DOPE FROM HOPE

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One approach to selling a speaker is that no one knows better than the customer what sounds best to him, test data notwithstanding.

Another approach, more difficult and time consuming, is to try to elevate the customer to a new level of appreciation and perhaps even a better hearing acuity. What we thought sounded good in 1938 can be tolerated for a short period of time as a scientific curiosity; even some 1958 material hardly measures up to current entertainment standards.

In quality or accuracy, all loudspeakers err by greater or less amounts. Comparison between them is not the best way to evaluate them. Comparison with live sound would be much better when and if possible. Then one would not judge which sounds best but which sounds most like the original. If the original sounds bad, then surely, so should the reproduction.

A speaker which can reproduce original sound may be made to imitate the performance of other speakers by altering the electrical signals fed to it, but the reverse is not true. A poor speaker can never be made to imitate a good one.

So if the customer likes some particular faulty sound better than "the real thing", point out to him that a good speaker can be made to imitate this fault, but if he ever develops to the point of liking the real thing, an inferior speaker of his choice will not upgrade to his future taste. For any stage of development of the listener's taste and capability of discernment, the cheapest speaker in the long run will be the one that is most nearly perfect.

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