Avery Fisher, pioneer maker of high quality instruments, introduced America's first high fidelity phonograph and radiophonograph twenty 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, for the enthralled audience. 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 Radio-Phonograph

| **THE AMPLIFIER** | At the heart of every FISHER C-800 is a remarkable push-pull amplifier, capable of handling auditorium volume without distortion. It has a uniform response of from 20 to 20,000 cycles and an overall response of from 10 to 50,000 cycles — a direct index of its quality. It is important to note that this is a genuine AC amplifier (not AC-DC). Its transformers are of a massive construction normally found only in professional equipment designed for continuous duty! |
| **THE PREAMPLIFIER-EQUALIZER** | The famous FISHER Phonograph Preamplifier. Background hum inaudible even under extremely quiet listening conditions. Shock-mounted to eliminate microphonics. Four choices of phonograph equalization, accommodating every known make of record, both standard and LP, old and new. Separate, continuously variable Tone Controls for treble and bass, offering an infinite choice of tonal balance settings. |
| **THE TUNER** | An FM-AM receiver boasting sensitivity and selectivity that surpasses anything in its class. Tuned RF stages on both FM and AM, six-gang tuning condenser, illuminated dial, logging scale, tuning eye, built-in FM dipole and AM loop antennas, completely shock-mounted, auxiliary input for tape recorder, TV sound, etc. |
| **THE RECORD CHANGER** | Imported 4-speed changer features a heavy duty, 4-pole motor and is equipped with a magnetic cartridge. Diamond stylus for LP records. FonoMonitor automatically turns off the entire instrument after the last record. |
| **THE SPEAKER SYSTEM** | THE FISHER 3-way speaker system features a 15-inch woofer for bass frequencies; an 8-inch mid-range speaker; and ultra-high-frequency "tweeter." |
| **THE CABINET** | Custom quality, incorporating an acoustic speaker compartment completely lined with sound-absorbent material, assuring maximum performance from the speaker system and, at the same time, imparting extreme structural rigidity to the entire cabinet. |
Please follow these simple instructions carefully.

1. Rotate the screws on the base of the record changer mechanism clockwise until the changer floats on its shock-absorbing springs.
2. Remove the cardboard that holds the tone arm to its post.

THE FISHER C-800 has six controls. Starting at the left, these are:

- BASS TONE CONTROL/POWER ON-OFF SWITCH. When this Control is at the center, the bass tone is “normal.” Rotating this Control clockwise will increase the bass. For proper balance, increase the bass tone only at lower volumes.

- TREBLE TONE CONTROL. This Control can be used to regulate treble. For a more intimate tone, turn to the left, for a brighter tone, turn to the right. Set it at the point you find most pleasing, for the particular program being played. The knob of this dual control operates the FonoMONITOR. When turned to the “on” position, it will automatically turn off the entire instrument after the last record is played. In the “off” position, the instrument must be turned off manually.

- VOLUME CONTROL. For establishing the desired volume level.

- TUNING. For selecting the desired FM or AM station.
• CHANNEL SELECTOR. The setting “TV” is for use with TV sound, tape recorder, etc. “FM” and “AM” are for radio operation. The remaining four positions are for phonograph, and should be set in accordance with the instructions under EQUALIZATION.

Because of the physical limitations of record grooves, the amount of bass intensity permitted to be recorded in the master record has to be reduced. Otherwise the recorder cutting-stylus would over-cut the grooves, destroying the necessary separating ridges between them. Equalization serves the purpose of restoring the amount of bass intensity to that of the original performance.

With regard to treble tone, it is the accepted practice for the record manufacturer to deliberately intensify the treble so that when it is restored to normal, by treble equalization (sometimes referred to as “Roll-Off”), the process serves to reduce the amount of surface noise and hiss inevitably present to some extent in all recordings, and restores the treble tone to that of the original performance.

Various manufacturers use different techniques, all of them fairly similar, but not exactly the same. So that your FISHER can be matched to any recording, regardless of brand name, we have provided the four most widely used settings.

1. “EUR” for old-type American and European recordings.
2. “AES” for all LP and 78 rpm discs recorded up to and including 1952.
3. “RIAA” (same as “ORTHO”) for all LP discs recorded under the new technique.
4. “WORN” for badly worn or extremely noisy records.
OPERATING THE FISHER

TO TURN THE SET ON: Rotate the Bass Control/Power On-Off Switch clockwise until you hear a click and the red indicator on the center of the dial glass lights up. Place a record on the changer in accordance with the instructions in the record changer instruction manual and start the mechanism. Set SELECTOR to the proper equalization setting. Regulate the Bass and Treble Tone Controls according to your own taste. Set the Volume Control to the desired listening level. For RADIO operation, turn the SELECTOR to either FM or AM, and proceed to tune in the desired station. For optimum performance, THE FISHER Model C-800 includes a Hum-Reduction Control. This Control is accessible from the rear of the cabinet, and is adjusted at the factory for minimum hum. Should further adjustment be necessary, follow the instructions on the rear panel.

Your FISHER instrument is fitted with the newest type, professional magnetic dual-point phonograph cartridge. It is unnecessary to change cartridges when switching from Standard to Microgroove records. Simply adjust the knob to the required speed, and select the proper stylus, as follows:

There is a triangular red button on top of the cartridge. At the pointed end of the button you will find “33/45” (for 16, 33 or 45 RPM Microgroove records.) At the broad end, you will find “78” (for Standard 78 RPM records.) Check to see whether the marking toward you is the proper one for the record to be played. If not, depress the button, give it one-half turn, then release. This will swing the proper stylus into position. Make certain that you have turned the button the correct distance so that it comes back up fully when released.

This equipment is for use only on 105-125 volts, 60 Cycle, AC Current. 50-Cycle models are supplied on special order. THE FISHER consumes 125 watts.
THE FISHER SS-2 SPEAKER SYSTEM

Here is a speaker system that is a perfect companion to THE FISHER C-800. 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 C-800 (the result is a startlingly dimensional effect) or independently in another room. The SS-2 Loudspeaker System consists of:

- A fifteen-inch heavy-duty speaker for true, rich bass tone; eight-inch mid-range speaker; and ultra-high-frequency "tweeter."
- Custom quality acoustic 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.

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.
IF YOU ARE READY FOR THE BEST YOU ARE READY FOR THE FISHER

[Image of a person throwing a javelin]