

# 'Battle of Sounds' Due At Brussels World Fair

Another international battle will be fought out at the Brussels Exposition the last week of August. But it will be a battle of sounds instead of one of architectural displays and political propaganda. And deeply involved in it will be a Southwestern manufacturing firm.

The firm of Klipsch and Associates of Hope, Ark., whose business is the manufacturing of high fidelity loud speaker systems.

It all started when two men from Boston, William Bell and Donald Davis, visited the exposition earlier in the summer. Being specialists in high fidelity sound reproduction, they saw and heard the demonstrations of other countries who have excelled in the development of sound reproduction equipment but were shocked to find that the high fidelity component industry of the United States was not represented in the U.S. pavilion. Feeling confident that this country has no peer in the field, they decided to throw down the Hi-Fi glove to the world.

Shortly after their return to the States they got busy, cut quickly through red tape in Washington, and arranged to put on a demonstration in the U.S. pavilion at the Fair of American achievements. They were given the 1100 seat auditorium for the event, from Aug. 26 to Sept. 2.

For this, they assembled a sound reproducing system such as hi-fi fans dream of. Components are included which are representative of the finest American craftsmanship. That is where Klipsch got into the international battle of sounds. Their "Klipschorn" corner horn loudspeaker system, while marketed all over the world, has never before had a formal public demonstration in Europe.

Two "Klipschorn" speakers have been flown from Hope to Brussels for the occasion. These loudspeaker systems have achieved fame for their ability to reproduce every tone from the lowest pedal note of a pipe organ to the highest tingle of triangles, and to do it with practically no distortion. They accomplish this feat by utilizing the

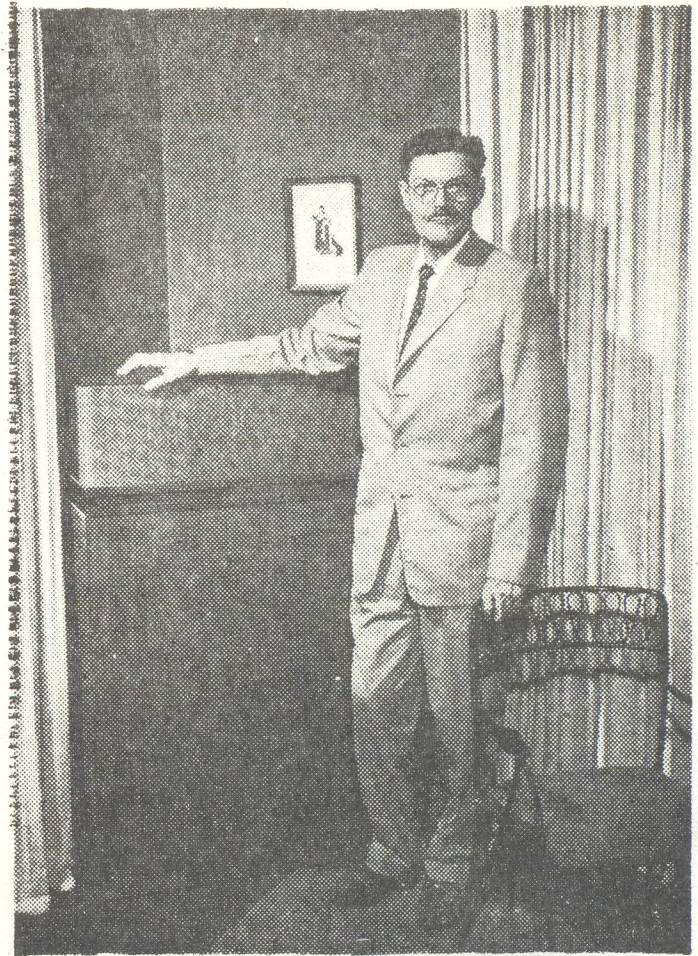
walls and floor of a room corner.

Their designer, Paul W. Klipsch, is an unassuming man who prefers the quiet life of the South Arkansas City. He was sent to Hope during World War II by the United States Army to serve as electronics chief of the ordinance proving grounds there. All through the war he continued his experiments with loudspeakers begun in the thirties. And, after the war, he acquired some of the government buildings on the base for his factory. Throughout these years he has racked up a long list of patents and has been a prolific contributor to audio journals.

While his major contribution is the corner horn system he has conducted research into many other aspects of sound reproduction. One of his most recent developments is three-channel reproduction from two-channel tapes and discs. This will be a feature at the Brussels demonstration.

At his plant, loudspeaker systems are practically hand made and are individually tested under Klipsch's personal supervision.

If the "Sound Battle" of Brussels is conceded to be an American victory, and the prestige of the American High Fidelity industry is maintained, much of the credit will be due to Paul Klipsch, his research laboratory and plant, located on the outskirts of Hope, Arkansas.



PAUL W. KLIPSCH of Hope, Ark., stands beside one of his "Klipschorn" corner horn loudspeaker systems which is representing the American High Fidelity Industry at the Brussels Exposition.



**LOUD SPEAKER MANUFACTURING** is the business of Klipsch and Associates of Hope, Ark., whose factory is pictured above. The "Klipschorn," designed by Paul W. Klipsch, has been chosen to represent American high fidelity sound reproduction at the Brussels Exposition next

week. Marketed all over the world, the Klipschorn will have its first public demonstration in the 11,000-seat auditorium for the event. Other countries demonstrated their hi-fi equipment earlier this summer.