



THE FISHER 1960

WORLD'S FOREMOST STEREOPHONIC HIGH FIDELITY RADIO-PHONOGRAPHS



AVERY FISHER
*Founder and President
Fisher Radio Corporation*

A Quality Tradition That Is Twenty-Two Years Young

TWENTY-TWO 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 worldwide reputation of his products have been the subject of articles in *Fortune*, *Time*, *Pageant*, *The New York Times*, *Coronet*, *Life*, *High Fidelity*, *Esquire*, *The Atlantic*, *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.

THE FISHER

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

Ambassador III

DESIGNED TO GRACE THE MOST BEAUTIFUL HOME, the AMBASSADOR III is a *complete* stereo system containing all the professional components demanded by the most discriminating audio enthusiast. Two independent FISHER amplifiers with a peak power reserve of 60 watts; an extreme-sensitivity FISHER FM-AM tuner; the famous GARRARD four-speed automatic record changer, and two, independent three-way speaker systems (total of six speakers.) Each component is electronically matched to the other, for that excitingly alive and 'open' sound so typical of every FISHER high fidelity instrument.

THE FISHER AMBASSADOR OUTSTANDING FEATURES AND SPECIFICATIONS

FISHER EXTREME-SENSITIVITY FM-AM TUNER

- Drift-free reception. ■ MICRORAY Tuning Indicator (even weak stations can be tuned in effortlessly with pin-point accuracy.)
- Built-in folded dipole FM antenna, and low-noise *rotatable* AM antenna. ■ Connections available for addition of THE FISHER MPX-10 Multiplex Adaptor for reception of multiplex stereo broadcasts, as well as inputs for an external tuner for FM-FM or FM-AM stereo broadcasts.

FISHER STEREO MASTER AUDIO CONTROL

- Dual Bass and Treble tone controls, as well as Channel Balance control for matched speaker output (to achieve true stereo perspective.) ■ Provision for stereo or monophonic tape recorder.
- Tape recorder output jacks. ■ Equalization facilities for records and tapes. ■ Loudness Contour control on each channel, to compensate for natural fall-off in hearing efficiency in lower bass and upper treble regions, at low listening levels.

FISHER 30-WATT STEREO AMPLIFIER

- Produces up to 30 watts of undistorted power, with a peak reserve of 60 watts. ■ Uniform frequency response, 20 to 20,000 cycles. ■ Excellent transient response.

TWO INDEPENDENT THREE-WAY SPEAKER SYSTEMS

- Six speakers. Two 10" bass units, two 8" mid-range speakers, and two 3" high-frequency speakers, plus four crossover networks.

GARRARD FOUR-SPEED AUTOMATIC RECORD CHANGER

- Full-range STEREOPLEX magnetic cartridge. *Diamond* LP stylus for faithful reproduction and minimum record wear.

CABINETS AND DIMENSIONS

- MODERN consoles, in Mahogany, Walnut and Teak. 45" wide, 32½" high, 18" deep. PROVINCIAL consoles, in Fruitwood, 46½" wide, 32½" high, 19¾" deep.



AMBASSADOR III PROVINCIAL

AMBASSADOR III MODERN



CORONET MODERN

THE FISHER

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

Coronet

IN OPERATION AND PERFORMANCE, THE CORONET will delight the most critical high fidelity enthusiast. It is a complete stereophonic radio-phonograph with features that make it as versatile as the most specialized and elaborate professional sound system. It offers one of the finest of stereo FM-AM tuners, so sensitive that it will bring in even distant stations with absolute clarity. THE CORONET's stereo power amplifier provides performance completely free of hum and electrical noise—whether from a Debussy *pianissimo* or a full-throated Wagnerian crescendo. The Stereo Master Audio Control offers every conceivable input and output connection, with *fourteen* controls and switches for the selection and control of any stereo or monophonic program material—yet it is a marvel of simplicity.

THE FISHER CORONET OUTSTANDING FEATURES AND SPECIFICATIONS

FISHER EXTREME-SENSITIVITY FM-AM STEREO TUNER

- **FM:** Cascode RF stage for noise-free reception. ■ No-drift circuitry. ■ Wide-band ratio detector and an additional limiter for distortion-free performance and best suppression of external noise elements. ■ MICRORAY Tuning. ■ Built-in FM dipole antenna.
- **AM:** High-gain RF stage. ■ 10-Kc AM filter to prevent interference. ■ MICRORAY Tuning. ■ *Rotatable* AM antenna.

FISHER STEREO MASTER AUDIO CONTROL

- Complete control and input facilities for FM, AM, stereo FM-AM, FM-FM and multiplex, as well as stereo or monophonic records and tapes. ■ **CONTROLS:** Separate Bass and Treble tone controls for each channel, Volume, Loudness, Channel Balance, and Multiplex. ■ **SWITCHES:** 9-position Program Selector, high and low-frequency filters to reduce record scratch and rumble, AM Bandwidth, and Channel Reverse. ■ Has space for future installation of THE FISHER MPX-20 Multiplex Adaptor directly on the chassis.

FISHER 36-WATT STEREO AMPLIFIER

- 70 watts peak power. ■ Absolutely no hum, noise or distortion. ■ Uniform frequency response, 20 to 20,000 cycles.

GARRARD FOUR-SPEED AUTOMATIC RECORD CHANGER

- Professional STEREOPLEX *magnetic* cartridge, with *diamond* LP stylus. World's most reliable record changer.

TWO INDEPENDENT THREE-WAY SPEAKER SYSTEMS

- Six speakers. (Two 12" bass units, two 8" mid-range speakers, two high-frequency speakers.) ■ Four crossover networks assure optimum loudspeaker efficiency.

CABINETS AND DIMENSIONS

- Hand-crafted and hand-finished SWEDISH MODERN consoles in Walnut and Teak; PROVINCIAL (not shown) in Cherry. MODERN—49½" wide, 17" deep, 32" high; PROVINCIAL—49¼" wide, 18" deep, 32" high.

THE FISHER

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

Premiere

AN EXTRAORDINARILY COMPLETE HOME MUSIC CENTER, THE PREMIERE features maximum high fidelity performance in both stereophonic and monophonic use, from radio and recordings. Its extreme-sensitivity FISHER Cascode tuner has independent FM and AM channels for the reception of stereophonic broadcasts. Another important feature of THE PREMIERE is its two separate MICRORAY Tuning Indicators for FM and AM. These electronic tuning eyes respond with special sensitivity to *weak* signals, thus providing accurate tuning under the most adverse conditions. In addition, wide-band circuitry assures freedom from drift and distortion even on the weakest of FM stations. THE PREMIERE's clean two-channel amplifier delivers up to 40 watts of music power in stereo use, and has a reserve of 70 watts for orchestral surges. The STEREOPLEX magnetic cartridge separates channels fully, with no trace of distortion. THE PREMIERE's master audio control center is conveniently arranged and extremely simple to operate, even by an unskilled user.

THE FISHER PREMIERE

OUTSTANDING FEATURES AND SPECIFICATIONS

FISHER EXTREME-SENSITIVITY STEREO FM-AM TUNER

- **FM:** Cascode RF stage to assure noise-free signals—so sensitive, it will provide enjoyable reception of stations beyond the reach of ordinary tuners. Local reception is of course magnificent. ■ Built-in noise and interference-eliminators. ■ Drift-free performance even under adverse conditions. ■ Separate MICRORAY Tuning Indicator for automatically perfect tuning. ■ Three antenna connections for built-in or external antenna.
- **AM:** High-gain RF stage and *rotatable* antenna for strong, noise-free signals. ■ Two-position bandwidth selector for wide-range local reception, and for maximum selectivity in low signal areas. ■ Whistle-filter to prevent adjacent-station interference. ■ Separate MICRORAY Tuning Indicator. ■ Three antenna connections for optimum efficiency.

FISHER STEREO MASTER AUDIO CONTROL

- Operates two, fully independent 20-watt amplifiers. ■ 19 operating controls and switches for unlimited versatility, yet simply arranged. Includes separate Bass and Treble tone controls for each channel, Channel Balance and Loudness Contour controls. ■ Tape-Monitor switch, high and low-frequency filters, recording jacks plus many other controls and facilities for stereo or monophonic operation.

FISHER 40-WATT STEREO AMPLIFIER

- Peak power, 75-watts. ■ Frequency response, uniform from 20 to 20,000 cycles. ■ Fully free of hum, noise and distortion.

TWO INDEPENDENT THREE-WAY SPEAKER SYSTEMS

- Six speakers. Two high-efficiency 12" bass speakers, two covered-rear 8" mid-range speakers, two high-frequency speakers, plus four crossover networks.

GARRARD DELUXE FOUR-SPEED AUTOMATIC RECORD CHANGER

- Professional STEREOPLEX *magnetic* cartridge with *diamond* LP stylus. Extremely light pressure prevents record wear.

CABINETS AND DIMENSIONS

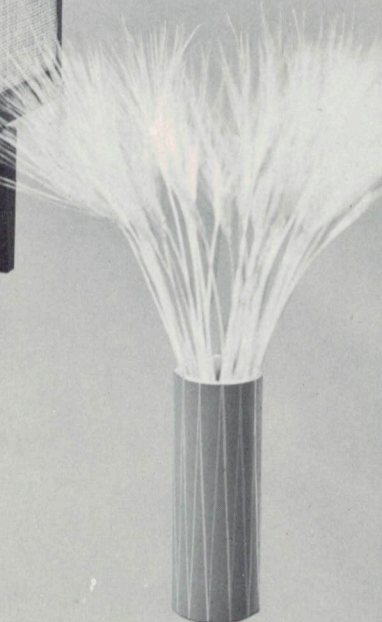
- **MODERN** consoles, in Mahogany, Walnut, Teak. 50½" wide, 17½" deep, 32" high. **PROVINCIAL** consoles, in Fruitwood. 52¾" wide, 18¾" deep, 32" high.



PREMIERE MODERN



PREMIERE PROVINCIAL



EXECUTIVE IV MODERN

THE FISHER

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

Executive IV

UNMATCHED SKILL in high fidelity engineering and impeccable taste in styling—these are both reflected in THE FISHER EXECUTIVE IV. 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 included in 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 MICRO-RAY 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 FISHER EXECUTIVE OUTSTANDING FEATURES AND SPECIFICATIONS

FISHER EXTREME-SENSITIVITY STEREO FM-AM TUNER

- **FM:** MICROGAP CASCODE RF stage for *unsurpassed* sensitivity—0.75 microvolts for 20 db of quieting—will bring in stations, terrain permitting, over 200 miles away! ■ MICRORAY Tuning Indicator. ■ Automatic noise suppression when tuning between stations. ■ Absolutely no hum, noise or distortion. ■ Uniform frequency response, 20 to 20,000 cycles.
- **AM:** High-gain ferrite antenna supplies noise-free signals to tuned RF stage for superb AM reception. ■ Distortion-free detector. ■ MICRORAY Tuning Indicator. ■ 10-Kc filter prevents adjacent-station interference. ■ Two-position Bandwidth switch.

FISHER STEREO MASTER AUDIO CONTROL

- Controls tonal quality and volume of every program source: stereo and monophonic records, and tapes; FM, AM, FM-AM stereo and multiplex broadcasts. ■ Separate Bass and Treble tone controls for each channel, Channel Balance, Rumble Filter and Loudness Contour controls. ■ Two professional dynamic microphones are included, for broadcast-quality stereo or monophonic home recording.

FISHER 40-WATT STEREO AMPLIFIER

- 75 watts peak power. ■ Completely free of hum, noise and distortion. ■ Uniform frequency response, 20 to 20,000 cycles.

TWO INDEPENDENT THREE-WAY SPEAKER SYSTEMS

- Total of six speakers always in operation. Two high-compliance and high-efficiency 12" bass speakers, two covered-rear 8" mid-range speakers, two high-frequency wide-dispersion horns.
- Four crossover networks.

GARRARD DELUXE FOUR-SPEED AUTOMATIC RECORD CHANGER

- STEREOPLEX *magnetic* cartridge with *diamond* LP stylus.
- Stereo-quality heavy-duty four-pole motor.

CABINETS AND DIMENSIONS

- Available in handsome MODERN and PROVINCIAL consoles. MODERN, in Mahogany, Walnut and Teak: 64" wide, 19½" deep, 33" high. PROVINCIAL, in Fruitwood: 66¼" wide, 20¾" deep, 32" high. Storage shelf for records, tapes and microphones.

THE FISHER

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

President IV

IN ALL THE WORLD, there is no instrument that can be compared to THE FISHER PRESIDENT IV. Magnificent to behold, it will enhance the finest home. Completely professional in design (it contains the identical components used by broadcast stations and record manufacturers), THE PRESIDENT IV has received the unqualified acclamation of leading musical celebrities, engineers and audio enthusiasts the world over.

Not only does THE PRESIDENT IV 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. In addition, THE PRESIDENT IV permits one to achieve perfect stereophonic perspective by *remote control*!

THE PRESIDENT IV 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—and making your own recordings of them—with THE FISHER PRESIDENT IV.

42-TUBE INSTRUMENT ON FIVE SEPARATE CHASSIS

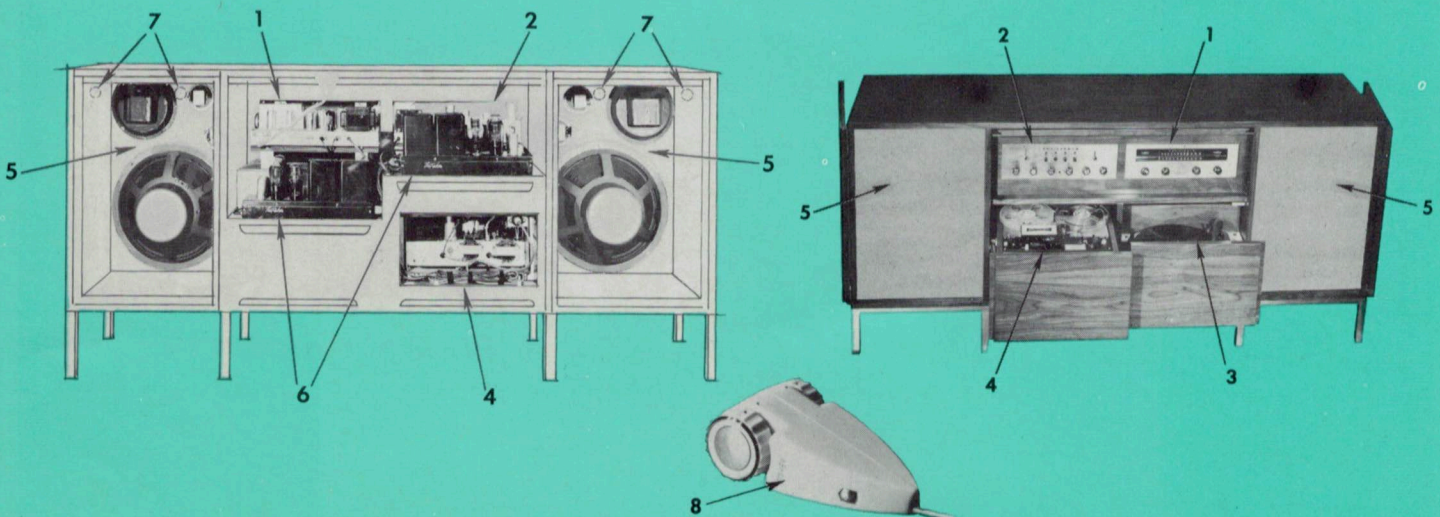
- 1. FISHER MICROGAP CASCODE FM-AM STEREO TUNER**—easily the finest and most sensitive stereo tuner in the world today. Separate MICRORAY Tuning Indicators provide professional tuning accuracy, regardless of the strength of the incoming signal.
- 2. FISHER STEREO MASTER AUDIO CONTROL**, an instrument of such incomparable versatility it can be used in

17 different ways—including Remote Control operation with THE FISHER RK-1. Provides accurate equalization for every make of record and pre-recorded tape.

- 3. HIGHLY VERSATILE AND DEPENDABLE FOUR-SPEED RECORD PLAYER DESIGNED FOR TURNTABLE OR AUTOMATIC CHANGER OPERATION**, precision-machined to eliminate wow, flutter, rumble; and for perfect playback of even the most difficult-to-reproduce recordings. Includes the renowned STEREOPLEX studio-model magnetic cartridge and diamond LP stylus.
- 4. TWO-AND-FOUR-TRACK STEREO AND MONOPHONIC TAPE REPRODUCER AND TWO-TRACK RECORDER**. Two dynamic microphones are supplied for broadcast-quality stereo or monophonic home recording.
- 5. TWO INDEPENDENT 3-WAY SPEAKER SYSTEMS**. Two 15-inch “air suspension” bass units, two eight-inch mid-range speakers and four high-frequency speakers all matched for magnificent bass response, natural mid-range and precise definition of strings and woodwinds.
- 6. TWO SEPARATE FISHER POWER AMPLIFIERS**, with the fabulous reserve-power-capacity of 140 watts. Clean, undistorted performance, excellent power handling and transient response. Unmatched stability over the entire audible spectrum. Frequency response uniform from 20 to 20,000 cycles. Absolutely free of hum and noise.
- 7. FOUR CROSSOVER NETWORKS** with individual Presence and Brilliance controls for each speaker system.
- 8. FISHER REMOTE CONTROL UNIT**. Permits you to achieve and maintain perfect stereo balance without moving from your favorite chair. Supplied with 30-foot cable.

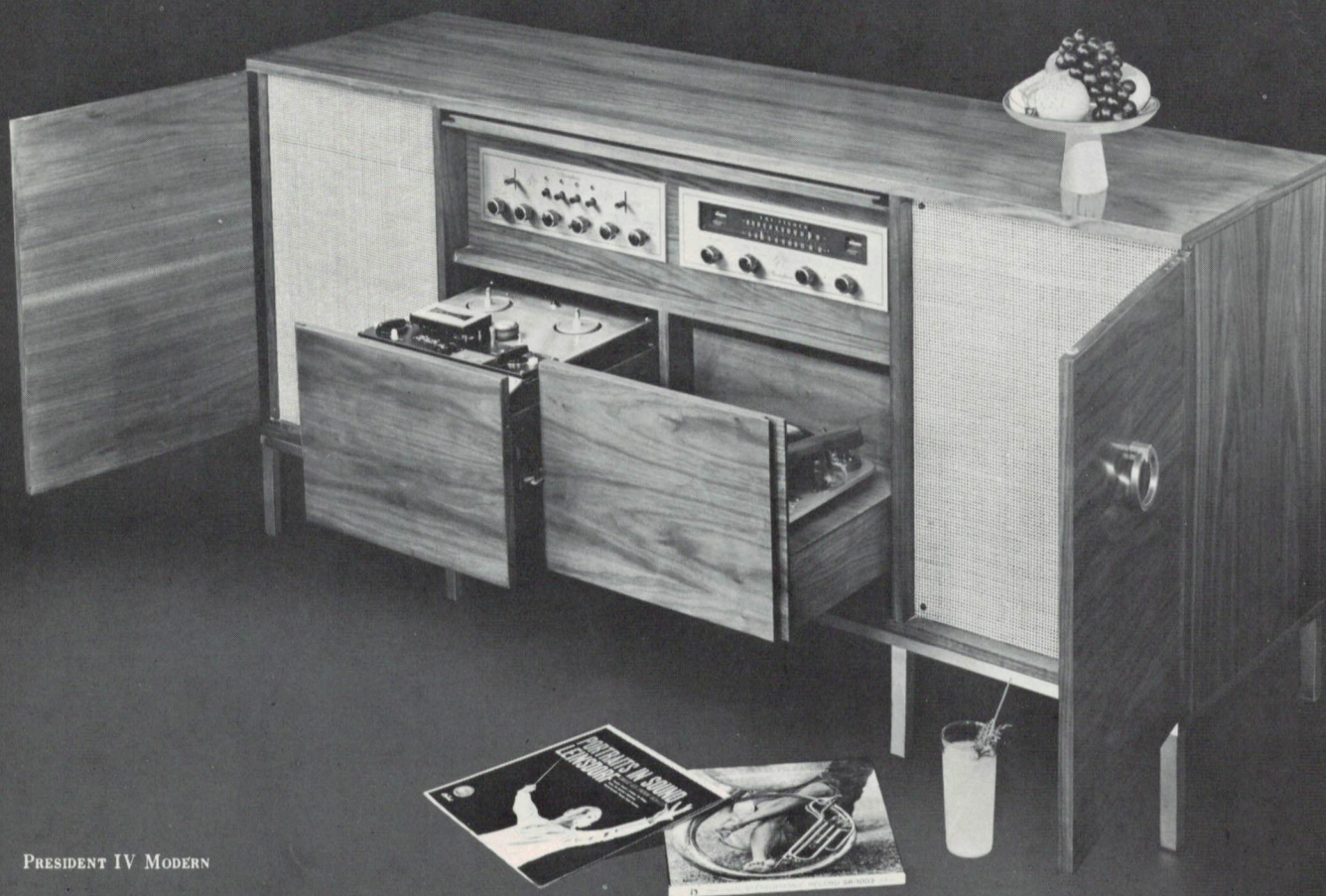
CABINETS AND DIMENSIONS: Custom consoles in two authentic styles: MODERN (Mahogany, Walnut, Teak; 71¼" wide, 19" deep, 33¼" high.) PROVINCIAL (Fruitwood; 72½" wide, 21½" deep, 33½" high.) Generous storage space for records and tapes.

The President IV is also available without the tape recording and reproducing system, at reduced cost.





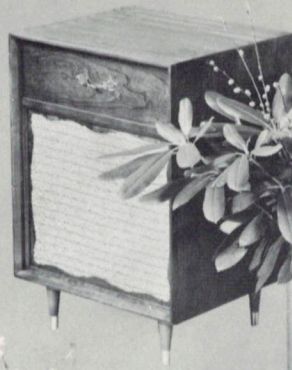
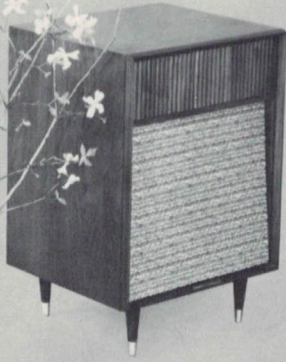
PRESIDENT IV PROVINCIAL



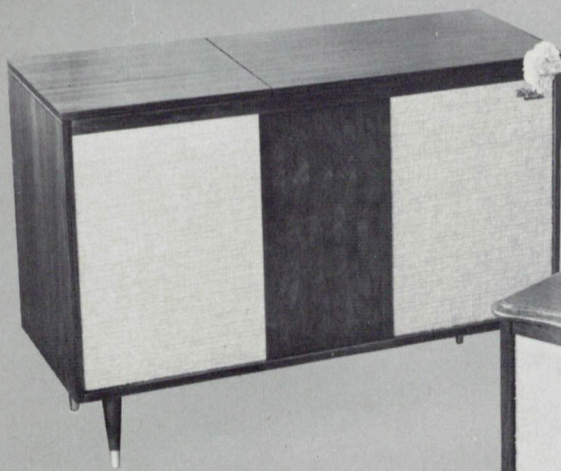
PRESIDENT IV MODERN



510/560 MODERN



610/560 PROVINCIAL



CUSTOM ELECTRA III MODERN



CUSTOM ELECTRA III PROVINCIAL

THE FISHER *Consolettes*

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

Model 510 Stereophonic Phonograph, **Model 610** Stereophonic Radio-Phonograph,
Model 560 Stereo Companion (Matching Speaker-Amplifier System)

THE FISHER CONSOLETTA is a perfect example of the ingenuity and infinite patience behind the design and production of each FISHER instrument. Though extremely compact (it is only 28-inches wide) the sound of THE CONSOLETTA completely refutes its modest dimensions. THE 610 provides superb FM-AM reception, plays all stereo and monophonic records, and has facilities for addition of THE STEREO COMPANION (Model 560,) external tuners for FM-AM or FM-FM stereo broadcasts, and a tape recorder. THE 510 is identical to the Model 610, but is designed for those who require fine record reproduction facilities, without the FM-AM radio.

THE FISHER 510 AND 610 OUTSTANDING FEATURES AND SPECIFICATIONS

FISHER EXTREME-SENSITIVITY FM-AM TUNER (Model 610 Only)
■ Micro-accurate tuning. ■ Drift-free performance. ■ Full-range FM-AM reception of absolute reliability and clarity.

FISHER STEREO MASTER AUDIO CONTROL

■ Six-position Channel Selector for all stereo or monophonic functions. Dual, Master Volume, Bass and Treble tone controls on main instrument (510 or 610) to provide matched speaker output when using the STEREO COMPANION. ■ Input jacks for playing stereo from radio or pre-recorded tapes. ■ PHONO input equalized for RIAA.

FISHER 18-WATT AMPLIFIER

■ Peak power 35 watts (up to 70 watts when using the STEREO COMPANION.) ■ No hum, noise or distortion. ■ Uniform frequency response, 20 to 20,000 cycles.

GARRARD FOUR-SPEED AUTOMATIC RECORD CHANGER

■ Full-range stereo cartridge. ■ *Diamond* LP stylus. Separate stylus for 78 rpm records. ■ Illuminated changer compartment.

THREE-UNIT PANORAMIC SPEAKER SYSTEM

■ Three 8" dual-cone speakers, housed in an acoustically insulated and perfectly matched enclosure.

CABINETY AND DIMENSIONS

■ MODERN, in Mahogany, Walnut, Teak. PROVINCIAL, in Cherry. SIZE: 28" wide, 18½" deep, 31½" high.

CONVERT TO STEREO whenever you desire,
by adding the Stereo Companion

Two simple plug-in connections, from the STEREO COMPANION to the 510 or 610, bring you the magic of stereo by FISHER. THE STEREO COMPANION is equipped with the identical power amplifier and speaker system found in THE 510 and 610. Available in matching cabinetry and finishes.

THE FISHER *Custom Electra III*

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

Series 420 Stereophonic Phonograph, **Series 440** Stereophonic Radio-Phonograph

SEVENTY WATTS of peak power enable THE CUSTOM ELECTRA III to reproduce orchestral crescendos as easily and clearly as the softest and most subtle of musical passages. Each component is an instrument of uncompromising quality, perfectly matched to the two separate three-way speaker systems, for truly faultless sound reproduction. THE 440 plays all stereo and monophonic records, receives FM, AM and has inputs for multiplex stereo programs. Facilities for adding a tape recorder and an external tuner to receive FM-AM or FM-FM stereo broadcasts are also an inherent part of this instrument. The Model 420 is identical to the 440, but is designed primarily for those who require a fine phonograph, without radio.

THE FISHER 420 AND 440 OUTSTANDING FEATURES AND SPECIFICATIONS

FISHER EXTREME-SENSITIVITY FM-AM TUNER (Series 440 only)
■ Drift-free reception. ■ Automatic suppression of adjacent-station interference and other noise elements. ■ Built-in FM and AM antennas.

FISHER STEREO MASTER AUDIO CONTROL

■ Dual-Channel Bass and Treble tone controls for simultaneous regulation of both channels. ■ Dual-Channel Volume Control. ■ 6-position Selector Switch.

FISHER 36-WATT STEREO AMPLIFIER

■ 70 watts peak power. ■ No hum, noise or distortion. ■ Uniform frequency response, 20 to 20,000 cycles.

GARRARD FOUR-SPEED AUTOMATIC RECORD CHANGER

■ Full-range stereo turn-over cartridge. ■ *Diamond* stylus for LP and 45 rpm records; separate stylus for 78 rpm records. ■ Automatically illuminated record changer compartment.

TWO INDEPENDENT THREE-WAY SPEAKER SYSTEMS

■ Six speakers. Two 10" bass units, two 8" mid-range speakers and two high frequency speakers with four crossover networks.

CABINETY AND DIMENSIONS

■ MODERN, in Mahogany and Walnut; PROVINCIAL, in Cherry. MODERN—43" wide, 17½" deep, 31½" high; PROVINCIAL—44½" wide, 18" deep, 31½" high.

THE FISHER

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

Promenade II

ENGINEERING 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 24⁹/₁₆" 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 140 COMPANION SPEAKER SYSTEM. Plug-in connections are provided for stereo tape or stereo radio as well.

THE FISHER PROMENADE OUTSTANDING FEATURES AND SPECIFICATIONS

FISHER STEREO MASTER AUDIO CONTROL

■ Operates dual-channel amplifier. ■ Equipped with independent Dual-Channel Bass and Treble tone controls and Master Volume Control. ■ Has Channel Balance control for matched two-speaker system output when THE PROMENADE is used with THE FISHER Series 140 COMPANION SPEAKER SYSTEM.

FISHER 20-WATT STEREO AMPLIFIER

■ Dual-Channel amplifier, rated at 20 watts in stereo operation; handles peaks up to 36 watts. ■ No hum, noise or distortion.

GARRARD FOUR-SPEED AUTOMATIC RECORD CHANGER

■ Full-range stereo cartridge. *Diamond* stylus for LP and 45 rpm records, turn-over stylus for 78 rpm records.

SPEAKER SYSTEM

■ Two multiple, extended-range speakers, mounted in an acoustically-engineered enclosure.

CABINETY AND DIMENSIONS

■ CONTEMPORARY styling—in Mahogany, Walnut, Cherry and Blonde. 20½" wide, 19½" deep, 24⁹/₁₆" high, with legs.

THE FISHER Series 140 Companion Speaker System

The perfect companion for THE PROMENADE. Matched to the PROMENADE's performance requirements, and appearance, to provide the user with the finest stereo system of its type. 20½" wide, 19½" deep, 23¹¹/₁₆" high, with legs.



PROMENADE II

COMPANION SPEAKER SYSTEM

From the Distinguished Roster of FISHER Owners

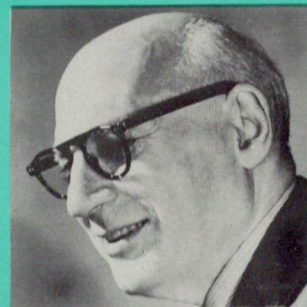


■ "I have just purchased my third FISHER, and it is giving me the same fabulously true reproduction of my phonograph records, and in the reception of high fidelity broadcasts, as do the others. It is a constant source of enjoyment and relaxation to me."

— ISAAC STERN,
Concert Violinist

■ "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*

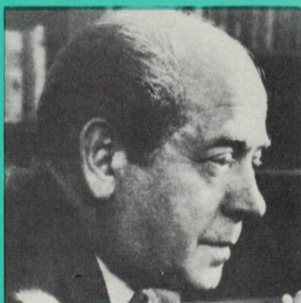


■ "It was a wonderful experience to us when we acquired our FISHER Radio-Phonograph. . . . The engineers who conceived these instruments should be congratulated on every score."

— ARTHUR WHITTEMORE,
JACK LOWE,
Duo Pianists

■ "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*



■ "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

FISHER 'FIRSTS'...Milestones In Audio History

- 1937** First high fidelity sound systems featuring a beam-power amplifier, inverse feedback, acoustic speaker compartments (infinite baffle and bass reflex) and magnetic cartridges.
- 1937** First exclusively high fidelity TRF tuner, featuring broad-tuning 20,000 cycle fidelity.
- 1937** First two-unit high fidelity system with separate speaker enclosure.
- 1938** First coaxial speaker system.
- 1938** First high fidelity tuner with amplified AVC.
- 1939** First Dynamic Range Expander.
- 1939** First 3-Way Speaker in a high fidelity system.
- 1939** First Center-of-Channel Tuning Indicator.
- 1945** First Preamplifier-Equalizer with selective phonograph equalization.
- 1948** First Dynamic Range Expander with feedback.
- 1949** First FM-AM Tuner with variable AFC.
- 1952** First 50-Watt, all-triode amplifier.
- 1952** First self-powered Master Audio Control.
- 1953** First self-powered, electronic sharp-cut-off filter system for high fidelity use.
- 1953** First Universal Horn-Type Speaker Enclosure for any room location and any speaker.
- 1953** First FM-AM Receiver with a Cascade Front End.
- 1954** First low-cost electronic Mixer-Fader.

- 1954** First moderately-priced, professional FM Tuner with TWO meters.
- 1955** First Peak Power Indicator in high fidelity.
- 1955** First Master Audio Control Chassis with five-position mixing facilities.
- 1955** First correctly equalized, direct tape-head master audio controls and self-powered preamplifier.
- 1956** First to incorporate Power Monitor in a home amplifier.
- 1956** First All Transistorized Preamplifier-Equalizer.
- 1956** First dual dynamic limiters in an FM tuner for home use.
- 1956** First Performance Monitor in a high quality amplifier for home use.
- 1956** First FM-AM tuner with TWO meters.
- 1956** First complete graphic response curve indicator for bass and treble.
- 1957** First Gold Cascade FM Tuner.
- 1957** First MicroRay Tuning Indicator.
- 1957** First complete stereophonic home music center.
- 1958** First Stereophonic Radio-Phonograph with Magnetic Stereo Cartridge.
- 1959** First complete Stereophonic FM-AM Receiver (FM-AM tuner, audio control, 40-watt amplifier).
- 1959** First high-quality Stereophonic Remote Control System.

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.



FISHER RADIO CORPORATION • NEW YORK



THE FISHER *Statesman*

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

THE STATESMAN can bring you the new world of stereo one moment after it is installed. With its independent FM and AM tuning sections, you can enjoy the exciting sound of FM-AM stereo programs at the turn of a dial. As you listen to your first stereo record, you will be instantly aware that there are no longer any barriers between you and the original performance—that, in truth, *you are there*. To reproduce music with such startling realism, THE STATESMAN has been equipped with components worthy of a *professional* installation. The FM tuner is one of the most sensitive in the world. The high-power stereo amplifier can reproduce with ease the most challenging disc or tape-recorded performance. The record changer, the loudspeakers—every component, every part, has been designed to fulfill your greatest expectations.

THE FISHER STATESMAN OUTSTANDING FEATURES AND SPECIFICATIONS

FISHER EXTREME-SENSITIVITY STEREO FM-AM TUNER

- FM: Independent FM tuner with four limiting stages for absolutely noise-free reception. ■ Automatic noise suppression when tuning between stations. ■ Drift-free reception even under the most adverse conditions. ■ Wide-band ratio detector completely free of hum and distortion. ■ Separate MICRORAY Tuning Indicator. ■ Built-in dipole antenna. ■ Facilities for adding THE FISHER Plug-In Multiplex Adaptor to receive multiplex programs, and THE FISHER RK-1 Remote Control to achieve perfect stereo balance from your listening chair.

- AM: Independent AM tuner. ■ Tuned RF stage for high gain, low noise. ■ Temperature-compensated converter stage for remarkable stability. ■ Three IF Filters for highest selectivity. ■ Two-position Bandwidth. ■ 10-Kc filter to suppress adjacent-station interference. ■ Separate MICRORAY Tuning Indicator. ■ Built-in low-noise *rotatable* ferrite antenna.

FISHER STEREO MASTER AUDIO CONTROL

- Provides 18 controls and switches on the front panel for the highest degree of flexibility in acoustic balance and in the selection of all program sources—radio, records, tapes, in stereo or monophonic operation. ■ Includes such extras as—dual friction-loaded Bass and Treble controls, Center-Channel Volume control, Loudness Contour, high and low frequency switches, Muting and Tape Monitor switches.

FISHER 50-WATT STEREO AMPLIFIER

- Provides 25 watts per channel. Peak power, 75 watts. ■ Completely free of hum, noise and distortion. ■ Uniform frequency response, 20 to 20,000 cycles. ■ Superb transient response.

TWO INDEPENDENT THREE-WAY SPEAKER SYSTEMS

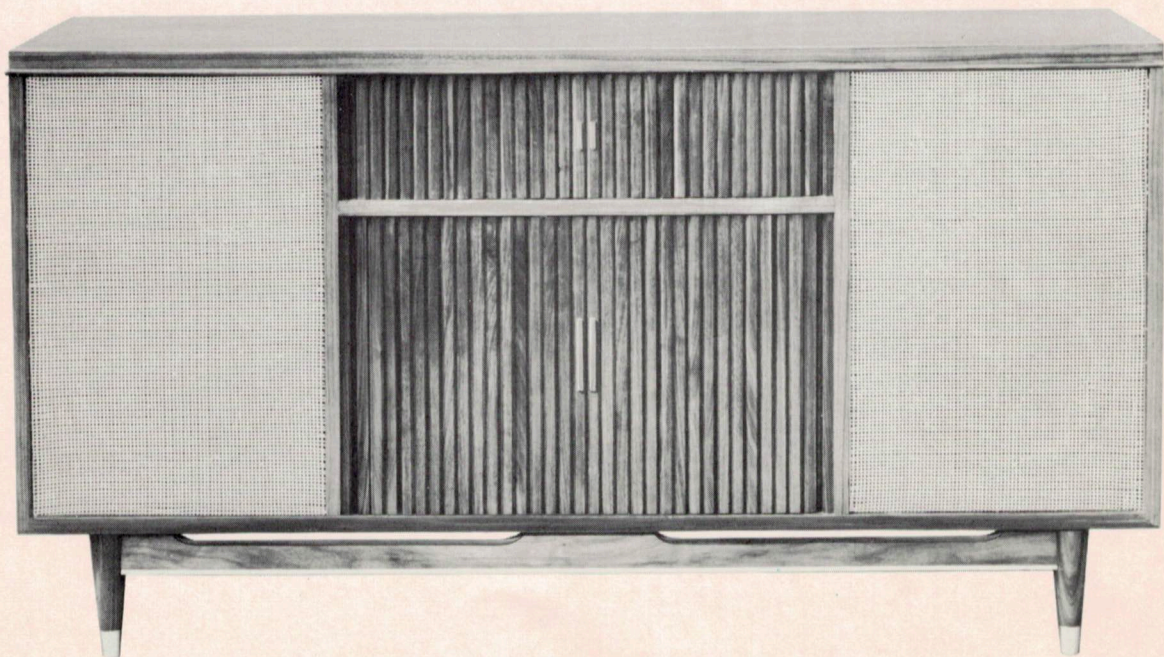
- Eight speakers. Two 12" high-efficiency bass speakers, two 8" mid-range speakers, four 3" high-frequency speakers. ■ Four crossover networks assure top performance from each speaker.

GARRARD FOUR-SPEED AUTOMATIC RECORD CHANGER

- Professional STEREOPLEX *magnetic* cartridge with *diamond* LP stylus for full-range reproduction and minimum record wear.

CABINETY AND DIMENSIONS

- MODERN, in Mahogany, Walnut, Teak. 58" wide, 18" deep, 32" high. PROVINCIAL, in Fruitwood. 59½" wide, 19" deep, 32" high.



STATESMAN MODERN

FISHER RADIO CORPORATION • NEW YORK

PRICE LIST

HIGH FIDELITY RADIO-PHONOGRAPH CONSOLES

DESCRIPTION	MODEL	PRICE
PRESIDENT IV SERIES Stereophonic Radio-Phonograph, Stereophonic Tape Recorder and Reproducer		
THE FISHER President IV (Mahogany)	M-3000-3	2595.00
THE FISHER President IV (Walnut)	W-3000-3	2595.00
THE FISHER President IV (Teak)	T-3000-3	2595.00
THE FISHER President IV Provincial (Fruitwood)	P-3000-3	2595.00
PRESIDENT IV SERIES (Less Tape Recorder)		
THE FISHER President IV (Mahogany)	M-3000-3A	2195.00
THE FISHER President IV (Walnut)	W-3000-3A	2195.00
THE FISHER President IV (Teak)	T-3000-3A	2195.00
THE FISHER President IV Provincial (Fruitwood)	P-3000-3A	2195.00
EXECUTIVE IV SERIES Stereophonic Radio-Phonograph, Stereophonic Tape Recorder and Reproducer		
THE FISHER Executive IV (Mahogany)	M-1000-3	1795.00
THE FISHER Executive IV (Walnut)	W-1000-3	1795.00
THE FISHER Executive IV (Teak)	T-1000-3	1795.00
THE FISHER Executive IV Provincial (Fruitwood)	P-1000-3	1795.00
EXECUTIVE IV SERIES (Less Tape Recorder)		
THE FISHER Executive IV (Mahogany)	M-1000-3A	1395.00
THE FISHER Executive IV (Walnut)	W-1000-3A	1395.00
THE FISHER Executive IV (Teak)	T-1000-3A	1395.00
THE FISHER Executive IV Provincial (Fruitwood)	P-1000-3A	1395.00
STATESMAN SERIES Stereophonic Radio-Phonograph		
THE FISHER Statesman (Mahogany)	S-1010-M	1095.00
THE FISHER Statesman (Walnut)	S-1010-W	1095.00
THE FISHER Statesman (Teak)	S-1010-T	1095.00
THE FISHER Statesman Provincial (Fruitwood)	S-1010-P	1145.00
PREMIERE SERIES Stereophonic Radio-Phonograph		
THE FISHER Premiere (Mahogany)	P-220-M	895.00
THE FISHER Premiere (Walnut)	P-220-W	895.00
THE FISHER Premiere (Teak)	P-220-T	895.00
THE FISHER Premiere Provincial (Fruitwood)	P-220-P	945.00
THE FISHER Premiere Provincial (Mahogany)	P-220-PM	945.00

PRICES SLIGHTLY HIGHER IN THE FAR WEST • ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE

SCHEDULE "A" PRICE LIST • EFFECTIVE OCTOBER 1, 1959

(PRICE LIST CONTINUED ON REVERSE SIDE)

(CONTINUED FROM OTHER SIDE)

DESCRIPTION	MODEL	PRICE
CORONET SERIES Stereophonic Radio-Phonograph		
THE FISHER Coronet (Walnut)	C-808-W	695.00
THE FISHER Coronet (Teak)	C-808-T	695.00
THE FISHER Coronet Provincial (Fruitwood)	C-808-P	745.00
THE FISHER Coronet Provincial (Mahogany)	C-808-PM	745.00

AMBASSADOR III SERIES Stereophonic Phonograph and FM-AM Radio

THE FISHER Ambassador III (Mahogany)	A-920-M	595.00
THE FISHER Ambassador III (Walnut)	A-920-W	595.00
THE FISHER Ambassador III (Teak)	A-920-T	595.00
THE FISHER Ambassador III Provincial (Fruitwood)	A-920-P	645.00

ELECTRA III SERIES Stereophonic Phonograph and FM-AM Radio

THE FISHER Electra III (Mahogany)	E-440-M	489.50
THE FISHER Electra III (Walnut)	E-440-W	489.50
THE FISHER Electra III (Teak)	E-440-T	489.50
THE FISHER Electra III Provincial (Fruitwood)	E-440-P	499.50
THE FISHER Electra III Provincial (Mahogany)	E-440-PM	499.50

ELECTRA III SERIES Stereophonic Phonograph

THE FISHER Electra III (Mahogany)	E-420-M	389.50
THE FISHER Electra III (Walnut)	E-420-W	389.50
THE FISHER Electra III (Teak)	E-420-T	389.50
THE FISHER Electra III Provincial (Fruitwood)	E-420-P	399.50
THE FISHER Electra III Provincial (Mahogany)	E-420-PM	399.50

PROMENADE II SERIES Stereophonic Phonograph

THE FISHER Promenade II (Mahogany)	320-M	229.50
THE FISHER Promenade II (Walnut)	320-W	229.50
THE FISHER Promenade II (Cherry)	320-C	229.50
THE FISHER Promenade II (Blonde)	320-B	229.50

COMPANION SPEAKER SYSTEM for Promenade II Series 320

THE FISHER Promenade II Stereo Companion (Mahogany)	140-M	59.50
THE FISHER Promenade II Stereo Companion (Walnut)	140-W	59.50
THE FISHER Promenade II Stereo Companion (Cherry)	140-C	59.50
THE FISHER Promenade II Stereo Companion (Blonde)	140-B	59.50

WS-1 WIDE-SURROUND SPEAKER SYSTEM

THE FISHER Wide-Surround (Mahogany)	WS-1M	49.50 (per pr.)
THE FISHER Wide-Surround (Walnut)	WS-1W	49.50 (per pr.)
THE FISHER Wide-Surround (Teak)	WS-1T	49.50 (per pr.)
THE FISHER Wide-Surround (Cherry)	WS-1C	49.50 (per pr.)

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(SEE OTHER SIDE)