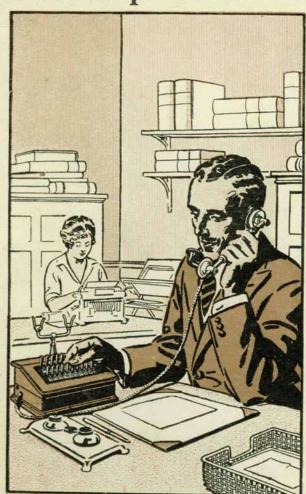


STERLING FREEHOLD WORKS, DAGENHAM, ESSEX OF

Telephones



Sterling Telephone & Electric Co., Ltd., Manufacturers of Telephones & Radio Apparatus, Etc.

TELEPHONE HOUSE.

210-212 TOTTENHAM COURT ROAD, LONDON, W.I.

Phone: Museum 4144 (7 lines) Grams: "Cucumis, Wesdo, London" BIRMINGHAM: CARDIFF: DUBLIN: 150 Edmund St. 10 Park Place. 53-54 Lr. O'Connell St. GLASGOW MANCHESTER: NEWCASTLE-ON-TYNE: 47 Hope St.

14 St, Peter's Sq. 21 Mosley St. WORKS: Dagenham, Essex.

(1724)

FOREWORD

THE private Telephone, like the public service Telephone, has long ceased to be regarded as a luxury. It has become a vital necessity, particularly for intercommunication between members of the staff in offices, banks, hotels, clubs, stores, factories, warehouses, theatres, schools, hospitals, etc., and for use in the house and on the estate.

Owing to the extraordinary amount of time saved by Telephones of this kind, and the efficient service rendered by them, they are without question a money-saving device. That being so, if you do not possess an installation you can no longer afford to be without one. And while you are about it, there is only one other thing to do, and that is to **get the best.** It saves trouble and expense in the long run.

If your premises are fairly extensive, with up to twenty separate offices or departments, the Sterling "Primax" Interphone system is just what you require. It puts each department in immediate and direct touch with any other department, and business can be transacted speedily without

wasting time in a wearying race from department to department.

Every well-ordered household should be fitted with the Sterling "Parlyphone" or "Twencen" system; these are the acme of simplicity and assist the householder in the modern quest for domestic labour-saving. If you already have electric bells, there is very little else to be done, for these telephones are quickly fitted to existing wires.

The following pages contain particulars and illustrations of Telephones and other Signalling Devices to satisfy practically all requirements. If you are in any difficulty, tell us your need. Our wide technical knowledge and experience of the subject are at your service, free of charge.

All the instruments described herein are of the well-known "Sterling" quality, and are manufactured at the best equipped and most up-to-date Telephone Factory in Great Britain (see illustration on back cover).



INDEX.

NOTE.—The Telephones contained in this brochure should only be used together in their respective classes as indicated below.

	Catalogue Nos.	Pages.
Class A.— Telephones for short distances for domestic or office use	U61 to U132	4 to 7
Class B.— Battery Call Telephones for longer distances, say, up to 1/4-mile	U205 to U306	9 to 14
Magneto Call Telephones for either long or short distances or for bridging	U320 to U563	15 to 2
Class F.— "Primax" Interphones C.B. "Reply and Call" Telephones	U410 to U442 U500 to U510	22 to 28 29 & 30
Class I.— Switchboards	U575 to U595	31 & 32
Electric Bells (Wood & Iron) Electric Bells (Iron) Electric Bells (Iron) Electric Bulzzers Electric Buzzers Electric Blasting Machines. Batteries Indicators Junction Boxes Lightning Arrester Luminous Lift Indicators Sanitary Glass Mouthpiece. Staples Saddles (Brass) Voltmeters and Ammeters. Wire and Multiple Cable	\$6002 to \$6012 \$6095 to \$6103 \$6130 to \$6133 \$6034 & \$6034a \$U2598 & \$U2599 \$7090a to \$7130 \$6190 to \$6204 \$U2375 \$U2565 & \$U2565a \$U159 \$W7605 to \$W7644 \$W7620 to \$W7626 \$7000 to \$7002 \$W7290 to \$W7438	34 & 35 37 & 38 38 36 33 52 39 to 46 51 52 44 & 45 8 51 46 47 to 50

TERLING Parlyphones



To ring one way only.

These instruments can be attached to the ordinary Electric Bell Wires in a few moments.

Finished in two styles

- (a) Black with Nickel plated fittings, or
- (b) Cream with Nickel plated fittings.

Black and Nickel is the standard finish for ordinary use.

Cream and Nickel Parlyphones are suitable for Reception Rooms & Bedrooms.



No. U 61 or U 62.

Prices.

£0 17...0 each

No. U 61. Black and Nickel Finish
No. U 62. Cream and Nickel Finish
No. U 66. Black and Nickel Finish
No. U 67. Cream and Nickel Finish
...

0 17 0 ,,

Nos. U 61 and U 66 or U 62 and U 66 form pairs (to ring one way only) and are packed in box with diagram of connections.

No. U 61 and U 66 No. U 62 and U 66 £1 14 0 per pair

2 2 4 ,, ,,

STERLING Parlyphones



No. U 71.



No. U 71. "Parlyphone," with Walnut Wall Rosette, Ringing Key and Terminals, to which a call bell can be connected. In Black with Nickel-plated fittings. Price £1 2 0 each.

No. U 76. Complete Wall Telephone, comprising "Parlyphone" No. U 61. Black and Nickel finish with oblong Walnut Wall Box, 3in. Circular Bell and Ringing Key. Price £2 2 6 each.

Twencen Telephones





The above instruments are of superior quality to those described on the preceding pages.

No. U 95 is specially designed for the Reception Room or Bedroom end. It is portable and can be taken from room to room at will, provided the room is fitted with the Round Push as illustrated (this should be substituted for the ordinary existing Bell Push).

No. U 105 is fitted with a Bell and forms a pair (ringing one way only) in conjunction with No. U 95.

Prices:

No. U 95 ... £1 15 0 each. No. U 105 ... 2 12 0 ...

To ring both ways, instruments No. U 105 are used in pairs.

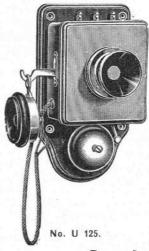
STERLING

Twencen Telephones

No. U 115. Kitchen Telephone, to be fixed with the Indicator in the Servants' Quarters. A separate bell is necessary.

Price £1 9 0 each.

Can also be used with Indicator in Clerks' Office.





No. U 115.

No. U 125. Wall Telephone, complete with Call Bell.

For use with Nos. U 95, U 105, U 115, U 132, or in pairs.

Suitable for communicating from top to bottom of house, shop to house, house to garage, principal's office to clerks' office, etc.

Price £2 0 0 each.



No. U 132.

No. U 132. Table Telephone, complete with Call Buzzer, for calling both ways if required.

For use with Nos. U 95, U 105, U 115, U 125, or in pairs.

Price £3 1 0 each.

Sanitary Detachable Glass Mouthpieces

One of the little things that count.



No. U 159.

Price 2/each.

Easily Fitted.
Easily Removed.
Easily Cleaned.
Easily Replaced.

Have these transparent glass mouthpieces put on all your telephones without delay.

There are no dark corners in which germs can hide and thrive, no little crevices where dust or dirt cannot be instantly detected.

By the use of this simple little device the risk of contracting the germs of infectious or contagious diseases is reduced to a minimum.

Officially sanctioned by the G.P.O.

By applying a slight pressure to one side of the Mouthpiece, the glass can be removed for cleaning and afterwards replaced in the metal clips without unscrewing the holder.

No. U 159. "Sterling" Sanitary Glass Mouthpiece for fitting on all G.P.O. Central Battery Wall and Table Instruments.

Price 2/- each.



STERLING

Battery Ringing Telephones

The "Sterling" Battery-Ringing Telephones (U 205 to U 306) illustrated on the five following pages are fitted with **Induction Coils**, and are most strongly recommended for use in

Well-appointed Offices,
Hotels, Institutions,
Etc., Etc.

where the distances from point to point are greater than in the average house.

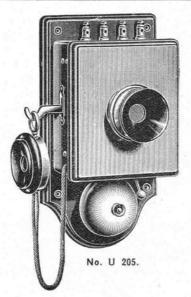
These instruments are designed for use in pairs for simple communication from one point to another; or, if necessary, they can be used on a Central Exchange Switchboard System over moderate distances.

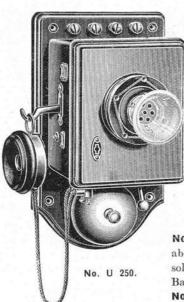


Battery Ringing Telephones

No. U 205. Battery
Wall Telephone, complete with Call Bell,
Induction Coil, Automatic Switch-hook
and Ringing Key.
Metal parts Nickelplated. Woodwork
Solid Walnut.

Price £2 7 8 each.





No. U 250. Superior Quality Battery Wall Telephone. All parts made of best material and fitted complete with Call Bell, Induction Coil, Automatie Switch-hook. Ringing Kev and "Sterling" Sanitary Mouthpiece. Glass Metal All parts Nickel-plated.

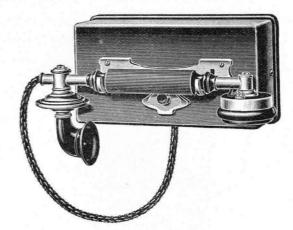
Price £3 3 0 each.

No. U 260. Telephone as above, but mounted on solid Walnut Backboard and Battery Box, as used with No. U 352 (see page 18).

Price £4 15 0 each.

STERLING

Battery Ringing Telephones



No. U 292.

Battery Wall Telephone comprising Standard Pattern Hand-Combination (No. U 175) Automatic Switch Cradle, Induction Coil, Call Buzzer and Ringing Key.

All metal parts are Nickel-plated and the woodwork is solid Walnut. The whole is an article of superior quality made to last and to give good service with no trouble.

Price £3 11 0 each.

Battery Ringing Telephones



No. U 305

Table Telephone, fitted with Standard Hand Combination (No. U 175) on Automatic Switch Cradle, Call Buzzer, Induction Coil, Flexible Cord and Wall Rosette.

Woodwork-Polished Solid Walnut.

A "Sterling" Quality Instrument—well designed and well made.

Price £4 8 0 each

STERLING

"FERRO-CASE" Battery Ringing Telephones

The "Sterling" "Ferro-Case" Telephones are in highly finished stove-enamelled drawn steel cases of handsome appearance, very strong and recommended for export.

External metal fittings are nickel-placed and polished.



No. U 206.

Steel Case Wall Telephone for local battery work, comprising Non-packing Inset Transmitter, Induction Coil, Double Pole "Watch" Receiver, Double-Gong Battery Ringing Call Bell, Automatic Switch-hook and Ringing Key.

Price £2 6 0 each

"FERRO-CASE" Battery Ringing Telephones



Steel Case Wall Telephone, comprising Standard Hand Combination on fixed Ornamental Cradle, Induction Coil, Double-Gong Battery Ringing Call Bell and Ringing Key.

Price £3 9 8 each.



No. U 306.

Steel Case Table Telephone, comprising Standard Hand Combination, Automatic Switch Cradle, Induction Coil, Call Buzzer, Ringing Key, Flexible Cord and Wall Rosette.

Price £4 6 8 each.



Magneto Ringing Telephones

Magneto Ringing Telephones

These Instruments are necessary for working over long distances, the distance being according to the capacity of the Magneto Generator. A Telephone with a two-Magnet Generator is suitable up to about three miles, whereas an Instrument fitted with a three, four or five-bar Generator will work up to very much greater distances. The latter type of Instrument is also used in instances where a number of Telephones are required to work "in bridge" on one circuit.

Apart from the question of distance, Magneto Telephones, being of strong and simple construction, are frequently preferred for use in Works and similar situations where they are liable to be subjected to hard usage. A further advantage is that the Ringing Current is permanently provided by the Magneto Generator, thus dispensing with the ordinary ringing battery of Primary Cells, which requires to be periodically renewed.

Magneto Ringing Telephones



Magneto Wall Telephone, comprising "Hunningscone" Revolving Granular Carbon Transmitter, Induction Coil, Double-Pole "Watch" Receiver, Double-magnet Generator, 300 ohm Polarised Call Bell, Automatic Switch-hook, Lightning Arrester and Terminals for Extension Bell. Metal parts Nickel-plated, woodwork solid Walnut.

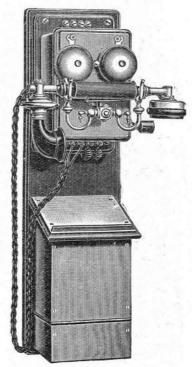
Price £5 17 0 each.

No. U 325. Similar to above but fitted with Backboard and Battery Box as illustrated on page 17.

Price £7 3 0 each.

STERLING

Magneto Ringing Telephones



No. U 340.

No. U 335. Magneto Wall Telephone with Two-Magnet Generator and Standard Hand-combination on Ornamental Cradle.

Woodwork, Solid Walnut, Metal Parts Nickel-plated.

For distances up to about 3 miles.

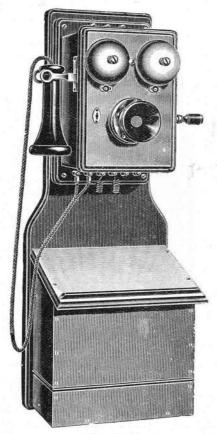
Price (as illustrated, but without Backboard and Battery Box), £7 6 0 each.

No. U 340. Similar to U 335, but with Backboard and Battery Box, as illustrated.

Price £8 12 0 each.

'ERLING

Magneto Ringing Telephones



No. U 352.

No. U 345. Magneto Wall Telephone with powerful Three-Magnet Generator. For short or long distances or for bridging four or five telephones on one circuit. Woodwork, Solid Walnut.

Price (as illustrated, but without the Backboard and Battery Box). £8 8 0 each.

Similar to U 345, but with Four-Magnet Price £8 18 0 each. No. U 347. Generator.

No. U 352. Similar to U 345, but with Backboard and Battery Box, as illustrated.

Price £9 12 0 each.

No. U 348. Similar to U 352, but with Four-Magnet Generator. Price £10 2 0 each.

ERLING

Magneto Ringing Telephones

(LONG DISTANCE BRIDGING TYPE.)



No. U 353. Magneto Wall Telephone, comprising Double-Pole Bell Receiver, Induction Coil, Powerful Five-Magnet Generator (to ring through a line resistance of 50,000 ohms), 1,000 ohm Polarised Bell, removable Automatic Switchhook, Lightning Arrester and Terminals for Extension Bell. Metal parts Nickel-plated. Woodwork Solid Teak. withstand rough handling.

Price £12 6 4 each.

No. U 353a. Similar to above, but with Backboard and Battery Box to take two No. 2 Leclanché Cells.

Price £14 9 0 each.

Magneto Ringing Telephones

(LONG DISTANCE BRIDGING TYPE.)



No. U 385.

Magneto Table Telephone, comprising Hand Combination (No. U 175) Induction Coil, Four-Magnet Generator (to ring through a line resistance of 30,000 ohms), 1,000 ohm Polarised Call Bell, Automatic Switch-cradle, Six-way Plaited Flexible Cord and Wall Rosette, with Lightning Arrester. Case Black Enamelled. Other metal parts Nickel-plated.

Price £9 15 0 each.

Note.—The above instrument is suitable for short or long distances and may be used as a Bridging Set when not more than six to eight instruments are connected on one circuit.

Magneto Extension Bell for above, see page 38.

STERLING

Gas and Watertight Mining Telephones

This Telephone complies with the requirements of the Coal Mines' Act.



No. U 563. Mining Telephone, Magneto Ringing, Watertight, Flame-Proof. In Cast-Iron Case and comprising an inner and outer compartment, both fitted with Heavy Watertight Doors.

The 'Phone with TWO Receivers.

NOTE.—The **Five-**Magnet Generator of the instrument is provided with totally-enclosed Cutout Contacts, thus rendering it impossible for open sparking to take place in a gaseous atmosphere, even though explosive gas may have found its way into the interior of the Telephone.

Price £20 14 0 each.

For Instruments for use above ground, see pages 19 and 20.



of Automatic Interphones

This is not a plea for the Interphone. Its utility is not a debatable point. It only requires an intelligent grasp of the matter on your part to carry immediate conviction.

If you are conducting a large business establishment without "Primax" Interphones, you are retarding progress and wasting the time and energy of the whole of your staff, not to-day only, but on every working day throughout the year.

Ask a man who has been accustomed to them, how he would get along without them. His imagination would not carry him so far. The idea would be intolerable.

The advantages of the "Primax" System:-

We desire it to be clearly understood that we do not put this system forward as one which will provide a secretconversation service, but what we do say is that induced cross-talk has been so far eliminated that it is now possible in a system of, say, 20 of our "Primax" Interphones, to carry on the maximum number of conversations simultaneously without confusion.

When conversation is finished the act of replacing the Receiver or Hand-set automatically disconnects the switch.

It is only necessary to move the Line Selector when making a call.

Calls may be received and answered irrespective of the position of the Line Selector.

It is impossible inadvertently to make contact with more than one line at a time.

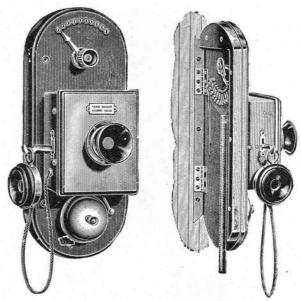
In order to obtain the most efficient results, installers are strongly advised to employ the Multiple Cable and "Invicta" Sac Batteries (see pages 50 and 52).

Ordinary Leclanché Batteries or Dry Cells must not be used.

For Junction Boxes employed with "Primax" System, see page 51.

All Local Batteries are entirely dispensed with.

"Sterling" System Automatic Interphones



No. U 410.

No. U 410 (Back View).

No. U 410. The Popular Automatic Interphone ("Primax" System). Practical and inexpensive. Automatic replacement. The Switch Contacts and Wire Connections are enclosed at the back of the instrument and protected against dust and rough handling. A hinged fixing batten gives easy access to the back for inspection, if required.

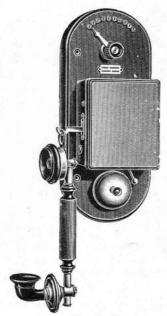
				(each).				
For	5	Lines	 			£3	8	0
,,	10	33	 			3	12	0
,,	15	,,	 ***		***	3	16	0
.,	20	,,	 			4	0	0

Instruments for over twenty lines are made only to order. Prices on application.

Advantages, see page 22.

Multiple Cable, Junction Boxes and Batteries, see pages 50 onwards.

"Sterling" System Automatic Interphones



No. U 412.

No. U 412. Automatic Interphone ("Primax" System), Similar to No. U 410 (see preceding page), but fitted with Standard Hand-Combination No. U 170.

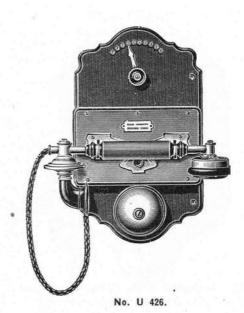
			Price (e	ach).			
For	5	Lines	 ***		 £4	12	0
,,	10	2,7	 		 4	16	0
33	15	,,	 •••		 5	0	0
,,	20	,,	 		 5	4	0

Instruments over twenty lines are made only to order. Prices on application.

Advantages, see page 22.

Multiple Cable, Junction Boxes, Batteries, etc., see pages 50 onwards.

"Sterling" System Interphones



No. U 426. Automatic Interphone ("Primax" System).

A handsomely-designed instrument for well-appointed offices. Fitted with Standard Hand-Combination No. U 175.

			Price	(each).				
For	5	Lines	 			£5	2	0
,,	10	,,	 	***	***	5	10	4
,,	15	,,	 ***	***		5	19	0
23	20	,,	 		***	6	7	4

Instruments over twenty lines are made only to order. Prices on application.

Advantages, see page 22.

Multiple Cable, Junction Boxes, Batteries, etc., see pages 50 onwards.

"Sterling" PRIMA System Automatic Interphones



No. U 427.

No. U 427. Automatic Table Interphone ("Primax" System). Fitted with Standard Hand-Combination No. U 175, Induction Coil, "Perfecta" Step-by-Step Line Selector, Call Buzzer, Flexible connecting cord, Wall Rosette, etc.

Price (each).

For	5	Lines		***	 	£5	10	0
,,	10	3.5	***		 	5	19	0
,,	15	,,		***	 ***	6	8	0
,,	20	,,	***		 	6	16	0

Instruments over twenty lines are made only to order. Prices on application.

Advantages, see page 22.

Multiple Cable, Junction Boxes, Batteries, etc., see pages 50 onwards.



The "Era"
Wall Pattern.



No. U 440. The "Era" Automatic Interphone, Wall Pattern. Comprising Standard Hand-Combination No. U 175, Induction Coil, Call Bell, Automatic Switch Cradle. Woodwork Solid Walnut.

Selecting and Ringing are performed at one operation. When the lever of the line selected is pulled down, it automatically causes the bell of the instrument at the other end to ring. After conversation is finished, the act of replacing the Hand-Combination allows the lever automatically to resume its normal position.

Price (each).

FOR	9	Lines	 ***		 £7	13	0
,,	10	,,	 ***		 8	5	0
,,	16	,,	 	***		18	
,,	20	,,	 			15	
22	30	,,	 		 110	18	0

Multiple Cable, Junction Boxes, Batteries, etc., see pages 50 onwards.

"Sterling" System Automatic Interphones

The "Era"

Table Pattern.



No. U 442.

No. U 442. The "Era" Automatic Interphone, Table Pattern, comprising the same parts as No. U 440 on page 27, but with Call Buzzer instead of Bell, and the addition of Multiple Flexible Cord and Wall Rosette.

Selecting and Ringing are performed at one operation. When the lever of the line selected is pulled down, it automatically causes the buzzer of the instrument at the other end to sound. After conversation is finished the act of replacing the Hand-Combination allows the lever automatically to resume its normal position.

Price ((each).
---------	---------

For	5	Lines			 ***	£8	10	0	
,,	10	,,		***	 0.00	9	3	0	
,,	16	,,	2.50		 	9	15	0	
,,	20	3.2		***	 	10	12	0	
,,	30	19		***	 ***	12	15	0	

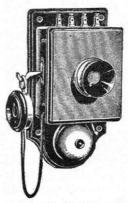
Multiple Cable, Junction Boxes, Batteries, etc., see pages 50 onwards.

TERLING Central Battery

Patent

AUTOMATIC "REPLY & CALL" SYSTEM.

This system has been designed for cases where it is not desirable or convenient to use a Central Station Annunciator Switchboard. It is, generally speaking, most useful where the Principal wishes to call all the outer offices, or vice versa.



Any inter-communication Telephone illustrated on pages 23 to 28 may be used as the Central Station or Principal's instrument, When ordering state: "For C.B. 'Reply and Call' System."

The advantages of the "Reply and Call" System are numerous, but the following may be specially noted :-

No. U 500.

- 1. No Indicators are required.
- 2. The Central Instrument is very neat and compact, and can stand on a Principal's desk.
- 3. All Local Batteries entirely dispensed with.
- 4. No Switches required at the Side Stations.
- 5. Simplicity of operation.

SIDE STATIONS.

No. U 500. "Reply and Call" Wall Telephone, comprising Granular Carbon Transmitter (No. U 45), Induction Coil, Double-Pole "Watch" Receiver (No. U 30), Call Bell, Automatic Switch-hook and Patent Combined Ringing Key and Call Wire Selector. Metal parts Nickel-plated. work Solid Walnut.

> Price £3 0 0 each.

STERLING Central Battery

Patent
AUTOMATIC "REPLY & CALL" SYSTEM.

SIDE STATIONS.

Any inter-communication Telephone illustrated on pages 23 to 28 may be used as the Central Station or Principal's instrument. When ordering state: "For C.B. 'Reply and Call' System."



No. U 505. "Reply and Call" Wall Telephone, fitted with Standard Pattern Hand - Combination (No. U 175), Call Bell, etc., as No. U 500.

Price £4 0 0 each.



NO. U 51

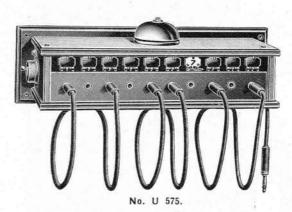
No. U 510. "Reply and Call" Table Telephone, comprising Standard Pattern Hand-Combination (No. U 175), Induction Coil, Call Buzzer, Automatic Switch Cradle, Patent Combined Ringing Key and Call Wire Selector, Flexible Cord and Wall Rosette. Metal parts Nickel-plated. Woodwork Solid Walnut.

Price £4 18 0 each.

STERLING

Switchboards

WALL PATTERN.



Switchboard for use with Telephones Nos. U 205 to U 385 inclusive. For establishing through connections between distant points when it is desired to avoid the expense of Multiple Cable necessary for an "Interphone" System. An advantage afforded by the Switchboard is that absolute secrecy is obtained.

No. of Lines.	No. of Through Plugs. Pair.	Prices for Single or Double Lines, with Bell.
2 3	1	£4 6 0
	1	5 11 8
4 5 6	1	6 16 0
5	1	8 9 0
6	2	9 14 0
8	2	11 6 8
10	2	12 15 8
12	2 2 2 3 3	15 10 0
15	3	17 14 8
18	3	20 1 0
20	4	21 13 8

If Single Line Switchboards are required, Double Line Boards will be supplied suitably arranged for Single Line Circuits.

A 3in. bell is provided.

ERLING Switchboards



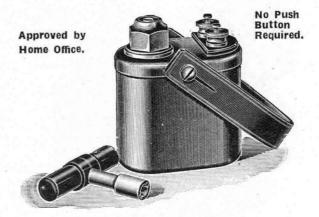
No. U 595.

No. U 595. Pedestal Type Switchboard, complete with Operator's Set. For use with instruments Nos. U 205 to U 385 inclusive. Recommended for all instances where the number of points to be connected is thirty or upwards.

No. of Double Lines	No. of Cord Circuits	PRICE		No. ot Double Lines	No. of Cord Circuits	PR	ICE	
30 40 50 60 70 80	5 6 7 7 8 9	£85 15 100 5 110 3 122 10 136 18 148 3	0 0 0 0 0	100 150 200 250 300	10 16 16 16 16	253 288	10 19 3 18 13	0 0 0

Magneto Blasting Machine

(METAL CASE.)



Nos. U 2598 and U 2599.

No. U 2598. Magneto High-Tension Blasting Machine with Automatic Contact Device, enclosed in solid drawn Nickelplated Brass Case with detachable Firing Key, heavy Milled Terminals and Strong Leather Carrying Strap. To fire two shots in parallel.

> Dimensions of Case—3\(\frac{3}{4}\)in \times 2\(\frac{1}{4}\)in \times 3\(\frac{1}{4}\)in \times 1\(\frac{1}{4}\)in \times Dimensions overall— $3\frac{3}{4}$ in. $\times 2\frac{3}{4}$ in. $\times 4\frac{1}{2}$ in. high. Weight-31 lbs.

> > Price £5 6 8 each.

No. U 2599. Magneto Low-Tension Blasting Machine with Automatic Contact Device, enclosed in Solid drawn Nickelplated Brass Case, with detachable Firing Key, heavy Milled Terminals and Strong Leather Carrying Strap. To fire two shots in series.

> Dimensions of Case-34in×24in.×34in. high. Dimensions overall-34in. ×24in. ×4in. high. Weight-31 lbs.

> > Price £5 6 8 each.

Spare Firing Keys ... Price 4s. 0d. each.

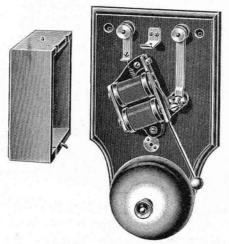
TERLING Electric Bells



The "Leeda" Electric Bell, with Black Japanned Metal Case. 2½in. Nickel-plated Gong.

Price 3/- each.





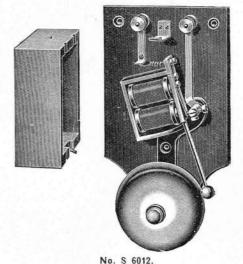
No. S 6010.

No. S 6010. Special Medium Quality Electric Bell, in Polished Solid Walnut Case. All exposed Metal parts are Nickel-plated.

Size of Gong.	With Round Gong, Price each.	With Sheep Gong Price each.	
$\frac{2\frac{1}{2}in}{2\frac{3}{4}in}$.	6/6 6/8	8/-	

See pages 39—43 for Electric Bell Indicators.

TERLING Electric Bells



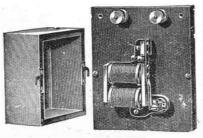
THE "DACENHAM" BELL.

No. S 6012. Superior Quality Electric Bell, in Solid Teak or Walnut Case, Nickel-plated Bell, Metal Gong. Coils wound with enamelled wire and mounted on best Malleable Iron Frame.

Size of	With Round Gong.	With Sheep or Church Gong.	With Wire Gong.
Gong.	Price each.	Price each.	Price each.
3in, 4in, 6in,	10/8 20/- 36/-	12/- 24/-	13/8

See pages 39-43 for Electric Bell Indicators.

ELECTRIC BUZZERS



No. S 6034.

No. S 6034. Electric Buzzer, wound with Enamelled wire, Gold-Silver Contact Points, Woodwork Solid Walnut.

Price 6/6 each.



No. S 6034a. Electric Buzzer (second quality), in Enamelled Metal Case.

Price 2/10 each.

No. S 6034a.

No. S 6040. Portable Bell Set, consisting of Iron-case Bell No. S 6002 mounted on Polished Walnut Case containing one 3-volt dry cell. Complete with 12 yards of Twin Flexible Cord and Pear Push. Nickel-plated Metal Fittings.

Dimensions:— $6\frac{3}{4}$ in. \times $4\frac{1}{2}$ in. \times $3\frac{1}{2}$ in.

Price 21/- each.

Spare Dry Cells.

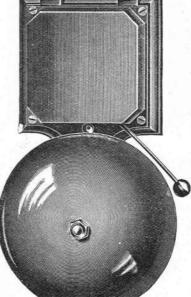
Price 2/- each.



No. S 6040.

STERLING

Weatherproof Iron Case Bells



No. S 6095. Weatherproof Iron Case Bell, with Bell-metal Gong. For damp situations.

Size of Geng.	R	Vith ound ong S60	1	S	With heep long S60	3
	P	rice		P	rice	
4in.	£1	12	0	£1	16	0
6in.	2	6	0	2	12	0
12in.	9	10	0	W.	_	

No. S 6100. As above, but with 12in. Tempered Steel Gong.
Enamelled Signal-red Colour for use as a Fire Bell.

Price £7 0 0



No. S 6100.

"Thruster" Pattern.
Totally enclosed.

Ships.

Iron Case Bell.

Highly recommended for Tramcar Conductor's Bell, or for Mines, Railways or

No. S 6103. Weatherproof

No. S 6103.

Weatherproof.—The whole of the movement is totally enclosed in Weatherproof cast-iron case. A separate water-tight compartment, with Stuffing Gland, is provided for the Line Terminals.

Advantages of Operation.—The Bell is suitable for Single Stroke or Trembling, no alteration or adjustment being necessary.

 Price, with 6in. Bell Metal Gong:—

 2 ohms Resistance
 ...
 ...
 £3 10 0

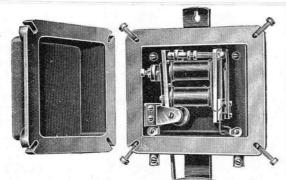
 12
 ...
 ...
 ...
 3 12 0

 25
 ...
 ...
 ...
 3 14 0

 50
 ...
 ...
 ...
 3 16 0

Mining Bells

FLAME PROOF



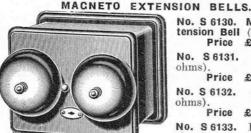
Passed by the Home Office as Complying with the Requirements of the Coal Mines Act. Relating to Open Sparking in Fiery Mines.

(Patents 4675/15, 3916/17)



No. S 6097a. "Subter" Safety Bell, with Parallel Wound Coils in Flame-proof Case. All live parts are carefully insulated from the Case. The cover is fastened by means of Key-headed screws which cannot be entirely removed. These screws are designed so that a wire can be passed through them and sealed. The whole construction is as passed by the Home Office for use in Fiery Mines.

Size of With With With Round Gong. Gong. Sheep Gong. Church Gong. 6in. £5 0 0 £5 14 0 £5 14 0 Sin. 5 5 0 5 19 5 19 0



No. S 6130

No. S 6130. Magneto Extension Bell (150 ohms).

Price £1 5 4

No. S 6131. Ditto (300 ohms). Price £1 7 0

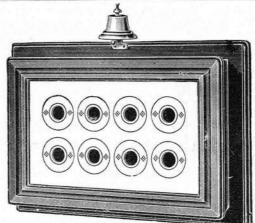
No. S 6132. Ditto (1.000 ohms).

Price No. S 6133. Ditto (2,500 ohms).

Price £1 10 0

ERLII

Bell Indicators (Pendulum)



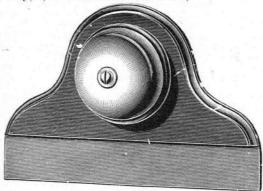
No. S 6190.

Best Quality Electric Bell Indicator, with well-made Pendulum Movements, mounted in Solid Teak Case with Enamelled Zinc Screen and Glass Front.

Prices (Exclusive of Bell):

2	holes		9/- per hole	12 holes)
3	,,	***	8/- ,, ,,	15 ,,		
4	,,		7/- ,, ,,	18 ,,		6/6
5	1.1	***		20 ,,		per hole
6	,,	+ + + -	6/6 per hole	25 .,	***	
8	,,	***	1076.70 . 707.70	30 ,,	***)
10		reneral n	J.			

Writing Inscriptions over the holes of Indicators, 8d. per inscription. If fully written, Fitter's Name Free. Fitter's name only, 2/4. Bells extra (see below).



No. S 6200.

Best Quality Circular Bell, mounted on Solid Teak or Walnut Pediment suitable for attaching to Indicator Case. Price 17/6 each (fitted).

"Unitype"
Pendulum Indicator

(PATENT) No. 190/1920

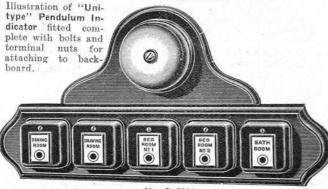
The "Sterling" Unitype Pendulum Indicator is an entirely new departure and designed with a view to adaptability. Each is a complete unit, thus making it an easy matter to assemble "on the spot" an Indicator with any number of holes.



Provision can be made for additional units to be fixed to the backboard, or those already installed removed for adjustment without in any way putting the Indicator out-of action.

The case of the "Unitype" is constructed of drawn metal finished dull black. The coil is wound with a special quality enamelled wire unaffected by extreme variations of temperature.

No. S 6203.



No. S 6204.

Illustrating Indicator made up of one row of five holes, with bell on cornice.

Prices.

No. S 6203. Single units (without backboard) ... 3/6 each.
No. S 6204. Fitted with backboard but exclusive of Bell and Cornice:—

No. of Holes	Rows	Price	No. of Holes.	Rows.	Price.
2 holes	1	£0 10 4	10 holes	z rows of 5	£2 11 8
3 ,,	1	0 15 6	12	2 ,, ,, 6	3 2 0
4 ,,	1	1 0 8	15 ,,	1 of 7 and	
5 ,,	1	1 5 10		1 of 8	3 17 6
6 ,,	1	1 11 0	16 ,,	2 rows of 8	4 2 8
7 ,,	1	1 16 2	18 .,	2 ,, ,, 9	4 13 0
8 ,,	1	2 1 4	20 ,,	2 ,, ,, 10	5 3 4

Extra for Bell and Cornice (No. S 6200) as illustrated, each (fitted), £1 0 0

Standard Writings, such as Dining Room, Drawing Room, Bathroom, etc., are supplied free of charge, very neatly printed on white cardboard. Special Writing is charged at **2d. per unit.** See Pages 34 and 35 for Electric Bells.

STERLING

"Unitype" Mechanical Indicator

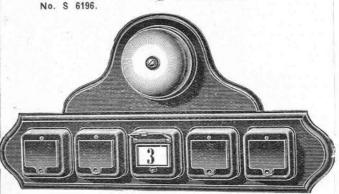


No. S 6196. "Unitype" Mechanical Indicato Single Unit in drawn metal case, and without Backboard. Can be mounted in any number or design, to suitcircumstances.

Price 3/8 each.

Size of Base, 2in. Square.

NOTE:—Each movement is complete with fixing bolts for attaching to Backboards.



House or Office Pattern. No. S 6197.

No. S 6197. This Indicator consists of the required number of self-contained Units (Hand Replacement Type) mounted on a Walnut Backboard, which is fitted with hinged batten to facilitate fixing and connecting.

The Cases of the Units are of drawn metal, finished dull black, and are fitted with numbered screens, easily removable. The Coils are wound with a special quality enamelled wire, the whole impervious to moisture and unaffected by extreme variations of temperature. **Prices** (exclusive of Bell and Cornice).

No. of holes.	Rows.	F	Price		No. of holes	Rows.	F	Price	
2 holes	1	£0	10	8	10 holes	2 rows of 5	£2	13	4
3 ,,	1	0	16	0	12	2 ,, ,, 6	3	4	0
4	1	1	1	4	15 ,,	1 of 7 and			
5 ,,	1	1	6	8		1 of 8	4	0	0
6 ,,	1	1	12	0	16 ,,	2 rows of 8	4	5	4
7 ,,	1	1	17	4	18 ,,	2 ,, ,, 9	4	16	0
8	1	2	2	8	20 ,,	2 ,, ,, 10	5	6	8

Extra for Bell and Cornice (No. S 6200), 20/- each, fitted (as illustrated).

See pages 34 and 35 for Electric Bells.

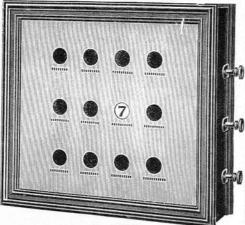
PATENT No 21965/13

"Gripit" Pattern Indicator

(Mechanical Replacement)

True Safety Locking Type

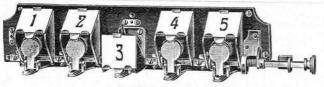
"Gripit" Patent Mechanical Replacement Indicator. True Safety - locking type. Of substantial and unique construction. It is impossible bring the shutters down by vibration, movement or shock. Very compact, occupying only about one-third of the space required for other mechanical indicators.



No. S 6192.

For ships, lifts, hotels and domestic purposes. Cases of solid teak, enamelled zinc screens, with glass fronts.

No.	Size of	Price	No.	Size of	Price
of holes.	Backboard.	per hole.	of holes.	Backboard.	per hole.
2 3 4 5 6 8 10	$\begin{array}{c} 10\frac{1}{2} \times 4\frac{1}{2} \text{in.} \\ 10\frac{1}{2} \times 4\frac{1}{4} \text{in.} \\ 10\frac{1}{2} \times 4\frac{1}{4} \text{in.} \\ 10\frac{1}{2} \times 6\frac{3}{2} \text{in.} \\ \end{array}$	14/6 11/- 9/- 7/8	12 15 18 20 25 30 40 50	$\begin{array}{c} 10\frac{1}{2}\times 9\text{in.} \\ 10\frac{1}{2}\times 9\text{in.} \\ 10\frac{1}{2}\times 9\text{in.} \\ 10\frac{1}{2}\times 11\frac{1}{2}\text{in.} \\ 10\frac{1}{2}\times 13\frac{1}{2}\text{in.} \\ 10\frac{1}{2}\times 13\frac{1}{2}\text{in.} \\ 10\frac{1}{2}\times 10\frac{3}{2}\text{in.} \\ 22\times 10\frac{3}{2}\text{in.} \\ 18\frac{1}{2}\times 14\frac{1}{2}\text{in.} \\ 26\frac{1}{4}\times 18\frac{1}{4}\text{in.} \end{array}$	7/8



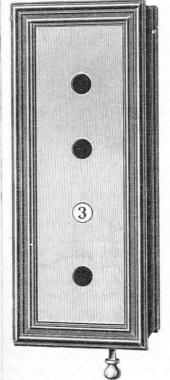
MOVEMENTS.

Movements only for above, mounted in standard strips of 2, 3, 4 or 5 and complete with replacement rod, as illustrated.

No. S 6193a	Strip	of 2	Movements		Price	£1	0	0	
No. S 6193b No. S 6193c	,,	3	32		11	1	4	0	
No. S 6193d	3.3	4	27		11	1	8	0	
140. 9 0193U	2.3	9	3.5	***	5.2	1	12	0	

Prices for Indicator Bells, and Writing Inscriptions, same as on page 39. See pages 34 and 35 for Electric Bells.

Patent "Gripit" Lift Indicator



No. S 6194. "Cripit" Lift Indicator. Very substantially constructed in Solid Teak, Oak or Mahogany Case, with Enamelled Zinc Screen and Glass Front.

No amount of vibration or shock can possibly cause the shutters to drop.

No. S 6194.

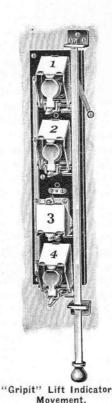
	In	One	Vertical	Row.	
	Holes		Pric	e)	11/4
5	22		.,		per
6	2.2		,,	1	hole.

	In Tv	vo Ve	rtical Ro	ws.
	Holes	***	Price) 11/4
8	2.5		**	- per
10	,,,		,,	hole.

Extra charge for Writing, 8d.

per hole. Where necessary, can be supplied fitted with Circular Bell (No. S 6070) Mounted on extended wood base.

See pages 34 and 35 for Electric Bells.



Price 15/- extra.

Sterling

Luminous Lift Indicators

(PATENTED



The use of Luminous Indicators in passenger lifts possesses so many obvious advantages over the ordinary drop-shutter type that it would be superfluous to enumerate them. The Stering Luminous Lift Indicator No. S 6210, with the Combined Call and Reset Push No. S 6216, represents the latest development in this direction and possesses several novel features which merit special notice.

The Combination Push is designed to be fitted on the wood or lattice work of the shaft in such a position that the Call Button is accessible to passengers on the landing, whilst the Reset Button is accessible to the Liftman from the cage when it arrives at the floor from which a call has been given. Its

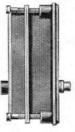
functions are as follows:—When a passenger presses the Call Button to summon the lift, he makes certain contacts, one of which rings the bell, whilst another closes the circuit for the Indicator Lamp. When he releases the Button, the bell ceases to ring, but the lamp contact is retained by means of a clutch device, and the lamp continues to indicate until the lift reaches that floor. The Liftman can then extinguish the Indicator Lamp by pressing the Reset Button of the Combination Push. It will be clear from the foregoing that this is a very robust system, there being no relays or electro-magnetic switches for closing the lamp circuits, and, consequently, no danger of any of the parts becoming overheated if a lamp should accidentally be left in circuit for an unusual length of time.

In a few cases, the walls of the lift shaft are exceptionally thick, and it may then be found difficult to fit the combination push, but we have generally been able to suggest a means of overcoming such difficulties, and are prepared to consider each case on its merits.

STERLING

Luminous Lift Indicators

(PATENTED)





No. S 6216.

The advantage of resetting each Indicator only from the landing from which the lift is called is obvious; it compels the attendant to visit that landing, and, if several calls are sent simultaneously, he must visit the respective landings before he can extinguish the Indicator Lamps. The Reset Button at any landing only extinguishes the lamp with which it is associated

The normal working pressure of the system is 24 volts. If desired, it can be operated by the house-lighting supply, whether D.C. or A.C. In the case of D.C., suitable resistances will be required, but in the case of A.C., a step-down transformer can be used to reduce to the working pressure.

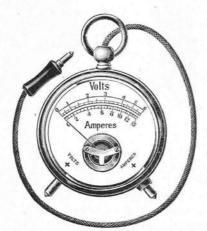
Where there are several banks of lifts, as in large stores, we have supplied suitable co-operative systems, but inasmuch as the requirements in such instances vary very much, it is not possible to describe them definitely. We therefore invite enquiries, which will receive expert attention.

All the fittings are constructed of metal, strongly made, and are supplied to match the finish of the lift furniture.

Prices and further details will be sent on application.

'ERLIN(

Pocket Voltmeters and Ammeters



Nos. S 7000/S 7002.

No. S 7000. Pocket Voltmeter. Ordinary Quality. Range 0 to 10 Volts in well-finished Nickel-plated Case. Silvered Dial.

Price 8/- each.

No. S 7001. Pocket Ammeter. Ordinary Quality. Range 0 to 20 Amps. in well-finished Nickel-plated Case. Silvered Dial.

Price 9/- each.

Pocket Combined Voltmeter and Ammeter. No. S 7002. Ordinary Quality. Range 0 to 10 Volts and 0 to 20 Amps. Price 12/- each.



Wires

(For Indoor Use)

CHEAP WIRE FOR DRY PLACES. SINGLE CONDUCTORS.

High Conductivity Copper Wire, double cotton covered and paraffined.

No. W 7290, No. 22, S.W.G.,

per mile

£2 16 0

TELEPHONE AND ELECTRIC BELL WIRES. SINGLE. FOR INSIDE USE. (RUBBER COVERED).

High Conductivity Copper Wire, Tinned, covered with Pure India-rubber, Double Cotton Covered and Paraffined.

No. W 7300, No. 22, S.W.G. per mile

£3 10 0

No. W 7305, No. 20 do.

4 10 0

TWIN CONDUCTORS (Rubber Covered).



Two Conductors, insulated as above, twisted together.

No. W 7310, each, No. 22, S.W.G. per mile No. W 7315, each, No. 20 do.

£8 0 0

9 10 0

DOUBLE RUBBER-COVERED AND BRAIDED INDOOR WIRE.

High Conductivity Copper Wire, Tinned, insulated with Double Pure India-rubber, Cotton Covered and Paraffined, then Braided and Paraffined.

	Catalogue No.	Conductors in S.W.G.	Price Per Mile
Single {	W7320 W7325	No. 22 No. 20	£7 10 0 8 0 0
Twisted	W7335	Each No. 20	17 0 0

HIGH-CRADE INDOOR WIRE. (For Damp Places).

For this purpose we recommend Cat. Nos. W 7340 to W 7355 (see page 48), which can be supplied, if necessary, with Coloured Braiding and Paraffined (to order only).

Prices are subject to market fluctuations and alteration without notice.



Wires

(For Outdoor Use)

SINGLE CONDUCTORS.

High Conductivity Copper Wire, Tinned, covered with Pure and Vulcanised India-rubber, Taped, Braided and Compounded.

Catalogue No.	Conductors in S.W.G.	Price Per Mile.
W7340	20	£13 0 0
W7345	18	14 10 0

TWIN CONDUCTORS.

Two Conductors, insulated as above, twisted together.

Catalogue No.	Conductors in S.W.G.	Price Per Mile.
W7350	Each, No. 20	£28 10 0
W7355	,, ,, 18	32 0 0

LEAD-COVERED WIRES.



For use Outdoors and in Damp Places.

Specification. - Single Conductors, High Conductivity Copper Wire, Insulated with Pure Rubber, Double Cottoncovered, Taped and Lead-covered. When run underground should be enclosed in Iron Barrel.

		Catalogue No.	Conductor in S.W.G.		Pric	7.7
$_{\rm Twin}^{\rm Single}$	•••	 W7360a W7365a	20 Each, No. 20	£26 39	0	0

SPECIAL QUALITY UNDERCROUND CABLE.

Specification.—Conductors No. 18 S.W.G. Insulated with thick Impregnated Paper, covered with thick Lead and Tarred Yarn over all. Recommended for use on Rifle Ranges, etc., where, if carefully laid, it can be placed direct in the soil.

W 7370. Twin Conductors, each No. 18 S.W.G.

Price on application.

Prices are subject to market fluctuations and alteration without notice.

ERLING Multiple Telephone

Cable

For Ordinary Single-Line Interphone Systems.

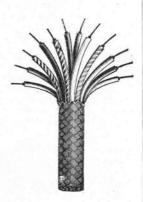
Cable with Rubber-covered Conductors.

High Conductivity Tinned Copper Wire.

Class A.—Indoor. Conductors 22 S.W.G., Insulated with Pure India-rubber, Double Cotton-covered (each Conductor a different colour) and Paraffined. The whole then twisted together, Braided and Paraffined over all.

Class B .- Indoor. Similar to above, but Conductors 20 S.W.G.

Class C .- Indoor, Outdoor, or for Underground Iron Conduit. Conductors 22 S.W.G., Insulated similar to Class A, but taped and Lead-covered overall instead of Braided and Paraffined.



Class D .- Outdoor Suspension Cable. Conductors No. 20 S.W.G., Insulated with Pure and Vulcanised India-rubber. Taped, Cotton Lapped (each Conductor a different colour) and Paraffined, the whole cabled together, Taped, Braided and Compounded over all.

Price Per 110 Yards.

No.	Class.	A			В.			C.		1	D.	
W 7400	5-way	£1 1	0 0	£2	0	0	£3	5	0	£7	10	0
W 7401	7 ,,	2	0 0	2	15	0	4	0	0	12	0	0
W 7402	9 ,,	2 1	2 0	3	10	0	5	0	0	14	0	0
W 7403	12 .,	3 1	0 0	4	10	0	6	0	0	18	0	0
W 7404	17 ,,	5	0 0	6	10	0	8	0	0	25	0	0
W 7405	22 ,,	6	6 0	8	5	0	10	5	0	32	0	0
W 7406	32 .,	9	5 0	12	0	0	14	10	0	45	0	0

Note.—When ordering please state Catalogue No. and Class of Cable required. Prices are subject to market fluctuations and alteration without notice.

ERLING Multiple Telephone Cable for "Primax" Interphones

Cable with Rubber-covered Conductors

High Conductivity Tinned Copper Wire.

Class E .- Indoor. The ordinary Conductors are 22 S.W.G., with two Conductors each 7/23 S.W.G. in each cable for the speaking battery leads. Conductors insulated with pure India-rubber, double cotton-covered (each conductor a different colour) and paraffined. The whole then twisted together. braided and paraffined overall.

Class F.—Indoor, Outdoor or for Underground Iron Conduit. Conductors and insulation similar to Class E, but taped and lead-covered overall instead of braided and paraffined.

Class C.—Outdoor Suspension Cable. The ordinary conductors are 20 S.W.G., with two conduc-tors each 7/23 S.W.G. in each Cable for the Speaking Battery Leads.

Conductors are insulated with Conductors are insulated with Pure and Vulcanised India-rub-ber, Proof Taped, Cotton Lapped (each Conductor a different col-our) and Paraffined, the whole cabled together, Proof Taped, Braided and Compounded overall.





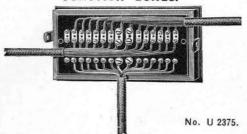
Price Per 110 Yards.

Cata- logue. No.	CLASS.		E.			F.			G.	
W 7429	9-way Cable (for 5- way Instruments)	£4	5	0	£6	15	0	£10	0	0
W 7435	14-way Cable (for 10- way Instruments)		10	0	8	15	0	14	10	0
W 7436	19-way Cable (for 15- way Instruments) 24-way Cable (for 20-	6	10	0	11	10	0	18	10	0
W 7437	way Instruments) 34-way Cable (for 30-	8	10	0	14	0	0	22	10	0
W 7438	way Instruments)	11	10	0	17	10	0	32	0	0

Note.—When ordering please state Catalogue No. and Class of Cable required. Prices are subject to market fluctuations and alteration without notice.

Accessories

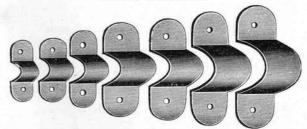
JUNCTION BOXES.



No. U 2375. Junction Box, for "Primax" Interphone System.

No. of	Ways	 10	15	20	25	35
Price		 12/-	16/-	20/-	25/-	33/-

BRASS SADDLES.

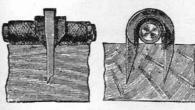


Catalogue No. ... W 7620 W 7621 W 7622 W 7623 W 7624 W 7626 Diameter of Wire 1in. 3in. hin. 5in. lin. Price per gross... 12/6 28/-

STAPLES.

Catalogue No.	Size.	Prices, Coppered Steel.					
W 7605 W 7606 W 7607 W 7608	inch	Per lb.	Per cwt.				

INSULATED STAPLES.



Cata- logue. No.	Ex. ternal Dia. of wire.	Price per 100.
W 7640 W 7641 W 7642	‡in. 3 in. ‡in.	1/8 2/4 2/8
W 7642a W 7643 W 7644		4/- 4/8 6/4

Accessories



No. S 7090a. The "Stone Jar" Invicta Sac Battery is specially suitable for Telephone and Bell Installations where a heavy current output is required. The features of the Battery are its very low internal resistance and large capacity. It is fitted with a Cover. excluding dirt and preventing undue evaporation, and will work for long periods without requiring attention. Specially recommended for Common Battery Interphone Systems. Charging Material—Salammoniac. Size 53in. diam. overall.

Height, Sin. overall.

Price 6/2 each (without Sal-ammoniac).

PRICES OF SPARE PARTS (each).

Jar, 1/2; Sac, 3/-; Circular Zinc, 1/-; Cover, 1/-.



No. S 7130. The "Celevox" Special Size Dry Cell has been in practical use under most careful observation for many years with the best results.

The Cell is stocked in one size only—that which has been found most useful for Telephone work.

Price 3/- each.

E.M.F., 1.5 Volts.

Approximate internal resistance, .015 Ohms.

Dimensions: $2\frac{1}{2}$ by $7\frac{1}{2}$ in. overall.

No. S 7130.



No. U 2565. Lightning Arrester, for Single or Double Lines, mounted on Ebonite Base.

Price 4/4 each.

No. U 2565a. Ditto, for Single Lines ... Price 3/- each.