"STARTER" SPEAKERS
WITHIN A LONG-RANGE PLAN

Mr. Joe Salzman of Home Music Associates, Inc., Dallas, points out the need for low-priced beginner speakers for the dealer catering to high quality, as part of a long range plan which would eventuate in 2 flanking KLIPSCHORNs and a CORNWALL in the center.

We have been offering a long-range plan for many years without, however, spelling it out. This involves starting at a low price level and attaining the long-range plan with substantially no waste.

At the very lowest level, we offer the decorator's MODEL H, complete with an extended-range 12-inch drive unit, decorator style, for $80.00. This may be upgraded to the MODEL H by addition of tweeter, midrange and network. The best MODEL H is an improvement over the REBEL V which we designed for Cabinet and which they marketed in large numbers under our license. The "H" is a good starter speaker, good as a primary speaker of the miniature type, and good enough to have been used in our stereo exhibit at the Brussels World's Fair and before the Phonograph Club of the Bell Telephone Laboratories. Recent tests with the new K-22 driver indicate the MODEL H to be down 10 db at 45 cycles per second (relative to 200), with 90 db output for 1/4 watt input; this contrasts with typical contemporary miniature speakers which exhibit 70 db output, and down 16 db at 75 cycles (relative to 200). Compared to our own REBEL V design, the MODEL H is from 10 to 15 decibels better below 100 cycles and cuts off at 35 compared to 45 cycles. The "H" is a good "starter" speaker and a good speaker in its own right.
Up a step is the full-range CORNWALL, available as a starter with a 12-inch extended range driver at $149.00, and capable of upgrading first by addition of tweeter, mid-range and network, then by trade-in of the 12-inch driver for our 15-inch K-33 driver. If you, the dealer, do not want to accept the bass driver trade-in, we will at the factory.

The CORNWALL is the finest speaker system of its type I have ever tested. Its reproduction of human voice is second only to the KLIPSCHORN; its bass range is down 10 db at 30 cycles (relative to 200 cycles). Reference is made to an IRE-PGA paper, Vol. AU-8, No. 4, July-Aug. 1960, pp 120-123. The CORNWALL is truly one of the family of Klipsch Speaker Systems.

Our first building block system was the SHORTHORN which was offered as a kit. But as Dr. Irving Gardner said, "You can't make what you can't measure because you don't know when you've got it made." The low cost of the SHORTHORN box and the high quality drive system still fit in the plan; the box may be discarded at little loss and the components turned in for adaption to either the CORNWALL or the KLIPSCHORN, since the same drive units are used.

These ideas are commended to your attention and application, as they can be fitted into the long-range plan for the ultimate best in monophonic or stereophonic reproduction, with en-route trade-ins only of minor components.

Paul W. Klipsch, Editor
THE DOPE FROM HOPE

P.S. A former colleague, Mr. John M. Eargle, has contributed to the knowledge of sound localization in stereo systems, and a reprint of his paper is enclosed.