

The most widely used systems are QS (Sansui) and SQ (CBS Labs). These systems claim to be completely different for obvious merchandising reasons, but research shows that the basic difference between the two is simply one of facing the system's front channels or the right channels. "Regular Matrix" was developed as an "ace-in-the-hole", that is, it gives you something to switch into the circuit when you're confused as to which of the other systems would be proper. In other words, the superiority of anything from four speakers is the basic tenant of their generally accepted philosophy.

Major Dealers Agree

Almost all long established dealers across the country with whom I have talked recently feel as I do. This includes Pecar and Almas in Detroit, David Dean Smith in New Haven Conn.; Music Box, Wellesley, Mass; Myer-Emco, Washington, D.C., Bay Bloor in Toronto, Magnolia in Seattle. At a Consumer Electronics Show in Chicago, dealers got their chance to talk back. AUDIO TIMES (Feb. 75) reported:

"... They demanded to know who had talked the industry into going into four-channel in the first place. 'The Quadfather,' retorted JVC's (Bill) Kist, a member of the panel.

After four or five years of bickering and confusion, the consensus of most purveyors of four-channel is that if you get any kind of sound out of each speaker, it is O.K. Older dealers have seen many similar things come and go. If you would like to read more on this, you are invited to look through our collection of articles on four channel sound, totaling over 100 pages.

Your Decision --- Listen --- Consider Alternatives

If you are considering four channel as an electronic hobby which will give you about three times as many knobs, attachments, gimmicks, wires etc., it is O.K. I don't think the four corner format will add to your musical enjoyment.

My advice is to concentrate on QUALITY STEREO. Forget four channel until reliable, conservative manufacturers and dealers such as McIntosh, B&O, Yamaha and Beatty go into it. It is Beatty store policy to help customers get the most long-term enjoyment from their stereo dollar. I am certainly interested in selling lots of equipment, but not at the expense of my reputation.

Alternative to 4 Channel Recordings

I would suggest that you consider carefully the Audio Pulse, B&O Ambio or four or more speakers playing regular stereo as an alternative over any four channel recordings.

Audio Pulse is my choice for 1977. The Audio Pulse digital time delay unit allows you to create the sound, the feeling, of a theoretically ideal music hall or an intimate club. This is so incredibly complex to build that it was not practical until the use of integrated circuits. It is not hard to operate or service. The few we have had have been snapped up by our most discriminating customers.