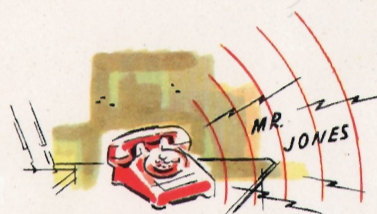




KELLOGG
SPEAKS
FOR
ITSELF

SIMPLE SWITCHING EQUIPMENT—available in 12, 24, 36, and 55-line capacities, wired at the factory. New lines may be added simply by adding "plug-in" selectors and connecting them by simple 3-conductor wire to additional instruments.

SELECT-O-PHONE FEATURES



VOICE CALL — Amplified speaker can be connected to any station servicing a number of people. The party wanted is identified by name and only he answers the phone. An exclusive SELECT-O-PHONE feature.

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



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

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.

GENERAL CALL OR PAGING 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 on nearest station. Voice paging can also be connected to operate from any instrument.

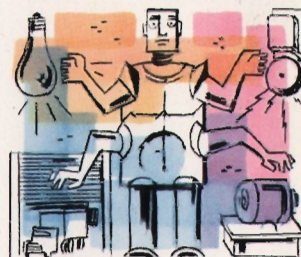
PARTY LINES — Extension instruments may be connected to any or all lines, doubling the station capacity of the SELECT-O-PHONE System.

"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.



UNLIMITED SIMULTANEOUS SERVICE — SELECT-O-PHONE permits unlimited simultaneous conversations. There are no busy signals unless the specific line called is in use. Only SELECT-O-PHONE provides this feature.

AUTOMATION CONTROL — SELECT-O-PHONE offers possibilities for remote automation control. Consult your local engineering consultant for application information.



ADDED FEATURE: Central Dictating Service Now Available. Only SELECT-O-PHONE can be so easily adapted to the new telephone dictating systems.

STYLE

COLOR

QUALITY

AND

ECONOMY!

Designed to serve you with the maximum of convenience and comfort, our new telephones feature many advantageous elements. Improved swift dialing with clear, easy to read numerals. The handset is lighter in weight, shorter in length, designed acoustically for clarity of tone in transmission. Sturdiness of construction and greater comfort in holding and handling of handset or base is assured, due to the clean-cut high standard of design, resulting in increased intercommunication efficiency. Reliability was one of our major interests in the designing of this new telephone.

For the modern, refreshing look . . . enhances any surrounding . . . Full color available now in wall and desk type telephones with matching Koiled Kords.

Complimenting colors that will match or contrast with any decor. Available in standard office grey and discriminating shades of ivory, beige, green, turquoise, yellow, red and brown. A distinctive finishing flare . . . the trend of the future, presented to you today.

The latest telephone engineering miracle, the ultimate in superior quality performance and design of dial intercommunication phones, has been made possible by the continual research and development of new ideas and equipment by Kellogg. Because of the very best component and circuitry parts contained in our telephones, longer life as well as outstanding speech quality in receiving and transmitting operation, distinguishes Kellogg dial intercommunication telephones and our 60 years experience in telephone equipment pioneering.

*with **SELECT-O-PHONE**
modern management
has replaced
stop with go in
its telephone service*

- Reduced telephone costs
- Maximum accomplishment by entire staff
- Super service to customers
- Greater executive convenience and productivity



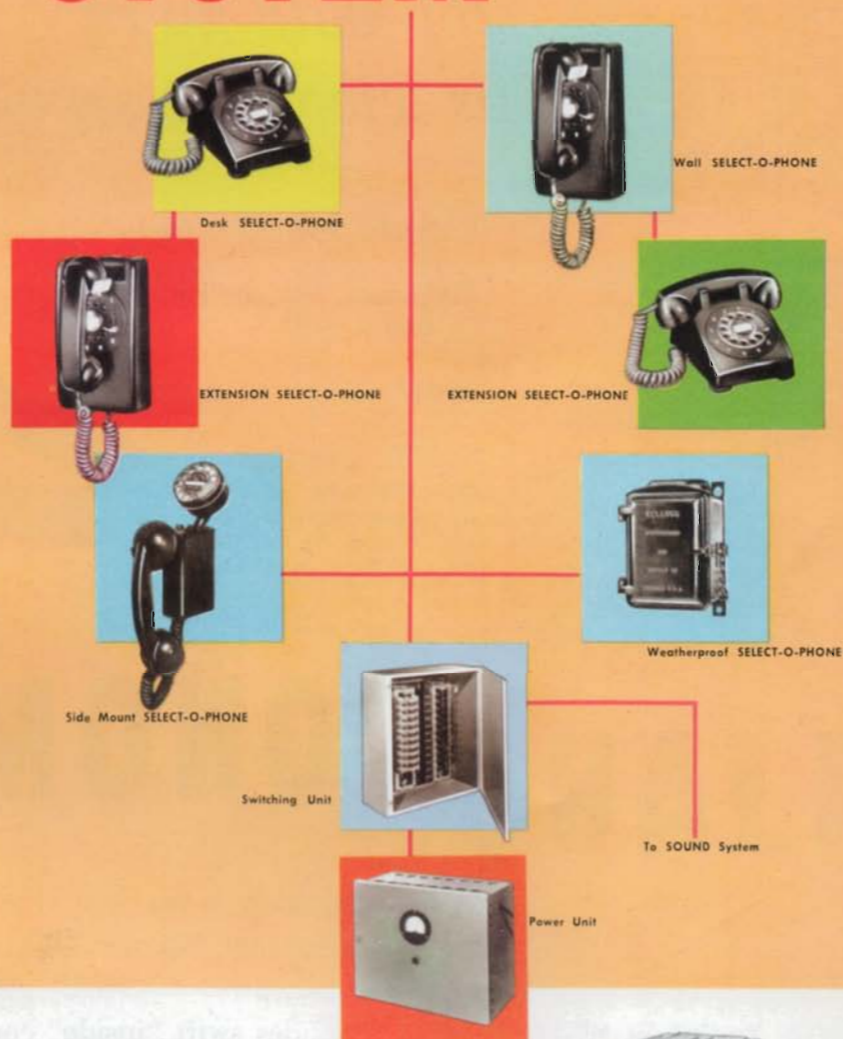
Another champion in the field of automatic dial intercommunication. Recommended for intercommunication requirements for small and medium size systems. Provides swift "inside" communication at the flick of a dial and immediate connection with any one, two, three or more phones within the system. No operator is required and complete independence of the city-phone switchboard is one of many desirable advantages of Kellogg Select-O-Phone. Complete freedom in adaptability of wall and desk type Select-O-Phones to your various needs, conversations are always private and clearly audible, regardless of whether system is used for conferences or for other purposes.

Every station has the ability to call every other station.

TYPICAL SELECT-O-PHONE SYSTEM

Thought should be given not only to a versatile, well-functioning system to meet present needs but also to the possibilities of growth, rearrangement and future needs. This type of planning is best done for you by specialists, and the greatest success in meeting the needs of your own organization comes when the knowledge and experience of our local engineering consultant and our manufacturing facilities are jointly applied to the problem.

To give this service, Kellogg division of ITT maintains local engineering consultants throughout the country. Their experience, and that of the entire ITT organization, is yours for the asking. Call our consultant listed below for a free analysis. For best results we urge that you call them.



KELLOGG SWITCHBOARD AND SUPPLY COMPANY

A Division of International Telephone and Telegraph Corporation

REGIONAL OFFICES

CALIFORNIA

23 Broderick Road
Burlingame, California
OXford 7-5780

GEORGIA

1594 Southland Circle, N.W.
Atlanta 18, Georgia
SYcamore 4-2441

ILLINOIS

4600 So. Tripp Ave.
Chicago 32, Illinois
CLiffside 4-4300

KANSAS

7th Street and Sunshine Road
Kansas City 15, Kansas
MAyfair 1-4418

NEW YORK

327 North West Street
Syracuse, New York
HArrison 2-9251

OHIO

1555 West Fourth Street
Mansfield, Ohio
LAfayette 4-6511

TEXAS

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Dallas 7, Texas
Riverside 7-5191

EXPORT

157 Prospect Street
Passaic, New Jersey
PRescott 3-5100

