for all stereophonic or monaural program sources. ■ Compatible stereo/monaural cartridge. ■ Output terminals for connecting an additional speaker system. ■ CABINET SIZE: 36 inches wide, 18 $\frac{1}{8}$  inches deep, 33 $\frac{1}{8}$  inches high.



# THE FISHER

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FOR THOSE WITH LIMITED SPACE, but high requirements for quality, THE FISHER CONSOLETTA offers the perfect solution. Its amplifier handles up to 35-watt peaks (and up to 70 watts when used with the Stereo Companion.) Its two-channel stereo control center has simple plug-in connections for THE FISHER STEREO COMPANION to complete your stereo installation. In addition, automatic phonograph equalization, plus provision for an additional tuner or a tape recorder are included on the chassis.



The handsomely designed CONSOLETTA cabinets are available in five selected wood finishes—Mahogany, Cherry, Walnut, Blonde, and Teak. CABINET SIZE: 28" wide; 18 1/8" deep; 31 1/8" high.

*Series 510*

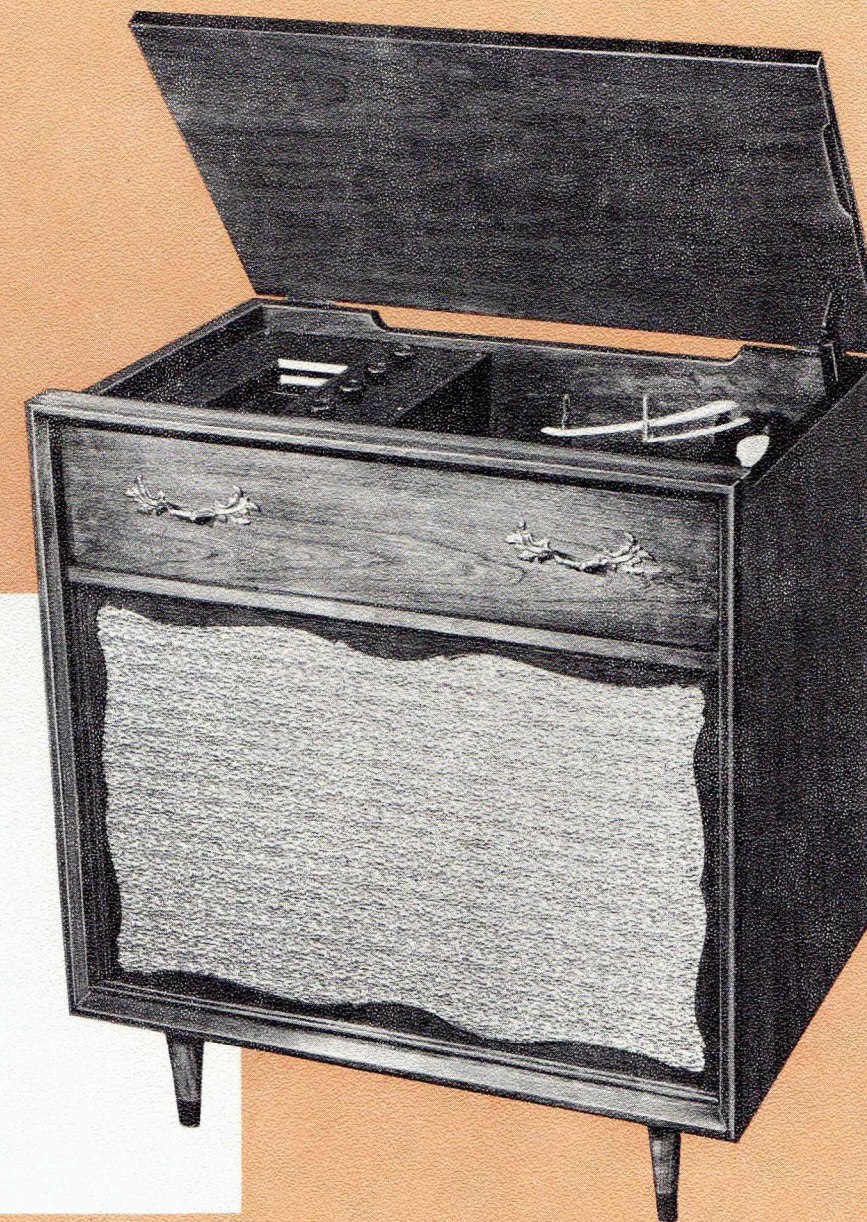
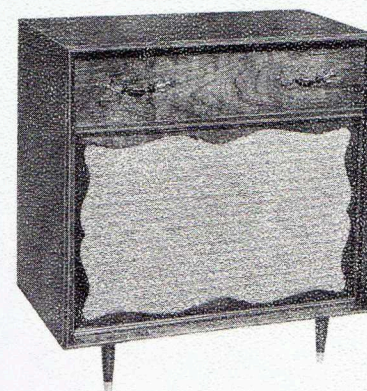
Stereophonic Phonograph

# Consolettes

## OUTSTANDING FEATURES

*Series 510 and 610*

- Six-position channel selector for all stereophonic and monaural functions.
- CARRARD automatic four-speed record changer with high-quality stereo cartridge and *diamond* LP stylus. Separate stylus for 78 rpm use.
- 4 inputs on 510, 3 on 610 for addition of stereo sound from radio or pre-recorded tapes. PHONO input equalized for RIAA.
- Three-unit Panoramic speaker system housed in specially designed acoustic enclosure.
- Automatic FONOLITE illuminates changer compartment.



*Series 610*

Stereophonic Radio-Phonograph

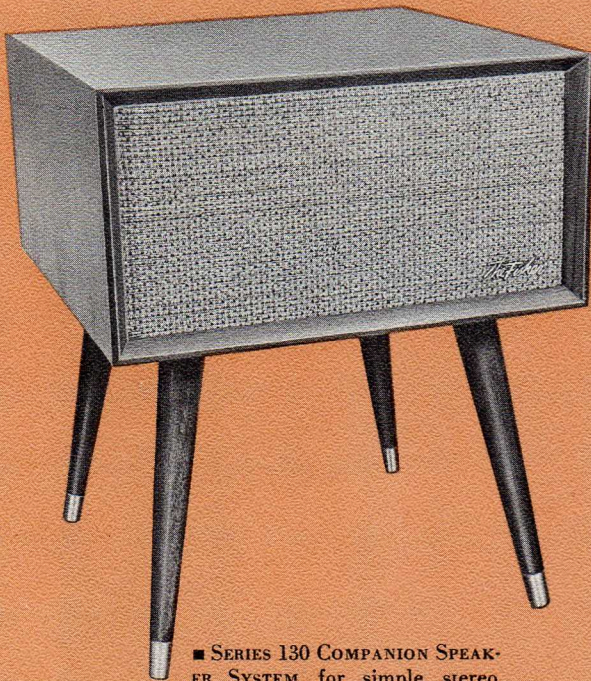


# THE FISHER

S T E R E O P H O N I C

# Promenade

**E**NGINEERING INTEGRITY—the hallmark of *every* FISHER instrument—will be found in every aspect of THE FISHER PROMENADE. In this compact table-model phonograph (only 20½" W. x 19½" D. x 24<sup>9</sup>/<sub>16</sub>" H. with legs) FISHER has engineered high fidelity performance you would expect to find only in instruments of much larger size—and at much greater cost. The PROMENADE's two-channel control center and amplifier enable you to complete your stereo installation, *whenever you want it*, by the addition of THE FISHER SERIES 130 COMPANION SPEAKER SYSTEM. Plug-in connections are provided for stereo tape or stereo radio as well.



■ SERIES 130 COMPANION SPEAKER SYSTEM for simple stereo installation. Exact match, in appearance and performance, with THE FISHER PROMENADE. 20½" Wide x 19½" Deep x 23<sup>11</sup>/<sub>16</sub>" High with legs.



## ADDITIONAL SPECIFICATIONS

- Distortion-free amplifier, rated at 20 watts in stereo operation, handles peaks up to 36 watts.
- Two-channel control center, with 4-position channel selector, channel-balance control, independent two-channel bass and treble tone controls.
- Automatic 4-speed record changer, with high-quality stereo cartridge, *diamond* LP stylus and flip-over 78 rpm stylus.
- Multiple dual-cone-type speaker system, mounted in an acoustically engineered speaker compartment.
- Cabinets in Mahogany, Cherry, Walnut or Blonde finish. Matching legs are available.



# From the Distinguished Roster of FISHER Owners



■ "The FISHER Radio-Phonograph arrived in perfect order. I have been using it constantly ever since. It is as wonderful as I knew it would be and I am delighted with it. Ordinarily, I do not indulge in descriptive extremes but the FISHER is, without question, one of the finest instruments I have ever heard anywhere. Its tone is as close to live performance as I believe it is possible to get, and the high fidelity quality is perfect."

— EUGENE ORMANDY, *Music Director*  
*The Philadelphia Orchestra Association*

■ "Until I actually heard the FISHER, I had no idea that recorded music could be recreated with such startling completeness and reality. I would be remiss, indeed, if I failed to express my appreciation to your entire staff for creating this wonderful instrument."

— SOL HUOK, *Impresario*



■ "I was thrilled and fascinated by the life-like reproduction, not only of my own recordings but those of other artists with whom I have sung at the opera. Many subtle shadings and nuances that I had not realized were in the recordings were fully and beautifully expressed."

— VICTORIA DE LOS ANGELES,  
*Soprano, The Metropolitan Opera Company*



■ "I have just purchased my third FISHER, and it is giving me the same fabulously true reproduction of my phonograph records, and in the reception of high fidelity broadcasts, as do the others. It is a constant source of enjoyment and relaxation to me."

— ISAAC STERN,  
*Concert Violinist*



■ "It was a wonderful experience to us when we acquired our FISHER Radio-Phonograph. . . . The engineers who conceived these instruments should be congratulated on every score."

— ARTHUR WHITTEMORE,  
JACK LOWE,  
*Duo Pianists*

THE FISHER RADIO CORPORATION, whose products are subject to continual improvement, reserves the right to change any design or specification without notice and without incurring any obligation.





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