

ADVENT CORPORATION

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May 6, 1973


Dear Advent Salesman:

The enclosed review of the "Double Advent System" appeared in The Absolute Sound, a new subscriber supported audio magazine. We are sending it to you because we found it to be an unusual and provocative evaluation of a non-product, the "Double Advent System," and we felt that many of you would be interested in what it has to say.

The Absolute Sound is a magazine written by and for advanced audiophiles, and in this sense it is very different from other audio publications which are written for a much broader audience. We feel that it is important that you understand the orientation of the editors of this magazine and take it into consideration in reading their Double Advent review. The standards they use to evaluate equipment may be similar to those which you yourself use, but they are extremely high compared to the standards used by most audio consumers and concern themselves with the ultimate 2 or 3% of product performance. What's really mind blowing about the review is that the Double Advents come off as one of the four best speaker systems in the world (the three other speaker systems they liked cost between \$1000 & \$3000). The two comments at the end of the review are from the two consulting editors for the magazine, John W. Cooledge and Harry F. Lavo.

A few of our dealers have been actively promoting the Double Advent speaker system, and many of these systems have been sold by them. If you are interested in selling such systems and feel that additional copies of this review would be of help to you, please drop me a note. We have extra copies available and would be happy to supply them to you if you can use them.

Sincerely,



Andy Petite
Product Manager

P.S. If you have not yet had the opportunity to hear a "Double Advent System", we hope that you will take a few minutes to hook one up in your showroom and listen to it. We think the Double Advents will live up to what is said about them in The Absolute Sound and that you won't be disappointed.

AP/ALA
Enclosure