



SCREW MACHINE PRODUCTS CORP. PRODUCT MAILER, CIRCA 1920

An announcement mailer for S-O-P's new 33 station interior service unit. The mailer shows the deskset (candlestick) version and the wall (hotel style) version. Also depicted is the automatic switchboard. The next PDF page shows the original un-retouched cover of the mailer, the stamp is a 1c Washington type II (Scott 498) issued in 1917-1919 and was mailed from Providence RI, however the date is missing from the postmark (a common thing at the time from the Post Office when a large mailing was received).

Scanned from the original document furnished by Wayne Merit, Curator

JKL Museum of Telephony
www.johnlarue.net

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www.kelloggtelephone.com
www.selectophone.com

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SELECT-O-PHONE
 TRADE MARK
 PERFECTED, AUTOMATIC, INTERIOR SERVICE

Screw Machine Products Corporation

PROVIDENCE, R. I.



SHOW THE RED LINES

For _____
 Pickett Cotton Mills, Inc.,
 High Point,
 North Carolina.
 Attn of Mr. F. M. Pickett, Pres.



SHOW THE RED LINES

SELECT-O-PHONE
TRADE MARK
PERFECTED, AUTOMATIC, INTERIOR SERVICE

Screw Machine Products Corporation

PROVIDENCE, R. I.

For



SELECT-O-PHONE

TIME SAVER

24-HOUR SERVICE

GENERAL CALL

CONFERENCE

SERVICE

SELECT-O-PHONE
TRADE MARK
PERFECTED, AUTOMATIC, INTERIOR SERVICE

Screw Machine Products Corporation

PROVIDENCE, R. I.

BY INVITATION
MEMBER OF



NEW YORK, U.S.A.

AFTER years of experimental work and the maintenance of complete systems in actual use, we offer you

Perfected Intercommunication

by means of the



The story of this most economical and efficient tool of modern business is told in the following pages. Every business man will appreciate the following, as a suggestion of the way we developed the *Select-O-Phone*. We listed every disadvantage of every intercommunicating system. We enumerated every advantage which a perfect system should give. And not until the *Select-O-Phone* had proven in actual operation that it overcame every disadvantage and possessed every advantage, did we place it on the market.

Screw Machine Products Corporation
Providence, R. I.



SELECT-O-PHONE

TIME SAVER

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SERVICE

SELECT-O-PHONE

TRADE MARK

PERFECTED, AUTOMATIC, INTERIOR SERVICE

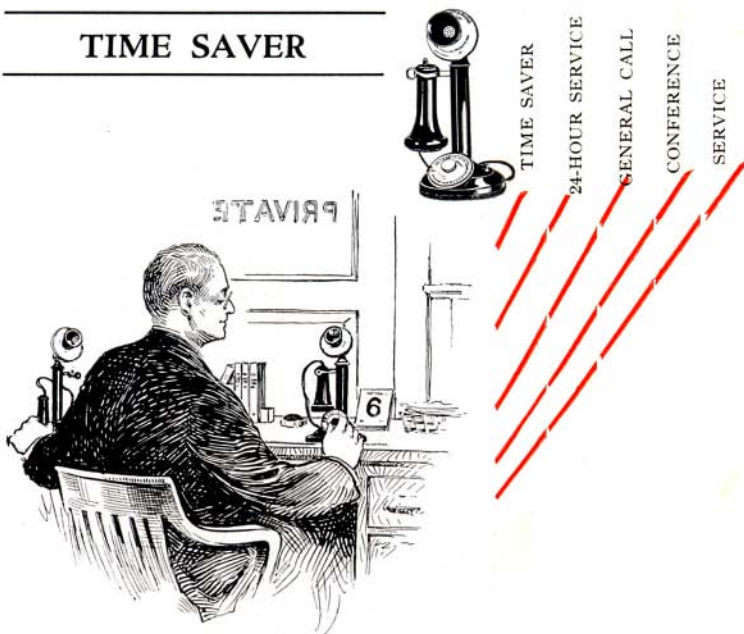


DESK INSTRUMENT

To operate the *Select-O-Phone*, but one motion is necessary—that of moving the dial to the number desired.

The connection is automatic when you lift the receiver.

TIME SAVER



TIME SAVER

24-HOUR SERVICE

GENERAL CALL

CONFERENCE

SERVICE

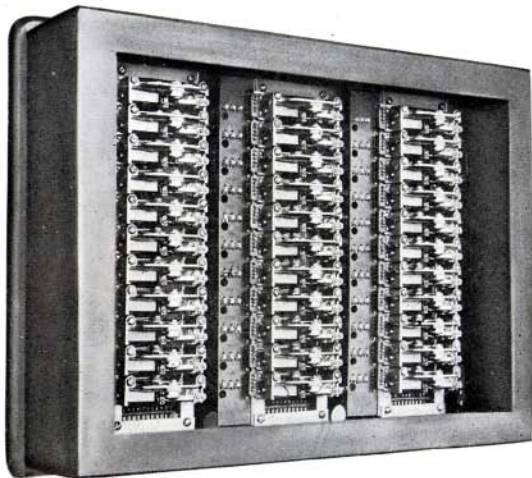
THE SELECT-O-PHONE SAVES THE EXECUTIVE'S TIME

Many of the world's most brilliant Thinkers fall short of being 100% EFFECTIVE Thinkers because they fail to get their thoughts reflected 100% promptly and accurately in the DOING of the work they plan. The *Select-O-Phone* bridges the gap between Thinker and Doer. It makes *action* almost as quick as *thought*. It radiates the personality and spreads the enthusiasm of the Chief Executive—the *dynamic core* of the entire business machine.

SELECT-O-PHONE

TRADE MARK

PERFECTED, AUTOMATIC, INTERIOR SERVICE



THE AUTOMATIC SWITCHBOARD

Compact, simple, may be placed inconspicuously upon the wall or hidden from view in a small closet or alcove.

A manual operator can make but one connection at a time—the *Select-O-Phone* will operate all lines at once.

The *Select-O-Phone Switchboard* is automatic and trouble proof, requiring no supervision. Every inside call goes thru instantly, correctly, entirely independent of the human element.

24-HOUR SERVICE



24-HOUR SERVICE

GENERAL CALL

CONFERENCE

SERVICE

SAVES OPERATOR'S TIME

There is no "off time" for the *Select-O-Phone*.

It works 24 hours a day.

Your phone operator needs only to attend to outside calls—devoting the time saved by the automatic *Select-O-Phone* to useful clerical or stenographic work.

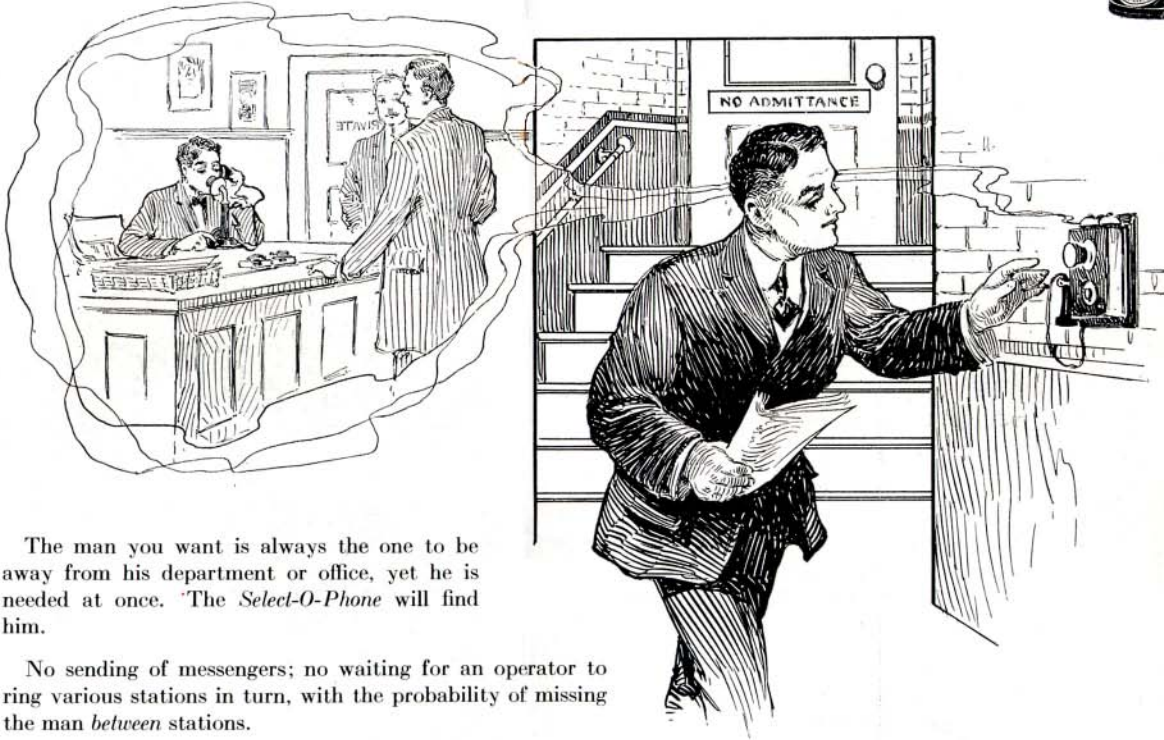
You can figure this actual saving at from \$300 to \$360 a year, reckoning besides the advantages of having an automatic service always at your command—night or day.

SELECT-O-PHONE
TRADE MARK
PERFECTED, AUTOMATIC, INTERIOR SERVICE

THE GENERAL CALL



GENERAL CALL
CONFERENCE
SERVICE



The man you want is always the one to be away from his department or office, yet he is needed at once. The *Select-O-Phone* will find him.

No sending of messengers; no waiting for an operator to ring various stations in turn, with the probability of missing the man *between* stations.

Simply turn the *Select-O-Phone* dial to general call and signal the party wanted. If he's in the plant, the general call will find him.

THE SELECT-O-PHONE FINDS THE PARTY WANTED, WHEN HE IS WANTED, WHEREVER HE IS.

SELECT-O-PHONE

TRADE MARK
PERFECTED. AUTOMATIC INTERIOR SERVICE



WALL INSTRUMENT

You may add new stations to your *Select-O-Phone* systems from time to time; the installations being readily made by your handy man at as small an expense as running push button bell wires.

CONFERENCE



CONFERENCE
SERVICE



EXPEDITES EXECUTIVE'S DECISIONS

This special feature of the *Select-O-Phone* makes it possible for you to confer with two or more department heads without waste of your time or theirs.

A special wire gives you this service.

The regular *Select-O-Phone* call permits no listening at other stations. You have a conference if you want it—otherwise your conversation is as private as tho carried on behind closed doors.



**THERE ARE DAYS THAT
SEEM ALL RUSH WITH
NOTHING ACCOMPLISHED.**

**HAS IT EVER OCCURRED
TO YOU?**



Sitan Talk
Gets
things done
in your office



By removing all obstacles to *instantaneous* word-of-mouth communication between individuals, it becomes a tremendous factor in counteracting shortages in man-power. It discourages the growth of organizational *red-tape*, makes the transaction of routine business easier and more of a pleasure, invites talking in preference to walking, eliminates non-productive rush, promotes closer, more responsive co-operation:—gets more and better work done, in less time, and with fewer people.

It achieves results that the manual Telephone, great as it is, has found impossible of accomplishment—by keeping every person within an individual organization in immediate, unhampered, personal touch with every other person.

It not only prevents the congestion, annoyance and loss of patience so frequently caused by having *incoming* and outgoing calls delayed, because your rented extensions are being used for inside calls, but permits you during city calls to ask anyone in the organization for information which may be had in a few seconds, without breaking or in any way disturbing outside connections:—a powerful influence in creating and holding customers good will.

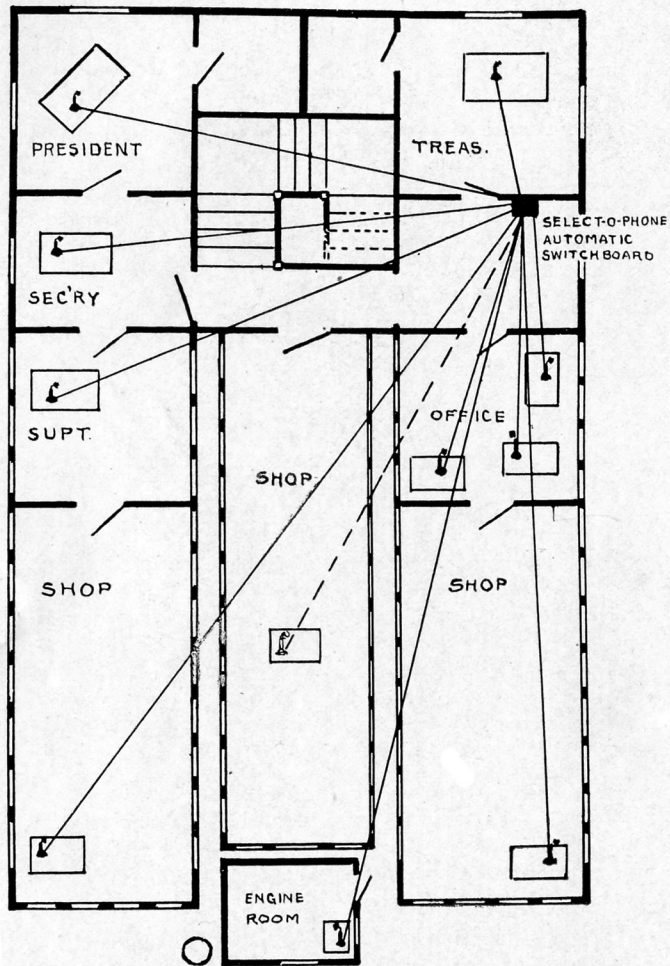


Diagram Showing Direct Connections

This working plan shows the principle upon which *Select-O-Phone* service is founded—the direct connection of each station to the automatic switchboard, a single strand of three twisted wires taking the place of the expensive, complicated multi-wire cables of other systems.

Cable troubles requiring experts to repair are thus eliminated.



NEXT TIME YOU WANT A CERTAIN EMPLOYEE—WANT HIM QUICK—AND HE CAN'T BE LOCATED, MAIL THE ENCLOSED CARD AND LET US SEND OUR SALES ENGINEER TO PLAN A COMPLETE SELECT-O-PHONE SYSTEM FOR YOU.

SELECT-O-PHONE
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