



*Bell's new Telephone Answering Set. In use, the machine tells the caller when to start talking, and when his time—thirty seconds—is up.*

*He's out...*

*but he's answering his telephone!*

This newly designed Bell Telephone Answering Set makes it possible for you to go out—but leave your voice behind.

Before you leave you twist a knob, dictate a message into your telephone, then switch the machine to "Automatic Answer." When somebody calls, the machine starts up and the caller hears your voice telling who you are, asking his name and telephone number, repeating what you have said. The reply is recorded too. On your return you play back all the calls that have come in, as often as you please.

The new machine features "talking rubber," a Laboratories-developed recording medium of rubber-like plastic and iron oxide which can be used over and over again millions of times. It is another example of how Bell Laboratories research works to help your local Bell Telephone Company serve you in new ways.

**Bell Telephone  
Laboratories**



*Improving telephone service for America provides  
careers for men in scientific and technical fields*