



# Why in the world would anyone pay over \$1,700 for a 2-way Radio?

With all the *inexpensive* radios available today, why do some people pay close to two thousand dollars or more for their radios? Do you know something they don't know or do they know something YOU don't know? Before answering the question directly, let me share a little story.

Many years ago, I was mentored by one of the best businessmen I have ever known. He always drove Cadillac's (and this was back when a Cadillac was a Cadillac). I drove a Chevrolet. One day he shared with me that the cost of owning and operating a Cadillac was less than I was paying for the Chevrolet. He had all the toys – a signal seeking AM/FM radio (a rarity in those days) automatic climate control (still rare) and automatic rear view mirror adjustment when people to the rear didn't dim their lights, even cruise control and power windows (a big deal in the late 50's).

The Cadillac was less expensive to maintain, depreciated less, and even got better gas mileage. The lesson was clear – quality doesn't cost, it pays! The Catch-22 is that you have to make the initial commitment to pay the higher cost on your first purchase. The old adage of you can pay now or you can pay later and you get what you pay for still applies!

Most people fondly remember the Motorola HT1000 as being one of the best radios ever built (and it is). The model number actually meant something – HT for Handie Talkie and 1000 for \$1,000. That's what it cost over a quarter century ago. Now, I ask you, *How do you think a radio can be built for \$400 today when production costs are four times higher and still have the same quality as the HT1000?* The answer is simple – *you can't!* Quality costs – always has, always will! This brings us to another question.



The radio at the left is the ICOM F70, priced at \$1,720. The radio at the right is the ICOM F50 priced at \$583 MSRP. Both radios have 5 watts of power, lots of channels, priority scan features, built in paging, MDC1200 ID, MIL-SPEC 810F specifications, a 2 year warranty and they can withstand water submersion at three feet for 30 minutes (IX-57). The F70 is bigger and heavier, so why wouldn't everyone choose the F50? You can review the specifications on the F70 at [www.info4u.us/F70.pdf](http://www.info4u.us/F70.pdf) or the F50 at [www.info4u.us/F50.pdf](http://www.info4u.us/F50.pdf), but after review, you may still wonder why the F70 is the better value.

To begin, the F70 isn't that much heavier (14.1 ounces versus 9.9 ounces). It's about the same size as the HT1000 and there is a reason for this. You get a bigger case, which means you get a bigger speaker which you can hear better. You get a top mounted channel selector knob instead of those wimpy little up/down arrows on the front of the radio. You get a large, easy to read display, but the most important thing is that you get Homeland Security approved P25 digital capability while retaining compatibility with current analog channels. This radio meets all FCC requirements through 2017!

So what's our point? Simple! Trade in any old radio between now and September 30, 2007 and pay a net price of just \$860! Now, THAT'S VALUE! For additional information, give us a call – Falcon Direct at 1.800.489.2611. For special prices on another great digital radio, check out [www.info4.us/CompareF3061.pdf](http://www.info4.us/CompareF3061.pdf).