

HERESY

(Or What's in a Name?)
130607

“Heresy”, as the name for a product, is legendary in itself. Most Klipsch aficionados are aware that the speaker bearing this name was the first non-corner speaker that Paul W. Klipsch designed. Legend has it that in 1957 he was “drawing dirty pictures on the backs of envelops” (his words), and an associate looking over his shoulder suggested that this design, coming from Paul Klipsch, would be heresy. That individual was Hank Goodman (Bob Moers recalled it as Norm Goldman), in either case a Klipsch Representative. Paul agreed with his assessment, and so it was. While true, this is only part of the story. The name Heresy was not utilized in our brochures until 1964. Until that time the model was referred to only as the Model H (both -8 and -12).

In the Vol. 2, # 6, 1 May 1961 Dope from Hope, PWK initiated a naming contest for the Model H. He stated: *“The H in “Model H” is short for “Heresy”...Tell you what: we’ll give one free, prepaid, for the best name submitted.”* Between May and October, 1961, at least eight dealers (and one weirdo) submitted ideas for names. Without naming last names, the following were submitted:

1. Dave
The Klipsch Clipper Klipsch Klipper
The Clipper Klipper
2. Joe
The Hope Littlehorn
Littlebighorn Elfhorn
Minimite Minimax
Stonewall Mini-K
Miniklip Littelklip
3. Bill (all to be suffixes to Klipsch)
hafiz hail
hale hallmark
harmonious harvest
hero heterodox
hymnody
4. ??? (2 of 6 “weird” postcards)
The Thing HcspilK
5. Martin
Herald
6. Ed
Kaydebee Kybrid
Bullet Bee Hive
Corn Ball dB Plenty

	Hopeshorn	Kli-D-B
	Yankey	K D Bee
	Dopeshorn	K De Bee
	Parahorn	Ka De Bee
	Pair 12	Kay db
	Twelve and Two	Koran
	Maestro	Hornet
	K-Bird	Hornette
	K D Bird	Hornisch
	K#	Azusa
	K Sharp	Azusaphone
	Rad-O-Horn	Kaymaker
	Horns Over	Log _k Bass
	Hoper	Hornerless
	Toney	Wishorn
	Honey Horn	
7. John	Horned Toad	
8. Clem	Stellar	Sterling
	Conformist	Accordance
	Veracity	Intrinsic
	Sincerity	Realist
	Realism	Faithful
	Virtuoso	Virtuosity
	Klipschette	
9. Jack	Kadett	

Some real winners in there!.....but you have to keep in mind that this was 60+ years ago. Apparently none of these were considered acceptable, as no action was taken. In 1962 Paul issued a dealer bulletin re-opening the contest thru the end of that year, again without “*something we can use*”. It wasn’t until February, 15, 1963 that Paul issued an “Intra Company Memo” to Bob, Lloyd, Belle, and Glenda (???) requesting further input on names. The only response in our archive is from Lloyd McClellan, Paul’s first employee. His position was that all product names should be structured like that of the Klipschorn. He offered the following suffixes for Klipsch beginning with “H”:

Hallow	Heal	Hive
Habit	Hear	Hoard
Hail (public address)	Heart	Hoot
Hale	Hebe	Homophone
Half	Hedonic	Holla
Hap	Heed	Hope
Haw (enclosure)	Hefty	Host
Hark	Heir	Houri

Harp
Haugh (corner)
Haven

Hill
Hiss
Hit

Hull
Hum
Hush

Obviously none of these were taken seriously either.

Hope, Arkansas is located in what has been referred to as the Bible Belt. Many of the Klipsch employees were Southern Baptists (including Lloyd) and did not like the term Heresy for anything other than its biblical meaning. That is why “Model H” was put in place. However, a young salesman had been hired by Paul in 1961, named Bob Moers. Bob eventually went on to make the company truly profitable (finally), but apparently had already impressed PWK in his first two years. It was Bob that intervened and basically told Lloyd to “get over it” regarding the name Heresy. This intervention resulted in “Heresy” coming out of the closet in our 1964 brochure. And by 1973, we were running a national ad with “Heresy in the Church” as the byline.