

# Communication Made Faster, Easier

**C**attlemen can now communicate directly with American Angus Assn. headquarters 24 hours a day by using the association's new DEX 4100 automatic facsimile machine. The machine automatically will receive any type of printed, typed or hand-written material sent by any type of facsimile machine—around the clock.

It works like this. Dial (816) 233-6940

and simply follow instructions on your facsimile machine. Your message will be received automatically without having to talk with anyone.

More and more businesses are investing in this new type of fast communications equipment that allows the transmission of "hard copy" via telephone lines. If, for example, you need to show someone at the American Angus Assn. a registration certificate, performance pedigree or other information, a copy can be transmitted to the association via the facsimile machine. Both you and the party you are communicating with will actually *have* the material for easy reference.

## **Day or Night**

Since the machine is in operation 24 hours, a message can be transmitted day or night. To do this, simply write the information on a sheet of paper and send it to the association using a facsimile machine and the (816) 233-6940 number. The message will be waiting to be handled when the office opens the next morning.

*In addition, advertisers in the ANGUS JOURNAL may send and receive rough copy and proposed layouts in a matter of minutes, rather than waiting several days for conventional mail delivery.*

The copy sent and received by a facsimile machine resembles copy from an ordinary Xerox or IBM copying machine. Transmission of messages on an 8x10 sheet of paper takes only a few minutes, and the cost is no more than a telephone call.

## **Equipment Availability**

The association's DEX 4100 facsimile machine is sold by Graphic Sciences, Inc., a subsidiary of the Burroughs Corp. Any Graphic Sciences office has facsimile machines available that can be used to transmit messages to the Angus association. Addresses and locations of these offices are available from the American Angus Assn. or can be found in the telephone book. If a Graphic Sciences office is not in your area, it is possible that businesses in your area would allow the use of their machines at a minimal charge. There are, however, very simple facsimile machines available for purchase or rent at fairly low rates.

If you have any questions about this new service, please call the American Angus Assn. at (816) 233-3101 or write to 3201 Frederick Blvd., St. Joseph, Mo. 64501. ☐