

NOW...

**Better Private
Automatic Telephone
Service**

AT NEW LOW COST

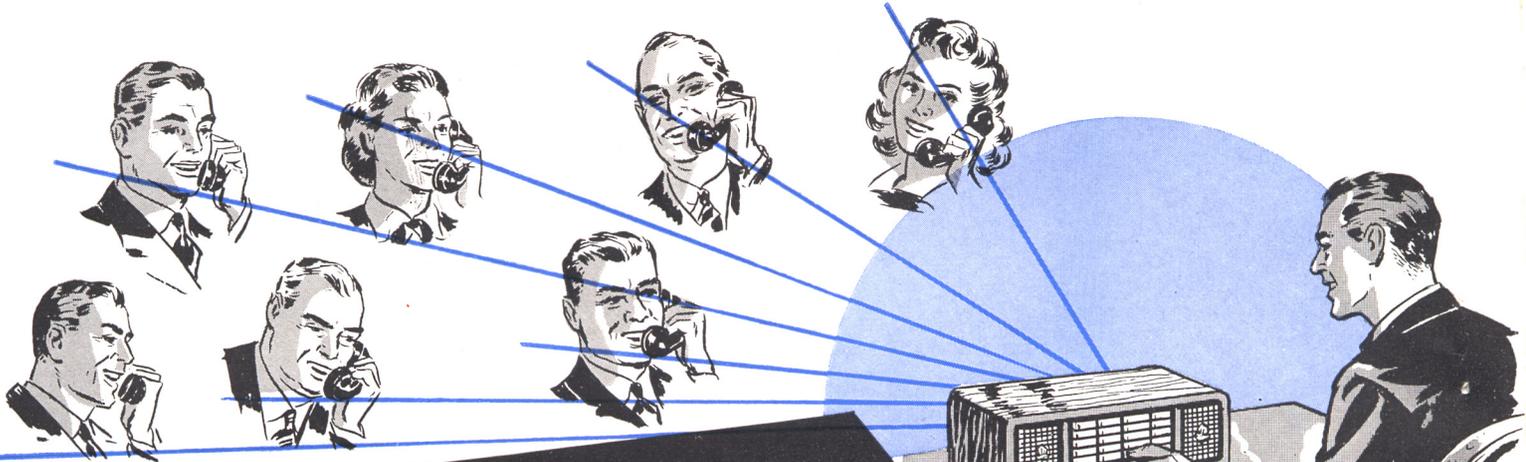
Select-O-Phone

City Telephone



Complete Communications — Immediately

The Improved
SELECT-O-PHONE



EVERY PERSON AT YOUR FINGERTIPS
with the Improved
SELECT-O-PHONE
 Private Automatic Telephone and Paging System Up to
 36 Line Ultimate Capacity*

A RECOGNIZED ESSENTIAL

Every modern business recognizes the advantages provided by a privately owned automatic telephone service—the time, trouble and money savings it makes possible. It is the only way an executive can obtain 100% response—a prompt, non-stop service that is essential to peak accomplishment of the user . . . to peak efficiency of his key employees . . . to peak productivity of his entire organization. It is the surest way to avoid customer delays—the proved way to greater profits. Select-O-Phone is the leader in this field.

FLEXIBILITY

The ideal private automatic telephone service is the one that best meets your needs now—and will continue to do so with *least* revision throughout the years. Select-O-Phone is outstanding for its ability to keep pace with the user's growth and changing requirements year-in and year-out . . . economically and satisfactorily.

ECONOMY

Select-O-Phone permits every employee to stay at his or her desk—producing. It eliminates time-wasting and inter-office visiting. Saves the cost of an operator's time on all "inside" calls. Costs little to install . . . uses only a small amount of current . . . very low maintenance.

SIMPLICITY

Installation of Select-O-Phone is so simple and easy that line wire can be run by a handy man or local electrical contractor without previous telephone experience. Operation is equally simple, thus encouraging its use for the transaction of all internal business. "Plug in" type of equipment—easily removed and returned for repairs—simplifies maintenance.

*Over 36 lines we recommend Kellogg "Relaymatic" Equipment.

why **SELECT-O-PHONE** serves you better

- **INCREASED SUPERVISION** of every organization member is assured with Select-O-Phone. It cuts down delays and errors; is on the job 24 hours every day; is unvaryingly dependable; never listens in; completes all connections instantly.
- **ENTIRELY AUTOMATIC**, Select-O-Phone's services are never curtailed or hampered because an attendant is absent. It functions with the uniform quickness and accuracy that only an automatic system can provide.
- **CONVENIENCE** is an outstanding Select-O-Phone feature. Simply dialing the number, or the touch of a name, establishes instant contact. The paging feature always locates and permits communication with walking individuals anywhere on the premises.
- **VERSATILITY** is provided by Select-O-Phone's "double track" communication. The user can hold callers on the city line while he gets information over his Select-O-Phone. It permits an unlimited number of calls to be made simultaneously.
- **SECURITY**—All Select-O-Phone connections are locked against listening in, except for executive *right-of-way*, when used.
- **IMPROVED SERVICE**, for both incoming and outgoing calls, is another Select-O-Phone benefit. It takes the load of inside calls off the regular private exchange switchboard . . . keeps rented telephones free for outside calls . . . cuts delays for customers calling in . . . lowers toll charges.
- **SAVINGS** in operating expenses are a certainty with Select-O-Phone. In the average business organization, 40% to 75% of the telephone traffic consists of "inside" calls. Select-O-Phone corrects this condition—reduces operating personnel, or permits part time for other work.

A Model SELECT-O-PHONE Layout

This typical Select-O-Phone layout illustrates but one of countless variations possible. The system—to exactly meet a current need—can be quickly and economically expanded as needed to an ultimate capacity of 36 lines.



"NAME TOUCH" EXECUTIVE STATION



UNIT CONSTRUCTION...

Makes a Select-O-Phone installation simple and compact—insures greatest efficiency with lowest maintenance. No bulky mechanism or cables are used. Automatic switchboard has all components easily accessible. Dials and selectors removable without disconnecting any wires. Wiring is extremely simple—only 3 wires required between each staff station and the switchboard.



GENERAL CALL SIGNALS

GENERAL CALL BUZZER

GENERAL CALL BELL

GENERAL CALL HORN

You Get the Maximum Benefits of
Private Automatic Telephone Service

with SELECT-O-PHONE

100% TRUNKAGE

Permits unlimited number of simultaneous conversations. There are no busy signals unless the *specific telephone line called* is actually in use. Select-O-Phone is the *only* interior automatic telephone service that offers this "non-stop" feature.

DIALING

Simple, standard-type dialing.

SECRET SERVICE

All other lines locked out from any line in use.

AUTOMATIC CENTRAL STATION SWITCHING

Eliminates the need for multi-wire cables. Simplifies installation and expansion.

POWER SUPPLY FROM CITY POWER LINE

Power supply is automatically furnished from alternating city current. Eliminates batteries. Operation requires but a

very small amount of current, which is drawn only when system is in use.

PAGING FEATURE

Party wanted, but not at his or her regular station, can be paged from any telephone—can answer and be automatically connected from any telephone. Direct connection from any location, with conversation secret.

NAME-TOUCH AUTOMATIC DIALING

Further increases simplicity and flexibility of installation by eliminating expensive, unsightly, and cumbersome wiring.

LOUD SPEAKING EXECUTIVE STATION

Utmost in convenience and effortless organizational contact for the executive. Brings you the desired voice, at the touch of his name, as though talking across your desk in face-to-face conversation. (*Optional on "E" type systems.*)

EXECUTIVE RIGHT-OF-WAY

Right-of-way service permits executive to contact individuals who already have an established connection.

Form No. 815—4-11-7—30M—R.T.K.

Manufactured and Guaranteed by
KELLOGG SWITCHBOARD & SUPPLY CO.
SELECT-O-PHONE DIVISION
310 WEST SIXTH STREET • KANSAS CITY, MISSOURI

Distributed by

A BRIEF DESCRIPTION OF SELECT-O-PHONE, THE PRIVATE AUTOMATIC TELEPHONE SYSTEM

The Select-O-Phone is especially developed to serve organizations requiring from five to forty-eight telephone stations within one building, or distributed among several buildings.

It functions entirely without an operator and may be equipped with many special service features of utmost value to an organization.

Select-O-Phone eliminates delays experienced with manually operated switchboards and encourages more frequent use of the telephone as a means to discuss business.

The Service It Gives

1. *Unlimited simultaneous service*

All stations in a Select-O-Phone system can be in use at the same time--in pairs or in conference; each party carrying on his business secretly, independently and without interfering with the others. You can ALWAYS get service.

2. *The conference feature*

Parties at any three or more stations may engage in a secret general conference or discussion by proceeding as follows: The first party calls a second, the second calls a third, etc., until all those desired are parties to the connection. The conference is carried on privately, secure from being overheard by persons outside the group; the last called party alone can add a new member. It is of value in calling an impromptu conference between widely separated offices to dispose quickly of pending business matters without the necessity of the parties leaving their desks.

3. *Lockout and busy feature*

Stations in use, both calling and called, are automatically isolated from the remainder, and converse on a private line. A third party calling either station is "locked out", a hum in his receiver denoting that the called station is "busy". Replacing the receivers at the stations in use instantly makes them available to initiate or receive other calls.

4. *Executive Right-of-Way*

In some organizations it is essential that calls from certain stations take precedence over all other calls, thus giving executive business "right of way" over routine business. Any one or more stations may be equipped with a special selector, permitting such stations to connect at any time with any other station regardless of whether it is talking or not.

5. *The General Call or Paging service* provides a ready means for quickly finding a party who may be away from his usual station. Communication is established at once wherever he may be and much valuable time saved which otherwise is lost in fruitless search.

A signal for the wanted party may be sent from any Select-O-Phone and is sounded on an auxiliary signalling system throughout the premises. The wanted party, upon hearing his signal, replies from the telephone nearest him, completes his business on the spot, and proceeds on his way without loss of time

To illustrate its use: The manager in walking through the plant discovers a condition he wishes to bring to the immediate attention of the superintendent. Not knowing where the superintendent may be, he steps to the nearest Select-0-Phone, dials the number assigned for "General Call" and rings the proper code--say three short rings on the General Call. The superintendent, upon hearing his call, answers from the nearest Select-0-Phone by dialing the number assigned for "Answer" to "General Call". Thus, the business is disposed of at once, although neither party may know where the other is located.

The General Call service may or may not be included in the original installation, but provision is made in every standard switchboard for its installation at any time.

6. *Fire Alarm*

The General Call paging may be employed for broadcasting an alarm throughout the plant in case of fire.

7. *Party Line Service*

Extension telephones may be connected to any or all lines, making two party lines and doubling the telephone station capacity of the system. To ring a station on your own party line, merely press the ringing button; the dial need not be operated. Conversations between stations on a party line are as private as between stations on single station lines.

SUMMARY

Select-0-Phone

Is always available at all hours of night or day, every minute of the year, without a switchboard operator.

Is automatic, man-to-man service and is not hampered by manual supervision.

Connects you to a wanted station in four seconds.

Provides for direct successive calls from a station without waiting for an operator to change connections.

Can be had by everybody the instant service is wanted.

Provides for secret conversations.

Furnishes conference facilities, permitting any three or more persons to hold a general secret conversation.

Permits simultaneous connections from all stations without interference, each securing connection to the party called unless the called station is busy.

Provides clear, distinct and amply loud transmission of speech even in extremely noisy areas.

Prevents all stations (except those having executive right-of-way service) from obtaining connection to any line in use, and notifies the calling party by an audible signal that the called line is busy.

Combined with the General Call, enables you to locate a party who may be away from his usual station in the shortest possible time.

Enables your watchman or caretakers to quickly find and converse with each other directly, without time-wasting search; added protection in case of fire, burglary or accident.

Operates equally well whether stations are all in one building or in many buildings scattered about the premises.

Provides for ringing between stations on a party line, as between an executive and his clerk or secretary, by merely pressing the ringing button and without operating the dial.

Enables you to call at any time without waiting your turn, regardless of the fact that others may be calling at the same time.

The Select-O-Phone could not give the many services described were it not for certain exclusive features which make for extreme simplicity of installation, operation and maintenance.

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.

Units are Interchangeable

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.

Flexibility of Apparatus.

The flexibility of the Select-O-Phone apparatus is such that you need not be put to the initial expense of anticipating your possible future requirements. This has been anticipated for you in the Select-O-Phone system. You may install as few as five Select-O-Phone stations and by the unit system of expansion increase your system a single station at a time up to 48 stations, and the addition of party lines permits still further increase. Moreover, your own electrician, or local electrical contractor, by following our printed instructions, can easily install and maintain the system and add stations as needed. To add a station to the system, simply order one telephone and one selector.

Simplicity of Line Wiring

The telephone line wiring from each Select-O-Phone station to the automatic switchboard is of the simplest character: merely a strand of standard triple conductor telephone wire. This is of particular value to all organizations who anticipate growth, moving of desks or office, new buildings, etc.

At negligible expense additional stations may be added, stations moved, or an entire system re-installed in new quarters.

THE ELEMENTS OF A SELECT-O-PHONE SYSTEM

The simplicity of the apparatus will be evident from the following:

Each Station Comprises Three Elements:

1. The Telephone, wall, desk, side-mounting or outdoor.
2. The line, a single three-conductor telephone wire.
3. The automatic selector, in the switchboard (1 selector per working line)

To install an additional station, purchase a telephone of the desired type and a selector. Slide the selector unit into the next vacant position in the switchboard; run your line from adjacent connectors to the new telephone location, mount the telephone where wanted, connect in your line, and the telephone is ready for use. Each station is a duplicate of every other station.

A. Complete Select-O-Phone System is Made Up of Five Components:

1. The Automatic switchboard cabinet with racks and wiring.
Made in 12, 24 and 48 line units. To be mounted on the wall.
2. The telephone instruments.
Two standard types: wall and desk.
3. The selectors.
4. The telephone line wiring.
The wiring may be installed by any electrician or local contractor.
5. Power - 30-volt battery eliminator or storage battery charger.

Line Limitations:

Telephones may be installed in any location up to approximately 950 feet from the switchboard on #19 cooper wire.

Select-O-Phone Division

KELLOGG SWITCHBOARD AND SUPPLY COMPANY

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