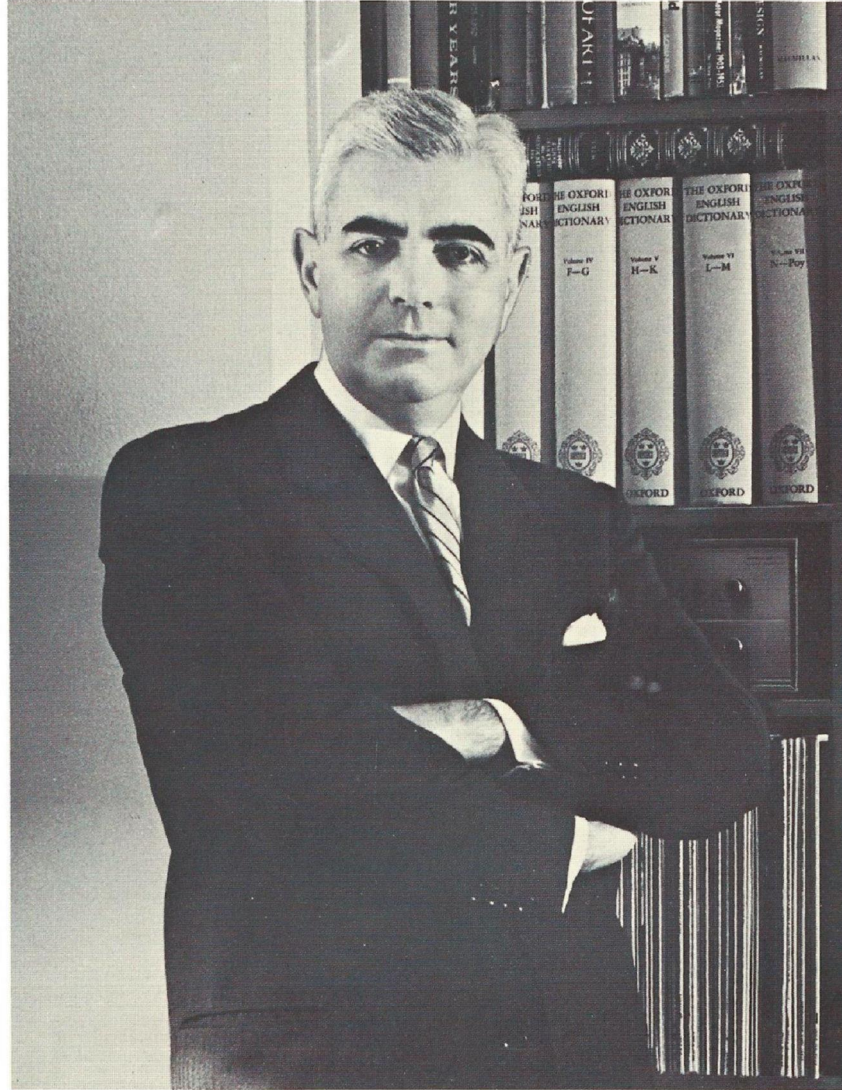




THE FISHER Complete Stereophonic
High Fidelity Radio-Phonographs • 1964



AVERY FISHER
Founder and President
Fisher Radio Corporation

The Fisher Tradition

If a cross section of serious music lovers were asked to list their requirements for a theoretically ideal manufacturer of stereophonic high fidelity Radio-Phonographs to serve their own needs, the chances are they would reply with a fairly accurate description of the Fisher Radio Corporation.

They would undoubtedly want the head of the company to be a devoted music lover himself, preferably a trained musician, and most certainly an avid record collector. Avery Fisher is all three — chamber music enthusiast, violinist, and owner of one of the country's major record collections. He also has an unusually rare library of chamber music.

Today, in the new age of Stereo, Fisher consoles built in 1937 are still in use — and the 1964 Fisher Radio-Phonographs are again considered by engineers, designers and musicians alike to be the finest in their respective categories.

One could draw many other parallels between the music lover's desires and The Fisher Tradition. The important thing, however, is that the Fisher Radio Corporation is as deeply steeped in music itself as in technical know-how and that each new Fisher console, before it can go into production, must satisfy not only a staff of furniture designers and audio engineers, but also the ears of a man who knows what a real violin sounds like.

A Brief Guide to High Fidelity Stereo

The term STEREO refers to recording and playback techniques that are designed to reproduce sound in three dimensions — permitting the listener to hear reproduced sound together with those acoustic elements that contribute to his perception of **depth** and **direction**. At an actual concert the sound that reaches one's left ear is different from that which reaches one's right ear — and it is exactly this slight difference that enables us to distinguish the **direction** of sound. The amount of **reverberation** in the sound one hears is the element that makes it possible to judge **depth** — in effect, to judge the size of the room or concert hall — as well as **distance**. Instruments producing music to the **left** of center reach our left ear slightly earlier than our right. Instruments to the **right** of center produce sound which reaches our right ear slightly earlier than our left. Sound coming to us from the **center** reaches both ears simultaneously. These are the simple, understandable factors, explaining how sound acquires its three-dimensional characteristics.

By the proper placement of microphones, and the use of separate channels, recording engineers are able to capture, on tape, the precise sound and reverberations emanating from each section of the concert hall or studio. In this manner they simulate the 'left' and

'right' placement of the human ears, and the ability that this placement gives us to determine **direction** and **depth** of sound.

Sources of Stereophonic Sound

The first of these is stereo records, in which a V-shaped groove carries the left-channel information on one side and right-channel information on the other. Stereophonic cartridges are designed to pick up this information from the two sides of the groove and send the information from each side **separately**, to the left and right channels in the amplifier which in turn pass it along to the left and right speaker systems. Another source of stereophonic programming is to be found in recorded tapes. Finally, the newest and perhaps most exciting source of stereophonic sound, is FM-Stereo-Multiplex. In this revolutionary development, an FM station, properly equipped, is now able to broadcast two FM channels with **one** transmitter. Every Fisher instrument is designed to receive and reproduce such programs, and with maximum 'separation', thus assuring the fullest stereophonic, or three-dimensional, effect in your home. Every Fisher instrument is also designed to reproduce stereophonic records with the thrilling realism and complete duplication of the original performance.



THE FISHER PHILHARMONIC IV, MODERN, finished in Walnut.
Setting by Barbara Barondess Maclean, A. I. D.

THE FISHER *Philharmonic IV*

**Stereophonic FM-Multiplex*
Wide Range AM
Stereophonic Phonograph**

All the best in the art of fine sound reproduction and cabinetry styling can now be enjoyed in a compact FISHER Radio-Phonograph of moderate cost. This new PHILHARMONIC IV Series provides component-quality stereophonic sound of astonishing purity — performance features that are only attainable from FISHER-engineered instruments. For those who recognize value, and who believe, as we do, that possession of a Radio-Phonograph is a cultural investment for the family, the acoustically-integrated, professionally-engineered FISHER Philharmonic IV is a prize worthy of gracing the finest of homes.

OUTSTANDING FEATURES

FISHER HIGH-SENSITIVITY TUNER ■ High-gain TrioMatic front end provides extreme sensitivity. Three FM IF stages offer optimum reception in all locations. Built-in FM and AM antennas; connection for external antennas. Plug-in multiplex available as optional feature.

FISHER AUDIO CONTROL CENTER ■ Complete flexibility assured from six easy-to-use controls including separate bass and treble tone controls, volume, balance, and a five-position Selector Switch: (AM, FM, FM-MULTIPLEX, PHONO, AUX).

FISHER 20-WATT STEREO POWER AMPLIFIER ■ Handles 36 watt peaks. Completely free of hum, noise and distortion.

GARRARD FOUR-SPEED RECORD CHANGER ■ Handles mono and stereo records manually or automatically. StereoPlex cartridge has Diamond Stylus for LP and 45 rpm records. Exclusive FISHER ACOUSTI-FLOAT Suspension System eliminates feedback, record damage, and helps provide flawless record reproduction of the musical program.

TWO INDEPENDENT THREE-WAY SPEAKER SYSTEMS ■ Six speakers provide exceptional transient and bass response. Two heavy-duty eight-inch bass frequency speakers; two midrange speakers; and two high-frequency speakers. Connections for FISHER Wide-Surround® Speakers, Model WS-1.

CABINETRY and DIMENSIONS ■ Superb MODERN consoles in Walnut and Mahogany, 42" wide, 17¾" deep, 30" high. FRENCH PROVINCIAL consoles in Fruitwood and Mahogany, 41½" wide, 18" deep, 30" high. ITALIAN PROVINCIAL consoles in Distressed Walnut, 44½" wide, 16⅝" deep, 28" high. EARLY AMERICAN in Maple, 44¼" wide, 16⅝" deep, 28" high.

* Multiplex optional



FRENCH PROVINCIAL, in Fruitwood



ITALIAN PROVINCIAL, in Distressed Walnut



EARLY AMERICAN, in Maple

THE FISHER *Diplomat II*

Stereophonic FM-Multiplex ■ Wide-Range AM ■ Stereophonic Phonograph

The new 'Wide-Horizon' silhouette — hallmark of the DIPLOMAT II — is an original concept by the Fisher Custom Design Staff, and world-famous Fisher Engineering Laboratories. This instrument is sixty inches wide, and is an excellent example of how FISHER designers adapt the newest furniture trends to the rigid acoustic requirements of a fine reproducing instrument. If the 'lowboy look' captures your fancy, the lively, spirited performance of this 14-tube instrument will certainly awaken your imagination. For whether from radio or phonograph, the quality of tonal output from this instrument will only be limited by the actual recording or broadcast. This kind of performance — with an almost see-through clarity — is an unforgettable, memorable experience. This console is now offered in an exciting selection of authentic styles, each as unique, as distinctive, and as appealing as only good furniture can be. Truly, this new FISHER DIPLOMAT II will be a complement to your good taste!

* Multiplex optional

OUTSTANDING FEATURES

FISHER HIGH-SENSITIVITY TUNER ■ New high-gain TrioMatic front-end provides extreme sensitivity. Three FM IF stages for optimum reception in all locations. Built-in FM and AM antennas; Plug-in Multiplex available.

FISHER AUDIO CONTROL CENTER ■ Six easy-to-use controls for complete flexibility. Separate bass and treble tone controls, volume, balance and five-position switch for every type of mono and stereo operation.

FISHER 20-WATT STEREO POWER AMPLIFIER ■ Handles 36-watt peaks. Completely free of hum, noise and distortion.

GARRARD FOUR-SPEED RECORD CHANGER ■ Handles mono and stereo records manually and automatically. StereoPlex cartridge has Diamond Stylus for LP and 45 rpm records.

TWO INDEPENDENT THREE-WAY SPEAKER SYSTEMS ■ Six speakers. Two ten-inch bass speakers, two mid-range, and two high-frequency speakers. Jack for connecting the FISHER WIDE-SURROUND® speaker, Model WS-1.

CABINETRY AND DIMENSIONS ■ Superb MODERN consoles in Walnut. 60" long, 16¾" deep, 28½" high. PROVINCIAL consoles in Fruitwood. 60" long, 16¾" deep, 28½" high. ITALIAN PROVINCIAL consoles in Distressed Walnut. 60" wide, 16¾" deep, 28½" high.



MODERN, in Walnut



ITALIAN PROVINCIAL, in Distressed Walnut



THE FISHER DIPLOMAT II, FRENCH PROVINCIAL, finished in Fruitwood.
Setting by Patricia Harvey, A. I. D.

THE FISHER

Custom Electra VII

**Stereophonic FM-Multiplex
Wide-Range AM
Stereophonic Phonograph**

In an age that frequently turns to short cuts and mass production, FISHER is one of the few remaining citadels of individual hand craftsmanship. Nowhere is this skill more readily apparent than in the CUSTOM ELECTRA VII Series. For the cabinets in this grouping have been especially selected for their beauty of grain. Even the components have features normally associated with instruments costing far more. Exclusive STEREO BEAM*, for example, instantly signals a Stereo-Multiplex broadcast. Ultimately of course, the selection of a Radio-Phonograph must be made for the more enduring qualities of the instrument. This is why the CUSTOM ELECTRA VII warrants your close inspection. It cannot be duplicated elsewhere, and has inherently superior features — in construction and performance — that are as timeless in their beauty as good music itself.

OUTSTANDING FEATURES

FISHER EXTREME-SENSITIVITY FM, AM, AND FM-MULTIPLEX TUNER ■ High-gain TrioMatic front-end and Wide-Band FM ratio detector for excellent reception even in weak signal areas. STEREO BEAM* Multiplex Indicator included. Micro-Ray Tuning Indicator for precision tuning. Built-in FM and AM antennas.

FISHER STEREO MASTER AUDIO CONTROL ■ Eight simple controls provide complete flexibility of operation. Dual-channel Bass and Treble controls permit simultaneous regulation of both channels. Dual-channel Volume Control. Balance Control. 8-position Selector Switch: (PHONO-MONO, PHONO-STEREO, FM STEREO FILTER, FM STEREO, FM, AM, TAPE, AUX). Three-Way Speaker Selector Switch. Provision for adding the FISHER Dynamic SPACEEXPANDER®, Model K-10. Earphone Jack for FISHER Headphone, Model HP-50.

FISHER 45-WATT STEREO AMPLIFIER ■ 45 watts of Music Power, completely free of hum, noise and distortion.

GARRARD FOUR-SPEED AUTOMATIC RECORD CHANGER ■ Picking magnetic cartridge plays stereo and monophonic records. Diamond Stylus for LP and 45 rpm records. Automatically shuts off entire unit after playing last record. Exclusive FISHER ACOUSTI-FLOAT Suspension System included.

TWO INDEPENDENT THREE-WAY SPEAKER SYSTEMS ■ Six speakers. Two ten-inch bass speakers, two five-inch mid-range and two high-frequency speakers. Jacks for connecting the FISHER WIDE-SURROUND® speakers, Model WS-1.

CABINETRY AND DIMENSIONS ■ MODERN consoles in Walnut, Mahogany and Teak. 50½" wide, 18¾" deep, 30¼" high. PROVINCIAL consoles in Fruitwood and Mahogany. 51" wide, 18¾" deep, 30¼" high. EARLY AMERICAN consoles in Maple. 51¼" wide, 18¾" deep, 30¼" high. ITALIAN PROVINCIAL consoles in Distressed Walnut. 51½" wide, 18⅞" deep, 30¼" high.

* Patent Pending



FRENCH PROVINCIAL, in Fruitwood



ITALIAN PROVINCIAL, in Distressed Walnut



EARLY AMERICAN, in Maple



THE FISHER CUSTOM ELECTRA VII, MODERN, finished in Walnut
Setting by Augusta Gassner, A. I. D.



THE FISHER FUTURA V, FRENCH PROVINCIAL, finished in Fruitwood.
Setting by Augusta Gassner, A. I. D.



THE FISHER AMBASSADOR VI, ITALIAN PROVINCIAL, finished in Distressed Walnut.
Setting by Augusta Gassner, A. I. D.

THE FISHER *Statesman IV*

Stereophonic FM-Multiplex ■ Wide-Range AM
Stereophonic Phonograph ■ Stereophonic Tape Recorder

As an unlimited source of culture and inspiration for the family, the FISHER STATESMAN IV is the first complete home entertainment center. The high quality stereo tape recorder can record anything you wish — your own home program in stereo, through the two microphones supplied, tape copies of your own records, or any FM or AM broadcast. The Transistorized Power Amplifier is of radical design and affords 75 watts of pure, undistorted power, with a smooth quality of sound rare even for Solid State circuitry. The STATESMAN IV is an exceptional value, truly representative of good judgement.

OUTSTANDING FEATURES

FISHER EXTREME-SENSITIVITY FM, AM, AND FM-MULTIPLY TUNER ■ TrioMatic front-end and Wide-Band FM ratio detector assure top reception of monophonic and FM Stereo Multiplex programs, even in weak signal areas. Precision tuning with MicroRay Tuning Indicator. STEREO BEACON* included. Built-in FM and AM Antennas.

FISHER STEREO MASTER AUDIO CONTROL ■ Ten simple controls provide complete flexibility of operation. Dual-Channel

Bass and Treble controls permit simultaneous regulation of both channels. Dual-Channel Volume Control. Balance Control. 8-position Selector Switch. Four-Way Speaker Selector Switch. Provision for adding the FISHER Dynamic SPACEEXPANDER®, Model K-10 and FISHER Headphones, Model HP-50.

FISHER 75-WATT TRANSISTORIZED STEREO AMPLIFIER ■ 75 watts of Music Power, completely free of hum, noise and distortion. Solid State circuitry assures cool operation, greater stability. Sound reproduction is smooth, clean, natural.

GARRARD FOUR-SPEED AUTOMATIC RECORD CHANGER ■ Picking magnetic cartridge plays stereo and standard records. Diamond Stylus for LP and 45 rpm records. Automatically shuts off entire unit after playing last record. Exclusive FISHER ACOUSTI-FLOAT Suspension System included.

TWO AND FOUR-TRACK STEREO AND MONO TAPE RECORDER ■ Three-Speed operation. Playback and Record Level Controls. Two Record Level Indicators. Tape footage indicator. Two microphones make home recordings easy.

TWO INDEPENDENT THREE-WAY SPEAKER SYSTEMS ■ Six speakers. Two ten-inch bass, two mid-range, and two high-frequency. Outputs for connecting the FISHER WIDE-SURROUND® Speakers, Model WS-1.

CABINETRY AND DIMENSIONS ■ MODERN consoles in Walnut. 52" wide, 19½" deep, 30" high. PROVINCIAL consoles in Fruitwood and Mahogany. 52" wide, 19¼" deep, 30" high.

* Patent Pending





THE FISHER STATESMAN IV, MODERN, finished in Walnut.
Setting by Melanie Kahane, A. I. D.



THE FISHER EXECUTIVE IX, ITALIAN PROVINCIAL, finished in Walnut.
Setting by Barbara Barondess MacLean, A. I. D.



THE FISHER REGENT II, FRENCH PROVINCIAL, finished in Fruitwood.
Setting by Patricia Harvey, A. I. D.



THE FISHER PRESIDENT IX, FRENCH PROVINCIAL, finished in Fruitwood.
Setting by Ellen McCluskey, A. I. D.

THE FISHER *President IX*

Stereophonic FM-Multiplex
Stereophonic Phonograph ■ Stereophonic Tape Recorder

From its inception, the FISHER PRESIDENT SERIES has represented the finest instrument it is possible to build, regardless of cost. The components encased in these magnificent consoles have reflected the sum total of Fisher Engineering know-how. This year, the new FISHER PRESIDENT IX provides several features that are significant breakthroughs for the industry. Wireless Remote Control Stereo, an exclusive FISHER invention, enables control of Tuning, Volume and ON-OFF at the mere tilt of the hand, without ever touching the instrument. The Remote Control Tuning is so precise that **exact center-of channel accuracy is assured without the need for meters or tuning eyes!** This is but one reason why the FISHER PRESIDENT IX is the inevitable selection of audio connoisseurs and professionals.

OUTSTANDING FEATURES

HIGH-SENSITIVITY FM, AND FM-MULTIPLEX TUNER ■ For monophonic and Stereo FM-Multiplex broadcasts, with facilities for wireless remote control. FM Tuner features GOLDEN CASCODE Front-End, five IF stages and Wide-Band Ratio Detector. With STEREO BEACON*.

WIRELESS REMOTE CONTROL TRANSMITTER-RECEIVER ■ Automatic tuning action, volume level, and ON-OFF can be controlled automatically in any part of the room. Press VOLUME

pushbutton and tilt Transmitter to left for less volume, and for turning off entire high fidelity system; tilt to right to turn on system and for increased volume. Press TUNE pushbutton, and tilt to left to move dial pointer to left; tilt to right to move dial pointer to right. To shut off all equipment, press ON-OFF pushbutton at top of Remote Control Receiver.

FISHER STEREO MASTER AUDIO CONTROL ■ Twenty-eight controls and 18 inputs. Provision for FISHER Headphone, Model HP-50, and FISHER Dynamic SPACEEXPANDER®, Model RK-10.

FISHER 120-WATT TRANSISTORIZED POWER AMPLIFIER ■ 120 watts of Music Power. Advanced Solid State circuitry assures cool operation, uniform response, greater stability. Sound reproduction is unrestrained, clean and natural.

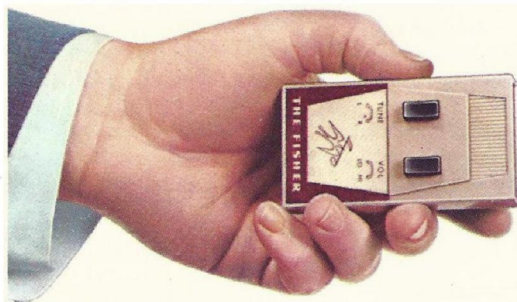
MIRACORD FOUR-SPEED AUTOMATIC TURNTABLE ■ Provides professional-quality, push-button operation. Pickering high-compliance magnetic cartridge. Diamond LP Stylus. Dynamically-balanced turntable completely eliminates wow and flutter. Automatically shuts off after last record has been played. Exclusive FISHER ACOUSTI-FLOAT Suspension System included.

AMPEX TWO AND FOUR-TRACK, STEREO/MONO TAPE RECORDER ■ Two-speed operation. Three separate heads for erase, record and playback. Direct monitoring. Playback and Record Level controls. Recording Level Meter. Tape footage indicator. Stereophonic Duplex microphone.

TWO INDEPENDENT SPEAKER SYSTEMS ■ Eight speakers. Two high-compliance, high-efficiency twelve-inch bass units, four five-inch mid-range, and two dome-type high frequency speakers. Four LC-type crossover networks. Provision for connecting FISHER WIDE-SURROUND® Speakers, WS-1.

CABINERY AND DIMENSIONS ■ Superb MODERN consoles in Walnut. 77½" wide, 20¾" deep, 33" high. PROVINCIAL consoles in Fruitwood, 77¾" wide, 21¾" deep, 33¼" high.

* Patent Pending

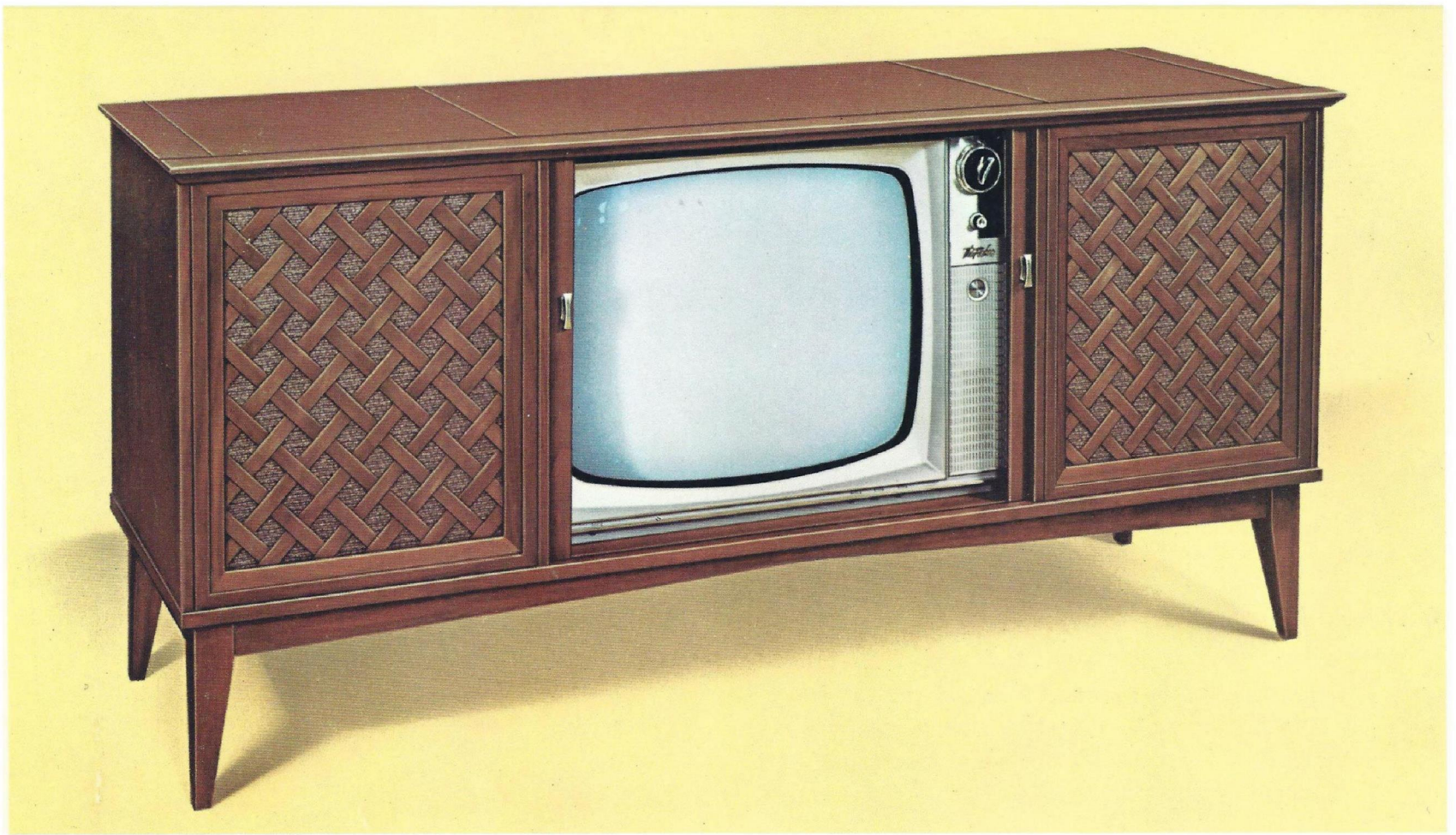


THE FISHER Wireless Remote Control Tuner Offers Extensive Flexibility and Convenience

THREE METHODS OF TUNING — One can tune the PRESIDENT IX by 1) using the two pushbuttons on the control panel; 2) using pushbuttons on the FISHER Transmitter-Receiver; 3) using the tuning knob for manual tuning.

THREE-POSITION MUTING SWITCH — With the Muting Switch in OFF position, the TUNE-O-MATIC® circuit will stop at all stations. With switch in NORMAL position, weak stations are bypassed. With switch in MAX position, the TUNE-O-MATIC® will stop only at stations delivering a powerful signal at the location.





THE FISHER *Living Theatre III*

**Stereophonic FM-Multiplex ■ Wide-Range AM
Stereophonic Phonograph ■ Wireless Remote Control* Television**

The entire world of entertainment is recreated with astonishing purity, both in sight and sound, on the FISHER LIVING THEATRE III. For the music lover, FISHER designed and engineered exceptional high fidelity components, unequalled in performance and depth of flexibility. A massive television system is included, and contains all the controls necessary for optimum enjoyment of the medium. The 23-inch screen brings the world of television into your home with startling clarity. Exclusive FISHER Wireless Remote Control television enables one to control Volume, Channel Selection and ON-OFF from an easy chair, without ever touching the instrument.

OUTSTANDING FEATURES

FISHER HIGH-SENSITIVITY FM TUNER ■ New high-gain TrioMatic Front-End provides extreme sensitivity. Three FM IF stages for optimum reception in all locations. Built-in FM and AM antennas.

FISHER WIRELESS REMOTE CONTROL TELEVISION ■ With 23-inch screen. Safety Glass is bonded directly to face of the tube,

reducing light reflection, eliminating dust problems. Optional Wireless Remote Control provides automatic control of ON-OFF, Volume, and Channel Selection.

FISHER AUDIO CONTROL CENTER ■ Complete complement of TV controls including Channel Selection, Power ON-OFF, Individual Brightness, Contrast and Superfine Controls. Six easy-to-use audio controls including separate Bass and Treble Tone Controls, Volume, Balance, and a five-position Selector Switch for every type of monophonic and stereo operation, as well as controls for television.

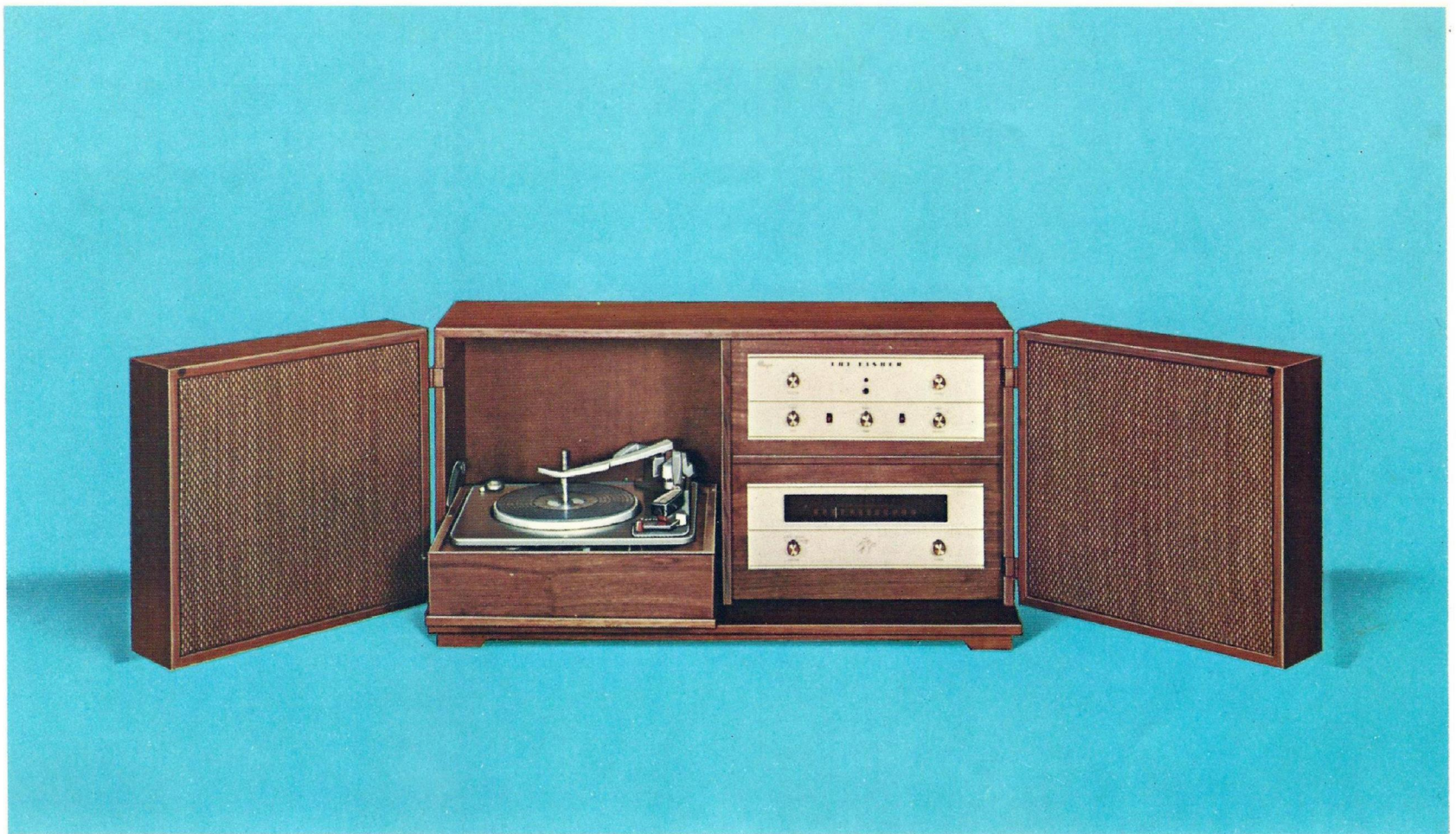
FISHER 20-WATT STEREO POWER AMPLIFIER ■ Handles 36 watt peaks, free of hum, noise and distortion.

GARRARD FOUR-SPEED RECORD CHANGER ■ Handles mono and stereo records manually or automatically. StereoPlex cartridge has long-wearing Diamond Stylus for LP and 45 rpm records.

TWO INDEPENDENT THREE-WAY SPEAKER SYSTEMS ■ Six Speakers. Two ten-inch bass speakers, two mid-range, and two high-frequency speakers. Provision for connecting the FISHER WIDE-SURROUND® Speakers, Model WS-1.

CABINETS AND DIMENSIONS ■ Superb MODERN consoles in Walnut, 60" wide, 16¾" deep, 28½" high. PROVINCIAL consoles in Fruitwood, 60" wide, 17" deep, 28½" high. ITALIAN PROVINCIAL consoles in Distressed Walnut, 60" wide, 16¾" deep, 28½" high.

* Wireless Remote Control is optional.



THE FISHER *Allegro*

Stereophonic FM-Multiplex ■ Stereophonic Phonograph*

The FISHER ALLEGRO is more than a compact console designed as an accommodation for those with limited space. It is a complete music center, engineered in the finest 'no-compromise' FISHER tradition. All the elements necessary for optimum reception and reproduction of the musical program have been included. Overall performance is pure and natural-sounding, and meets a standard never before attained in a console of this size. The two-way speaker systems are detachable and offer a wide degree of stereo separation. An earphone jack on the front panel is included. The FISHER Allegro is only 32⁵/₈ inches wide, when closed. It will afford even the most sophisticated music lover uninterrupted hours of delight.

* Available as stereophonic phonograph only.

OUTSTANDING FEATURES

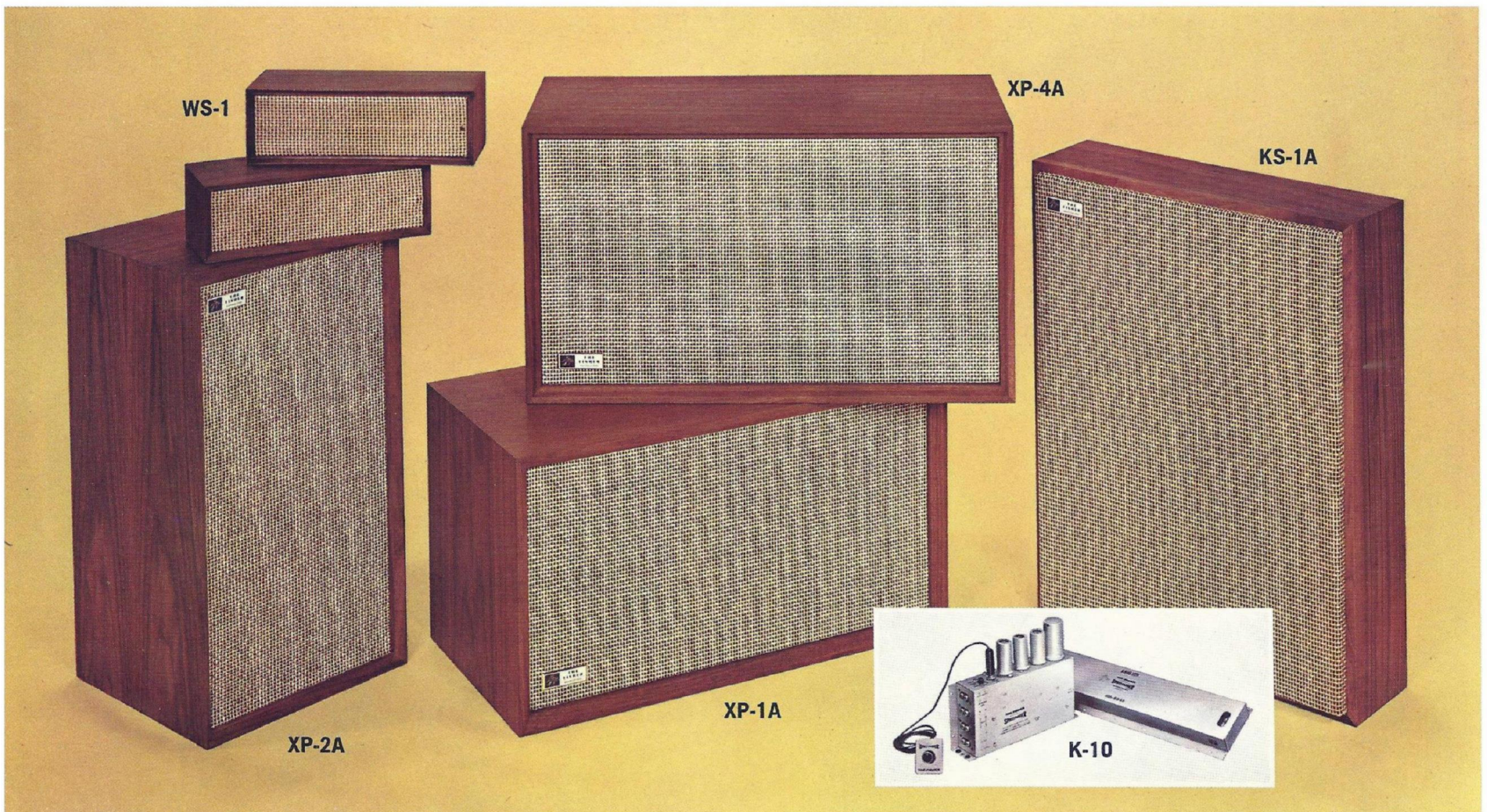
FISHER HIGH-SENSITIVITY FM MULTIPLEX TUNER ■ TrioMatic front-end assures reception of the weakest and most distant signals. Three FM IF stages for optimum reception in all locations. Built-in antenna.

FISHER 20-WATT STEREO POWER AMPLIFIER ■ 20-watts of Music Power completely free of hum, noise or distortion. Plug-in Jack for FISHER Headphones, Model HP-50.

GARRARD FOUR-SPEED AUTOMATIC CHANGER ■ Handles mono or stereo records automatically or manually. StereoPlex cartridge has Diamond Stylus, for LP and 45 rpm records.

TWO INDEPENDENT TWO-WAY SPEAKER SYSTEMS ■ Two 8-inch bass frequency speakers; two high frequency speakers. Speakers are detachable and include two 10-foot cables for wide stereo separation.

CABINETRY AND DIMENSIONS ■ Superb MODERN consoles in Walnut. 32⁵/₈" wide when closed, 65¹/₄" wide when opened, 13⁷/₈" deep, 16⁷/₈" high.



New FISHER Loudspeaker Systems

High Compliance and High Efficiency

Attractively-Styled, Compact Enclosures for Remote Installations

THE FISHER XP-1A ■ The first speaker that perfectly combines high compliance and high efficiency in a compact enclosure. Three speakers: 12" woofer, 5" mid-range, 3½" cone tweeter. Size: 24" x 13¼" x 11¾" deep. Weight: 38 pounds.

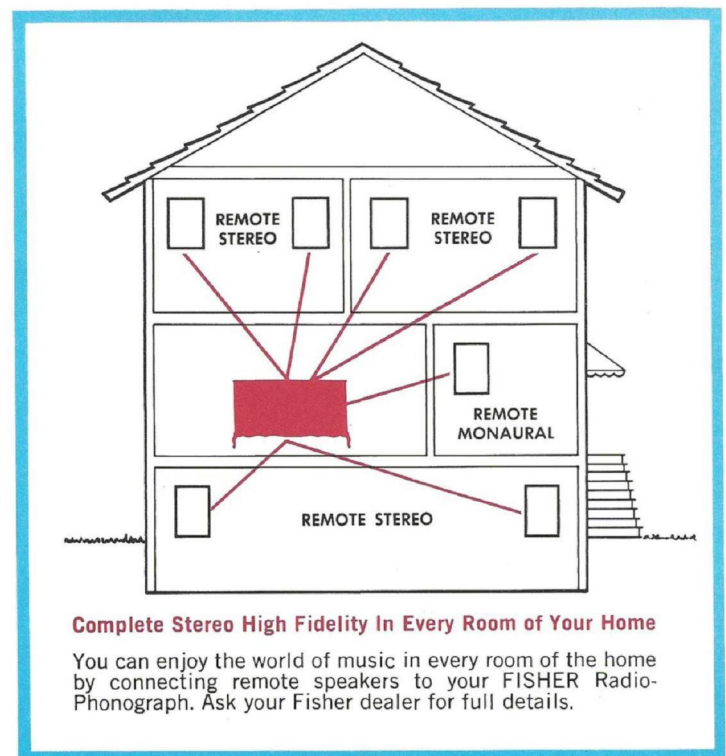
THE FISHER XP-2A ■ High efficiency, high compliance 10" free-piston woofer, capable of widest excursion range. 5" mid-range, 3½" high-frequency speaker. Size: 22" x 12" x 11¾" deep. Weight: 29 pounds.

THE FISHER XP-4A ■ Single-unit construction. The conventional speaker frame has been eliminated, resulting in 'see-through' clarity at all frequencies. AcousticGlas-packed enclosure. Four speakers: 12" woofer, two 5" mid-range, 2" tweeter. Size: 14" x 24½" x 12" deep. Weight: 53 pounds.

THE FISHER WS-1 ■ A pair of Wide-Surround® speaker systems effectively overcomes the 'point source' of sound, and gives the listener the illusion that he is sitting in one of the most desirable seats in the concert hall. 10" x 2¾" oval, Alnico V Permanent magnetic speaker. In Walnut, Mahogany, Teak, Italian Provincial, or Cherry. Size: 11½" x 3⅞" x 4⅜" deep. Wt.: 4½ lbs. each.

THE FISHER KS-1A ■ Unsurpassed "slimline" design. Three speakers: 10" woofer, 5" mid-range, 3" tweeter. AcousticGlas-filled enclosure. Scandinavian Walnut, Unstained Birch. 24" x 18" x 5¾" deep. Weight: 27 pounds.

THE FISHER K-10 ■ Dynamic Spacexpander® recreates electronically the reverberation of the concert hall and, in this manner, makes for **auditorium** listening pleasure even in the smallest of rooms. The K-10 works equally well on records, tape and broadcasts. Installation is simple and quick.



Complete Stereo High Fidelity In Every Room of Your Home

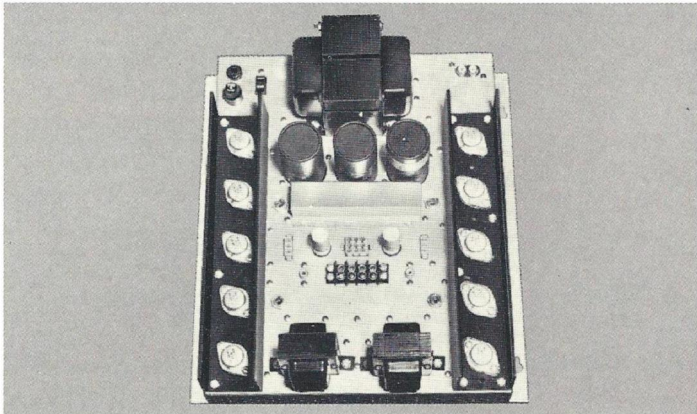
You can enjoy the world of music in every room of the home by connecting remote speakers to your FISHER Radio-Phonograph. Ask your Fisher dealer for full details.

All FISHER XP Speakers available in Mahogany, Cherry, Scandinavian Walnut and Unstained Birch
FISHER Speakers can be used horizontally or vertically

Outstanding FISHER Engineering Achievements

In performance, versatility, simplicity of use, and authenticity of styling, THE FISHER is universally acclaimed as the finest Radio-Phonograph in the world. Here are several reasons why.

NEW SOLID STATE CIRCUITRY ■ Contrary to popular belief, the mere use of transistors does not assure best possible performance of a high fidelity system. Some transistors have a clear margin of superiority over tubes in several circuits; others are markedly inferior to comparable vacuum tube designs. In adapting the best of Solid State circuitry to the new FISHER Radio-Phonographs, FISHER Engineering Laboratories used **performance** and **reliability** as the ultimate standard. All the advantages



of transistorization — longer life, superior transient response, reduced power consumption, etc. — were incorporated. The result is a group of instruments containing components that are unprecedented in their superior design, circuitry, and overall performance characteristics. This engineering achievement is in the finest 'no-compromise' FISHER tradition, for it bespeaks an integrity of purpose all too rare in this day and age.

THE ACHIEVEMENT OF BALANCED SOUND ■ A means of faithfully reproducing the musical program, with a naturalness and 'transparency' devoid of coloration, has been accomplished by FISHER Engineering Laboratories. It is called **BALANCED SOUND** and means that all instruments of the orchestra are

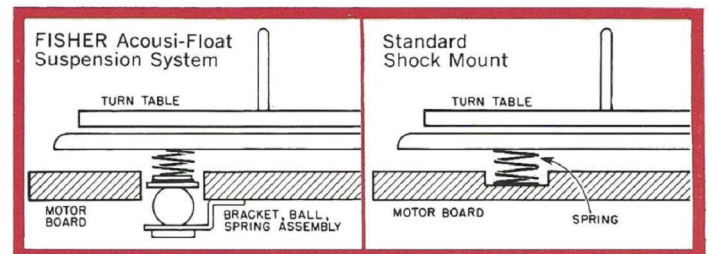


reproduced at the same relative volume (or loudness) as they were originally recorded so that the music listener hears orchestra sound that is neither too shrill, too bassy, or too hard. **BALANCED SOUND** is achieved by using individual bass, mid-range and treble speakers specifically engineered to operate smoothly with minimum distortion in their particular frequency

range. To do this, FISHER loudspeakers contain very heavy magnet structures, extra-large diameter voice coils, and specially designed and treated cones. In the case of the bass speaker, highly compliant cone support allows the cone necessary freedom of excursion required for true bass reproduction.

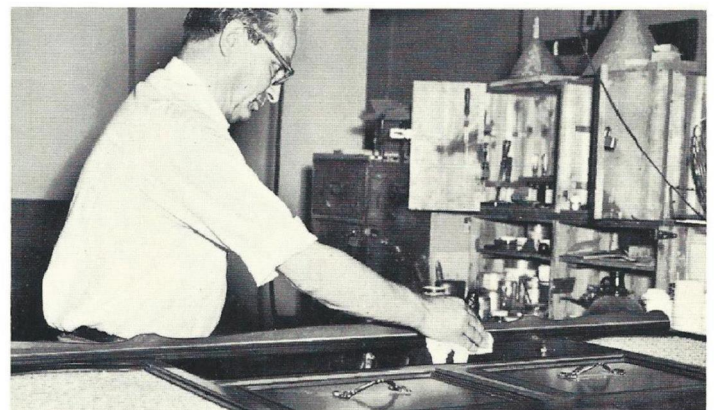
In addition, transitions between bass and mid-range, and mid-range and treble speakers are achieved with absolute accuracy, resulting in a panorama of balanced, distortion-free sound. This is made possible by utilizing professional, capacitance-inductance-resistance networks, and not merely filters as in other makes.

THE ACOUSTI-FLOAT SUSPENSION SYSTEM ■ When a turntable or record changer is isolated from all possible external vibrations, the distortion due to acoustic feedback is virtually eliminated. The Acousti-Float Suspension System, an exclusive

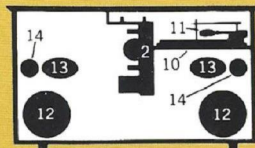


FISHER development, accomplishes this isolation in a novel manner. It utilizes a neoprene ball in addition to the standard spring shock mounting, thus enabling the turntable or record changer to literally "float".

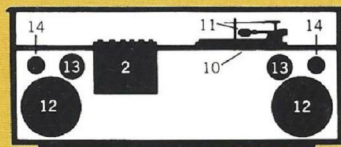
CABINETRY DESIGN: THE 12-STEP FINISHING PROCESS ■ The cabinetry of a FISHER console is a never-ending challenge for the FISHER Custom Design Staff. Not only must the design for each console be original in concept **and** authentic in styling, but must meet the rigid acoustic requirements established by the FISHER Engineering Laboratories. Overall construction of cabinetry for a FISHER console is an incredibly elaborate and painstaking task. One example is the 12-step finishing process: sand papering, coat sealing, scuff sanding, filling, staining, coat lacquering, color toning, smoothing, burnishing, touching up, lacquering and finally, hand-rubbing. The result of this arduous effort is a highly distinctive and exquisite console, built in the finest tradition of the master artisan. It is an incomparable masterpiece, and an important reason why a FISHER Radio-Phonograph is the choice of internationally known decorators and designers.



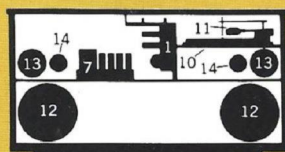
The 12-step finishing process: "... in the finest tradition of the master artisan ..."



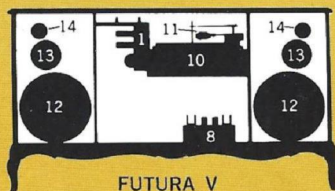
PHILHARMONIC IV



DIPLOMAT II



CUSTOM ELECTRA VII



FUTURA V

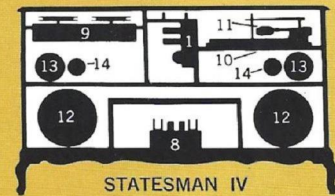


AMBASSADOR VI

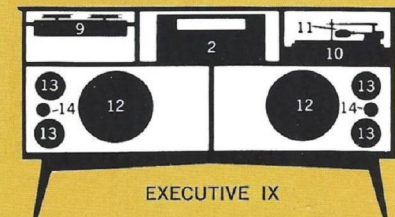
A KEY TO THE MAJOR COMPONENTS USED IN THE **FISHER** RADIO-PHONOGRAPH

FOR 1964

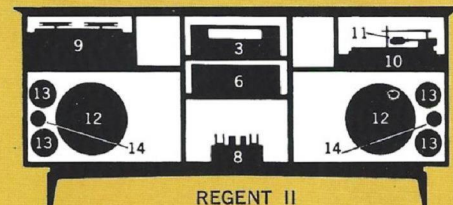
- 1 FM-AM Multiplex Tuner and Stereo Master Control Unit
- 2 FM-AM Multiplex Tuner and Stereo Master Control-Amplifier
- 3 FM-AM Multiplex Tuner
- 4 Remote Control FM-Multiplex Tuner
- 5 FM-Multiplex Tuner
- 6 Stereo Master Control
- 7 Stereo Power Amplifier
- 8 Transistorized Stereo Power Amplifier
- 9 Tape Recorder
- 10 Automatic Record Changer
- 11 Professional Phono Cartridge
- 12 Bass-Frequency Speaker
- 13 Mid-Range Speaker
- 14 High-Frequency Speaker
- 15 Television Unit
- 16 Stereo Master Control Amplifier



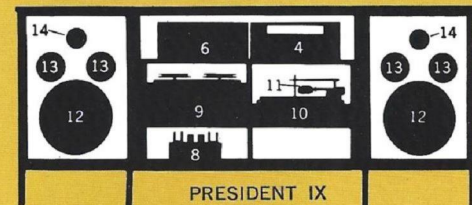
STATESMAN IV



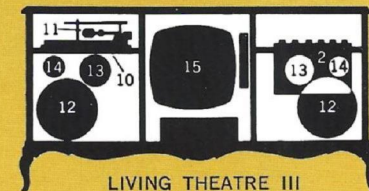
EXECUTIVE IX



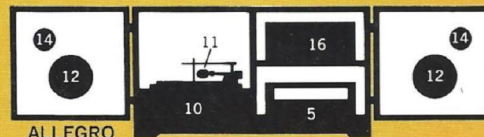
REGENT II



PRESIDENT IX



LIVING THEATRE III



ALLEGRO

QUICK REFERENCE CHART **FISHER** RADIO- PHONOGRAPHS FOR 1964

MODEL	AUDIO POWER	RECORD CHANGER	PHONO CARTRIDGE	AUTO-MATIC SHUT OFF	3-WAY SPEAKER SWITCH	SPEAKER SYSTEM	SENSITIVITY FM AM	STEREO INDICATOR	TAPE RECORDER	NO. OF TUBES, DIODES, RECTIFIERS
ALLEGRO A-19	20 WATTS (I.H.F.) 36 WATTS (PEAK)	GARRARD AUTOSLIM P	SONOTONE	—	—	2-8" WOOFERS 2-4"x6" MID-RANGE 2-3" TWEETERS	2.3 uv. — (I.H.F.)	—	—	WITH FM TUNER 12-TUBES 12-DIODES 3-RECTIFIERS
PHILHARMONIC IV P-29	20 WATTS (I.H.F.) 36 WATTS (PEAK)	GARRARD AT-6	ASTATIC	—	—	2-8" WOOFERS 2-4"x6" MID-RANGE 2-3" TWEETERS	2.3 uv. 5 uv. (I.H.F.)	—	—	14-TUBES 11-DIODES 3-RECTIFIERS
DIPLOMAT II D-39	20 WATTS (I.H.F.) 36 WATTS (PEAK)	GARRARD AT-6	ASTATIC	—	—	2-10" WOOFERS 2-5" MID-RANGE 2-3½" TWEETERS	2.3 uv. 5 uv. (I.H.F.)	—	—	14-TUBES 11-DIODES 3-RECTIFIERS
CUSTOM ELECTRA VII E-49	45 WATTS (I.H.F.) 64 WATTS (PEAK)	GARRARD AT-6	PICKERING U 38/AT	YES	3-POSITION	2-10" WOOFERS 2-5" MID-RANGE 2-3½" TWEETERS	2.3 uv. 5 uv. (I.H.F.)	STEREO BEAM	—	19-TUBES 12-DIODES 2-RECTIFIERS
FUTURA V F-59	75 WATTS (I.H.F.) 130 WATTS (PEAK)	GARRARD A	PICKERING U 38/AT	YES	4-POSITION	2-12" WOOFERS 2-5" MID-RANGE 2-3½" TWEETERS	2.3 uv. 5 uv. (I.H.F.)	STEREO BEACON	—	8-TRANSISTORS 17-TUBES 16-DIODES 6-RECTIFIERS
AMBASSADOR VI A-69	75 WATTS (I.H.F.) 130 WATTS (PEAK)	GARRARD A	PICKERING U 38/AT	YES	4-POSITION	2-12" WOOFERS 2-5" MID-RANGE 2-3½" TWEETERS	2.3 uv. 5 uv. (I.H.F.)	STEREO BEACON	—	8-TRANSISTORS 17-TUBES 16-DIODES 6-RECTIFIERS
STATESMAN IV S-79	75 WATTS (I.H.F.) 130 WATTS (PEAK)	GARRARD A	PICKERING U 38/AT	YES	4-POSITION	2-10" WOOFERS 2-5" MID-RANGE 2-3½" TWEETERS	2.3 uv. 5 uv. (I.H.F.)	STEREO BEACON	FISHER MODEL L	8-TRANSISTORS 24-TUBES 16-DIODES 6-RECTIFIERS
EXECUTIVE IX 960	80 WATTS (I.H.F.) 140 WATTS (PEAK)	GARRARD A	PICKERING U 38/AT	YES	4-POSITION	2-12" WOOFERS 4-5" MID-RANGE 2-3½" TWEETERS	1.6 uv. 5 uv. (I.H.F.)	STEREO BEACON	AMPEX 1250	WITH TAPE RECORDER 32-TUBES 17-DIODES 3-RECTIFIERS
REGENT II 6000	120 WATTS (I.H.F.) 200 WATTS (PEAK)	MIRACORD 10	PICKERING U 38/AT	YES	4-POSITION	2-12" WOOFERS 4-5" MID-RANGE 2-3½" TWEETERS	1.6 uv. 5 uv. (I.H.F.)	STEREO BEACON	AMPEX 1250	WITH TAPE RECORDER 14-TRANSISTORS 35-TUBES 19-DIODES 5-RECTIFIERS
PRESIDENT IX 9000	120 WATTS (I.H.F.) 200 WATTS (PEAK)	MIRACORD 10	PICKERING U 38/AT	YES	4-POSITION	2-12" WOOFERS 4-5" MID-RANGE 2-DOME-TYPE TWEETERS	1.6 uv. — (I.H.F.)	STEREO BEACON	AMPEX 1250	WITH TAPE RECORDER 14-TRANSISTORS 26-TUBES 21-DIODES 11-RECTIFIERS
LIVING THEATRE III TV-109	20 WATTS (I.H.F.) 36 WATTS (PEAK)	GARRARD AT-6	ASTATIC	—	—	2-10" WOOFERS 2-5" MID-RANGE 2-3½" TWEETERS	2.3 uv. 5 uv. (I.H.F.)	—	—	29-TUBES 15-DIODES 5-RECTIFIERS

Because its products are subject to continuous improvement, Fisher Radio Corporation reserves the right to modify any design or specification without notice and without incurring any obligation.

From the Roster of Distinguished FISHER Owners



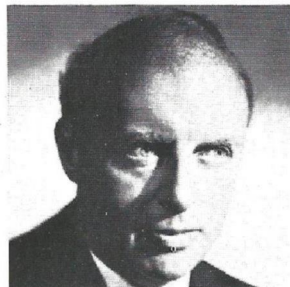
■ "I have just purchased my third FISHER, and it is giving me the same fabulously true reproduction of my phonograph records, and in the reception of high fidelity broadcasts, as do the first two. It is a constant source of enjoyment and relaxation to me."

— ISAAC STERN, Concert Violinist



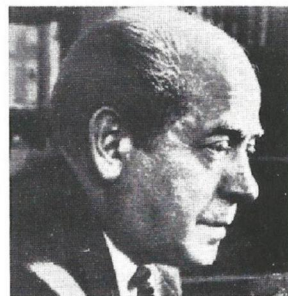
■ "I was thrilled and fascinated by the life-like reproduction, not only of my own recordings but those of other artists with whom I have sung at the opera. Many subtle shadings and nuances that I had not realized were in the recordings were fully and beautifully expressed."

— VICTORIA DE LOS ANGELES
Soprano, The Metropolitan Opera Company



■ "I am delighted with the superb tone of your instrument. It is true and encompassing. In admiration of your art."

— ANDRE KOSTELANETZ, Conductor



■ "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

■ "The FISHER is superb! May I congratulate you on creating an instrument that meets my highest professional and personal requirements for the faithful reproduction of recordings and of broadcast music."

— NATHAN MILSTEIN, Concert Violinist



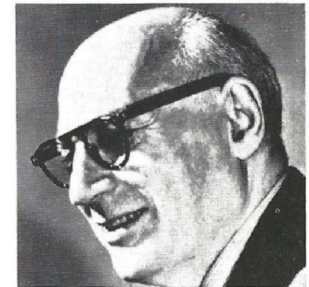
■ "I have fallen under the spell of FISHER. What used to be only an instrument of necessity has become a source of unlimited pleasure."

— GIAN-CARLO MENOTTI, Composer



■ "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



FISHER FIRSTS

Milestones In the History of High Fidelity Reproduction

- | | | |
|--|--|--|
| <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 3-Way Speaker in a high fidelity system.</p> <p>1939 First Center-of-Channel Tuning indicator.</p> <p>1945 First Preamplifier-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 Cascade 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 use 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 Golden Cascade FM Tuner.</p> <p>1957 First MicroRay Tuning Indicator.</p> <p>1958 First Stereophonic Radio-Phonograph with Magnetic Stereo Cartridge.</p> <p>1959 First high-quality Stereo Remote Control System.</p> <p>1959 First complete Stereophonic FM-AM Receiver (FM-AM tuner, audio control, 40-watt amplifier).</p> <p>1959 First high-compliance plus high-efficiency free-piston speaker system.</p> <p>1960 First to use MicroRay for FM tuning and as a Recording Audio Level Indicator.</p> <p>1960 First complete stereo FM-AM receiver with 60-watt power amplifier and new 7591 output tubes</p> <p>1960 Smithsonian Institute, Washington, D.C., accepts for its collection America's first commercially manufactured high fidelity radio-phonograph, made by Avery Fisher in 1937.</p> <p>1960 First reverberation device, for use in high fidelity equipment — The Fisher Dynamic Spacexpander.</p> <p>1960 First stereo tuner with MicroTune.</p> <p>1960 First FM tuner with six IF stages.</p> <p>1960 First FM tuner with five limiters.</p> | <p>1960 First front panel antenna selector switch, 72-300 ohm, Local-Distant positions.</p> <p>1961 First Multiplex units with STEREO BEACON and automatic switching, mono to stereo.</p> <p>1961 First complete receivers with Multiplex.</p> <p>1961 First FM-Stereo-Multiplex tuners with STEREO BEAM.</p> <p>1961 First loudspeaker system with frameless woofer cone, eliminating all parasitic resonance.</p> <p>1961 First internal switching system to permit immediate tape playback with use of all controls and switches.</p> <p>1962 First simplified-operation Control-Amplifier with infrequently used controls behind front-panel cover, yet immediately accessible.</p> <p>1962 First loudspeaker with eddy-current-damped voice coil.</p> <p>1962 First bass speaker with combined serrated-aluminum and fiber cone.</p> <p>1962 First FM Tuner Kit with separate d'Arsonval meter for tuning and separate cathode ray stereo broadcast indicator (STEREO BEAM).</p> <p>1962 First Stereophonic FM Tuner with TUNE-O-MATIC Motor Tuning.</p> <p>1962 First Supersonic Wireless Remote Control in a high fidelity component.</p> <p>1963 First to use 8417 tubes with unique cavity-anode design.</p> <p>1963 First power amplifier to use oscilloscope-type, frequency compensated input circuit.</p> <p>1963 First amplifier kit with STRATABALANCE, visual dynamic balancing system.</p> |
|--|--|--|



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