



Phone: (714) 433-1983  
TWX: 910-322-1397

417 Via Del Monte  
Oceanside, Ca. 92054

\*\*\* DEALER BULLETIN

September 20, 1978

\*\*\* NEW PRODUCT ANNOUNCEMENT

\*\*\* INTRODUCING THE EXCITING NEW ATLAS 110 LINE \*\*\*\*\*

\*\*\* VALUE ENGINEERING AT ITS FINEST. HIGH PERFORMANCE AT LOW COST.

\*\*\* THE FIRST ITEM IS THE NEW RX-110 AMATEUR BAND RECEIVER.

All Solid state, it receives CW and SSB on the 5 amateur bands, 10 through 80 meters. It provides excellent sensitivity, selectivity, and dynamic range. The AC supply and speaker are built in. It will also operate on 12 to 14 volts DC. Dimensions are only 8 in. wide, 3 3/4 in. high, and 9 3/4 in. deep. The RX-110 is a basic receiver, with no unnecessary frills, but don't let its simplicity fool you. You'll be quite amazed to discover that it will outperform most receivers costing a lot more money. We believe that there is a big market for this radio among the many newcomers to amateur radio. A lot of old timers will fall for it too, as a spare, mobile, or portable receiver.

\*\*\* THE SECOND ITEM REVEALS OUR TOTALLY NEW CONCEPT:

BY SIMPLY ADDING THE NEW TX-110 TRANSMITTER MODULE TO THE RX-110 RECEIVER, PRESTO, YOU NOW HAVE A TRANSCEIVER !!!

Just plug the TX-110 into the RX-110 and you have the new Atlas 110 Transceiver. 5 bands, CW and SSB. Transmit power is offered at 2 levels. The TX-110-L provides adjustable input power up to 15 watts on 20, 40 and 80 meters; up to 10 watts on 10 and 15 meters. The AC power supply in the RX-110 receiver has sufficient capacity to supply the TX-110 up to the 15 watt level, so no other power supply is required. This QRP version is really inexpensive, and should prove very popular.

The TX-110-H Transmitter Module includes an internal PA-200 power amplifier which increases the power input rating to 200 watts on 20, 40, and 80 meters; 150 watts on 15 meters; 100 watts on 10 meters. For AC operation, a separate power supply, model PS-110, is required to run the 200 watt amplifier. For mobile or portable operation the entire line will operate directly from a 12 to 14 volt DC battery system.

The PA-200 power amplifier can be purchased and added to the lower power TX-110-L at a later date. It installs internally quite easily, and thus converts the TX-110-L to a TX-110-H.

As you can see from the enclosed photos, the RX-110 receiver, and TX-110 transmitter module sit side by side to form a 5 band transceiver. The two units may be physically attached to one another, using brackets and hardware supplied with the TX-110. The combined units will plug into a mobile mount in the same way that has been so successful with the Atlas 210X.

\*\*\* THE THIRD ITEM, AND PERHAPS THE MOST IMPORTANT, IS THE PRICING:

		<u>*Dealer Cost</u>	<u>Suggested Resale</u>
RX-110	Receiver .....	\$ 173	\$ 229 (25% margin)
TX-110-L	Low Power Transmitter Module .....	120	159
TX-110-H	High Power Transmitter Module .....	188	249
PA-200	Power Amplifier Module ...	68	90
PS-110	AC Power Supply for 200 watt transceiver .....	68	89
MM-110	Mobile Mounting Kit, Plug-in Design .....	37	49
DCC	DC Battery Cable .....	8	14

\* Prices subject to change without advance notice. Any such change will apply on the effective date to all back orders. The above pricing is quite firm for at least 3 months, probably longer, depending on the rate of inflation.

Now you not only have a reasonably priced ham band receiver to sell, but you can offer a 5 band, 15 watt CW-SSB transceiver for only \$388 including built in AC supply and speaker. You can offer the 200 watt model for only \$478; \$567 with the AC supply. These figures are all with a 25% margin. Other accessories and deluxe features will be coming along later.

ABOUT DELIVERY:

We expect to be shipping RX-110 receivers by the end of September, 1978. The TX-110's will begin deliveries in November. We suggest that you place your orders soon, as we expect a large backlog to build up rapidly.

Best wishes for a prosperous 1978-1979.

*Herb Johnson*

Herb Johnson, W6QKI  
President  
ATLAS RADIO, INC.