INTERCOMMUNICATIONS SYSTEMS
SELECT-O-PHONE & DIRECT-A-CALL
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Revised 1959

Sales brochure presenting Kellogg ITT’s Select-O-Phone dial intercom systems, KMG Automatic Dial Systems and Direct-A-Call voice intercom systems. The Direct-A-Call systems were private label voice intercoms manufactured by the Rauland Company for sale by Kellogg ITT.

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INTERCOMMUNICATION SYSTEMS

KMG
50 to 100 stations
Page 5

DIRECT-A-CALL
2 to 7 stations
Page 6

DIAL 9
2 to 17 stations
Page 4

SELECT-O-PHONE
12 to 55 stations
Pages 2 & 3

KELLOGG
Communications Divisions of
KELLOGG SWITCHBOARD AND SUPPLY COMPANY
Communications Division of International Telephone and Telegraph Corporation
SELECT-O-PHONE
automatic dial intercommunication (up to 55 lines)

features

fully automatic—"inside" service is never curtailed or delayed by a "busy" switchboard or absence of an attendant. Calls go through automatically, as quickly as the flicking of a dial. Never get a busy signal except when a line is actually in use. Because SELECT-O-PHONE bypasses the "outside" switchboard completely, customers get better, faster service.

private conversation—a SELECT-O-PHONE conversation is as private and confidential as direct, face-to-face speech. Unless specifically desired, (as in voice paging systems) there are no intrusive loudspeakers. Nor can anyone else listen in, except for "executive right-of-way"—an optional feature, which is available at no extra cost. A line in use is locked against listeners.

flexible—eliminates the high expense of anticipating future requirements at the time the system is installed. SELECT-O-PHONE unit construction makes installations or expansions, one line at a time to full capacity, easy and economical. Stations can be added, moved or the entire system re-installed in new quarters without the penalty of high altercation charges.

low-cost installation—no multiple wire cables or complicated wiring arrangements are required. Any electrician can easily install a SELECT-O-PHONE system in a few hours.

simple switching equipment—available in 12, 24, 36, and 55-line capacities, wired at the factory. New lines may be added simply by adding "plug-in" selectors and connecting them by simple 3-conductor wire to additional instruments.

instruments—SELECT-O-PHONE handsets are recognized for high transmission and reception qualities... with standard telephone dial, Reliable and trouble-free.

low power cost—power unit connects directly to 110 V. AC; reduces voltage to necessary operating range. Eliminates storage batteries and battery expense; saves 15 to 20% of normal battery DC loss.

100% trunkage—An unlimited number of calls can be made simultaneously with non-interference from other stations.

county facilities—every SELECT-O-PHONE can be connected in "conference" circuit. Any instrument can originate a conference. Two or more parties may be talked to or checked with at the same time.

general call or paging service—provides by signal or voice a ready means for quickly locating and talking to any person who may be away from his usual station. Person called merely takes call on nearest station.

"executive right-of-way"—at no extra cost any one or more SELECT-O-PHONE stations may be equipped to allow instant connection to any other station, whether in use at the moment or not. A time saver when executive business must take precedence over routine calls.

party lines—extension instruments may be connected to any or all lines, doubling the station capacity of the system.

voice call—amplified speaker can be connected to any station servicing a number of people. The party wanted is identified by name and only he answers the phone. An exclusive feature.

fire alarm—general call provides quick means of broadcasting fire alarm or other emergency messages throughout plant or area.

coordinating facilities—widespread facilities, such as a chemical plant, may be tied together. ... SELECT-O-PHONE delivers specific or emergency information with speed and efficiency. The entire personnel is as available as the nearest instrument.

unlimited simultaneous service—permits unlimited simultaneous conversations. There are no busy signals unless the specific line called is in use.

central dictating service—the system is easily adapted to central telephone dictating service.
general

SELECT-O-PHONE is an interior communication system entirely independent of "city" lines and telephones. It consists essentially of just 4 elements: the instrument, a single 3-conductor wire to each, the automatic switching unit and the power unit. (Auxiliary equipment, such as amplifiers and speakers where area coverage is required, can be included.)

Because of its simplicity, a SELECT-O-PHONE communication system is installed, expanded and maintained easily. It is the ideal automatic dial, intercommunication service because it meets both present and future needs with least revision. It can be expanded up to 55 lines,* one station at a time if necessary, with simple wiring that any handy man can install.

planning a system

While SELECT-O-PHONE can be easily added to an existing building, the best time to arrange for its use is when the building is being planned.

Thought should be given not only to a versatile, well-functioning system to meet present needs but also to the possibilities of growth, re-arrangement and future needs. This type of planning is best done by specialists. The greatest success in the selection of such an intercommunication system comes when the knowledge and experience of the architect and the equipment maker are jointly applied to the problem.

To give this service, Kellogg maintains a staff of competent intercommunication specialists. Their experience and that of the entire Kellogg organization are yours for the asking. For best results we urge that you call upon them—in the planning stage.

installation

Simple telephone wire is used throughout. Any electrician can easily install a SELECT-O-PHONE system in a few hours.

maintenance

Units have been made easily accessible for test and have been so constructed that they may be interchanged quickly. These units or components may be replaced easily if required without loss of time.

accessories

Many accessories are available for increasing the versatility and utility of the system: cut-in selectors for executive right-of-way, switching keys, signal relays, general call units, speaker control relays, musical chimes, buzzers, etc.

short specifications

The intercommunication contractor shall furnish all labor and material to install and put into service an automatic central switchboard intercommunication system as specified by the equipment manufacturer. Equipment shall be Kellogg Switchboard SELECT-O-PHONE or approved equal. Conduct system, if used, to be supplied and installed by others.

Provide an automatic intercommunication system having a central switching unit wired for .... lines ultimate capacity and equipped with .......... Furnish selector for each main station to permit as many simultaneous conversations as there are pairs of telephones. System shall be expandable.

..... telephones shall be provided to operate as main staff stations. Staff stations shall be equipped with handsets and dials for selecting any station on the system. Provide ..... desk telephones, ..... side-mounting desk telephones, ..... wall telephones and ..... outdoor telephones.

Furnish a power supply (battery eliminator type) of at least ..... ampere capacity for operation of the telephone system from the 110 volts, 60 cycle AC lighting circuit.

models

<table>
<thead>
<tr>
<th>SELECT-O-PHONES type</th>
<th>model</th>
<th>colors available</th>
</tr>
</thead>
<tbody>
<tr>
<td>desk</td>
<td>DK-530</td>
<td>Black</td>
</tr>
<tr>
<td>desk extension</td>
<td>DK-531</td>
<td>Aqua Blue</td>
</tr>
<tr>
<td>wall*</td>
<td>DK-550</td>
<td>Ivory</td>
</tr>
<tr>
<td>wall extension*</td>
<td>DK-551</td>
<td>Light Beige</td>
</tr>
<tr>
<td>side mount</td>
<td>D9757</td>
<td>Light Gray</td>
</tr>
<tr>
<td>side mount extension</td>
<td></td>
<td>White</td>
</tr>
<tr>
<td>outdoor</td>
<td>D4953</td>
<td>Rose Pink</td>
</tr>
<tr>
<td>outdoor extension</td>
<td></td>
<td>Yellow</td>
</tr>
</tbody>
</table>

* without cord, plug and terminal box.

SWITCHING UNITS (wall mount)

<table>
<thead>
<tr>
<th>no of lines</th>
<th>duty</th>
<th>battery eliminator*</th>
<th>model</th>
<th>door type</th>
<th>dimensions (in.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
<td>regular heavy</td>
<td>no** 2-amp.</td>
<td>MLX-120</td>
<td>single</td>
<td>24 15 1/2 8 1/2</td>
</tr>
<tr>
<td>24</td>
<td>light heavy</td>
<td>no** 2-amp.</td>
<td>MLX-240</td>
<td>single</td>
<td>24 22 1/2 8 1/2</td>
</tr>
<tr>
<td>36</td>
<td>light heavy</td>
<td>no** 2-amp.</td>
<td>MLX-360</td>
<td>double</td>
<td>24 29 1/2 8 1/2</td>
</tr>
<tr>
<td>55</td>
<td>regular heavy</td>
<td>no** 4-amp.</td>
<td>MLX-550</td>
<td>double</td>
<td>24 43 1/2 8 1/2</td>
</tr>
</tbody>
</table>

*dimensions: 2-amp. 15 1/2" h, 12 1/2" w, 7" d.; 4-amp. 21" w, 11" d.

**may be battery operated, 36 v.

---

**more than 24 lines.
DIAL 9
inter-office
communication system
(up to 17 lines)

A new efficiency is now possible for thousands of smaller and medium-sized organizations. This low cost, private inter-office communication system allows instant and direct connection between all telephones (up to 17). It can be expanded easily and quickly at any time. Due to its compact engineering, the "brains" of the system requires less than a foot of space.

EASY TO INSTALL
The switching unit "brain" center is a self-contained, compact unit which may be placed wherever convenient. It is manufactured by Kellogg and is sold, installed and maintained by Kellogg's local Engineering Consultants.

ECONOMICAL TO OPERATE
Kellogg switching units and instruments are standard commercial telephone company equipment, ruggedly built and designed to safeguard your investment and insure reliable, efficient, trouble-free performance at an extremely low operating rate.

SIMPLE TO MAINTAIN
Maintenance problems are eliminated, since the most modern K 500 telephone instruments are used with the Dial 9 system. The same dependable, high-quality telephone instruments are in use by public telephone companies throughout the U.S.A.

DIAL NINE PHONES

<table>
<thead>
<tr>
<th>Type</th>
<th>Model</th>
<th>Color Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desk</td>
<td>500 (BA) 17D</td>
<td>Black, Aqua Blue, Green</td>
</tr>
<tr>
<td>Desk</td>
<td>591 (LR) 05D*</td>
<td>Ivory, Light Beige, Red</td>
</tr>
<tr>
<td>Wall</td>
<td>554 (BA) 10D</td>
<td>Light Gray, White, Yellow</td>
</tr>
<tr>
<td>Wall</td>
<td>554 (LR) 04D*</td>
<td>Rose Pink</td>
</tr>
<tr>
<td>Loud &quot;Ring Belts&quot;</td>
<td>CODE 75 (BA)</td>
<td></td>
</tr>
<tr>
<td>Switching Unit</td>
<td>K 207(A)962</td>
<td></td>
</tr>
<tr>
<td>Mounting Bracket</td>
<td>P 81575</td>
<td></td>
</tr>
<tr>
<td>Power Supply</td>
<td>RT6</td>
<td></td>
</tr>
</tbody>
</table>

*Less Ringer phone for use with optional buzzer kit

DIAL DEPENDABILITY • INTERCOM EFFICIENCY
KMG AUTOMATIC DIAL SYSTEM

50-100 LINE

MODERN BUSINESS DEMANDS SPEED, EFFICIENCY, and ECONOMY

Kellogg KMG Automatic Dial Telephone Systems offer dependable, high quality, low-cost internal telephone communication that provides the speed, efficiency, and economy required by modern offices, factories, schools and institutions. KMG provides all standard telephone "intercom" features such as fully automatic, privacy and executive right-of-way.

Features:

All KMG Systems provide completely automatic telephone switching operations and provide full internal telephone services with special facilities stipulated as standard equipment, such as: (1) Simplified dialing; (2) Dial tone; (3) Busy tone; (4) Ring back tone; (5) Privacy; (6) Two wire circuit.

Optional Features:

1. The switchboard shall be equipped to provide facilities for voice paging. After dialing a prescribed “voice paging” number, the caller is directly connected with a public address system, that permits him to make his page call or announcement.

2. The switchboard may be equipped to provide facilities for dialing between two or more automatic switchboards. Calls from one switchboard to the other shall be automatically established by dialing a prescribed “tie-line” number, followed by the extension number of the party being called.

3. Provision may be made, for any number of additional “group hunting” or “alternate busy rotation” circuits, limited only by available rack space.

Description of Operation

The KMG 50 and KMG 100 Automatic Dial Telephone Systems employ two-motion selector switches in association with flat-type relays.

Specifications

1. Any station shall be able to communicate with any other station in the system. The connections shall be established through the switching equipment, controlled by a dial mounted on each telephone.

2. Any two stations shall be able to communicate with each other in complete privacy except when another station, so equipped, is exercising its executive right-of-way facility.

3. When a busy station is called, a busy signal shall be furnished to the calling party. If the switchboard equipment is busy to its full trunking capacity, a busy signal shall be furnished to the calling party upon lifting the handset.

4. Ringing the called station shall be intermittent and controlled automatically without the necessity of a ringing key or a button at any telephone. When the handset is removed at the called station, or the plunger depressed at the calling station, the ringing shall be instantly cut-off.

5. The ringing of the bell at the called station shall be indicated to the calling station by a distinctive ring-back tone in the receiver.

6. Not more than two wires shall be required between each station and the switching equipment.

7. All links shall be arranged for the executive right-of-way facility whereby those stations equipped with an executive right-of-way key may connect to a busy line and talk or listen on a busy connection. A distinctive ticking sound shall be superimposed on the connection to signal the entering of a third party.

8. A group hunting facility shall be furnished without additional cost whereby a call to an extension, so equipped, shall be automatically transferred to an alternate extension if the called extension does not answer.

9. Two “3 alternate busy” rotation groups shall be provided, without additional cost whereby, a call to station “A” will be automatically transferred to station “B”, if station “A” is busy. In similar manner the caller is transferred automatically to Station “C” if station “A and/or B” are busy. If all extensions in the “alternate busy” circuit are in use, the caller will receive a busy tone.

10. Each conversation link shall be provided with a through-connection relay (“Q” relay) to permit the addition of such optional features as code call, voice paging and tie-lines in the field.

KMG Phones

<table>
<thead>
<tr>
<th>Type</th>
<th>Model</th>
<th>Color Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Desk</td>
<td>50000(BA)14D</td>
<td>Black, Aqua Blue, Green</td>
</tr>
<tr>
<td>Executive Priority</td>
<td>50000(BA)107D</td>
<td>Ivory, Light Beige, Red</td>
</tr>
<tr>
<td>Wall</td>
<td>554(BA)07D</td>
<td>Light Gray, White, Rose Pink</td>
</tr>
<tr>
<td>Sidemount</td>
<td>9740</td>
<td>Black Only</td>
</tr>
<tr>
<td>Outdoor - Weatherproof</td>
<td>D4900(BA)</td>
<td>Black Only</td>
</tr>
<tr>
<td>Bakelite Desk Set Box</td>
<td>706(BA)*</td>
<td></td>
</tr>
<tr>
<td>Loud Ringing Bells</td>
<td>CODE 75(BA)</td>
<td></td>
</tr>
</tbody>
</table>

*required for 9740 phones

Where systems in excess of 100 lines are required Kellogg and ITT can provide a system of any size or requirement.
DIRECT-A-CALL
LOW COST 2 to 7 STATION INTERCOMMUNICATION

The New Private Telephone System EVERYONE Can Afford

What Are Some of DIRECT-A-CALL's Outstanding Features?

DIRECT-A-CALL helps you get more done—with less effort because it provides: (1) Individual Private Telephone; (2) Direct Signalling; (3) Conference Calls; (4) Voice Paging; (5) Talk Back Speaker; plus Internal Magnetic Switch, functional design and eye appeal.

If your office occupies more than one room — DIRECT-A-CALL will bring you remarkable convenience and savings in productive time. DIRECT-A-CALL is a complete, inside private telephone system for 2 to 7 stations — so inexpensive that the convenience and utility of a private telephone system is within reach of all. Its low cost and simple installation make it practical and economical for everyone.

A DIRECT-A-CALL system offers many advantages over the use of city phones for intercommunication. It eliminates the need, and the rental of extra extensions — frees city phones of all inter-office conversations and consequent busy signals to customers. As a result, both inter-office and customer relations are handled more smoothly and efficiently.

Lawyers, accountants, insurance agents, sales and professional offices and many others find that inter-office communication is no longer a problem when DIRECT-A-CALL is installed.

WHAT ABOUT QUALITY?

Kellogg DIRECT-A-CALL system is "telephone quality" throughout. A written guarantee goes with each "Kellogg" communications system . . . but above and beyond the guarantee, is a firm policy of maintaining the record of satisfactory service established by "Kellogg" products for over 60 years.

HOW EASY IS IT TO INSTALL DIRECT-A-CALL?

DIRECT-A-CALL is so easily installed, that if you can handle a screwdriver, and are familiar with simple wiring connections, you can do the job yourself!

No soldering is required, wires are color-coded, making connections fool-proof. Power is obtained by simply plugging into your 110V outlet.

<table>
<thead>
<tr>
<th>System</th>
<th>Part Number</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-Button 2-7 Station</td>
<td>16796(1PL)131</td>
<td>Desk Set, Including Terminal Block</td>
</tr>
<tr>
<td></td>
<td>14441(16)131</td>
<td>Power Supply</td>
</tr>
<tr>
<td>6-Button Buslight 2-7 Station</td>
<td>16797(1PL)131</td>
<td>Desk Set, Including Terminal Block</td>
</tr>
<tr>
<td></td>
<td>12253(10)131</td>
<td>Power Supply</td>
</tr>
<tr>
<td>Optional Feature Equipment</td>
<td>16350(1PL)131</td>
<td>Talk Back Speaker, Including Adaptor</td>
</tr>
<tr>
<td></td>
<td>16373(16)131</td>
<td>Voice Paging Adaptor</td>
</tr>
<tr>
<td></td>
<td>14463(16)131</td>
<td>Adaptor for Loud Ringing Bell</td>
</tr>
<tr>
<td></td>
<td>14464(1B)131</td>
<td>Loud Ringing Bell</td>
</tr>
</tbody>
</table>

Direct-A-Call phones are designed for either top, side-of-desk mounting or wall. Executive magnetic switch allows unit to be mounted in vertical position.
backed and certified by the research facilities and generations of advances of the largest of American-owned, world-wide electronic and telecommunication enterprise.

When you specify or buy an intercommunication system, what is back of that system is just as important to your lasting satisfaction as the system itself and its components.

In the world of electronics and telecommunications, no names command greater respect than those of International Telephone and Telegraph Corporation and Kellogg. The technology, engineering and research that have produced so many renowned achievements are reflected to the highest level in Kellogg Intercommunication Systems.

Because of this huge experience ITT-Kellogg has been entrusted with many vital and top-secret assignments in the field of missiles and continental defense. But Kellogg's progressive advances extend far earlier than the space age.

A division of ITT since 1952, Kellogg introduced the first handset telephone in the United States in 1906. This was the true grandparent of every modern telephone in use today. Leading in advance through the years, Kellogg in 1934 announced and marketed the first unit-type desk telephone with all components combined in a single housing and base assembly. In 1945 came the first universal-design telephone for all classes of common battery, local battery and magneto services. Kellogg has also pioneered in central switchboards, carriers, repeaters and practically every other aspect of telephony.

As for ITT—its firsts have been legion and global in their recognition. For instance, ITT has provided:

- The first radio telephone service to Europe and North America from South America.
- The first nationwide telephone dialing (in Switzerland and Belgium).
- The first over-the-horizon television transmission.
- The first Vortac, Tacon and ILS navigational aids for commercial and military navigation, including jet aircraft . . . and many other firsts in both development and research.

All in all, ITT holds about 22,000 patents in 46 countries in various communication systems, devices and components . . . is comprised of 101 research and manufacturing companies, 14 operating companies and 130,000 employees. For its part, Kellogg Switchboard and Supply Company has been serving independent telephone companies and private buyers of intercommunication systems for more than 60 years.

For you—either as a specifier or buyer of intercommunication systems—you know that the Kellogg System you choose is backed by the combined experience and research of both ITT and Kellogg, gained in meeting all kinds of needs, for all kinds of purposes.

This advantage has its very practical side. It means that in addition to the broad range of requirements met by standard Kellogg Intercommunication Systems, adaptations and modifications can be provided for those rare cases where specially designed systems are required without costly and special engineering. The chances are that Kellogg, supported by the knowledge and skills of ITT, already has the answer you may seek.

On the face of it, there is no better source for your intercommunication system needs—nor one able to meet them more economically for the purpose you have in mind.
ASK FOR A FREE DEMONSTRATION

So that you may be completely sure before you specify or buy, Kellogg System demonstrations will be arranged by your nearby Kellogg Engineering Consultant. There is no cost or obligation, of course. Any of the local Consultants listed below will be glad to provide such a demonstration . . . or write to us direct.