

THEATRES

SUPER MARKETS

CHURCHES

STOCK BROKERS

DOCTORS

RADIO STATIONS

POLITICIANS

WEATHER BUREAUS

LAWYERS

SPORTING GOODS

PRINTERS

REALTORS

ARTISTS

SAVINGS & LOANS

BANKS

*A New, Improved  
telephone answering set  
to serve the **BIG***

**ANSWER-ONLY  
MARKET**



**MODEL AO-3**

**ELECTRONIC SECRETARY®**  
telephone answering set

# NOW...more than ever

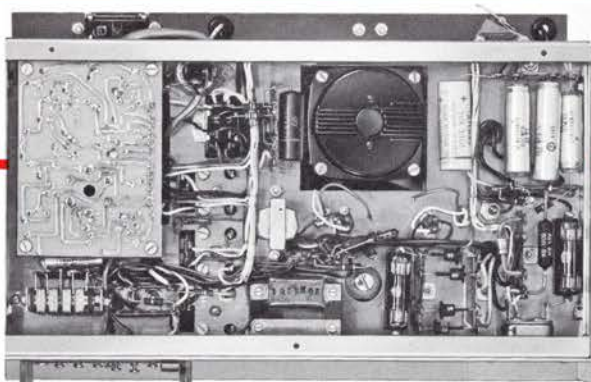
## *Model A0-3 Sets the Pace*

### *in Style...Performance...Dependability*

This is Electronic Secretary Industries' newly designed answer-only model for those who want the advantages of automatic answering service, but do not need incoming messages recorded. It answers the phone and delivers a recorded message (up to 5 minutes) in the user's own voice. Messages can be changed, at will, as often as desired . . . new messages automatically erase old ones.

The new design is as functional as it is attractive. Transistors, printed circuitry and photocell control are only a few of the new engineering improvements. Simple operation, smooth performance and longer life are assured.

**Many engineering advancements assure your customers (and YOU) of trouble-free, service-free performance . . . year after year.**



**Bottom View (cover off)**

A plug-in printed circuit board, transistors, 4-pole capacitor induction motor (with sealed lubricant) keep service and maintenance simple . . . but rare.



**Front View**

Simplicity of operation is apparent in this open view. A selector switch selects the dictate, check and automatic answer phases of operation. After the message is dictated and checked, the user sets the dial to automatic answer and closes the cover. Only the on-off rocker switch and indicator lamp (lit when machine is set for incoming calls) are then visible. Announcement can be changed, at will, easily and quickly.



**Top View**

Cycling of the machine is controlled by a photocell activated from a light source, through a clear area on the endless magnetic tape. This method of switching is friction-free . . . increasing the life of the tape.





## The market for Answer-Only Service is growing...

Business customers who want the advantages of automatic telephone answering but do not need their incoming messages recorded, have been profiting from Answer-Only Service for many years.

**Theatre Owners** announce the present features and tell of coming attractions.

**Supermarkets** advertise features of the day and, perhaps, suggest new menus.

**Churches** record prayers and inspirational messages.

**Utility companies** tell where to call in case of an emergency.

The ease and speed of changing the announcement has opened new avenues for Answer-Only sets.

**Weather stations** report highs and lows and weather predictions.

**Sporting goods stores** can inform callers of latest scores in seasonal sports.

**Radio Stations** give up-to-the-minute news via the telephone.

These applications sometimes promote new stations which, of course, mean additional revenue for the phone company.

The standard AO-3 delivers a 1-minute announcement, but any capacity from 30-seconds to 5-minutes is available.



# ELECTRONIC SECRETARY® telephone answering sets provide you with the best model for every telephone answering application...every price range



## **Model LP (long play)**

The deluxe telephone answering and message taking machine. Equipped with two hours of tape capacity. Designed for companies with incoming messages of great length. Voice control feature allows caller to talk from the minimum few seconds to the maximum of two hours. An assurance tone tells caller he is being recorded. Ideal for salesmen's orders and reports . . . customers' orders.

## **Model FP (fixed play)**

A large capacity telephone answering and message taking machine in the medium price range. Perfect for companies with heavy telephone traffic of average message length. Standard cycle allows for a 20 second announcement message and 30 second incoming messages. Longer or shorter cycles are available.



## **Model SP-2 (short play)**

Lowest priced telephone answering and message taking machine on the market. For companies with light telephone traffic, professional people and residential subscribers busy with local and civic affairs. Takes twelve 15-second messages.

## **Model AO-3 (answer only)**

Answers the phone with an announcement message but does not take incoming messages. Ideal for theater announcements, grocery store specials, weather reports, "Dial-a-Prayer", etc. Priced down in the low rental range.

