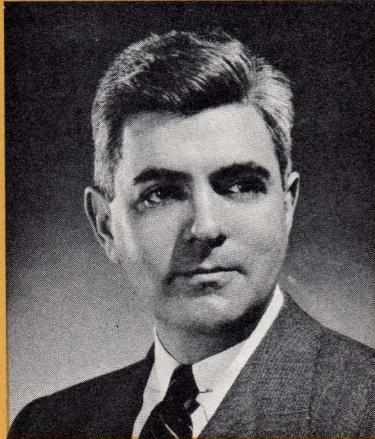


THE FISHER

1958

World's Finest High Fidelity Radio-Phonographs



AVERY FISHER
 Founder and President,
 Fisher Radio Corporation

The Man Behind the Product

TWENTY-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. A number of the 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* and other publications.

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 instruments have been designed to give you many years of pride and enjoyment. 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 ...

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

THE FISHER

Futura



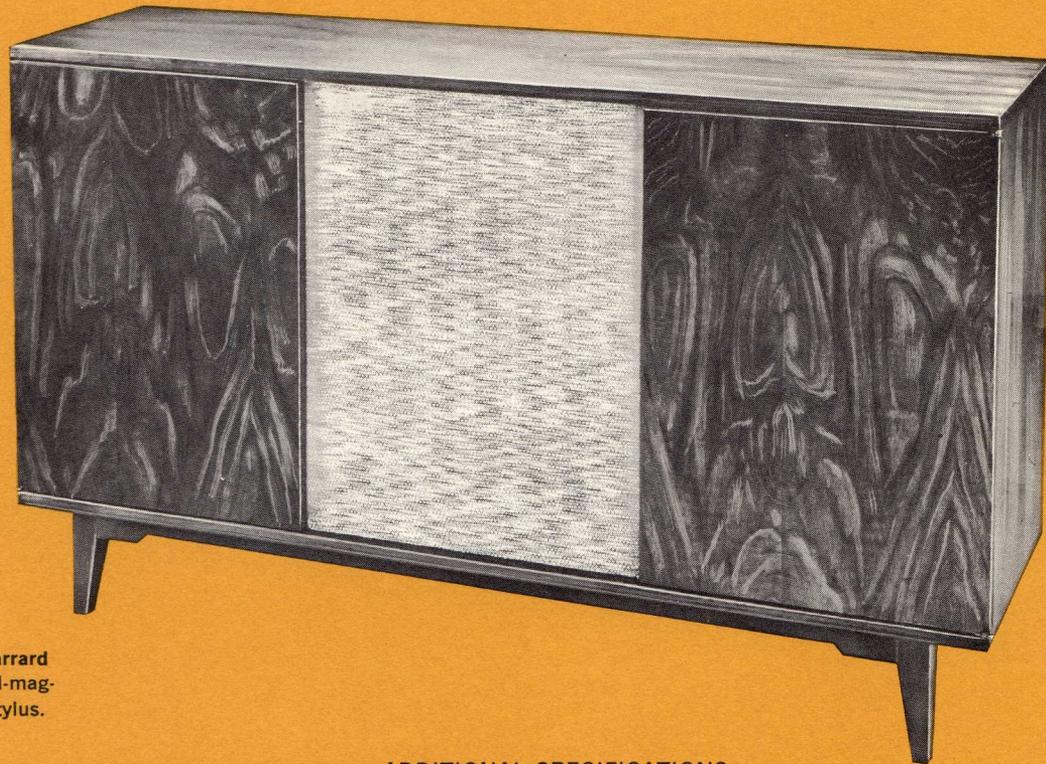
AN extreme-sensitivity FM-AM tuner! A distortion-free 30-watt amplifier that handles peaks up to 60 watts! A panoramic reproducing system using six loudspeakers! All of these features and thirteen others have been brought together to create the new FUTURA. An experience to SEE as well as to HEAR, the FUTURA is housed in a low, simple console in the best of modern styling. Tapered support adds to the light, graceful appearance of the entire ensemble. The custom cabinet is available in Walnut or Teak finish.



Extreme-sensitivity FM-AM tuner features exclusive **QuadriBeam** Tuning Indicator. Operates with complete effectiveness even on weak signals. Handsome, easy-to-read, two-tone dial glass; convenient logging scale.

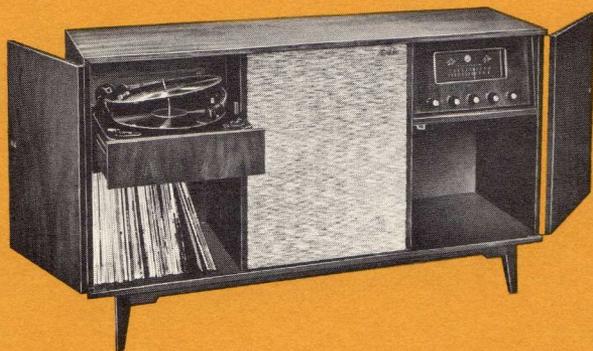


World-famous, four-speed **Garrard** automatic record changer. Dual-magnetic cartridge, **diamond** LP stylus.



ADDITIONAL SPECIFICATIONS

- Panoramic Speaker System includes two 12-inch dual-unit speakers and two high-frequency tweeters—six speakers in a true acoustic enclosure. ■ Complete and flexible Audio Control System. ■ Independent Bass and Treble tone controls. ■ Extremely effective Loudness Contour control. ■ Equalization facilities for all known recordings. ■ High-efficiency FM and AM antennas built right into the cabinet. ■ Stereo, tape head, and auxiliary input jacks. ■ Multiplex jack for binaural FM reception, plus jack to record while you listen. ■ **CABINET SIZE: 54" W., 17" D., 32 1/4" H.**



Two generously proportioned storage areas are provided for records and tapes, or for the permanent installation of a tape recorder. Control panel is tilted for ease of operation.



Permanent magnetic door latches operate noiselessly and efficiently, and add to the clean, unbroken lines of the beautiful Futura console.

THE FISHER

Normandy

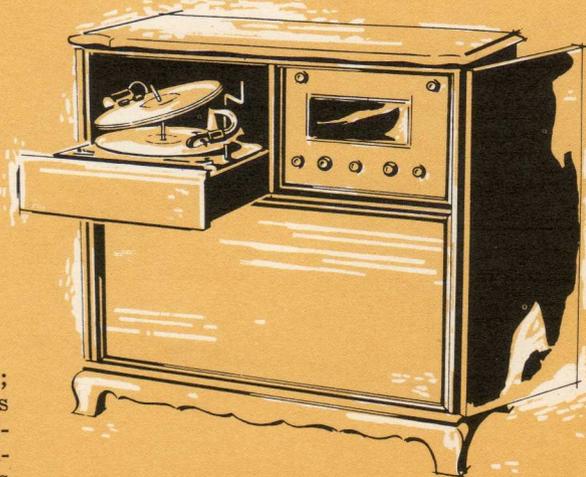
MANY RECENT technological advances in the field of high fidelity have been incorporated in THE FISHER NORMANDY. The *exclusive* QUADRI-BEAM Tuning Indicator, for example, makes accurate tuning on both FM and AM extremely simple. The three high fidelity speakers operate with extreme efficiency, being matched to the acoustic characteristics of the speaker enclosure. The electrical crossover network includes BRILLIANCE and PRESENCE controls on the front panel to achieve perfect balance. A strikingly effective Loudness Contour Control compensates for the normal loss of hearing efficiency at low volume settings by maintaining proper balance, even at such settings. The tone controls have facilities for independently cutting or boosting bass and treble tone intensity. The instrument can be adjusted to meet exactly the acoustic requirements of the room in which it is placed.



Extreme-sensitivity FM-AM tuner with built-in high efficiency antennas. Quadri-Beam Tuning Indicator for accuracy on FM and AM.



Four-speed Garrard automatic record changer, dual-magnetic cartridge, diamond LP stylus.



ADDITIONAL SPECIFICATIONS

- Distortion-free FISHER amplifier with 30 watts of power; handles peaks up to 60 watts. ■ Correct equalization facilities for all recordings. ■ *Exclusive* tape-deck preamplifier-equalizer. ■ *Exclusive* FONOLITE illuminates record changer compartment. ■ Panoramic Speaker System includes 15" bass reproducer, mid-range speaker, and ultra-high-frequency unit. ■ Input jacks for stereo channel, tape deck, tape recorder, TV sound, etc. ■ Output jack for FM Multiplex stereo broadcasts. ■ Custom quality cabinets finished in Mahogany or Fruitwood. ■ CABINET SIZE: 36 5/8" wide, 18 1/2" deep, 37 1/2" high.

THE FISHER

Contemporary



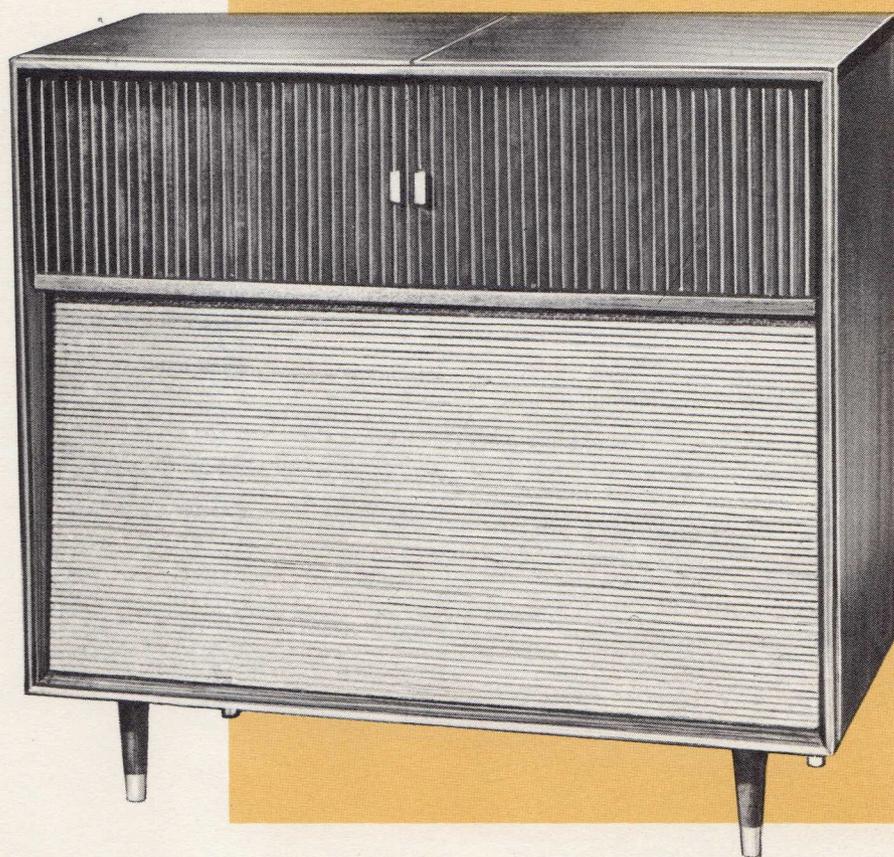
THE FISHER CONTEMPORARY offers a unique combination of brilliant high fidelity engineering and graceful modern styling. It is the ideal console for those who seek high quality at moderate cost. This powerful instrument is capable of reproducing music without distortion—whether at a whisper or at full auditorium levels. An attractive, tambour-door cabinet in Walnut, Mahogany, Teak or Cherry finish adds to the handsome appearance of the CONTEMPORARY.



Extreme-sensitivity FM-AM tuner with precision **Cathode-Ray Tuning Indicator**. Absolute reliability even in distant suburbs. Built-in FM and AM antennas. Fully separates even the most powerful adjacent stations.



Four-speed **Garrard** automatic record changer. **Dual-magnetic** cartridge. **Diamond LP** stylus. 4-pole heavy-duty motor and weighted turntable for smooth, distortion-free operation.



ADDITIONAL SPECIFICATIONS

- Three-way Panoramic Speaker System features a 15" bass reproducer, an 8" mid-range, and an ultra-high-frequency speaker. Electrical crossover network assures maximum efficiency with minimum distortion.
- Input jack for stereo channel, TV sound, tape recorder, or other high-level source.
- *Exclusive* FONOMONITOR automatically turns off the entire set after last record.
- Handsome, two-tone dial glass with logging scale.
- Output terminals for connecting additional speaker system.
- CABINET SIZE: 36" wide, 17½" deep, 33½" high.

THE FISHER

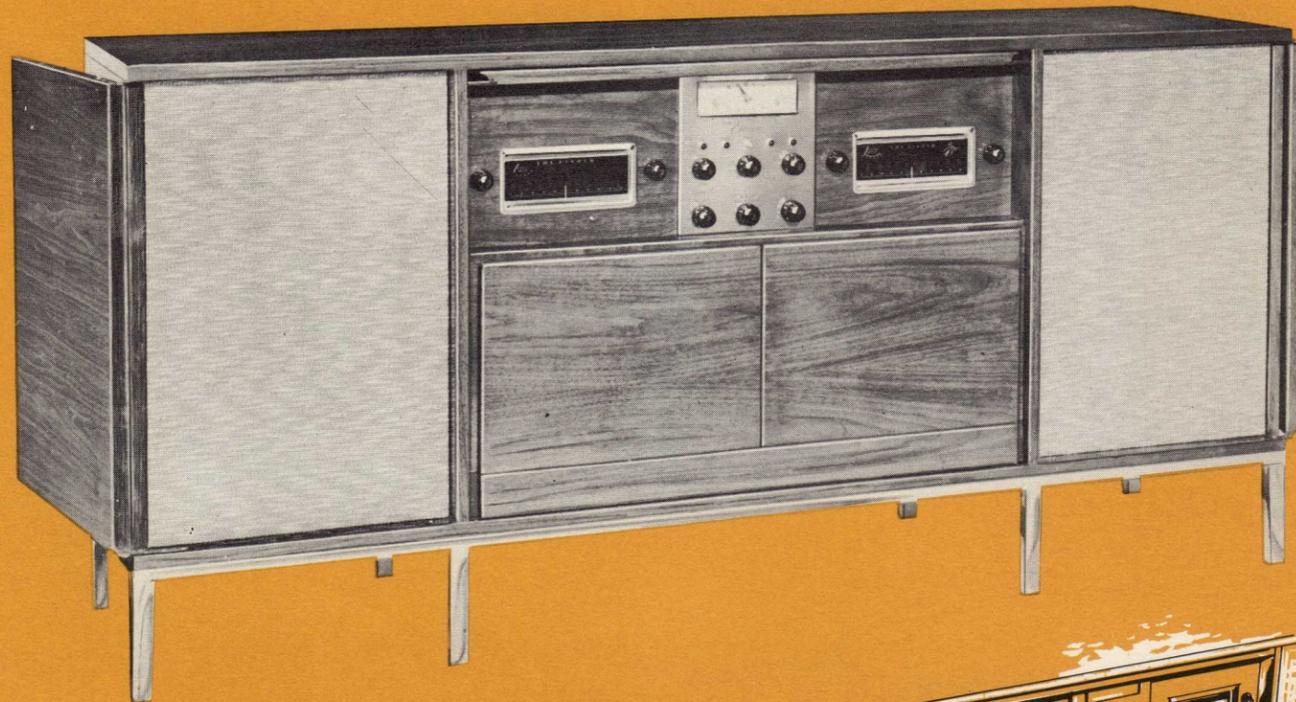
President



Cabinetry in a choice of Walnut, Teak and Mahogany. The workmanship of this magnificent console reflects the finest available skills.

THE INCOMPARABLE PRESIDENT is the world's first *truly* stereophonic Radio-Phonograph, utilizing *separate* sound channels and speaker systems for the reproduction of both *stereophonic* tapes, and *FM-AM binaural broadcasts*. In addition, the PRESIDENT offers monaural tape recording. No other radio-phonograph in existence today offers such facilities.

With the ever-widening library of stereophonic tapes and binaural radio programs, the PRESIDENT has proved a thrilling source of pride and pleasure in fine homes in this country and throughout the world. Its rich contribution to the musical experience of the entire family grows with the years.



INCOMPARABLE FEATURES OF THE FISHER PRESIDENT

- 38-tube instrument, seven separate chassis. ■ Separate FM and AM tuners for standard and binaural broadcasts. Separate meters for *micro-accurate tuning* of even the weakest FM and AM signals. ■ Two *separate* power amplifiers. For monaural listening, the amplifiers have the fabulous power handling capacity of *60 watts*, and up to *120 watts* on instantaneous peaks. ■ Stereophonic Master Control, with Program Clock and automatic Timer. Master Volume Control. Separate Volume, Bass, Treble, and Loudness Contour Controls for each channel. Nine-position Channel Selector, with equalization for all recordings. Vivid channel indicator lights for easy reference. ■ Two separate 3-way speaker systems: two 15" bass speakers, two exponential horn-type mid-range speakers, two high-frequency speakers. Six speakers are *always* in operation. Cross-over network with BRILLIANCE and PRESENCE Controls for each speaker system. ■ STEREOPHONIC and monaural tape reproducer, and monaural tape recorder. Professional *dynamic* microphone for live recording. ■ Imported GARRARD four-speed automatic record changer. Professional quality dual-magnetic cartridge, with *two* diamond styli. ■ A magnificent console, 70" wide, 33" high, 19" deep. Custom brass base.

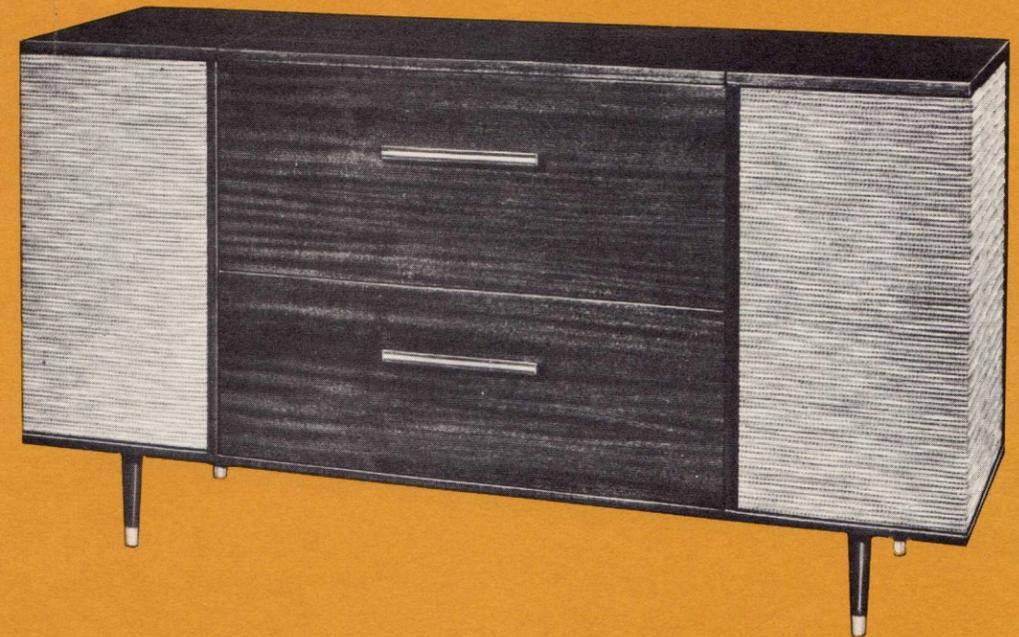


This view of the President shows the placement of all the components. Each is in its ideal location in relation to the others. Note the convenient arrangement of the control knobs, greatly simplifying operation.

THE FISHER

Executive

THE FISHER EXECUTIVE combines, in one magnificent console, an FM-AM radio-phonograph, a *stereophonic* tape reproducer, and a monaural tape recorder. The components that comprise this completely integrated system are the finest obtainable anywhere. THE FISHER amplifier has two separate channels, each capable of handling orchestral peaks up to *32 watts* with effortless fluency. The four-speed automatic record changer is the world-famous GARRARD. The Master Audio Control Center provides complete flexibility in monaural or stereo operation. Custom quality cabinets in Mahogany, Teak or Walnut.



Sensible arrangement of all controls and components makes the Executive extremely simple to use.



ADDITIONAL SPECIFICATIONS OF THE EXECUTIVE

- 32-tube instrument, four separate chassis. ■ Extremely sensitive FM-AM tuner, with *two* meters for micro-accurate tuning. ■ Two *separate* amplifier channels for stereophonic reproduction, handling up to 64-watt peaks for monaural listening. ■ Stereophonic Master Audio Control Center. Master Volume Control. Dual-channel Bass, Treble, and four-position Loudness Contour Controls. Seven-position Channel Selector with four choices of record equalization. Five-position Tuner Selector. ■ Two independent speaker systems, *each* comprising two high-frequency units, plus eight-inch mid-range, and twelve-inch bass speakers. Eight speakers are *always* in operation. ■ Stereophonic and monaural tape reproducer, and monaural tape recorder. Sensitive microphone for live recording. ■ GARRARD four-speed automatic record changer. Professional-type dual-magnetic cartridge, and *diamond* LP stylus. ■ FONOLITE-illuminated record changer compartment. ■ Storage drawer for records, tapes and microphone. ■ Auxiliary-tuner Input Jack for AM-FM or FM-FM stereophonic broadcasts. Output jack for FM Multiplex stereo broadcasts. ■ Unique automatic program clock. ■ Magnificent console, 59 1/4" wide, 20" deep, 32 1/4" high.

THE WORLD'S FINEST STEREOPHONIC RADIO-PHONOGRAPHS

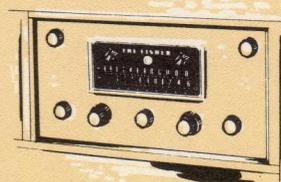
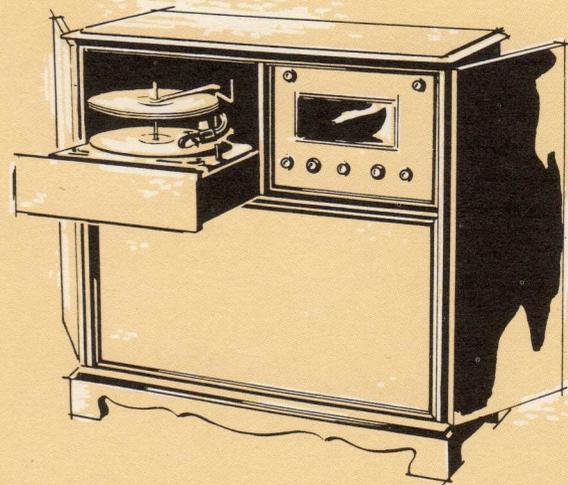
(c) www.fisherconsoles.com

THE FISHER

Provence

THE FISHER PROVENCE is more than worthy of the FISHER reputation for magnificent reproduction of music — both from broadcasts and records. Advanced engineering techniques and painstaking craft in the assembly of this instrument are in evidence throughout. The scope of its flexibility is such that an engineer can admire it, yet even the most unskilled user can operate the instrument to the full extent of its capabilities.

The highly effective BRILLIANCE and PRESENCE controls, and the infinitely variable Bass and Treble tone controls permit personal adjustment to room acoustics for the most pleasing musical balance. Cabinets available in Mahogany and Fruitwood.



FM-AM tuner, so sensitive it will bring in distant stations with ease. So selective it will readily separate adjacent stations. Precision Cathode-Ray Tuning Indicator for accurate tuning.



Three-speaker system includes a 15" bass reproducer, 8" mid-range, and an ultra-high-frequency unit for perfect clarity over the entire audible spectrum.

ADDITIONAL SPECIFICATIONS

- GARRARD four-speed automatic record changer, with diamond LP stylus. Lightweight dual-magnetic cartridge greatly prolongs record life.
- Complete equalization for all known recordings.
- Distortion-free FISHER amplifier — handles 32-watt peaks!
- Built-in FM and AM antennas.
- Input jack for stereo channel, tape recorder, TV sound, etc.
- Exclusive FONOMONITOR automatically turns off entire set after last record.
- Exclusive FONOLITE automatically illuminates opened record changer compartment.
- Special acoustically engineered speaker enclosure.
- CABINET SIZE: 32¼" wide, 19½" deep, 36¼" high.

THE FISHER

Consolettes

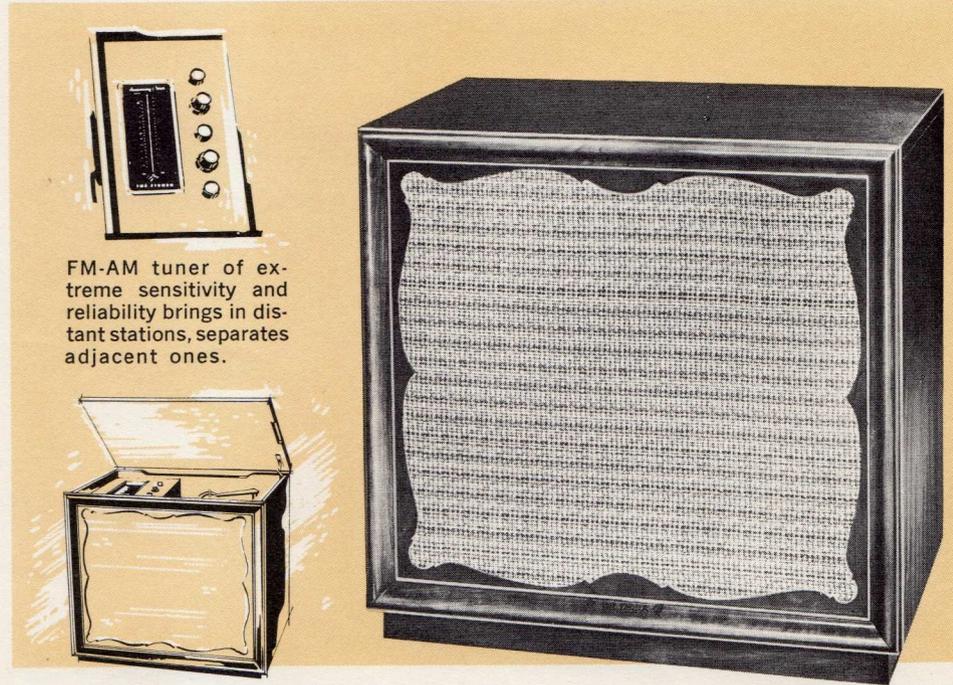


SERIES 61

THE FISHER CONSOLETTTE offers sterling performance in a well-proportioned, yet compact cabinet. Although moderately priced, it incorporates many of the latest engineering advances in the high fidelity field.

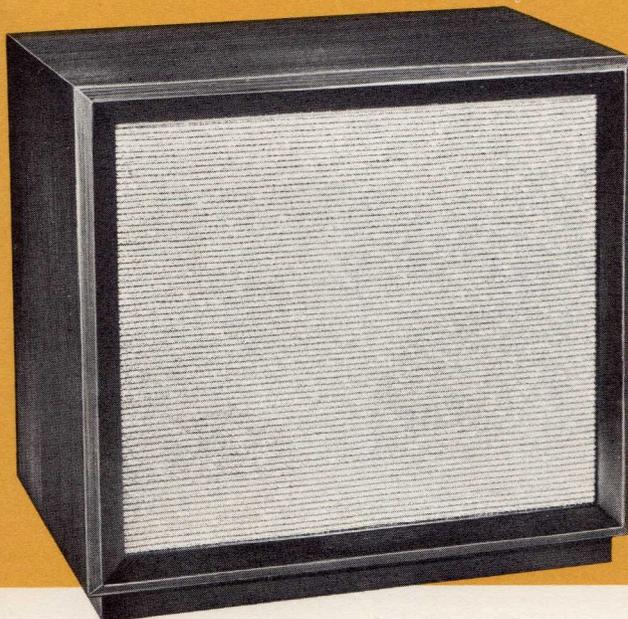
Its amplifier spans the entire range of human hearing and has ample reserve power to handle even full orchestral volumes without distortion. Its audio control center permits precise setting of any desired tonal balance.

Full specifications on the SERIES 61 will be found below.

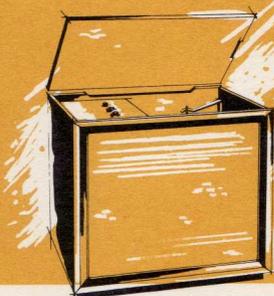


FM-AM tuner of extreme sensitivity and reliability brings in distant stations, separates adjacent ones.

Series 61 and 51



Imported Garrard automatic record changer, complete with dual-magnetic cartridge, diamond LP stylus. Four speeds.



SERIES 51

THE FISHER SERIES 51 Phonograph is identical to the SERIES 61, shown above, but does not include the FM-AM tuner.

OUTSTANDING FEATURES

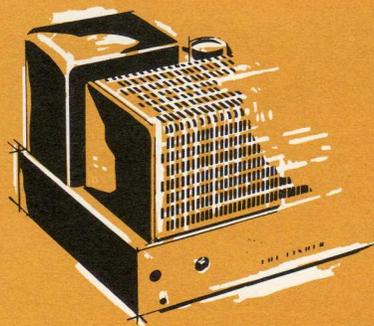
Series 61 and 51

- Distortion-free amplifier handles 32-watt peaks. ■ Equalization for all recordings. ■ Separate Bass and Treble tone controls. ■ GARRARD four-speed automatic record changer. Dual-magnetic cartridge. *Diamond* LP stylus. ■ Exclusive FONOMONITOR turns off set after last record. ■ FONOLITE illuminates changer compartment. ■ Panoramic three-way Speaker System. ■ Input jacks for stereo channel, TV sound, tape recorder. ■ Output terminals for additional speaker system.

Custom cabinetry for the CONSOLETTTE is available in five fine, selected wood finishes: Mahogany, Fruitwood, Walnut, Blonde and Ebony. CABINET SIZE: 21½" wide; 18½" deep; 26½" high.

Inside THE FISHER

Those who have seen the underside of a FISHER chassis (normally boxed in steel for electrical and safety reasons, and therefore hidden from view) are invariably pleased at the quality of workmanship and materials. In its own price class, each FISHER instrument represents the most advanced engineering and custom assembly techniques. It therefore comes as no surprise that the first instruments we built, more than twenty years ago, *are still in service today!*



AMPLIFIERS

Powerful, distortion-free FISHER Amplifiers are carefully matched with all the other components to assure absolutely clean reproduction. Every FISHER amplifier has sufficient reserve power to handle even full orchestral peaks without effort. Exclusive FISHER circuitry keeps tonal efficiency constant, even in the power-demanding low bass tones.



FM-AM TUNERS

The FM and AM Tuners incorporated in THE FISHER Radio-Phonographs offer extreme sensitivity, bringing in distant stations with crisp clarity. Sharp selectivity readily separates adjacent stations. Wide-band circuitry not only prevents drift, but has eliminated distortion as well. Precision tuning indicators simplify accurate station selection on both FM and AM.



RECORD CHANGERS

Every FISHER Radio-Phonograph includes the world-famous, four-speed GARRARD Automatic Record Changer. The new Dual-Magnetic, Light-weight Cartridge, eliminates distortion, and prolongs record life. A diamond LP stylus is provided as standard equipment.

AUDIO CONTROLS

From the magnificent President through the compact Console, every FISHER Radio-Phonograph is provided with a flexible Audio Control System that assures the achievement of any desired tonal balance, matching the sound precisely to the acoustic requirements of the room. Controls are arranged for convenient, easy-to-understand operation.

CABINETS

Only fine, selected woods are used in FISHER Consoles and Consolettes. Heavy, rigid-joint construction eliminates unwanted resonances. Fully-enclosed and acoustically-lined speaker compartments add the dimension and crispness necessary for true high fidelity.



SPEAKER SYSTEMS

Panoramic Speaker Systems included in THE FISHER Radio-Phonographs are made for FISHER to the most exacting specifications in the industry. Whether they be called on to reproduce a low organ-tone, or the shimmering overtones of a triangle, FISHER speaker systems act as perfect transducers—they

reproduce sound for the listener **without** introducing any parasitic overtones of their own. That is the basic reason for their striking realism. To assure their perfection, all FISHER speaker systems are housed in specially engineered acoustic speaker compartments lined with resonance-absorbent material.

THE PHILADELPHIA ORCHESTRA ASSOCIATION

FOUNDED 1900 INCORPORATED 1903

EUGENE ORMANDY
MUSIC DIRECTOR

1910 GIRARD TRUST BUILDING
PHILADELPHIA 2, PENNSYLVANIA

OFFICE OF THE
MUSIC DIRECTOR

December 12, 1957

Mr. Avery Fisher
President, Fisher Radio Corporation
21-21 Forty-Fourth Drive
Long Island City 1, New York

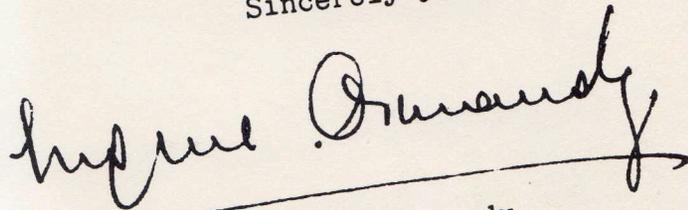
Dear Mr. Fisher:

The combination 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 set 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.

Thank you for making it possible for me to own one of your truly magnificent instruments.

With all good wishes, I am

Sincerely yours,



Eugene Ormandy





FISHER RADIO CORPORATION · NEW YORK



FISHER RADIO CORPORATION

High Fidelity Radio-Phonograph Consoles • Price List

MODEL	DESCRIPTION	PRICE
-------	-------------	-------

President Series Stereophonic Radio-Phonograph, Tape Reproducer and Monaural Tape Recorder

3000-M	THE FISHER President (Mahogany)	2495.00
3000-W	THE FISHER President (Walnut)	2495.00
3000-T	THE FISHER President (Teak)	2495.00

Executive Series Radio-Phonograph, Tape Recorder And Stereophonic Tape Reproducer

1000-M	THE FISHER Executive (Mahogany)	1595.00
1000-W	THE FISHER Executive (Walnut)	1595.00
1000-T	THE FISHER Executive (Teak)	1595.00

Futura Series Radio-Phonograph

F-200W	THE FISHER Futura (Walnut)	695.00
F-200T	THE FISHER Futura (Teak)	695.00

Custom Electra II Series Radio-Phonograph

NK-100P	THE FISHER Normandy Console (Provincial)	595.00
NK-100M	THE FISHER Normandy Console (Mahogany)	595.00

Medalist II Series Radio-Phonograph

R-20M	THE FISHER Provence Console (Mahogany)	479.50
R-20P	THE FISHER Provence Console (Provincial)	479.50

Contemporary Series Radio-Phonograph

C-800M	THE FISHER Contemporary (Mahogany)	429.50
C-800W	THE FISHER Contemporary (Walnut)	429.50
C-800T	THE FISHER Contemporary (Teak)	429.50
C-800C	THE FISHER Contemporary (Cherry)	429.50

61 Series Radio-Phonograph

61-M	THE FISHER Consolette (Mahogany)	359.50
61-B	THE FISHER Consolette (Blonde)	359.50
61-P	THE FISHER Consolette (Provincial)	359.50
61-E	THE FISHER Consolette (Ebony)	359.50
61-W	THE FISHER Consolette (Walnut)	359.50

51 Series High Fidelity Phonograph

51-M	THE FISHER Phonograph (Mahogany)	279.50
51-B	THE FISHER Phonograph (Blonde)	279.50
51-P	THE FISHER Phonograph (Provincial)	279.50
51-E	THE FISHER Phonograph (Ebony)	279.50
51-W	THE FISHER Phonograph (Walnut)	279.50