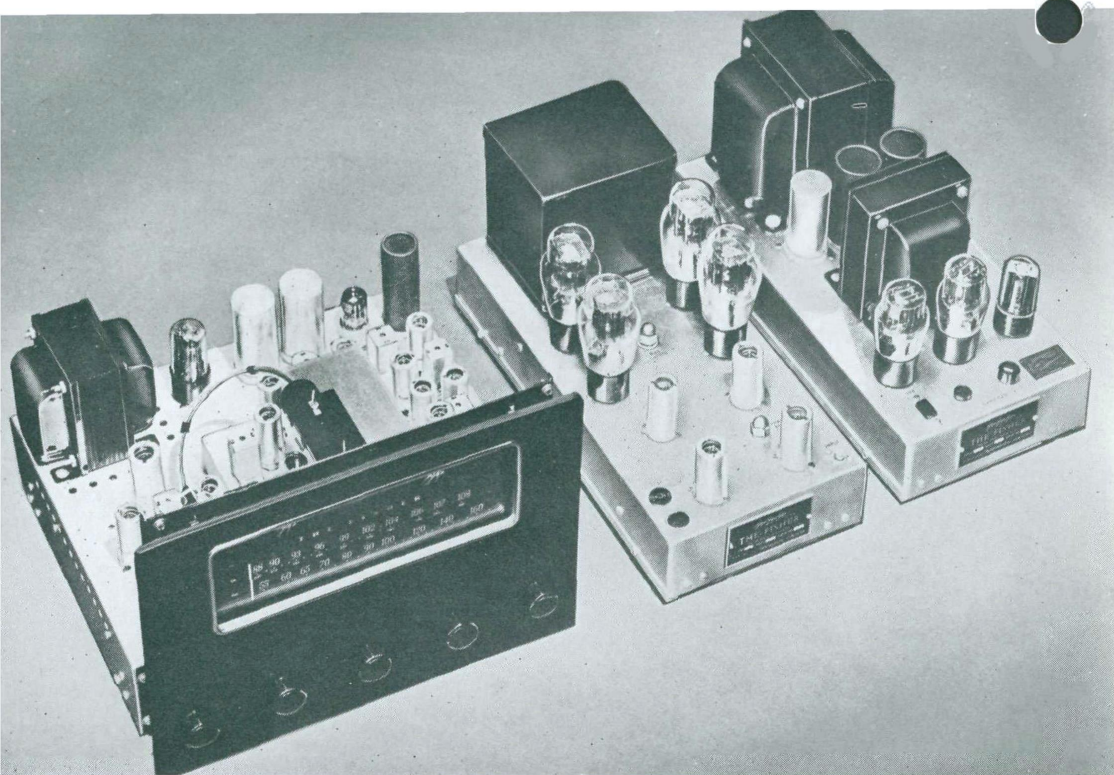




FISHER

CUSTOM SIXTY SERIES

Radio-Phonograph

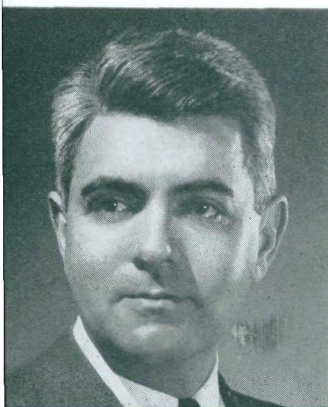


The World's Foremost Reproducing Instrument

IN THE FIFTEEN YEARS WE HAVE BEEN PRODUCING FINE RADIO-PHONOGRAPHS, OUR INSTRUMENTS HAVE WON MANY HONORS. TODAY THIS HERITAGE OF QUALITY FINDS ITS CULMINATION IN THE VERY FINEST INSTRUMENT WE HAVE EVER MADE . . . THE FISHER CUSTOM SIXTY. WE ARE

PROUD OF IT AS AN ENGINEERING ACHIEVEMENT AND OF THE IMMENSE PLEASURE IT HAS BROUGHT TO MUSIC LOVERS THE WORLD OVER. THEIR ESTEEM IS OUR MOST VALUED POSSESSION.

AVERY R. FISHER
FOUNDER AND PRESIDENT



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THE FISHER CUSTOM SIXTY is constructed on three separate chassis: tuner, amplifier and power supply. The transformers and other major components are of massive construction and of a quality normally found only in broadcast stations. The equipment can be left turned on for *months* without harm.

THE FM-AM RECEIVER features a Frequency Modulation tuner with extreme sensitivity, bringing in stations well over one hundred miles distant, terrain permitting. The Automatic Frequency Control Circuit has completely eliminated the need for critical tuning on FM and the annoying tendency, in ordinary receivers, to drift. On THE FISHER, the station is *locked* in. The AM tuner, also, has extreme sensitivity.

THE WIDE RANGE AMPLIFIER is of the triode type and features push-pull parallel power output tubes. It has the most tremendous reserve power handling capacity ever incorporated in a radio-phonograph for home use and can produce over sixty watts at less than one percent distortion. This unusual reserve has a desirable damping effect on the speaker cones *even at the lowest volumes*, to create perfect separation of tones and thus contributing to its outstanding clarity and 'presence.'

THE UNIVERSAL RECORD CHANGER will handle any make, size or speed of record (33-45-78 rpm, 7"-10"-12") manually or automatically. It is fitted with a dual-point, wide-range magnetic pickup of professional quality. Diamond points are optionally available. The motor will give years of service and greatly reduce LP record wear.

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Archiv Michael-Cotto

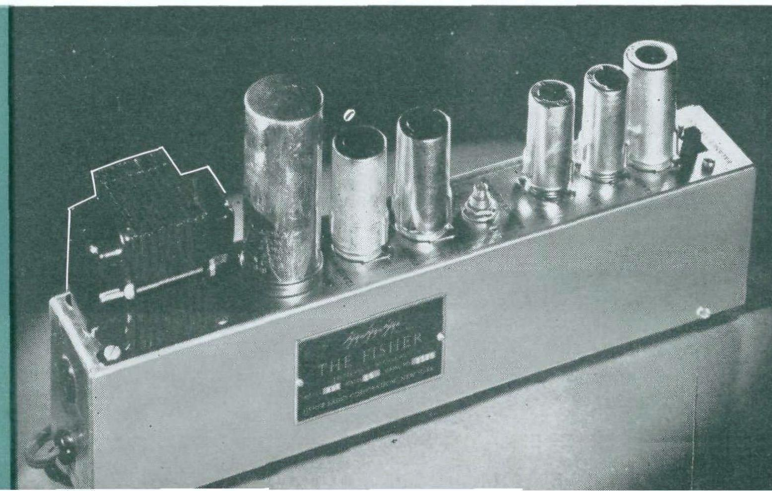
SEPARATE BASS AND TREBLE TONE CONTROLS, completely independent of each other, provide an infinite variety of tonal balance to suit precisely the individual taste of the user as well as the particular acoustics of the room in which the instrument is to be used.

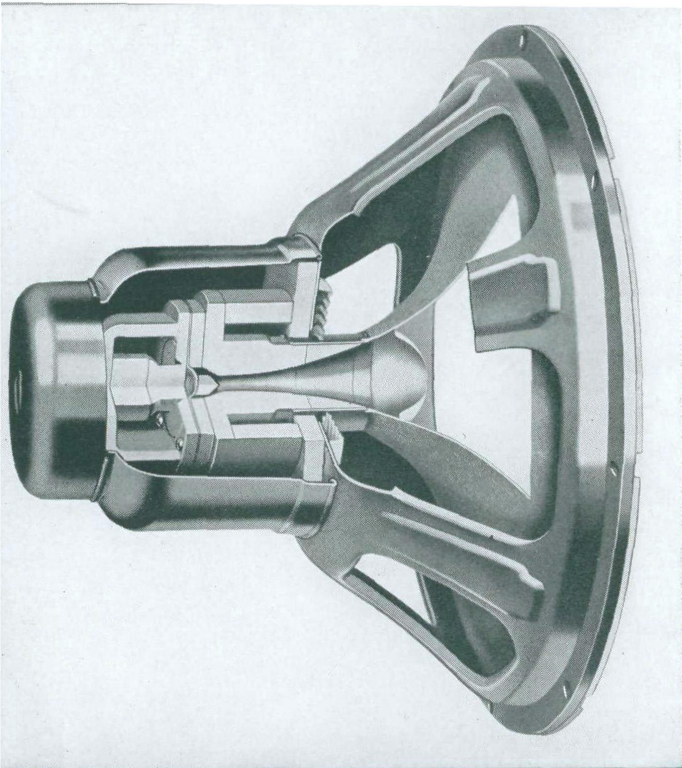
BUILT-IN ANTENNAS are provided for FM and AM reception, eliminating the need for outside antennas in most locations. The magic-eye tuning indicator renders the selection of stations so simple as to make the receiver a delight to use, even by a person totally unskilled in the operation of a high quality receiver.

COAXIAL, DUAL SPEAKER SYSTEMS of the finest design are incorporated in every FISHER instrument. They are housed in acoustic compartments that are completely sealed in the rear, eliminating 'boom' and imparting a structural strength to the console far beyond that of ordinary open-back commercial radio-phonographs.

THE FISHER Dynamic Range Expander

This remarkable and exclusive unit restores the full dynamic range of the original performance to recorded music, a range usually monitored out during the recording process. Its action is fully automatic. This unit is optional.



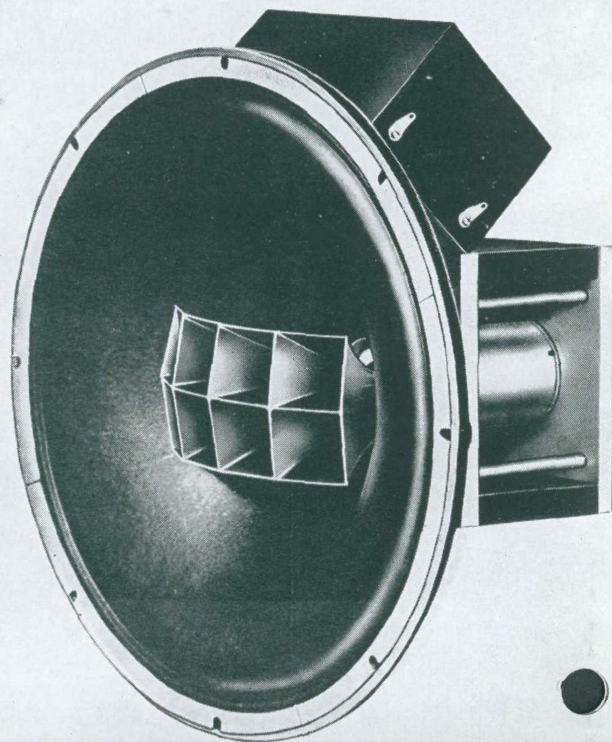


▪ Illustrated at the left is an articulated, dual coaxial speaker system, shown in cutaway form to reveal its unusual design. It is the standard equipment on every FISHER instrument and combines a 15" bass speaker with a horn-type high frequency speaker, both equipped with Alnico-5 magnets. This system features smooth response, minimum distortion and exceptional polar distribution and 'presence.' A dividing network is provided to channel the upper treble and overtones to the high frequency unit, and middle and low tones to the massive bass speaker. A multicellular horn system is available optionally at additional cost. (See below.)



THE FISHER Speaker Systems © beim Hersteller Archiv Michael-Otto

▪ Illustrated at the right is the greatest development of the last ten years in fine sound reproduction for the home. It is a multicellular-horn coaxial speaker utilizing *two* driving units. The larger is designed to handle with exceptional efficiency the first 5½ octaves of the scale. The second unit, small in size, is built with the microscopic accuracy of a fine watch. This mechanism converts to acoustic energy the rapid and delicate pulses of the higher tones and overtones. A nest of *eight* exponential horns diffuses the ordinarily bullet-like higher tones over an angle of eighty degrees! This speaker system is optional equipment on the FISHER.



THE HAMPSHIRE

THE HAMPSHIRE IS WITHOUT QUESTION THE MOST BEAUTIFUL CONSOLE OF TRADITIONAL DESIGN AVAILABLE TODAY AND WILL ENHANCE THE MOST CAREFULLY APPOINTED DRAWING ROOM. SIZE: 41½ x 20 x 37½ HIGH



THE ALLEGRO

THE ALLEGRO IS AN OUTSTANDING EXAMPLE OF MODERN DESIGN. IT IS CONSTRUCTED OF FINE, STRAIGHT GRAIN MAHOGANY, BLEACHED OR DARK FINISH. OTHER COLORS AVAILABLE. SIZE: 37½ x 20 x 37½ HIGH

THE PROVINCIAL

IN WALNUT
38½ x 20 x 37½ HIGH



*© beim Hersteller
Archiv Michael-Otto*

From FISHER Owners

"I want to send you a personal note to tell you how greatly I appreciate the wonderful FISHER Custom Sixty. I have never heard anything like it, although I thought the early FISHER model it replaced was likewise marvellous. I am really delighted with the results."

—G. FORREST BUTTERWORTH,
Cadwalader, Wickersham and Taft, New York

"The instrument is performing splendidly. I congratulate you on your achievement in producing this fine piece of equipment."

—PROFESSOR JAMES L. MURSELL
*Department of Music,
Teachers College, Columbia University*

"THE FISHER is in my opinion the most satisfactory and best equipped instrument of its kind that I have yet encountered."

—SIR THOMAS BEECHAM

"Magnificent beyond description. My FISHER Radio-Phonograph surpasses anything I have ever heard, regardless of price."

—DAVID HALL, *Author of THE RECORD BOOK*

"Our new FISHER is a magnificent instrument. We are even receiving FM from Omaha, 150 miles away!"
—JULIUS S. WEINGART, M.D.,
Des Moines, Ia.

"The tonal quality of our new FISHER Custom Sixty is truly marvellous. I am satisfied that it is the greatest instrument ever built."

—OLIN WATTS, *President,
Jacksonville Symphony Association*

"The two FISHER Radio-Phonographs arrived last week. I had them tested immediately and would like to express my sincere thanks to Mr. Fisher and his staff for their efforts and careful shipping. The instruments are simply marvellous; without question, no European product in this field approaches their quality."

—ALBIN E. CSAZY, *Zurich, Switzerland*

"Our instrument arrived safely and within the short time we have had it can say it is a jewel. We are particularly enchanted by the Dynamic Range Expander."

—P. D. GUTIERREZ (Manila), *P. I.*



FISHER RADIO CORPORATION

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 Archiv Michael Otto
 41 EAST 47TH STREET NEW YORK

THE FISHER CAN BE EASILY INSTALLED IN EXISTING SPACE OR SPECIAL CABINETS MADE TO YOUR ORDER

