

Central Electronics, Inc.

RESEARCH — DEVELOPMENT — MANUFACTURING
AUDIO — COMMUNICATIONS — MEDICAL ELECTRONICS

1247 W. BELMONT AVENUE

November 11, 1957

CHICAGO 13, ILLINOIS

George J. Pasquale W3NJT
Uncle George's Radio Ham Shack
9421 Thornhill Road
Silverspring, Maryland

Dear George:

This will acknowledge and thank you for your letter requesting distributorship information.

We have actually pioneered the development of amateur single sideband communication. We have over six years of practical experience in supplying thousands of single sideband units for the radio amateur. In fact, there are more of our exciters in use than all the other manufacturers combined. This popularity has been earned by outstanding engineering features, realistic prices and our courteous customer service policy.

To help promote your sales and to protect our stocking distributors, we ask that a new account place an initial order for the following merchandise:

- 1 - Model 20A Exciter
- 1 - Model 10B Exciter
- 2 - QT-1 Anti-Trip Units
- 2 - 458K Five Band Conversion Kits
- 2 - 458CP DeLuxe Case and Front Panel
- 1 - Model MM-1 RF Analyzer
- 1 - ea. set of plug-in coils; 40, 20 and 15 meters for 10B Exciter

Our sales records for the past year indicate that there is an equal opportunity to sell wired or kit units. We suggest, however, that the 20A Exciter be ordered in wired form to provide a finished display model.

Our sales experience has shown that with every 10B or 20A Exciter unit you will also sell a QT-1 Anti-Trip unit, a 458K and 458CP. We recommend that you obtain some surplus BC458 units to sell to your customers along with our conversion kits. As an accommodation we can furnish factory modified 458 VFOs, ready to plug in and operate, priced as follows:

	<u>User</u>	<u>Dealer</u>
Factory converted BC458, 160 through 10 meters, in deluxe case and panel	\$99.50	\$87.50
Factory converted BC458, 160 through 15 meters, in deluxe case and panel	62.50	50.00

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Through the years we have found that a distributor who actively operates the demonstration equipment sells more merchandise. If you have a licensed Ham in the organization by all means put the equipment on the air! At least operate the equipment into a dummy load to allow the prospective buyer to get the "feel" of operation.

You will note, on the attached distributor price list, there is an added 5% discount when ordering three major units on one purchase order. In addition we allow 1% for payment within ten days - net 30 days. If you have not already done so, please furnish credit references.

You will find Central Electronics equipment turns over rapidly since it offers advanced engineering features and quality at prices the Ham can afford to pay.

We look forward to receiving your initial stock order and want to assure you of our cooperation to help you establish a market for our equipment.

Very truly yours,

CENTRAL ELECTRONICS, INC.



Wesley R. Schum W9DYV
President

enc.
WRS:jc