Radio Shack
A Division of Tandy Corporation

CHICAGO REGION
U.S.A. FRANCHISE/DEALER DIVISION 614-836-9420
4343 WILLIAMS ROAD, GROVEPORT, OHIO 43125

TO: ALL CHICAGO REGION
FRANCHISE/DEALER STORES
FROM: ROBB WOLFLEY
DATE: JANUARY 27,1981
SUBJECT: LOW COST COMPUTERS

If you are not stocking, displaying, and selling computer equipment because you feel that you would be tying up too much of your inventory dollars in expensive merchandise, then READ THE REST OF THIS LETTER.

You really can't afford NOT to be selling our computer products. Remember the CB boom of a few years ago ? The percentage of our business that CB made up then, computer equipment and accessories make up now. And we are just starting to grow.

Our computer products are expanding both ways. Into the business world with more powerful processors and peripherals (that's a fifty cent word meaning add-ons like printers and disk storage), and into the home and into students' hands with small affordable computers like the products listed below.

STOCK #	DESCRIPTION	SUGGESTED RETAIL	DEALER COST
26-3501	POCKET COMPUTER	249.00	167.46
26-3001	COLOR COMPUTER 4K LEVEL I	399.00	281.30
26-1061	MODEL III 4K LEVEL I	699.00	538.23
26-1062	MODEL III 16K M III BASIC	999.00	764.63

If you're currently not selling any computer products and would like to get your foot in the door without a lot of expense, then 1,2, or 3 of the products listed above will make a good start.

Also since the only way to sell computer products is to turn them on and show the prospective customer what the machine will do, we have a new color computer demo tape available on request for a nominal charge of $ 5.00.

Ask your sales consultant or group manager for:
COLOR V DEMO TAPE