

**KELLOGG SWITCHBOARD
& SUPPLY COMPANY**
CHICAGO, ILLINOIS

*Kellogg Radio Department Brochure
and Mailer, January 1923*

Scanned and produced by Mike Neale
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KELLOGG SWITCHBOARD AND SUPPLY CO.

MANUFACTURERS
AND
ENGINEERS OF
TELEPHONE
SYSTEMS AND
APPARATUS



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

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

GENERAL OFFICES AND FACTORY AT CHICAGO.

ADAMS & ABERDEEN STS.

CHICAGO

March 14, 1923.

TO THE TRADE:

Your company and thousands like it have been the back-bone of our business. We believe in co-operation.

We are now ready to offer you the opportunity of selling Kellogg radio parts as a dealer in your city and adjoining territory. We have also arranged with the Jones Radio Company (Armstrong licensees) to furnish dealers in Kellogg parts the Jones "Symphony" Receiving set, built exclusively of Kellogg apparatus. As a dealer your purchase price would be 25% off list on both our apparatus and Jones Radio Company "Symphony" receivers.

We enclose bulletins, including list prices.

The telephone company is in a particularly favorable position for distribution of radio apparatus and complete sets.

It is the logical organization for better radio business.

Especially is this true, we believe, when the future of radio is considered.

We will give you every assistance with sales making printed matter, guarantee signs, printing plates; and the complete co-operation of our sales force.

We will be glad to assist you in outlining a plan to fit your selling conditions, but you will find that the display alone of a few radio parts or a complete set on your counter or in your window will immediately bring in business at almost no expense and at an attractive profit.

The practical experience of your personnel in telephony particularly fits you for this distribution. Our part is to supply you with radio equipment of absolute reliability. We believe that your experience with the Kellogg Company is your best guarantee for satisfaction and reliability of Kellogg radio.

We enclose some order blanks and a return envelope. As soon as we hear from you, we will send you a supply of guarantee signs, cut-outs, and other publicity for your counter that you do not lose a day in getting this additional revenue started.

Yours very truly,

KELLOGG SWITCHBOARD & SUPPLY CO.

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

KELLOGG

SWITCHBOARD & SUPPLY CO. CHICAGO.

Radio Equipment

THE Kellogg Switchboard and Supply Company have been manufacturing complete telephone exchange equipment, telephones, switchboards, apparatus and supplies for over twenty-five years. Our plant in Chicago is probably the largest factory of its kind in the world. Our floor space covers fourteen acres, and our manufacturing equipment is complete, up-to-date, and of high efficiency.



The Kellogg Switchboard and Supply Company has been foremost in the production of standard, high efficiency telephone equipment. Its extensive laboratories and experienced engineering personnel guarantee Kellogg products to be of the utmost reliability.

The following parts are manufactured by Kellogg and do not vary from the listed rating. Only the highest grade material is used, and first class workmanship assures a product that brings maximum results.

KELLOGG RADIO

HEAD SETS



No. 69A



No. 74A

The value of extremely light and very small head sets in Radio receiving is most evident when using Kellogg head

receivers, which, however, have proved as sensitive and thoroughly efficient as they are light in weight and small in size. The band, too, is especially adaptable and the simple receiver holders,

which are held in place on the lower part of the head band by the spring tension of the metal, can be instantly adjusted so as to place the receivers over the ears for the best hearing.

No. 69A Head Set 2400 ohms	each, \$10.00
No. 69C Head Set 2000 ohms	each, 8.00
No. 74A Head Set 1000 ohms	each, 5.00

MICROPHONES



Standard Microphone. Super-sensitive. The result of twenty-five years experience.

Kellogg No. 21 Microphoneeach, \$8.90

TUBE SOCKETS



No. 2

All Bakelite tube socket. Takes all standard tubes. "The Standard Socket."

No. 1 and No. 2 Tube Sockets.....each, \$0.75

PLUGS



The Kellogg plug fits all jacks. It is of strong construction and handsomely finished.

No. 501 Plug.....each, \$1.00

SPRING JACKS

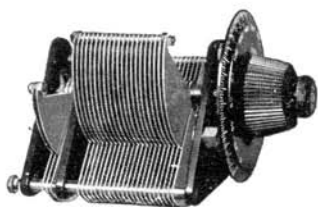
Positive contacts, constant spring tension. Durable insulated frame.



No.	Each
501—4 Conductor.....	\$1.10
502—2 Conductor.....	.75
503—3 Conductor.....	.80
504—4 Conductor.....	1.10
505—6 Conductor.....	1.25

KELLOGG RADIO

VARIABLE CONDENSERS



Decimeter type, 11, 23, and 43 plate with and without vernier. Standard capacities. With this variable condenser the dial scale can be correctly calibrated. The amount of increase or decrease of the plate surface variation is always constant.

		List, each
No. 601	11 plate with 5 plate Vernier. Knob—4" Dial.....	\$6.75
No. 602	11 plate without Vernier. Less Knob and Dial.....	4.50
No. 603	23 plate with 5 plate Vernier. Knob—4" Dial.....	7.75
No. 604	23 plate without Vernier. Less Knob and Dial.....	5.50
No. 605	43 plate with 5 plate Vernier. Knob—4" Dial.....	8.75
No. 606	43 plate without Vernier. Less Knob and Dial.....	6.50

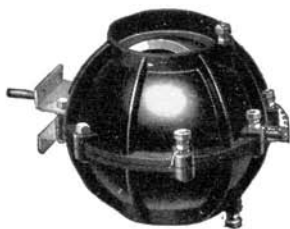
DIALS



All Bakelite. Non-warping, reinforced construction. $\frac{5}{16}$ " shaft with bushings for $\frac{1}{4}$ " and $\frac{3}{16}$ " shafts included.

No. 501	3" Dial.....	\$1.00
No. 502	4" Dial.....	1.25

VARIOMETERS



All Bakelite moulded variometer. Two rotor and three stator terminals. Standard wound. For panel or base mounting.

No. 501	Variometer.....	\$8.00
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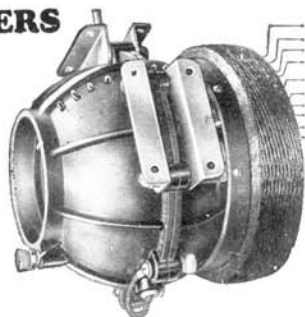
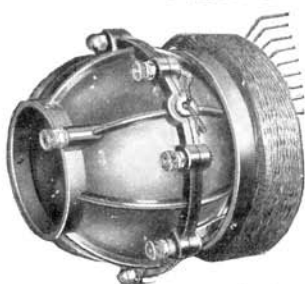
TRANSFORMERS

Kellogg transformers, built on ratios of from 1 to 3, 4, 5, and upward, are designed to overcome any defects of existing types and to furnish the very best amplification. Built complete by the Kellogg Company, using highest grade wire, black enameled metal case, and micarta binding post panel. The primary and secondary binding posts are accessibly placed on top of the transformer, connections being held by nuts. These binding posts are plainly marked, so that there need be no error in assembling. Every Kellogg transformer is thoroughly tested before leaving our plant, and we guarantee the purchaser a product of exceptional efficiency.



KELLOGG RADIO

VARIOCOUPERS



The Kellogg variocoupler is of the same standard design as our variometer, being made of moulded Bakelite, with reinforced construction. The stator has eleven taps, bringing the induction value from .1 to 1.4 Millihenrie.

For increasing the wave length from 50 to 2500 meters, the Kellogg standard wound induction is added to the variocoupler or variometer, the combination resulting in a single circuit tuner.

It is arranged for either panel or base mounting.

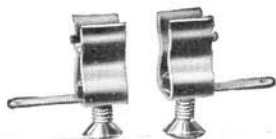
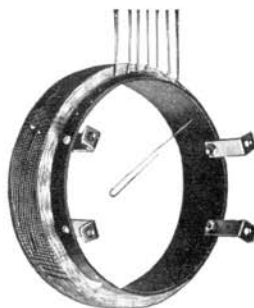
No. 501 Variocoupler, \$9.00

TUNER COILS

This diamond wound tuner coil is an unusual piece of work. Only high grade insulated wire is used and great care is exercised in the winding.

It is shown above attached to our No. 501 Variocoupler.

No. 502 Diamond Wound Tuner Coil, each, \$3.00



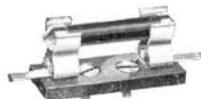
1 Set No. 501 Clips

MOUNTINGS

FOR MINIATURE CONDENSERS

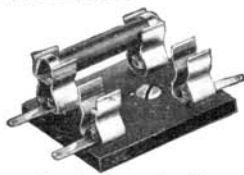
No. 501 per set, \$0.20
 No. 502, single mounting each, .45
 No. 503, double mounting each, .85

MINIATURE CONDENSERS



Condenser on Single Mounting No. 502

Kellogg Miniature Condensers are $1\frac{1}{8}$ in. x $\frac{3}{8}$ in. They are of the cartridge type, sealed in a moisture proof shell. Not affected by temperature changes.



Condenser on Double Mounting No. 503

No. 501 .01 M. F.
 No. 502 .005 M. F.

No. 503 .0025 M. F.
 No. 504 .0010 M. F.

No. 505 .0005 M. F.
 No. 506 .00025 M. F.

Kellogg Condensers, each, \$0.75

KELLOGG RADIO

RHEOSTATS



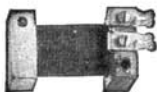
No. 501

The Kellogg rheostat is simple in design, having but one movable part. The resistance wire is carried on a rotor of high grade insulating material and the contact arms are so placed that a slight movement brings in the one-half turn of the wire, giving a vernier effect.

The knob is the same type as on the Kellogg dial.

No. 501 Rheostat\$1.50

CHOKE COILS



Air Choke Coil



Iron Core Choke Coil

- No. 501, 10 millihenrie air choke coileach, \$1.00
No. 502, 5 millihenrie air choke coileach, 1.00
No. 503, 100 millihenrie iron core choke coil.....each, 1.35
No. 504, 1 henrie iron core choke coil.....each, 1.35

RESISTANCES

- No. 501, 12,000 ohm non-inductive wire wound resistance\$1.75
No. 510, 12,000 ohm non-inductive moulded resistance..... .50
Mounting for moulded resistance..... .45

CORDS



No. 617



No. 623

- No. 617—6 feet.....each, \$1.00
No. 622—5 feet.....each, .80
No. 623—6 feet.....each, .75

KELLOGG RADIO

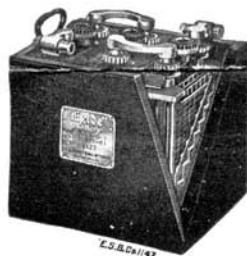
STRAIN INSULATORS



Kellogg Bakelite Insulators will stand a pull of approximately 350 lbs.

No. 4, Length 2 inches	each, \$0.19 1/2
No. 3, Length 3 inches	each, .25
No. 5, Length 4 inches	each, .305
No. 6, Length 6 inches	each, .411

"A" AND "B" BATTERIES



Exide "A" Battery



Ray-O-Vac "B" Battery

Exide "A" Batteries

No. 13736, 40 ampere hours.....	each, \$17.90
No. 13737, 80 ampere hours.....	each, 23.50
No. 13750, 120 ampere hours.....	each, 30.60

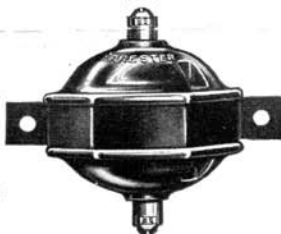
Ray-O-Vac "B" Batteries

No. 531W, 3 cells, 4.5 volts.....	each, \$0.40
No. 2151, 15 cells, 22.5 volts.....	8 taps, 3.00
No. 5151, 15 cells, 22.5 volts.....	2 taps, 2.25
No. 4151, 15 cells, 22.5 volts.....	1 tap, 1.75
No. 2301, 30 cells, 45 volts.....	7 taps, 5.00
No. 2721, 72 cells, 112 volts.....	8 taps, 14.50

KEYSTONE LIGHTNING ARRESTER

Low capacity and high resistance;
weatherproof; small in size.

For outside mounting..... each, \$2.00



KELLOGG SWITCHBOARD & SUPPLY COMPANY

CHICAGO, ILLINOIS

Kellogg Switchboard & Supply Co.

1066 West Adams St.

“Radio”

Chicago, Ill.

Kellogg Switchboard & Supply Co.

1066 West Adams St.

“Radio”

Chicago, Ill.

Regular terms to customers of established credit are:
 Kellogg Radio Apparatus, 30 days net, 1%, 10 days. Interest 6% if unpaid at due date.

KELLOGG SWITCHBOARD & SUPPLY CO.

SALESMAN'S ORDER

KANSAS CITY CHICAGO SAN FRANCISCO

References should accompany new customer's first order when credit is desired

RADIO DEPT.

SOLD TO _____

NO. _____

CUSTOMER'S NO. _____

SHIP TO _____

SHIP BY EXPRESS POST FREIGHT

CAN WE SHIP PARTIAL _____

DATE OF ORDER _____

- No conditions or agreements other than those specified on this order and on our formal acknowledgment will be recognized, unless specifically indicated in writing by an authorized officer of the company.
- This order is not subject to cancellation by the purchaser.
- This order is subject to delays and conditions beyond the manufacturers control, and such delays due to whatever cause shall extend delivery date for a reasonable period and damages for delays or non-delivery by the seller are hereby waived by the buyer.

SPECIAL INSTRUCTIONS

THIS ORDER IS SUBJECT TO KELLOGG COMPANY'S ACCEPTANCE. LATEST PRICES TO GOVERN UNSPECIFIED ITEMS.

Quantity	CODE AND DESCRIPTION	PRICE	TOTAL	Quantity	CODE AND DESCRIPTION	PRICE	TOTAL
	69A Head Sets—2400 Ohms	\$10.00			Strain Insulators		
	69C Head Sets—2000 Ohms	8.00		601	Variable Condensers	\$ 6.75	
	74A Head Sets—1000 Ohms	5.00		602	Variable Condensers	4.50	
	21 Microphones	8.90		603	Variable Condensers	7.75	
	2 Tube Sockets	.75		604	Variable Condensers	5.50	
501	Plugs	1.00		605	Variable Condensers	8.75	
501	Jacks—4 Conductor	1.10		606	Variable Condensers	6.50	
502	Jacks—2 Conductor	.75		501	Variometers	8.00	
503	Jacks—3 Conductor	.80		501	Variocouplers	9.00	
504	Jacks—4 Conductor	1.10			Single Circuit Tuner		
505	Jacks—6 Conductor	1.25		501	Bank Wound Tuner Coils		
501	Miniature Condensers	.75		502	Diamond Wound Tuner Coils	3.00	
502	Miniature Condensers	.75			Transformers		
503	Miniature Condensers	.75		617	Cords	1.00	
504	Miniature Condensers	.75		622	Cords	.80	
505	Miniature Condensers	.75		623	Cords	.75	
506	Miniature Condensers	.75			Keystone Lightning Arresters	2.00	
501	Mounting Clips	.20			Exide Batteries		
502	Single Mountings	.45		2151	Ray-O-Vac Batteries	3.00	
503	Double Mountings	.85		5151	Ray-O-Vac Batteries	2.25	
501	Choke Coils— 10 Millihenry	1.00		2301	Ray-O-Vac Batteries	5.00	
502	Choke Coils— 5 Millihenry	1.00		2721	Ray-O-Vac Batteries	14.50	
503	Choke Coils—100 Millihenry	1.35					
504	Choke Coils— 1 Henry	1.35					
501	Resistance—12000 Ohms	1.75					
510	Resistance—12000 Ohms	.50					
501	Rheostat	1.50					
501	Dials—3-inch	1.00					
502	Dials—4-inch	1.25					

SALESMAN

PURCHASER'S ACCEPTANCE

BY

(OVER)

IF NOT DELIVERED IN FIVE DAYS RETURN TO

Kellogg Switchboard & Supply Co.

ADAMS AND ABERDEEN STS.

CHICAGO



LONG STAR RURAL TEL.CO.,
GLENBURN,

N. DAK.

IF NOT DELIVERED IN FIVE DAYS RETURN TO

Kellogg Switchboard & Supply Co.

ADAMS AND ABERDEEN STS.

CHICAGO



LONG STAR RURAL TEL.CO.,
GLENBURN,

N. DAK.

KELLOGG SWITCHBOARD AND SUPPLY CO.

MANUFACTURERS
AND
ENGINEERS OF
TELEPHONE
SYSTEMS AND
APPARATUS



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

GENERAL OFFICES AND FACTORY AT CHICAGO.

ADAMS & ABERDEEN STS.

CHICAGO

CABLE ADDRESS
SWITCHBOARD CHICAGO
LIEBER'S WESTERN UNION & ABC CODES.

IN REPLY TO THIS COMMUNICATION
PLEASE ADDRESS RADIO DEPARTMENT

Gentlemen:



KELLOGG HEAD SET

The December copy of "Telephone Facts", our Radio number, has been forwarded you. We have endeavored to introduce to you Kellogg radio equipment which is built in the same sturdy manner as Kellogg telephone equipment. Its efficiency is of the same high standard. We know that you and your employees are interested in Radio. For this reason we are forwarding to you herewith the miniature catalog of Kellogg radio parts on which we are pleased to offer you a discount of 25%.



KELLOGG BAKELITE
VARIOMETER

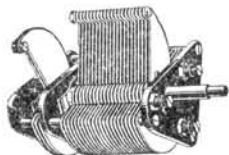
In the issue of "Telephone Facts" mentioned above you will notice the testimonial of the efficiency of the Kellogg Radio Head Set. It is proving to be superior to all other head sets. One manufacturer has stated that this head set is as good as an additional stage of amplification on the average set. The crystal sets that do not work out with other head sets do wonders with the Kellogg.



KELLOGG BAKELITE
DIAL

We want you and your organization to see just how good these sets are, and in addition to our offer of 25% on all equipment listed we will be pleased to allow you a discount of 40% on as many 69A Head Sets as you desire.

You will find that all Kellogg radio equipment will stand up - that you will be assured of a maximum of efficiency on every item ordered - and that we stand back of every item that goes out of our factory, guaranteeing its solid worth and dependability.



KELLOGG CONDENSER
—WITH VERNIER

An order blank is enclosed for your convenience in taking advantage of this offer.

Wishing you a happy and prosperous 1923, we are

Very truly yours,

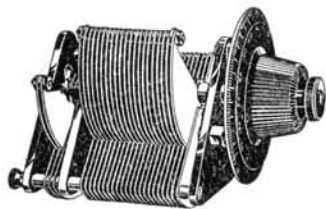
KELLOGG SWITCHBOARD AND SUPPLY CO.

EFP:GS

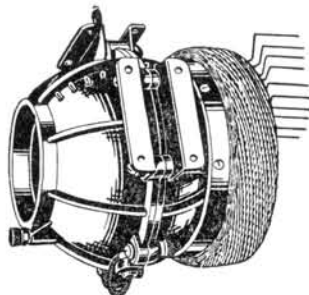
E. F. POTTER
Mgr. Radio Department

Kellogg Radio Equipment *for Better Results*

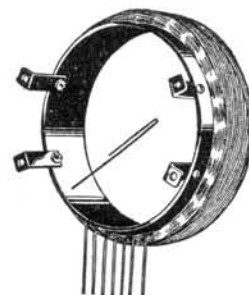
“USE, IS THE TEST”



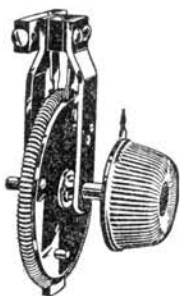
No. 605 Variable Condenser with Dial



No. 501 Variocoupler with No. 502 Diamond Wound Coil



No. 502 Diamond Wound Coil



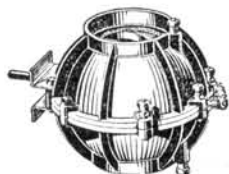
No. 501 Rheostat



No. 69A Head Set



No. 21 Microphone with Cord and Plug



No. 501 Variometer



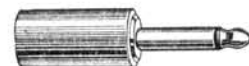
No. 501 and No. 502 Dial



No. 501 Jack



Radio Cords



No. 501 Plug



No. 501 Air Choke Coil



No. 2 Tube Socket



No. 504 Iron Choke Coil

Kellogg Switchboard & Supply Co.

CHICAGO, ILLINOIS

(OVER)