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# Poucel Electronics Company

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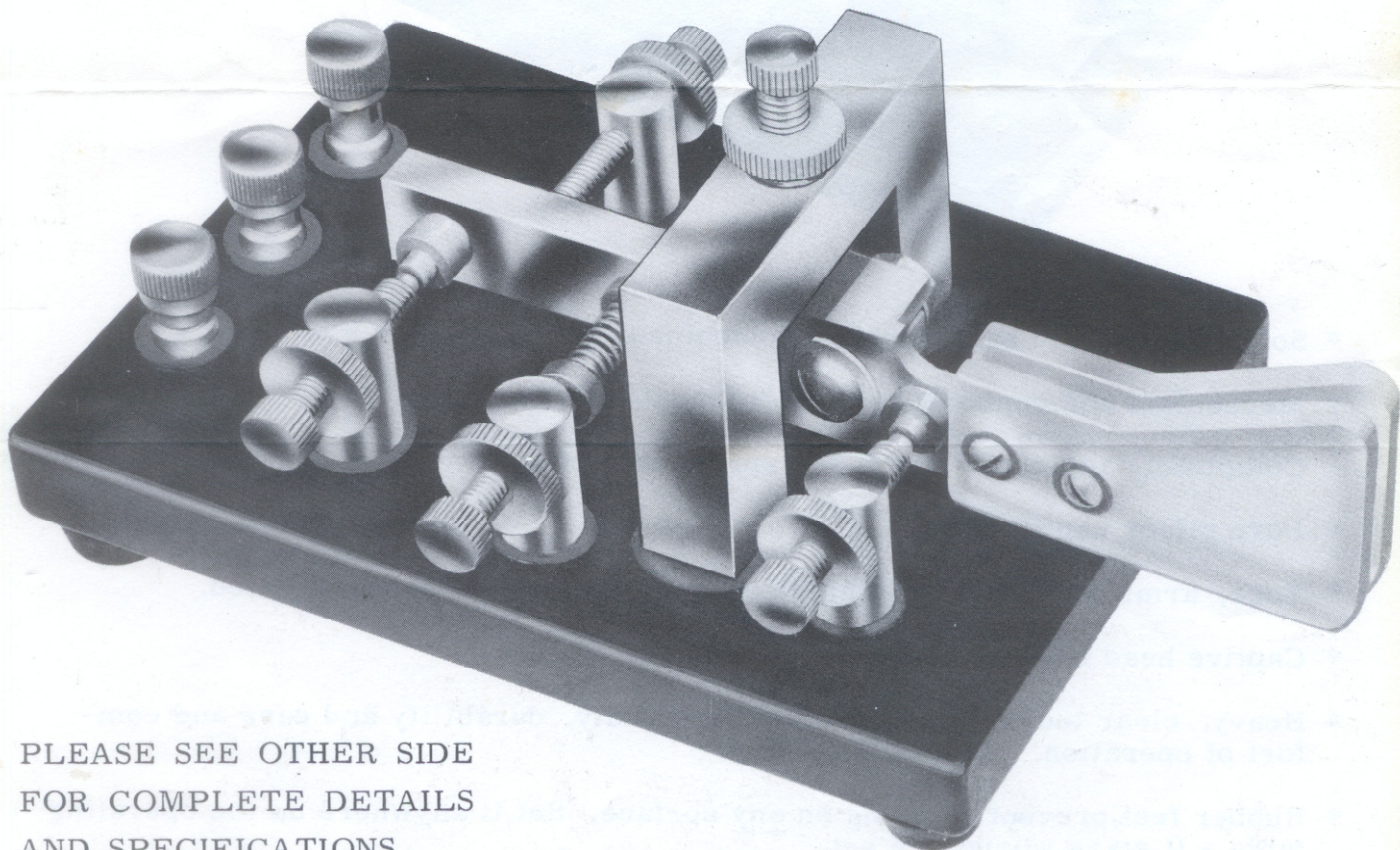
Dear OM:

If you own an electronic key of any kind you know that the key mechanism is the weakest link in the entire unit.

If you want to build an electronic keyer you may be stopped or slowed down by the difficulty of building a good sturdy and mechanically sound keying mechanism. And - where on earth can you even buy one?!

The ELKEY is the answer!

Here is a photograph showing the precise mechanical construction. You will see that the ELKEY is designed for LIFETIME USE!



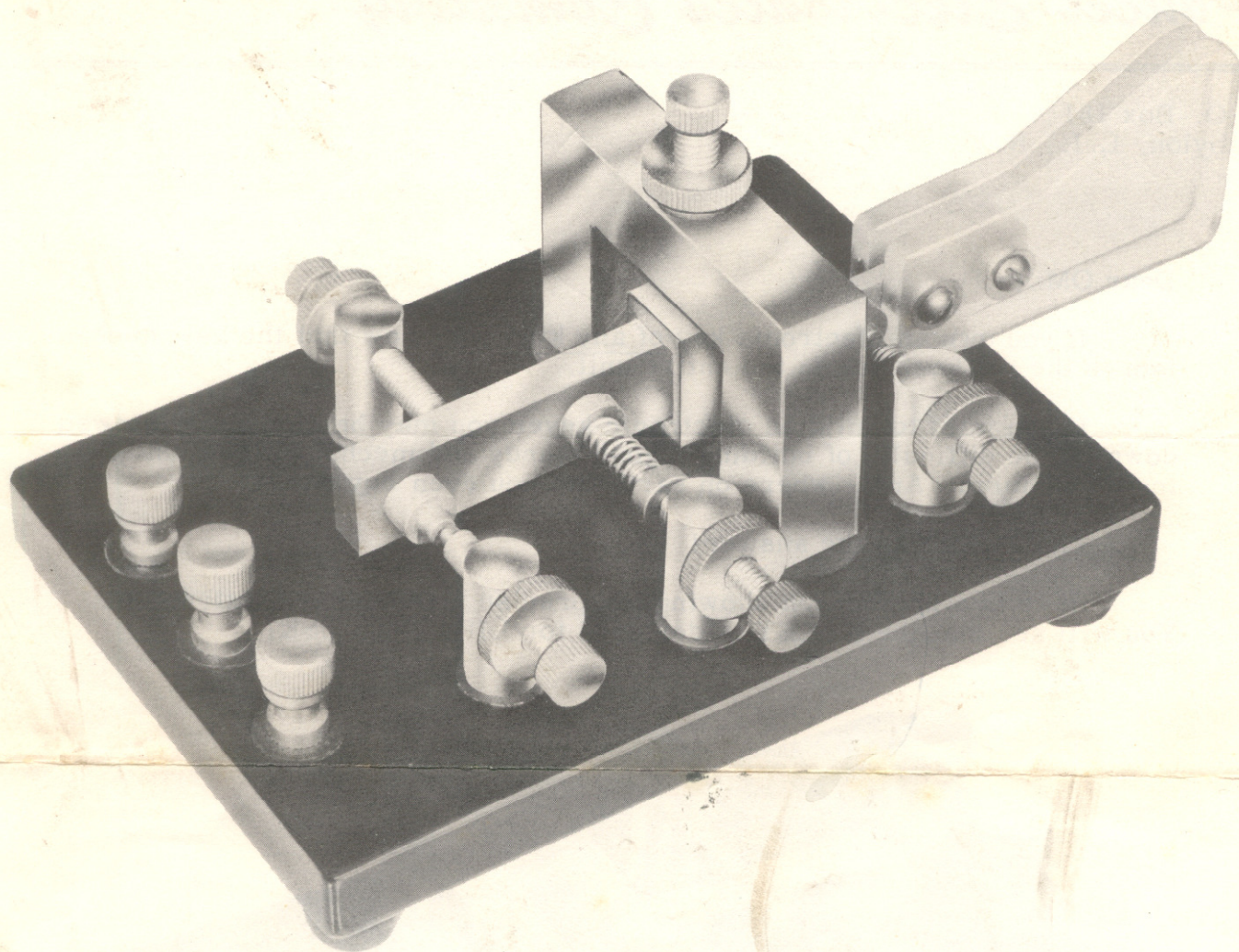
PLEASE SEE OTHER SIDE  
FOR COMPLETE DETAILS  
AND SPECIFICATIONS.

"Your key to better CW"



Should you tear apart a bug and end up with a makeshift mechanism? NO!

Look at the ELKEY and see exactly why you should buy one now.



- \* Solid 3 1/4 pound base carefully machined. Size: 3 1/2" x 5".
- \* Mechanism and contacts completely insulated from base.
- \* Completely adjustable stops and spring tensions.
- \* Pure silver contact points.
- \* Yoke, arms and posts, machined out of solid brass - chrome plated.
- \* Captive head binding posts.
- \* Heavy, clear lucite double paddles for beauty, durability and ease and comfort of operation.
- \* Rubber feet prevent skidding on any surface. Set it anywhere on the operating table - it stays where it's set.
- \* For the "lefty" as well as the "righty" - ELKEY is ambidextrous.
- \* Can be used as a sideswiper.
- \* Low priced - LIFETIME ELKEY is \$15.50 postpaid anywhere in the U. S. A.