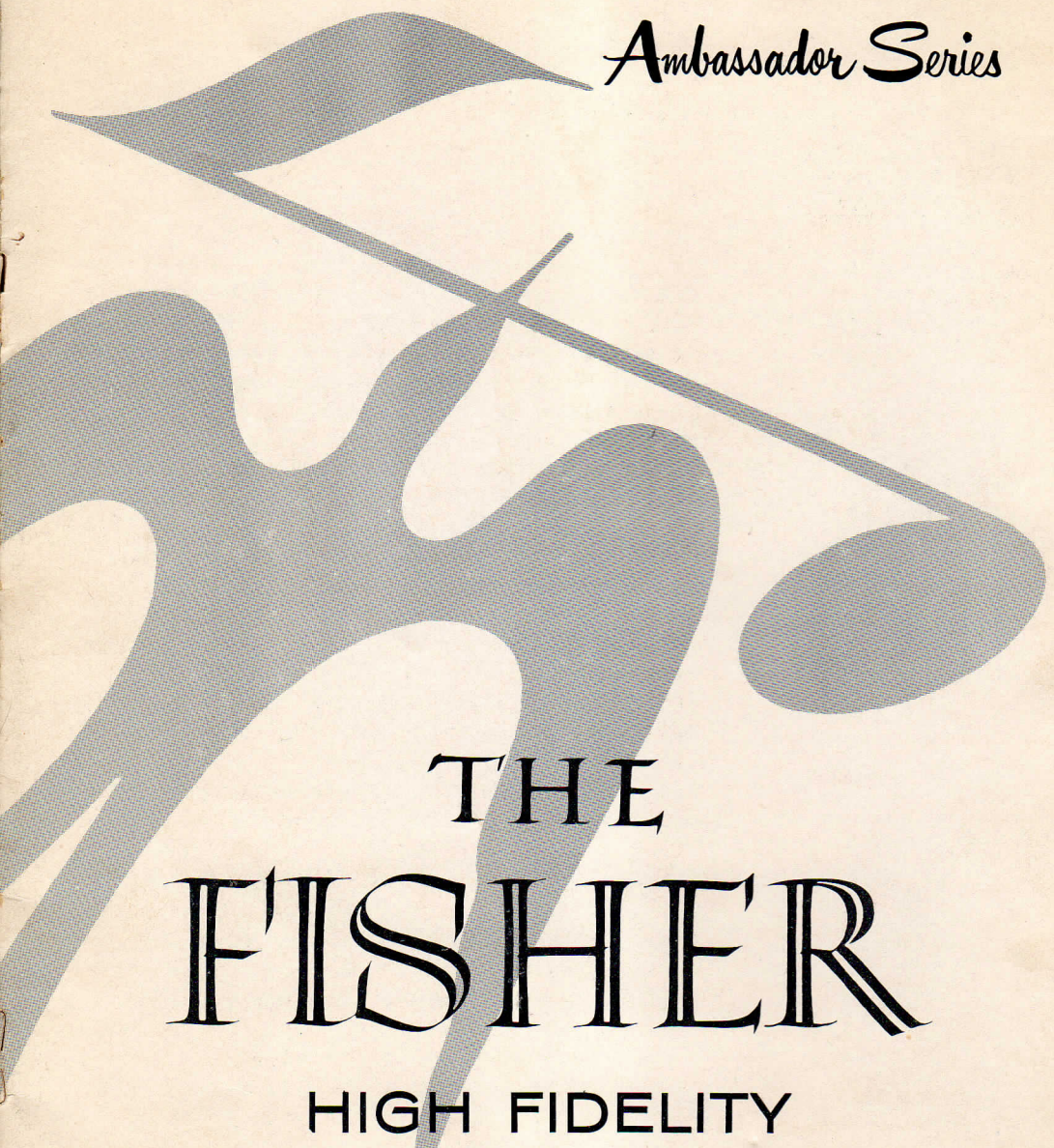


**OPERATING
INSTRUCTIONS**

Ambassador Series



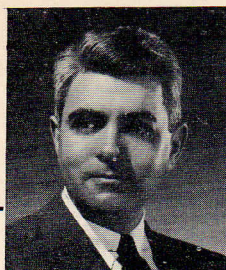
THE
FISHER

HIGH FIDELITY

Radio-Phonograph

FISHER RADIO CORPORATION • NEW YORK

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AVERY FISHER
President, Fisher Radio Corporation
Chairman of the Board,
Institute of High Fidelity Manufacturers

Welcome

TO THE FAMILY OF FISHER OWNERS

AVERY FISHER, pioneer maker of high quality instruments, introduced America's first high fidelity phonograph and radio-phonograph eighteen years ago. In 1946, his work in this field became a subject of articles in leading magazines, including FORTUNE, TIME and PAGEANT. The article entitled *Music in the Home*, which appeared in the October 1946 issue of Fortune, is generally accredited as the first to bring to the attention of a wider public the availability of equipment of FISHER calibre for home use. "Best in price and performance is THE FISHER. It is, in fact, perhaps the only one that would completely satisfy a golden ear." "The Rolls Royce of radio" — these are typical comments appearing in various national magazines.

Such recognition has been a regular occurrence and reached its culmination in Constitution Hall on November 13, 1954 when the National Symphony Orchestra gave a high fidelity concert. A portion of the program was recorded on the spot and immediately played back through FISHER amplifiers. One news magazine noted: "Listeners could hardly tell the difference between real and electronic."

Another high fidelity concert was held on February 13, 1956 with the Philadelphia Orchestra playing at the Academy of Music. This program was recorded and played back on FISHER equipment, in monaural and stereophonic techniques. "A fascinating evening, acoustically and musically. The reproduction had remarkable fidelity." — The Philadelphia Inquirer. "Preserved the balance and natural resonance of the orchestra in marvelous fashion." — The Evening Bulletin. "The audience was fascinated by the demonstrations of the progress and innovations in sound reproduction." — The New York Times.

Outstanding Features

OF THE FISHER HIGH FIDELITY AMBASSADOR SERIES

THE FISHER High Fidelity Ambassador Series Radio-Phonograph is your gateway to the world's finest music. It is a superb reproducing instrument that will open new vistas of sound and provide you with superlative performances from records, FM, and AM radio broadcasts. Within the custom-crafted cabinet of THE FISHER are precision engineered chassis that incorporate all of the latest, tremendous advances in the high fidelity field. In every respect, your FISHER is a masterpiece. It will bring you the world's finest music with breathtaking realism.

THE AMPLIFIER

360 A

At the heart of THE FISHER Ambassador Series Radio-Phonograph is an amplifier capable of reproducing with equal ease any tone from 20 to 20,000 cycles per second (from the lowest organ tone to beyond the upper reaches of human hearing.)

This fifty-watt amplifier has the most tremendous reserve power ever incorporated in a radio-phonograph; it is capable of handling 100-watt power peaks.

THE FM-AM RECEIVER

360 R

THE FISHER Radio-Phonograph receiver is a marvel of simplicity. The FM tuner spans 20 to 20,000 cycles per second and is capable of handling high fidelity FM broadcasts without impairment. Both FM and AM tuners have extreme sensitivity. Variable Automatic Frequency Control is included on FM; stations lock in when the dial pointer is brought anywhere near the desired channel.

Sharp and broad tuning positions on AM permit the reception of local or distant stations without interference. There are individual channel indicator lights. Built-in antennas are provided for FM and AM. The magic eye tuning indicator simplifies the accurate selection of stations.

THE SPEAKER SYSTEM

A three-way speaker system of the finest design handles the full range of the audible spectrum, from the lowest to the highest tones. The speaker system is especially designed to eliminate boom and coloration of the sound.

THE PREAMPLIFIER EQUALIZER

Professional, infinitely variable Bass and Treble Tone Controls offer tonal balance settings to suit your every requirement. Four record equalization positions are provided, to compensate for the different recording characteristics.

THE RECORD CHANGER

The universal-type 3-speed record changer features a heavy-duty, 4-pole motor and is equipped with a professional-type magnetic cartridge with two diamond styli.

THE CABINET

Your FISHER reflects custom-quality throughout. The cabinet is fashioned from the finest woods by master craftsmen and is finished in the highest tradition of the furniture-maker's art.

Installation Instructions

FOR THE FISHER AMBASSADOR SERIES RADIO-PHONOGRAPH

ELECTRICAL INSTALLATION

THE FISHER Radio-Phonograph is designed to operate on 105-125 volts, 60 cycles AC only, and consumes a total of 330 watts.

ANTENNAS

THE FISHER is equipped with a built-in FM and AM antenna. The FM antenna is of the folded dipole type and can be used in any location except in areas at a substantial distance from the stations desired, or where the noise level is high. If an external FM antenna is necessary, one can use either the 300-ohm balanced or 72-ohm unbalanced connections. The latter is recommended for noisy locations. A specially designed Loop Antenna, mounted inside the tuner compartment, is used for AM. It is the only antenna required for reception of local broadcast stations. Where the receiver is in a noisy location, or a distance from broadcasting centers, disconnect the Loop Antenna and connect a suitable external antenna system. **CAUTION:** Never shorten or lengthen the connecting lead from the Loop Antenna supplied with the receiver.

MECHANICAL INSTALLATION

Before attempting to operate the Phonograph portion of THE FISHER Ambassador Series Radio-Phonograph, remove the two shipping screws on the base of the record changer. This frees the changer from the motor-board and allows it to float freely on its shock-absorbing springs, perfectly cushioned against undesired vibrations from the loudspeaker.

Operating Instructions

FOR THE FISHER AMBASSADOR SERIES RADIO-PHONOGRAPH

POWER ON-OFF

The Power On-Off Switch and the Bass Tone Control are on the same knob. To turn the set on, rotate this knob clockwise, past the click and until the gold line on the knob points straight up. Further details on the use of this Control for regulation of bass tone are discussed in the next paragraph.

tone controls

Separate Tone Controls are provided for treble and bass. These are independent of each other and are continuously variable, offering an infinite number of combinations of tonal balance. When the gold lines of the Bass and Treble Control knobs are at the top, the bass and treble tone is neither cut nor emphasized. The Treble Tone Control regulates brightness. For a more intimate tone, turn it to the left; for a brighter tone, turn to the right. The Bass Tone Control should be set at the point you find most pleasing for the particular program being played. The preferred position of both controls will depend on personal taste. In your experiments to acquire the feel of the controls, start with the gold position indicator at the top.

LOUDNESS BALANCE CONTROL

This knob will be found directly behind the Volume Control. Loudness balance has been provided to compensate for the loss of the efficiency of human hearing in the low bass and upper treble regions when listening to a program at *low* volume. Our hearing efficiency is uniform throughout the audible spectrum only when listening at medium to very high volume. Thus, the Loudness Balance Control should be turned on only when playing at low volumes. **IMPORTANT:** When using this Control, leave the Tone Controls pointing upward.

Operating Instructions

FOR THE FISHER AMBASSADOR SERIES RADIO-PHONOGRAPH

PRESENCE CONTROL

This control varies the intensity of the middle frequency range of the specially designed 3-way speaker system used in THE FISHER Ambassador Series Radio-Phonograph. Rotating the knob clockwise increases the mid-range frequency response; counterclockwise rotation decreases the response. Set this Control for comfortable listening. Once positioned, it rarely requires readjustment. Use the Tone Controls to compensate for variations in program material.

BRILLIANCE CONTROL

This Control specifically regulates the relative intensity of the ultra-high frequency loudspeaker in the 3-way speaker system of your Radio-Phonograph. Turning the Control to the right increases the relative intensity of these frequencies. Ultimately, this Control is positioned according to personal taste. It is our recommendation that during your first use of THE FISHER, the Control should be set almost at the extreme left.

RADIO RECEPTION

For FM reception, set the Selector Switch to "TUNE" and tune in a station. Accurate settings can be achieved by tuning for maximum closure of the magic-eye tuning indicator. Next, switch the Selector to "AFC". You will find that the station is thus automatically "locked" in and remains properly tuned; it cannot drift away. The control regulating the range of lock-in is located on the rear apron of the chassis and is pre-set at our laboratories. In some locations, however, where a weak station is separated from a strong station by only two channels, the latter will tend to operate the circuit and make it difficult to bring in the weak station. Should this occur, turn the AFC control (knurled brass shaft on rear apron of the chassis) counterclockwise, to the degree necessary to eliminate the above condition. Standard AM broadcasts are received by rotating the Selector Switch to either AM-Sharp or AM-Broad. The former position should be used for accurate tuning of the station while the latter position will afford the maximum fidelity from a given station, once tuned. The AM-Sharp position may also be used when atmospheric conditions cause noisy reception.

Additional Information

ABOUT THE FISHER AMBASSADOR SERIES

AN AUXILIARY LOUDSPEAKER SYSTEM

The SS Speaker System is a perfect companion to THE FISHER. It is ideal for use as an auxiliary, remote system, and can be easily installed in any location in your home. The unit may be used either simultaneously with the Ambassador Series (the result is a startling dimensional effect) or independently in another room. The SS Loudspeaker System consists of:

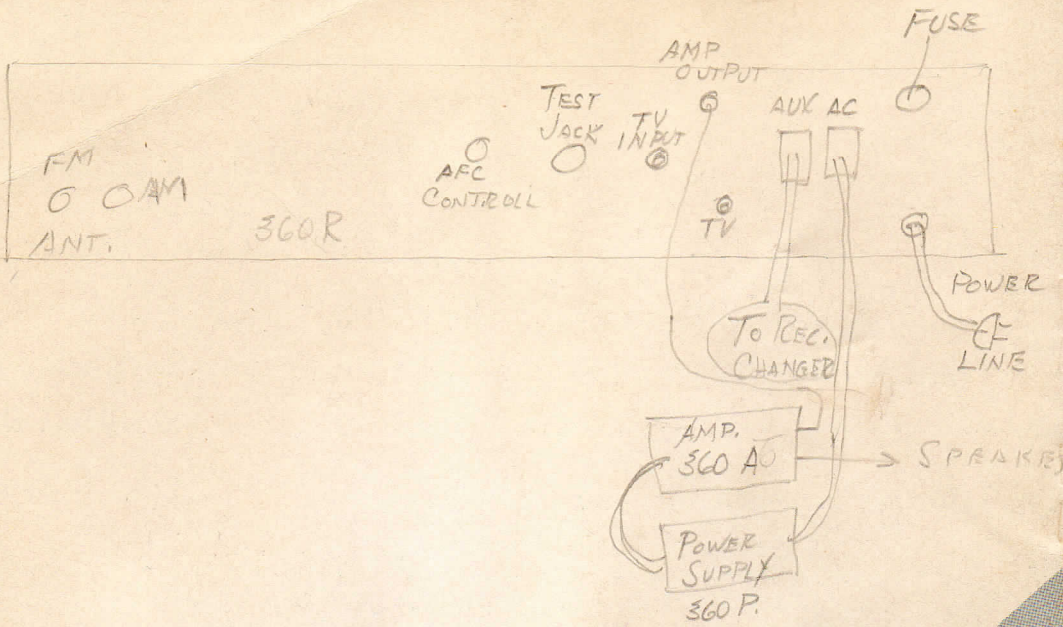
- A fifteen-inch "woofer" for true, rich bass tone, a high-frequency "tweeter" mounted coaxially, and an 8-inch Audio Perspective Generator to handle the mid-range tones.
- Custom quality speaker compartment of prize winning design.
- A three-way switch for simultaneous or separate operation with the master unit.
- Twenty-five feet of connecting cable with complete instructions.

AT YOUR SERVICE

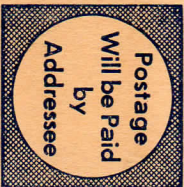
It is the constant desire of Fisher Radio Corporation to have your FISHER give you its best possible performance. Toward that objective, we solicit your correspondence on any special problems that may arise. After you have had an opportunity to familiarize yourself with THE FISHER, we would appreciate your letting us know how it is meeting your requirements.

FISHER RADIO CORPORATION

21-21 Forty-fourth Drive
Long Island City 1, N. Y.



Gateway to the World's Finest Music



BUSINESS REPLY CARD
FIRST CLASS PERMIT No. 45377, NEW YORK, N. Y.

FISHER RADIO CORPORATION

41 East 47th Street

New York 17, N. Y.





WARRANTY TO OWNER

THE FISHER equipment you purchased was carefully tested and inspected before leaving our laboratories. If properly installed and operated in accordance with the instructions furnished, it should give you the finest results of which it is capable. This equipment is unconditionally guaranteed against all defects in material and workmanship for ninety days from date of sale to the original purchaser. Any part of the equipment which under normal installation and use discloses such a defect will be remedied or replaced by the authorized dealer from whom purchased. This guarantee is void if the equipment has been altered, or if the purchaser has failed to return this card within 10 days.

PLEASE PRINT

Model No. H-360 Serial No. 65906

Date of Purchase _____

Name of Purchaser _____

Address _____

City _____ State _____

Name of Dealer _____

Address of Dealer _____

JOSEPH A. MARCHESI
167-10 CROCHERON AVE
FL 8-3409

IMPORTANT NOTICE

- THIS ENVELOPE CONTAINS INSTRUCTIONS ACCESSORIES, AND YOUR WARRANTY.*
- FOR BEST RESULTS PLEASE READ CAREFULLY BEFORE OPERATING THE EQUIPMENT.
- KEEP THIS MATERIAL FOR FUTURE REFERENCE

*VOID IF NOT MAILED WITHIN 10 DAYS
TO FISHER RADIO CORPORATION

FISHER RADIO CORPORATION • NEW YORK

