

# Acme Chronicle

September, 1996

Volume 1 Issue 3



In which we keep in touch with customers and address, contact on one, as do most to inform all that you are to be a part of the going on. Address: Wolfe, Editor-in-Chief.

## Warranty Extended to Two Years

**B**ecause the early Low B-2 and Low B-4 systems have proven to be so reliable, manager of customer service, Carl LaFong, has announced an extension of the earlier one-year warranty to a period of two years parts and labor. This extension will apply retroactively to all units affected.

## Acme Sound to Accept Credit Cards

**B**y the end of 1996, Low B speakers should be able to be purchased with a VISA or Mastercard.

Inclusion in the 1996 "Owner's and Bass Player Buyer's Guide" has resulted in greatly increased attention for the Low B boxes and the soon-to-be published write-up "Bass Player" (see below). This has made it necessary to gear-up for increased out-of-state sales. Sneed Hearne, our founder and CEO, has predicted a "Tsunami" when the 11/96 issue of BP hits the stands, around October 1.



## Profile of Low B to be in "Bass Player"

**B**yron Clapsaddle, manager of marketing for Acme Sound Ltd, is pleased to announce an "Equipment Profile" of our Low B-2 and Low B-4 systems in the November 1996 issue of "Bass Player" magazine, by Scott Malandrone, Technical Editor of "Bass Player."

We've received a fax of the text of the review, he apparently loved the speakers.

Unfortunately, licensing concerns prevent us from sharing Mr. Malandrone's words prior to publication, but we will provide prints as soon as available. Or you could buy the magazine!

"I guess the education in physics and 25 years of experience in speaker design wasn't a complete waste of time."

## Errand Boy Authors Magazine Articles

**B**yond his talent for filing papers and shipping packages, our young errand boy, Andy Lewis, has shown a surprising flair for writing.

We are taken aback, but pleased, to announce the publication of several of his articles in upcoming issues of "Speaker Builder" magazine.

It would seem that in their desperation, the editors of this "nerd-zine" have chosen to commission our boy Andy as a contributor. They have chosen to publish "Should You Download Your Woofer?" in the 7/96 issue (September), and "The Acme Phase Tester," which discusses phase alignment and wave cancellation, in the 8/96 issue (December).



When asked why the worldwide speaker-building community would be interested in anything he would write, young Lewis replied, "I guess the education in physics and 25 years of experience in speaker design wasn't a complete waste of time." What a delightful sense of humor!

But if you know any budding speaker buffs, you might encourage them to "have a read" as a gesture of support for this hard working lad (Although they probably won't learn anything!).

After having been raised by wolves, this brave young man certainly deserves any break he can get!

## Look For Acme Site on World Wide Web

**B**rowsers with access to the internet will be able to get the latest info and links from Acme via the Web some time in October. Our new website is under construction now. We will publicize the location in BP and through mailings.

## New Owners Guide Due Sep. '96

**B**ecause we consider it important to keep the "Owners Guide" for the Acme Low B-2 and Low B-4 systems up-to-date, it has been an evolving entity since the introduction of these models. The latest version will be ready in late summer 1996. After this date, all units will ship with this updated edition. Additionally, all current owners will be sent a copy free of charge.

While there is nothing earth-shaking in the newest version, there is some new information, and the presentation is a little nicer.

As previous customers know, using a Low B system isn't much different from using most others. It's mainly getting used to low distortion and the twin attenuators!

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Volume 1 Issue 4



In a kick up the back with custom crowd of old friends, casts the on one, as it attempt to inform, all dates as to this series of comic polemic. Andrew Wolfe got, Editor-in-Chief.

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Subscribers have already started receiving this issue, and it will be available on newsstands Oct. 1

Readers who have felt at times that the editorial staff might be unduly influenced by deep pocketed advertisers will be able to point to this review as an example of a reviewer who had the courage to call it as he saw it, regardless of what's off to Scott Malandrone!

## Growing Pains Possible

**B**ass Player" magazine is the most popular periodical for bassists in the world. Obviously, a rave review in this magazine could have a dramatic affect on the visibility of a small company trying to be noticed in a sea of more famous and powerful competitors.

Conrad Smoo, historian, and curator of the Acme Museum, has said that in the life of any business, there will be a time of transition, when the problem of trying to get attention will change to one of keeping up with increased demand. Acme Sound is in this transitional period.

We will work to distribute as many cabinets to as many people as fairly as we can. And we promise not to lie to anybody.

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