DEALER'S NEWS ITEM!

Effective 15 October 1961 the attached price sheets go into effect.

The changes, briefly, are these:

1. All units except economy KLIPSCHORNS and Decorator's Models will be veneered and finished like the front surface. Standard price now includes this feature.

2. All buff price sheets are for the consumer and are list price.

3. The white sheets remain FOB Hope prices. FIGURE YOUR DISCOUNT FROM THESE.

4. Note the 10% extra for special finishes and the bid (estimate) price for rare or exotic woods.

5. Addition of hard rock maple to our list of fine woods. For your information, until there are samples, this will be a honey maple close in color to the Ethan Allen furniture, by Baumritter.

These changes are all to your advantage: the pricing to allow for freight is simplified; the price is simpler without the extra price for veneer; the addition of the new wood should help you close the sale to the growing group of people who favor Early American furniture.

Please destroy old buff price sheets and let us know how many new ones (in sets) you desire.

Bob Moers

Paul W. Klipsch, Editor
This is a questionnaire. It has become necessary that all the questions be answered as we have lost track of a few people and it seems that this type of information changes from time to time. Please fill out the blanks and help us update our records by returning this questionnaire to us.

Owner's Name: ______________________

Store's Name: ______________________

Store Address: ______________________

Store Phone Number: ______________________

Key People, Sales Dept.: ______________________

Service Dept.: ______________________

Bookkeeper: ______________________

Which of these wish "Dope" sent to home address? Give the addresses.

What tape machines do you carry? ______________________

____________________
What Amplifier Lines?

What other speaker lines?

What Klipsch merchandise is on permanent display for demonstration?

What is the nature of your business?
  Music Store ____; Dept. Store ____; Hi Fi ____
  Other ____

Do you need literature? ____; What kind? ________________
  How much of each? ____________________________________

What can we do to serve you?

Bob Moers

PAUL W. KLIPSCH, Editor