

NOV 29 1961

12 CHERRY HILL ROAD



JOLIET, ILLINOIS

November 28, 1961

Dear Wes:

Hams are like other people; give them something they understand, something they can talk about, something they can brag about and they will buy.

The average ham doesn't know a diode from a hop toad, and most of them don't want to know. When you get right down to basic fundamentals, as you have been doing in recent ads, then they will begin to see the superiority of Central Electronics equipment and start to buy.

The other sure fire attention getter is the "Letters to the Editor" type of promotion which I have included. Comments will run all the way from hearty approval to the traditional raspberry, but they won't ignore it.

Another factor which is going to increase sales of 200 Victors is the fact that many rigs, such as the KVM 1 and 2, have only three bands on sideband and CW. With 10 and 15 out most of the time, they have only 20 left. That is usually so QRMd that nothing less than 500w. is any good. That is the explanation given me by a W6 ham the other day. He wanted 5 bands plus Ancient Modulation so he traded his Collins gear in on a 200 Victor.

More and more hams are going to operate on 40 and 80, also. They are bragging about working DX on those bands. When they find out they can operate a 3 upper band beam on 40 and 80 they are going to buy more 200s.

Hope you have to put on the second shift, soon. 73s.

Ted-K9PAA



Dear Wes:

Strange things happen to a ham when he runs one of your 100Vs barefoot. It sure makes him stick out his chest when odd instances happen and they happen to this operator quite often.

For instance, I was talking to a commercial airlines pilot, the other day, about Yucatan and Central America. He gave me a QRX 1, so I stood by. I could hear him talking to some one but couldn't read what was being said. Then he came back and said his wife demanded to know who was in the room with him and how they got in.

He said he had tried to tell her that the voice she heard came from the speaker, and would I talk to her so she could hear for herself. I tried, but without much success, to convince her we were not trying to play some kind of a joke on her.

She said right out that she didn't believe me but if I really was in the middle west then she was in favor of more ham radio like it. She said goodbye, still believing that I was hidden in the house, somewhere, and had, somehow, gotten in without her knowledge.

Al knows it was one of your little 100Vs with the electronically controlled modulation but Mrs. Al will be watching the cracks around the doors to make sure I don't sneak in again, undetected. Its what I call armchair copy with foam rubber cushions.

Ham radio was never like this until the 100 and 200 Vs came along.

73.
Ted
TED-K9PAA

This postscript will serve as a release for you and Central Electronics, Inc. The contents of the foregoing letter may be used by you, personally, or in a corporation capacity, in any manner you see fit. Additions, subtractions or substutions may be made by you at your discretion.

Ted Blair
Ted Blair

PPS. It takes a genius to spell substitutions wrong, twice. Found the dictionary.



Dear Wes:

Who ever heard of running a phone patch between the Indian Ocean and the middle west with only 100 watts. But it happened to me the other day.

One of the boys in the military wanted a phone patch with his sister in Indianapolis. Said he was aboard a ship in the Indian Ocean about 50 miles off Ceylon. Very timidly I said I would be glad to help if he thought my signal was strong enough.

I was sort of flabbergasted when he told me I was coming in loud and clear with the most readable signal he had heard all day. My chest swelled up as I answered him and told him I was running a 100V barefoot into a beam.

The phone contact was made with his sister who was delighted to hear from him. After about 20 minutes of exchanges about the family, they terminated the contact with a sked at the same day and time every week if possible.

The airforce boy couldn't believe I was putting out a signal that seemed to cut through everything with only 100 watts. But he did say that he didn't miss a word, with the patch armchair copy all the way.

It looks as if my little 100V is going to be kept busy this winter running phone patches from far off military posts.

I haven't found quite the words, yet, to explain to them that the electronically controlled high modulation level is more important than high power. However, this operator is convinced that he doesn't need a gallon to put an easily readable signal around the world.

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