



KELLOGG MASTERDIAL, 1947

Kellogg Masterphone 1000 series sales brochure produced in 1947 (from the content and the logo) and promotes the new Masterphone dial. This dial would later become know as the number 10.

From the collection of Mike Neale.

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www.kelloggtelephone.com
www.redbartelephone.com
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www.atcaonline.com



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the new

KELLOGG

Master-Dial

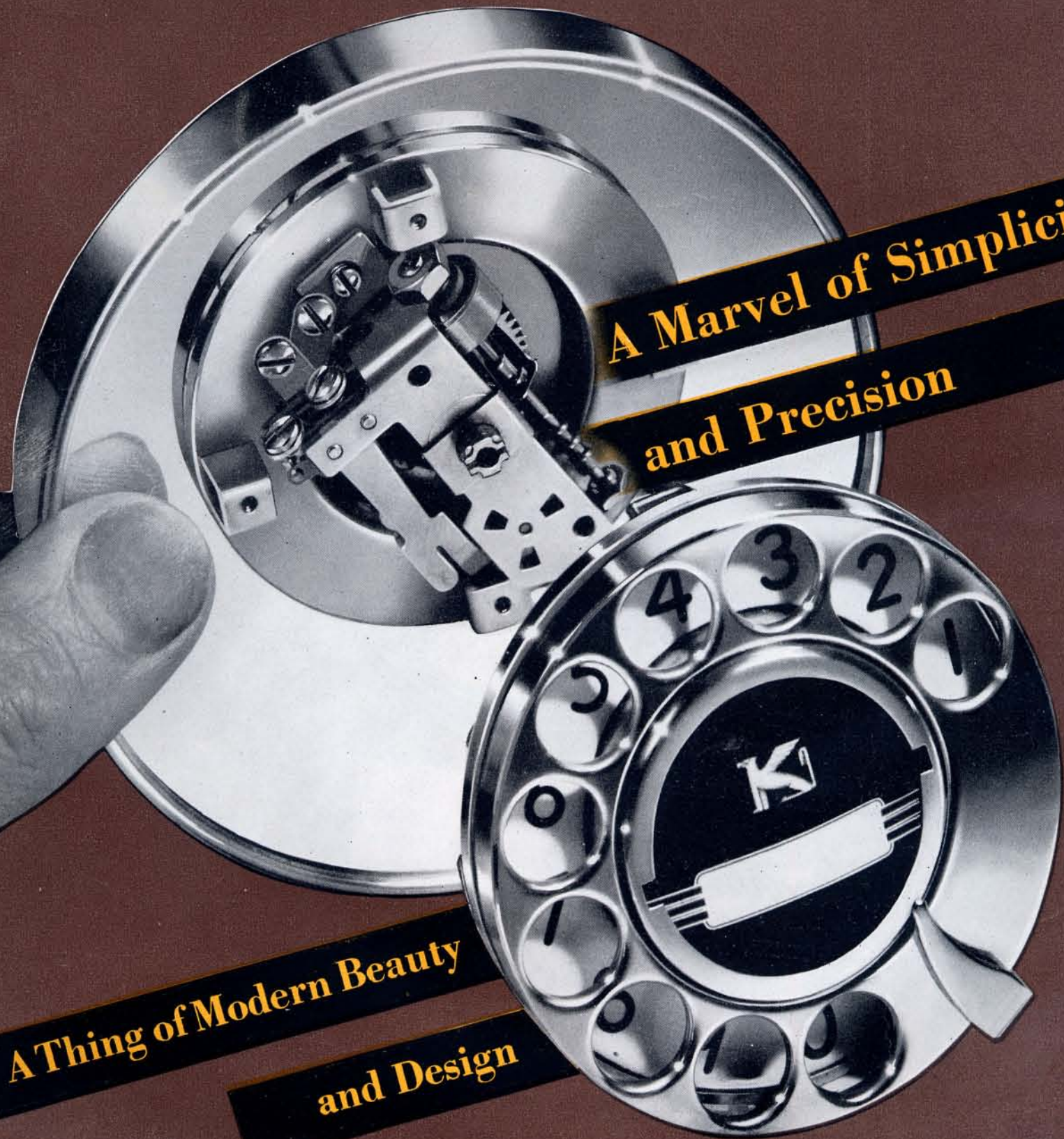


Unsurpassed for

- SMOOTH, QUIET OPERATION
 - EASY, SIMPLE MAINTENANCE
 - RUGGED, LONG-LIFE CONSTRUCTION
- and*
- DEPENDABLE, LOW-COST PERFORMANCE

It's a Beauty—
Inside and Out—
TURN THE PAGE TO SEE

AT LAST... *the Dial that Offers* **EVERYTHING** *You Want!*



**A Marvel of Simplicity
and Precision**

**A Thing of Modern Beauty
and Design**

the new

KELLOGG

Master-Dial

At Last—

a QUIET DIAL



As soft and smooth as the purr of a kitten—that's the impression you get when you hear the new MASTER-DIAL. Your subscribers will really appreciate the quietness of this modern dial.

At Last—

a RUGGED DIAL



The extra-rigid mounting base of deep drawn brass eliminates any chance of distortion—provides a perfect base for mounting the precision parts of the MASTER-DIAL. There is comparable ruggedness throughout the dial.

At Last—

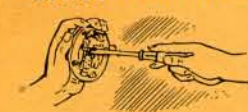
a BEAUTIFUL DIAL



The rich permanent beauty of the ebony-black finger plate—the baked-on porcelain numeral ring with easy-to-read figures and letters—make the MASTER-DIAL an extremely attractive dial.

At Last—

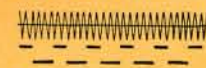
an ACCESSIBLE DIAL



No dial is so easy to install or maintain as the MASTER-DIAL. For example, you can adjust the drive spring without removing the dial from the telephone!

At Last—

a DEPENDABLE DIAL



Exhaustive tests under actual operating conditions, conclusively prove the ability of MASTER-DIALS to maintain highly accurate "make-break" ratios through many millions of impulses.

The years of research that went into the development of the new Kellogg MASTER-DIAL were devoted to the attainment of one major objective: to design a dial that would give the best service at the lowest cost. That, in turn, would mean better profits for telephone men.

So, in the Kellogg MASTER-DIAL you will be happy to see a basic simplicity of design that makes routine maintenance far easier than in any other dial you have ever seen. You will discover precision parts of the finest materials known, designed to operate and stay in perfect adjustment longer. You will find these parts mounted on a supremely rugged base.

Having achieved the main goal of better service, Kellogg went farther. So, you will find the new MASTER-DIAL unbelievably quiet and smooth in operation. You will appreciate its unusual beauty and impressive appearance—not approached by any dial available today.

Check the high-spots of this new dial briefed on these pages. Then decide to have your Kellogg representative give you the complete story of the amazing new MASTER-DIAL at the earliest possible date.



KELLOGG SWITCHBOARD AND SUPPLY COMPANY

6650 South Cicero Avenue, Chicago 38, Illinois

Designers and Builders of Finer Communication Equipment

For More Details

on the NEW KELLOGG

Master-Dial

Turn the page

the new **KELLOGG**
Master-Dial

Cuts Maintenance Costs

to the Bone!

Let's Look Inside...and See Why!



FEWER PARTS...
and Better Ones!

Precision, simplicity, durability . . . you get all three to the highest degree in the new MASTER-DIAL. Greater accuracy of operation has been achieved—with fewer components than ever before considered practical—through painstaking refinement of design. To assure continued high standards of performance, every part that goes into this dial is made of the finest materials obtainable. These facts, plus exacting tests to pre-determine ability to stand up under most rigorous conditions, are sound reasons why you can depend on the new MASTER-DIAL for longer, trouble-free service.

Finer on the Face of it, Too!

Easy-to-Replace Number Card

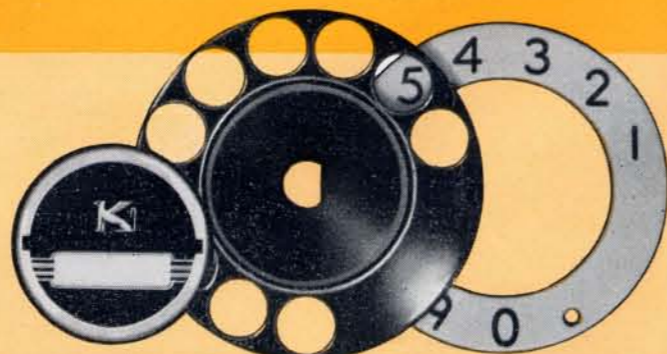
By simply removing the small stainless steel number card retaining ring, the subscriber's number card can easily be replaced.

Enameled Finger Plate

Hard, wear-resisting black enamel covers the finger plate of the new MASTER-DIAL—a rich looking, practical finish that is baked on. It is not easily scratched or marred. The plate itself is designed for maximum user convenience and greatest possible strength.

Easy-to-Read, Durable Numeral Ring

Bold characters stand out in sharp contrast to the gleaming whiteness of the new MASTER-DIAL'S numeral ring. They are fused right into the porcelain, which is baked on the special steel ring. They remain readily distinguishable, despite constant use. The numeral ring is easy to clean.

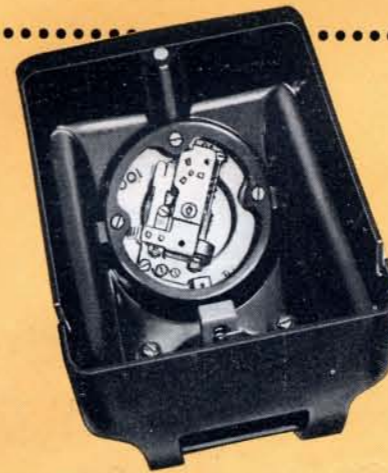


Number Card Retaining Ring

Enameled Finger Plate

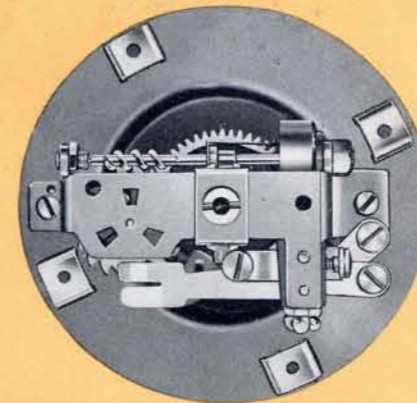
Baked-on Porcelain Numeral Ring

Instant Accessibility **FOR EASIER, FASTER SERVICING**



So Easy TO GET AT

Most major adjustments can be made on the new MASTER-DIAL without removing it from the telephone. When necessary, however, it can be readily removed as it is mounted to the telephone housing with only 2 screws (sometimes 3). For this same reason, installing the new MASTER-DIAL is easy—takes only a few minutes.



So Easy TO TAKE APART

2 screws are all that you need remove to disassemble the new MASTER-DIAL. Once these are unscrewed, all components are instantly accessible for replacement, or any needed servicing. This is a time and labor saving feature not to be found in any other dial available today.

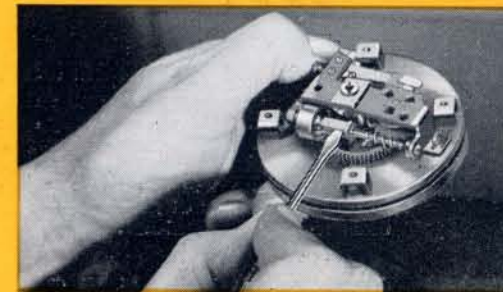
So Easy TO MAINTAIN



Self-Locking Drive Spring

With an ordinary screwdriver, you can quickly and easily adjust the drive spring without removing the MASTER-DIAL from the telephone. The self-locking feature assures retention of desired adjustment.

No Disassembly Required for Speed Adjustment



Governor Adjustment

With the dial intact, you can increase or decrease dial speed by simple adjustment of the governor weight springs. This, also, is readily accomplished with an ordinary screwdriver.

Rugged Construction **FOR UNMATCHED DURABILITY**



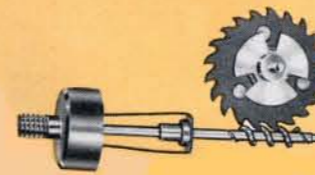
RIGID Mounting Plate that Can't Get Out of Shape

There is no chance of distortion with the extra-rigid mounting plate that serves as a base for the MASTER-DIAL'S precision mechanism. Ruggedly made of deep drawn brass, it never varies in shape under the hardest day-in and day-out service.



TOUGH, Precision-Cut Gears

Closest tolerances are observed in cutting the gears that go into the new MASTER-DIAL. This guarantees years of quiet, trouble-free operation.



SIMPLE Governor Drive Assembly

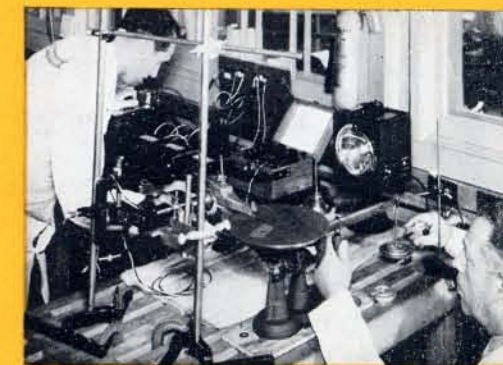
Quietness and efficiency of the new MASTER-DIAL are due in large measure to the unique construction of this assembly. Pinion and worm drive mesh smoothly and easily to minimize wear on each.



LONG-LIFE Contact Springs

New MASTER-DIAL contact springs are precisely factory-adjusted. Accuracy of adjustment has been retained after millions of impulse operations—with no appreciable variation in "make-break." In those rare instances where adjustments might be needed, they can be made easily and speedily.

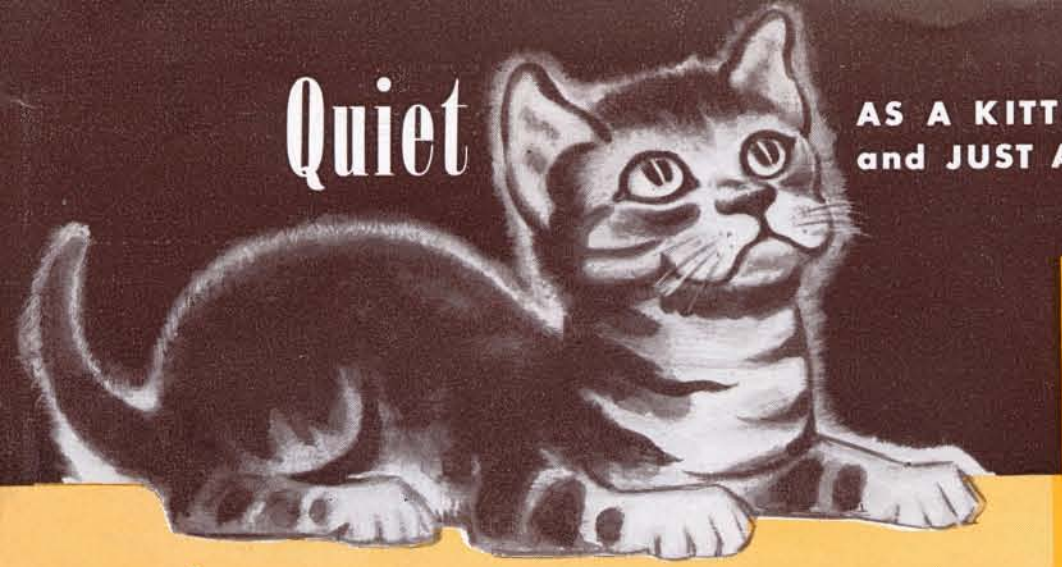
Only the Finest Materials



No expense has been spared in the selection of materials which go into the new MASTER-DIAL. From the mounting plate up, only those materials have been used that were proved best for the purpose. Contact springs are made of nickel silver with contacts of precious platinum or palladium. Stainless steel or plated parts are used wherever corrosion is a factor.

Quiet

AS A KITTEN'S PURR...
and JUST AS SMOOTH



ROUND-CONTACT Worm Screw

The new MASTER-DIAL'S worm screw is so precisely manufactured that sharp edges are eliminated, thereby materially lessening wear on the worm drive gear and providing noiseless operation.

SILENT WORM DRIVE GEAR

The mesh between the worm drive gear and the worm screw is virtually soundless. The gear is exceptionally tough, long-wearing and non-sticking. Because its action on the worm screw is so gentle, highest efficiency of governor operation is consistently maintained.



PRECISION-FIT Drive and Pinion Gears

The painstaking touch of the craftsman is reflected in the drive and pinion gears incorporated in the new MASTER-DIAL. They are cut with utmost precision. They mesh smoothly throughout years of constant use.

CONSTANT-BALANCE Governor

Rotation of the governor wings is always smooth and even. Smooth operation of the governor is further assured by precision construction of the drum and uniform flexing of the wings to eliminate eccentric vibration.



"Watch-Maker" Accuracy



As with a fine watch or precision instrument, extreme accuracy governs every detail of construction of the new MASTER-DIAL. Each dial is the product of skilled workmen, using the most modern, specially developed equipment. Every dial is carefully and thoroughly tested to insure that it meets Kellogg's high standard. It is a dial that is made right in every way.

Wide Range of Adaptability

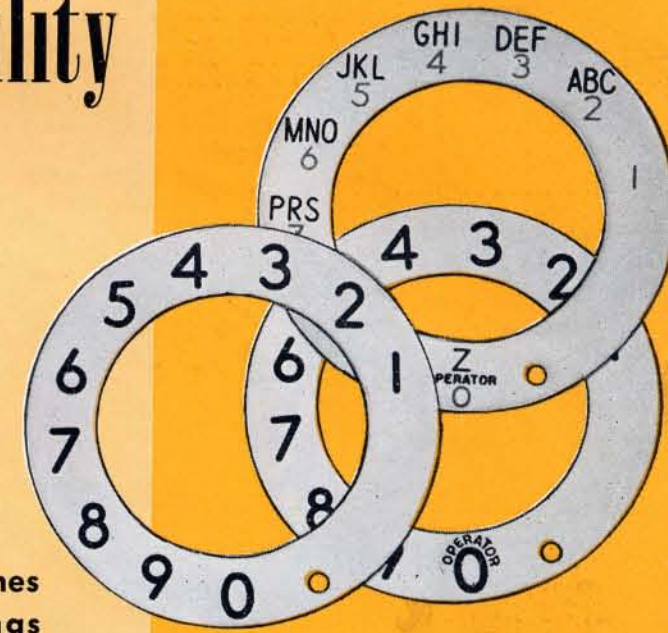
DIALS for All Telephone Services

METROPOLITAN NUMERAL RING

STRAIGHT NUMERAL RING

STRAIGHT NUMERAL RING with word "operator"

You have a choice of three types of numeral rings with the new MASTER-DIAL. One carries black numerals only on its snowy white surface. Another carries black numerals with the word "operator" around the zero. Another, for use in multiple office areas has both black numbers and bright red letters on the same white face. Replacing the straight numeral ring with the metropolitan type or vice-versa is simple and easy.



DIRECTLY INTERCHANGEABLE On Some Telephones

... Easily Adapted to Others with Adapter Rings

While the new MASTER-DIAL was specially designed for use with the new Kellogg Masterphones, it can be used on other makes of telephones also. For some telephones, special adapter rings are available that permit replacement with the new MASTER-DIAL. (When ordering, specify make and model number of telephone for which the dial is desired.)



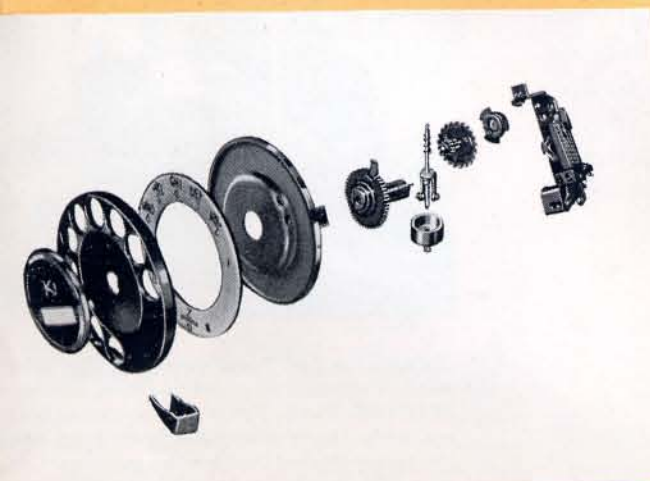
KELLOGG WRENCH FOR REMOVING NUMBER CARD RING

For your convenience, Kellogg offers a handy, specially designed wrench. It's a durable, easy-to-use little tool that permits fast and easy removal of the retaining ring that holds the number card and protector in place.



Operating Dependability

SIMPLICITY of Design



MILLIONS of
IMPULSES
and still
going strong!



New MASTER-DIALS placed on test have recorded millions of impulses—and are still operating with their first-run smoothness and quietness. This is dramatic evidence of what these dials offer you—performance far beyond your normal requirements.

MAINTAINS
DEPENDABLE
MAKE-BREAK
RATIOS



Oscillograph Tests Prove that the new MASTER-DIAL is a supremely dependable mechanism. These tests show that after operating for millions of impulses without adjustment there is practically no change in make-break ratio.

Beauty OF DESIGN AND MATERIALS

No less impressive than the new MASTER-DIAL'S exceptional performance is its attractive streamlined exterior. The trim number identification card under its gleaming transparent cover... the black finger plate... the sparkling white numeral ring with its neatly inscribed characters... all these combine to make the new MASTER-DIAL an instrument of outstanding appearance. Both you and your subscribers will appreciate the beauty of



the new
KELLOGG
Master-Dial

Fewer parts, with no sacrifice of precision efficiency, makes the new MASTER-DIAL ideal from every standpoint. Easier to install and maintain, its high-quality, highly accurate parts retain perfect adjustment longer. This assures lower operating costs for you—greater satisfaction for your subscribers.

You can get the

Master-Dial NOW

on the new **KELLOGG MASTERPHONES**



D-1000 TYPE

In less than one short year, the Kellogg 1000 Series Masterphones have become the talk of the telephone world. These amazing new telephones, featuring years-ahead simplicity of design, interchangeability of universal parts and new accessibility, have been delivered to telephone companies everywhere.

Now, with the new Kellogg MASTER-DIAL as standard equipment, they are an even better buy. Now the Masterphones are clearly superior in every respect.

The new MASTER-DIAL can be furnished with



D-1100 TYPE

either metropolitan or straight numeral rings. The dial itself is mounted on the housing with easily accessible mounting screws.

If you haven't as yet gone over the Masterphone story with your Kellogg Representative, by all means do so now. Interesting as the story was before, it will be even more interesting now that Masterphones are teamed up with MASTER-DIALS to give you the finest combination in telephone history. Phone or write us today to arrange a get-together at the earliest possible date.

Form 820

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KELLOGG SWITCHBOARD AND SUPPLY COMPANY

6650 South Cicero Avenue, Chicago 38, Illinois

WHERE ENGINEERING AND RESEARCH BUILD FINER COMMUNICATION EQUIPMENT