



## A personal message.....

Most of us are too busy running our business to spend much time to address the issues of favored nation foreign imports, illegal immigrants, and increasing governmental regulations that add to the cost of American products. However, there are little things we can all do that can affect the impact of these issues. One of those things is working together for a common objective – *the preservation of the American manufacturer!*

Our company is involved in the manufacture of specialized emergency alerting products sold to churches, government agencies, retailers, and schools. Fortunately, for the moment, the sales volume is below the radar of larger companies that might move into our market. We partner with key suppliers that offer complimentary products and in some cases distribute those products in selected markets. One of those suppliers is another all American company – Ritron, Inc. of Carmel, Indiana. Like us, Ritron is a family owned privately held corporation.

Ritron is the last American manufacturer continuing to produce commercial grade business 2-way radio products. All the others have moved production offshore, mostly to China currently. Now, you may be asking what exactly is my point?

The answer is that we recognize that you most likely utilize 2-way radios in your daily operations. In general, most industrial radios are purchased either from a supply house from a local dealer, or sometimes on the Internet. In all cases, the decision is generally made on the basis of convenience, service, and price. Unfortunately, in most cases, the products being supplied are generally produced in China, Malaysia, or the Orient. We think we have a better idea.

What would you say if I could offer an expanded line of communications products and services that are made in America, OUTPERFORM any foreign made product, and COST LESS? As far as convenience is concerned, how about next day delivery? Ordering is as simple as making a phone call. In regard to service, how about a flat rate repair program that is without comparison? Not only can we provide superior service, we can do it less expensively! You'll see why Georgia Pacific, Toyota and others are choosing Ritron from Falcon Direct!

You can learn more about these products and others by giving me a call at 1.800.489.2611 or on a special web site at [www.info4u.us/BuyAmerican](http://www.info4u.us/BuyAmerican). We will gladly provide demonstration equipment on request. Give us a try – we think it will be one of the best decisions you've ever made. I'll be looking forward to hearing from you!

Sincerely,

***Burch H. Falkner***

Burch H. Falkner, President

PersonalMsg.doc



# Here's your next radio!

The American made JMX series by Ritron, Inc. of Carmel, Indiana is the radio of choice for educational, healthcare, and manufacturing organizations who want a top quality product at reasonable cost backed by the best customer care in the industry. Our most popular models are known as the Basic, Professional, and Elite series with your choice of VHF or UHF. Choose the model with the features and options best suited for your individual requirements. You're going to like this radio!

- Up to 10 Channel Capability
- NOAA weather channel included on VHF models
- Weighs only 11.5 ounces
- Measures only 4.75" x 2.2"x 1.43"
- IP-54 Water and Dust Intrusion
- High Visibility, Easy-To-Read LED Channel Display
- Choose From 21 Different Field Selectable Freq.
- PC Programmable Custom Frequencies/Features
- Twice the audio output of most other personal radios
- Channel Scan with Nuisance Channel Delete
- Audio Accessory Jack
- Quick Change Battery
- 51 Quiet Call® Codes or 83 Digital Quiet Call® Privacy Codes

## JMX Series Model Selection Guide

Series	Description	Price
<b>Basic</b>	Your choice of VHF or UHF 10 channel radio (VHF model includes NOAA weather scan), 700 mAh battery, overnight desk charger, 6" flex antenna, pocket clip and one-year factory warranty. Model JMXB-V for VHF or JMXB-U for UHF	<b>\$199</b>
<b>Professional</b>	Same as above except with higher power, and 3" low profile antenna instead of standard 6" antenna. Your choice, VHF or UHF, same price. Model JMXP-V for VHF or JMXP-U for UHF	<b>\$229</b>
<b>Elite</b>	Same as above except with ultra high capacity 1500 mAh battery, and rapid conditioning charger. Your choice, VHF or UHF same price. Model JMXE-V for VHF or JMXE-U for UHF.	<b>\$279</b>

### Accessories for JMX Series radios

MHC-A, Carrying holster with swivel clip -	\$26
RSM-3X, Shoulder microphone -	\$47
FCCL, FCC License (if required) -	\$330

Out of warranty repair cost (flat rate) - \$79 without battery or \$94 with battery. You pay only return shipping cost. Ritron pays return shipping. Repair includes upgrades to latest engineering revisions, new housing and labels.



**FALCONDIRECT**

We Keep You Connected

[www.FalconDirect.com](http://www.FalconDirect.com)