



KELLOGG... AN **IT&T** ASSOCIATE

Kellogg



SELECT-O-PHONE DIVISION

KELLOGG SWITCHBOARD & SUPPLY CO.

310 West 6th Street • Kansas City, Missouri

Kellogg Advertisements, print material and letterheads

Last updated: July 24, 2008

This is an ongoing work that will be added too as additional material is located. The S-C ad that appears in this file was on the reverse side of the Kellogg No. 97 desk set magazine ad, and was scanned and included for posterity.

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www.kelloggtelephone.com

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Antique Telephone Collectors Association US
Telephone Collectors International US



www.telephonecollectors.org



www.atcaonline.com

Kellogg No. 97— Induction Coil Type Desk Stand



Has important two conductor cord advantages, high efficiency transmitter, Kellogg Bakelite shell receiver and mouthpiece (unbreakable), condenser, induction coil made of the kind of materials that you know are right for the highest grade service; a stand complete that is unbreakable in severe usage—long life and economy.

This set has never been equaled in transmission efficiency—time tried and today in operation in many of the largest independent exchanges.

A telephone among telephones that will give your subscribers all the conveniences of up-to-date telephone service.

KELLOGG SWITCHBOARD & SUPPLY COMPANY CHICAGO, ILLINOIS

Branch Offices: Kansas City, Mo., San Francisco, Cal.

Columbus, Ohio, 409 Huntington Bank Bldg.

DISTRIBUTING HOUSES: Canada West Electric, Ltd., Regina, Sask., Can.; The McGraw Co., Sioux City, Iowa; The McGraw Co., Omaha, Neb.; Pacific States Electric Co., Los Angeles, Cal., Oakland, Cal., Portland, Ore., Seattle, Wash.; Northwestern Electric Equipment Co., St. Paul, Minn., Duluth, Minn.; Tower-Binford Elec. & Mfg. Co., Richmond, Va. National Telephone Supply & Development Co., Atlanta, Ga.

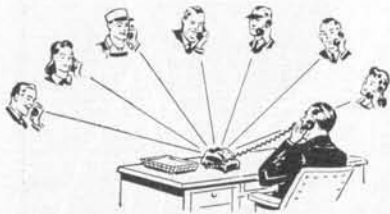
OWN YOUR OWN COMPLETE INTER-COMMUNICATION SYSTEM

BRING THEM IN
on the dial

Your entire organization always at your fingertips



OPTIONAL "NAME TOUCH" EXECUTIVE STATION
Provides added convenience for the busy executive. Locked against any one listening in... except for executive right-of-way—an extra optional feature.



CALLING ALL STATIONS

Any one connected to the system may originate a conference call. Any station may call any other station. Patented feature permits unlimited simultaneous conversations. Only Kellogg Select-O-Phone offers this "non-stop" feature.

Key personnel can be "at your desk" in just a few seconds—individually or in groups—through the automatic service of the Kellogg Select-O-Phone system. No need to waste their time, or yours, running around the office or plant—no need to tie up the switchboard with inside calls.

Any business requiring inter-communication between five to thirty-six desks will find the Kellogg Select-O-Phone system the most flexible, efficient, and economical... simplest to install, maintain, and expand... *complete* in every respect. It's the 50th Anniversary product of Kellogg experience in the development and manufacture of telephone equipment.

With Select-O-Phone, a spin of the dial immediately puts you in touch with anyone on the system.

You may have a strictly private conversation (no listening-in) or a round table conference. It's quick, convenient and practical... takes the load off the regular private exchange switchboard... keeps rented telephones free for outside calls... cuts delays... lowers toll charges.

Installation is extremely simple—*only three wires required* between each station and the Select-O-Phone switchboard. Line wires can be run by a handy man or local electrical contractor without previous telephone experience. "Plug-in" type equipment is easily removed and replaced, all components interchangeable.

Contact Nearest Distributor or Mail Coupon

Select-O-Phone Division
Kellogg Switchboard & Supply Co.
310 West 6th Street, Kansas City, Missouri
Send me full information on how the Select-O-Phone dial telephone system can solve my inside communication problems.

Name

Company

Address

City and State

the **KELLOGG**
SELECT-O-PHONE

PRIVATE AUTOMATIC TELEPHONE AND PAGING SYSTEM



SELECT-O-PHONE DIVISION

KELLOGG SWITCHBOARD & SUPPLY CO.

310 West 6th Street • Kansas City, Missouri

Put your finger on many savings by



Owning Your Own

PRIVATE AUTOMATIC TELEPHONE SYSTEM

Yes—your company CAN own its own private automatic telephone system—and pay for it out of savings in as few as two, three or four years.

You will save by reducing your outside telephone bills. You will save time—key people can spend more time at their desks. You save time by holding “telephone conferences” with all connected personnel. You keep your rented equipment open for outside calls. You save customers’ time—build good will—by using the private system to get requested information, and passing it on immediately to the customer on the outside line—no “I’ll-call-you-back” delays. You have better control over outside personal calls—reducing wasted time and the cost of such calls.

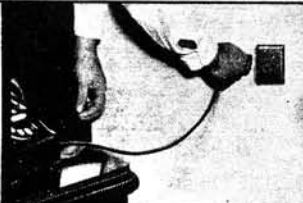
The system that will assure you these savings at their maximum is the Kellogg Select-O-Phone. Compare the features—get the proof in facts and figures. The coupon will bring them to you.

ONLY KELLOGG SELECT-O-PHONE GIVES YOU ALL THESE BENEFITS



A Real Telephone System

Kellogg Select-O-Phone is a full-fledged TELEPHONE system—not a loudspeaker system. Built by Kellogg—now in its 51st year of developing and building the finest telephone equipment.



Easy, Low-Cost Expansion

Expand as you wish— one telephone at a time—up to 36 telephones. Needs only a simple one 3-conductor wire for each station. No extra wiring needed in switching equipment.



100% Conference Facilities

Kellogg Select-O-Phone is the ONLY system that permits EVERY telephone to be connected in a “conference” circuit. ANY telephone can originate a conference. And EVERY telephone can reach every other.

Central switching equipment is extremely compact—can be wall mounted. No separate room needed.

Installation cost is negligible, compared to other systems—needs only simple 3-conductor wire to each telephone.

Long Life—Select-O-Phone systems have been in use as long as 30 years.

Complete privacy and secrecy—and every connected person has a TELEPHONE—not a shouting loudspeaker.

Complete general call or individual code call system—also fire or burglar alarm signal—can be incorporated in Select-O-Phone system.

Permits unlimited simultaneous conversations.

Fully automatic—no operator needed.

“Name Touch” Executive station available if desired.

KELLOGG SELECT-O-PHONE

Private Automatic Telephone and Paging System

KELLOGG SWITCHBOARD & SUPPLY COMPANY

310 West 6th Street, Kansas City 6, Missouri

**BEFORE YOU BUY, GET
ALL THE FACTS—
MAIL COUPON TODAY**



Select-O-Phone Division
Kellogg Switchboard & Supply Co.
310 West 6th Street, Kansas City 6, Missouri

Send me full information on how the Select-O-Phone dial telephone system can save time and money for our company.

Name.....

Company.....

Address.....

City and State.....

The Night Watch



High Class, Low Maintenance Service
for Farm Lines, Small Magneto Switch-
boards, Universal Exchanges, with
Service Features exclusively *Kellogg*

“Use is the Test”

Kellogg Switchboard & Supply Co.

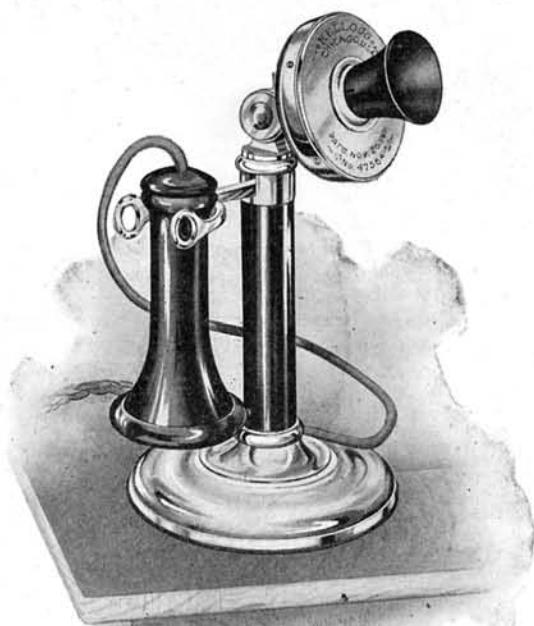
Kansas City

Chicago

San Francisco

IF IT'S A KELLOGG

Best
Material



Always
Uniform

THAT'S ALL YOU NEED
TO KNOW ABOUT A TELEPHONE
KELLOGG SWITCHBOARD & SUPPLY CO.
230 So. GREEN ST. CHICAGO

SUCH ACCIDENTS

COULD NEVER OCCUR WITH
KELLOGG RECEIVERS.
FOR THEY HAVE PURE

**Hard
 Rubber
 Shells
 No
 Metal
 Exposed**

ation for two or three days, and it is reported that one confiding individual has already lost \$7,000 by wagering money on its rotations.

TELEPHONE COMPANY SUED

Held Liable for Death by Electricity of Patron.

Marquette, Mich., Sept. 13. — The widow of the late James Cusick, formerly of Ontonagon, who was killed at Duluth while attempting to talk over a telephone, has commenced suit there for \$5,000 damages. The bill of complaint sets forth that Cusick went to the telephone and took down the receiver. A shock of electricity passed through his system, killing him instantly. It is alleged that the instrument was defective, and that, instead of the receiver being made of a non-conducting substance, it was partly metal. It is further claimed that the company was negligent in allowing its lines to become crossed with the wires of the electric light company.

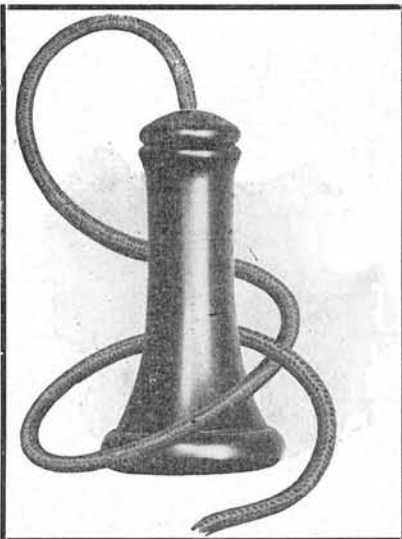
"PAIN'S WONDERFUL ATMOSPHERIC EFFECTS."

In the thrilling scenes of Pains "Last Days of Pompeii," depicting the destruction of the city by volcano and earthquake, which will be seen in To-

Call or Write
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**The
 Name
 KELLOGG
 Stands for
 Everything
 that's
 Good in
 Telephone
 Apparatus**

The Shell alone on Kellogg Receivers costs two-thirds the selling price of other receivers on the market.



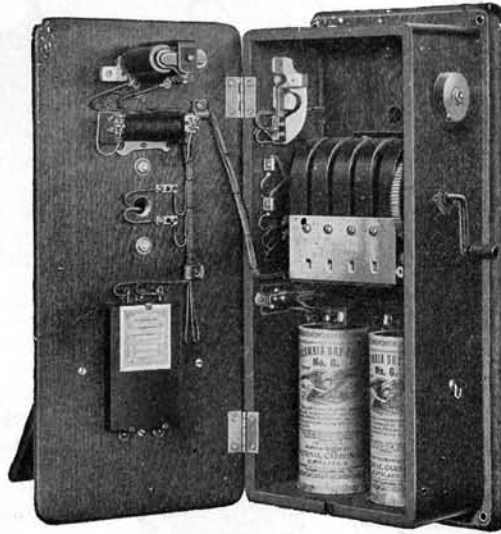
**Permanent
 Adjustment
 Cords
 of our own
 Manufacture.**

KELLOGG

*Switchboard and
 Supply Company*

230 So. Green St.
CHICAGO, ILL.

Keep Your Money At Work!



You lose money on every telephone that lies idle in your stockroom. You lose the revenue the telephone might have earned had it not been idle. You lose the interest on the money invested in idle telephones. Money lost in these ways cannot be recovered.

Protect yourself against losses through idle telephone stocks by using our New Model 1918 No. 896 Wall Telephones, which meet practically all rural service requirements. These telephones are made with universal instrument wiring, which makes them easily adaptable for any of the following kinds of service:

- | | |
|--|---------------------------------------|
| 1 Regular Bridging Service. | 9 Harmonic 4-Party Service. |
| 2 Bridging with Silent Ringer. | 10 Harmonic 8-Party Service. |
| 3 Bridging with Battery Saver. | 11 Synchronomic 4-Party Service. |
| 4 Bridging with Sure Ring Condenser. | 12 Synchronomic 8-Party Service. |
| 5 Bridging with Non-Interfering Push Button. | 13 Biased Ringer 2 & 4-Party Service. |
| 6 Secret Call Service. | 14 20 and 60 Cycle 2-Party Service. |
| 7 Divided Circuit Ringing. | 15 20 and 60 Cycle 4-Party Service. |
| 8 Central Checking Service. | 16 Common Battery Signaling Service. |

Any Model 1918 No. 896 Wall Telephone can be used for any one of the above kinds of service without adding or taking away a single wire in the telephone cable form. Apparatus can be substituted wherever needed. No redrilling or rewiring required.

*No other Telephone contains facilities
for this flexibility of service*

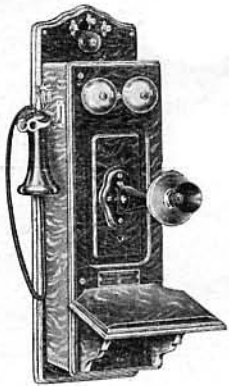
Stromberg-Carlson Telephone Mfg. Co.
Rochester, N.Y. Chicago, Ill. Kansas City, Mo, Toronto, Ont.

Agencies:

Garnett Young and Co., San Francisco, Cal., Los Angeles, Cal.,
Portland, Ore., Seattle, Wash.,
Sumter Telephone Supply Co., Atlanta, Ga.

Kellogg Telephone Apparatus

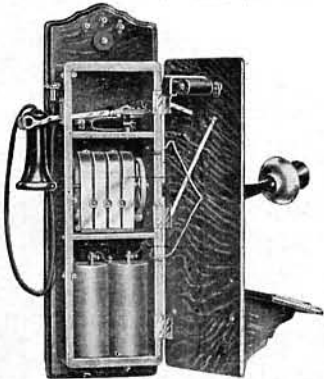
THE STANDARD OF EXCELLENCE THROUGHOUT THE WORLD



NO. 58

FURNISHED in Quarter Sawed Oak.
No. 20 transmitter arm; 80 ohm ringer;
3 bar generator. Kellogg Standard
Transmitter and Receiver.

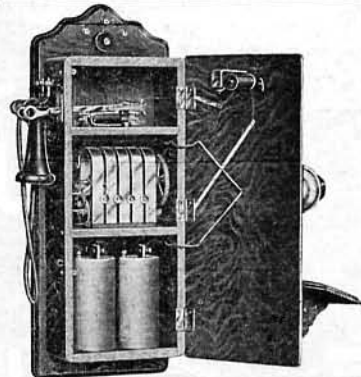
FOR USE ON SINGLE LINES.



NO. 126

FURNISHED in Quarter Sawed Oak
No. 20 transmitter arm; 1600 ohm
ringer; 4 bar generator. Kellogg
Standard Transmitter and Receiver.

FOR 12 OR LESS ON A LINE.



NO. 130

FURNISHED in Quarter Sawed Oak.
No. 20 transmitter arm; 1600 ohm ringer;
5 bar generator Kellogg Standard Trans-
mitter and Receiver.

WHEN MORE THAN 12 TELE-
PHONES ARE USED ON A LINE.

**KELLOGG SWITCHBOARD
& SUPPLY CO.**

Green and Congress Streets

C H I C A G O

NEW YORK

CLEVELAND

PHILADELPHIA

ORDER BLANK

OF

THE KELLOGG SWITCHBOARD & SUPPLY COMPANY

Telephone Switchboards, Telephones and

Telephone Apparatus.

CHICAGO, ILLINOIS, U. S. A.

190.....

GENTLEMEN:

Please forward by
State whether express or freight
the following order subject to approbation on terms of 30 days, conditional upon
price and satisfaction.

NO CHARGE FOR PACKAGES.

QUANTITY.	
	NO. 58 OR NO. 59
	NO. 124 OR NO. 125
	NO. 126 OR NO. 127
	NO. 130 OR NO. 131

NAME

TOWN

STATE

COUNTY OR STREET ADDRESS

REMARKS

NOTICE—Kindly use this form when ordering as it means **Prompt** and **Careful Attention**.
If this is your **FIRST ORDER** please give references. It will save time.