



March 2023

Club Officers

President: John Harvell

Vice President: Joe Goswami

Secretary/Treasurer: Jeffrey Behr

Newsletter Editor: Roy Cook

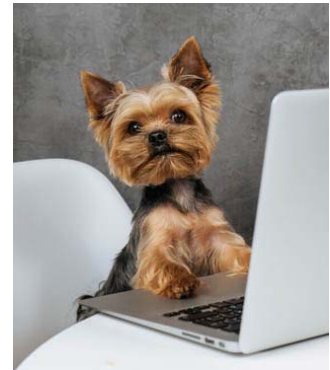
SC Members: Ben Taylor, David Prysock, Paul Johnson, Craig Hayenga, David Hjortland, Steve Bruzonsky



President's Message



Last Month's Meeting



Member Articles



Sundry Stuff



Dealer Area



Humor

Email Info@AZAVClub.org

Website <https://azavclub.com/>

Please join the Club for 2023, if you have delayed this rather painless endeavor.

You can find PayPal links on our website, or send money to Joe Goswami (address forthcoming on website), or bring check, cash, or money order to the meeting.

PRESIDENT'S MESSAGE

John Harvell

Again we have a bit of a short fuse with the April listening event being held on Wednesday 15 Apr at the Faith Lutheran Church from 7-9 pm.

"The people have spoken. On March 30 we closed the ballot for new officers for the Arizona Audio Video Club with the following members elected to fill key positions in the club:

President: John Harvell

Vice President: Joe Goswami

Secretary/Treasurer: Jeffrey Behr

Newsletter Editor: Roy Cook

Steering Committee: Ben Taylor, Dave Prysock, Paul Johnson, Craig Hayenga, David Hjortland

We additionally received a number of suggestions for improvements to the club that will be discussed in future Club Steering Committee meetings. Thank you all for participating in the voting process and contributing suggestions to improve and enhance the club experience. We look forward to more active participation of club members through recommendations and stepping up to organize and support club activities and events.

We had a rousing, in-person, meeting with attendance of 20+ club members on March 30 from 7-9pm at the Faith Lutheran Church on E Camelback Road. This meeting showcased music selections from many club members played across a set of HHR Exotics Walsh-Type TLS-2 speakers driven by a set of Atmosphere MA-1s with a Marantz AV-10 pre-pro and an Oppo BDP-205 providing the front end of the audio system provided by Jeffrey Behr. It takes a lot of effort and support to make a night like this work and we got that from Jeffrey Behr, Paul Johnson, Roy Cook, and John Harvell. A good time was had by all.

Just around the corner is the next club listening event which is scheduled on Wednesday 12 April at the Faith Lutheran Church from 7-9pm. This event will be hosted by Michael Johnson of Poetry in Plastic Fame. He will be showcasing a selection of big bombastic symphonic music interspersed with selections of Jazz and Rock titles from his personal collection. The target equipment for this presentation includes:

Pure Fidelity Horizon Turntable w/ Acoustic Signature TA-1000 Tonearm, and Hana Umami Red moving coil cartridge.

Allnic H1202 Tube Phono Preamp

Stock Version Galion TS120 Integrated Class A Amp running PSVane KT88 tubes

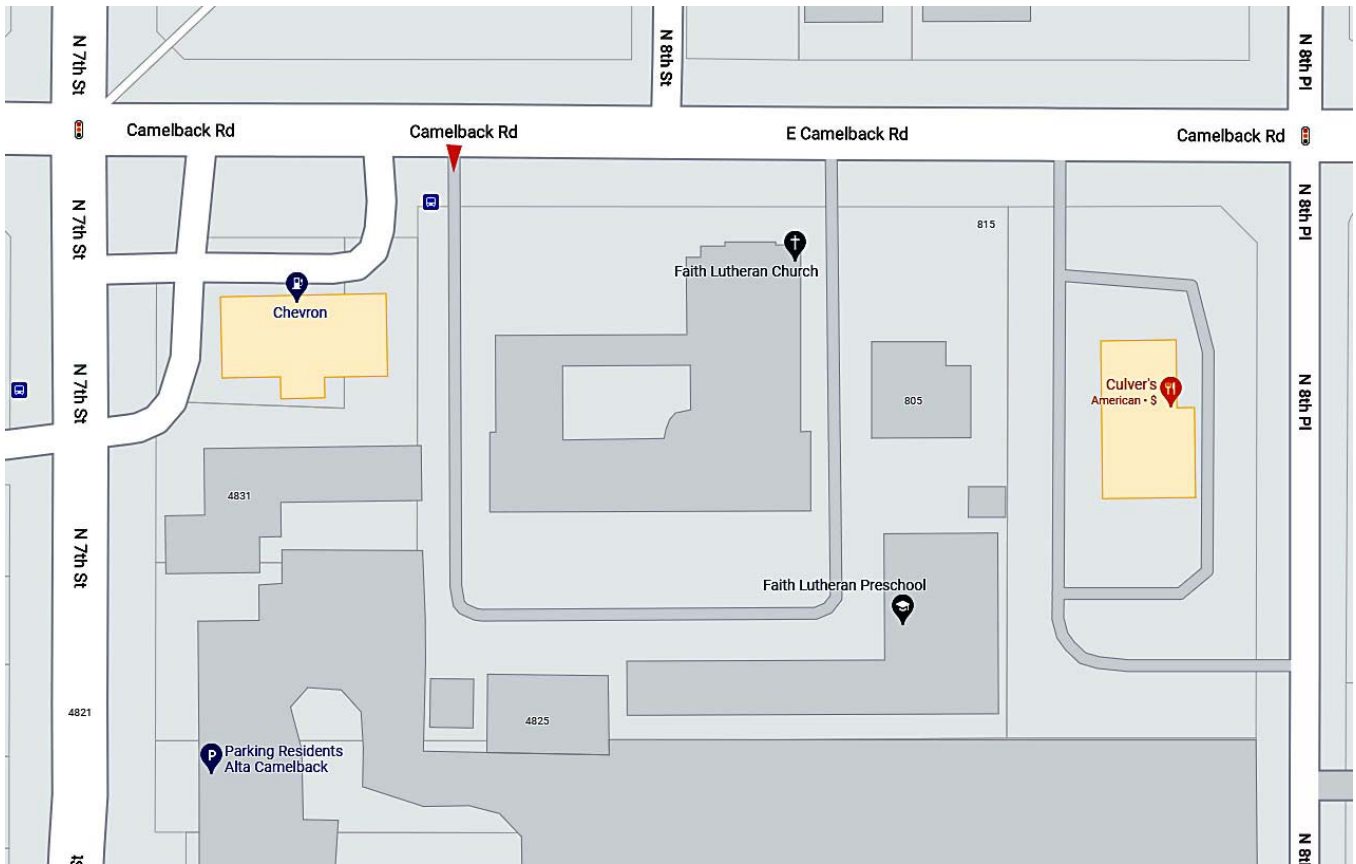
Klipsch Cornwall IV's (modified/upgraded)

Please come out and enjoy the April listening experience with other members of the club; help the club by offering up suggestions for new events, and share your experiences / feedback with other club members."

Best regards,

John Harvell





LAST MONTH'S MEETING RECAP

Walsh HHR Exotics Walsh-Type TLS-2 speakers, Atma-Sphere MA-1 Monoblocks with a Marantz AV-10 pre-pro and an Oppo BDP-205

This was a truly delightful meeting harkening to the pre-COVID days. Talking face-to-face, exchanging knowledge and new ideas, and listening to great music on an excellent system. The stars of the show were the Walsh speakers recently purchased by our Treasurer Jeffrey Behr. They are full-range, single driver behemoths with a really big sound. When the system first started playing you just had to wonder where the subwoofer was hiding. Single-driver speakers, without a crossover, have a coherence that multi-driver speakers have a hard time achieving.

MEMBER ARTICLES

The Great Audio Swindle: How Advertised Value and Actual Worth Diverge in the Audio Industry

The audio industry, like many others, is driven by consumer demand for high-quality products and the desire to own the latest and greatest. Unfortunately, this has also led to a growing disparity between the advertised value and actual worth of many audio products. In this article, we will explore the reasons behind this divergence, citing real-world examples and studies to demonstrate how advertisers and production companies inflate prices and prey on customers' emotions and desires.

One of the primary reasons for the inflated prices of audio products is the power of advertising. Advertisers and production companies have become masters of creating desire through marketing campaigns that rely on buzzwords, expert endorsements, and tantalizing promises of unmatched audio experiences. These tactics can drive up the perceived value of a product, justifying exorbitant price tags even when the actual worth of the components used may not align.

An example of this phenomenon can be found in the study by Robert W. McChesney, "The Political Economy of Media: Enduring Issues, Emerging Dilemmas" (2008), which highlights the persuasive power of advertising in shaping consumer perceptions and driving demand for high-priced items. In the audio industry, this translates to creating an illusion of value through expert reviews, attractive packaging, and the endorsement of celebrity audiophiles.

Another factor contributing to the divergence between advertised value and actual worth in the audio industry is the widespread use of cheap components and poor design. To maximize profits, some manufacturers cut corners by using low-quality materials and components while still charging premium prices. These cost-saving measures can lead to a significant gap between the perceived quality of a product and its actual performance.

For instance, a 2016 study by the Consumers' Research Council revealed that some high-priced headphones used components like those found in much cheaper models, with only minor differences in design and branding. This suggests that customers may be paying more for the brand name and marketing, rather than for the actual quality of the product.

The placebo effect also plays a role in the audio industry's ability to sell products at inflated prices. Research has shown that when people believe they are listening to a high-quality audio system, they tend to perceive the sound as better, regardless of the actual quality. This cognitive bias, known as the "expectation effect," can be exploited by advertisers and manufacturers to sell audio products at a premium.

A 2012 study published in the Journal of Consumer Research demonstrated this effect by having participants listen to identical audio samples through headphones that were labeled as either high-end or low-end. Participants consistently rated the high-end labeled headphones as providing better sound quality, even though both sets were identical.

To combat the great audio swindle, consumers need to be educated about the true value of audio products and how to recognize marketing tactics designed to inflate prices. By understanding the actual components and quality of audio products.

Editors Comments:

Here are some audiophile oriented audio companies that I believe produce (at least a part of their range) excellent products at equitable pricing:

Audioquest, Focal, Klipsh, PS Audio, Magneplaner, Schiit, Straightwire, Primaluna, VanAlstine

DEALER'S AREA

Dealers Corner

As always we want to recognize and thank all the local retailers who support our club so graciously

DEALERS:

Acoustic Designs Group -- <https://www.adgroupaz.com/>

Dedicated Audio -- <https://www.dedicatedaudio.com/>

LMC Entertainment -- <https://www.lmche.com/>

Woolson Audio -- <https://www.woolsonaudio.com/> (may be closed, more later)

Arizona HiFi -- <http://tubeaudio.com/>

USA Tube Audio -- <https://www.usatubeaudio.com/>

Audio Video Excellence -- <https://www.audiovideoexcellence.com/index.html>

Big Ear Stereo News alert, Tom is closing Big Ear down; look for closeout specials on his web site --
<https://bigearstereo.com/>

Mythic Home Theater -- <https://mythicsls.com/>

VINYL:

Record High in Phoenix -- <https://www.facebook.com/Record-High-in-Phoenix-225931417539924/>

In-Groove Records -- <https://www.theingroove.com/>

REPAIR WORK:

James Koch

james@highendrepair.com

Audio Doctor

<http://www.audiodoctor.biz/>

Jeff's Professional Audio Repair, Also Car Stereo work

4221 North 19th Ave. Phoenix, AZ 85015

602-274-0794

jparepair@yahoo.com

M-F 9:00 AM to 5:30 PM

Refoaming Speaker Surround Service:

Michael Mitchell

480-749-7003

mmiller43228@yahoo.com

Turntable Set-up and record cleaning:

Richard Jensen

ANALOG resource

602 717 2399 | worksbau@gmail.com

SUNDRY STUFF

[Room-by-Room List of Axpona 2023](#)

David Snyder

Axpona is back, and it looks like this year's event may be the greatest American show ever.

David Snyder compiled a list of presenters by room. An indispensable guide.

[Stuff for Sale](#)

Anyone wishing to sell most anything audio related can send me the info for posting here. (Ed.)

David Farmer is selling a nice piece of Linn gear that should go fast to discriminating buyers. IMHO Linn makes some of the most dependable gear in the marketplace. (Ed.)

LINN Majik DS. (ds/1 version) was \$3500 new from L&M in 2014.
Has single-ended audio outs, single-ended digital out, and Ethernet only input.
Plays pretty much all formats of PCM 384/24 bit down to MP3's. No DSD.

I am asking \$1,000, and will set up locally.

You need a computer (pc or mac) and a router, an internet connection, and a NAS server.

You can use the computer to select and play music or install a free app for your phone or iPad to control with, if you wish.

David Farmer

602-524-5635



Treasurer's Report

We'll have somewhat more formal treasurer's reports in coming episodes. But the membership needs to know that we have approximately \$4K in the bank. I would be more precise, but currently it's a moving target.

HUMOR

More silly stuff, and Deep Wisdom



Actual entries on hospital charts

1. The patient refused autopsy.
2. The patient has no previous history of suicides
3. Patient has left white blood cells at another hospital.
4. She has no rigors or shaking chills, but her husband states she was very hot in bed last night.
5. Patient has chest pain if she lies on her left side for over a year.
6. On the second day the knee was better, and on the third day it disappeared.
7. The patient is tearful and crying constantly. She also appears to be depressed.
8. The patient has been depressed since she began seeing me in 1993.
9. Discharge status: Alive but without permission.
10. Healthy appearing decrepit 69-year old male, mentally alert but forgetful.
11. Patient had waffles for breakfast and anorexia for lunch.
12. She is numb from her toes down.
13. While in ER, she was examined, x-rated and sent home.
14. The skin was moist and dry
15. Occasional, constant infrequent headaches.
16. Patient was alert and unresponsive.
17. Rectal examination revealed a normal size thyroid.
18. She stated that she had been constipated for most of her life, until she got a divorce.
19. I saw your patient today, who is still under our care for physical therapy.
20. Both breasts are equal and reactive to light and accommodation.
21. Examination of genitalia reveals that he is circus sized.
22. The lab test indicated abnormal liver function.
23. Skin: somewhat pale but present.
24. The pelvic exam will be done later on the floor.
25. Patient has two teenage children, but no other abnormalities.