KLIPSCHORN loudspeaker systems are made to extend your pleasure. Yet they remain scientific instruments. As such their characteristics can be measured accurately and they can be fully tested by accepted means which eliminates individual opinion. This precludes any controversy in regard to KLIPSCHORNS among qualified researchers.

Another viewpoint is taken by a certain loudspeaker manufacturer who contends that "no one knows better than the customer what sounds best to him, test data notwithstanding". These opposing viewpoints are used by salesmen, the latter perhaps in the preponderance because it represents the path of least resistance.

The ideas herein are directed to the Dealer who would like to render a real service, achieve the status and respect of a true expert, and build sales on referrals of previous sales. Such a Dealer would scorn the "easy" way; rather they would point out that a speaker which is merely "pleasing" may be far from an accurate reproduction of sound. A good speaker can be made to imitate a "pleasing" one by twirling a few "tone control knobs" but a poor speaker can never be made to imitate a good one.

If some faulty sound -- perhaps peaked or deficient highs -- is preferred, point out the good speaker can be made to simulate this, but faulty speakers can never be restored to accuracy.

Returning to the first paragraph: there can be no controversy concerning the KLIPSCHORN among qualified critics. One may record the sound of other speakers or original sound and reproduce it on a KLIPSCHORN with a degree of perfection that usually defies detection of the difference but we have never succeeded in doing this with any other loudspeaker. This is the sort of subjective test which we feel validly corroborates the laboratory measurements.

Paul W. Klipsch
Editor

CREATORS OF THE KLIPSCHORN • CORNWALL • SHORTHORN AND MODEL H SPEAKER SYSTEMS