

**of TELEPHONE EQUIPMENT
& SUPPLIES CATALOG**

ISSUED OCTOBER, 1963

RECORDERS & ANNOUNCERS

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AUTOMATIC ELECTRIC SALES CORPORATION

NORTHLAKE, ILLINOIS 60164 / TELEPHONE (312) 562-7100

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Model LP-TD Electronic Secretary®
Automatic Telephone Answering and Recording Set



The Model LP-TD is used in conjunction with regular business or home telephones. The user can now have the convenience of a professional private secretary . . . automatically—to take phone messages in his absence. (NOTE: Model LP-TD is a transistorized all-tape set which replaces the previous Model DCR-1 Record-Wire combination machine).

When it is necessary to leave a phone unattended, the Electronic Secretary telephone answering and recording set automatically answers the phone with a message pre-recorded by the subscriber. The recorded message, which can be changed at any time, asks the caller to leave a message. The incoming message is recorded on tape. When the user returns, all messages can be played back by simple operation of push-buttons. No interference with normal telephone operations. The Model LP-TD incorporates all of the features desired for convenience, dependability and ease of operation,

Assurance tone—If caller pauses for 4 seconds he hears a low tone which informs him that he is still being recorded.

Time out feature—Should caller remain silent for as long as 12 seconds, he will automatically be disconnected.

Voice control—(This was a separate attachment on the DCR-1 model). This built-in feature allows the answering and recording machine to accept calls up to two full hours, or any shorter time, depending on the type of information being called in.

End of capacity—If, by chance, the two hours of tape have been used up, the machine transmits a high tone for 12 seconds, after which it automatically turns itself off.

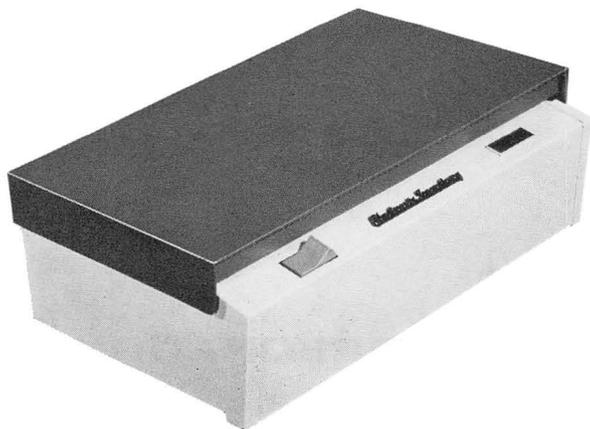
Headphone connection . . . for privacy when playing back recorded messages.

Foot control connection . . . enables transcriber to Start, Stop, Rewind, and Back-Space with foot, leaving hands free. (Back-Space optional). Contact representative for information on foot-control unit.

“Erase” in re-wind . . . a pushbutton will erase all re-recorded messages at user’s option.

Automatic “stop” switch . . . guards tape from traveling off reels in both forward and re-wind settings.

Model	Description	A.C. Voltage	Size Inches	Wt. Lbs.	Price Each
LP-TD	Electronic Secretary with Assurance Tone (Described Above).....	115	10½x21x16	65	\$550.00



Model AO-3 Electronic Secretary®
Automatic Telephone Answering Set

Designed to automatically answer your telephone with a recorded message that can be changed as frequently as desired.

Offers you the mechanical facilities to record various types of messages. Microphone permits you to record your message on a small tape cartridge. A new message can be recorded as often as you wish as old messages are automatically erased. Has no provision for taking incoming messages.

Model	Description	Price Each
AO-3	Electronic Secretary.....	\$275.00

Model SP-2 Electronic Secretary®
Low-Cost Telephone Answering and Recording Set



The Model SP-2 automatic telephone answering and recording set is a low cost, dependable unit designed specifically for home or small business use.

Both the outgoing and the incoming messages are recorded on a magnetic disc, making it possible for the subscriber to change his message at any time. As many as 12, fifteen-second incoming calls may be recorded.

Features simple operation, low maintenance, dependability, and most of all, convenience. Other features:

Beep tone . . . to indicate start and end of incoming recording time.

Electronic channel selector . . . for playback.

Automatically disabled . . . after 12th call.

Model	Description	A.C. Voltage	Size Inches	Wt. Lbs.	Price Each
SP-2	Electronic Secretary	115	13x12x7	25	\$220.00

Model FP Electronic Secretary®
Automatic Telephone Answering & Recording Set



A telephone answering and message taking machine in the medium price range. Perfect for a business with heavy telephone traffic of average message length. Capable of recording one hour of incoming messages. The subscriber records his announcement message and allots the calling party a specific interval in which to record his message. The standard announcement cartridge supplied allows for a 20 second announcement message and a 30 second incoming message. These time intervals can be shortened or lengthened (total cycle time not to exceed 3 minutes) by simply replacing the announcement cartridge. Special cartridges furnished upon request.

Model	Color	A.C. Voltage	Size Inches	Wt. Lbs.	Price Each
FP	Beige	115 Volts	10½x21x16	65	\$425.00

Accessories—Foot Switch, Foot Switch w/backspace feature, Headset

Prices are subject to change without notice.

Intercept Recorders



A rack-mounted, completely transistorized magnetic recorder which can be adapted to a variety of intercept applications.

A microphone is provided so that the message on the twelve-second tape loop may be changed whenever desired.

For the Model INT-2A, power available at the output of the unit will be ample for 5 trunks. Model INT-2B provides power for up to 35 trunks.

Model	Price Each
INT-2A	\$250.00
INT-2B	260.00

Model MR-2 Monitor Recorders



The MR-2 is a specialized type of tape recorder designed primarily for the telephone industry to be used in any application where the monitoring of telephone calls is desired. The unit is provided with:

- A supervisory and ringing circuit which will automatically start the tape recorder and keep it running whenever the local telephone line is loaded.
- A beep tone which will transmit to the telephone line every 15 seconds.
- A dynamic microphone for making manual recordings.

Model	Price Each
MR-2	\$310.00

Foot Controls

(For use with LP-TD and FP models)



The foot control adapter used in conjunction with the automatic telephone answering and recording set was designed to facilitate transcribing the recorded messages from the tape recorder.

The foot control enables the transcriber to "stop," "start," "re-wind" and "back space" the tape recorder with the foot, leaving the hands free for typing.

Part No.	Description	Price Each
15-749	Foot Switch Only for LP-TD units below serial #56099.....	\$12.00
15-759	Foot Switch Only for LP-TD, FP and MR units.....	12.00
15-750	Foot Switch with Backspacer for LP-TD units below serial #56099.....	32.00
15-758	Foot Switch with Backspacer for LP-TD, FP and MR units.....	32.00

**Model W-30 Electronic Sentry®
Automatic Warning Devices**

Model W-30 Electronic Sentry automatic warning unit notifies by telephone a responsible person whenever a hazardous condition arises such as fire, loss of pressure, water levels, temperature, theft, or malfunctioning of machinery.

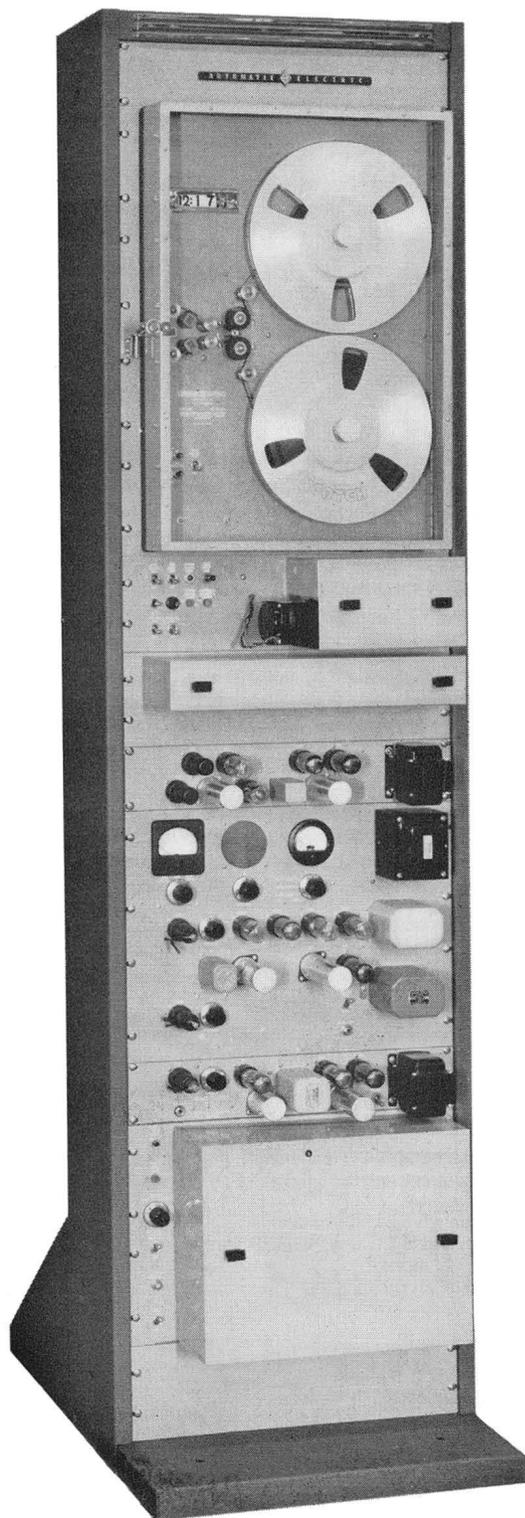
The W-30 is connected to the telephone line and a primary detecting device is connected to the W-30. The detector may be a thermostat, pressure control, water level indicator, photocell or any control capable of closing a switching circuit. Detecting device not furnished by manufacturer.

When the detection device activates the Electronic Sentry warning device, a predetermined telephone number is dialed and the warning message is repeated several times. The warning message is cut into a regular 6-inch phonograph record. At the end of the first call the W-30 disconnects itself from the telephone line, but it will dial the number again and again until the unit is disabled or the reported condition is corrected.

Model	Description	A.C. Voltage	Size Inches	Wt. Lbs.	Price Each
W-30	Electronic Sentry	115	8x8¼x11¼	18	\$250.00



Type B Automatic Time Announcer



Upon dialing the correct number, caller is cut into listening circuit, where he receives the commercial or public service announcement first, then the correct time.

Time and commercial announcements are taken from two separate devices that operate in sequence. A synchronous-clock-and-cam arrangement insures accuracy to the second. Where commercial current frequency is not accurately maintained, frequency-regulation equipment is available. If current fails, an auxiliary power supply cuts in to maintain continuing broadcasts; at the same time, an emergency alarm is actuated.

Time announcements are given every 15 seconds. In the interval, the caller hears one of six commercial messages. Fifty callers can hear the sequence of commercial and time simultaneously. For example—

“Plan for the future now. Start a savings account at the Boulevard State Bank . . . At the tone, the time will be 11:18 exactly (tone signal)”.

Time announcements come pre-recorded by a professional announcer. Commercials are easily recorded with a standard phone by you, the advertiser, or anyone. Commercial length is six seconds—time to speak about 15 words. No extra equipment is needed.

Assembled on a standard steel relay mounting rack; finished in dark gray. Aluminum equipment panels are medium gray. Multi-conductor fanning strips; shielded cords and plugs. Clear plastic covers the commercial recorder and electrical controls.

The announcer is installed in the exchange, or on the premises of the advertiser. It connects to exchange by special trunk circuits.

Capacity . . . at least 300 callers simultaneously.

Announcing cycle . . . 15 seconds, including 6 seconds for commercials.

Recording medium . . . magnetic-tape recorder provides time announcements; drum-mounted loop recorder for up to six commercials.

Motor . . . capacitor-induction; (clock motor is synchronous).

Amplifier . . . simple audio; 8 watts, 1 ohm impedance.

Operating current . . . 115 volts, 60 cycles, a.c. and 48 volts, d.c. (equipment can be arranged to operate from power other than that listed).

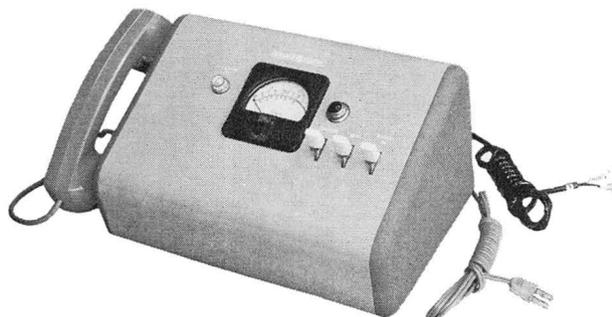
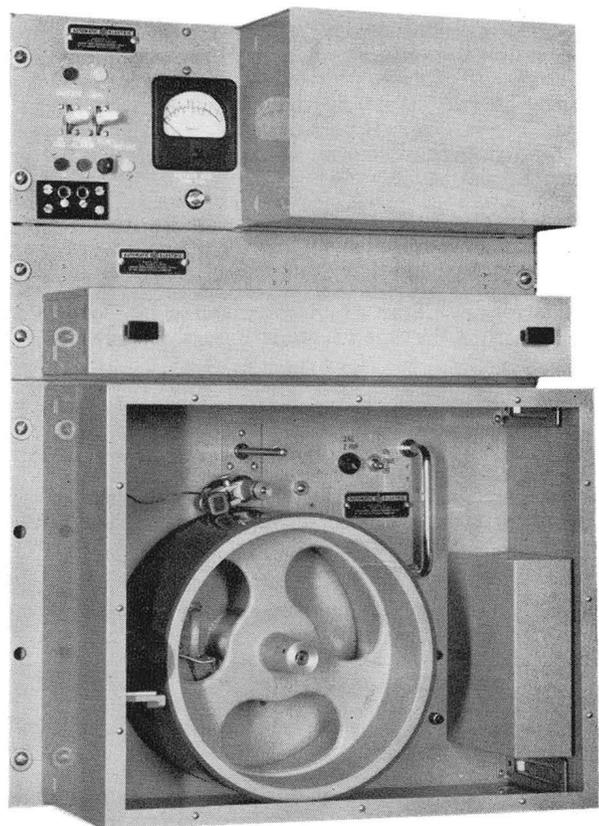
Dimensions . . . height, 80 inches; width, 22 inches; depth, 20 inches.

Part No.	Description	Price Each
SS-15162-1A	Automatic Time Announcer with Emergency Power Unit. Rack Mounted. . .	\$5,975.00
SS-15162-1B	Automatic Time Announcer without Emergency Power Unit. Rack Mounted. . .	5,725.00
RG-5143-A	Common Equipment (One Required)	111.46

Prices are subject to change without notice.

Type VMC Recorder Announcer

Single-Channel, Variable Message Cycle



Remote Control Unit

Provides weather forecasts, advertising messages, etc. Can be used for any length message up to four minutes. Record the message at any time from anywhere (even from another part of the city by remote control) and turn the announcer on as needed.

Even though the minimum time for recording messages is four minutes, only the recorded portion of the tape is played back. If a shorter message is on, there is no "dead" period of quiet. The pickup head automatically resets to the starting point at the end of the message. If it fails to deliver proper audio output, an alarm is sounded.

Consists of a coupling panel, control relay group, recording mechanism, and combined recording and playback amplifier. For operation from elsewhere in the same building, or at a distant point, a remote control unit is provided.

Designed for installation on 19-inch relay racks (adapters available for installation on other size racks). Steel panel material. Multiconductor fanning strips.

The announcer connects to exchange by special trunk circuits.

Capacity . . . 100 callers simultaneously.

Recording cycle . . . up to 4 minutes.

Recording medium . . . magnetic loop recorder.

Motor . . . capacitor-induction.

Amplifier . . . combined record and playback; output, 5 watts, 8 ohms impedance.

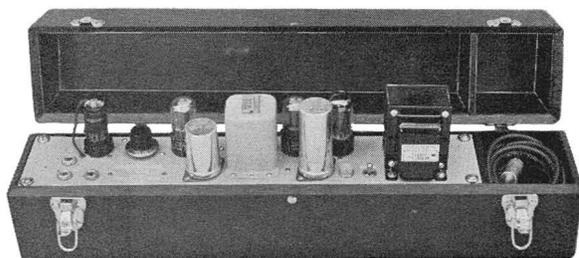
Operating current . . . 115 volts, 60 cycles, a.c. and 48 volts, d.c. (equipment can be arranged to operate from power other than that listed).

Panel dimensions . . . width, 19 inches; height of entire unit, 33 inches.

Part No.	Description	Price Each
H-883419-1	Single-Channel, Variable Message, Recorder Announcer. Common Equipment Is Necessary but Will Depend upon Service Desired . . .	\$1,970.00

Type MCF Recorder Announcer

Multi-Channel, Fixed Message Length—For Automatic Intercept Service



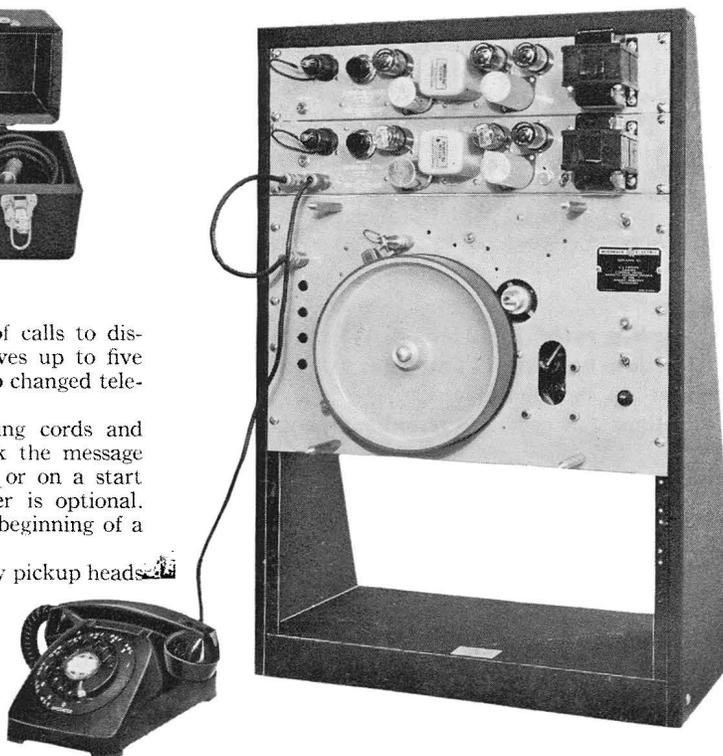
Portable "Erase & Record" Amplifier

Provides repetitive services, such as interception of calls to disconnected lines, dead levels, etc. The announcer gives up to five messages at once, to five different callers. Only calls to changed telephone numbers need be referred to an operator.

To record or change messages, simply set patching cords and switches for proper channel. Then, erase and speak the message into the phone. Set announcer to run continuously or on a start stop basis. A portable "erase and record" amplifier is optional. This device permits a caller to be cut in only at the beginning of a recorded message and cuts off at the end.

Consists of recorder, recording amplifier, and as many pickup heads and playback amplifiers as there are messages wanted. A unit of one pickup and one playback amplifier (strip-mounted) is required for each message.

Designed for installation on standard 19-inch relay rack (adapters available for installation on other size racks). Steel panel material. Multi-conductor fanning strips; shielded cords and plugs. Announcer connects to exchange by special trunk circuits.



Capacity . . . 5 channels; 70 callers simultaneously on each channel; total of 350 callers could be served simultaneously.

Announcing cycle . . . 6½ or 12 seconds.

Recording medium . . . magnetic loop recorder.

Motor . . . capacitor-induction.

Amplifier . . . simple audio; output, 2 watts, 8 ohms im-

pedance (internal); 500 ohms impedance (external).

Operating current . . . 115 volts, 60 cycles, a.c. and 48 volts, d.c. (equipment can be arranged to operate from power other than that listed).

Panel dimensions . . . width, 19 inches; height amplifier and control panels, 3½ inches; height recorder panel, 12¼ inches.

Description	With a Recording Amplifier		With a Portable Recording Amplifier		Without Any Recording Amplifier	
	Part No.	Price Each	Part No.	Price Each	Part No.	Price Each
1 Channel System	SS-15544-1B	\$642.10	SS-15544-1C	\$669.60	SS-15544-1A	\$497.10
2 Channel System	SS-15544-2B	804.10	SS-15544-2C	831.60	SS-15544-2A	659.10
3 Channel System	SS-15544-3B	966.25	SS-15544-3C	993.75	SS-15544-3A	821.25
4 Channel System	SS-15544-4B	1,128.55	SS-15544-4C	1,156.05	SS-15544-4A	983.55
5 Channel System	SS-15544-5B	1,291.00	SS-15544-5C	1,318.50	SS-15544-5A	1,146.00

NOTE: If the portable recording amplifier is ordered separately, specify:

Part No.	Price Each
SS-15069-1	\$172.50

NOTE: Type MCF is not furnished rack mounted. If a mounting rack is desired, specify:

Part No.	Description	Price Each
SS-15087-3	36¾x19-Inch Relay Rack	\$30.00

Prices are subject to change without notice.

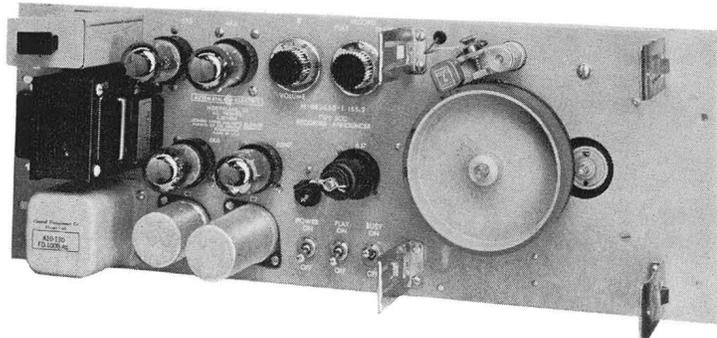
Type SCC Compact Recorder Announcer

Single-Channel, Fixed Message Length—For Automatic Intercept Service

Provides repetitive services such as interception of calls to disconnected lines, dead levels, etc. Also used for advertising messages. Can be set to run continuously or on a start-stop basis. Install one in each exchange or move the light and compact announcer as necessary to intercept calls closest to the point or origin. Meets every requirement where only one intercept message is needed (two units can provide two different messages).

To record or change the message, simply speak the message into a standard phone.

Designed for installation on 19-inch relay racks. Steel panel material. Multi-conductor fanning strip. Announcer connects to exchange by special trunk circuits.



- Capacity . . .** 70 callers simultaneously.
- Recording cycle . . .** 12 seconds.
- Recording medium . . .** magnetic loop recorder.
- Motor . . .** capacitor-induction.
- Amplifier . . .** combined record and playback; output, 2

watts, 8 ohms impedance (internal); 500 ohms impedance (external).

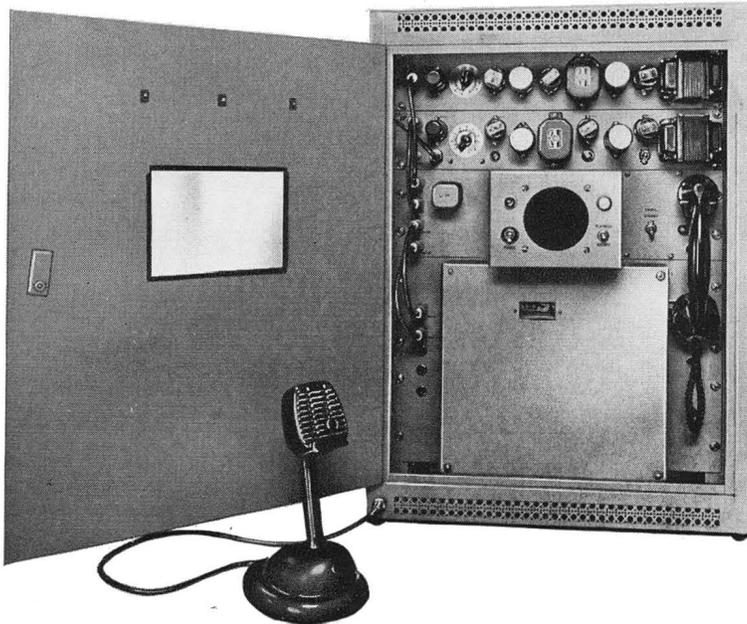
Operating current . . . 115 volts, 60 cycles, a.c. and 48 volts, d.c. (equipment can be arranged to operate from power other than that listed).

Panel dimensions . . . width, 19 inches; height, 7 inches.

Part No.	Description	Price Each
H-883660-1	Single Channel, Compact Recorder Announcer	\$455.00

Type FML Recorder Announcer

Single-Channel, Fixed Message Length



Designed to provide fire-location information for members of volunteer fire departments. Also used to announce theatre starting times, transportation arrival and departure times, etc.

Remote control microphone can be installed anywhere in the same building; permits recording from a second point when operator is not at the announcer location. If regular power supply fails, a telephone handset powered by three dry-cell batteries is provided.

Can be installed to fit individual requirements. For example in a fire station with the remote control microphone at any point in the same building, a special line carries the recorded message to the telephone exchange where the firemen hear it by dialing a special, unlisted number.

Assembled in a steel cabinet with doors at front and rear. The recording unit is enclosed in a tight-fitting steel cover. Multi-conductor fanning strips; shielded cords and plugs. Announcer connects to exchange by special trunk circuits.

- Capacity . . .** 70 callers simultaneously.
- Announcing cycle . . .** 6½ or 12 seconds.
- Recording medium . . .** magnetic loop recorder; capacity, one announcement at a time.
- Motor . . .** capacitor-induction.

Amplifier . . . simple audio; output, 2 watts, 8 ohms impedance (internal); 500 ohms impedance (external).

Operating current . . . 115 volts, 60 cycles, a.c. (equipment can be arranged to operate from power other than listed).

Dimensions . . . height, 28 inches; width, 20¾ inches; depth, 10¾ inches.

Part No.	Description	Price Each
SS-15545-1A	Single-Channel, Fixed Message Length Recorder Announcer; less Remote Control Unit	\$1,138.75
SS-15068-1	Auxiliary Remote Control Cabinet (Ordered as a Separate Item)	80.00
SS-15545-1B	Single-Channel, Fixed Message Length Recorder Announcer; with Remote Control Unit	1,218.75

Automatic Weather-Announcer



Remote Control Unit

Announces weather report or any message of any length up to four minutes. Each weather report is preceded by one of six spot commercials—each six seconds long. Switching from commercial to weather report is so smooth, the caller is not aware that there are two recording drums.

A caller dialing the proper number starts the drum recorders and hears a complete commercial, then the weather report. When message ends, pick-up head resets to beginning of message. For messages shorter than four minutes, there is no “dead” period of quiet. Other callers are cut in at whatever part of the message is being played. New callers hear the end of this message and then a complete commercial and weather report before the announcer cuts off. When there are no callers, the recording drums stop running.

Weather report recordings can be changed easily as often as necessary. A remote control unit is used to change the message from another room in the same building or from miles away—at a weather observation post, for instance. The main unit can be installed in a telephone exchange or private business. Commercials are changed from a telephone plugged into the main unit. Either type of message can be changed independently, without disturbing the other.

Designed for installation on standard steel relay rack, dark gray finish. Aluminum panels with light gray finish. Multi-conductor fanning strips. Shielded cords and plugs.

The announcer connects to exchange by special trunk circuits.

Capacity . . . 500 callers simultaneously.

Announcing cycle . . . 4 minutes, 6 seconds maximum (including 6-second commercial).

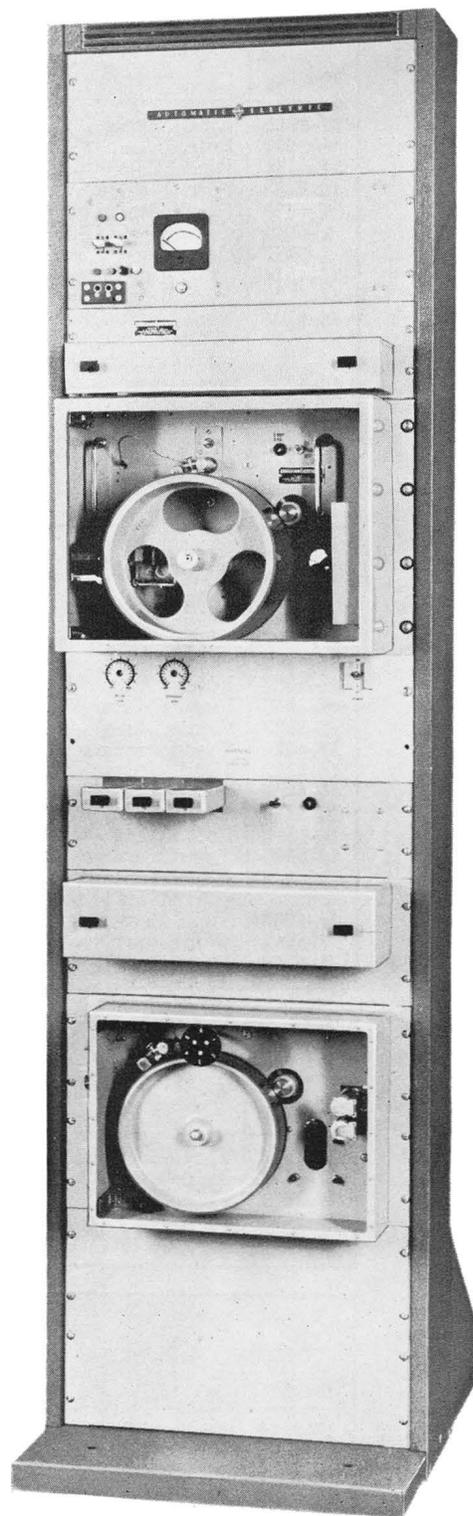
Recording medium . . . two drum-mounted magnetic loop recorders, operated in sequence. Up to six commercials on bottom drum.

Motor . . . capacitor-induction.

Amplifier . . . combined record and playback; output, 10 watts, 4 ohms impedance.

Operating current . . . 115 volts, 60 cycles, a.c. and 48 volts, d.c.

Dimensions . . . height, 80 inches; width, 22 inches; depth, 20 inches.



Part No.	Description	Price Each
SS-15633-1	Automatic Weather Announcer.....	\$5,975.00

Prices are subject to change without notice.

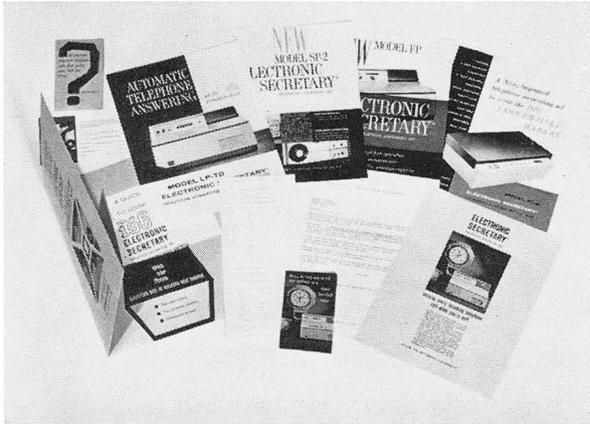
Replacement Parts for Electronic Secretary® Sets

Model LP-TD		
Part No.	Description	Price Each
37-4569	Diode, Zener.....	\$7.36
46-1007	Fuse, 3 Amp. F-1.....	.08
37-4114	Diode, Silicon Rectifier PT5.....	1.40
46-3465	Fuse, 1½ Amp.....	.08
1-4610	Circuit Board #1.....	52.00
1-4441	Circuit Board #2.....	38.00
1-4277	Circuit Board #3.....	52.00
37-4614	Transistor, Selected.....	1.60
46-5172	Fuse .5 Amp. Slo Blo.....	.16
44-5102	Tape Cartridge w/Tape; 30 Seconds—Standard (Tape cartridges with tape available in lengths from 30 seconds to 3 minutes. An additional charge of \$1.00 for minute or fraction thereof over one minute.)	7.50
44-4286	Tape, Recording 1200 Feet (Mylar).....	7.00
37-4202	Thermistor.....	3.60
37-4541	Transistor 2N1377.....	2.40
44-5392	Head, (Record-Play).....	6.28
44-4446	Head (Erase).....	3.88

Model FP		
Part No.	Description	Price Each
37-4569	Diode, Zener.....	\$7.36
46-1007	Fuse, 3 Amp.....	.08
46-3465	Fuse, 1½ Amp.....	.08
1-5108	Circuit Board.....	52.00
37-4614	Transistor Selected.....	1.60
44-5392	Head, (Record-Play).....	6.28
44-4446	Head, (Erase).....	3.88
46-3114	Lamp.....	.32
46-5172	Fuse, 5 Amp. Slo Blo.....	.16
44-5325	Tape Cartridge w/Tape 20 Sec. Outmessage and 30-Sec. Incoming Message Standard. (Tape cartridges available in lengths from 50 sec. to 3 minutes. An additional charge of \$1.00 for minute or fraction thereof over one minute.)	7.50
44-4286	Tape, Recording 1200 Feet (Mylar).....	7.00
37-4541	Transistor 2N1377.....	2.40
1-4342	Microphone.....	14.00

Model SP-2		
Part No.	Description	Price Each
37-4614	Transistor Selected.....	\$1.60
37-4541	Transistor 2N1377.....	2.40
46-1007	Fuse, 3 Amp.....	.08
44-3253	Playback, Record Head.....	9.36
1-4342	Microphone.....	14.00

Model AO-3		
Part No.	Description	Price Each
37-4114	Diode, Silicon Rectifier PT-5.....	\$1.40
37-4569	Diode, Zener IN2500R.....	7.36
37-5083	Photocell, LDR.....	1.76
44-5392	Head, Record-Play.....	6.28
44-4446	Head, Erase.....	3.88
44-5088	1 Min. Cartridge with Tape—Standard..... (Tape cartridges available in lengths from 30 seconds to 5 minutes. An additional charge of \$1.00 for minute or fraction thereof over one minute.)	7.50
46-5490	Fuse, ¾ Amp.....	.12
51-1169	Bulb, Neon "Dictate" Lamp NE-51-H.....	.44
1-4342	Microphone.....	14.00



This
ELECTRONIC SECRETARY®
Telephone Answering Set
PROMOTION KIT
is yours for the asking

Most business customers are good prospects for a telephone answering set. Many of these prospects are not aware of the service or how it can benefit them.

The promotion kit illustrated on this page will help you to acquaint *your* business customers with the advantages of telephone answering service. It contains an explanatory guide that tells how to get the best results from the kit, two suggested direct mail letters, two envelope stuffers (available in quantities at no charge), and a newspaper ad mat. It also includes a circular on each of the four Electronic Secretary telephone answering sets.

To get your FREE promotion kit, write to the
Director of Business Communications Sales,
Automatic Electric Sales Corporation,
Northlake, Illinois.

If you don't see what you want . . .

This catalog took quite some time to produce. As new supplies and equipment were added to our stock, the scheduled printing date was moved back several times so as to include every item possible. Even as the presses rolled, some of our buyers asked if a new *this* or a special *that* could be added.

Automatic Electric is the largest supplier to the Independent Telephone Industry. If there is any tool or piece of equipment available that will make your job easier or more productive . . . chances are it's in this catalog. If it isn't . . . it just didn't make the deadline. Why not ask us about it?