

**HISTORICAL FACT SHEET Telephone Industry Related Companies**



COMPANY Sears, Roebuck and Company

DATE ORGANIZED 1886

WHERE ORGANIZED Chicago, IL

FOUNDER(S) Richard W. Sears, Alvah C Roebuck

NATURE OF BUSINESS Distributor

Subsequent names or significant changes resulting from acquisitions, consolidation, sales or bankruptcies:

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REMARKS Sears, and Montgomery Wards, did not manufacture their own telephones but rather used other known companies to manufacture telephones and related items. Sears would have their own branded name of SEROCO or SEARS placed on the items. Evidence points to Eureka Electric and Chicago Telephone Supply Co as being the main manufacturers of telephones for Sears.

Source: searsarchives.com

SEARS, ROEBUCK & CO., Cheapest Supply House on Earth, Chicago, Ill. 11

**GENERAL DESCRIPTION**  
...OF OUR...  
**SERIES AND BRIDGING TELEPHONES.**

**THE CABINET.** The cabinets of our telephones are beautifully finished in golden oak, highly polished giving the instrument a most handsome and ornamental appearance. The various tray series of cabinets, the large double battery cabinet and the smaller compact cabinet.

**THE COMPACT CABINET** is by reason of its small size, and handsome design, soon won the most popular style. It has room enough inside to accommodate two dry batteries.

**THE DOUBLE BATTERY CABINET** is larger than the compact, and the battery compartments is large enough to accommodate two dry batteries, a point which will appeal to those who prefer wet batteries.

**REMEMBER, WE FURNISH** any of our telephones complete with either the Compact or Double Battery Cabinets.

**Lightning Arresters.**  
The Mather's Lightning Arrester, with which all our series and bridging telephones are equipped, affords absolute protection. This lightning arrester embodies the principle of the following: It consists of a round carbon rod, one end of which is connected with the outside wire, the other end being connected with the ground. The carbon rod is surrounded by a series of mica plates, which serve to insulate the carbon rod from the ground. The mica plates are arranged in such a manner that the carbon rod is surrounded by an additional path is provided for. It is the best insurance against lightning or static electricity that a telephone can have.

**The Generator.**  
The Generator is one of the most improved parts of the telephone and in fact is the most perfect generator in use. It consists of a series of magnets on a central shaft, which are rotated by a hand crank. The magnets are arranged in such a manner that they induce an electric current in the coils of wire surrounding them. This current is used to operate the transmitter and receiver.

**The Receiver.**  
Our Receivers are of the very latest bipolar design with concealed connections and the best hard rubber receiver cases, highly polished. The cap of the letter body is polished, which increases the possibility of foreign light. The permanent magnet is covered with a very hard, clear, transparent glass, which is carefully hardened, polished and nickel plated. The cap is attached to the magnet by a special clip, insuring positive connection between the electric magnet and the cap. The adjustable is in case of break which insure good wearing and permanent adjustable features.

**Our Receiver takes care to show customers.**  
The special clip is easily adjusted by the simple act of lowering one set screw. When once adjusted, it is very hard to get out of adjustment. The receiver cleaner is large and of the correct design, making it the most perfect of all bipolar receivers.

No. 6311. Improved long distance telephone, with transmitter and receiver, same as above but with a battery call instead of the magneto call, the connection is to be made with a push button, and is a thoroughly reliable instrument. Price with case complete as shown in cut, made of oak or black walnut. Each ..... \$7.00

No. 6312. Desk 'phone, one of the neatest and most artistic desk 'phones made; has neat pedestal with nickel plated standard. Our regular type of long distance transmitter with the small new style receiver. Each ..... \$11.50

No. 6313. Desk 'phone, same style as above, but with magneto call bells included. Each ..... \$16.00

No. 6314. Transmitter, long distance with granulated carbon; can be attached to telephones of any make on which the transmitter is not satisfactory or has given out, same as used on our improved long distance telephones, but made to screw on the front of the box; is very easily attached. Price ..... \$2.00

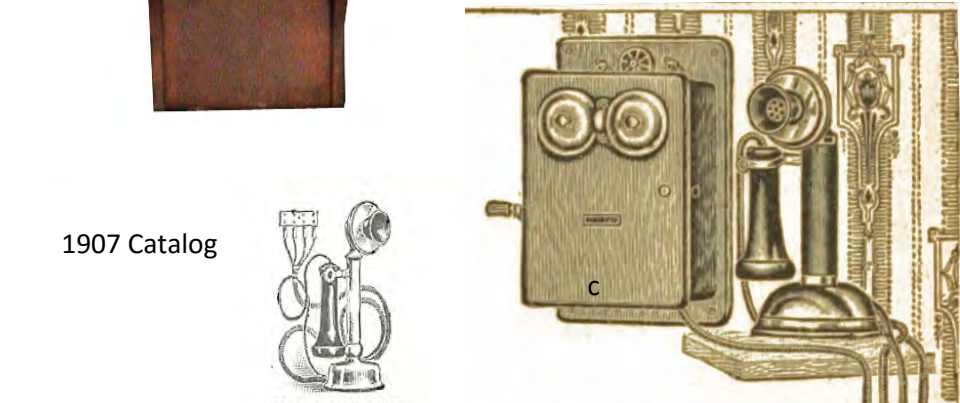
No. 6315. Receiver, same as used on our regular 'phones with compound bar magnets, hard rubber case. Each ..... \$1.50

No. 6320. Plug Switches for small telephone exchanges, five connections or over. Each connection ..... 200



Richard W. Sears

1897 Catalog



OUR PORTABLE DESK TELEPHONE

1918 Catalog



IS OF THE VERY LATEST PATTERN.  
IT IS EQUIPPED WITH

OUR HIGH GRADE STANDARD RECEIVER,  
OUR OWN SOLID BACK TRANSMITTER,



No. 48Y2200

sk Type. Two dry batteries included with  
CHICAGO. Shipping weight, about 45