

* * NEW PRODUCT NEWS LETTER * *

Dear Radio Amateur:

Let me introduce you to the classiest linear amplifier ever built, the ALPHA 70. It's really different!

On the enclosed brochure you'll discover how different. The ALPHA 70 is a new direction in truly linear amplifier design. If you've ever had questioned the linearity of your present amplifier, the clarity and "authority" with which it projects you to the rest of the world, please be advised, there is a truly linear amplifier, the ALPHA 70 by ETO, Inc.

I'm making this special direct mail effort to introduce you to the ALPHA 70 because it really deserves your attention. Its careful, thoughtful and intelligent design, with proven performance, has already won admiration and recognition as the most advanced, unique, and creative design to come along in years.

Obviously, I have a motive. I want to sell you one. Don't panic! There's no need to be defensive. The ALPHA 70 will earn your respect if you will devote the small effort to discovering how much value and performance it will deliver to you over the years.

No matter what your special operating interests in Amateur Radio, the ALPHA 70 will meet or exceed your expectations. After owning every commercially built amplifier for the Radio Amateur in the last twenty years, I'm satisfied that, with the ALPHA 70, I now own the best there is. I get a kick from operating a really good piece of equipment and I'm sure you'll experience the same sort of satisfaction.

Just for example, I decided to try my hand at the recent ARRL Phone DX Contest. With seventy-five hours of available operating time, my score ran over one-million points as a single operator. Maybe no big deal to the non-contester, but it proved to me that the ALPHA 70 can take it! Long hours of punishing pile-ups, working continuously three to five QSO's per minute, hours on end, the ALPHA 70 was just superb. No noise, no heat, just flawless performance at the maximum legal input. Best of all, no nagging neighbors. "Mom" and the kids were watching color TV in the next room most of the time; operating 80 thru 10: no TVI!

Almost sounds like the answer to a maidens prayer, but it's true. None of this is an accident. "Class tells", and the ALPHA 70 is a very classy piece of equipment. With all the professed design expertise of the formidable and well known names in the industry, none of them can "lick the boots" of the ALPHA 70. That might make you mad if you own another make amplifier, but, I switched and I like it!

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The ALPHA 70 doth not strain at 2KW and neither will you if you have to pick it up. If you want an amplifier with a CLEAN stand-out signal, top quality components, BIG lighted meters waning eyesight can see, BIG "he-man" front panel controls you can get your hands on with special features like full electronic CW break-in using the built-in electronic TR switch, FAST VOX operation with the swift-sure vacuum TR relay, power input capability in excess of the legal maximum for that extra margin of reliability, in a package you can lift without four guys to help, ALPHA 70 is "the only game in town".

Do I sound excited? Well, I am and there's good reason. ALPHA 70 is quality! A no compromise product that earns its price tag with real value you can see, touch and hear. In these times of evaporating purchasing power, it's refreshing to see a product come along that gives you your money's worth day after day.

Come and see the ALPHA 70 at my store. You have to be impressed by what a great job ETO, Inc. has done.

AMRAD, Inc. will treat you as an individual, with individual attention to your particular questions regarding installation and operation. AMRAD, Inc. is the West Coast factory authorized SERVICE and SALES center for ALPHA 70. I said SERVICE! When you buy an ALPHA 70, a piece of AMRAD goes with it that assures you of our attention to any problem. We won't shrink from our obligation to provide you with in-house warranty service and post warranty service, should you ever need it.

When you buy an ALPHA 70 from AMRAD, we'll take the time you need to sit down with you and make sure you are thoroughly familiar with its operation and installation. The ALPHA 70 deserves that kind of commitment from its dealers.

We want your business and as noted above, we expect to work for it! May we have your order today? Call us collect at (415) 451-7755 or write for a trade-in quote. The ALPHA 70 at \$1775. is worth every dollar in the pure satisfaction of owning and operating the "best there is". Cash with order brings the ALPHA 70 to you from our stock via AIR FREIGHT-PREPAID at our expense.

Join me and many other satisfied ALPHA 70 owners soon.

Thank you for the courtesy of your time.

73,
Amrad Supply Inc.

Doug Murray
Doug Murray-W6HVN
President & Gen. Mgr.