MORE ABOUT IMITATIONS

At the risk of lending credence to the ravings of our alleged copiers, a discussion of the philosophy and products are in order.

Back in 1975, a leading restaurant operator was quoted in the Wall Street Journal, "The recipe doesn't mean all that much. It's the technique. No one can duplicate our technique. We're safe".

This seems to apply to KLIPSCH AND ASSOCIATES, INC. Many alleged copies of our loudspeakers have been tested here, and they have proven bad to worse. The "copiers" cut corners, or substituted a "better" driver unit (which evidently they had not tested), or used inferior materials, or failed to design a corner speaker so it could fit a corner — a page of fine print might fail to list the defects. One system was offered at about half the price we ask, and we aver that if it sold for a tenth as much, it would be overpriced.

We used to say the quality of the product of an infringer is on a par with his ethics. The "copier" who leads a customer to believe he has made a "true copy", but falls short of performance, is like an infringer.

Caveat Emptor.

There are some companies with neither the imagination to create their own designs nor the integrity and ability to copy properly. They were enjoined to discontinue the words "KLIPSCH" & "K-HORN" in their advertising and labeling. Only KLIPSCH AND ASSOCIATES, INC. makes a "KLIPSCHORN®" Loudspeaker. We recently purchased a "factory assembled" unit from what appears to be the largest and most prominent of these companies. Our tests and examinations reveal poor frequency response curves and shoddy workmanship. They even copied some of our own early errors which, while not fatal, we saw fit to correct.

A curve sheet is included for your study — the curves show the copy in the best possible light. At any other network setting, the mid and high frequency performance was even worse. (Yes, they employed a user-controllable network). The materials were ill chosen for cheapness and the speaker looked like "homemade". The driver units were impressive, but their performance "underwhelming."

There is a lot of stir regarding these speakers, especially in the Pacific Northwest.

We thought you would like to know we are paying attention.

Perhaps a few "success" stories would be interesting:

... The mark of integrity in loudspeakers!

The Dope From Hope is a spasmodic publication of Klipsch and Associates, Inc., Hope, Arkansas, U.S.A.
1. Back in 1946, a New Yorker whom we'll call John Doe became a dealer for us, then a licensee, and, since royalties cost money, an infringer. He went broke. Some of his products still exist in the hands of people who wish they had bought the genuine article.

2. A large company (we'll call it Richard Roe Corp.) became a licensee. With extensive technology and facilities, their "copies" fell far short of our standards. Even so, the economic pressure caused them to terminate the license.

3. A foreign licensee did a bad job of copying part of our design, and their innovations on other parts got them some "rave" reviews of a negative nature. Our response curves of their products showed over 20 dB peak-trough ratio with big wide humps at 400 and 4,000 Hz. License canceled.

4. Another foreign company was about to be subject to legal action for the use of the word "KLIPSCHORN", but before the notice could be served, the company had ceased operation.

The thing is that the imitator is in it for the buck, and to hell with the customer. None of the listed four copiers can offer repair or replacement service. Their products are not "bargains".

Bob Moers and Paul W. Klipsch

(See also DOPE FROM HOPE, Vol. 15, No. 3, August, 1975, "Imitations?")