



PRELIMINARY SPECIFICATION SHEET - August, 1994

**ATLAS** RADIO *Introduces...*

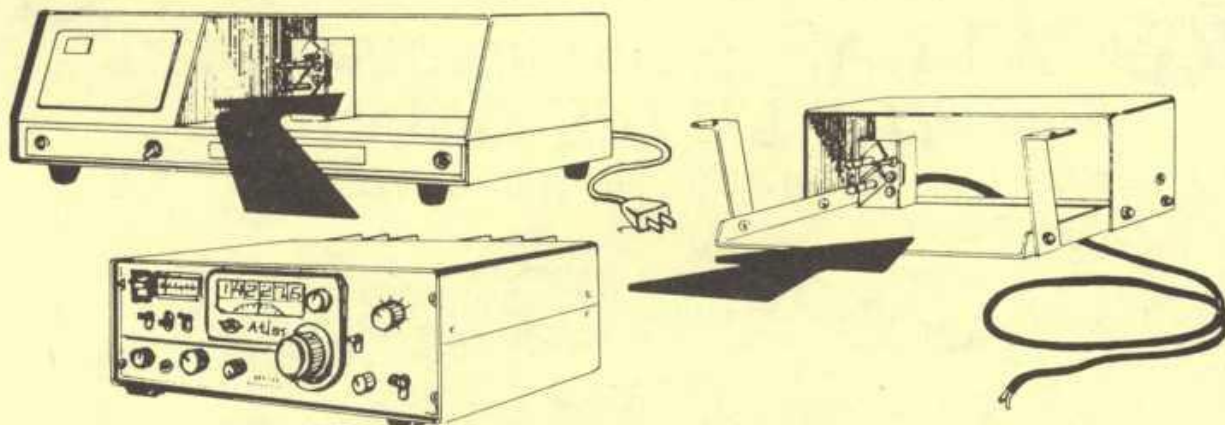
**"THE LITTLE GIANT"**

Model 400-X HF Transceiver



## Big Signal - Super Receiver - Small Package - Affordable

- Super Smooth Tuning System with Rock Solid Stability: Three major developments have created a superior tuning system for the 400-X:
    1. A VFO with AFL (Automatic Frequency Lock) which continually monitors frequency and cancels the effect of temperature change.
    2. VFO Band Switching is accomplished with PIN-Diodes, eliminating the problems of using rotary switch contacts to change coils and capacitors. The bandswitch now deals only with switching DC current to the PIN-Diodes: giving far greater stability.
    3. The Atlas system uses only one stage of conversion to a 4.9 MHz Intermediate Frequency (I.F.) and comes through with superior performance.
- Note: These improvements in the VFO provide a high level of frequency stability in the 400-X; on a par with digital synthesis, but without the noise problems generated by synthesizers. Fewer parts are used in this process which lowers the cost of the radio and reduces costly maintenance. By keeping the process as simple as possible Atlas can manufacture radio equipment that is user friendly and meets the Company design criteria - Rugged/Reliable/Affordable
- Operates on all 9 Amateur Radio HF Bands: From 1.8 to 29.7 MHz, and includes MARS and CAP frequencies.
- MADE IN THE USA**  
Mfd. by **ATLAS RADIO CO.**  
722-G Genevieve Street, Solana Beach, CA 92075-7321  
**PHONE: (619) 259-7321**
- Power Output: 150 watts PEP in SSB mode, 120 watts on CW, 80 watts on Packet. No transmitter tuning is required. Power is panel adjustable from 5 watts to full power.
  - RECEIVER: Single Conversion and Double Balanced Diode Mixer provide better than .25 micro-volt sensitivity, dynamic range better than 130 db, and third order intercept at 18dbm.
  - Bob Crawford has designed a custom 8 pole crystal filter with switchable bandwidth of 0.5 KHz for CW, 1.8 KHz for narrow SSB, and 2.7 KHz for normal SSB, with Shape Factor of 1.4 (6 to 60 db). Image rejection is better than 80 db.
  - Digital Frequency Display with six digits .4 in. high reading to 100 Hertz. The color of the digits is orange.
  - Other Standard Features include: Break-in CW keying, RIT, Upper and Lower Sideband selection, Noise Blanker, and Internal Speaker.
  - DC Power Requirements: 12-14 volts at 500 milliamps for receive, and up to 20 amps for transmit.
  - Dimensions: 9 in. wide, 3.4 in. high, 9 in. deep. Total weight: 7 lbs.
  - The Atlas 400-X will give you more QSO's and DX contacts per dollar.
  - When you buy Atlas radios you are buying customer service second to none.
  - **Factory Direct Introductory Price: \$699.**



The ATLAS 400-X plugs directly into the POWER SUPPLY CONSOLE. This is a unique Atlas feature that became so popular with the original Atlas Transceivers. It results in a very smart looking desk top station with high quality, front facing speaker. The transceiver angles downward at the rear, so the front panel is tilted up for easy viewing and knob twisting. Operates on 117 or 230 volts AC, 50-60 Hz.

Price: \$199

The 400-X also plugs into the DELUXE MOBILE MOUNT with connectors similar to those in the console, automatically connecting DC power, antenna, mic., and external speaker with just one push. This design makes it quick and simple to remove the 400-X transceiver from the car, hide it in the trunk, or take it in the house, plug it into the console, and continue with the QSO.

Price: \$79

## THE HISTORY OF ATLAS RADIO COMPANY:

Since Atlas is again entering the HF Transceiver market, the following is a brief recap of the company's history. Herb Johnson, W6QKI, was the founder of Swan Electronics in 1961, manufacturing his first generation of highly successful SSB/CW Transceivers for the amateur radio market. In 1967 he merged Swan with Cubic Corp. of San Diego, and continued managing the Swan subsidiary until 1973. The Swan line of equipment was mostly tube type design, and through the years more than 80,000 Swan transceivers were sold. A high percentage of them are still on the air, putting out strong, good quality signals.

In 1974, Herb started his second company and named it Atlas Radio. Atlas introduced the first really successful all solid state transceiver (no tubes). In this design he had the valuable assistance of Les Earnshaw, founder of Southcom International. The original model 180 covered the 160, 80, 40, and 20 meters. In 1975, the 210 and 215 models evolved, followed by the 210X, 215X improvements and the 350XL deluxe transceiver in 1976.

There were over 23,000 of these models sold. They were developed under the "KISS" principle, (Keep-It-Simple-Stupid), and the design set new standards for high performance and reliability, as well as being practically bullet proof. The big majority of these early Atlas radios are still in service, and are not easy to find on the used market.

"The Swan transceivers were what I like to think of as my first generation of SSB HF Transceivers", says Herb. "They were then followed by my second generation, the Atlas transceivers of the 70's.

And, so here we are, back again, this time with the third generation, the brand new Atlas 400-X. I'm sure you'll find the 400-X to be as innovative and exciting as the 210 was 18 years ago, with many additional features to make it the radio of the 90's. The general design philosophy is the same 'KISS' principle, but without compromise in any area. In state-of-the-art technology, performance, and reliability, the 400-X takes a back seat to no one."

73 Herb Johnson W6QKI  
Chairman of the Board of Directors, Atlas Radio Co.

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Factory Direct Introductory Price: \$699