

**NOW...**  
**Better Private  
Automatic Telephone  
Service**

**AT NEW LOW COST**

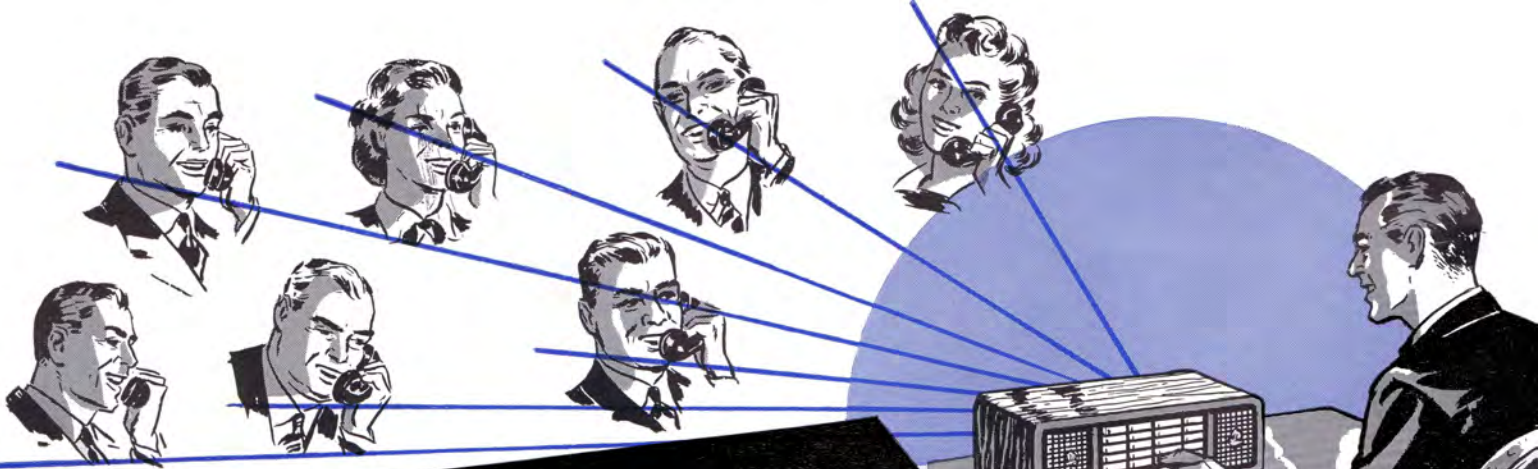
Select-O-Phone  
↓ ↓

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.

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

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