

# **KELLOGG SWITCHBOARD AND SUPPLY COMPANY CHICAGO, ILLINOIS**

## **Kellogg Pamphlet 151**

**June 1917**

### **Mailer for various Kellogg products**

Printed by Magill-Weinsheimer Company, Chicago using letterpress technique on 18 X 24 inch 80# stock in two color, black and red. Then folded three times to create a foldout piece of eight 6 X 9 inch two sided panels (16 total). Thirty thousand were printed and assigned a Kellogg form number of 151-30M 6-17. This PDF was then produced assuming each panel to be a page and are arranged in the order of appearance starting on the reverse side (from the address panel). This PDF also contains the same piece without the color portion of the scan, making some details more available. This piece also has copy printed along the margins and fold lines in various places such as; "WE STARTED IN BUSINESS IN 1897 and have grown constantly and today we are the largest independent telephone manufacturers in the world, which assures you protection in the future. From us you can obtain parts for repairs or additions, surely and promptly, at any point." (top reverse edge) "We are NOT in the TELEPHONE TRUST and having no entangling alliance with large operating companies, we are free to consider only the best interests of our customers whose patronage we must hold with efficient service and merit of apparatus alone." (center reverse fold) "We have secured Grand Prizes and Gold Medals at the Paris, Milan, St. Louis and Buffalo Expositions as makers of the finest telephone equipment in the world and the only expositions in which we did not win first prize were the ones in which we had no entry." (bottom reverse margin). This document was acquired from a document dealer in La Joya, Texas in November 2005.

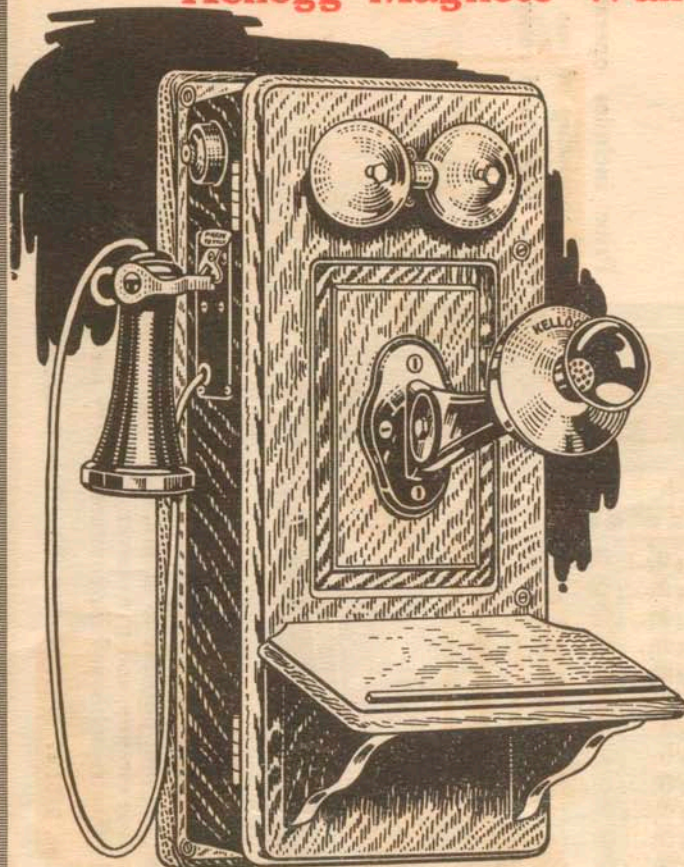
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WE STARTED IN BUSINESS IN 1897 and have grown constantly and

## Kellogg Magneto Wall Sets



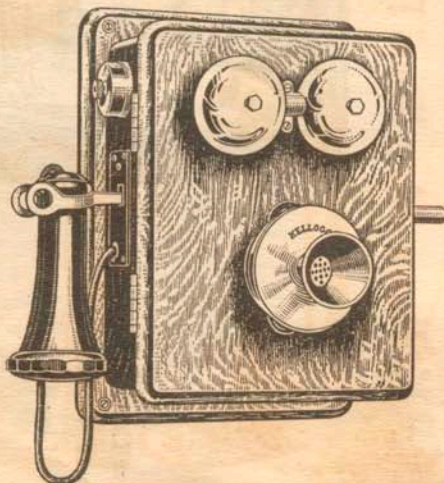
Code No. 2812 compact magneto set unequalled for rural work, powerful five-bar generator, 1600 ohm non-adjustable ringer. Standard Kellogg transmitter. An arrester that arrests; an induction coil built specially for this service. Standard receiver with KELLOGG BAKELITE shell, short hook-switch. Cabinet is correctly built in our own woodworking plant, made of the best quartered oak. This telephone has been adopted exclusively by many operating companies for rural work.

Price, \$12.25

Add 25c for Battery Saver.

## Magneto Hotel Sets

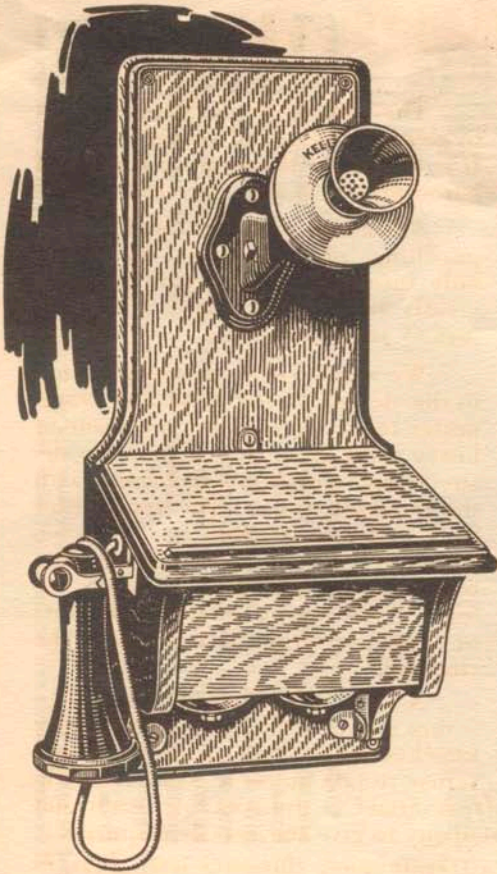
Kellogg magneto hotel sets as they are commonly known are of the same heavy construction as our magneto wall sets, and contain Kellogg standard apparatus throughout. This type telephone is especially desirable where mounting space is limited. Considerably less space being occupied on account of not having a battery compartment. All apparatus arranged for immediate accessibility. With KELLOGG BAKELITE receiver.



Price, Code No. 2806, 3 bar A. C. generator, 1000 ohm ringer, \$11.25  
With pulsating current generator, 25 cents additional.

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## Kellogg Common Battery Wall Sets

Code No. 730 compact common battery wall set, induction coil type, with ample writing shelf. Wall space occupies only  $8\frac{1}{2}$  x 19 inches. All parts which are arranged in the most accessible manner are instantly brought to view by simply unscrewing the small set screw and swinging down writing shelf. An unequalled telephone for common battery work.

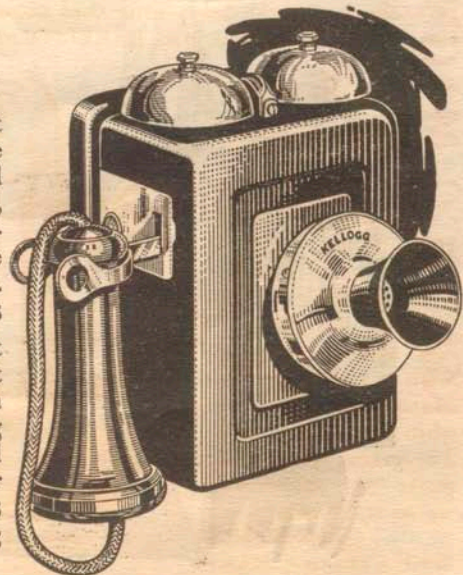
With KELLOGG BAKELITE receiver.

Price, 1000 ohm ringer, \$8.90

## Common Battery Hotel Sets

Code No. 716 steel hotel set consists of but two parts, back plate and cover, made of mild planished steel, Kellogg black enameled, equipped with Kellogg standard apparatus. This telephone can be used as a party or straight line set. Price, . . . . . \$8.15

For those desiring a wood set in preference to the steel we suggest a No. 729 oak hotel set, which is a very compact and neat appearing telephone. Built of heavy quartered oak and designed to give a superior service. Price, 1000 ohm ringer, \$8.15 Complete with KELLOGG BAKELITE receiver.

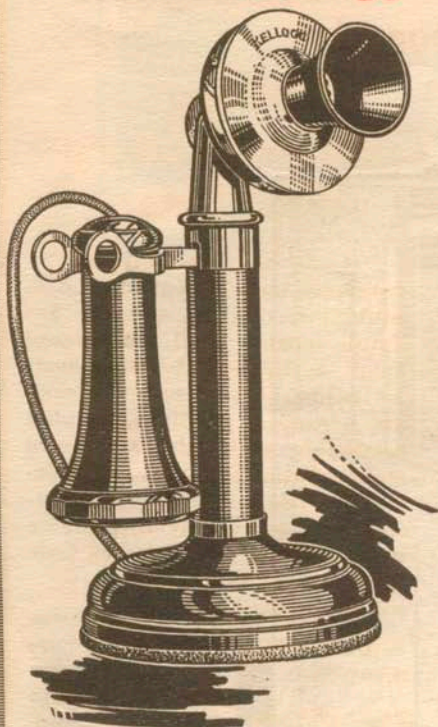


Above phones equipped with a 2 M. F. condenser.



ld, which assures you protection in the future. From us you can obtain

## Kellogg Desk Stands



The Kellogg Desk Stand is built to give indefinite and reliable service. It is handsome in appearance and will harmonize with any surroundings.

All metal parts are made from punchings of sheet brass, which not only insures great strength but adds greatly to the appearance. No castings of any kind used.

We wish to call special attention to the design of the head and transmitter lug. These parts are made of heavy sheet brass drawn into the desired shape and cannot be broken with the roughest abuse. The transmitter back and lug is made in one piece, which prevents any possibility of the transmitter working loose from the lug. There are no screw heads, nuts or other projecting parts to catch the clothing.

A desk telephone is subject to severe usage, often being accidentally knocked off the desk or table, and will refuse to talk unless it is built to with-

stand hard wear. The Kellogg Desk Stand is unbreakable, each and every part built by the Kellogg Company to give the service required.

It has not been equalled in a transmission efficiency test. It is, in fact, the best desk telephone that money can buy. Furnished with black enameled base, KELLOGG BAKELITE shell receiver and mouthpiece.

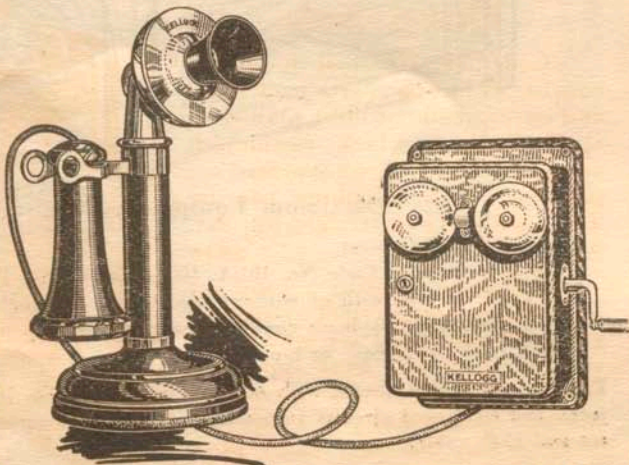
## Kellogg Magneto Desk Sets

Kellogg No. 84 Desk Stand with No. 2328 Box is a standard magneto desk set. The box is of quartered oak and is equipped with a three-bar generator, one thousand ohm ringer, and a No. 3 arrester. All binding posts are concealed.

No. 84 Desk Stand

Complete, \$5.30

With KELLOGG BAKELITE receiver.



No. 2328, 3 bar generator, 1000 ohm ringer, \$7.20

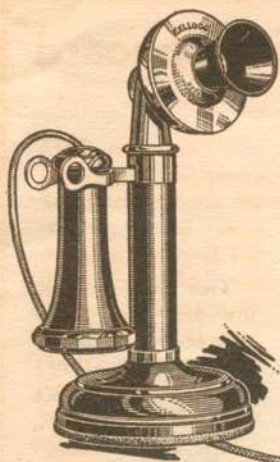
No. 2361, 5 bar generator, 1600 ohm ringer, \$7.95

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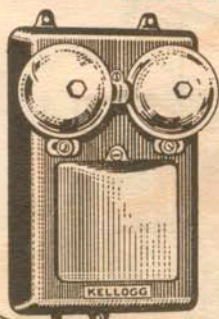


n parts for repairs or additions, surely and promptly, at any point

## Kellogg Common Battery Desk Sets

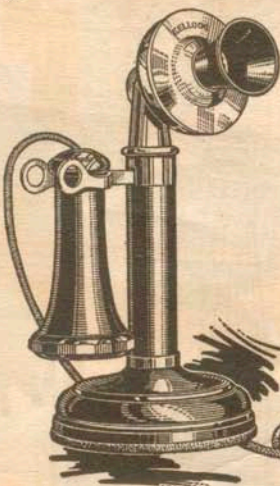


No. 97 Desk Stand, complete, \$6.30  
With KELLOGG BAKELITE receiver.

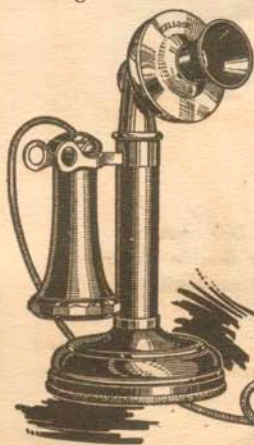


No. 75 D. S. Box, 1000 ohm ringer, \$3.20

Kellogg No. 97 Desk Stand with No. 259 Desk Stand Box. This pressed steel heavily enameled box is similar to our No. 75 Desk Stand Box. The whole front cover swinging down, all the apparatus is immediately accessible. This set can be made either 1st, 2nd, or 3rd party by simply changing the armature, and can be made 4th party, straight line or biased by changing ringers.



No. 259 D. S. Box only, harmonic ringer, \$3.95



No. 345 D. S. Box, harmonic ringer, \$3.70

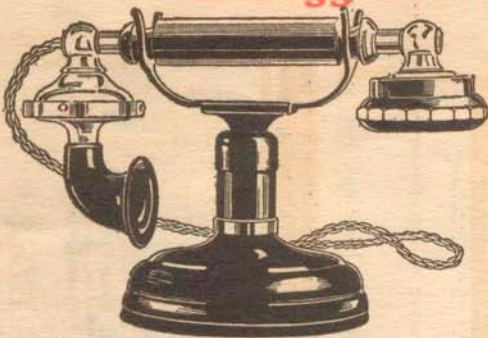


Kellogg No. 97 Desk Stand with No. 345 Desk Stand Box. For those desiring a wood box this one cannot be equalled. It is made of quartered oak, light, compact, and handsome in appearance. A very popular type of Desk Stand Box.

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## Kellogg Grabaphones



### "Grabaphone and Talk Right"

The latest, most up-to-date type of telephone has been designed by the Kellogg Company. It is unequalled for transmission efficiency, mouth-piece always held in proper position, built to last a life-time. Its name implies its advantages, a slight movement

of one arm places the grabaphone in a talking position. No lost motions, no need of leaning over a desk or table to reach the mouthpiece, one hand is always free, for writing for instance. Telephone from a standing, sitting or reclining position with ease. Kellogg standard long distance transmitter with bakelite mouthpiece, standard receiver with bakelite shell, bakelite handle, stand of same sturdy construction as in the well known Kellogg No. 97 desk stand, cradle punched brass, heavily black enameled.

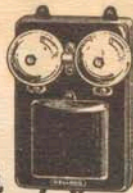
No. 110-A unit type set is not furnished with harmonic ringer.



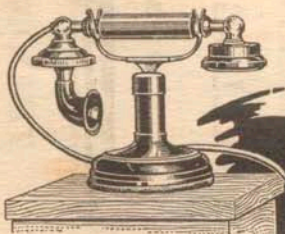
No. 110-A stand, unit type, 1000 ohm ringer, 2 M. F. condenser, induction coil type, with No. 11-C grabaphone. Price, \$12



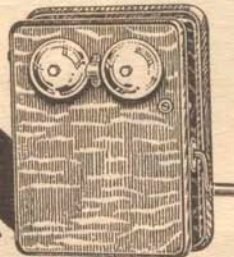
Common Battery Set  
No. 111 stand with No. 11-C grabaphone. Price, \$7.65



No. 75, 1000 ohm ringer, 1 M. F. condenser, D. S. Box. Price, \$3.20.



Magneto Set  
No. 115 stand with No. 11-L.C. grabaphone. Price, \$7.40



No. 2328 D. S. Box, 3-bar, 1000 ohm. Price, \$7.20



No. 722 Wall Box, 2 M. F. condenser, induction coil type, with No. 12-C grabaphone. Price, \$7.10

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We have secured Grand Prizes and Gold Medals at the Paris,





## Kellogg Receivers

The Kellogg receiver is noted for its clearness of tone and perfect articulation. The special ferrotype diaphragm responds to the minutest modulations of the speaker's voice, reproducing it absolutely accurately.

The construction of the Kellogg receiver is accurate to the smallest detail assuring an unvarying service of the highest quality.

The two poles of the permanent magnet are tipped with pole pieces of soft Norway iron.

The Kellogg receiver is housed in a shell made of KELLOGG BAKELITE. KELLOGG BAKELITE is practically indestructible, and an ideal material for receiver shells and mouthpieces. It will not discolor, crack or warp; is not affected by heat or moisture; is light in weight and will not burn. Continual handling tends to increase the polish, which is usually not the case with other materials. Kellogg Bakelite shells give indefinite wear, reducing maintenance considerably.

Price with worsted cord, - - \$1.25 each

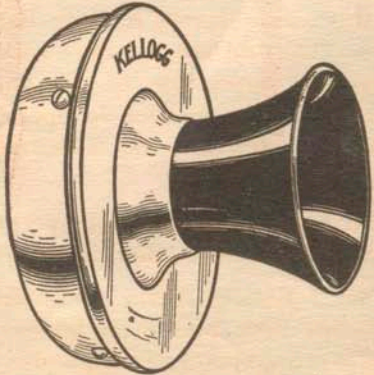
## Kellogg Transmitters

There are over two million people talking through the Kellogg transmitter today—in fact, every day—and have been doing so for years with the most satisfactory results.

The Kellogg reverse type, solid back transmitter is practically the same today as it was when first put on the market about sixteen years ago. It is constructed to give the highest grade of transmission, and it is the foremost transmitter on the market today.

Only the best materials possible to obtain are used. The name "long distance" has been applied to the Kellogg transmitter because of its unequalled transmission over great distances with proper line equipment.

The Kellogg reverse type transmitter is thoroughly guaranteed and will meet the demands of every service. Standardize with Kellogg and assure superior service for your exchange.



Price, without back, - - - - \$1.25

Price, with back, - - - - \$1.40

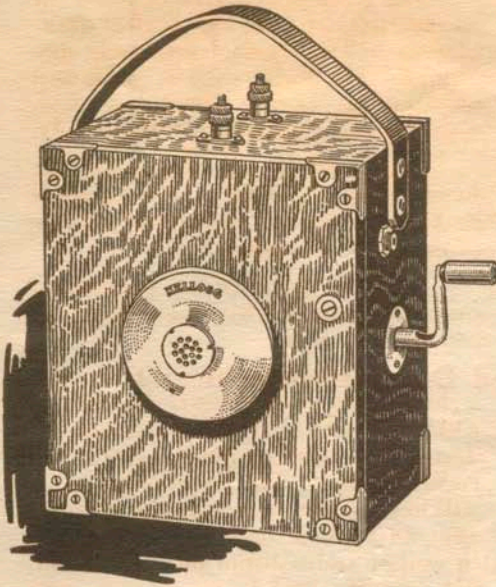
Price, Standard back, - - - - \$0.15

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Milan, St. Louis and Buffalo Expositions as makers of the finest tel



## Kellogg 1020 Test Set



Code No. 1020. A Test Set that will last a lifetime. Cabinet built of heavy quartered oak and equipped with standard Kellogg apparatus.

This Test Set is comparatively light weight and constructed so that it can be carried with ease. It will ring over great distances—a requirement of a serviceable test set.

The Kellogg 1020 Test Set is a miniature telephone of excellent appearance and the most adaptable for your needs.

3 bar generator and 1000 ohm ringer.  
Price, No. 1020 Test Set.....\$14.10

## Kellogg Battery Saver

The Kellogg Battery Saver is a simple device which does more than its name implies. It improves the transmission efficiency as well as reducing battery cost.

When listening to weather and market reports, etc., needless wasting of the current of your dry cells is going on. Stop this waste—install Kellogg Battery Savers. They do not interfere with the wiring; are impossible to get out of order; cannot be simpler in operation; installed in a few minutes with the aid of a screw driver.

No. 1 Battery Saver for compact magneto telephones with short hookswitch.

No. 2 Battery Saver for magneto telephones with long type hookswitch and also other makes of telephones.

Price, 25 cents each

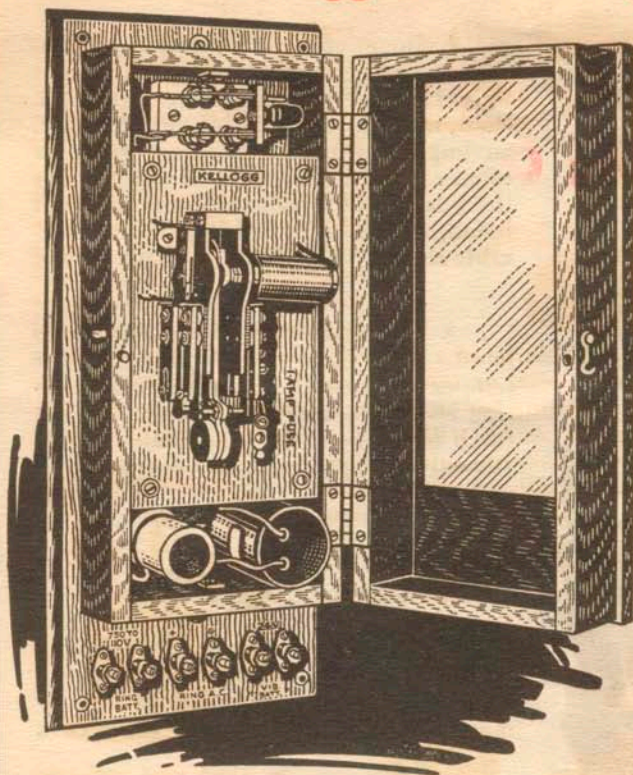


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phone equipment in the world and the only expositions in which we



## Kellogg Pole Changers



A Pole Changer that is unequalled electrically and mechanically and thoroughly reliable. The No. 23-A Pole Changer is a further development of the well known 9-A, but delivers alternating current only for ringing standard polarized bells.

Binding Posts are all on the base, making the installation or inspection of connection a simple affair.

The No. 23-A Pole Changer can be operated from 110 volt mains by placing resistance lamps in the circuit, thereby eliminating the high

cost of batteries. This pole changer will do away with your ringing troubles.

Price, . . . . . \$30.00

## Kellogg Latest Bulletins and Catalogues

*Have You a Copy of:*

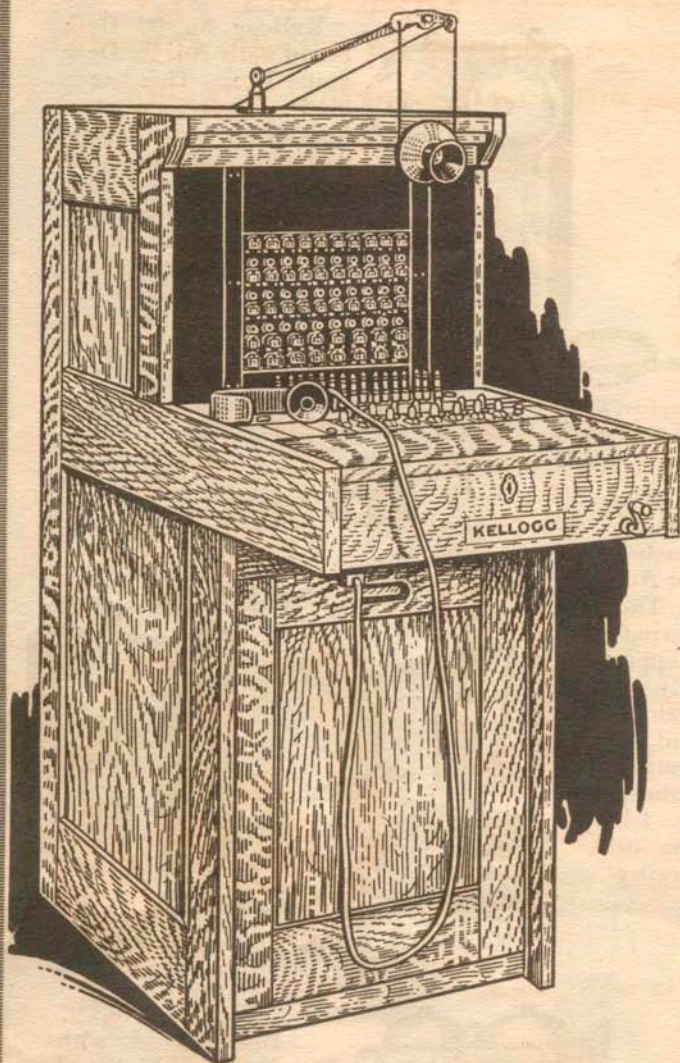
- Catalogue No. 1. Line Construction Material.
- Bulletin No. 97. Net Price List of Line Construction Material.
- Catalogue No. 3. Telephone and Switchboard Equipment.
- Bulletin No. 83. Secrets of Service.
- Bulletin No. 92. Farm Line Telephones.
- Bulletins Nos. 79 and 89. Descriptive Bulletins on Telephones.
- Bulletin No. 140. Net Price List on Magneto Telephones.
- Bulletin No. 86. P. B. X. Switchboards.
- Bulletin No. 90. Magneto Switchboards.
- Bulletin No. 91. Common Battery Telephones.
- Bulletin No. 74. Universal Switchboards.
- Booklet on Instantaneous Recall Switchboards.
- Booklet on Common Battery Switchboards.

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did not win first prize were the ones in which we had no entry



## Kellogg Fifty Line Magneto Switchboard



This new Kellogg low key shelf type switchboard contains standard Kellogg equipment housed in a Kellogg made cabinet, which means a board which will give reliable service for many years.

The ultimate capacity is fifty lines, furnished with eight cord circuits, either single or double supervision, repeating coils in as many cord circuits as desired.

Equipped with either suspended type or breastplate operator's set, night alarm circuit and five-bar hand generator.

Standard finish No. 9, dark golden oak.

### Maximum Equipment Consists of

One No. 11-B Cabinet

50 Line circuits Code No. 101-A, 100 ohms, or No. 101-E, 500 ohms

8 Cord circuits, with or without repeating coils, single or double supervision

One operator's telephone circuit (breastplate or suspended transmitter)

15-ft. cable from base or top of board.

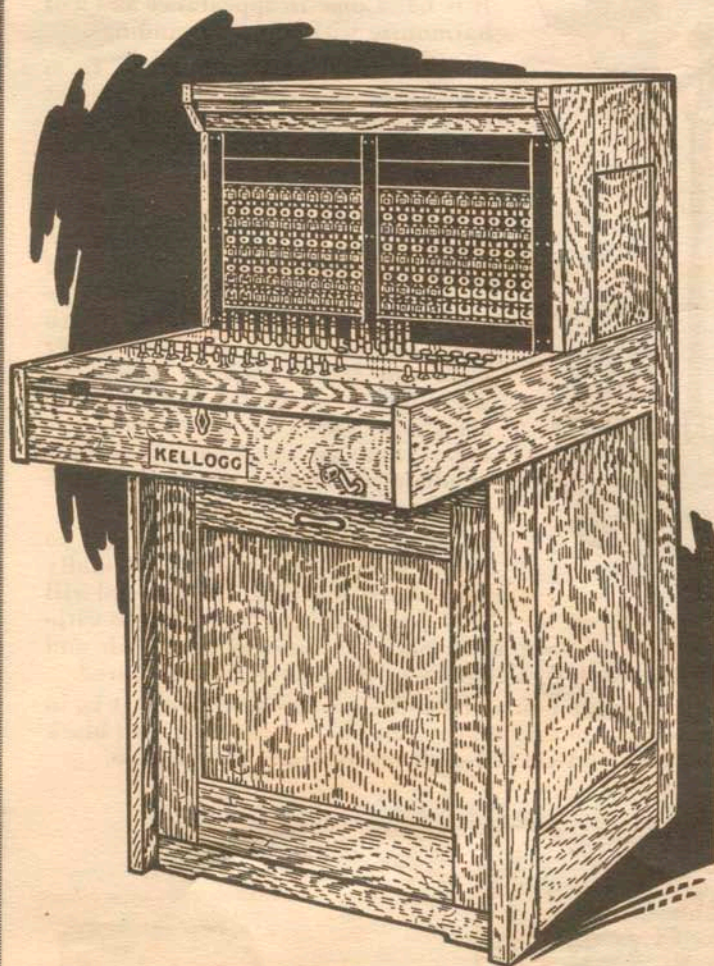
Price, as illustrated above, with 30 line circuits (30 No. 101-E combined drops and jacks) and five cord circuits, installed; one operator's suspended (or breastplate) type set and 15-ft. cable.

Single supervision	- -	\$211.85	Double supervision	- -	\$226.10
(Without repeating coils)					

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## Kellogg One Hundred Line Magneto Switchboard



A compact Kellogg new low key shelf switchboard with an ultimate capacity of a hundred lines, furnished with twelve cord circuits, either single or double supervision, otherwise the same as Code No. 11-B.

A money saving and earning equipment. Kellogg low key shelf magneto switchboards are furnished in 50, 100, 160, 240 and 320 line cabinets.

Standard finish No. 9, dark golden oak.

### Maximum Equipment Consists of

One No. 12-B Cabinet

100 Line circuits, Code No. 101-A, 100 ohms, or No. 101-E, 500 ohms

12 Cord circuits, with or without repeating coils, single or double supervision

One operator's telephone circuit (breastplate or suspended transmitter)

15-ft. cable from base or top of board

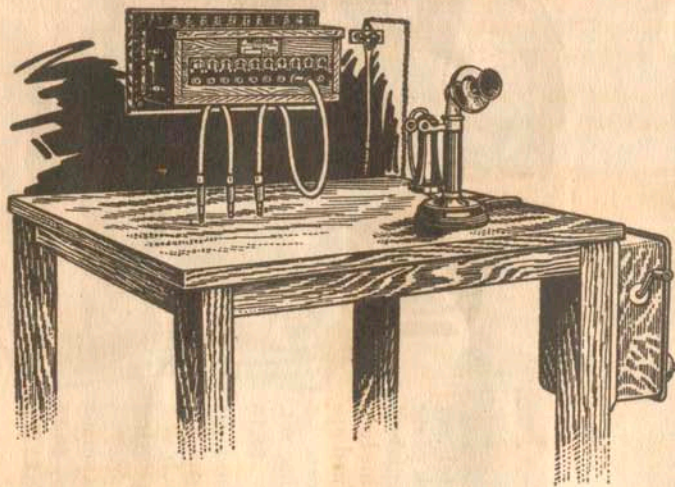
Price, as illustrated above, with 60 line circuits (60 No. 101-E combined drops and jacks) and eight cord circuits, installed; one operator's suspended or breastplate type set and 15-ft. cable.

Single supervision	-	-	\$326.80	Double supervision	-	-	\$349.60
(Without repeating coils)							

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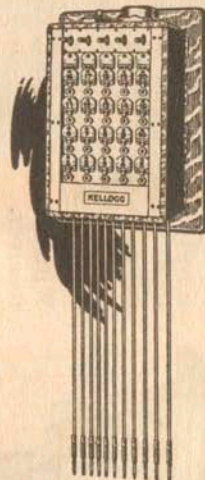
## KELLOGG MAGNETO WALL SWITCHBOARDS



Code No. 9-A is an excellent switching arrangement for ten lines. Two straight cord circuits are provided; the high impedance line drops are adapted for ring-off signal when a connection is established by the insertion of two plugs, attached to each end of a cord. A separate plug and cord connects the telephone. Used with either a wall or a desk set.

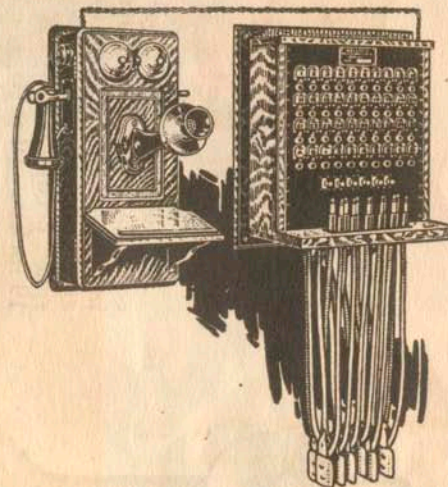
Price, complete (less telephone)

**\$42.79**



Code No. 11134 is a miniature magneto switchboard of twenty lines. It is equipped with combined ringing and listening keys and operates in the same manner as our regular standing equipment, except telephone is used instead of operator's set.

Price, complete (less telephone) **\$89.30**



Code No. 17-A is a thirty-four line wall switchboard, used with either wall or desk type telephone. It is arranged for thirty local lines and four toll lines. Has six cord circuits, keys for ringing and listening.

Price, complete (less telephone) **\$137.09**

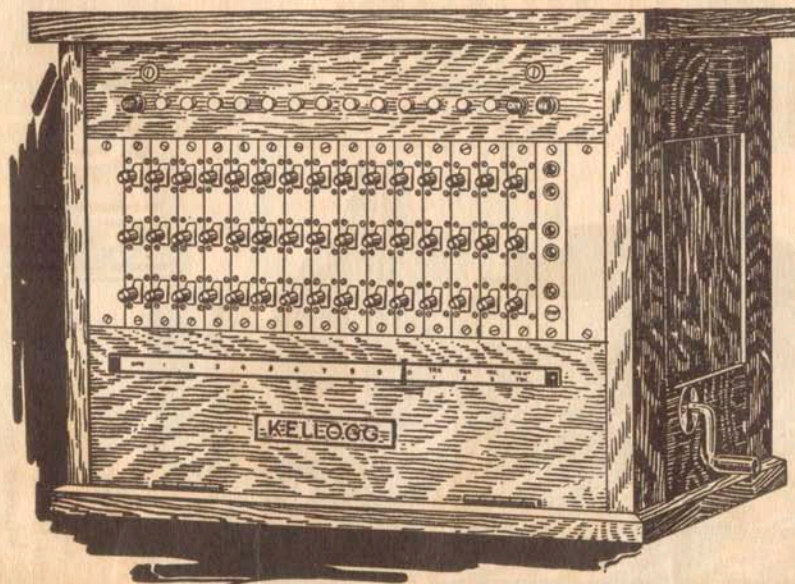
These wall switchboards are ideal for small or isolated switching stations, where the operator has other duties to attend to. The operation is so simple that anyone can take care of this equipment. If desired, boards can be furnished with less than complete equipment of drops and cord circuits.

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## Kellogg Cordless Private Branch Exchange Switchboard

Five Connecting Circuits  
Three Trunk Circuits  
Ten Line Circuits



Price includes operator's  
set consisting of one No.  
97B Desk Stand complete

Another Kellogg product especially designed for business houses that do not require the interconnection of more than ten telephones and three city lines.

Construction—Kellogg. Material, the best possible to obtain, standard equipment throughout. The key arrangements provide five connecting circuits, and five conversations can be carried on at the same time without interference. An ideal office switchboard for common battery service.

Price with Line Relays, \$151.47

Price without Line Relays, \$143.92

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## Kellogg Operator's Sets



Kellogg operator's equipment consists of an operator's 46-A standard light weight receiver with KELLOGG BAKELITE shell, making this receiver very durable, an important requirement as operators often engage in clerical work, not using the head band continually, the frequent handling results in breakage of less durable shells.

Price, \$1.75

A No. 5 leather covered swivel headband. This light steel band of proper temper is covered with a smooth, tight fitting leather jacket. This band does not catch in the hair; fits comfortably and is attractive in appearance. A popular type of band.

Price, \$1.00

No. 76 breastplate transmitter is made of aluminum, light weight and very durable. The mouthpiece is correctly shaped and built for proper transmission; adjustable, durable, gray webbing neck band. For either common battery or magneto work.

Price, \$3.75

No. 111 cord, made up of four conductors of copper tinsel, with double insulation. Cordage is plaited, making a very flexible cord.

Price, 40c

No. 145 operator's plug, four conductor, can be used also as two conductor by placing jumper across two middle conductors.

Price each ..... \$0.90

No. 131 operator's plug, five conductor, otherwise same as No. 145.

Price each ..... \$1.15

**Our Line Supplies are of the best quality and carefully selected by practical telephone men.**

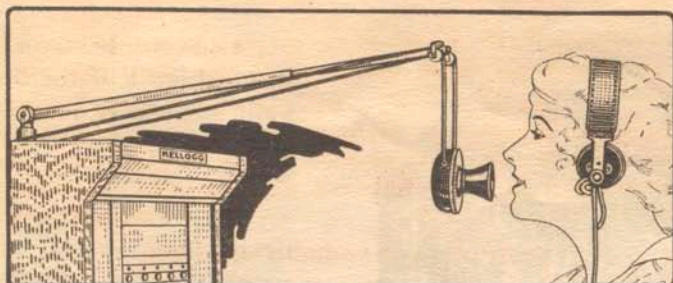
**A large stock assures prompt shipments.**

**Poles, Wire, Hardware, All Supplies.**



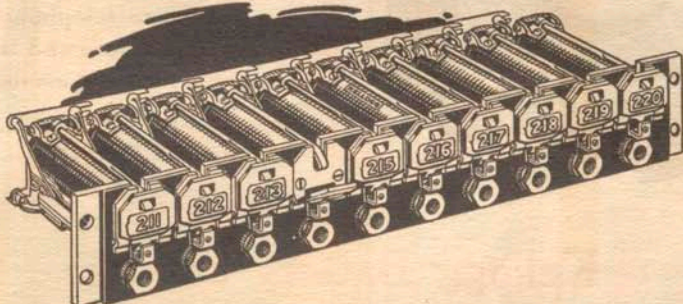
TC., ARE MADE TO FIT OTHER MAKES OF SWITCHBOARDS

## Kellogg Transmitter Arms



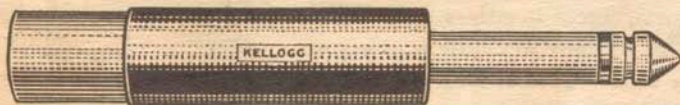
The No. 48 transmitter arm is made of brass, heavily nickel plated, and can be instantly adjusted to any position desired. This arm is especially valued on switchboards where the operator performs other work and uses adjoining desk or counter. Price, \$4.00.

## Kellogg Combined Drops and Jacks



Kellogg combined drops and jacks are designed and built to give reliable service. They practically never burn out, yet have removable coil feature. Kellogg night alarm arrangement; unique, original, possessing exclusive advantages. Kellogg drops always give a positive signal. Price, Code No. 101-E, 500 ohms, \$2.45 each.

## Kellogg Plugs



The Kellogg No. 42 plug is extremely strong and simple and lasts without any "maintenance" until completely worn down by natural wear. Connectors accessible. Cord mounting and cut backs easy. It is two conductor, diameter is .2495. Sleeve is of heavy fibre, which has been found the most serviceable. Price, 60c each.

## Kellogg Switchboard Cords



No. 304-A is a two conductor switchboard cord consisting of two spiral steel conductors wrapped over braided tinsel, making an efficient cord. The round steel conductors are practically unbreakable giving the cord an exceptionally long life, while the tinsel lowers the resistance of the steel. The outer braids are stitched together, preventing them from fraying out and pulling back should they become worn through from long usage. Price, 72-inch length, 33c each.

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# Fast Freight-Express-Parcel Post-To You

1c. Paid.  
Chicago, Ill.  
Permit No. 1151

6 DESK STANDS  
DINEQUALED  
from  
KELLOGG

2 STANDARD LONG  
SERVICE WALL TEL-  
EPHONES FROM  
KELLOGG

1-100 LINE  
LOW KEY SHELF  
SWITCHBOARD  
for  
CITIZENS INDPT. TELCO  
from  
KELLOGG

125A POLE CHANGER  
From  
Kellogg

12 GRABAPHONES  
FOR EXTENSION SERVICE  
from KELLOGG

1 DOZ. TRANSMITTERS  
½ DOZ. ARMS  
2 DOZ. BAKELITE  
RECEIVERS  
from KELLOGG

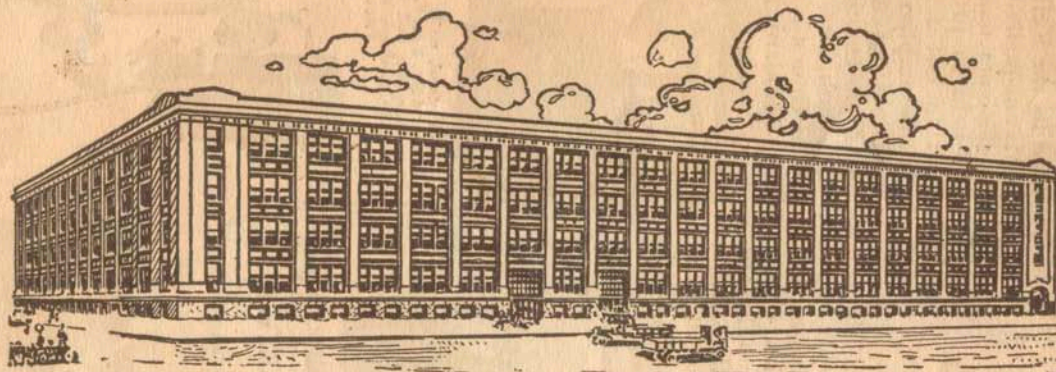
MR. CHAS. A. BUCKLEY,  
R. F. D. #3 BOX #80,  
N MALTA, OHIO.

4 STANDARD C.B. WALL  
SETS FROM  
KELLOGG

Reliable, Prompt Sales Service That You Can  
Depend On - Today - Tomorrow - Every Day  
The Kellogg Company, a Permanent Institu-  
tion for Independent Telephony



## THE FACTORY BEHIND THE PHONE



The largest and the best of its kind in the world. It is well lighted and ventilated, with every feature aiding efficient factory operation and management.

The Kellogg factory has a floor area of 404,888 square feet. Over 9 acres of floor space.

The Kellogg woodworking plant covers 12 acres of ground, and includes eight large manufacturing buildings, two warehouses and a complete dry kiln. Total floor area, 44,368 square feet.

With our plant, practically all departments are under one roof; manufacturing, offices, engineering, laboratories, inspection, testing and shipping sections, are arranged for prompt production and distribution of the highest grade telephone and switchboard equipment.

### KELLOGG SWITCHBOARD & SUPPLY COMPANY CHICAGO, ILL.

BRANCH OFFICES: KANSAS CITY, MO., SAN FRANCISCO, CAL.

Columbus, Ohio, 409 Huntington Bank Bldg.

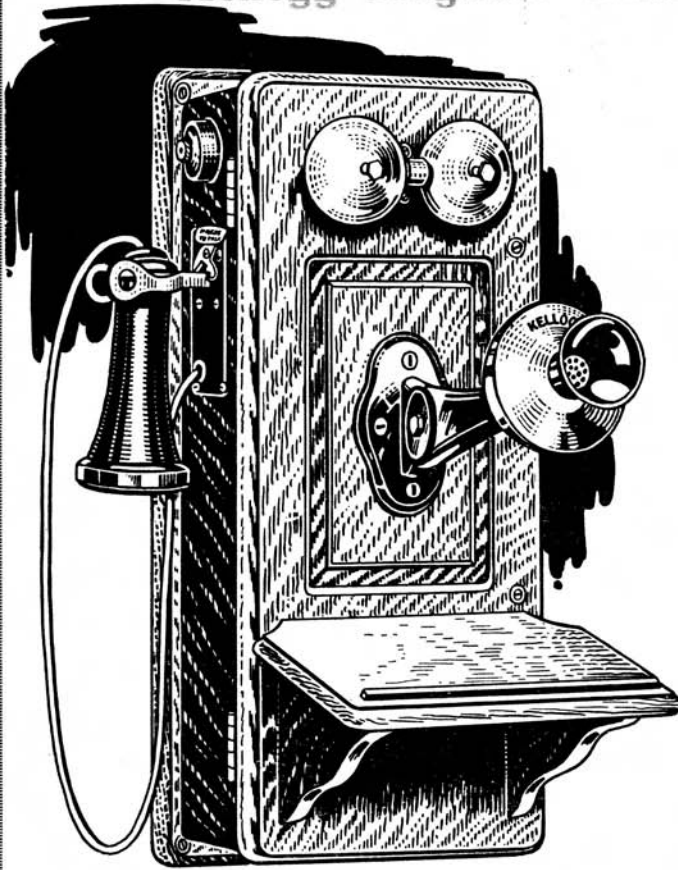
DISTRIBUTING HOUSES: Canada West Electric Ltd., Regina, Sask., Can.; The McGraw Co., Sioux City, Ia.;  
The McGraw Co., Omaha, Neb.; Pacific States Electric Co., Los Angeles, Cal., Oakland, Cal., Portland, Ore., Seattle, Wash.;  
Northwestern Electric Equipment Co., St. Paul, Minn.; Tower-Binford Electric & Mfg. Co., Richmond, Va.

*THE ONLY EXCLUSIVE TELEPHONE SUPPLY HOUSE*



WE STARTED IN BUSINESS IN 1897 and have grown constantly and

## Kellogg Magneto Wall Sets



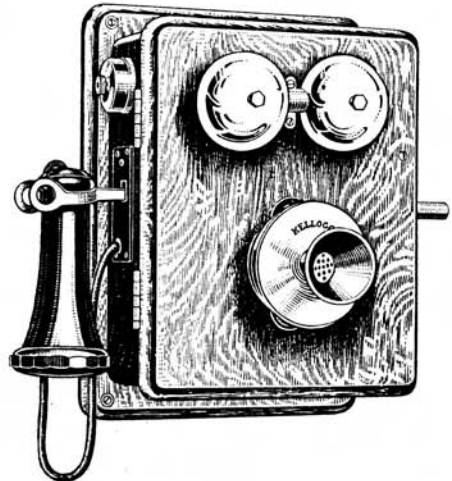
Code No. 2812 compact magneto set unequalled for rural work, powerful five-bar generator, 1600 ohm non-adjustable ringer. Standard Kellogg transmitter. An arrester that arrests; an induction coil built specially for this service. Standard receiver with **KELLOGG BAKELITE** shell, short hook-switch. Cabinet is correctly built in our own woodworking plant, made of the best quartered oak. This telephone has been adopted exclusively by many operating companies for rural work.

Price, \$12.25

Add 25c for Battery Saver.

## Magneto Hotel Sets

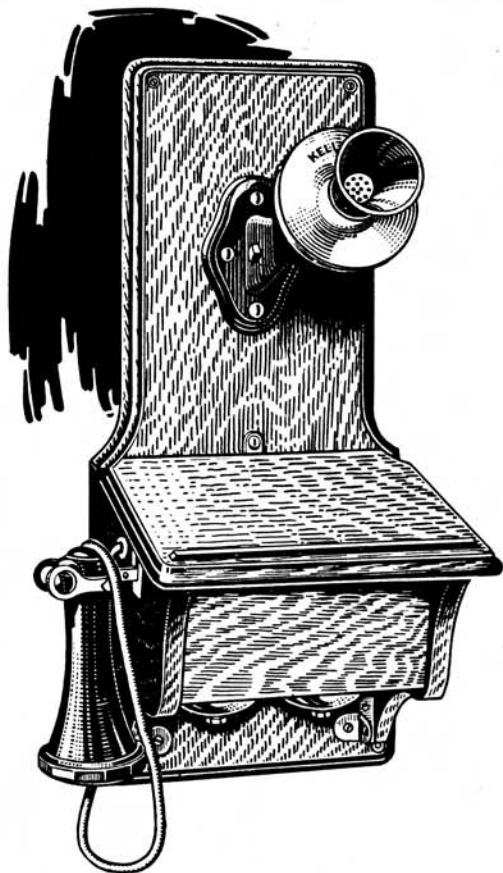
Kellogg magneto hotel sets as they are commonly known are of the same heavy construction as our magneto wall sets, and contain Kellogg standard apparatus throughout. This type telephone is especially desirable where mounting space is limited. Considerably less space being occupied on account of not having a battery compartment. All apparatus arranged for immediate accessibility. With **KELLOGG BAKELITE** receiver.



Price, Code No. 2806, 3 bar A. C. generator, 1000 ohm ringer, \$11.25  
With pulsating current generator, 25 cents additional.

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## Kellogg Common Battery Wall Sets

Code No. 730 compact common battery wall set, induction coil type, with ample writing shelf. Wall space occupies only  $8\frac{1}{2}$  x 19 inches. All parts which are arranged in the most accessible manner are instantly brought to view by simply unscrewing the small set screw and swinging down writing shelf. An unequalled telephone for common battery work.

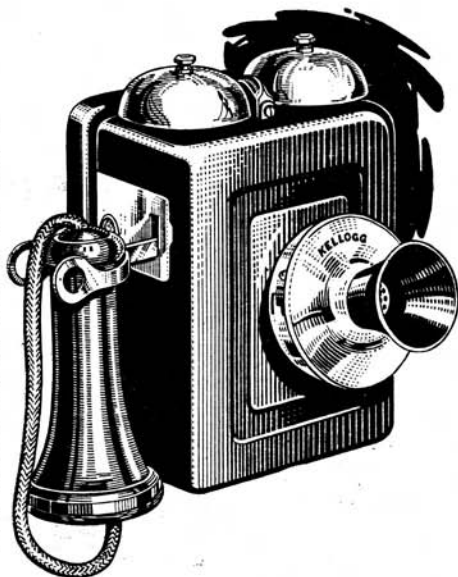
With KELLOGG BAKELITE receiver.

Price, 1000 ohm ringer, \$8.90

## Common Battery Hotel Sets

Code No. 716 steel hotel set consists of but two parts, back plate and cover, made of mild planished steel, Kellogg black enameled, equipped with Kellogg standard apparatus. This telephone can be used as a party or straight line set. Price, - - - - \$8.15

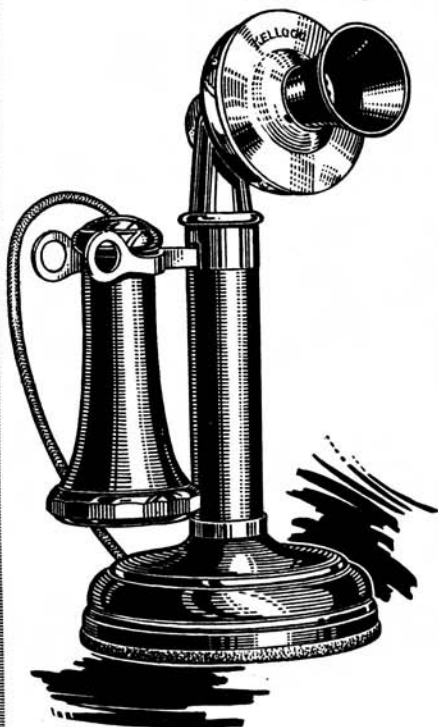
For those desiring a wood set in preference to the steel we suggest a No. 729 oak hotel set, which is a very compact and neat appearing telephone. Built of heavy quartered oak and designed to give a superior service. Price, 1000 ohm ringer, \$8.15 Complete with KELLOGG BAKELITE receiver.



Above phones equipped with a 2 M. F. condenser.



## Kellogg Desk Stands



The Kellogg Desk Stand is built to give indefinite and reliable service. It is handsome in appearance and will harmonize with any surroundings.

All metal parts are made from punchings of sheet brass, which not only insures great strength but adds greatly to the appearance. No castings of any kind used.

We wish to call special attention to the design of the head and transmitter lug. These parts are made of heavy sheet brass drawn into the desired shape and cannot be broken with the roughest abuse. The transmitter back and lug is made in one piece, which prevents any possibility of the transmitter working loose from the lug. There are no screw heads, nuts or other projecting parts to catch the clothing.

A desk telephone is subject to severe usage, often being accidentally knocked off the desk or table, and will refuse to talk unless it is built to with-

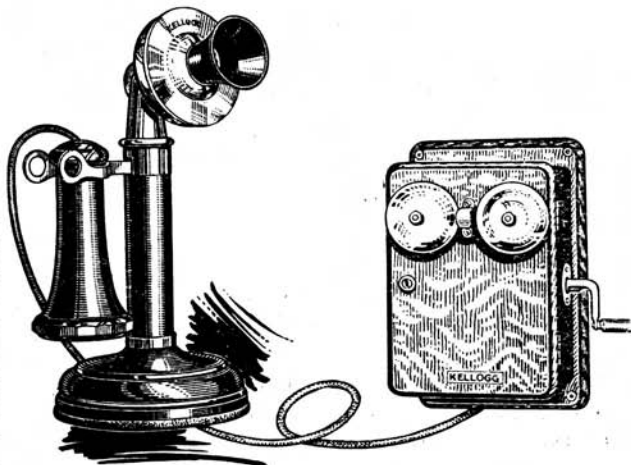
stand hard wear. The Kellogg Desk Stand is unbreakable, each and every part built by the Kellogg Company to give the service required.

It has not been equalled in a transmission efficiency test. It is, in fact, the best desk telephone that money can buy. Furnished with black enameled base, KELLOGG BAKELITE shell receiver and mouthpiece.

### Kellogg Magneto Desk Sets

Kellogg No. 84 Desk Stand with No. 2328 Box is a standard magneto desk set. The box is of quartered oak and is equipped with a three-bar generator, one thousand ohm ringer, and a No. 3 arrester. All binding posts are concealed.

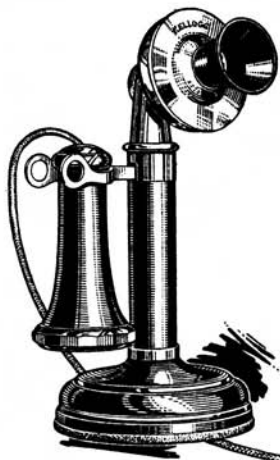
No. 84 Desk Stand  
Complete, \$5.30  
With KELLOGG BAKELITE receiver.



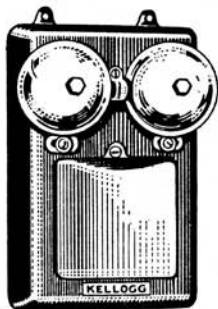
No. 2328, 3 bar generator, 1000 ohm ringer, \$7.20  
No. 2361, 5 bar generator, 1600 ohm ringer, \$7.95



## Kellogg Common Battery Desk Sets



No. 97 Desk Stand, complete, \$6.30  
With KELLOGG BAKELITE receiver.



No. 75 D. S. Box, 1000 ohm ringer, \$3.20

Kellogg No. 97 Desk Stand with No. 259 Desk Stand Box. This pressed steel heavily enameled box is similar to our No. 75 Desk Stand Box. The whole front cover swinging down, all the apparatus is immediately accessible. This set can be made either 1st, 2nd, or 3rd party by simply changing the armature, and can be made 4th party, straight line or biased by changing ringers.



No. 259 D. S. Box only, harmonic ringer, \$3.95



No. 345 D. S. Box, harmonic ringer, \$3.70

Kellogg No. 97 Desk Stand with No. 75 Desk Stand Box. This box is made of pressed steel heavily enameled, equipped with standard apparatus. Its compactness permits mounting in a narrow space. By the removal of the cover, the binding posts and the ringer are exposed, making it convenient for placing cords for connection.

Kellogg No. 97 Desk Stand with No. 345 Desk Stand Box. For those desiring a wood box this one cannot be equalled. It is made of quartered oak, light, compact, and handsome in appearance. A very popular type of Desk Stand Box.



# Kellogg Grabaphones



## "Grabaphone and Talk Right"

The latest, most up-to-date type of telephone has been designed by the Kellogg Company. It is unequalled for transmission efficiency, mouth-piece always held in proper position, built to last a lifetime. Its name implies its advantages, a slight movement

of one arm places the grabaphone in a talking position. No lost motions, no need of leaning over a desk or table to reach the mouthpiece, one hand is always free, for writing for instance. Telephone from a standing, sitting or reclining position with ease. Kellogg standard long distance transmitter with bakelite mouthpiece, standard receiver with bakelite shell, bakelite handle, stand of same sturdy construction as in the well known Kellogg No. 97 desk stand, cradle punched brass, heavily black enameled.

No. 110-A unit type set is not furnished with harmonic ringer.



No. 110-A stand, unit type, 1000 ohm ringer, 2 M. F. condenser, induction coil type, with No. 11-C grabaphone. Price, \$12



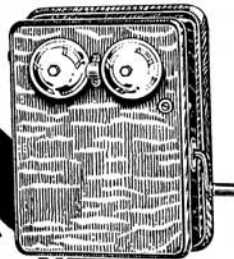
Common Battery Set  
No. 111 stand with No. 11-C grabaphone. Price, \$7.65



No. 75, 1000 ohm ringer, 1 M. F. condenser, D. S. Box. Price, \$3.20.



Magneto Set  
No. 115 stand with No. 11-L.C. grabaphone. Price, \$7.40



No. 2328 D. S. Box, 3-bar, 1000 ohm. Price, \$7.20



No. 722 Wall Box, 2 M. F. condenser, induction coil type, with No. 12-C grabaphone. Price, \$7.10

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We have secured Grand Prizes and Gold Medals at the Paris





## Kellogg Receivers

The Kellogg receiver is noted for its clearness of tone and perfect articulation. The special ferrotype diaphragm responds to the minutest modulations of the speaker's voice, reproducing it absolutely accurately.

The construction of the Kellogg receiver is accurate to the smallest detail assuring an unvarying service of the highest quality.

The two poles of the permanent magnet are tipped with pole pieces of soft Norway iron.

The Kellogg receiver is housed in a shell made of KELLOGG BAKELITE. KELLOGG BAKELITE is practically indestructible, and an ideal material for receiver shells and mouthpieces. It will not discolor, crack or warp; is not affected by heat or moisture; is light in weight and will not burn. Continual handling tends to increase the polish, which is usually not the case with other materials. Kellogg Bakelite shells give indefinite wear, reducing maintenance considerably.

Price with worsted cord, - - \$1.25 each

## Kellogg Transmitters

There are over two million people talking through the Kellogg transmitter today—in fact, every day—and have been doing so for years with the most satisfactory results.

The Kellogg reverse type, solid back transmitter is practically the same today as it was when first put on the market about sixteen years ago. It is constructed to give the highest grade of transmission, and it is the foremost transmitter on the market today.

Only the best materials possible to obtain are used. The name "long distance" has been applied to the Kellogg transmitter because of its unequalled transmission over great distances with proper line equipment.

The Kellogg reverse type transmitter is thoroughly guaranteed and will meet the demands of every service. Standardize with Kellogg and assure superior service for your exchange.



Price, without back, - - - - \$1.25

Price, with back, - - - - \$1.40

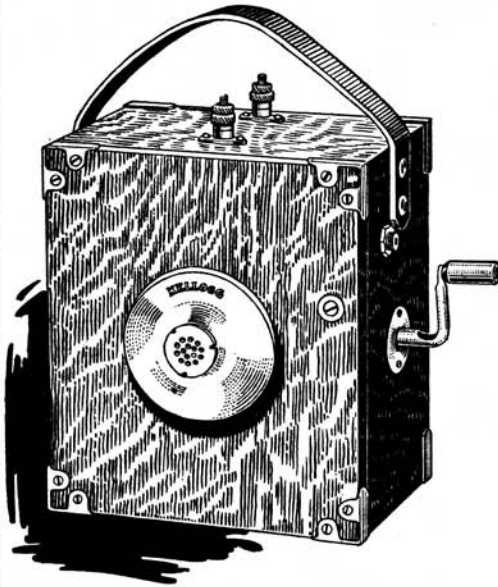
Price, Standard back, - - - - \$0.15

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lilan. St. Louis and Buffalo Expositions as makers of the finest t



## Kellogg 1020 Test Set



Code No. 1020. A Test Set that will last a lifetime. Cabinet built of heavy quartered oak and equipped with standard Kellogg apparatus.

This Test Set is comparatively light weight and constructed so that it can be carried with ease. It will ring over great distances—a requirement of a serviceable test set.

The Kellogg 1020 Test Set is a miniature telephone of excellent appearance and the most adaptable for your needs.

3 bar generator and 1000 ohm ringer.  
Price, No. 1020 Test Set.....\$14.10

## Kellogg Battery Saver

The Kellogg Battery Saver is a simple device which does more than its name implies. It improves the transmission efficiency as well as reducing battery cost.

When listening to weather and market reports, etc., needless wasting of the current of your dry cells is going on. Stop this waste—install Kellogg Battery Savers. They do not interfere with the wiring; are impossible to get out of order; cannot be simpler in operation; installed in a few minutes with the aid of a screw driver.

No. 1 Battery Saver for compact magneto telephones with short hookswitch.

No. 2 Battery Saver for magneto telephones with long type hookswitch and also other makes of telephones.

Price, 25 cents each

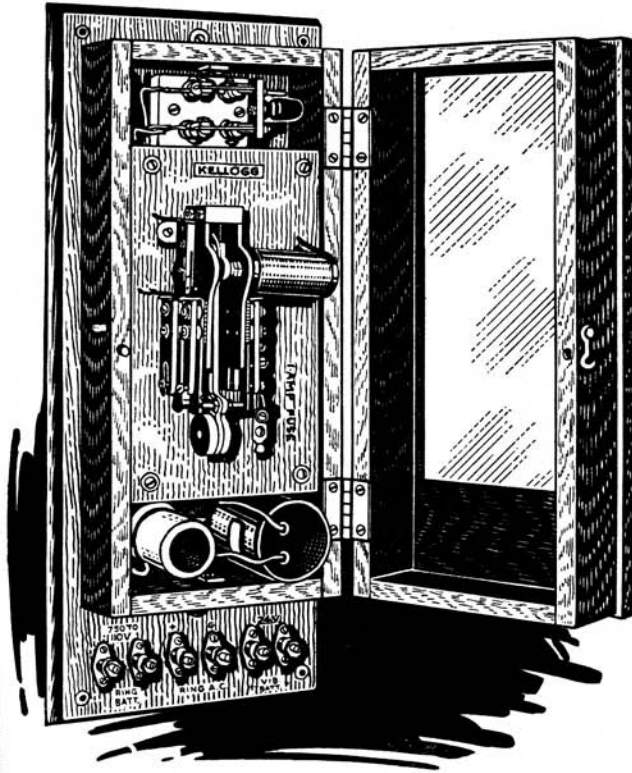


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phone equipment in the world and the only expositions in which we



## Kellogg Pole Changers



A Pole Changer that is unequalled electrically and mechanically and thoroughly reliable. The No. 23-A Pole Changer is a further development of the well known 9-A, but delivers alternating current only for ringing standard polarized bells.

Binding Posts are all on the base, making the installation or inspection of connection a simple affair.

The No. 23-A Pole Changer can be operated from 110 volt mains by placing resistance lamps in the circuit, thereby eliminating the high

cost of batteries. This pole changer will do away with your ringing troubles.

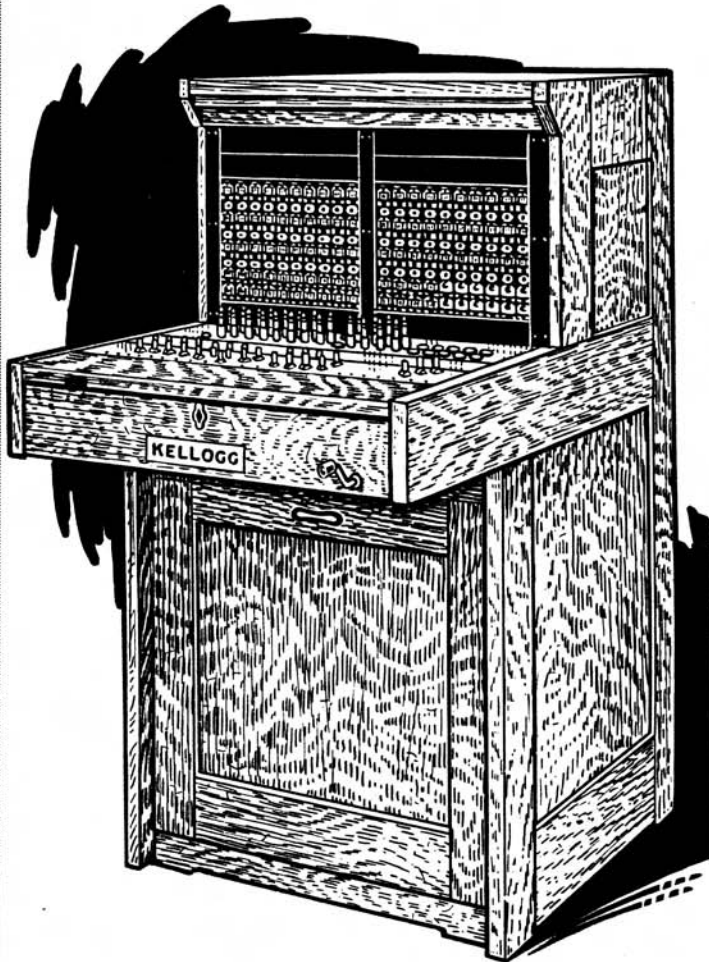
Price, . . . . . \$30.00

## Kellogg Latest Bulletins and Catalogues

*Have You a Copy of:*

- Catalogue No. 1. Line Construction Material.
- Bulletin No. 97. Net Price List of Line Construction Material.
- Catalogue No. 3. Telephone and Switchboard Equipment.
- Bulletin No. 83. Secrets of Service.
- Bulletin No. 92. Farm Line Telephones.
- Bulletins Nos. 79 and 89. Descriptive Bulletins on Telephones.
- Bulletin No. 140. Net Price List on Magneto Telephones.
- Bulletin No. 86. P.B.X. Switchboards.
- Bulletin No. 90. Magneto Switchboards.
- Bulletin No. 91. Common Battery Telephones.
- Bulletin No. 74. Universal Switchboards.
- Booklet on Instantaneous Recall Switchboards.
- Booklet on Common Battery Switchboards.

# Kellogg One Hundred Line Magneto Switchboard



A compact Kellogg new low key shelf switchboard with an ultimate capacity of a hundred lines, furnished with twelve cord circuits, either single or double supervision, otherwise the same as Code No. 11-B.

A money saving and earning equipment. Kellogg low key shelf magneto switchboards are furnished in 50, 100, 160, 240 and 320 line cabinets.

Standard finish No. 9, dark golden oak.

## Maximum Equipment Consists of

One No. 12-B Cabinet

100 Line circuits, Code No. 101-A, 100 ohms, or No. 101-E, 500 ohms

12 Cord circuits, with or without repeating coils, single or double supervision

One operator's telephone circuit (breastplate or suspended transmitter)

15-ft. cable from base or top of board

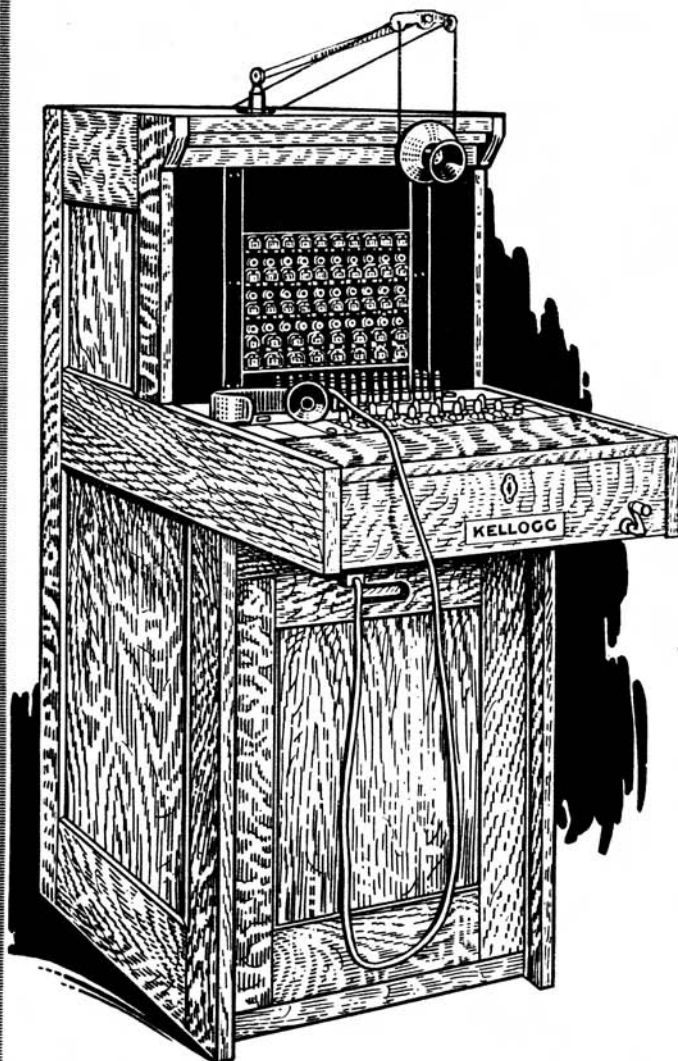
Price, as illustrated above, with 60 line circuits (60 No. 101-E combined drops and jacks) and eight cord circuits, installed; one operator's suspended or breastplate type set and 15-ft. cable.

Single supervision	-	-	<b>\$326.80</b>	Double supervision	-	-	<b>\$349.60</b>
(Without repeating coils)							

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# Kellogg Fifty Line Magneto Switchboard



This new Kellogg low key shelf type switchboard contains standard Kellogg equipment housed in a Kellogg made cabinet, which means a board which will give reliable service for many years.

The ultimate capacity is fifty lines, furnished with eight cord circuits, either single or double supervision, repeating coils in as many cord circuits as desired.

Equipped with either suspended type or breastplate operator's set, night alarm circuit and five-bar hand generator.

Standard finish No. 9, dark golden oak.

## Maximum Equipment Consists of

One No. 11-B Cabinet

50 Line circuits Code No. 101-A, 100 ohms, or No. 101-E, 500 ohms

8 Cord circuits, with or without repeating coils, single or double supervision

One operator's telephone circuit (breastplate or suspended transmitter)

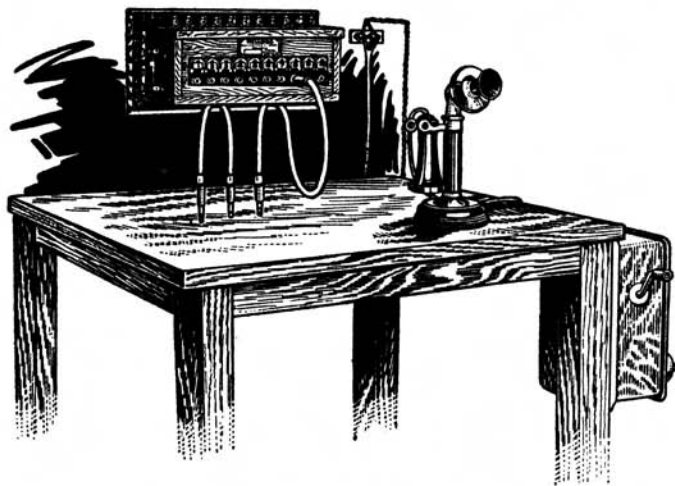
15-ft. cable from base or top of board.

Price, as illustrated above, with 30 line circuits (30 No. 101-E combined drops and jacks) and five cord circuits, installed; one operator's suspended (or breastplate) type set and 15-ft. cable.

Single supervision	- -	<b>\$211.85</b>	Double supervision	- -	<b>\$226.10</b>
(Without repeating coils)					

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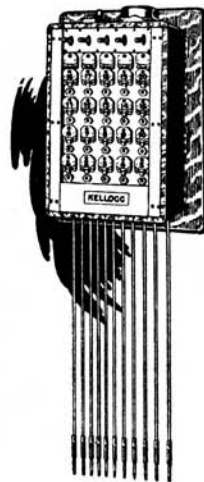
# KELLOGG MAGNETO WALL SWITCHBOARDS



Code No. 9-A is an excellent switching arrangement for ten lines. Two straight cord circuits are provided; the high impedance line drops are adapted for ring-off signal when a connection is established by the insertion of two plugs, attached to each end of a cord. A separate plug and cord connects the telephone. Used with either a wall or a desk set.

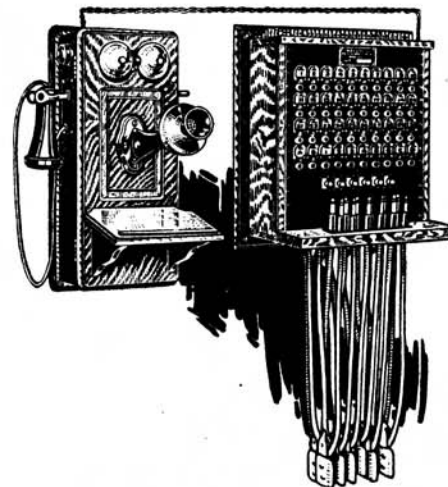
Price, complete (less telephone)

**\$42.79**



Code No. 11134 is a miniature magneto switchboard of twenty lines. It is equipped with combined ringing and listening keys and operates in the same manner as our regular standing equipment, except telephone is used instead of operator's set.

Price, complete (less telephone) **\$89.30**



Code No. 17-A is a thirty-four line wall switchboard, used with either wall or desk type telephone. It is arranged for thirty local lines and four toll lines. Has six cord circuits, keys for ringing and listening.

Price, complete (less telephone) **\$137.09**

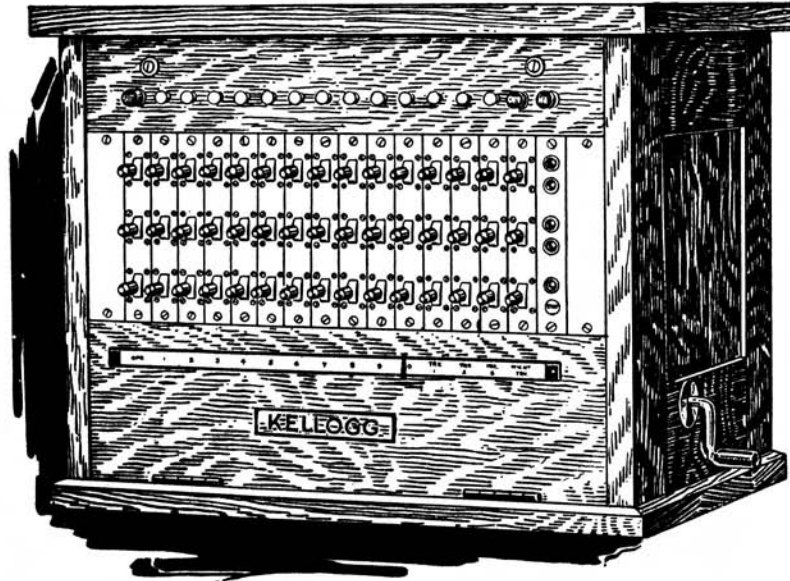
These wall switchboards are ideal for small or isolated switching stations, where the operator has other duties to attend to. The operation is so simple that anyone can take care of this equipment. If desired, boards can be furnished with less than complete equipment of drops and cord circuits.

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# Kellogg Cordless Private Branch Exchange Switchboard

Five Connecting Circuits  
Three Trunk Circuits  
Ten Line Circuits



Price includes operator's  
set consisting of one No.  
97B Desk Stand complete

Another Kellogg product especially designed for business houses that do not require the interconnection of more than ten telephones and three city lines.

Construction—Kellogg. Material, the best possible to obtain, standard equipment throughout. The key arrangements provide five connecting circuits, and five conversations can be carried on at the same time without interference. An ideal office switchboard for common battery service.

Price with Line Relays, \$151.47

Price without Line Relays, \$143.92

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## Kellogg Operator's Sets



Kellogg operator's equipment consists of an operator's 46-A standard light weight receiver with **KELLOGG BAKELITE** shell, making this receiver very durable, an important requirement as operators often engage in clerical work, not using the head band continually, the frequent handling results in breakage of less durable shells. Price, \$1.75

A No. 5 leather covered swivel head-band. This light steel band of proper temper is covered with a smooth, tight fitting leather jacket. This band does not catch in the hair; fits comfortably and is attractive in appearance. A popular type of band. Price, \$1.00

No. 76 breastplate transmitter is made of aluminum, light weight and very durable. The mouthpiece is correctly shaped and built for proper transmission; adjustable, durable, gray webbing neck band. For either common battery or magneto work. Price, \$3.75

No. 111 cord, made up of four conductors of copper tinsel, with double insulation. Cordage is plaited, making a very flexible cord. Price, 40c

No. 145 operator's plug, four conductor, can be used also as two conductor by placing jumper across two middle conductors.

Price each ..... \$0.90

No. 131 operator's plug, five conductor, otherwise same as No. 145.

Price each ..... \$1.15

**Our Line Supplies are of the best quality and carefully selected by practical telephone men.**

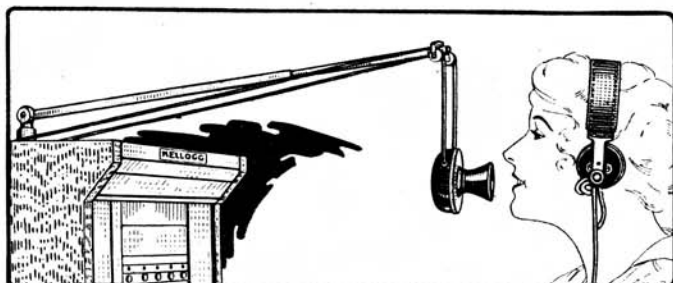
**A large stock assures prompt shipments.**

**Poles, Wire, Hardware, All Supplies.**



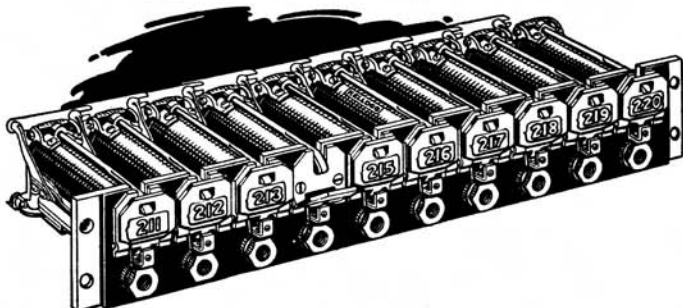
TC., ARE MADE TO FIT OTHER MAKES OF SWITCHBOARDS

## Kellogg Transmitter Arms



The No. 48 transmitter arm is made of brass, heavily nickel plated, and can be instantly adjusted to any position desired. This arm is especially valued on switchboards where the operator performs other work and uses adjoining desk or counter. Price, \$4.00.

## Kellogg Combined Drops and Jacks



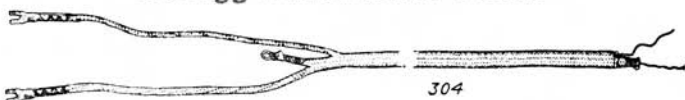
Kellogg combined drops and jacks are designed and built to give reliable service. They practically never burn out, yet have removable coil feature. Kellogg night alarm arrangement; unique, original, possessing exclusive advantages. Kellogg drops always give a positive signal. Price, Code No. 101-E, 500 ohms, \$2.45 each.

## Kellogg Plugs



The Kellogg No. 42 plug is extremely strong and simple and lasts without any "maintenance" until completely worn down by natural wear. Connectors accessible. Cord mounting and cut backs easy. It is two conductor, diameter is .2495. Sleeve is of heavy fibre, which has been found the most serviceable. Price, 60c each.

## Kellogg Switchboard Cords



No. 304-A is a two conductor switchboard cord consisting of two spiral steel conductors wrapped over braided tinsel, making an efficient cord. The round steel conductors are practically unbreakable giving the cord an exceptionally long life, while the tinsel lowers the resistance of the steel. The outer braids are stitched together, preventing them from fraying out and pulling back should they become worn through from long usage. Price, 72-inch length, 33c each.

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# Fast Freight-Express-Parcel Post-To You

1c. Paid.

Chicago, Ill.

Permit No. 1151

6 DESK STANDS  
UNEQUIPPED  
from  
KELLOGG

2 STANDARD LONG  
SERVICE WALL TEL-  
EPHONES FROM  
KELLOGG

1-100 LINE  
LOW KEY SHELF  
SWITCHBOARD  
for  
CITIZENS INDPT. TELCO  
from  
KELLOGG

125 A POLE CHANGER  
From  
Kellogg

12 GRABAPHONES  
FOR EXTENSION SERVICE  
from KELLOGG

1 DOZ. TRANSMITTERS  
½ DOZ. ARMS  
2 DOZ. BAKELITE  
RECEIVERS  
from KELLOGG

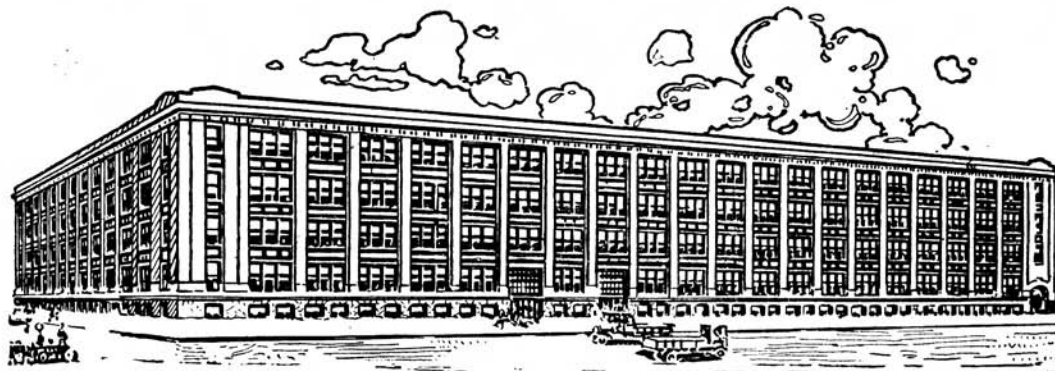
MR. CHAS. A. BUCKLEY,  
R. F. D. #3 BOX #80,  
N MALTA, OHIO.

4 STANDARD C.B. WALL  
SETS FROM  
KELLOGG

Reliable, Prompt Sales Service That You Can  
Depend On - Today - Tomorrow - Every Day  
The Kellogg Company, a Permanent Institu-  
tion for Independent Telephony



## THE FACTORY BEHIND THE PHONE



The largest and the best of its kind in the world. It is well lighted and ventilated, with every feature aiding efficient factory operation and management.

The Kellogg factory has a floor area of 404,888 square feet. Over 9 acres of floor space.

The Kellogg woodworking plant covers 12 acres of ground, and includes eight large manufacturing buildings, two warehouses and a complete dry kiln. Total floor area, 44,368 square feet.

With our plant, practically all departments are under one roof; manufacturing, offices, engineering, laboratories, inspection, testing and shipping sections, are arranged for prompt production and distribution of the highest grade telephone and switchboard equipment.

## KELLOGG SWITCHBOARD & SUPPLY COMPANY CHICAGO, ILL.

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, Ia.;  
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.; Tower-Binford Electric & Mfg. Co., Richmond, Va.

*THE ONLY EXCLUSIVE TELEPHONE SUPPLY HOUSE*