



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: June 19, 2009

This is an ongoing work that will be added too as additional material is located.

Adobe Document Scanned and Produced by Mike Neale

www.kelloggtelephone.com

Member of

Telephone Collectors International (US)

Antique Telephone Collectors Association (US)

Telecommunications Heritage Group (UK)

Australasian Telephone Collectors Society (Australia)

Adobe Document Contents Copyright 2006-2009, Mike Neale, Midland, Texas, USA

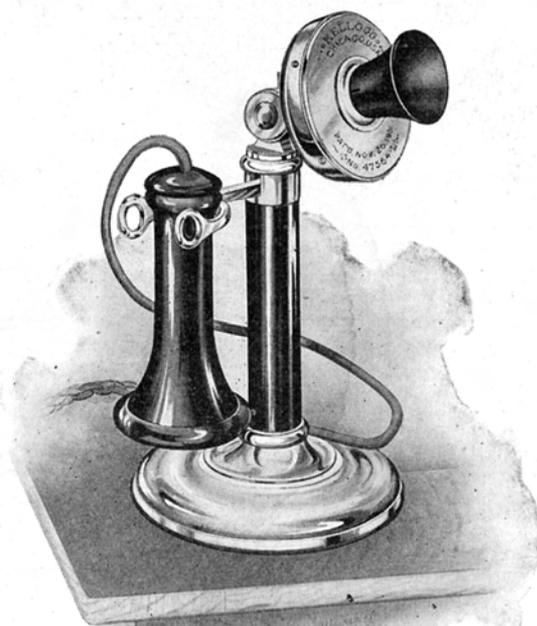
Optimized for viewing with Adobe Reader 7.0 or better and web loading.



19 June 2009

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."

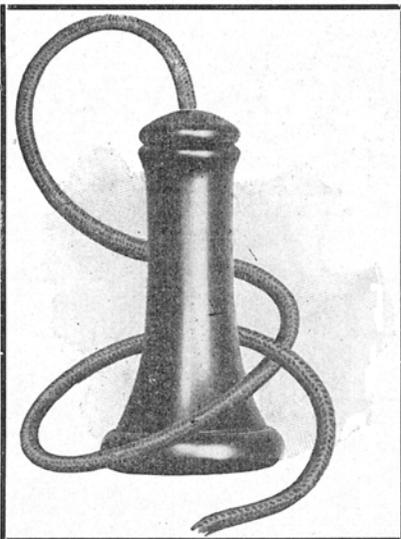
In the thrilling scenes of Pain's "Last Days of Pompeii," depicting the destruction of the city by volcano and earthquake, which will be seen in To-

Call or Write
J.
J.

NO ME/
Cudahy of Or
in,
Omaha, Ne
A. Cudahy, h
ing company
to affirm or
in Chicago
packing hous
pleted and e
spoke guar
was all gr
"I will
of a me
said h
that
the

**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.**

There was but

One Grand Prize

Awarded at the Louisiana
Purchase Exposition for

“Telephone Systems and Apparatus”

and that was awarded to the

Kellogg Switchboard & Supply Company

There has been but one other great Exposition since this company was organized, the Pan-American at Buffalo, and there also the highest award went to the

Kellogg Switchboard & Supply Company

Gold Medal

for

“Telephone Systems and Apparatus”

Kellogg Switchboard & Supply Company
Chicago

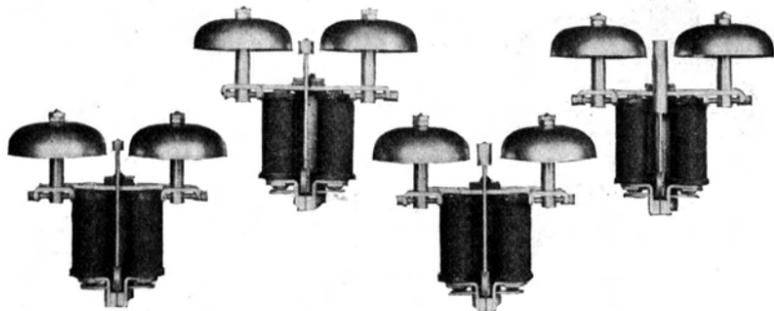
Individual, Selective Ringing with Kellogg Harmonic Telephone Systems

IN the folder we sent you last February on the "Use and Advantages of Four-Party Selective Ringing," there were many important points taken up in regard to the service and money-making possibilities of Kellogg Harmonic Systems.

If you did not get your copy, we will gladly send you another on request. Also ask for a copy of bulletin No. 12 and read the "Complete History of Selective Ringing."

The Kellogg four-party Harmonic equipment has been one of the main reasons for the success and prosperity of very many exchanges.

This system rings each telephone separately and does not "slop" over, whether there are four, five, eight or ten telephones on the line.



Four No. 73 ringers, one of each frequency as used in Kellogg direct harmonic system.

The Kellogg pole changers used for harmonic ringing consist of the vibrator units mounted upon a substantial slate slab and with the assistance of transformers, furnish ringing current at the proper frequencies. These pole changers are of unusually simple design and easy to keep in perfect operating condition.

The ringers in the Kellogg harmonic telephones are of the permanent adjustment type, all parts are locked immovably in place and remain so indefinitely. The fine adjustment necessary for harmonic ringers is easy to make with this Kellogg product.

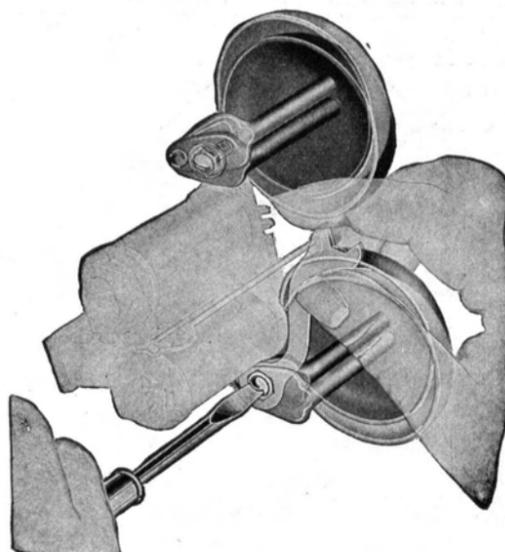
KELLOGG SWITCHBOARD

Our Poles, Wire, Hardware, Are of the Very Best and Reasonably Priced. Let Us Ship Your Next Order.

COLUMBUS, OHIO
111 N. Front St.

Main Office and Factory:
Branch Offices
KANSAS CITY, MISSOURI
308 W. 6th St., Traffic Way

Telephone arms, hardware, cable and wire are expensive items that must be used in running out new lines. These items can be reduced very materially with the Kellogg Harmonic System and at the same time please your subscribers with the party line service that you will render them.



Permanent adjustment easy to make with Kellogg Harmonic Ringers.

The Kellogg selective harmonic ringing is being used successfully in magneto exchanges and becomes a perfectly fitting part in the ultimate common battery plant and will help earn the money to make the latter an early reality and a better paying proposition after being installed.

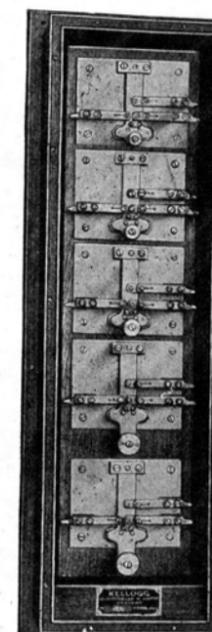
Kellogg harmonic makes the following possible:

Four telephones can be operated selectively on a metallic circuit with no grounds at subscriber's station or at the central office.

Four telephones can be operated selectively on a one-wire grounded line.

Eight telephones can be operated selectively on a full metallic circuit by bridging four bells from each side of the line to ground. The installation of Kellogg selective, non-interfering, harmonic ringing will save you money, prevent delays in furnishing new subscribers with telephones, reduce line equipment expense and give a type of service that will be satisfactory to all.

Write for complete information on the application of harmonic ringing in your exchange.



Kellogg Five-Frequency Pole Changer

& SUPPLY COMPANY

CHICAGO, ILLINOIS

and Warehouses:
PORTLAND, OREGON
383 E. Burnside St.

SAN FRANCISCO, CAL.
1054 Mission St.

Distributors Copperweld-Electric Company
Drop Wire.
Stocks at Chicago, Kansas City, Columbus,
Portland, San Francisco, Bridgeport.



KELLOGG

COMMUNICATIONS SYSTEMS
DEPARTMENT

When emergencies strike...

Kellogg volunteer-fire-call operates through existing facilities



This unique system, adaptable to any type of community dial office, operates over existing lines and phones. No duplication of facilities is required, or special servicing—alarms go out over equipment that is in everyday use.

Many communities have availed themselves of the reliability, simplicity and low maintenance of the Kellogg Volunteer-Fire-Call System. It's the surest, fastest way to alert volunteers to any emergency. Your nearby Kellogg sales representative will be glad to explain the many advantages of this system for your community.

Kellogg Switchboard and Supply Company, 6650 South Cicero Avenue, Chicago 38, Illinois. Communications Division of International Telephone and Telegraph Corporation.

Check These 10 Features!

1—Works with any type of equipment

Regional Offices and Warehouses:

CALIFORNIA
23 Broderick Road
Burlingame, Calif.
OXford 7-5780
TWX SAN MATEO CAL 06

GEORGIA
1594 Southland Circle, N.W.
Atlanta 18, Georgia
SYcamore 4-2441
TWX AT 351

ILLINOIS
4600 So. Tripp Ave.
Chicago 32, Illinois
CLiffside 4-4300
TWX CG 3296

KANSAS
7th & Sunshine Road
Kansas City 15, Kansas
MAYfair 1-4418
TWX KC KAN 1055

MINNESOTA
6100 Excelsior Blvd.
Minneapolis 16, Minn.
West 9-6715
TWX MP 1195

NEW YORK
327 North West Street
Syracuse, N. Y.
Harrison 2-9251

OHIO
1555 West Fourth Street
Mansfield, Ohio
LAfayette 4-6511
TWX MANS 0132

TEXAS
1515 Turtle Creek Blvd.
Dallas 7, Texas
Riverside 7-5191
TWX DL 02

- 2—Automatically rings up to 10 firemen from originating call
- 3—Identifying—continuous ring
- 4—Provides emergency warning tone on busy lines
- 5—No restriction as to ringing frequencies on party lines
- 6—Reliability proved by years of continuous service
- 7—No special servicing
- 8—Easy wall mounting—40" x 18" x 10¼"
- 9—Optional—"Meet-Me" conference circuit
- 10—Optional—"Day-Night" switching circuit

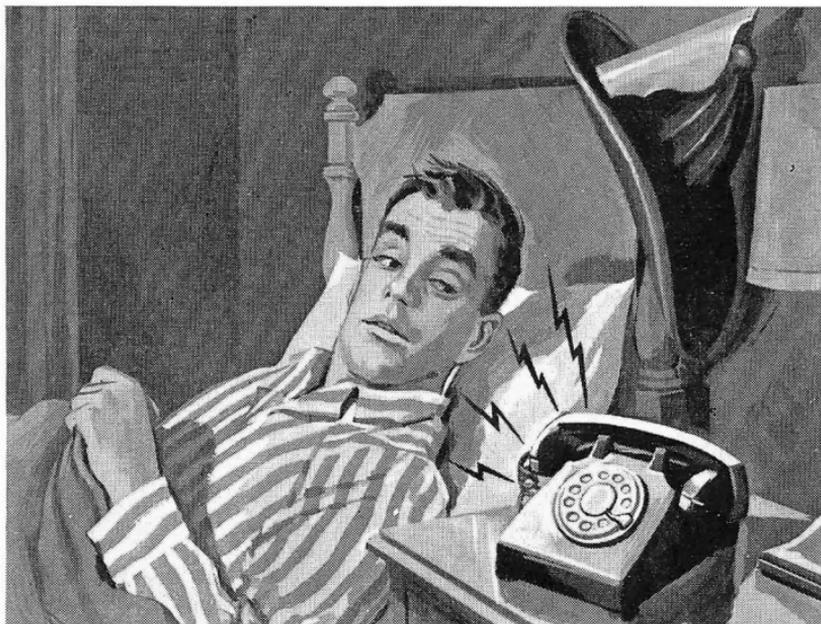


EXPORT — 157 Prospect Street, Passaic, New Jersey, PRescott 3-5100

KELLOGG

VOLUNTEER-FIRE-CALL

"gets them on the job quicker"



The installation of a Kellogg ten-line fire reporting system in Star City and another in Buffalo, Indiana central offices, has led Mr. Otho Price, Fire Chief at Buffalo, to report, *"We get more of our firemen on each call, and we get them on the job quicker with the new dial fire alarm system . . ."*

This is typical of community results with the Kellogg Volunteer Fire Call System. Also, it's easily installed. To quote Mr. James D. O'Connor, manager of The Pulaski-White Rural Telephone Co-Operative, Inc., *"Since this system uses the regular subscriber phone, we need not install extra phones or occupy needed cable pairs with fire lines . . . it is the answer to the problem facing small communities in regard to fire reporting after conversion to dial."*

Your Kellogg sales representative will be glad to explain the many advantages of this system for your community.

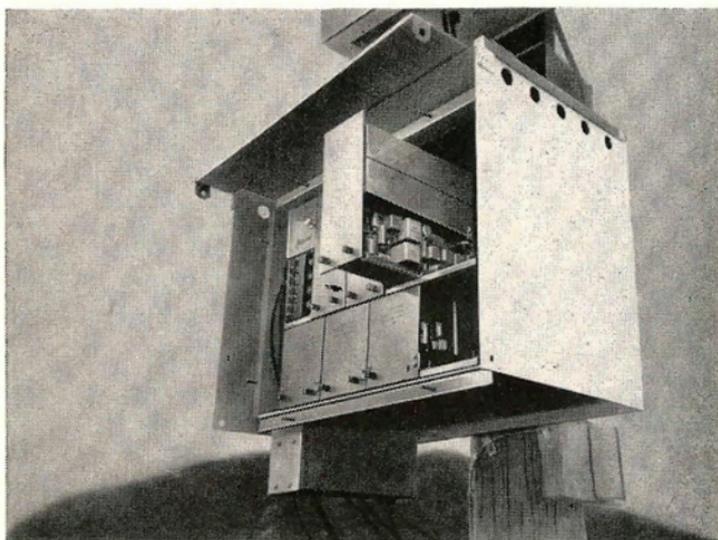


**Kellogg Switchboard and Supply Company, 6650 South Cicero Avenue
Chicago 38, Ill. Communications division of
International Telephone and Telegraph Corporation**

For complete list of offices see pages 30-31

New Kellogg K-31 Carrier System

Ideal for Rural Subscribers



Kellogg's new K-31 rural subscriber carrier system provides telephone companies with toll quality subscriber carrier at low cost. The system is completely transistorized, features printed circuits, miniaturized sub-assemblies and plug-in construction.

Standby power, consisting of two small batteries and a transistorized charger in a pole-mounted housing, is available. This is possible because power consumption is less than three watts even during talking.

K-31 has built-in companders to assure quiet talking circuits and is automatically regulated to eliminate the effect of changing weather conditions over a wide range of carrier line losses.

Line-up and test procedure is very simple—a single level control for each direction of transmission. Terminating telephone type jacks are provided for ease and speed in testing. Installation time is held to a minimum by the use of a unique pole-mounted housing with built-in protected terminal blocks for external connections.

These design features plus top quality components and workmanship make K-31 reliable and stable in its operation. Ask your Kellogg sales representative for full details.



Kellogg Switchboard and Supply Company, 6650 South Cicero Avenue, Chicago 38, Illinois. Communications Division of International Telephone and Telegraph Corporation.

Regional Offices and Warehouses: See two-page Kellogg advertisement pages 4-5 for complete listing.

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.

KELLOGG SWITCHBOARD AND SUPPLY CO.

MANUFACTURERS
AND
ENGINEERS OF
TELEPHONE
SYSTEMS AND
APPARATUS



WAREHOUSE
COLUMBUS, C.
KANSAS CITY, MO.
PORTLAND, ORE.
SAN FRANCISCO, CAL.

GENERAL OFFICES AND FACTORY AT CHICAGO.

ADAMS & ABERDEEN STS.

CHICAGO

CABLE ADDRESS
SWITCHBOARD CHICAGO
LIEBER'S WESTERN UNION & A.B.C. CODES.

PLEASE ADDRESS ALL CORRESPONDENCE TO THE KELLOGG SWITCHBOARD AND SUPPLY COMPANY.

KELLOGG SWITCHBOARD AND SUPPLY CO.

MANUFACTURERS
AND
ENGINEERS OF
INDEPENDENT
TELEPHONE SYSTEMS.



GENERAL OFFICES AND FACTORY AT CHICAGO.

SAN FRANCISCO BRANCH
86 THIRD ST.
TELEPHONE
DOUGLAS 2793

CABLE ADDRESS
SWITCHBOARD SAN FRANCISCO.
LIEBERS & WESTERN UNION CODES.

SAN FRANCISCO, CAL.

ADDRESS ALL CORRESPONDENCE TO THE COMPANY

KELLOGG SWITCHBOARD AND SUPPLY CO.

MANUFACTURERS
AND
ENGINEERS OF
TELEPHONE
SYSTEMS AND
APPARATUS



WAREHOUSES
COLUMBUS,
KANSAS CITY
PORTLAND, ORE.
SAN FRANCISCO, CAL.

GENERAL OFFICES AND FACTORY AT CHICAGO.

ADAMS & ABERDEEN STS.

CHICAGO



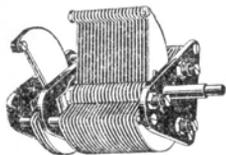
KELLOGG HEAD SET



KELLOGG BAKELITE
VARIOMETER



KELLOGG BAKELITE
DIAL

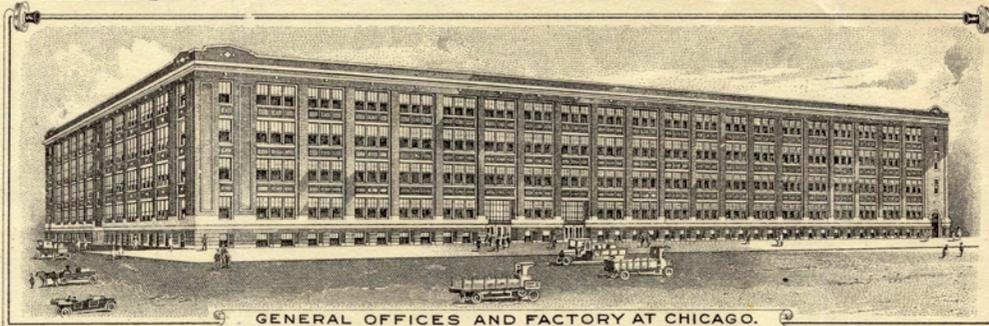


KELLOGG CONDENSER
—WITH VERNIER

PLEASE ADDRESS ALL CORRESPONDENCE TO THE KELLOGG SWITCHBOARD AND SUPPLY COMPANY.

KELLOGG SWITCHBOARD AND SUPPLY CO.

MANUFACTURERS
AND
ENGINEERS OF
INDEPENDENT
TELEPHONE SYSTEMS.



SAN FRANCISCO BRANCH
86 THIRD ST.
TELEPHONE
DOUGLAS 2793

CABLE ADDRESS
SWITCHBOARD SAN FRANCISCO.
LIEBERS & WESTERN UNION CODES.

GENERAL OFFICES AND FACTORY AT CHICAGO.

SAN FRANCISCO, CAL. Sept. 7, 1916.

Roseville Tel. Co.,
Roseville, Calif.

Gentlemen:

Complying with your request made of our
Mr. C. F. Fairly for prices on poles, we take pleas-
ure in cutting in carload lots on A-1 brown cedar
telephone poles, as follows:

			Number per car.
6" top	20'	\$2.35 each	200 to 225.
6" "	25'	2.60 "	130
6" "	30'	3.75 "	110
7" "	30'	4.50 "	110
7" "	35'	5.40 "	90 to 100.

R.O.B.: Roseville.

These prices are subject to immediate
acceptance only.

not

We are in a position to quote on the other
size poles as requested.

Trusting we may have the pleasure of enter-
ing your order for this material, we are

Very truly,

Kellogg Svb. & Supply Co.

Per *R. N. Boyner*
Pacific Coast Sales Mgr.

RCP
LJN

Transcript of letter on Kellogg San Francisco letterhead:

Sept. 7, 1916

Roseville Tel. Co.,
Roseville, Calif.

Gentlemen:

Complying with your request made of our
Mr. C. F. Fairly for prices on poles, we take pleasure in quoting in carload lots on A-1 brown cedar telephone poles, as follows:

			Number per car.
6" top 20'	\$2.35	each	200 to 225.
6" " 25'	2.60	"	130
6" " 30'	3.75	"	110
7" " 30'	4.50	"	110
7" " 35'	5.40	"	90 to 100.

F.O.B. Roseville.

These prices are subject to immediate acceptance only.

not

We are in a position to quote on the other size poles as requested.

Trusting we may have the pleasure of entering your order for this material, we are

Very truly,

Kellogg Swbd. & Supply Co.

ACP
LJN

Per A. N. Coyne
Pacific Coast Sales Mgr.

TRANSCRIBED VERBATUM INCLUDING TYPOGRAPHICAL ERRORS

SEND FOR BULLETINS ON FARM TELEPHONES



THIS PHOTO TAKEN AT 1910 MINNESOTA FAIR

THE COLONEL AND THE KELLOGG— BOTH GOOD TALKERS

The Kellogg telephone is the Progressive live wire in the telephone field. Its platform is

- 1st. Good talking and signalling for everyone.
- 2nd. Quality service based on the finest materials assembled by practical telephone men.
- 3rd. A telephone unequalled for rural service in all communities, regardless of climatic or exchange conditions.
- 4th. "The service of the telephone proves the worth of the line."

Kellogg Switchboard & Supply Co.
Chicago, Illinois,

Manufacturers of the Best Telephone Apparatus

Kellogg Telephone Apparatus

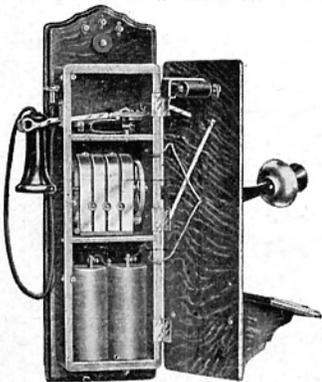
THE STANDARD OF EXCELLENCE THROUGHOUT THE WORLD



NO. 58

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

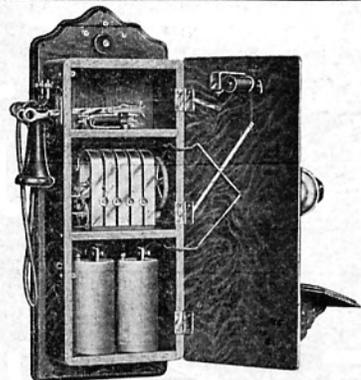
FOR USE ON SINGLE LINES.



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

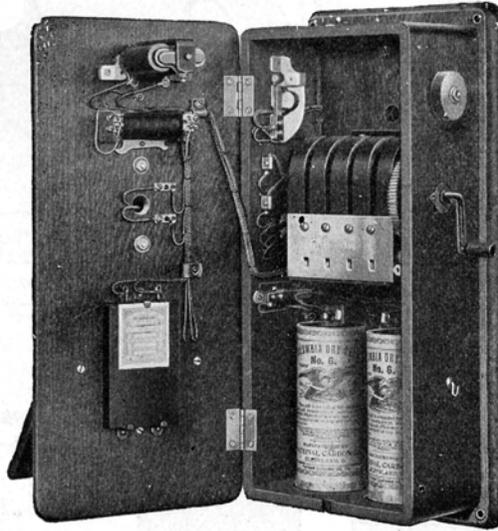
STATE

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.

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.

Own Your Own!



keep in touch with your entire organization by

KELLOGG

SELECT-O-PHONE

PRIVATE AUTOMATIC TELEPHONE AND PAGING SYSTEM

Run your business from your desk —no need for you and your key personnel to chase each other all over the office or plant. A simple, economical installation of the Select-O-Phone System will establish instant inter-communication between five to thirty-six desks... keep the private exchange switchboard and rented telephones free for outside calls... reduce toll charges... cut delays.

A spin of the dial puts you in touch with any one on the system for a *strictly private* conversation or a round table conference. Any station may call any other station. Patented feature permits *unlimited simultaneous conversations*. The Select-O-Phone System is the easiest to install, maintain and expand... flexible, most economical, efficient, *complete*... built by Kellogg—for 50 years a leader in the development and manufacture of telephone equipment!



Learn how the Kellogg Select-O-Phone System can solve your inside communication problems. Contact nearest distributor or mail coupon.

Own Your Own Complete Inter-Communication System

SELECT-O-PHONE DIVISION
KELLOGG SWITCHBOARD & SUPPLY CO.
310 West 6th Street, Kansas City, Mo.

Send full data on Select-O-Phone Dial telephone system.

Name _____

Company _____

Street _____

City _____ State _____

OWN YOUR OWN COMPLETE INTER-COMMUNICATION SYSTEM

BRING THEM IN
on the dial

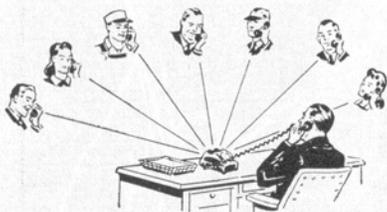
Your entire organization always at your fingertips



the **KELLOGG**
SELECT-O-PHONE

PRIVATE AUTOMATIC TELEPHONE AND PAGING SYSTEM

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

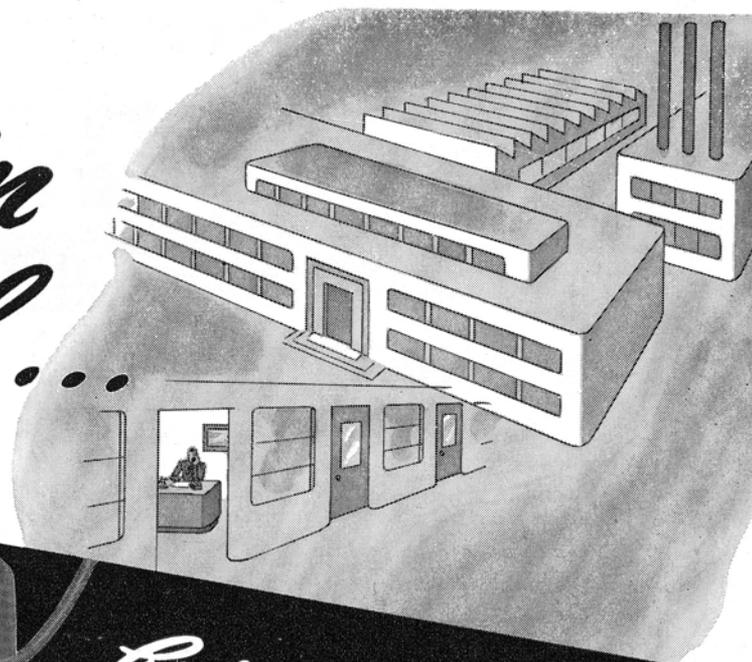
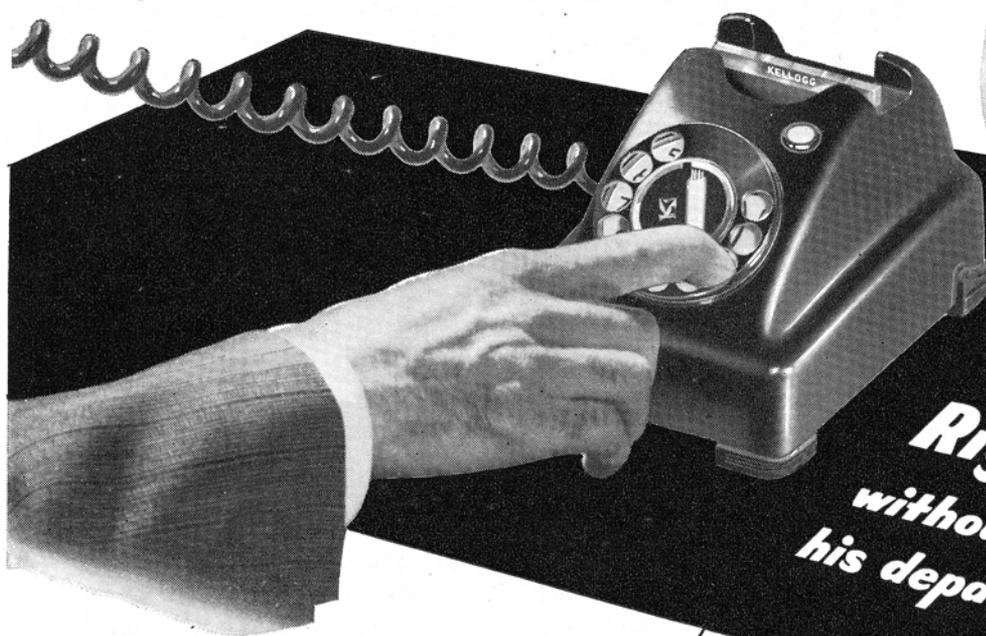


SELECT-O-PHONE DIVISION

KELLOGG SWITCHBOARD & SUPPLY CO.

310 West 6th Street • Kansas City, Missouri

*Just a spin
of a dial...*



*Brings
Factory or Office
Right to Your Desk...
without anyone leaving
his department*

the **KELLOGG** **SELECT-O-PHONE**

PRIVATE AUTOMATIC TELEPHONE AND PAGING SYSTEM

Yes, it's as simple as that. Your organization is always at your fingertips with the improved Kellogg Select-O-Phone system. It provides immediate inter-communication between departments of your factory or office. From Kellogg's 50 years' experience in the developing and manufacturing of switchboards, telephones, and other communication equipment comes this greatly advanced business necessity . . . with far more flexibility, efficiency and economy . . . utmost simplicity. In fact, it is the simplest system to install, maintain, move, or expand . . . the most complete in service rendered.

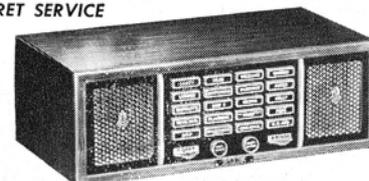
You may have completely private conversations with any telephone in the system at any time (no listening-in) or hold a round table conference with any or all key people. And no one need leave his department. Almost instant information can be obtained in serving a customer, in preparing an estimate, formulating a plan, tracing the progress of an order or calling selected personnel for quick, sound decisions. The tempo of your work and that of your entire organization is stepped up, time and money saved, the whole day's activities made easier and more productive.

Get the facts now! Write today for full information.

SELECT-O-PHONE DIVISION

KELLOGG SWITCHBOARD & SUPPLY CO.
310 WEST SIXTH STREET
KANSAS CITY, MISSOURI

SECRET SERVICE



"NAME TOUCH" EXECUTIVE STATION

1. Locked against anyone listening in . . . except for executive right-of-way.
2. Executive right-of-way (optional).

FULL CONFERENCE FACILITIES



Anyone connected to the system may originate a conference call and include as many individuals in the conversation as desired.

100% TRUNKAGE

Patented feature permits unlimited simultaneous conversations.

Kellogg Select-O-Phone is the only automatic telephone system that offers this "non-stop" feature of 100% trunkage.

LOW FIRST COST AND UPKEEP



Only three wires required to each telephone station. All components designed to plug in making them easily interchangeable.

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.

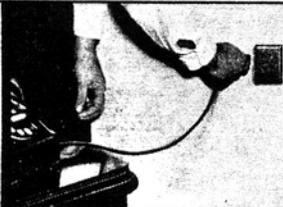
The system that will assure you these savings at their maximum is the Kellogg Select-O-Phone. Compare the features—get the proof in facts and figures. The coupon will bring them to you.

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