



Why

DO FISHER OWNERS KEEP ON BEING FISHER OWNERS?

■ ON JANUARY 31, 1938, Professor Richard Humphrey of the Stevens Institute of Technology accepted delivery on a high fidelity receiver, with a dual speaker system, built for him by Avery Fisher. On December 23, 1960, almost twenty-three years later, Professor Humphrey purchased a Fisher 800 receiver. *His original receiver is still working!* Today it is in the Fisher Museum of High Fidelity Equipment. (Its older brother, also in perfect working order, has for some time been in the Smithsonian Institution, in Washington.) In truth, no Fisher instrument has ever worn out. Year after year, they continue to serve their users. *Why* do Fisher owners keep on being Fisher owners? The best answer to that question, as in Professor Humphrey's case, comes from Fisher owners themselves the world over — from the royal palaces at Bangkok and Teheran, to the humblest of Manhattan apartments. Then, too, the answer may come from the many and unique advantages of Fisher equipment described below. Their importance is obvious to the careful buyer.

ENGINEERING WITHOUT EQUAL One need only evaluate the products and inventions bearing the Fisher name to realize the calibre and thoroughness of Fisher engineering. To name but one recent example, the world's most remarkable FM tuners, with **MICROTUNE**, are their creation. And this leadership in engineering has prevailed for more than twenty-three years.

TEST AND INSPECTION Every single part in a Fisher instrument, *whether you can see it or not*, has been selected as though it were *the* most important part. It is subjected to constant scrutiny and test — from the moment it arrives at our Receiving Department, to the moment the complete instrument is placed in a dust-free, moisture-free plastic bag and sealed in its container for shipment to our customers.

AUTOMATED ELECTRONIC TEST Every electronic test and alignment procedure to which a Fisher instrument is subjected is handled by *fully automated instruments* designed and built in our own laboratories by Fisher engineers. Every single piece of equipment receives the same complete and thorough tests. In this vital work all possible errors due to oversight or fatigue have been eliminated.

RELENTLESS QUALITY CONTROL Often Fisher standards for component material are so high that there is nothing commercially available. Dual controls for stereo use with *uniform tracking* did not exist in practical form until Fisher engineers set up measuring and testing techniques for our control manufacturers to follow.

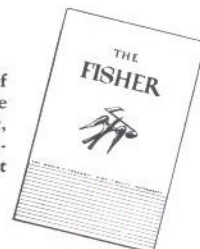
IRONCLAD PACKAGING No matter how fine a product, no matter how carefully it is made and tested, its mission cannot be accomplished unless it reaches you, the user, in the same flawless condition in which the final inspector approved it. The carton in which every Fisher instrument is protected and shipped is *itself* engineered.

INSTRUCTION MANUALS The moment you see your first Fisher Installation and Operating Manual you will know that it is the most complete, easiest to understand, in the entire field. For it was written with affection and respect, written by one who is himself a high fidelity enthusiast, and thoroughly familiar *through personal use* with the equipment about which he writes.

AFTER-SALES SERVICE No matter where you live, you are never far from Fisher parts and service. Replacement parts, should they ever be necessary, are shipped *immediately* on request. We still have parts on hand for units we made twenty years ago — parts that were never needed, but still wait their turn to demonstrate the true meaning of the Fisher name on the product you buy.

WRITE FOR YOUR FREE COPY OF THE FISHER OWNER LIST

■ An eight-page brochure listing hundreds of Fisher owners, a veritable Who's Who of the world's leaders in the sciences, arts, music, publishing, medicine, diplomatic corps, education, finance, theatre, etc. It is the truest index to FISHER quality.



SEND FOR OUR BEAUTIFULLY ILLUSTRATED CATALOGUE OF FISHER STEREO UNITS

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