

# **KELLOGG**

## **SELECT-O-PHONE**

***Dial Intercommunication***



**private • automatic**



### **SELECT-O-PHONE DIVISION**

**KELLOGG SWITCHBOARD AND SUPPLY CO.**

AN ASSOCIATE OF INTERNATIONAL  
TELEPHONE AND TELEGRAPH CORPORATION

**79 West Monroe Street, Chicago 3, Illinois**

## providing for inter-communication in the planning stage with SELECT-O-PHONE

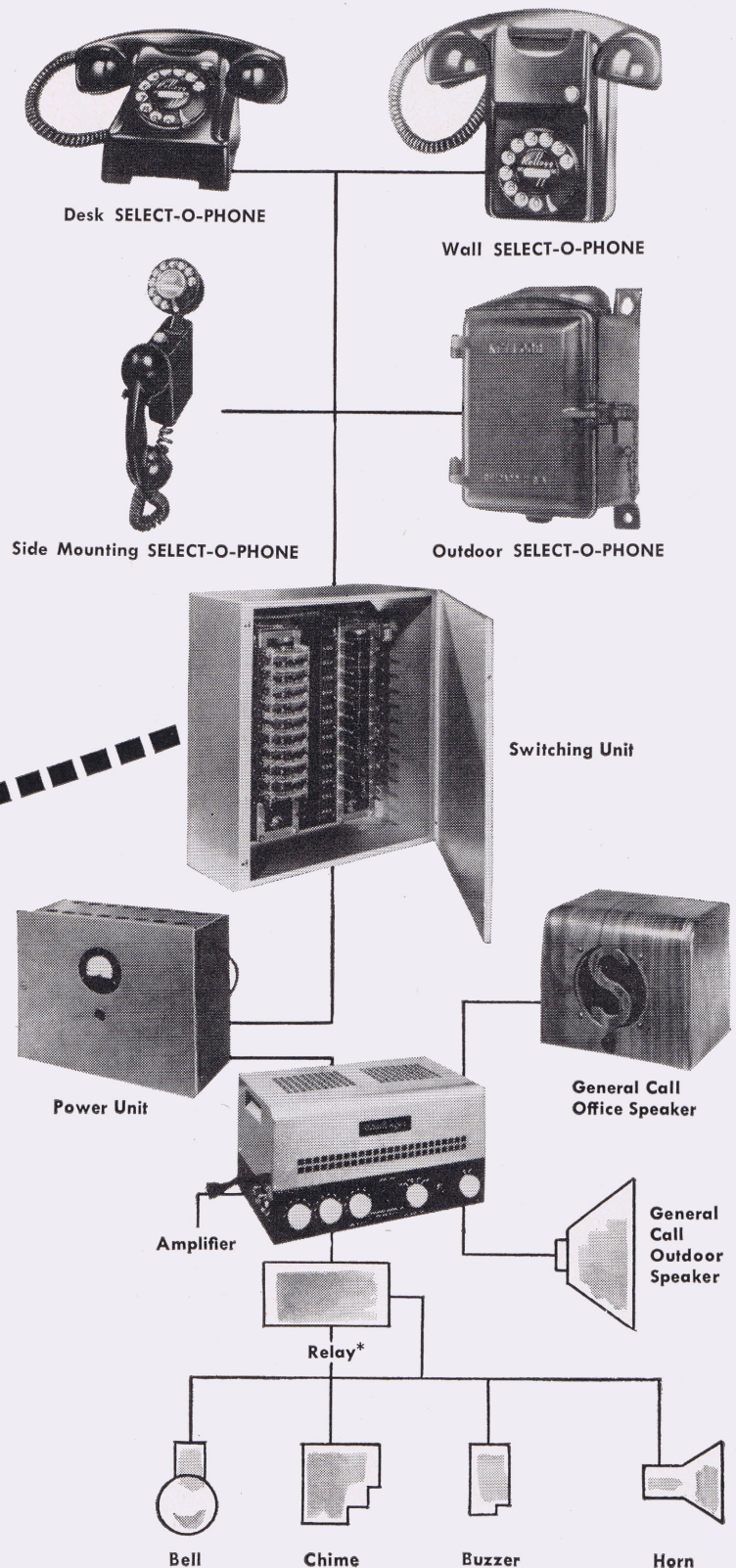
*While SELECT-O-PHONE can be easily added to an existing building, the best time to arrange for its use is when the building is being planned.*

*The SELECT-O-PHONE Division cooperates with architects, engineers and owners to assure the most efficient and economical installation of the inter-communication system.*



*Thought should be given not only to a versatile, well-functioning system to meet present needs but also to the possibilities of growth, re-arrangement and future needs. This type of planning is best done by specialists and the greatest success in the selection of such an inter-communication system comes when the knowledge and experience of the architect and the equipment maker are jointly applied to the problem.*

*To give this service, SELECT-O-PHONE maintains a staff of competent inter-communication specialists. Their experience and that of the entire Kellogg organization are yours for the asking. For best results we urge that you call upon them—in the planning stage.*



\*Relay to General Call, Chimes, Bells, Buzzers or Horns when Code Calling is desired.



## SELECT-O-PHONE Features and Advantages

• **Unlimited Simultaneous Service**—SELECT-O-PHONE permits unlimited simultaneous conversations. There are no busy signals unless the specific line called is in use. SELECT-O-PHONE is the only dial intercommunication system that provides these features.

• **Conference Facilities**—SELECT-O-PHONE allows EVERY instrument in the system to be connected in "Conference" Circuit. ANY SELECT-O-PHONE can originate a conference. This is not practical with any other system.

• **100% Trunkage**—Every SELECT-O-PHONE station is a master station. Anyone can call anyone else. It is extremely costly to provide this service with other systems.

• **Privacy**—SELECT-O-PHONE conversation is as private as face-to-face speech. All other lines are locked out from any line in use.

• **General Call Service**—This *auxiliary* SELECT-O-PHONE feature provides by coded ringing a ready means for quickly locating and talking to any person who may be away from his usual station. Person called merely answers call on nearest SELECT-O-PHONE.

• **Voice Paging System**—SELECT-O-PHONE is easily adapted for use with voice paging systems.

• **Party Lines**—Extension instruments may be connected to any or all lines, doubling the station capacity of the SELECT-O-PHONE System.

• **"Executive Right-of-Way"**—Any one or more SELECT-O-PHONE stations may be equipped to allow instant connection to any other station, whether in use at the moment or not. A time saver when executive business must take precedence over routine calls.

• **Dialing**—SELECT-O-PHONE has simple, standard commercial type dialing. Same as your city phone.

• **Telephones**—Kellogg Hand-Set SELECT-O-PHONES—the same type of instrument supplied by Kellogg to commercial telephone companies. Recognized for highest transmission and reception qualities. Simple, reliable, trouble-free especially adapted for intercommunication.

• **Unit Construction**—Makes SELECT-O-PHONE installation or expansion easy and economical. All operating units complete within themselves, may be installed and reinstalled readily, without multi-wired cables or complicated wiring arrangements.

• **Simple Wall-Mounted Switching Equipment**—Available in 12, 24, 36, 48 and 55-line ultimate capacities. Wired for capacity at the factory, new lines may be added to the system simply by adding selectors and connecting them by simple 3-conductor wire to additional SELECT-O-PHONES.

• **Low Power Cost**—The SELECT-O-PHONE Power Unit connects directly to 110 volt, city alternating current and reduces voltage to necessary operating range. Eliminates storage batteries and battery expense; saves 15 to 50 per cent of normal battery direct current loss.

• **Flexible**—SELECT-O-PHONE eliminates the high expense of anticipating future requirements at the time the system is installed. Because of SELECT-O-PHONE Unit Construction you can expand the system one line at a time to full capacity, without paying any penalty in the form of high alteration charges. Stations can be added, moved or the entire system reinstalled in new quarters at small expense.

## SELECT-O-PHONE Installation and Maintenance

No multiple-wire cables or difficult wiring is required with SELECT-O-PHONE. Any electrician can easily install a SELECT-O-PHONE system in a few hours. To minimize service problems, units have been made easily accessible for test and have been so constructed that they may be interchanged quickly. Thus a faulty unit may be replaced with a spare unit easily without loss of time and the faulty unit returned to the factory for reconditioning.

Individual SELECT-O-PHONE Systems now in use have been rendering service with minimum maintenance for more than 30 years. SELECT-O-PHONE is a long-term investment that pays for itself in as few as two or three years and pays handsome profits for years thereafter.

To win and hold a market, SELECT-O-PHONE had to be built far better than is usual with such apparatus. We were fully aware of this. As a result, this equipment is capable of being shipped to any part of the world, installed by an ordinary electrician, used under every conceivable disadvantage—and yet give good service with a minimum of attention.

### Wall-Mounted Switching Unit Sizes

No. Lines	Door Type	Dimensions		
		H	W	D
12	Single	24"	15½	8½
24	Single	24"	22½	8½
36	Double	24"	29½	8½
48	Double	24"	36	8½
55	Double	24"	43½	8½

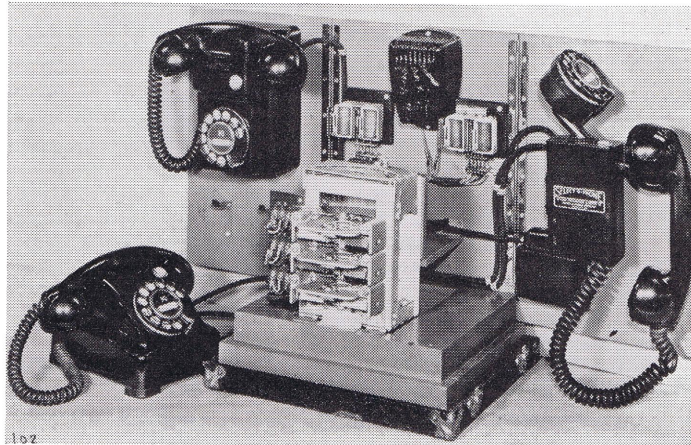
# SELECT-O-PHONE Dial Intercommunication

## Free Consultation and Demonstration Service

Listed on this page are SELECT-O-PHONE representatives ready to consult with architects, engineers and owners in any phase of intercommunicating systems. This valuable service is rendered without cost or obligation either on a new project in the planning stage or for a complete intercommunication system in an existing building or plant.

Any or all of the following may be done: A study or survey or requirements; demonstration with special kit; recommendations as to type and initial size of system; estimate of cost and delivery. (Delivery can be made usually in 30 to 60 days).

Illustrated at the right is the SELECT-O-PHONE demonstration kit. This is demonstrated in a person's office to show various SELECT-O-PHONE features . . . the secret conference feature . . . "lockout" and "busy" to assure a private line . . . party line ringing . . . no delay calling etc. Ask for a demonstration.



## National Representation

- ALABAMA**  
Birmingham, Birmingham, SELECT-O-PHONE Branch, Kellogg Switchboard and Supply Company, 1727 Sixth Ave., No.
- ARIZONA**  
Phoenix, Communication Equipment Co., 210 W. Adams St.
- ARKANSAS**  
Little Rock, Southern Radio Supply Co., 1419 Main St.
- CALIFORNIA**  
Beverly Hills, Jewell-Summer Co., 407 Commercial Center St.  
San Francisco, San Francisco SELECT-O-PHONE Branch, Kellogg Switchboard and Supply Co., 1663 Mission St.
- COLORADO**  
Denver, Electronics Service, Inc., 1114 Gaylord St.
- CONNECTICUT**  
Tel-Rad Co., 274 Farmington Ave., Hartford, Conn.
- DELAWARE**  
George Voron & Co., 835 N. 19th, Philadelphia, Pa.
- FLORIDA**  
Jacksonville, Southeast Audio Co., 930 W. Adams St.
- GEORGIA**  
Atlanta, P. C. Gault Co., 756 W. Peachtree St.
- IDAHO**  
Hagen Electric Co., 206 S. E. Grand Ave., Portland, Ore.  
Radio Supply Co., 157 Motor Ave., Salt Lake City, Utah  
Seattle SELECT-O-PHONE Branch, Kellogg Switchboard and Supply Co., 100 Eastlake Ave., Seattle, Wash.
- ILLINOIS**  
Chicago, Chicago SELECT-O-PHONE Branch, Kellogg Switchboard & Supply Co., 79 W. Monroe St.  
J. C. Gordon Co., 1118 Pine St., St. Louis, Mo.
- IOWA**  
National Sound Equipment Co., 1212 Farnam St., Omaha, Nebr.  
Kellogg Switchboard and Supply Co., 79 W. Monroe St., Chicago, Ill.
- KANSAS**  
Donaldson Radio & Electric Co., 215 E. 27th St., Kansas City, Mo.
- KENTUCKY**  
Louisville, Currie Sound Service, 1107 Bardstown Road
- LOUISIANA**  
New Orleans, Electrical Sales Company, 2413 Pine St.
- MAINE**  
Portland, H. D. Burrage Co., 499 Fore St.
- MARYLAND**  
Coastal Corp., 447 Calvert Ave., Alexandria, Va.
- MASSACHUSETTS**  
Boston, DeMambro Sound Equipment Co., 1111 Commonwealth  
Springfield, Springfield Sound Co., 772 Worthington St.
- MICHIGAN**  
Detroit, Detroit SELECT-O-PHONE Branch, Kellogg Switchboard and Supply Co., 6432 Cass Ave.  
Grand Rapids, Eastown Sound Equipment Co., 1501 Wealthy, S. E.
- MINNESOTA**  
Minneapolis, Warmington & Chapman, Inc., 423 So. 11th St.
- MISSISSIPPI**  
Jackson, Southern Distributors, Inc., 1 00 Terry Road
- MISSOURI**  
Kansas City, Donaldson Radio & Electric Co., 215 E. 27th St.  
St. Louis, J. C. Gordon Co., 1118 Pine St.
- MONTANA**  
Billings, J. M. Hamilton Radio & Sound Engineering, 501 N. 30th
- NEBRASKA**  
Omaha, National Sound Equipment Co., 1212 Farnam St.
- NEVADA**  
Kellogg Switchboard and Supply Co., 79 W. Monroe St., Chicago, Ill.
- NEW HAMPSHIRE**  
Telephone Sales & Service Corp., 157 Chambers St., New York, N. Y.
- NEW JERSEY**  
Newark, Telephone Sales & Service Corp., 79 W. Broad St.  
George Voron & Co., 835 N. 19th, Philadelphia, Pa.
- NEW MEXICO**  
Electrical & Mechanical Supply Co., 708 N. Piedras St., El Paso, Tex.
- NEW YORK**  
New York, Telephone Sales & Service Corp., 157 Chambers St.  
Albany, Fort Orange Radio Distributing Co., 904 Broadway  
Buffalo, Larkin Electronic Supply Co., 129 W. Huron St.
- NORTH CAROLINA**  
P. C. Gault Co., #2 Aberdeen Drive, Greenville, S. C.
- NORTH DAKOTA**  
Warren Radio Supply Co., 115 Indiana, Sioux Falls, S. D.
- OHIO**  
Cincinnati, Industrial Communication & Sound Co., Building Industries Building, 626 Broadway  
Cleveland, Buckeye Sound Systems, 9311 Union Ave.  
Toledo, Torrence Radio Co., 1314 Madison Ave.
- OKLAHOMA**  
Oklahoma City, Atomic Sound Engineering Co., 117 N. W. 23rd St.
- OREGON**  
Portland, Hagen Electric Co., 206 S. E. Grand Ave.
- PENNSYLVANIA**  
Camp Hill, John A. Morefield Co., 2916 Maple Road  
Philadelphia, George Voron & Co., 835 N. 19th St.  
Pittsburgh, Keystone Sound Systems, 99 Union Ave.
- RHODE ISLAND**  
Tel-Rad Co., 274 Farmington Ave., Hartford, Conn.
- SOUTH CAROLINA**  
Greenville, P. C. Gault Co., #2 Aberdeen Drive
- SOUTH DAKOTA**  
Sioux Falls, Warren Radio Supply Co., 115 Indiana
- TENNESSEE**  
Memphis, Bluff City Distributing Co., 905 Union Ave.
- TEXAS**  
Dallas, Chandler Sound Equipment Co., 3407 Ross Ave.  
El Paso, Electrical & Mechanical Supply Co., 708 N. Piedras St.  
Houston, Sound Sales & Engineering Co., 2005 LaBranch  
San Antonio, Southwest Radio & Sound Equipment Company, 635 S. Flores
- UTAH**  
Salt Lake City, Radio Supply Co., 157 Motor Ave.
- VERMONT**  
Telephone Sales & Service Corp., 157 Chambers St., New York, N. Y.
- VIRGINIA**  
Alexandria, Coastal Corporation, 447 Calvert Ave.
- WASHINGTON**  
Seattle, Seattle SELECT-O-PHONE Branch, Kellogg Switchboard and Supply Co., 100 Eastlake Ave.  
Tacoma, Todd Advertising Corp., 303 Bernice Building
- WEST VIRGINIA**  
Keystone Sound Systems, 99 Union Ave., Pittsburgh, Pa.
- WISCONSIN**  
Milwaukee, Albert A. Jacobs Co., 928 N. Jefferson St.  
Superior, Benson Electric Co.
- WYOMING**  
Radio Supply Co., 157 Motor Ave., Salt Lake City, Utah  
Electronics Service, 1114 Gaylord St., Denver, Colo.  
J. M. Hamilton Radio & Sound Engineering, 501 N. 30th, Billings, Mont.
- DISTRICT OF COLUMBIA**  
Coastal Corp., 447 Calvert Ave., Alexandria, Va.
- ALASKA**  
Kellogg Switchboard and Supply Co., 79 W. Monroe St., Chicago, Ill.
- HAWAII**  
Kellogg Switchboard and Supply Co., 79 W. Monroe St., Chicago, Ill.

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