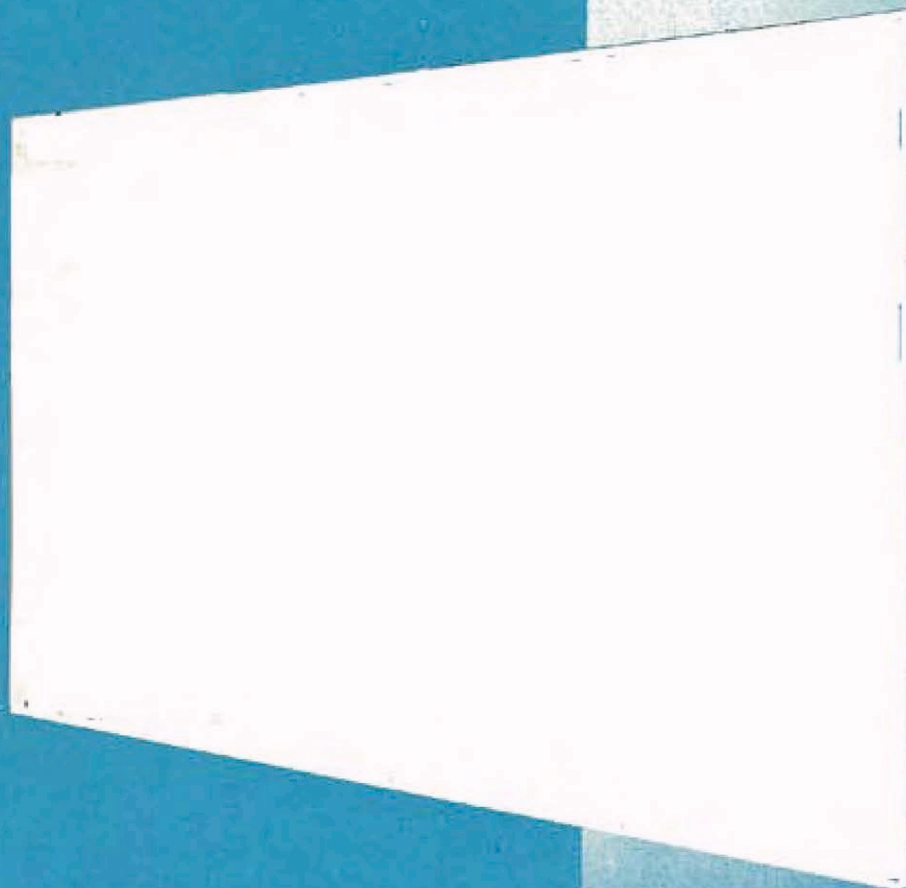


*A new standard of excellence...*



**for the  
independent  
telephone  
industry**

*It Enhances a 57-Year-Old Reputation for Consistent  
Leadership in the Independent Telephone Field . . .*



*It Brings You Distinctly New Superiority  
for a Future of Outstanding Service . . .*

• Manufacture and sale of the Kellogg K-500 Telephone is made possible by a patent license agreement between Western Electric Company, Incorporated, and International Telephone and Telegraph Corporation.



**KELLOGG**

# K-500

**TELEPHONE**

**SPEAKS BEST FOR ITSELF**



**KELLOGG** proudly presents the K-500 Telephone . . . a triumph of modern engineering . . . far surpassing all previous performance standards!

The unchallenged superiority of the K-500, stemming from the ingenious simplicity of its design, offers positive advantages of vital importance to Independent Telephone Companies. In terms of quality, dependability and economy, its peerless performance characteristics will bring you an altogether new degree of service . . . *completely exceeding anything you have ever known!*

Introducing superior telephones is not new to Kellogg . . . The first handset telephone in the United States . . . the first unit type telephone with all components in single housing and base assembly . . . the famous universal-design 1000 Series Masterphone for all classes of service—all were outstanding developments of Kellogg's productive past. And Kellogg leadership is proved again with the presentation of the K-500 . . . the new standard of excellence in the Independent Telephone Field!



**KELLOGG**

**K-500**

**TELEPHONE**

*brings you  
these superior  
features!*

your nearby  
**KELLOGG**  
warehouse is  
ready to take  
your K-500  
order now

**KELLOGG**



- New High in Transmission on Longer Loops
- Improved Dialing Performance
- Automatic Controls Give Uniform Performance on Short Loops
- New Shorter Handset Provides Extended Frequency Bandwidth and Improved Performance
- Increased Transmitting and Receiving Efficiency
- New Line of Biased and Frequency Selective Ringers
- Reinforced Resonator for Lower Tone Ringing Quality
- Ringer Performance and Loudness Controls

**WRITE FOR COMPLETE TECHNICAL DATA TODAY!**

**KELLOGG BRANCH WAREHOUSES AND OFFICES:**

6000 W. 51st Street  
CHICAGO 38, ILLINOIS  
REliance 3-5445

4501 Truman Road  
KANSAS CITY 1, MISSOURI  
HUmboldt 7085

410 N. Syndicate Avenue  
"Midway Area"  
ST. PAUL, MINNESOTA  
NEstor 5878

1515 Turtle Creek Blvd.  
DALLAS 2, TEXAS  
PRospect 6207

1663 Mission Street  
SAN FRANCISCO 3, CALIFORNIA  
MARket 1-6011

1555 West Fourth Street  
MANSFIELD, OHIO  
Mansfield 7146-6

157 Chambers St.  
NEW YORK 7, NEW YORK  
BEekman 3-8505

**KELLOGG BRANCH OFFICES:**

406 S. Main Street  
LOS ANGELES 13, CALIFORNIA

720 S. Washington Street  
PORTLAND 5, OREGON

**KELLOGG SWITCHBOARD AND SUPPLY COMPANY**

A Division of International Telephones and Telegraph Corporation  
Sales Offices: 79 West Monroe Street, Chicago 3, Illinois—Dearborn 2-0750