

# NEW

## MODEL SP-2

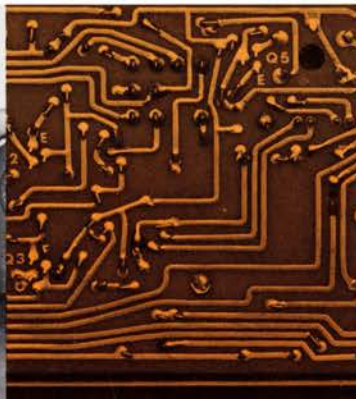
# ELECTRONIC SECRETARY<sup>®</sup>

TELEPHONE ANSWERING SET



### NEW DESIGN

Small—Compact Styling is more attractive . . .  
has immediate sales appeal



### NEW ENGINEERING

All transistor—Printed circuits assure  
many years of trouble-free performance

### NEW, EASY OPERATION

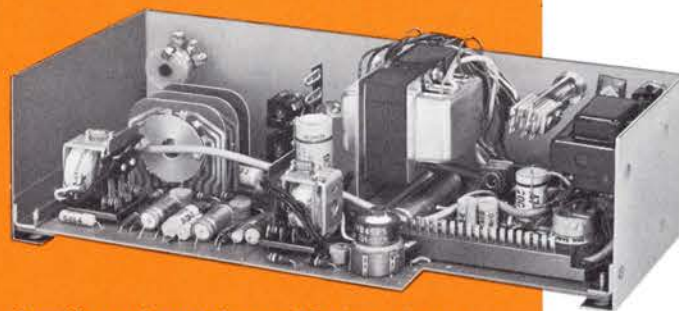
Set the dial, flip the switch . . . dictate.  
Re-set the dial to automatic-answer . . .  
it's ready for business. Simple as that.



*Does more  
for less  
than any other answering set on the market*



# Provides Low-Cost Telephone Answering Service for Small Business...Professional... and Residential Customers



Amplifier and control assembly show plug-in components and ease of maintenance.



The exploded view of the machine assembly shows the control and electrical assembly, the mechanical assembly and the cabinet.

**Note:** The SP-2 employs a unit type of construction, in which any one principal sub-assembly can be removed from the main assembly without unwiring or using involved disassembly techniques.



## BI-PLANAR MOTOR BOARD

The outgoing message is recorded on a strip of cushioned magnetic material laminated to the vertical flange of a turntable. The incoming messages are recorded on a flat or disc surface of the turntable. To erase old messages takes but a few seconds. The user simply presses the erase button and the job is done.



Model SP-2 ELECTRONIC SECRETARY® telephone answering set

*User  
records his own*

*announcement message—Receives twelve 15-second incoming messages*

Model SP-2 helps Small Businessmen, Professional people, even Residential customers to operate more efficiently, by taking their phone calls 24 hours a day, 7 days a week, if necessary. Eliminates the possibility of lost calls . . . provides full-time telephone service. The announcement message, recorded by the user, can be changed at will, as often as desired.

Longer life and better reproduction are assured through the use of transistors instead of vacuum tubes. Printed circuits have all but eliminated the need for maintenance. Bi-Planar recording, which has proved so dependable in the previous SP Model, has been refined to operate even more efficiently in the SP-2.



# Model SP-2 ELECTRONIC SECRETARY® set...

*broadens the market*

*for*

*telephone answering*

*service*

Small businesses and homeowners who could not afford the rental of a telephone answering set before, are now inquiring about this helpful, low-cost service. Many telephone companies have already cashed-in on this growing interest. Installation charges — monthly rental — and, in many cases, new stations used exclusively for Electronic Secretary answering sets, add substantially to the revenue of operating companies.

## BUSINESS

Modern businessmen everywhere are discovering that full-time service cannot be accomplished through part-time telephone facilities. TV and Appliance Repairmen . . . Realtors and Insurance Men . . . Agents and Distributors . . . Printers and Artists . . . all improve service and increase business potential with an SP-2.



## PROFESSIONAL

Doctors . . . Lawyers . . . Pharmacists . . . Brokers and other professional-type men like this service, too. Take the small-town Veterinarian, for instance. While he's out on a call . . . his office phone is answered automatically by an SP-2 Model ELECTRONIC SECRETARY telephone answering set. He can take care of all the calls he might otherwise have missed.



## RESIDENTIAL

Men and women busy in social work or community affairs welcome the assistance of this low cost telephone answering set. Many church groups, fraternal lodges and political organizations use one in their group headquarters, or in the home of a committeeman, to take messages between meetings.