

**See all the major brands,
all in one place.**

At Tech Hifi you'll see the new 1977 models from all the major manufacturers. We display and stock more name-brand components than any ordinary store (over 100 lines in all). Afterall, Tech Hifi is the Hifi Show.

You never have to compromise at Tech Hifi because we have *exactly* what you want. And we have soundroom facilities that make it possible to compare any combination of components, just by pushing a button. Afterall, you'd expect ideal listening conditions at The Hifi Show!

**Listen to the difference
between "stereo" and "hifi".**

Many people make the mistake of buying a "stereo" compact system, when they really wanted "hifi", but didn't realize the difference.

"Stereo" is a term that is used to describe *anything* that reproduces sound through two channels. So even the plas-

tic compacts that drug stores sell are called "stereo". But they are far from high fidelity.

"Hifi" refers to the ability of components to *faithfully* reproduce sound. Very few stereo compacts are capable of true high fidelity (not even those that cost as much as \$200 - the price at which the systems at Tech Hifi start).

You'll be able to *hear* the difference at The Hifi Show. You'll also see that hifi doesn't mean "high finance". A decent hifi system can cost you less than many lo-fi compacts and consoles!

**Talk to high fidelity experts,
not high pressure salesmen.**

Since we want you to think of Tech Hifi as The Hifi Show, our salespeople believe in taking the time to explain things. And everybody at Tech is specially-trained to explain hifi simply, in English. The salesperson you meet at The Hifi Show will *know* what he or she is talking about.

Our knowledgeable sales staff, and

personal approach to selling hifi, are fundamental differences between Tech Hifi and other stores.

**2,000,000 people
have enjoyed The Hifi Show.**

The first Tech Hifi store opened ten years ago. It was started by two students at M.I.T. who recognized a need for an audio store that carries all the name brands, and offers good discounts.

In a decade, Tech Hifi has grown to 48 stores throughout nine states. The result of such growth (in addition to providing two former M.I.T. students with a nice standard of living) is that Tech Hifi now has tremendous buying power, enabling us to offer sizeable discounts on all brand-name components.

**Before you buy hifi for college,
learn about it at The Hifi Show.**

In about a half-hour's time at The Hifi Show, you'll learn just about everything you need to know about hifi to enjoy it.

For example, if you want a hifi system for your bare-floored, cinder-blocked not-so-roomy college room - the experts at Tech Hifi will help you figure out how to balance power specs and loudspeaker efficiency to end up with the right combination of components for you. They'll also fill you in on the kind of FM specs you'll need for your dorm location, and what control and convenience features are most important. And at the Hifi Show, you'll always have the opportunity to audition any combinations of components in our soundrooms, so you'll know exactly how they sound.

You'll be glad to know that Tech Hifi's buyers have really stocked the stores with an abundance of quality merchandise that fits right into student budgets.

Come in to the Hifi Show this week and find out how *little* hifi can cost. And how great it can sound!

